

STANFORD UNIVERSITY BULLETIN

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1935-36

"The beneficence of the Creator toward man on earth, and the possibilities of humanity are one and the same."—LELAND STANFORD.

"A generous education is the birthright of every man and woman in America."

—DAVID STARR JORDAN.

STANFORD UNIVERSITY, CALIFORNIA

PUBLISHED BY THE UNIVERSITY

VI. GRADUATE COURSES

240. Individual Research.—Students properly qualified under the University regulations to pursue genuine graduate studies are given special attention and credit allotted for the work accomplished. Such students will receive individual advice and guidance.

Units, not to exceed 15

Autumn, 12; winter, 18; spring, 15; summer, 8

By arrangement

242. Historiography.—A course designed to familiarize the student with the writings and influence of the great historians from Herodotus to the present time. The work consists of lectures, papers, and class discussions.

5 units, autumn quarter (MARTIN)

Autumn, 3

By arrangement

246. Modern European History.

Autumn quarter (LUTZ)

Autumn, 8

By arrangement

248. History of the United States.—Special aspects of democracy, sectionalism, and political parties in the twentieth century.

3 units, spring quarter (ROBINSON)

Spring, 1

By arrangement

249. Far Eastern History.

Spring quarter (TREAT)

[Not given in 1935-36]

JOURNALISM

CHILTON ROWLETTE BUSH, Professor

BERTON JOSEPH BALLARD, CLIFFORD FRANCIS WEIGLE, Instructors

HARTLEY E. JACKSON, NEAL VAN SOOY, Lecturers

The Journalism curriculum is based on the assumption that an adequate college training for journalism must provide (1) general social intelligence, (2) specific knowledge of certain social, fiscal, industrial, and political data and principles, (3) an intelligent comprehension of the rôle of the newspaper as a social institution, and (4) some technical ability in journalism. The requirements for the degree of Bachelor of Arts in Social Sciences—Journalism are calculated to insure a realization of these objectives.

Courses in the Division of Journalism are open only to students in the Upper Division who present satisfactory grades in elementary English composition courses. Students transferring from other institutions who desire credit for courses in News Writing and Copy Editing may be required to take an examination in those subjects as a prerequisite to their enrollment as majors in journalism. A satisfactory grade-point average in the courses in News Writing, Copy Editing, and Mechanics of Publishing is required for admission to the Second Technical Year.

Graduation.—To fulfill the requirements for the degree of Bachelor of Arts with a major in Social Sciences—Journalism, the student will take a minimum of 30 units in journalism and 20 units in each of two other departments or divisions of the School of Social Sciences—a total of 70 units in the School of Social Sciences. A part of this requirement will, under existing regulations, be met while the student is in the Lower Division.

Of the courses taken in the Division of Journalism, the following are required: News Writing (5 units), Mechanics of Publishing (2 units), Copy Editing (3 units), History of Journalism (3 units), Sociological Aspects of Journalism (3 units), Geographical Aspects of Journalism (3 units), and one of the following: Reporting of Public Affairs (5 units), Forms of Journalistic Writing (5 units), or Principles of Advertising (3 units).

The courses required are those deemed fundamental in preparation for all fields of journalism. The student, however, who desires to prepare for a special field—such as editorial work on the metropolitan daily or small community newspaper, business management, magazine work, trade journal management, or supervision of secondary school publications—has the choice of several electives in the Journalism curriculum. The student may further specialize in editorial work by electing specific courses in other departments of the University. As an example, the following program is recommended for those who wish to specialize in reporting the activities of local government: Public Finance (Economics 141), Taxation (Economics 142), Public Utilities (Economics 152), City Planning (Civil Engineering 256), American Government (Political Science 1 and 2), Political Parties (Political Science 149), Introduction to American Public Law (Political Science 147), and Administrative Procedure (Political Science 131).

The Division of Journalism recommends that Lower Division students preparing to elect the major in journalism take some of the elementary social studies prior to entering the Upper Division, especially Psychology 51 and introductory courses in history.

Degree of Master of Arts.—For the most part, graduate work offered by the Division of Journalism has for its purpose the further preparation of teachers of journalism who have fulfilled the technical requirements in a curriculum in journalism. Students who have specialized in journalism while undergraduates and who intend to practice journalism are advised to do graduate study primarily in some field of the social sciences rather than in journalism, specializing in their preparation for reporting business, finance, and local government. The Division of Journalism will advise such graduate students.

