COURSES
AND DEGREES
1967-68
COMMUNICATION

Emeritus: Chilton R. Bush (Professor)
Executive Head: Clifford F. Weigle
Director, Institute for Communication Research: Wilbur Schramm
Director, Professional Journalism Fellowship Program: Herbert Brucker. Associate Director: Julius C. Duscha
Professors: Herbert Brucker, Nathan MacCoby, Wilbur Schramm, Clifford F. Weigle
Associate Professors: Edwin B. Parker, William L. Rivers
Assistant Professors: Henry S. Breitrose, William J. Paisley. Acting: Godwin C. Chu
Instructor: Janet K. Voelker
Lecturers: Julius C. Duscha, Lyle M. Nelson, Templeton Peck

The Department of Communication engages in research in communication and offers a curriculum which prepares its students for careers in print and broadcast journalism, documentary film, and communication research.

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

A secondary objective is to provide that amount of training in skills and techniques that will sustain the student's interest in his chosen profession and will assist him in beginning his career.

The technical courses provide not only practice but a content that is an application of some of the principles of the behavioral sciences and humanities. The technical curriculum in this sense is like the curricula of the 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 undergraduate students should write the Office of Admissions.
Prospective graduate students should write to: Executive Head, Department of Communication, Redwood Hall, Stanford University, Stanford, California 94305.

The Department requires that applicants for graduate admission include verbal and quantitative scores from the Graduate Record Examination (area scores are optional). Applicants who hope to work toward a Ph.D. are also required to submit scores from the Miller Analogies Test. These test requirements may be waived after written petition to the Department only if exceptional circumstances prevent the applicant from taking the tests.

PROGRAMS OF STUDY

BACHELOR OF ARTS

Two Bachelor of Arts degree programs are offered, one in Journalism and one in Broadcasting and Film. Requirements are as follows:

1. Two courses in general or English literature; Psychology 1; Sociology 1 or Anthropology 1. In addition, Journalism students are required to take Economics 1 and Political Science 1 and 10 or 20. (The student who wishes to take both Political Science 10 and 20 may substitute 15a and b.)

2. A unified program totaling not less than 20 units of courses numbered 100 or higher shall be arranged, with the approval of the adviser, from one or two other departments such as Anthropology, Art, Economics, English, History, Music, Philosophy, Political Science, Psychology, Sociology, or Speech and Drama.

3. Undergraduate majors must have a grade point average of 2.50 or higher in Communication Department courses in order to receive the departmental recommendation for graduation. Also, undergraduate must have been enrolled as majors in his department for at least three quarters.

4a. Broadcasting and Film: Communication 1, 100, 105b or c, 123, 141 or 142, and 180.

4b. Journalism: Twenty-five to thirty units in communication of which the following courses are required: 1, 50, 51, 107, 108, and 169. In addition, the student prepares for newspaper or press association editors.

COMMUNICATION HONORS PROGRAM

In addition to the requirements as community programs, Communication Honors Program provides exceptionally able students in Communication the opportunity to work under the direction of the Department Honors Program. This program is directed toward the completion of a substantial body of factual information and the development of communication skills by independent study under the guidance of the Communication Department faculty. The student is required to complete the major or in communication of a comprehensive nature taken in the final quarter. The plan will include an independent supervised work or in communication of the work done as an undergraduate. The student will be advised by the Department and, after the end of the next to the subject's senior year. It is the student's responsibility to elect both the Communication Honors Program and one of the other major programs. The Department of Communication requires that the student have completed the following courses before applying:

- Behavioral Sciences
- Quantitative Methods
- Humanities Undergraduate
- Social Sciences (History, Philosophy, or Psychology)

The student will work under the direction of the Department Honors Program advisor, who will be a member of the Communication Department faculty.
work will take Communication 175; the student interested primarily in writing for consumer magazines and industrial publications will take Communication 150.

