

STANFORD UNIVERSITY

BULLETIN

EIGHTH SERIES, NO. 59

MAY 16, 1951

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**ANNOUNCEMENT  
OF COURSES  
1951 - 1952**

**R190. Contemporary Movements in Christian Thought.**—(Upper Division Seminar.) A discussion of influential trends in Christian thought especially as affecting the church in Europe and America. Admission by permission of instructor.

4 units, spring quarter (MILLER)

TTh 1-3

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

(STAFF)

By arrangement

## INSTITUTE FOR JOURNALISTIC STUDIES

**CHILTON ROWLETTE BUSH, CLIFFORD FRANCIS WEIGLE, Professors**  
**FRANK AULD CLARVOE, CLARENCE RICHARD LINDNER, PAUL CLIFFORD SMITH, Consulting Professors**  
**HENRY LLOYD CHURCHILL, Associate Professor**  
**THOMAS MINTON NEWELL, Assistant Professor**  
**ROBERT CHARLES CONNELL, Assistant Consulting Professor**

The Institute offers programs of undergraduate and graduate instruction in journalism and engages in research in the problems of the media of journalistic communication.

The 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 journalistic media as social institutions, 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 other respects is satisfactory are accepted only provisionally until they have completed Journalism 50.

**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 the graduate year.

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 graduate year.

Candidates for the degree of Master of Arts entering the Institute from another institution, or from Stanford with the Bachelor's degree in a subject other than journalism, will follow individually arranged programs of study. In planning such programs, the following factors will be taken into account: (1) previous training in the social sciences generally; (2) previous academic training in journalism; and (3) practical journalistic experience. Where the student's previous work in the social sciences and in journalism has been limited, the requirements cannot be met in three quarters of residence.

**Degree of Bachelor of Arts.**—For the student who is unable to undertake the three-year program leading to the Master of Arts degree, the Institute offers a program leading to the degree of Bachelor of Arts. To fulfill the

requirements for this degree with the major subject journalism, the student will take the following program:

1. In journalism a total of 25 to 30 units. Required are Journalism 50, 51, 103, 107, 120, and 140. In addition, the student preparing for newspaper or press association editorial work will take Journalism 109, 169, and 175; the student preparing for advertising work will take Journalism 115, 156, and 215 or 217; the student interested primarily in radio news work or magazine writing will take Journalism 109, 169, and 150 or 160.

2. The student will take the courses listed below under "Pre-Journalism Curriculum."

3. He will complete one field in any two of the following groups:

I. Economics: Economic History, Monetary Theory and Problems, Price and Distribution Theory, Theory of Employment, International Trade and Finance, Economics of Enterprise, Public Finance, Labor Problems, Public Regulation, and Economic Statistics. (Business Law may be substituted.)

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

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

IV. Sociology and Anthropology: courses to be designated.

V. Psychology: courses to be designated.

VI. Geography: courses to be designated.

Two advanced courses (i.e., courses numbered 100 or above) normally constitute a field. (The graduate student is strongly advised to select, in addition, a seminar in at least one of the four fields of his choice.) The undergraduate student must achieve a grade of C or higher in any course offered in fulfillment of field requirements.

The undergraduate 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 (or Anthropology 2), two courses in general or English literature of the nineteenth or twentieth centuries, and Business 108a. The last requirement will be waived if the student can demonstrate adequate proficiency in typewriting.

Courses in the Institute, except Journalism 50 and 51, 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 examination 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.

*Curriculum in Communications Research.*—The Institute offers to the highly qualified graduate student the opportunity to prepare for a career as a communications research specialist with a commercial, academic, or government institution. Although the student's program of study will be similar to that for Master's degree candidates in general, he will complete Journalism 217 and 220, an advanced course in statistics, and will select at least one of his fields from Group II, IV, or V.

*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, needs the consent of his major department.

*Placement of Women.*—It should be noted by prospective women majors that the proportion of positions on newspapers open to women is limited and that the number of magazines on the Pacific Coast is limited. The Institute will take these facts into consideration in the acceptance of women majors.

