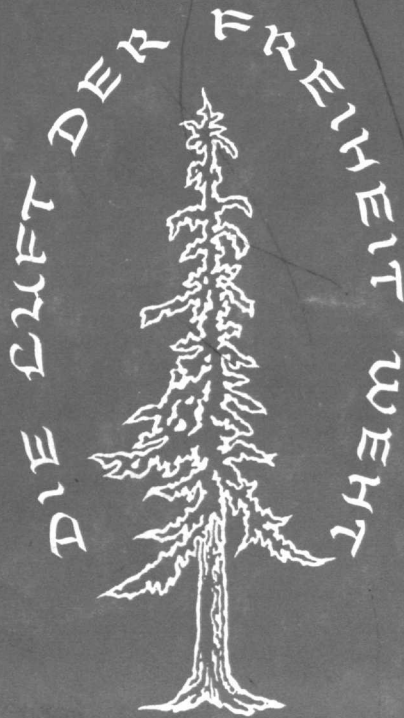


Stanford University Bulletin

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Courses and Degrees

1962-63

COMMUNICATION and JOURNALISM

Emeritus: Chilton R. Bush (*Professor*)

Executive Head: Clifford F. Weigle

Professors: Nathan Maccoby, Wilbur Schramm, Clifford Francis Weigle

Associate Professor: James Everett Brinton

Assistant Professor and Research Associate in the Institute for Communication Research: Richard F. Carter

Assistant Professor: Merrill Ernest Samuelson. *Acting:* Richard Rees Fagen

The Department of Communication and Journalism engages in research in communication and offers a curriculum which prepares its students for careers in journalism and communication research.

The main objectives of the curriculum in journalism are to equip the prospective journalist with an adequate set of professional values; to provide a broad program in the social and literary studies; and to present courses in the processes and effects of communication.

A secondary objective is to provide that amount of training in journalistic skills and techniques that will sustain the student's interest in his chosen profession while he is in college and will assist him in beginning his career. The strictly technical courses are about eight per cent of the student's program.

The technical courses provide not only practice but a content that is an application of some of the principles of the behavioral sciences. The technical curriculum in this sense is like the curricula of Schools of Medicine and Engineering which apply the principles of the biological and physical sciences.

ADMISSION

Undergraduate students who have been admitted by the University are accepted as majors provisionally for one quarter. Thereafter, the student's record is reviewed quarterly by the Department.

Students who wish an undergraduate minor in the Department may arrange for a suitable sequence of preprofessional courses.

Prospective graduate students should write to: Executive Head, Department of Communication and Journalism, Stanford University, Stanford, California.

Prospective undergraduate students should write the Office of Admissions.

PROGRAMS OF STUDY

Bachelor of Arts

The requirements for the degree of Bachelor of Arts are as follows:

1. Two courses in general or English literature; Psychology 1; Economics 1, and 5 or 10 or one course over 100; Political Science 1, and 10 or 20; Sociology 1 or Anthropology 1; and Typing 1 (except when the student can demonstrate adequate proficiency in typewriting).

2. One field (two advanced courses—i.e., courses numbered 100 or higher—normally constitute a field) in any two of the following groups:

- I. Economics: Price and Allocation Theory, Money, Income and Employment, Economic History and Comparative Systems, Public Finance, Economics of Labor, Economics of Industry, International Economics, Accountancy, Economic Statistics, Econometrics.

- II. History: Medieval and Renaissance Europe, Modern Europe, the British Commonwealth and Empire, the United States, Latin America, and the Far East.
- III. Political Science: Administration, Comparative Government, International Law and Relations, Political Theory, Politics, and Public Law.
- IV. Psychology: courses to be designated.
- V. Sociology: courses to be designated.
- VI. Anthropology: courses to be designated.
- VII. Geography: courses to be designated.

The undergraduate student must achieve a grade of C or higher in any course offered in fulfillment of field requirements.

3. Twenty-five to thirty units in communication and journalism, of which the following courses are required: 50, 51, 103, 107, 112, and 140.

