COURSES AND DEGREES 1973-74

Stanford University Bulletin
Courses Offered Overseas

163. Comparative Mythology — (Taught at Stanford in Italy)
4 units, Spr (Davis)

185. Ovid and His Influence — (Taught at Stanford in Italy)
4 units, Spr (Davis)

Communication

Emeriti: Wilbur Schramm, Clifford F. Weigle (Professors)
Chairman: Lyle M. Nelson
Director, Institute for Communication Research: To be named.

Director, Professional Journalism Fellowship Program: Lyle M. Nelson. Associate Director: Harry N. Press


Assistant Professors: Cedric C. Clark, Donald F. Roberts, Edward J. Sondik. Acting: Don Dodson, Dan G. Drew, Steven Kovacs, Emile McAnany

Senior Lecturer: Ronald Alexander

Lecturers: Julian Blaustein, Jules Dundes, Thomas Martin, John Mayo, Colin Mick, Templeton Peck

The Department of Communication engages in research in communication and offers curricula leading to the A.B., A.M. and Ph.D. degrees. The Master of Arts degree prepares students for careers in journalism or documentary film. The Ph.D. degree leads to careers in teaching and research or other related specialties.

The Institute for Communication Research is the research arm of the Department and offers research experience to advanced students.

The Professional Journalism Fellowship Program brings promising young journalists to study at the University in a non-degree course of study under a program which is sponsored by The National Humanities Foundation.

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. Sophomore students must have completed one course in the Department prior to declaring a major.

The exceptionally well-qualified undergraduate major student wishing to pursue a professional program leading to the A.M. degree after one graduate year may apply for admission during winter quarter of the junior year.

Undergraduate majors must enroll in the Department not later than the start of the second quarter of their junior year; this requirement may be waived for applicants entering the Department not later than the start of the first quarter of their senior year, provided that they have maintained a high academic performance.

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

Prospective undergraduate students should write the University's Office of Admissions.

Prospective graduate students should write to the Graduate Admissions Office, 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 in exceptional circumstances where the applicant is prevented from taking the tests.

Programs of Study

Bachelor of Arts

A student planning a major in Communication is strongly urged, in consultation with his adviser, to select courses in humanities, social sciences, and sciences. Most commonly, majors take elective courses in psy-
ology, sociology, anthropology, political science, history, economics, and English, and in such interdepartmental studies as Urban Affairs, Human Biology, and African and Afro-American Studies.

One Department degree program is offered with the opportunity to concentrate in the general study of communication and the mass media or in pre-professional study in journalism or film and broadcasting. The undergraduate major is considered a preprofessional program and is designed to provide a variety of offerings within the Department combined with a flexible program of breadth and depth in courses outside the Department. Burden of program development rests with the student in consultation with his or her adviser.

Requirements for the degree are as follows:

1. A total of at least 30 and not more than 40 units in Communication Department courses, which must include:
   a) Two survey courses, Communication 1 and 142 or 220;
   b) Communication 100-102, 107 or 150, and 175; or 101 and 180 (200 and 223A are recommended but not required and may be used to fulfill this requirement);
   c) Communication electives.
2. A unified program totaling not less than 20 units of advanced courses in another department or interdepartmental major, or an interdisciplinary honors program, or a second major.
3. Undergraduates must maintain a high academic performance in Communication courses in order to receive the departmental recommendation for graduation.

An alternative degree is a Bachelor of Arts degree in Social Science (Communication). Requirements for this degree are a total of 30 units in Communication courses as specified in (1) above and 20 units of advanced courses in one or more other social science departments.

Although 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 other recommended courses.

**Master of Arts**

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

1. The candidate must earn at least 45 units in graduate residence at Stanford; *he must be enrolled as a major in the Department for at least two quarters*; he must maintain a high academic performance during his entire program of study. At least 20 of the 45 units must be in courses numbered 200 or higher, and the other units in courses numbered 100 to 199. An independent project (on occasion a thesis) 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. Completion of the entire program (45 units, including independent project, plus an internship experience for those who do not have professional experience) normally takes three to five quarters depending on the nature of the project. Tuition usually is charged only for the quarters of regular class attendance.