While the Department offers no courses in such subjects as science reporting, technical writing, or public relations, appropriate programs of study can be arranged for interested students. For example, a prospective science writer could be permitted to substitute a unified program of courses in the physical sciences in lieu of requirement "c" above.

Programs in Communication may elect one of the following interdisciplinary honors programs:

- Behavioral Sciences (Honors Programs in Quantitative Methods)
- Humanities Undergraduate Honors Program
- Social Sciences (Honors Program in Social Thought and Institutions)

**COMMUNICATION HONORS PROGRAM**

In addition to the regular undergraduate programs in communication, a Communication Honors Program is designed for those exceptionally able students who wish, in their major, to pursue an intensive and somewhat independent study of communication. This program is directed toward the integration of a substantial body of theoretical and factual information and the development of both communication skills and creative scholarly skills by independent study, tutorial guidance, small seminars, and research experience. Particular emphasis is placed on the planning of an individual program for the student that will combine his specialized interests with a body of basic knowledge about communication processes. The plan will be aimed at helping the student prepare for a comprehensive examination to be taken in the final quarter of his senior year, over his entire area of communication study. The plan will include arrangements for continuous supervised work in communication skills or in communication research. A report of the work done under this plan will be submitted as an undergraduate thesis at the end of the next to final quarter of the student's senior year. It is possible for a student to elect both the Communication Honors Program and one of the three interdisciplinary honors programs listed above.

**MASTER OF ARTS**

The Master of Arts degree is awarded by the Department in the fields of Journalism, Broadcasting, and Film, or Communication Research. Requirements are as follows:

1. The candidate must earn 45 units in graduate residence at Stanford; he must be enrolled as a major in the department for at least two quarters; he must earn an average grade of B on his entire program of study. An independent project under the direction of a major professor must be undertaken. Three to six hours of credit in independent study may be applied to this requirement. A report of the project must be made to the professor directing the independent study. A candidate may petition the Department by the end of the second week of the second quarter for permission to submit the report as a thesis.

2. A unified program of advanced course work is to be arranged with the approval of the adviser. This includes appropriate grounding in research methodology and communication theory; it includes training in one or more communication media; and, it includes the equivalent of a minor in a related field—or a cohesive group of courses in several fields.

3. Students in Broadcasting and Film, upon completion of academic work, including the independent project, must pass a comprehensive written examination, after which they spend a three-month internship with a professional film or broadcasting organization. (No tuition is charged for the internship period.) Academic work will include 100, appropriate 105 and 110 courses, 215, 220, 310, 311, and 312.

No particular specialization in undergraduate work is expected of a candidate. Special programs of study may be arranged for individual candidates, which will take account of the nature of their previous preparation.

**DOCTOR OF PHILOSOPHY**

The Department offers the Doctor of Philosophy degree in Communication, with emphases in Communication Research, or in Graduate Communication, and in Public Affairs Communication.

In addition to fulfilling the course and residence requirements for the degree, Ph.D. candidates are required to:
1. Complete requirements for a Master's degree in Communication, and complete a research project. Holders of the Master's degree may be excused from this first year research requirement if the faculty feels that the previous research has been sufficient.

2. Pass a comprehensive written examination in the subjects required of all candidates and in the area of advanced specialty of the particular candidate.

3. Demonstrate reading knowledge of a foreign language. Except by special permission, this language will be Russian, French, or German.

4. Pass the University oral examination, which may be either a comprehensive examination covering the same areas as the written examination or a defense of the dissertation.

5. Complete at least one year of research experience in the Institute for Communication Research, or in comparable research activities.

6. Have some familiarity with at least one medium of mass communication. Such familiarity may be obtained prior to graduate study by working for a communication medium. Students without such practical experience will be expected to take some media-oriented courses, such as the Summer Radio-Television-Film Institute or journalism courses, as part of their graduate program.

7. Complete a dissertation satisfactory to an advisory committee of three or more members and to the University Committee on the Graduate Division.

The following is an example of a typical Ph.D. program in Mass Communication Research. The curriculum for Developmental Communication is virtually identical, but includes a sequence in developmental psychology and a dissertation in the area of how people, as they mature, learn to use and in turn are influenced by the mass media.

