

STANFORD UNIVERSITY BULLETIN

FORTY-SEVENTH

ANNUAL REGISTER

1937-38

LIBRARY, SCHOOL OF EDUCATION

"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

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) By arrangement
Autumn, 5

246. Modern European History.

5 units, autumn and *winter quarters (LUTZ, FISHER) By arrangement
Autumn, 5; winter, 2

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

3 units, summer quarter (ROBINSON) By arrangement
Summer, 5

249. Far Eastern History.

Spring quarter (TREAT)

[Not given in 1937-38]

JOURNALISM

CHILTON ROWLETTE BUSH, Professor

ROBERT WILLIAM DESMOND, Acting Associate Professor (Spring Quarter)

CLIFFORD FRANCIS WEIGLE, Assistant Professor

BERTON JOSEPH BALLARD, Acting Assistant Professor

WALTER L. DOTY, JAMES CUDNER NUTE, RICHARD ALFRED RUSSELL, NEAL

EDGAR 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 principles and data, (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, except Journalism 50 and 55, are open only to students in the Upper Division who present satisfactory grades in English composition courses. Students transferring from other institutions who desire credit for some of the elementary courses may be required to take an examination in those subjects as a prerequisite to their enrollment as majors in journalism.

Pre-Journalism Curriculum.—The following pre-journalism curriculum is recommended for students in the Lower Division preparing to major in journalism:

First Year: English 3, 10, and 25; and Graphic Art 70 for students especially interested in advertising.

Second Year: English 2, Journalism 50 and 55, Economics 1, 2, and 75, Psychology 51, Philosophy 1 (Logic), Political Science 1, 2, and 51.

Admission to Second Technical Year.—A satisfactory grade-point average in the courses of the First Technical Year and technical enrollment in the Upper Division are 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 thirty units in journalism and twenty units in each of two other departments or divisions of the School of Social Sciences. A part of this

requirement may be met while the student is in the Lower Division. To be recommended for graduation the major student must earn an average grade of C in courses in the School of Social Sciences and a considerably higher average in the courses in journalism.

Of the courses taken in the Division of Journalism, the following are required: Journalism 50, 55, 103, 107, 108, 140, 142, and two of the following courses: Journalism 110, 115, 116, and 125.

Special Sequences of Study.—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: Reporting of Public Affairs (Journalism 125), Public Finance (Economics 141), Taxation (Economics 142), Public Utilities (Economics 152), The Urban Community (Economics 190), 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).

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 informally advise such graduate students.

Those candidates for the Master's degree who are accepted as majors will satisfy the specific undergraduate requirements of the division, take a minimum of twenty units of advanced or graduate courses in one or more departments of the School of Social Sciences, and write a thesis. The thesis may ordinarily satisfy not more than ten or twelve 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 selecting 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), Retail Store Management (342), and Business Statistics (231).

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 dissertation and course of study.

LOWER DIVISION COURSES

50. News Writing.—An introduction to journalism with emphasis on reporting and with practice in news writing. Types of news stories, news

values, newspaper organization, and journalistic vocations. Weekly conferences and laboratory. All writing in the course, after the first three weeks, must done by typewriter. Open to sophomores.

3 units, autumn quarter (WEIGLE)

MWF 8

3 units, *spring quarter (BALLARD)

TTh 8

Autumn, 51; spring, 21

55. World Journalism.—A study of representative American and European newspapers designed to supply the student with appropriate standards for reading the newspaper and some of the necessary criteria for evaluating the significance of events. News-gathering organizations, news sources, and the techniques of censorship and propaganda. Open to sophomores.

3 units, spring quarter (DESMOND)

MWF 8

Spring, 50

[Lectures on Advertising Layout.—See Graphic Art 70.]

FIRST TECHNICAL YEAR

103. Mechanics of Publishing.—Instruction relating to printing processes and machinery, including type faces, typographical display, and type calculations; photoengraving, photolithography, intaglio printing; imposition; paper and inks. Lecture and laboratory. To be taken concurrently with Journalism 107. Prerequisites: Journalism 50 and Upper Division standing.

3 units, winter quarter (VAN SOOY)

Lec. TTh 8; Lab. by arrangement

Winter, 41

104. Typographic Design.—Advanced work relating to the design, estimating, and copy-fitting of publications; problems of imposition. Prerequisites: Journalism 103 and 115, and Graphic Art 70. Open only to journalism majors.

2 units, spring quarter (NOTE)

By arrangement

Spring, 12

107. Copy Editing.—Instruction and practice in copy reading, headline writing, news display, illustrations, and newspaper library reference methods. In laboratory, the class edits the daily printer-telegraph report of the Associated Press and the United Press Associations. To be taken concurrently with Journalism 103. Prerequisites: Journalism 50 and Upper Division standing.