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 and training in one or more communication media.

3. Students in Film and Broadcasting, upon completion of academic work, including the independent project, will be required to spend a three-month internship with a professional film or broadcasting organization. (No tuition is charged for the internship period.) While an attempt will be made to tailor each student's program to fit individual needs, normally most Film and Broadcasting students will take 200, 208A,B,C, 215, and 223A. The rest of the curriculum will be worked out in consultation with his or her adviser.

4. Students in the Journalism A.M. program with neither undergraduate journalism instruction nor professional experience are required to take: Communication 100, 102, 107, 150 or 175, 203, 220, two quarters of 225, 249 or Political Science 273, 309, and an internship with a media organization. The remainder of the program is to be a cohesive
group of at least two or three courses outside the Department. Students with undergraduate journalism training or media experience should check with their advisers to determine which of the above departmental courses will be required and which can be replaced with electives.

5. No particular specialization in undergraduate work is expected of a candidate. A few 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 programs in Communication Theory and Research, in Public Affairs Communication, and in Information Science. All of these degrees are designed primarily for persons interested in teaching and research careers.

In addition to fulfilling the course and residence requirements for the degree, all Ph.D. candidates are required to:

1. Complete requirements for a Master's degree in Communication, and complete a first year 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 first year qualifying exams and third year specialization exams.

3. Demonstrate proficiency in tools required in area of specialization. Chosen with the advice of the faculty, tools may include foreign languages, statistics, computer programming, etc.

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 pre-dissertation research project (in addition to the Master's or first-year research requirement) or obtain equivalent research experience sufficient to demonstrate research competence.

6. Have at least one year of work experience in the mass media or another activity relevant to the area of specialization, prior to writing the dissertation.

7. Teach or assist in teaching at least two courses.

8. 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 standard Ph.D. program in Communication Theory and Research:

1. **Communication Theory**
   Comm. 211. Theory of Communication
   Plus four other advanced Communication Theory courses (numbers 212 and higher)

2. **Methodology**
   Comm. 218. Communication Research Methods I
   Comm. 219. Communication Research Methods II
   Computer Science 125. Non-numerical Methods
   Comm. 309. First-Year Research Project
   Comm. 319. Pre-Dissertation Research Project
   Two advanced seminars on Communication Research Methods

3. **Statistics**
   Psych. 60. Statistical Methods
   Psych. 151. Statistical Methodology
   Psych. 152. Analysis of Data

4. **Computer Science**
   C.S. 127. Computer Models of Social Behavior
   C.S. 144A,B. Data Structures
   C.S. 224. Models of Thought Processes
   C.S. 225. Artificial Intelligence Research
   C.S. 226. The Representation Problem in Artificial Intelligence
   C.S. 261. Computer Models for Natural Languages

5. **Information Science**
   Comm. 260. Introduction to Information Science
   Comm. 261. Flow of Information Among Scientists
   Comm. 262. Flow of Scientific & Technical Information to the Public
Comm. 263. Computer Information Systems
Psych. 216. Information Processing Psychology

6. Policy Science
Comm. 280. Telecommunications Systems and Public Policy
E.E.S. 231A,B. Decision Analysis
Econ. 192. Economics of Information

7. Experimental Psychology (at least two of the following: 102, 102A Perception are strongly recommended)
Psych. 103, 103A. Learning Performance
Psych. 104. Special Laboratory Projects
Psych. 106, 106A. Human Memory