1. **Communication Theory**
   Comm. 211. Theory of Communication I
   Comm. 212. Theory of Communication II
   Comm. 213. Theory of Communication III

2. **Methodology**
   Comm. 217. Research Methods I
   Comm. 218. Research Methods II
   Comm. 219. Research Methods III
   C.S. 126. Computing for Nonscientists

3. **Statistics**
   Psych. 60. Statistical Methods
   Psych. 152. Analysis of Data
   Stat. 161. Statistical Methodology

4. **Experimental Psychology** (at least two of the following)
   Psych. 103a. Experimental Psychology: Higher Mental Processes
   Psych. 103b. Experimental Psychology: Perception
   Psych. 103c. Experimental Psychology: Animal Learning
   Psych. 103d. Experimental Psychology: Social Processes

5. **Social Psychology and Personality**
   Psych. 212. Advanced Social Psychology
   Psych. 261. Seminar in Social Psychology
   Psych. 220. Human Motivation
   Psych. 213. Advanced Personality

6. **Sociology**
   Sociol. 137. Advanced Organizational Behavior
   Sociol. 161. Advanced Interpersonal Behavior
   Sociol. 165. Advanced Social Stratification

Preparation for examinations and for the dissertation should include selected courses from among the following:

Comm. 220. Mass Communications in Society
Comm. 255. International Communication
Comm. 256. Communication in Economic and Social Development
Psych. 209. Advanced Perception
Psych. 211. Advanced Developmental Psychology
Psych. 221. Organizational Processes and Task Performance
Psych. 251. Psychopathology
Psych. 254. Principles of Behavioral Modification I
Psych. 267. Seminar in Interpersonal Processes

Other courses approved by the advising committee may be approved by the adviser.

The following is the list of major requirements for the Ph.D. program in Communication:

1. **Communication Theory**
   Comm. 211, 212.

2. **Structure and Function**
   Comm. 220. Mass Society
   Comm. 230. Mass Media
   Comm. 240. Economics
   Comm. 255. International Communication

3. **Methodology**
   Comm. 217, 218. Research Methods
   Comm. 227. Analytical Evidence

4. **Statistics**
   Psych. 60. Statistical Methods
   Stat. 50. Elementary Statistics

5. **Law**
   Law 104. Law in Society

6. **Political Science**
   Pol. Sci. 108. Seminar in Political Responsibility
   Pol. Sci. 152. Modern Political Thought
   Pol. Sci. 153. Theory of Political Sociology
Psychology (at least two graduate seminars)

Experimental Psychology: Perception

Experimental Psychology: Learning

Experimental Psychology: Personality and Social Psychology

Organizational Processes, Performance, and Pathology

Principles of Behavioral Science

Communication in Economic Development

Communication in Economic Development

Law

Political Science, History, Economics—a unified program of five courses in one of these fields, and three courses in one or both of the others. Suggested:

Ph.D. candidacy expires five years after admission to candidacy by the University Committee on the Graduate Division. Reap-

lication will require reexamination.

Other programs leading toward the Ph.D. and involving communication may be pur-
nosed in the Graduate Division Special Programs. Such programs are individually

planned for unusually well-qualified stu-

dents.

Minor for the Degree of Doctor of Philos-


ogy—Candidates for the degree of Doctor of Philosophy in other departments who
elect a minor in Communication will be required to complete a minimum of 15 units of graduate courses in the Department of Communication, including one research methods course and either Communication 211 or Communication 212. The Communication 217 requirement may be waived when comparable graduate methodology courses have been taken in some other department. The remainder of the course program will be adapted to the particular needs of each candidate.

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 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. For further information about the Institute write to the Director.

COURSES OPEN TO UNDERGRADUATES AND GRADUATES

I. GENERAL

70. Introduction to Survey Research — An introductory course in survey research methods. Formulation of problems, study design, sampling, interviewing, data processing and analysis, and writing of reports of public opinion surveys. Designed primarily for undergraduate non-majors. Prerequisite: Psychology 60 or equivalent.