Those candidates for the Master's degree who are accepted by the division will satisfy the specific undergraduate requirements of the division and take a minimum of 20 units of advanced or graduate courses in one or more departments of the School of Social Sciences. A thesis in journalism may ordinarily satisfy not more than 9 units of the journalism requirements. To be recommended for the Master's degree, the candidate must do satisfactory work in his whole approved course of study.

Graduate students who intend to enter the field of newspaper management may fulfill a part of the requirements for the Master's degree by taking specific courses in the Graduate School of Business on the payment of a fee of \$7.50 per course. These courses are Accounting (212, 213), Psychological Aspects of Business (270), Marketing (340, 341), Retail Store Management (342), Sales Management (344), and Advertising (345).

Ph.D. Minor.—Candidates for the degree of Doctor of Philosophy who are preparing to teach journalism are, in special cases, permitted to elect journalism as a minor field. The candidate, however, will consult with his major professor as to thesis and course of study.

FIRST TECHNICAL YEAR

100. News Writing.—An introduction to journalism with emphasis on reporting and with practice in news writing. Types of news stories, news values, newspaper organization, news-gathering organizations, representative American and European newspapers, and journalistic vocations. Weekly conferences. All writing in the course, after the first three weeks, must be done on the typewriter. Open only to Upper Division students except in the spring quarter when students who have earned 75 units are admitted.

5 units, autumn and *spring quarters (WEIGLE)
Lec. MTWF 8; Lab. M or W 1:05-3:05
MWF 9

3 units, *summer quarter (BALLARD)
Autumn, 42; spring, 24; summer, 4

103. Mechanics of Publishing.—Instruction relating to printing processes and machinery, including type faces, typographical display, and type calculations; photo-engraving; intaglio printing; offset lithography; imposition; proofreading. To be taken concurrently with Journalism 107.

2 units, winter quarter (JACKSON)
Winter, 43 MW 8

107. Copy Editing.—Instruction and practice in copy reading, headline writing, news display, and library reference methods. In laboratory sessions, the class edits the daily printer-telegraph report of the Associated Press and the United Press associations. Prerequisite: Journalism 100, or equivalent. To be taken concurrently with Journalism 103.

3 units, winter quarter (WEIGLE)
Winter, 42 Lec. T 8; Lab. MW or TTh 1:05-4:05

110. Forms of Journalistic Writing.—The following forms are studied: magazine article, Sunday feature article, editorial, and critical essay. Popularization of technical and scientific data. Practice in writing with emphasis on the marketing of manuscripts; literary markets are surveyed and the student is assisted in marketing his manuscript. Conferences. All writing in the course must be done on the typewriter.

5 units, autumn and *spring quarters (BALLARD)
Autumn, 19; spring, 2 MWF 11

115. Principles of Advertising.—Theory and practice, with special reference to advertising in the newspaper; methods of research and co-ordination of advertising with marketing and merchandising. Preparation of copy and layout. Not open to students in the Lower Division. Prerequisite: consent of the instructor.

3 units, autumn quarter (BALLARD)
Autumn, 40 MWF 10

116. Advertising Problems.—Advanced principles and practice, especially as related to campaigns of the national advertiser and the large local store. Advertising practice in connection with actual marketing problems of San Francisco and Peninsula concerns is undertaken from time to time. Prerequisite: Journalism 115.

3 units, spring quarter (———) [Not given in 1935-36]

SECOND TECHNICAL YEAR

125. Reporting of Public Affairs.—Instruction and practice in methods of reporting local, state, and federal courts, and federal, state, and municipal administration in the local community; bankruptcy proceedings; finance and commerce; labor. Several aspects of adjective law are studied.

5 units, winter and *spring quarters (BUSA)
Winter, 16; spring, 1 MTWThF 8

128. Geographical Aspects of Journalism.—Study of the nearer environment with emphasis on the geographical and human ecological factors that affect editorial and news policy, circulation, and advertising. Class discussion and reading is supplemented by lectures by specialists in several fields.

3 units, autumn quarter (BUSH) MWF 9
Autumn, 19

140. History of Journalism.—A study of the changing character of the newspaper with emphasis on the contributions of outstanding editors, publishers, and inventors. The evolution of freedom of the press, editorial and business standards, mechanical production, and advertising practices.

3 units, winter, *spring, and *summer quarters (WEIGLE, BUSH) MWF 9
Winter, 30; spring, 1; summer, 5

142. Sociological Aspects of Journalism.—A study of the newspaper as a social institution with some attention to the problems of ethical professional conduct. The influence of the newspaper on morals, public opinion, taste, English style, and standards of living; influence on the newspaper of certain characteristics of American life; examination of proposed reforms of the press.