8. Psychology (at least two courses in social or developmental psychology, at least one in learning theory, and at least one in personality or motivation). Example courses are:
Psych. 211. Advanced Developmental
Psych. 212. Advanced Social Psychology
Psych. 213. Advanced Personality
Psych. 220. Human Motivation
Psych. 251. Seminar in Personality Theory and Assessment
Psych. 254. Principles of Personality Change I
Psych. 259. Seminar in Cognitive Theories in Social Psychology
Psych. 261. Seminar in Research Methods in Social Psychology
Psych. 262. Special Topics in Memory
Psych. 263. Seminar in Perception
Psych. 264. Seminar in Learning Theory
Psych. 266. Seminars in Developmental Psychology
Psych. 267. Seminar in Person Perception
Psych. 272. Seminar on Topics in Psycholinguistics
Psych. 273. Seminar in Personality Differences and the Prediction of Behavior
Psych. 311. Research Seminar in Developmental Psychology

9. Sociology (at least two graduate level courses in Sociology)
Example courses are:
Sociol. 104. Interpersonal Behavior
Sociol. 217. Problems in Theoretical Analysis
Sociol. 250. Basic Problems in Sociological Theory
Sociol. 253. Theory Construction
Sociol. 276. The Social Psychology of Organizational Settings
Sociol. 289A,B,C. Advanced Research in Organizational Theory I, II, III

The following is an example of the Ph.D program in Public Affairs Communication:

1. Communication Theory
Comm. 211. Theory of Communication

2. Structure and Function of the Mass Media
Comm. 220. Mass Communications in Society
Comm. 225A,B. Problems of the Mass Media (at least three quarters)
Comm. 230. Mass Media and Government
Comm. 249. Mass Media Law
Comm. 250. Mass Culture

3. Methodology and Statistics
Comm. 213. Computer Analysis of Communication Research Data
Comm. 218, 219. Sequence in Research Methods
Comm. 309. First-Year Research Project
Comm. 319. Second-year Research Project
Psych. 60. Statistical Methods, or Stat. 50. Elementary Statistics

4. Political Science, Law, History, Economic:
Law 104. Courts and the Legal Process
Pol.Sci. 173(273). Civil Liberties in the U.S.

And a unified program of five courses in one or two of these fields:
Political Behavior and Politics:
Pol.Sci. 181. Attitude Formation and Voting Behavior
Pol.Sci. 184. Legislative Behavior
Pol.Sci. 387A,B. Research Seminar in American Politics

Political Theory:
Pol.Sci. 152. Political Thought: Modern Ideas and Doctrines
Pol.Sci. 158. Theory, Power, and Social Science

Public Law:
Law 110. The Administrative Process
Pol.Sci. 170 (270). The Supreme Court and the Constitution
search 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 write to the Director.

COURSES OPEN TO UNDERGRADUATES AND GRADUATES

GENERAL

   5 units, Win (Roberts, Dodson)
   MWF 10 and Sections T or Th 10

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) by arrangement

123. Communication and Community Psychology I — (Same as Psychology 123.) This course is designed for undergraduates interested in relating theory and action with respect to community involvement activities. Primary emphasis is placed on student initiative in selecting community-related projects which will be the basis of a two-quarter written report. Students will be expected to survey both the theoretical and practical literature dealing with the theory of social organization and community development.
   4 units, Aut (C. Clark, McGee) TTh 10 and by arrangement

124. Communication and Community Psychology II — (Same as Psychology 124.) This is a continuation of 123.
   4 units, Win (C. Clark, McGee) TTh 10 and by arrangement
199. Individual Work—Major students with high academic standing are permitted to undertake individual work.

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

JOURNALISM

100. Editorial Techniques I — A writing course emphasizing various forms of journalism: news, interpretation, features, opinion. Detailed criticism of writing. Communication 102 must be taken concurrently. Open to non-majors.

4 units, Aut (Rivers) TTh 11
Win (Drew) by arrangement
Spr (Dodson) TTh 10

102. Editorial Techniques I Laboratory — Practice in journalistic writing. Must be taken concurrently with Communication 100. Open to non-majors. Prerequisite: typing speed of 35 words a minute.

