

STANFORD UNIVERSITY

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STANFORD UNIVERSITY

**ANNOUNCEMENT
OF COURSES
1955-1956**

For more advanced students—especially for majors and graduate students in Classics or History—work will be offered on an individual basis:

H200. Independent Reading in Greek History.—Assigned readings, reports, and discussions.

3 or more units (PEARSON)

By arrangement

H205. Independent Reading in Roman History.

3 or more units (PEARSON)

By arrangement

VI. GREEK ARCHAEOLOGY

[Open to all students unless otherwise stated.]

One or more of the following courses will be offered each quarter:

A100. Introduction to Archaeology.—Illustrated lectures on the various branches of archaeology, with special emphasis upon the processes of discovery and the methods by which our present knowledge of ancient civilization has been acquired.

3 units, autumn quarter (HANSEN)

MWF 11

A110. Homeric Archaeology.—This course is designed to present a picture of Homeric civilization. A detailed study of several sites in the Aegean area will be made.

3 units (HANSEN)

A120. Introduction to Greek Art.—A study of the evolution of art in classical Greek lands and interpretation of works of art, chiefly sculpture.

3 units, winter quarter (HANSEN)

MWF 11

A125. Early Greek Art.—Lectures on the art from Cretan and Mycenaean sites.

3 units (HANSEN)

A130. Later Greek Art.—Illustrated lectures on the art of the Hellenistic World.

3 units (HANSEN)

A160. Archaeological Laboratory.—Open to qualified students with the permission of the instructor. Classics A100 will be a useful preparation for this course. Practical work in the study and classification of archaeological material. The Stanford Museum has a collection of several thousand objects from Greece, including vases, coins, figurines, lamps, etc., which afford excellent material for study.

2 or 3 units, winter and spring quarters

M or Th 1-4

COMMUNICATION AND JOURNALISM

CHILTON ROWLETTE BUSH, WILBUR SCHRAMM, CLIFFORD FRANCIS WEIGLE,
Professors

HENRY LLOYD CHURCHILL, Associate Professor

JAMES EVERETT BRINTON, ROBERT M. POCKRASS, Acting Assistant Professors

The Department offers programs of graduate and undergraduate instruction in communication and journalism. The Institute for Communication Research is a division of the Department that engages in research in communication with special emphasis on 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 Department 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 Department will take these facts into consideration in the acceptance of women majors.

Degree of Master of Arts.—The Department will recommend to the Committee on Graduate Study for the degree of Master of Arts students who have completed the following:

1. 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.
2. Approximately 40 units of journalism, including Courses 211 and 220.
3. Either an acceptable thesis or the methodological Courses (Journalism 217a and 217b). The department decides this option after evaluating the student's prior preparation. Most students will be held to the thesis requirement.

The candidate must earn an average grade of B on his entire program of study during the graduate year.

Candidates for the degree of Master of Arts entering the Department 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 Upper Division student who is unable to undertake a three-year program leading to the Master of Arts degree, the Department 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 Allocation Theory, Theory of Income and Employment, International Trade and Finance, Economics of Industry, Public Finance, Labor Problems, Comparative Economic Systems, 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. (Advertising students should include psychology as one of their two fields.)

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, 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 Department, 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 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 communication and 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 Department of Communication and Journalism 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 (POCKRASS)
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 (POCKRASS)

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)

Lec. MW 8; Lab. by arrangement

109. Editorial Techniques III.—Practice in advanced news writing for the newspapers and 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. Prerequisite: Journalism 115.

3 units, spring 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 (BRINTON)

MWF 10

140. History of Anglo-American Journalism.

3 units, autumn quarter (WEIGLE)

TTh 8

4 units, summer quarter (WEIGLE)

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 11

4 units, summer quarter (WEIGLE)

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 fed-

eral courts and municipal, state, and federal administration in the local community. Open only to major students with senior standing.

4 units, winter quarter (BUSH, POCKRASS)

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, News Photography, and a few other specialized fields.

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, autumn quarter (SCHRAMM)

W 2-4

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.

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 (SCHRAMM)

MWTh 10

255. The Foreign Press and International Communications.

4 units, spring quarter (SCHRAMM)

W 2-4

299. Advanced Individual Work.—Graduate students majoring in journalism may supplement their work in certain Upper Division and Graduate 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, 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 Department.

5 units, spring quarter (WEIGLE)

By arrangement

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