In addition, the student preparing for newspaper or press association editorial work or radio-TV journalism, will take Courses 109, 169, and 175; the student preparing for advertising work will take Courses 115 and 116; the student interested primarily in writing for consumer magazines and industrial publications will take Courses 109, 150, and 169.

The undergraduate must average not lower than 2.5 grade points in the courses in communication and journalism.

After fulfilling all of the requirements specified by the Department and the University, the student normally has up to 35 units of his program available for electives during his junior and senior years.

While the Department offers no courses in public relations, it assumes that the best preparation for a career in that field is the completion of the usual courses in the Department's curriculum, a few additional courses in the humanities and social sciences, and practical experience in journalism or advertising.

The student who is interested in certain aspects of radio and television may elect some of the courses offered by the Department of Speech and Drama during the regular academic year or in the Summer Radio and Television Institute.

Students interested in communication research may apply to participate in the Honors Program in Quantitative Methods in the Behavioral Sciences.

Master of Arts

The Department will recommend to the University Committee on the Graduate Division 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 groups listed above under requirements for the degree of Bachelor of Arts, including advanced courses taken at the undergraduate level.
2. Approximately 40 units in communication and journalism, of which two shall be graduate courses in communication and journalism, and shall include Courses 211 or 220; courses taken at the undergraduate level count toward these requirements.
3. Either an acceptable thesis or the methodological courses (217, 218, and 219, and Psychology 60). The Department decides this option after evaluating the student's preparation. Most students will be held for the thesis requirement.

The candidate must complete approximately 45 units in graduate residence at Stanford and 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 communication and 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 communication

and journalism; and (3) professional journalistic experience. Where the student's previous work in the social sciences and in communication and journalism has been limited, the requirements for the degree cannot be met in three quarters of residence.

The Ph.D. Degree in Mass Communications Research

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

This program, which is designed to train the student for research in communication, includes courses in several of the departments which offer work in statistics, learning, perception, social psychology, personality theory, social organization, social structure, and the methodology of the behavioral sciences.

The Department of Communication and Journalism sponsors for this degree only those applicants who present a superior academic record and who have demonstrated that they have the motivation for completing a program of this nature. The applicant is first accepted for admission to the University by the Department. In his first two quarters of residence he must achieve a superior record in the courses taken with sponsoring professors in the several departments. After he has done this he may request those professors to recommend him to the University Committee on the Graduate Division, first for permission to pursue study toward such a degree, and later for admission to candidacy for the degree.

THE INSTITUTE FOR COMMUNICATION RESEARCH

The Institute for Communication Research operates as an office of project research for the faculties of the Department of Communication and Journalism and other departments on grants from foundations, communication media, and other agencies, on government contracts, and on its own funds. A few research assistantships are available to qualified graduate students. Among the qualifications which will be highly valued in applicants are high scholarship, training in the behavioral sciences (preferably psychology and sociology, including training in statistics and research methodology), and training for or experience with the mass media.

FRESHMAN, SOPHOMORE COURSES

50. Editorial Techniques I—Theory of news communication for newspaper and radio; analysis of journalist's audience; representative media; journalistic vocations. To be taken concurrently with Communication-Journalism 51. Open to nonmajors.

3 units, autumn or spring, (———), MWF 9

51. Editorial Techniques I Laboratory—Practice in news writing. Weekly conferences, laboratory, outside assignments. To be taken concurrently with Communication-Journalism 50. Prerequisite: third quarter freshman standing. Open to nonmajors.

1 unit, autumn or spring, (———), by arrangement

JUNIOR, SENIOR, AND GRADUATE COURSES

103. Mechanics of Publishing—Typography, printing processes. Lecture, laboratory. Usually taken concurrently with Journalism 107. Prerequisite: 50-51.

3 units, winter. (Brinton), TTh 9; lab. by arrangement

107. Editorial Techniques II—Copy editing, headline writing, news display, illustration, newspaper library reference methods. In laboratory, class edits daily tele-

printer report of Associated Press or United Press International. Usually taken concurrently with Journalism 103. Prerequisite: 50-51, junior standing.