1 unit, Aut (Rivers) by arrangement
Win (Drew) by arrangement
Spr (Dodson) by arrangement

107. Editorial Techniques II — Copy editing, headline writing, news display, illustration, typography, printing processes. With laboratory that includes editing daily teleprinter reports of Associated Press, news evaluation and page make-up. Prerequisites: 100 and 102.

4 units, Win (——) MW 2:15–4:05

149. Mass Culture—Theories and case studies of mass culture.

4 units, Spr (Dodson) by arrangement

150. Magazine Writing—Practice in writing magazine articles, with emphasis on marketing manuscripts. Conferences. Prerequisites: 100 and 102.

4 units, Win (Rivers) TTh 11

152. Magazine Editing — Planning, writing, production studied with local magazine editors, correspondents. Prerequisite: 150.

3 units, Spr (——) W 1:15–3:05

175. Reporting of Public Affairs — Local, state, federal courts; municipal, state, federal administration in the local community. Prerequisites: 160 and 102 and junior or graduate standing.

4 units, Spr (Drew) MWF 10
by arrangement


4 units, Win (Dodson) TTh 9

183. Internship Experience—San Francisco area media experience coordinated with Department faculty.

0 units (for graduate students),
1 to 4 units (for undergraduate students),
Aut, Win, Spr, Sum (Staff) by arrangement

220. Mass Communications in Society — The nature and social responsibilities of the media, the structure of the industry, problems of regulation, management, educational and commercial interests. Prerequisite: Communication 100 and 102.

4 units, Spr (Rivers) TTh 11
Sum (Staff) by arrangement

225A. Problems of the Mass Media—Visiting lecturer series. Prerequisite: any other Communication course. May be repeated for credit.

1 unit, Aut (Rivers, Nelson) T 4:15–5:15

225B. Problems of the Mass Media — Continuation of 225A. Prerequisite: 225A. May be repeated for credit.

1 unit, Win (Rivers, Nelson) T 4:15–5:15


4 units, Win (Rivers) TTh 1:00

FILM AND BROADCASTING

101. Film Aesthetics—A systematic examination of the nature of the film medium, and of attempts to construct theories of film. Attention is given to the problems of aesthetics and communication from the viewpoints of practitioner, critic, and audience.

4 units, Aut (Kovacs) MWF 10;
evening screenings by arrangement

141. History of Film—Studies in the development of the motion picture as an art form and a means of communication. Lab.: screenings of films announced in class.

4 units, Win (Mayer) MWF 9;
evening screenings by arrangement

142. Broadcast Communication — The de
development of American broadcasting and its contemporary problems.
4 units, Aut (Dundes) MWF 11

180. Broadcasting and Film Criticism — The techniques and role of criticism based upon the objectives and potential of these media. For advanced students. Prerequisites: 141 or 142 and consent of instructor.
4 units, Spr (Kovacs) MWF 11

189. Uses of Ethnographic Film — Critical examination of the problems of validity and reliability involved in reporting and interpreting aspects of a culture using essentially non-verbal forms. Evaluation of the uses of ethnographic films as research reports, as research instruments and as instructional materials. Students will prepare a series of written exercises and a term paper. Prerequisite: Anthropology 1 and consent of instructor.
4 to 5 units, Spr (Staff) MW 10; lab. Th 7:30–10:00 p.m.

200. Visual and Aural Communication Techniques—An investigation of the techniques of cinematography and sound from the standpoint of the communication of ideas. Students will produce short film and sound assignments. No previous knowledge of the media is required. This course is a prerequisite for all further production work in film. To be taken concurrently with 223A. Prerequisite: consent of instructor. (Open only to graduate students in autumn quarter.)
5 units, Aut, Win, Spr (Alexander)
MW 1:15–3:05

205A. Television Production I—Production and direction of news and documentary television programs. Prerequisites: 200, 223A or consent of instructor.
4 units, Sum (--)

206A. Film Production I — An intermediate course in which students produce their own short films. Prerequisites: 200 and consent of instructor.
5 units, Win (Alexander) TTh 10–12

