

STANFORD UNIVERSITY

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STANFORD UNIVERSITY

BULLETIN

EIGHTH SERIES, NO. 27

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**ANNOUNCEMENT
OF COURSES
1949 - 1950**

PACIFIC-ASIATIC AND RUSSIAN STUDIES

The specific objectives of the program are to give the student: training in one of the languages; an over-all survey of the geography, peoples, history, politics, and cultures of the Pacific, Asiatic, and Russian regions; and a more intimate knowledge of a specific area.

Students wishing to major in the Pacific-Asiatic and Russian Program will choose a field of concentration (China, Japan, or Russia), and will select their courses in consultation with the associate director of the program. Sixty units, equally divided between language and area, constitute a major in this program, leading to the A.B. degree.

A planned program of 25 units of language and area studies is offered as a possible minor for students who are majoring in other departments. A similar but broader program may also be taken as a minor for Ph.D. candidates in other departments. Such minors should be arranged in consultation with the major department and the associate director of the program.

Students are urged, where possible, to begin the study of one of the languages in the freshman or sophomore years. Chinese, Japanese, and Russian are accepted in fulfillment of Lower Division language requirements.

For specific courses in the program, see under Department of Asiatic and Slavic Studies.

RELIGION

The study of religion is conducted in the spirit of objective inquiry. Inasmuch as Stanford University is undenominational, the courses in religion are impartial in regard to sectarian differences. The instruction is designed to aid the general student in the double task of understanding the roots of our civilization and developing his personal attitude toward the Ultimate.

COURSES OF INSTRUCTION

R100. Comparative Religion.—The leading conceptions of the great world religions: Hinduism, Buddhism, Taoism, Confucianism, Shinto, Zoroastrianism, Manichaeism, and Mohammedanism are analyzed and compared with the leading ideas of Christianity.

4 units, spring quarter (SPIEGELBERG)

MTThF 11

R101. Christianity.—A historical and psychological analysis of the New Testament and of Christian doctrine, the truth of their basic message and the dilemma of their theological imagery. Changes of Christian life-attitude and consciousness through the ages. The denominations today.

3 units (SPIEGELBERG)

[Not given in 1949-50]

R199. Individual Work.—Bible research or history of Christian dogma.

2 units (SPIEGELBERG)

By arrangement

INSTITUTE FOR JOURNALISTIC STUDIES

CHILTON ROWLETTE BUSH, Professor

—, Acting Associate Professor

FRANK AULD CLARVOE, CLARENCE RICHARD LINDNER, PAUL CLIFFORD

SMITH, Consulting Professors

—, Assistant Professor

RAYMOND D. LAWRENCE, Lecturer

The Institute 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 are calculated to insure a realization of these objectives.

Admission.—In accepting the student as a major, the Institute takes into consideration the previous college record, the grades in English composition, and the grade in Journalism 50. Students who have not taken Journalism 50 or its equivalent while enrolled in the Lower Division and whose record in the other respects is satisfactory are accepted only provisionally until they have completed Journalism 50.

Since the number of majors is limited, it is advisable for prospective majors to consult as early as possible with the Director of the Institute.

Degree of Master of Arts.—The Institute will recommend to the Committee on Graduate Study for the degree of Master of Arts students who have completed four fields selected from two or more of the six groups listed below under requirements for the degree of Bachelor of Arts and approximately 40 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 Institute offers the degree of Bachelor of Arts. To fulfill the requirements for this degree with the major subject in journalism, the student will take a minimum of 70 units in Humanities and Sciences, including 25 to 30 units in journalism, of which the following courses are required: Journalism 50, 103, 107, 120, 140, and two of the following courses: Journalism 150, 160, and 175.

In addition, he will take the courses listed below under "Pre-Journalism Curriculum" and complete one field in each of two of the following groups:

I. Economic History, Monetary Theory and Problems, International Trade and Finance, Economics of the Enterprise, Public Finance, Labor Problems, Problems of Public Regulation, and Statistics.

II. Public Administration, Comparative Government, International Law and Relations, Political Theory, Politics, and Public Law.

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

IV. History: Medieval and Renaissance Europe, Modern Europe, England, the British Empire, the United States, Latin America, and the Far East.

V. Psychology (courses to be designated).

VI. Geography (courses to be designated).

Two advanced courses normally constitutes a field, although a seminar is sometimes required also.

The student must average not lower than 2.5 grade points in the courses in journalism.

Pre-Journalism Curriculum.—The following courses which the student is not able to complete while in the Lower Division may be completed in his junior year: Psychology 51, Political Science 1 and 2, Economics 1 and 2, Sociology 1, History 103, and two courses in general or English literature of the nineteenth or twentieth centuries.

Courses in the Institute, except Journalism 50, are open only to students in the Upper and Graduate Divisions.

Students transferring from other institutions who desire credit for some of the elementary courses in journalism may be required to take an examina-

tion in those subjects as a prerequisite to their enrollment as majors in journalism. Majors are requested to take the Strong Vocational Interest Test before the end of the first quarter of their junior year.

Placement.—Although the Institute has a successful record in the placement of its graduates, it should be noted by prospective women majors that the proportion of positions on newspapers open to women is now about the same as it was before the war and that the number of positions on magazines on the Pacific Coast has always been limited. The Institute will take these factors into consideration in the acceptance of women majors.