3 units, winter quarter (WEIGLE)

By arrangement

Winter, 38

110. Forms of Journalistic Writing.—The following forms are studied: magazine article, Sunday feature article, editorial, and critical essay. Practice in writing with emphasis on the marketing of manuscripts; literary markets are surveyed and the student is assisted in marketing his manuscript. The popularization of technical and scientific data. Conferences. All writing in the course must be done by typewriter. Prerequisites: Upper Division standing; and Journalism 50 or consent of instructor.

3 units, autumn and *summer quarters (BALLARD)

TTh 1-4

Autumn, 37; summer, 1

115. Principles of Advertising.—An introduction to advertising with emphasis on fundamentals of consumer research: product analysis, survey, and market analysis. Elements in the preparation of the advertising campaign: media selection, costs, copy, layout, mechanical production, and merchandising. A nontechnical course designed to create a general understanding of the advertising business and to serve as a basis for advanced study.

3 units, autumn quarter (DOTY, RUSSELL)

By arrangement

Autumn, 76

116. National Campaigns.—In co-operation with a Pacific Coast manufacturer, the class prepares an advertising campaign for a nationally advertised product. The work begins with research and continues with preparation of copy, testing, preliminary selection of media, and scheduling. Prerequisite: Journalism 115, senior standing, and consent of instructor. Open only to majors.

2 units, winter quarter (RUSSELL)
Winter, 22

Th 2-4

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, mechanics, and advertising practices. Practice in writing of biographical sketches. Prerequisite: Upper Division standing.

3 units, autumn and *spring quarters (WEIGLE)

MWF 8

3 units, *summer quarter (BALLARD)

By arrangement

Autumn, 1; spring, 35; summer, 5

SECOND TECHNICAL YEAR

[These courses are not open to nonmajor students unless they are technically enrolled in the Upper Division.]

125. Reporting of Public Affairs.—Instruction and practice in methods of reporting local, state, and federal courts and municipal, state, and federal administration in the local community; bankruptcy proceedings; finance and business; labor. Several aspects of adjective law are studied. Prerequisites: Journalism 50, 103, and 107.

5 units, winter quarter (BUSH)

TWThF 11

Winter, 24

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

3 units

[Not given in 1937-38]

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. Prerequisite: Upper Division standing.

3 units, autumn and *spring quarters (BUSH)

MWF 9

3 units, *summer quarter (BALLARD)

By arrangement

Autumn, 41; spring, 1; summer, 6

149. Legal Aspects of Journalism.—Case studies in the law of defamation, contempt, constitutional guaranties, privacy, copyright, and inspection of public records. Prerequisite: Upper Division standing.

3 units, spring and *summer quarters (BUSH)

TTh 8

Spring, 24; summer, 1

156. Business Management.—Principles of newspaper business management, including location, evaluation, equipment, circulation, display, classified and legal advertising, accounting, and promotion. Primary emphasis is on the sub-metropolitan newspaper, but study is also made of metropolitan practices. Prerequisites: Journalism 103 and 115.

3 units, winter quarter (VAN SOOY)

WF 8

Winter, 7

158. Advanced Business Problems.—Independent work for qualified majors in a particular field of business management, including circulation,

classified advertising, cost finding, equipment, financing, legal advertising, legislation, merchandising, personnel, production efficiency, rate structure, and promotion. Prerequisite: Journalism 156, or concurrent registration.

2 units, winter quarter (VAN SOOY)

By arrangement

Winter, 2

199. Individual Work.—Journalism majors with high academic standing are permitted to undertake individual work in a few specialized fields not covered by the courses already listed. Some of these fields are (1) women's departments, (2) radio continuity, (3) trade journalism, and (4) newspaper illustration and photography.

1 unit, autumn, winter, spring, and summer quarters (STAFF)

By arrangement

Autumn, 6; winter, 5; spring, 3; summer, 1

[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-laboratory meetings, the members of the class will receive instruction and practice in the technique of copyreading, headline writing, proofreading, makeup, and editorial writing for the *Stanford Daily*. As rapidly as their ability and effort warrant, the members of the class will be permitted to exercise their own judgment and initiative in planning and editing the paper.

4 units, summer quarter (STAFF)

By arrangement

Summer, 21

121. Advanced Practice.—Practice work in executive positions on the staff of student publications, with weekly conferences. Open to undergraduate students technically enrolled in the Upper Division who qualify by election or appointment; not open to graduate students. Students who are not journalism majors are limited to six units of credit. For work done during the winter quarter the amount of credit is usually reduced. Students are graded plus or minus.

1 to 3 units, autumn, *winter, and *spring quarters (STAFF)

By arrangement

Autumn, 20; winter, 20; spring, 18

183. San Francisco Newspaper Practice.—Journalism majors enrolled in the Reporting of Local Government sequence of studies who have made a high record in their entire program are permitted to work in San Francisco in the spring quarter of their senior year, by special arrangement with San Francisco newspapers. The work is done under the supervision of specially appointed San Francisco newspaper men and the faculty of the division. Students who are accepted are required to devote their entire time to this work on Tuesdays and Thursdays.

5 units, spring quarter (STAFF)

By arrangement

Spring, 10