206B. Film Production II — Primarily for graduate students producing film projects for a degree. Admission by recommendation of instructor only. Prerequisites: graduate standing, 206A.
5 units, Spr (Alexander) Th 1:15–4:05

208A. Seminar in Film and Broadcasting I — Limited to Film and Broadcasting A.M. students.
1 to 2 units, Aut (Staff) by arrangement

208B. Seminar in Film and Broadcasting II — Limited to Film and Broadcasting A.M. students.
1 to 2 units, Win (Staff) by arrangement

208C. Seminar in Film and Broadcasting III — Limited to Film and Broadcasting A.M. students.
1 to 2 units, Spr (Staff) by arrangement

209A,B,C. Seminar in Film Studies—Each quarter during the academic year a different aspect of film history, criticism, aesthetics, and institutional development will be examined in detail. Admission to the seminar is by consent of the instructor. Topics for the academic year 1973–74 are as follows:

209A. The Russian Revolutionary Cinema—An examination of the works and theories of Eisenstein, Pudovkin, Dovzhenko, Kuleshov, and Dziga-Vertov.
3 to 5 units, Aut (Kovacs) by arrangement

209B. Third World Cinema — Film production in the emerging nations of Africa, Asia, and Latin America will be studied within the context of social, political, and institutional development.
3 to 5 units, Win (Kovacs) by arrangement

209C. (To be announced)
3 to 5 units, Spr (Kovacs) by arrangement

216. The Broadcast Editorial—Analyses of radio and television editorials. Students will research, write, deliver and direct their own editorials.
3 units, Aut (Dundes) MW 2:15–4:05

223A. Writing for Film and Broadcasting I — Techniques of research and writing for the visual media. To be taken concurrently with 200. Open to graduates, autumn; undergraduates, winter and spring.
4 units, Aut (graduate students only), Win, Spr (Blaustein) TTh 1:15–3:15

223B. Writing for Broadcasting and Film II — Structure and style in the construction of factual film and television scripts. To be
taken concurrently with 206A. Prerequisite: 223A.

4 units, Win (Blaustein) TTh 10-12

223C. Writing for Film and Broadcasting III — Seminar in dramatized documentary and fictional forms of film and television scripts. To be taken concurrently with 206B. Prerequisite: consent of instructor.

4 units, Spr (Blaustein) TTh 10-12

242A. Seminar in Government, Industry and Consumer Relations in Broadcasting — The legal, economic and societal factors in both commercial and noncommercial broadcasting today. Prerequisites: 142 and consent of the instructor.

4 units, Win (Dundes) MW 1:15-2:05

242B. Broadcast News Techniques and Production — Writing, delivery and direction of radio and TV news. Prerequisites: 100, 102, 142, and consent of the instructor.

4 units, Win (Dundes) MW 11

242C. Seminar in Broadcast Management — An advanced examination of the managerial aspects of commercial and public broadcasting. Prerequisites: 142 or concurrent registration in the School of Law or Graduate School of Business and consent of the instructor.

4 units, Spr (Block) by arrangement

Summer Film and Broadcasting Institute
(See the 1974 Summer Session Bulletin, available in February, 1974.)

COURSES FOR GRADUATES


3 units, Aut (Drew, Maccoby)

Spr (——) by arrangement

211. Theory of Communication — Approaches to communication theory, seminar and tutorial meetings; extensive reading and papers. Required of all Communication doctoral students; others by consent of instructor.

4 to 5 units, Aut (Roberts) TTh 3:15-5:05

212. Persuasive Communication — An advanced seminar on ongoing theory and research in attitude change. Designed for Ph.D. students in Communication. Prerequisites: 211 or consent of instructor.

4 units, Spr (Maccoby) by arrangement

213. Computer Analysis of Communication Research Data — An introduction to computer programming and data analysis in Communication research. Includes an introduction to the Stanford computer facilities, interactive text editing, statistical programming in BASIC and FORTRAN, and use of statistical packages such as BMD and SPSS. Prerequisite: consent of instructor.

