

STANFORD UNIVERSITY

BULLETIN

NINTH SERIES, NO. 27

MAY 12, 1954

ANNOUNCEMENT  
OF COURSES  
1954-1955

TREASURY ROOM - 117 DASH

INVEST. SERVICES

CUDDELEY LIBRARY

✓

nation. The meaning of the prophetic faith. The Exile and return. Hebrew Messianism and the significance of the Old Testament for Hebrew-Christian faith. No prerequisites.

4 units, autumn quarter (MILLER)

TWThF 9

**R103. Biblical Literature and Religion: New Testament.**—The early Christian community and the content of its faith. The Gospels and Epistles as documents of the church. The church in the Gentile world. No prerequisites.

4 units, winter quarter (MILLER)

TWThF 9

**R110. History of Christian Social Thought: To the Reformation.**—A survey of the historical relation of Hebrew-Christian faith to the development of Western society, to the end of the fifteenth century. No prerequisites.

4 units (MILLER)

[Not given in 1954-55]

**R111. History of Christian Social Thought: The Reformation and After.**—The interrelation of Christian thought and social life from the Reformation to the present day.

4 units (MILLER)

[Not given in 1954-55]

**R112. Christianity and Contemporary Society.**—A scrutiny of alternative forms of political and economic organization from the Christian point of view. A Christian critique of Communism as theory and practice. The basis of the Christian concern for democracy. No prerequisites.

4 units, spring quarter (MILLER)

TWThF 9

**R113. The Christian View of Man and the World.**—An outline course in Christian doctrine. The nature and source of Christian truth. The Biblical understanding of God. The Person of Christ and the meaning of salvation. Man and community. Prayer and providence. Death and Resurrection. No prerequisites.

4 units, autumn quarter (MILLER)

TWThF 11

**R114. Christian Ethics.**—The development of Christian Ethics from the Christian understanding of life. Comparison of Christian ethics with philosophical and scientific ethics. Does Christianity provide absolute standards of conduct? Nature of Christian decision and Christian obligation. No prerequisites.

4 units, winter quarter (MILLER)

TWThF 11

**R190. Contemporary Movements in Religious Thought.**—(Upper Division Seminar.) A discussion of influential trends in modern 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

HENRY LLOYD CHURCHILL, Associate Professor

JAMES EVERETT BRINTON, PAUL JOHN DEUTSCHMANN, Acting Assistant Professors

The Institute offers programs of graduate and undergraduate 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 50-51. Students who have not taken Journalism 50-51 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 50-51.

*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.

*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 in the social sciences, 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; (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 or radio-TV journalism will take Journalism 109, 169, and 175; the student preparing for advertising work will take Journalism 115, 116, and 156 or 217a and 217b; the student interested primarily in magazine writing will take Journalism 109, 169, and 150.

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 Income and 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 and 112, Political Science 1 and 2, Economics 1 and 2, Sociology 1 (or Anthropology 2), two courses in general or English literature, preferably 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 required to take the Strong Vocational Interest Test before the end of the first quarter of their junior year.

*Degrees in Mass Communication Research.*—Graduate students who wish to prepare for careers as communication research specialists and who have adequate academic preparation or adequate professional background may become candidates for the Master of Arts and Doctor of Philosophy degrees. Candidates for the Master's degree will take the degree in journalism. The program will include courses in several of those departments which offer work in statistics, learning and perception, public opinion and propaganda, social psychology and social structure, and the methodology of the social sciences.

Unusually well-qualified students who wish to become candidates for the Ph.D. degree may present, through the Institute for Journalistic Studies in co-operation with appropriate other departments, a well-defined program to the Committee on Graduate Study and petition to become candidates for the degree in Mass Communication Research. (See "Graduate Division Special Programs," page 98.)

*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.

#### LOWER DIVISION COURSES

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

3 units, autumn quarter (BRINTON)

3 units, \*spring quarter (BRINTON)

MWF 8

MWF 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 quarter (BRINTON)  
1 unit, spring quarter (BRINTON)

By arrangement  
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 50–51. Nonmajor students require consent of instructor.

