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"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

JOURNALISM

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The Journalism curriculum is based on the assumption that education 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 role of the newspaper as a social institution, and (4) some technical ability in journalism. The requirements for the degree of Master of Arts in Social Sciences-Journalism are calculated to insure a realization of these objectives.

Degree of Master of Arts.—The division will recommend to the Committee on Graduate Study for the degree of Master of Arts students who have completed five of the fields listed in Groups I-IV under requirements for degree of Bachelor of Arts and forty-five units of journalism, including an acceptable thesis, and the course, Techniques of Propaganda, with a high average on their entire program of study during their final year. In order to complete this program successfully, the student must ordinarily plan his program at the beginning of his junior year. It is recommended that the student have at least three months of practical experience before beginning the third year of his program.

Degree of Bachelor of Arts.—For those students who at present are unable to plan a three-year program, the division will continue to offer the degree of Bachelor of Arts. To fulfill the requirements for this degree with a major in Social Sciences-Journalism, the student will take approximately thirty units in journalism of which the following courses are required: Journalism 50, 103, 107, 140, 142, and two of the following courses: Journalism 110, 115, 116, and 125.

In addition, he will take General Psychology (Psychology 51); Europe since 1789 (History 107) or American History since 1890 (History 122); seven units selected from the following English courses: English Literature from the Beginnings to the Present (5, 6, 7), Shakespeare (25), Directed Writing (133), Contemporary Novel (169), Contemporary Drama (171), and World Literature (School of Letters L53 and L115); and complete one field in two of the following groups (together with the appropriate prerequisites for each field):

I. Economic History, Money and Banking, International Trade and Finance, Private Finance, Public Finance, Labor Problems, and Problems of Public Utility Regulation.

II. Social Psychology, Cultural Anthropology, and Social Problems.

III. Comparative Government, Public Administration, International Law and Relations, Public Law, and Political Parties and Politics.

IV. Social and Political Philosophy.

The division will approve substitute programs in the departments of History, Philosophy, and Psychology which evidence a consistent objective.

Two courses normally constitute a field, although a seminar is sometimes required also. The student, moreover, must arrange his program so as to fulfill the requirements of the School of Social Sciences for twenty units in each of two departments other than Journalism (see pages 548-549). A part of these requirements may be met while the student is in the Lower Division.

The student must make an average grade of C in courses taken in the School of Social Sciences and a significantly higher grade in the courses 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 5, 6, 7, 25, School of Letters L53 and L115.

Second Year: English 2, Journalism 50, Economics 1, 2, and 75, Psychology 51, Philosophy 1 (Logic), Political Science 1, 2, and 20 or 150.

Courses in the Division of Journalism, except Journalism 50, 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 in journalism may be required to take an examination in those subjects as a prerequisite to their enrollment as majors in journalism. Majors are required to take the Strong Vocational Interest Test (fee \$1) before the end of the first quarter of their junior year.

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. Editorial Techniques I.—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 be done by typewriter. Open to sophomores.

3 units, autumn quarter (RINEHART)

3 units, *spring quarter (WEIGLE)

Autumn, 36; spring, 24

TTh 8

TTh 11

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

[Not given in 1940-41]

ADVANCED COURSES

103. Mechanics of Publishing.—Instruction relating to printing processes and machinery, including type faces, typographical display, and type calculations; photoengraving, photolithography, intaglio printing; 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)

Winter, 38

Lec. TTh 8; Lab. by arrangement

105. Pictorial Journalism.—A study of the pictorial aspects of modern newspapers, including news photography, picture editing, and reproduction methods, with the purpose of preparing the student to deal intelligently with pictures. Open to journalism majors.

2 units, spring quarter (HARDY)
Spring, 15

Lec. T 8; Lab. by arrangement

106. Advertising Production.—Advanced work relating to the design, estimating, and copy-fitting of publications; problems of imposition. Prerequisite: Journalism 103. Open only to journalism majors.

2 units, spring quarter (NUTE)
Spring, 16

W 1-3

107. Editorial Techniques II.—Instruction and practice in copyreading, headline writing, news display, illustration, 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)
Winter, 35

Lec. MW 8; Lab. by arrangement

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 quarter (WEIGLE)
Autumn, 32

TT 11

115. Procedures in 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, cost, 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 (WEIGLE)
Autumn, 79

MWF 11

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. Prerequisites: Journalism 115, senior standing, and consent of instructor. Open only to majors.

3 units, winter quarter (RUSSELL)
Winter, 19

Th 2-4

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)
Winter, 21

TWThF 9

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 1940-41]

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. Prerequisite: Upper Division standing.

3 units, spring quarter (WEIGLE)

MWF 8

3 units, *summer quarter (RINEHART)

By arrangement

Spring, 29; summer, 7

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, spring quarter (BUSH)

MWF 11

3 units, *summer quarter (RINEHART)

By arrangement

Spring, 41; summer, 1

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, autumn quarter (BUSH)

TTh 8

Autumn, 41

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. Prerequisite: Journalism 103, or concurrent registration.

3 units, winter quarter (VAN SOOY)

TWTh 11

Winter, 11

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.

2 units, winter quarter (VAN SOOY)

By arrangement

Winter, 1

GRADUATE COURSES

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, 2; spring, 9; summer, 1

215. Investigative Methods in Journalism.—Introduction to scientific method, including some fundamentals of statistics. Bibliography of certain specialized fields. During the second half of the course the student will concentrate on a special problem in one of the social science fields he is offering for the Master's degree. Open only to candidates for the degree of Master of Arts in Social Sciences—Journalism.

5 units, autumn quarter (BUSH)

[Not given in 1940-41]

216. Techniques in Propaganda.—An explanation of the techniques employed by the propagandist in terms of psychology and the culture pattern, with application to war, revolution, and politics in the democracy. Open only to graduate students in the School of Social Sciences. Prerequisite: introductory courses in psychology and sociology.

3 units, autumn quarter (LAWRENCE)
Autumn, 6

W 7:30 P.M.

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, make-up, 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 (RINEHART)
Summer, 12

By arrangement

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)
Autumn, 19; winter, 17; spring, 17

By arrangement

183. San Francisco Newspaper Practice.—Journalism majors who have made a high record in their entire program, and especially in Journalism 125, are permitted to work in San Francisco in the spring quarter of their senior year, and 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)
Spring, 11

By arrangement

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

PHILOSOPHY

HENRY WALDGRAVE STUART, Professor Emeritus

HAROLD CHAPMAN BROWN, Professor

DAVID ELTON TRUEBLOOD, Professor of Philosophy of Religion

WILLIAM RAY DENNES (University of California), Acting Professor (Summer Quarter)

EVERETT WESLEY HALL, Associate Professor

HENRY LANZ, Associate Professor of Slavic Languages and Philosophy

JOHN ROBERT REID, Assistant Professor

DAVID HAWKINS, Instructor

† Absent on leave, 1940-41.