3 units, Win (Maccoby)

5 units, Win (Maccoby) MTW 10 and

70. Introduction to Survey Research — An introductory course in survey research methods. Formulation of problems, study design, sampling, interviewing, data processing and analysis, and writing of reports of public opinion surveys. Designed primarily for undergraduate non-majors. Prerequisite: Psychology 60 or equivalent.

3 units, Spr (Maccoby)

190. Comparative Communication Systems — Foreign press, broadcasting, and radio. Their control and support; their relation to economic and social development, political systems, and cultural patterns; and their role in public opinion and national policy.

4 units, Spr (——) by arrangement, given 1968–69

199. Individual Work — Major students with high academic standing are permitted to undertake individual work.

1 to 4 units, any quarter (Staff) by arrangement

II. JOURNALISM

50. Editorial Techniques I — Theory and techniques of news communication for newspapers and radio-TV; analysis of journalism audience; representative media; journalism vocations. To be taken concurrently with Communication 51. Open to non-majors.

3 units, Aut (Rivers) MWF 11

Spr (——) MWF 9

51. Editorial Techniques I Laboratory — Practice in news writing. Weekly conferences, laboratory, outside assignments. To be taken concurrently with Communication 50. Open to non-majors. Prerequisites: typing skill of 35 words per minute.

1 unit, Aut (Rivers) by arrangement

Spr (——) by arrangement

107. Editorial Techniques II — Copy editing, headline writing, news display, illustration, typography, printing processes. To be taken concurrently with Communication 108. Prerequisites: 50 and 51.

3 units, Win (Weigle) MWF 9


2 units, Win (——) by arrangement

140. History of Anglo-American Journalism — Open to non-majors.

3 units, Aut (Weigle) TTh 9

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

3 units, Win (Rivers) TTh 11

III. BROADCASTING

100. Visual and Audio Techniques — An introduction to the techniques of film, television, and recording. Students will learn the fundamentals of film, television production and recording. This course is designed for those who have a previous knowledge of the nature of film and television production.

5 units, Aut (Brettschneider) 1:15–3:05

JOURNALISM

Techniques I — Theory and practice of news and feature stories, with an emphasis on writing. Weekly conferences, outside assignments. Open to non-majors. Prerequisite: 3 units, Spr (Rivers) MWF 11

Techniques II — Copy editing, news display, illustration, graphic design, printing processes. Open to Communication majors only. Prerequisites: 3 units, Spr (Weigle) MWF 9

Technical Writing — Preparation of technical writing for daily newspapers, weeklies, magazines, and other media. Open to Communication majors only. Prerequisite: 3 units, Spr (Weigle) TTh 9

JOURNALISTIC WRITING — Reporting, editorial writing, magazine articles, and other writing forms. Open to Communication majors only. Prerequisite: 3 units, Spr (Rivers) TTh 11

Magazine Editorial Techniques — Planning, writing, production, layout, and circulation management. Open to Communication majors only. Prerequisite: 3 units, Spr (Weigle) TTh 11

Legal Aspects of Journalism — Legal aspects of news and feature stories, with an emphasis on writing. Open to non-majors. Prerequisite: 3 units, Spr (Weigle) MW 11

Reporting of Public Affairs — Local, state, federal courts; municipal, state, federal administration in the local community. Open only to majors with senior year standing. Prerequisite: 3 units, Win (———) MW 10

Practice Courses

Advanced Practice — Practice work in executive positions on editorial or business staff of The Stanford Daily, Quad, and Chaparral; weekly conferences. Open to Communication majors only. Prerequisite: 3 units, Win (———) MW 10

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 or graduate year, by arrangement with San Francisco newspapers. Open to Communications majors only. Prerequisites: 3 units, Spr (Weigle) MW 9

Broadcasting and Film

Visual and Aural Communication Techniques — An investigation of the techniques of visual and aural communication. Prerequisites: 3 units, Winter (———) MW 10