3 units, winter quarter (BRINTON)

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 50–51. Nonmajor students require consent of instructor.

3 units, winter quarter (WEIGLE, CHURCHILL)

Lec. MW 8; Lab. by arrangement

**109. Editorial Techniques III.**—Practice in advanced news writing for the newspapers and the radio-TV. Prerequisites: Journalism 50–51 and junior standing. Open only to majors. The course is conducted in co-operation with the Palo Alto *Times*.

2 units, spring quarter (WEIGLE, CHURCHILL)

Lab. by arrangement

**115. Advertising I.**—An introduction to advertising, including fundamentals of marketing, consumer research, media, copy, and layout.

3 units, autumn quarter (CHURCHILL)

MWF 11

**116. Advertising II.**—Analysis of advertising campaigns in marketing and public relations. Advanced practice in copy writing, media selection, and retail advertiser service. Open only to majors. Prerequisite: Journalism 115.

3 units, winter quarter (CHURCHILL)

MWF 11

**120. The Media of Mass Communication I.**—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 (WEIGLE)

MWF 10

**140. History of Anglo-American Journalism.**

3 units, autumn quarter (WEIGLE)

TTh 8

4 units, summer quarter (BRINTON)

By arrangement

**150. Forms of Journalistic Writing.**—Practice in writing magazine articles, editorials, and critical essays, with emphasis on marketing manuscripts. Conferences. Prerequisites: senior standing, and Journalism 50–51 or consent of instructor.

3 units, autumn quarter (CHURCHILL)

TTh 10

4 units, summer quarter (BRINTON)

TTh 10

**152. Magazine Editorial Techniques.**—Planning, writing, and production are studied with editors of *Sunset Magazine* and of other periodicals. Prerequisite: Journalism 150 and consent of instructor.

3 units, spring quarter (CHURCHILL)

By arrangement

**156. Media Management.**—Principles of business operation of newspapers, magazines, and radio-TV, with emphasis on the revenue factors. Nonmajor students require consent of instructor.

3 units, spring quarter (CHURCHILL)

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 (BRINTON)

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 (DEUTSCHMANN)

MWF 10

**199. Individual Work.**—Major students with high academic standing are permitted to undertake individual work in such fields as Women's Departments, Industrial Journalism, and a few other specialized fields in which courses are not offered.

1 or 2 units, any quarter (STAFF)

By arrangement

#### GRADUATE COURSES

**211. Communication and Persuasion.**—An analysis of the experimental literature that relates to credibility, susceptibility, retention of opinion change, and other aspects of the effect of communication.

3 units, winter quarter (BUSH)

T 3-5

**217a. Media and Opinion Measurement.** The basic sampling procedures associated with the study of public opinion, the audiences of the mass media, and markets.

3 units, winter quarter (BRINTON)

TTh 1

**217b. Media and Opinion Measurement.**—Experimental design, questionnaire construction, interviewing, and administration of surveys; content analysis. Field work is required. Prerequisite: Journalism 217a.

4 units, spring quarter (BUSH)

MWF 1

**220. The Media of Mass Communication II.**—Open only to graduate students. Students who have had Journalism 120 will register for 2 units.

4 units, autumn quarter (BUSH)

TTh 11, W 2-4

**255. The Foreign Press and International Communications.**

4 units, summer quarter (—)

[Not given in 1954-55]

**299. Advanced Individual Work.**—Graduate students majoring in journalism may supplement their work in certain Upper Division courses with individual projects of a distinctly advanced order.

1 to 5 units, any quarter (STAFF)

By arrangement

**300. Thesis.**

(STAFF)

By arrangement

**309. Directed Graduate Research.**—Research in connection with a staff project done in lieu of the master's thesis.

(STAFF)

By arrangement

#### 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. 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)

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 Institute.

5 units, spring quarter (WEIGLE)

By arrangement

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