3 units, winter, (Samuelson), MW 9; lab. by arrangement

109. Editorial Techniques III—Advanced news writing for newspapers, radio-TV. Prerequisites: 50-51, junior standing. Majors only. Conducted in co-operation with the Palo Alto Times.

2 units, spring, (———), by arrangement

112. Mass Communications and Society—Development of social systems, political philosophies of mass communication; communicators, their organizations; operations, economics, audiences, content, effects of mass media; developing patterns, problems of ethics and responsibility within the media. Open to nonmajors. (Same as Speech and Drama 112.)

4 units, autumn, (Samuelson), MW 10, plus section

115. Advertising I—Fundamentals of marketing, consumer research, media, copy, layout. Open to nonmajors.

3 units, autumn, (Brinton), MWF 11

116. Advertising II—Analysis of advertising campaigns in marketing, public relations. Advanced practice in copywriting, media selection, retail advertiser service. Prerequisite: 115.

3 units, winter, (Brinton), MWF 11

130. Introduction to Media Research—Substantive aspects of recent investigations of audiences, communicators, content, and control; some attention to method. Not open to graduate students.

3 units, spring, (Samuelson), TTh 10

140. History of Anglo-American Journalism—Open to nonmajors.

3 units, autumn, (Weigle), TTh 9

4 units, summer, (———), by arrangement

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

3 units, winter, (Weigle), TTh 11

4 units, summer, (———), TTh 10

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

3 units, to be given in 1963-64

169. Legal Aspects of Journalism—Libel, contempt, constitutional guaranties, privacy, copyright, inspection of public records.

3 units, spring, (———), TTh 9

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

4 units, winter, (———), 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

See also Senior Colloquia.

GRADUATE COURSES

211. Theory of Communication I—Theory, structure, and effects of mass communication. Analysis of the literature.

5 units, autumn, (———), M 2-4, and additional meetings as needed

212. Theory of Communication II—Theory of the communication process. Analysis of the experimental literature.

5 units, winter, (Maccoby), MW 2-4

213. Theory of Communication III—Theory of communication in groups and communication networks. The theory of information and meaning. Analysis of the literature.

5 units, spring, (—), M 2-4, and additional meetings as needed

217, 218, 219. Communication Research Methods I, II, III—Methods of research in mass, group and interpersonal communication. Application of scientific method to communication research. Design of communication studies for laboratory and field experiments and sample surveys. Conceptualization of variables, sampling, data collection, interview techniques, data processing and data analysis. Report preparation. Prerequisite: previous or concurrent registration in elementary statistics. (Same as Speech and Drama 217, 218, 219.)

4 units, autumn, winter, and spring, (Staff), TTh 2-4

220. The Media of Mass Communication—Not open to students who have had Communication-Journalism 112.

4 units, autumn, (Samuelson), MW 10 plus section

230. Advertising and Media Research—Procedures for advertising and media research, audience measurement, and consumer analysis. Prerequisite: consent of instructor.

3 units, spring, (Brinton), F 2-4

255. International Communication—Chief patterns of mass communication throughout the world; philosophies behind them; economic, social, political reasons why a given kind of pattern develops where it does; channels by which nations, cultures communicate with each other; kinds of barrier which intervene in those channels; manipulative communication between nations which is characteristic of the "cold war."

4 units, spring, (—), M 2-4

260. Content Analysis—The method of frequency, contingency, and qualitative analysis of texts.

3 units, autumn, (Carter), W 2-4

299. Advanced Individual Work—Graduate majors may supplement certain courses with individual projects of 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, in lieu of Master's thesis.

(Staff), by arrangement

PRACTICE COURSES

121. Advanced Practice—Practice work in executive positions on editorial or business staff of *The Stanford Daily*; weekly conferences. Open to undergraduate students with junior standing, who qualify by election or appointment; not open to graduate students. Students limited to total of 7 units credit. Credit may not be offered in fulfillment of journalism unit requirements for degrees in communication and journalism.

1 to 2 units, each quarter, (Staff), by arrangement

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

5 units, spring, (Weigle), by arrangement

Curriculum and Instruction in Secondary School Journalistic Writing—See Education 285.