3 units, spring quarter (BUSH) TTh 9
Spring, 29

149. Legal Aspects of Journalism.—Case studies in the law of defamation, contempt, constitutional guaranties, privacy, copyright, and inspection of public records. Textbook: Siebert, *Rights and Privileges of the Press*.

2 units, spring quarter (BUSH) TTh 8
Spring, 29

150. Editorial Management.—A study of the editorial problems in the sub-metropolitan and small-town newspaper field, with special attention given to opportunities for community leadership. Personnel and staff organization; wire and local news service; editorial budgeting; training and morale of correspondents; editorial promotion. Prerequisites: Journalism 100 and 103, or equivalents.

2 units, winter quarter (————) [Not given in 1935-36]

156. Business Management.—Study of business problems relating to the small city and country newspaper; sources and volume of income, production efficiency, advertising rates, circulation promotion, financing, evaluation of newspaper properties. Prerequisite: Journalism 103, or permission of instructor.

5 units, spring quarter (VAN SOOY) MTWTh 9
Spring, 18

157. Newspaper Accounting and Cost-Finding.—Theory and practice of recording business transactions and expense for purposes of control. Analysis of cost factors in the printing of the small newspaper. Prerequisite: Journalism 156, or concurrent registration.

2 units, spring quarter (VAN SOOY) TTh 9
Spring, 14

179. Journal Club.

2 units, winter quarter (BUSH) W 7:15-9:15 P.M.
Winter, 20

199. Individual Work.—Journalism majors with high academic standing are permitted to undertake individual work in a few specialized fields not thoroughly covered by the courses already listed.

1 to 2 units, any quarter (STAFF) By arrangement
Winter, 1; spring, 7; summer, 3

211. Seminar.—Journalistic style.

2 units, winter quarter (BUSH) [Not given in 1935-36]

[Curriculum and Instruction in Journalistic Writing.—See Education 215.]

PRACTICE COURSES

117. Practical Editing.—The members of the class will be constituted the editorial staff of the summer edition of the *Stanford Daily*. In class meetings, the technique of copy editing, headline writing, proofreading, make-up, and editorial writing are studied. In laboratory sessions, the members of the class edit copy, write headlines, plan make-up, read proof, and write editorials. As rapidly as their ability and effort warrant, the members of the class are permitted to exercise their own judgment and initiative in planning and editing the paper.

3 units, summer quarter (WEIGLE)
Summer, 5

MTWThF 1:05

120. Elementary Practice.—Open to staff members of campus publications and to student newspaper correspondents. One unit of credit for three hours of work of a character satisfactory to the Division of Journalism. A maximum of two units a quarter may be earned by journalism majors and other students who have the approval of their major professor; maximum of one unit a quarter may be earned by Lower Division students preparing to enter the Division of Journalism. Students who are not journalism majors will be graded plus or minus, and will be limited to three units of credit for work in Course 120 or Course 121, or in both together, taken while they are Lower Division students, and to six units for such work taken while they are Upper Division students. Positions on the staff of student publications are by virtue of appointment or election. Weekly conferences.

1 or 2 units, autumn, *winter, and *spring quarters (STAFF) By arrangement
Autumn, 22; winter, 26; spring, 34

121. Advanced Practice.—Practical work in executive positions on the editorial or business staff of student publications, with weekly conferences. One unit of credit for three hours of work. Lower Division students preparing to enter the Division of Journalism are limited to a maximum of one unit a quarter. Students who are not journalism majors will be graded plus or minus, and will be limited to three units of credit for work in Course 120 or Course 121, or in both together, taken while they are Lower Division students, and to six units for such work taken while they are Upper Division students.

1 to 3 units, autumn, *winter, and *spring quarters (STAFF)
Autumn, 19; winter, 25; spring, 19

Th 2-3

183. Metropolitan Newspaper Practice.

5 units, spring quarter (BUSH)
Spring, 7

By arrangement

PHILOSOPHY

HENRY WALDCRAVE STUART, HAROLD CHAPMAN BROWN, Professors

EVERETT WESLEY HALL, Associate Professor

CHARLES AUGUSTUS BAYLIS (Brown University), Acting Assistant Professor (Summer Quarter)

Graduation.—The requirements for graduation in this department constitute an adequate preparation for advanced studies in philosophy and leave opportunity for the other elements of a general or liberal education. Major students are required to present for the degree of Bachelor of Arts thirty-five