0 to 3 units, Aut (——) by arrangement

214. Advanced Analysis of Communication Research Data — Advanced statistical programming for data analysis. Emphasis on algorithms and statistical programming in FORTRAN. Prerequisite: successful completion of 213 and consent of instructor.

0 to 3 units, Win (——) by arrangement

218. Communication Research Methods I — Methods of research in mediated and interpersonal communication. Application of scientific method to communication research. Logic of inquiry, conceptualization of variables, design of experiments. Prerequisite: elementary statistics.

4 units, Win (Parker) MW 3:15-5:05


4 units, Spr (W. Paisley) MW 3:15-5:05

222. Documentary Film — Analysis of the techniques and strategies of films designed to effect attitudinal and behavioral change. Prerequisite: consent of instructor.

4 units, Spr (Staff) by arrangement

231. Developmental Communication I — Changes with age in how people use the mass media, what information they obtain from the media, and how they are influenced by the media. Particular emphasis on children and the media. Prerequisite: consent of instructor.

4 units, Spr (Roberts) by arrangement

232. Developmental Communication II — Continuation of 231.

4 units, Win (——) by arrangement

240. Mass Media History — Review of the literature and research in the historical development of newspapers, magazines, broadcasting and film.

4 units, Spr (Staff) by arrangement
241. The New Journalism—Analysis of the “New Journalism” with individual practice in writing. Prerequisite: A.M. candidates with professional writing experience.
   4 units, Aut (Dodson) MW 1:15–3:05

242. Broadcast Communication—See 142.

250. Mass Culture—Theories and case studies of mass culture. Communication graduate students only.
   4 units, Spr (Dodson) by arrangement

251. Teaching Seminar—Discussions of effective teaching methods led by Stanford teachers from several departments. Prerequisite: graduate standing.
   1 unit, Aut (Rivers) T 12–1

252. Research Seminar—Discussions of research projects—research design, field work, problems, etc.—led by Communication teachers and advanced graduate students who are conducting research. Prerequisite: graduate standing.
   1 unit, Win (Rivers) T 12–1

253. Writing Tutorials—Individual instruction in writing for seniors and graduate students undertaking long articles and books. Communication seniors and graduate students only. Prerequisite: consent of instructor.
   3 units, Aut (Rivers) by arrangement

256. Communication in Economic and Social Development—Seminar on the communication problems of economic and social development, and on the uses of the mass media for national integration, social change, and education in the developing countries. Special uses and difficulties of communication research in these countries. Case studies and planning exercises.
   3 to 5 units, Win (——) T 4:15–6:05

260. Introduction to Information Science—Techniques for describing the organization, utilization, and growth of data collections whether stored in the mind, in society, or in computers.
   3 units, Aut (Martin) by arrangement

261. Flow of Information Among Scientists—Overview of the information systems of science. Systemic analysis of “horizontal” and “vertical” information transfer. Review of studies of information processing by scientists, technologists, physicians, etc.
   3 units, Win (W. Paisley) M 1:15–3:05

   3 units, Spr (W. Paisley) M 1:15–3:05

263. Computer Information Systems—Analysis of computer systems and techniques for information retrieval, library automation, and specialized applications such as medical information systems.
   3 units, Win (Staff) by arrangement

264. Applications of Information Science in Health—Applications of information science and quantitative analysis techniques to health-related areas including medical decision-making, health information systems, regional health planning, and clinical research.
   3 units, Win (Sondik) by arrangement

270. Advanced Communication Theory and Method Seminar I—May be repeated for credit. Topic and instructor change each year. Prerequisites: 211 and 219.
   3 units, Aut (Staff) by arrangement

271. Advanced Communication Theory and Method Seminar II—May be repeated for credit. Topic and instructor change each year. Prerequisites: 211 and 219.
   3 units, Win (Staff) by arrangement

