

STANFORD UNIVERSITY

FIFTY - FIFTH

ANNUAL REGISTER

1945-46

"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

CHILTON ROWLETTE BUSH, Professor
 ROBERT L. HOUSMAN, Acting Professor
 FRANK AULD CLARVOE, CLARENCE RICHARD LINDNER, PAUL CLIFFORD
 SMITH, Consulting Professors
 CLIFFORD FRANCIS WEIGLE, Associate Professor
 THOMAS MINTON NEWELL, Instructor

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 in Groups I—III listed below under requirements for the degree of Bachelor of Arts (or a substitute program in the departments of History, Philosophy, and Psychology) and forty-five units of journalism, including an acceptable thesis with an average grade of B 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 the major subject 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, 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); two courses in general or English literature; 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.

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 page 502). 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 open only to students in the Upper Division.

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 addition to the courses required of all majors, the student should take Journalism 106, 115, 116, and 217. Students are also advised to elect an elementary course in statistics and appropriate courses in graphic art, economics, psychology, and 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 practice in news writing. The newspaper audience, 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 (HOUSMAN, NEWELL)

TTh 8

Autumn, 31; spring, 37

ADVANCED COURSES

103. Mechanics of Publishing.—Instruction relating to printing processes and machinery, including type faces, typographical display, and copy fitting; 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 (NEWELL)

Lec. TTh 8; Lab. by arrangement

Winter, 46

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

[Not given in 1945-46]

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 teleprinter report of the Associated Press or the United Press Associations. To be taken concurrently with Journalism 103. Prerequisites: Journalism 50 and Upper Division standing.

3 units, winter quarter (NEWELL)

Lec. MW; Lab. by arrangement

Winter, 41

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 mar-

kets 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 (HOUSMAN)
Autumn, 23

TTh 11

115. Procedures in Advertising.—An introduction to advertising with emphasis on the fundamentals of consumer, product, and market research and the elements in the advertising campaign, viz., media, copy, and layout. Designed to give a general understanding of advertising and with some practice in techniques.

3 units, spring quarter (WEIGLE)
Spring, 90

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 major students.

3 units, winter quarter

[Not given in 1945-46]

120. Public Opinion and Propaganda.—An explanation of the techniques employed by the propagandist with application to war, revolution, and politics; the agencies of communication that serve as channels of propaganda, with special reference to the newspaper and its ethics. Prerequisite: Upper Division standing.

3 units, spring quarter (BUSH)
Spring, 66

MWF 8

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 (BUSH)
Autumn, 1; winter, 23

MWF 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. Prerequisite: Upper Division standing.

3 units

[Not given in 1945-46]

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)
Autumn, 25; spring, 3

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, autumn quarter (BUSH)
Autumn, 15

MWF 8

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, spring quarter

[Not given in 1945-46]

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 writing, (3) trade journalism, (4) history of journalism, and (5) newspaper illustration and photography.

1 to 2 units (STAFF)
Winter, 2; spring, 1

By arrangement

GRADUATE COURSE

217. Measurement Techniques in Journalism and Advertising.—The class analyzes 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.

3 to 5 units, spring quarter (BUSB)
Spring, 25

MWF 11

225. Research.

(BUSB)
Summer, 2

PRACTICE COURSES

121. Advanced Practice.—Practice work in executive positions on the editorial staff of the *Stanford Daily*, 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 are limited to a total of seven units of credit and are graded plus or minus.

1 to 2 units, autumn, *winter, and *spring quarters (STAFF) By arrangement
Autumn, 11; winter, 10; spring, 14; summer, 6

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 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, 6

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

POLITICAL SCIENCE

CHARLES FAIRMAN, EDWIN ANGELL COTTRELL, THOMAS S. BARCLAY,
 PHILIP W. BUCK, GRAHAM STUART, Professors
 JOHN WESLEY MASLAND, JR., Associate Professor
 BOYD ARCHER MARTIN, Acting Associate Professor

It is the purpose of the Department of Political Science to provide instruction (a) for those undergraduate students who, desiring a general education, wish to pursue the study of society in its political organization, relationships, and processes; and (b) for those more advanced students who intend undertaking professional work as teachers, investigators, or administrators. The types of instruction and the subject matter of the studies are so planned as to