Curriculum in Advertising.—The Institute does not offer at present a sequence of courses in advertising. The student who anticipates a career in advertising, however, will find that the basic technical courses in journalism and certain courses offered by other departments will supply a part of the preparation he desires. The most relevant of the journalism courses are: 50, 103, 107, 115, 150, 156, and 160. Some students may also find useful these courses: Psychology 60 (or Economics 80 and 81), Speech 10, and certain courses in art.

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: 42 units of credit.

3 units, autumn and *spring quarters (———, NEWELL) MW 8; Lab. by arrangement

UPPER DIVISION AND GRADUATE 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. Open only to major students who have had Journalism 50.

3 units, winter quarter (NEWELL) Lec. MWF 8; Lab. by arrangement

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. Open only to major students who have had Journalism 50.

3 units, winter quarter (———) Lec. TTh 8; Lab. by arrangement

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, with some practice in techniques.

3 units, autumn quarter (———) MWF 11

120. The Media of Mass Communications.—An examination 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.

3 units, spring quarter (———)

MWF 8

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.

3 units, autumn quarter (———)

MWF 12

150. 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. Conferences. Prerequisites: Journalism 50 and senior standing, or consent of instructor.

3 units, spring quarter (———)

TTh 11

156. Business Management.—Principles of newspaper business management, including location, evaluation, equipment; circulation; advertising; accounting; and promotion. Open only to major students with senior standing.

3 units, winter quarter (———)

TTh 8

160. Journalistic Writing for Radio.—Practice in processing wire news reports for purposes of radio broadcast; the preparation of radio newscasts. Open only to majors with senior standing.

3 units, spring quarter (———)

W 2-5

169. Legal Aspects of Journalism.—Case studies in the law of defamation, contempt, constitutional guaranties, privacy, copyright, and inspection of public records.

3 units, autumn quarter (NEWELL)

TTh 11

175. 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. Open only to major students with senior standing.

4 units, winter quarter (BUSH)

MWF 11

180. National Campaigns.—In co-operation with a Pacific Coast manufacturer, the class prepares an advertising campaign for a nationally advertised product. Open only to selected major students who have had Journalism 115.

3 units, winter quarter

[Not given in 1949-50]

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.

1 to 2 units, autumn, winter, and spring quarters (STAFF)

By arrangement

GRADUATE COURSES

217. Media and Opinion Measurement.—The class analyzes the psychological and statistical assumptions utilized in methods of opinion polling, reader-interest survey, radio audience measurement, advertising copy testing, consumer analysis, and market analysis. Open to graduate students.

4 units, spring quarter (BUSH)

MWF 1

218. Seminar: Journalistic Style.—Open only to graduate students.

3 units, winter quarter (———)

W 2-4

220. Seminar: Society and Mass Communications.—Open only to graduate students.

3 units, autumn quarter (LAWRENCE)

W 2-4

300. Thesis Seminar.

10 units, each quarter (STAFF)

By arrangement

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 who are not majors are limited to a total of 6 units of credit and graded plus or minus.

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

183. San Francisco Newspaper Practice.—Journalism majors who have made a high record in their entire program, and especially in Journalism 175, are permitted to work in San Francisco in the senior year, and by arrangement with San Francisco newspapers. The work is done under the supervision of specially appointed San Francisco newspapermen and the faculty of the division.

5 units, spring quarter (STAFF) By arrangement

[Curriculum and Instruction in Journalistic Writing.—See Education 185.]

MATHEMATICS

WILLIAM ALBERT MANNING, Professor Emeritus

GABOR SZEGŐ, GEORGE POLYA, MAX SHIFFMAN, DONALD CLAYTON SPENCER, Professors

HAROLD MAILE BACON, RICHARD BELLMAN, JOHN G. HERRIOT, Associate Professors

MARY VIRGINIA SUNSERI, Acting Assistant Professor

ROBERT WEINSTOCK, Instructor

MARY THAYER HUGGINS, Acting Instructor

The courses offered in mathematics are arranged in three groups: (I) Elementary courses; (II) courses primarily for Lower Division students; (III) courses primarily for Upper Division and graduate students.

Courses Primarily for Lower Division Students.—These consist of introductory courses in analytic geometry, and differential and integral calculus.

Students intending to graduate with mathematics as their major subject are required to take Courses 10, 11, 21, 22, and 23 (or their equivalent, Courses 41, 42, and 43). In addition Course 24 is required. These courses should be taken while students are in the Lower Division, preferably during the first year. Such students are advised to begin or continue the study of French or German in the first year.

Courses 10, 11, 21, 22, and 23 or Courses 41, 42, and 43, and also Course 24, are provided also for students in other departments who need or desire mathematics above the level of secondary school work.

Students electing either one of the series of calculus courses (21, 22, 23, 24), (42, 43, 24) are expected to complete the work in that series. Changes from one series to another are permitted only by special arrangement.

For the courses in this group the aim is to make the instruction practical in the sense of furnishing thorough drill on fundamental principles and much practice in their application. Emphasis is laid upon accuracy and system in the solution of numerical problems. Students whose training in arithmetical work has been deficient, or who are otherwise inadequately prepared, or who lack aptitude for mathematical study, cannot pursue these courses successfully.