Film Aesthetics — A systematic examination of the nature of the film medium, and of attempts to construct theories of film. Prerequisites: 3 units, Winter (———) MW 10

Television Production I — Elementary course in which students study local television shows and work on their own productions in a San Francisco studio. Prerequisites: 3 units, Winter (———) MW 10

Film Production I — A beginning course in which students produce their own short films. Prerequisites: 3 units, Winter (———) MW 10

Television Production II — Primarily for graduate students producing television projects for a degree. Prerequisites: 3 units, Winter (———) MW 10

Film Production II — Primarily for graduate students producing television projects for a degree. Prerequisites: 3 units, Winter (———) MW 10

Writing for Broadcasting and Film I — 3 units, Aut (———) MW 10

Writing for Broadcasting and Film II — 3 units, Spr (———) MW 10

Writing for Film and Television I — 3 units, Spr (———) MW 10

History of Film — Studies in the development of the motion picture. Prerequisites: 3 units, Aut (———) MW 10

Broadcast Communication — The development of American broadcasting and its contemporary problems. Prerequisites: 3 units, Aut (———) MW 10

Broadcasting and Film Criticism — The techniques and role of criticism based upon the objectives and potential of the media. Prerequisites: 3 units, Aut (———) MW 10

Summer Radio-Television-Film Institute
(See Summer Session Bulletin for 1968.)
courses for graduates

3 units, Aut (Parker) Th 7-10 p.m.

3 units, Aut (Chu) W 2:15-4:05

204. Communication Theory — Readings and conferences. By permission of the instructor. 
3 units, Aut, Win, Spr (Schramm, Staff) by arrangement

207. Survey of Communication Research Methods — Research designs, sampling, data collection, and data analysis. For Journalism A.M. students. 
5 units, Win (Chu) MW 4:15-6:05

211. Theory of Communication I — Seminar and tutorial meetings, extensive readings and papers. For doctoral candidates planning to continue with the sequence on theory. 
3 units, Aut (Schramm) W 2:15-4:05

212. Theory of Communication II — Theory of the communication process. Analysis of the experimental literature in attitude change. Prerequisite: consent of instructor. 
5 units, Win (Maccoby) MW 2:15-4:05

5 units, Spr (Paisley) M 2:15-4:05, and additional meetings by arrangement

3 units, Aut (Maccoby, Breitrose) Th 7-10 p.m.

217. Communication Research Methods I — 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: psychology or concurrent registration in elementary statistics. 
4 units, Aut (Parker) TTh 2:15-4:05

218. Communication Research Methods II — Continuation of 217. 
4 units, Win (Paisley) TTh 2:15-4:05

4 units, Spr (Parker) TTh 2:15-4:05

220. Mass Media in Society — The nature and social responsibilities of the media, the structure of the industry, problems of regulation, management, educational and commercial interests. For first year graduate students. 
3 units, Spr (Rivers) T 4:15-6:05 
Sum (Staff) by arrangement

222. Documentary Film — Analysis of techniques and strategies of films designed to effect attitudinal and behavioral change. Prerequisite: consent of instructor. 
4 units, Spr (——) by arrangement

225. Problems of the Mass Media — For A.M. Journalism candidates. 
1 unit, Aut, Win, Spr (Staff) by arrangement

4 units (Staff) by arrangement

5 units, Win (Rivers) by arrangement

240. Seminar in Mass Media History. 
4 units (Staff) by arrangement

245. Economics of the Mass Media. 
4 units (Staff) by arrangement

255. International Communication — Cold war patterns of mass communications throughout the world; philosophies behind economic, social, political, and religious reasons which gave rise to the given kind of pattern develops where it goes. Channels by which nations, cultures and masses communicate in each other; kinds of communications that intervene in those channels; mediations that give unidirectional communication between nations, which is characteristic of the "cold war." 
4 units, Spr (Chu) M 2:15-4:05

256. Communication in Economic and Social Development — Seminar on the communication problems of economic and social development, and on the use of mass media for national development. Special use of communication research, planning, case studies and planning. 
5 units, Spr (Schramm) TTh.

