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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
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[See also the following courses in directed research in the Hoover Research Institute on War, Revolution, and Peace; 217, Foreign Relations of Soviet Russia (Fisher); 221, Directed Research (Lutz); 225, Seminar on Peace Settlements (Fisher); 231, Military Operations in Poland, Russia, and the Near East, 1914-1922; 232, Military Operations in Poland, Russia, and the Near East since 1939 (———); 237, Italian and German Revolutions and the Fascist Movement (Lutz).]

JOURNALISM

CHILTON ROWLETTE BUSH, Professor

MITCHELL V. CHARNLEY, Acting Professor (Summer Quarter)

FRANK AULD CLARVOE, CLARENCE RICHARD LINDNER, †PAUL CLIFFORD SMITH, Consulting Professors

†**CLIFFORD FRANCIS WEIGLE, Associate Professor**

†**MILLER HOLLAND, Associate Consulting Professor**

BERTON JOSEPH BALLARD, Acting Assistant Professor

ROBERT C. ELLIOTT, EDWIN P. GERTH, JAMES C. NUTE, Lecturers

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, 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 seventh quarter. 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, 120, 140, and two of the following courses: Journalism 110, 115, 116, and 125.

In addition, he will take General Psychology (Psychology 51); Europe in the Nineteenth Century (History 103) or American History since 1890 (History 122); seven units in general or English literature; and complete one field in two of the following groups (together with the appropriate prerequisites for each field):

† Absent on leave, 1943-44.

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 586-587). 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.—It is recommended that students in the Lower Division preparing to major in journalism take the courses in English and general literature mentioned above and the social science courses that are prerequisite to the advanced courses constituting the required fields in the School of Social Sciences.

Courses in the Division of Journalism, except Journalism 50, are normally open only to students in the Upper Division. During the war emergency, third-quarter sophomores will be permitted to take Journalism 103, 107, and 140 in order to accelerate their graduation. 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.

Curriculum in Advertising.—The division will accept as majors properly qualified students who wish to prepare for a career in advertising. In planning sequences of study to suit individual needs, students will take Journalism 50, 103, 106, 107, 115, and 116, and will be permitted to substitute for other journalism requirements up to ten units of appropriate courses in statistics, labor problems, economic history, social psychology, graphic art, or speech.

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 COURSE

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. Prerequisite: sophomore standing.

3 units, autumn and *spring quarters (BALLARD)
Autumn, 30; spring, 14

MWF 8

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; open to sophomores pursuing the four-quarter program.

3 units, winter quarter (NUTE)
Winter, 25

Lec. TTh 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, 9

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; open to sophomores pursuing the four-quarter program.

3 units, winter quarter (ELLIOTT)
Winter, 23

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, spring quarter (BALLARD)
Spring, 13

M 7:30 P.M.

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, spring quarter (GERTH)
Spring, 24

TTh 3

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

[Not given in 1943-44]

120. Public Opinion and Propaganda.—An explanation of the techniques employed by the propagandist with application to war, revolution, and politics; with special emphasis on the newspaper as a social institution. Prerequisite: Upper Division standing.

3 units, spring quarter (BUSH)
3 units, summer quarter (CHARNLEY)
Spring, 22; summer, 5

TWTh 1
By arrangement

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, autumn quarter (BUSH)
Autumn, 18

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 1943-44]

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 (BUSH, CHARNLEY)

Autumn, 1; winter, 2; spring, 21; summer, 6

By arrangement

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, winter quarter (BUSH)

Winter, 17

TTh 9

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 papers. Prerequisite: Journalism 103, or concurrent registration.

3 units

[Not given in 1943-44]

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

[Not given in 1943-44]

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, (4) history of journalism, and (5) newspaper illustration and photography.

1 unit (STAFF)

Autumn, 1; summer, 1

By arrangement

217. Measurement Techniques in Journalism and Advertising.—The class will analyze the psychological and statistical assumptions utilized in methods of opinion polling, attitude measurement, reader-interest survey, radio-audience measurement, advertising-copy testing, consumer analysis, and market analysis. Open to senior and graduate students.

5 units

[Not given in 1943-44]

PRACTICE COURSES

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, each quarter (STAFF)

Autumn, 19; winter, 11; spring, 14; summer, 4

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, autumn quarter (STAFF)

Autumn, 3

By arrangement

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

PHILOSOPHY

|| HAROLD CHAPMAN BROWN, HENRY WALDGRAVE STUART, Professors
Emeriti

HENRY LANZ, Professor of Slavic Languages, and Philosophy

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

† JOHN ROBERT REID, Associate Professor

JOHN LELAND MOTHERSHEAD, JR., Assistant Professor

[Co-operating with the department: DAVID ELTON TRUEBLOOD, Professor of Philosophy of Religion.]

Courses offered in this department are planned (1) to give students generally a more critical approach to their work and some understanding of the philosophical attitudes underlying special fields of learning, and (2) to enable those especially interested in philosophy to obtain, as undergraduates, a knowledge of philosophic thought and competence in philosophic methods of approach to problems and, as graduates, the more thorough knowledge required for research and teaching.

Candidates for the degree of Bachelor of Arts in Philosophy are required to take not less than 35 units within the department, including Courses 1, 5, 6, 100, 101, and 102 (unless credited with their equivalents taken elsewhere).

|| Deceased, November 9, 1943.

† Absent on leave, 1943-44.