272. Advanced Communication Theory and Method Seminar III—May be repeated for credit. Topic and instructor change each year. Prerequisites: 211 and 219.
   3 units, Spr (Staff) by arrangement

274. Application of Communication Theory and Research to Persuasive Campaign Strategies—Seminar designed to bring together the theory and research of communication with the problems and techniques of mass communication, advertising and marketing. How the behavioral findings can actually be used to deal with problems in mass communication strategy for products, services, candidates, and causes will be explored. The focus of the course will be on application; students will be required to use behavioral knowledge to develop persuasive campaigns of various types.
   4 units, Spr (Ray) by arrangement

275. Advanced Data Analysis—Continua-
tion of analysis topics covered in 219: Students may choose individual analysis projects.

4 units, Aut (W. Paisley) M 1:15–3:05

280. Telecommunications Systems and Public Policy—(Same as Engineering-Economic Systems 280.) Fundamentals of telecommunications system technology and costs. Structure of the U.S. and international communications industry. Regulation of common carriers, TV and radio broadcasters, and users of the frequency spectrum. Analysis of social consequences and public policy issues arising out of the rapidly changing technology in this field. Case studies of international satellite communications systems, cable television systems, land-mobile radio systems, and computer-based teleprocessing systems.

3 units, Spr (Parker, Dunn) MW 11:00–12:15

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

1 to 8 units, any quarter (Staff) by arrangement

300. Thesis.

6 to 10 units, (Staff) by arrangement


3 to 6 units (Staff) by arrangement

319. Pre-Dissertation Research Project — Advanced research for Ph.D. candidates.

3 to 6 units (Staff) by arrangement

330. Public Affairs Thesis Seminar — For Public Affairs Ph.D. candidates only.

1 to 6 units, Aut, Win, Spr (Rivers) W 12

331. Public Affairs Comprehensive Review — For Public Affairs Ph.D. candidates only.

1 to 6 units, Aut, Win, Spr (Rivers) Th 12

COMPARATIVE LITERATURE

Committee in Charge: David G. Halliburton, Acting Chairman; Joaquim F. Coelho, Joseph Harris, Herbert Lindenberger (spring quarter, 1974), James J. Y. Liu, Charles R. Lyons, Kurt Mueller-Vollmer. Professors: Jean Franco (Spanish and Comparative Literature), Herbert Lindenberger (Comparative Literature and English), Charles R. Lyons (Drama and Comparative Literature), N. Scott Momaday (English and Comparative Literature), Makoto Ueda (Japanese and Comparative Literature)

Associate Professor: David G. Halliburton (English and Comparative Literature)

Assistant Professors: N. Gregson Davis (on leave fall and winter, 1973–74) (Classics and Comparative Literature), Josué Harari (French and Comparative Literature). Acting: John B. Foster (English and Comparative Literature).

The interdepartmental program in Comparative Literature admits students for the Ph.D. It also supervises a minor program for students working toward the Ph.D. in individual language departments and, in conjunction with the Humanities Honors Program, offers a concentration in Comparative Literature for undergraduates.

UNDERGRADUATE HONORS PROGRAM

The undergraduate program is designed for students who combine a strong commitment to literary study with the drive and the ability to master foreign languages. Students planning to concentrate in Comparative Literature must apply for admission to the Humanities Honors Program and for graduation with Honors in Humanities.

Freshmen and sophomores interested in the program must first consult with the Director or the Associate Director of the Humanities Honors Program. Because of the strong language requirements, the consultation should take place at the earliest opportunity, preferably during the freshman year. Students who have not started their second foreign language by the sophomore year have little chance of fulfilling the program requirements on schedule. No student may declare a major later than two weeks after the start of the junior year. After admission to the program, the student will be assigned an adviser drawn from the Committee on Comparative Literature.

Students in the program do not need to complete a formal major in another field but, in order to satisfy the final requirement listed below, they will normally have a ma-