LOWER DIVISION COURSES

**50. Editorial Techniques I.**—The theory of news writing; analysis of the journalist's audience; representative media; journalistic vocations. Prerequisite: sophomore standing.

2 units, autumn and \*spring quarters (NEWELL) MW 8

**51. Editorial Techniques I Laboratory.**—Practice in news writing. Weekly conferences, laboratory, and outside assignments. To be taken concurrently with Journalism 50. Prerequisite: sophomore standing.

1 unit, autumn and \*spring quarters (NEWELL) By arrangement

UPPER DIVISION AND GRADUATE COURSES

**103. Mechanics of Publishing.**—Instruction relating to typography and printing processes. Lecture and laboratory. To be taken concurrently with Journalism 107. Prerequisite: Journalism 50. Nonmajor students require consent of instructor.

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

**107. Editorial Techniques II.**—Instruction and practice in copy editing, 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. To be taken concurrently with Journalism 103. Prerequisite: Journalism 50. Nonmajor students require consent of instructor.

3 units, winter quarter (WEIGLE AND STAFF) Lec. MW 8; Lab. by arrangement

**109. Editorial Techniques III.**—Practice in advanced news writing. Prerequisites: Journalism 50 and junior standing. Open only to majors.

2 units, spring quarter (WEIGLE) Lab. by arrangement

**115. Procedures in Advertising.**—An introduction to advertising, with emphasis on the fundamentals of consumer, product, and market research and these elements in the advertising campaign: media, copy, and layout.

3 units, autumn quarter (CHURCHILL) MWF 11

**120. The Media of Mass Communication.**—The media are examined from these points of view: content, audience, control, and effect; with emphasis on the newspaper and its ethics.

3 units, autumn quarter (BUSH) Lec. MW 11; Section (I) Th 11, (II) F 11

**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 (WEIGLE) TTh 8

**150. Forms of Journalistic Writing.**—The following forms are studied: magazine 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, autumn quarter (CHURCHILL) TTh 11

**156. Media Management.**—Principles of business organization and management of newspapers, magazines, and radio. Prerequisites: Journalism 103 (or concurrent enrollment) and 115, or consent of instructor.

3 units, winter quarter (CHURCHILL) MWF 2

**160. Journalistic Writing for Radio.**—Writing and editing news and commentary for radio and television. Prerequisites: Journalism 50, 51; open only to majors in journalism or speech and drama.

3 units, spring quarter (CHURCHILL) T 1; Lab. by arrangement

**169. Legal Aspects of Journalism.**—The law of libel, contempt, constitutional guaranties, privacy, copyright, and inspection of public records.

3 units, spring quarter (NEWELL) TTh 8

**175. Reporting of Public Affairs.**—The reporting of local, state, and federal courts and municipal, state, and federal administration in the local community. Open only to major students with senior standing.

4 units, winter quarter (BUSH) MWF 10

**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

**215. Advertising and Distribution.**—Consideration of advertising as an economic force, with special attention to the principles of consumer motivation and media selection at various levels of distribution. Open only to graduate students and senior majors who have had Journalism 115.

3 units, spring quarter (CHURCHILL) MWF 1

**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 content analysis. Open only to graduate students.

5 units, spring quarter (BUSH AND STAFF) MWF 11

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

3 units, autumn quarter (BUSH AND STAFF) W 2-4

**250. Seminar: Experimental Editorial Techniques.**—Open only to graduate students.

3 units, winter quarter (NEWELL AND STAFF) W 7:30-9:30 P.M.

#### PRACTICE COURSES

**121. Advanced Practice.**—Practice work in executive positions on the editorial or business 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 7 units of credit. Nonmajors are graded plus or minus. Credit in this course may not be offered in fulfillment of journalism unit requirements for degrees in journalism.

1 to 2 units, each quarter (STAFF) T 2

**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 Institute.

5 units, spring quarter (WRIGLE) By arrangement

[Curriculum and Instruction in Journalistic Writing.—See Education 185, 285.]