271. Advanced Communication Method Seminar I — Toward a General Theory of Communication; May be repeated for credit. Topic and instructor change each year. 
5 units, Aut (Schramm) TTh.

272. Advanced Communication Method Seminar II — Communication Among Cultures; May be repeated for credit. Topic and instructor change each year. 
5 units, Win (Parker) TTh.

273. Advanced Communication Method Seminar III — Mass Media in Learning; May be repeated for credit. Topic and instructor change each year. 
5 units, Spr (Maccoby) TTh.

277. Communication Analysis and Scaling — Social and physical ordering of data. Use of quantified content analysis for the study of public opinion. 
3 units, Win (Rivers) TTh

279. Advanced Individual Research — May be repeated for credit. Individual projects of the student. 
3 to 6 units, any quarter by arrangement

290. Thesis. 
8 to 10 units, (Staff) by arrangement

299. Directed Graduate Research in connection with a student's thesis. 
5 to 6 units, (Staff) by arrangement

301. Seminar in Broadcast. 
2 units, Win (——) by arrangement

302. Seminar in Broadcast. 
2 units, Spr (——) by arrangement

304. Seminar in Broadcast. 
2 units, Win (——) by arrangement
Processing and data analysis. Prerequisite: permission of the instructor.

Communication Research Methods of 217.

3 units, Win (Paisley) TTh 2:15-4:05


3 units, Aut (Schramm) by arrangement


3 units, Win (Parker) by arrangement

Communication Research: Content Analysis and Scaling — Techniques of recording and ordering data. Manual and computerized content analysis. Scaling procedures of Thurstone, Likert, Guittman, Lazarsfeld, Shepard, and others. Prerequisites: 2 quarters of statistics, Comm. 219 or equivalent background in methodology, and consent of the instructor.

4 units, Aut (Paisley) TTh 2:15-4:05

Advanced Individual Work — Graduate students may supplement certain courses with individual projects of distinctly advanced order.

1 to 5 units, any quarter (Staff) by arrangement

Thesis.

5 to 10 units, (Staff) by arrangement

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

5 to 6 units, (Staff) by arrangement

Seminar in Broadcasting and Film.

2 units, Aut (——) by arrangement

Seminar in Broadcasting and Film.

2 units, Win (——) by arrangement

COMPUTER SCIENCE

Executive Head: George E. Forsythe

Professors: George B. Dantzig, George E. Forsythe, John C. Herriot, John McCarthy, William F. Miller

Associate Professors: Edward A. Feigenbaum, Gene H. Golub

Assistant Professors: Jerome A. Feldman, Joyce B. Friedman, David J. Gries, William M. McKeeman, D. Rajagopala Reddy, Niklaus E. Wirth (on leave 1967-68)


Research Associates: Kenneth M. Colby, Lester D. Earnest, Manfred H. Hueckel

Affiliated Faculty: Professor: Robert V. Oakford (Industrial Engineering)

OFFERINGS AND FACILITIES

The Department aims to acquaint a variety of students with the technological and intellectual roles of automatic digital computers, and to educate research workers in computer science. In spite of the diversity of the applications, the methods of attacking problems with computers show a considerable unity, and computer science is concerned with the underlying principles. The field is still young, and the student will find many more questions than answers.

Of the numerous areas of computer science, the Department has competence in numerical analysis, operations research, artificial intelligence, computational linguistics, programming systems and languages, logical design of computer systems, and computer control of external devices.

Courses in data processing are offered by the Industrial Engineering Department and in the Graduate School of Business. Courses in the Graduate and in the Undergraduate program in optimization and mathematical programming will mainly be found in the Optimization Research Program.

Since computer science is inherently interdisciplinary, graduate students of computer science are encouraged to take courses in the other departments and to take advantage of the opportunities for independent study.