

STANFORD UNIVERSITY

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ANNOUNCEMENT
OF COURSES
1947 - 48

which is to be considered in its relation to larger contributing forces, such as economics and politics, both at home and abroad.

5 units, spring quarter (BAILEY)

[Not given in 1947-48]

377. Graduate Seminar in the Diplomatic History of America, 1492-1763.—Research in the diplomatic history of the Western Hemisphere in the colonial period. Reading knowledge of French and/or Spanish and/or Portuguese required. Open to undergraduates by permission.

5 units, spring quarter (———)

By arrangement

378. Graduate Research in American History.—Guidance of graduate students preparing the A.M. and Ph.D. theses, and of other properly qualified graduates by permission of the instructor.

Units, not to exceed 15, every quarter (ROBINSON, BAILEY, AND OTHERS)

By arrangement

380. Graduate Research: Latin America.—Advanced research open to students preparing A.M. and Ph.D. theses, and to other qualified graduates by permission of the instructor. Reading knowledge of Spanish and/or Portuguese required.

Units, not to exceed 15 (JOHNSON)

By arrangement

385. Graduate Research: Far East.

(———)

[See also the following courses in directed research in the Hoover Institute on War, Revolution, and Peace: 219, Current Problems of National and World Security; 222, Problems of Contemporary Germany; 248, Hispanic World Affairs; 250, Problems of Contemporary Russia; 280, Problems of Contemporary China.]

JOURNALISM

CHILTON ROWLETTE BUSH, Professor

DOUGLASS WOOD MILLER, Acting Professor

FRANK AULD CLARVOE, CLARENCE RICHARD LINDNER, PAUL CLIFFORD SMITH, Consulting Professors

†CLIFFORD FRANCIS WEIGLE, Associate Professor

THOMAS MINTON NEWELL, Instructor

RAYMOND D. LAWRENCE, ———, Lecturers

The Journalism 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 newspaper as a social institution, 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 division takes into consideration the previous college record, the grades in English composition, and the grade in Journalism 50. Students who have not taken Journalism 50 or its equivalent while enrolled in the Lower Division and whose record in the other respects is satisfactory are accepted only provisionally until they have completed Journalism 50.

Since the number of majors is limited, it is advisable for prospective majors intending to enter the division to consult as early as possible with the Executive Head of the division.

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

† Absent on leave, 1947-48.

completed five of the fields in Groups I-IV listed below under requirements for the degree of Bachelor of Arts (or a substitute program in the department of Psychology) and approximately forty units of journalism, including an acceptable thesis or its equivalent, with an average grade of B on their entire program of study during their final year.

In order to complete this program successfully, the student must ordinarily plan his program at the beginning of his seventh quarter. It is recommended that the student have at least three months of practical experience before beginning the third year of his program.

Degree of Bachelor of Arts.—For those students who at present are unable to plan a three-year program, the division offers the degree of Bachelor of Arts. To fulfill the requirements for this degree with the major subject in Social Sciences-Journalism, the student will take a minimum of seventy units in the School of Social Sciences, including twenty-five to thirty units in journalism, of which the following courses are required: Journalism 50, 103, 107, 120, 140, and two of the following courses: Journalism 115, 150, 160, and 175.

In addition, he will take the courses listed below under "Pre-Journalism Curriculum" and complete one field in each of two of the following groups:

I. Economic History, Monetary Theory and Problems, International Trade and Finance, Economics of the Enterprise, Public Finance, Labor Problems, Problems of Public Regulation, and Statistics.

II. Public Administration, Comparative Government, International Law and Relations, Political Theory, Politics, and Public Law.

III. Social Psychology, Cultural Anthropology, and Social Problems.

IV. History: Medieval and Renaissance Europe, Modern Europe, England, the British Empire, the United States, Latin America, and the Far East.

A program of concentration in the departments of Psychology and Philosophy will be approved as a substitute for one of the fields mentioned above.

Two advanced courses normally constitute a field, although a seminar is sometimes required also.

The student must average approximately 2.75 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, History 103, and two courses in general or English literature of the nineteenth or twentieth centuries.

Courses in the Division of Journalism, except Journalism 50, are open only to students in the Upper and Graduate Divisions.

Students transferring from other institutions who desire credit for some of the elementary courses in journalism may be required to take an examination in those subjects as a prerequisite to their enrollment as majors in journalism. Majors are required to take the Strong Vocational Interest Test (fee \$1) before the end of the first quarter of their junior year.

Placement.—Although the division has a successful record in the placement of its graduates, it should be noted by prospective women majors that the proportion of positions on newspapers open to women is now about the same as it was before the war and that the number of positions on magazines on the Pacific Coast has always been limited. In 1947-48, the division will take these factors into consideration in the acceptance of women majors.

Curriculum in Advertising.—The division does not offer at present a sequence of courses in advertising. The student who anticipates a career in

advertising, however, will find that the basic technical courses in journalism and certain courses offered by other departments will supply a part of the preparation he desires. The most relevant of the journalism courses are: 50, 103, 107, 115, 150, 156, 160, and 217. The student is also advised to elect, sometimes outside the School of Social Sciences requirements, these courses: Psychology 60 (or Economics 80 and 81), 158, 200b, Economics 138, Speech 12 and 110, and certain courses in Art.

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, will consult with his major professor as to dissertation and course of study.

LOWER DIVISION COURSE

50. Editorial Techniques I.—An introduction to journalism, with practice in news writing. The newspaper audience, types of news stories, news values, newspaper organization, and journalistic vocations. Weekly conferences and laboratory. All writing in the course, after the first three weeks, must be done by typewriter. Prerequisite: sophomore standing.

3 units, autumn and *spring quarters (NEWELL)

TTh 8

UPPER DIVISION AND GRADUATE COURSES

103. Mechanics of Publishing.—Instruction relating to printing processes and machinery, including type faces, typographical display, and copy-fitting; photoengraving, photolithography, intaglio printing; paper and inks. Lecture and laboratory. To be taken concurrently with Journalism 107. Open only to major students who have had Journalism 50.

4 units, winter quarter (NEWELL)

Lec. MWF 8; Lab. by arrangement

107. Editorial Techniques II.—Instruction and practice in copyreading, 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 Association. To be taken concurrently with Journalism 103. Open only to major students who have had Journalism 50.

3 units, winter quarter (MILLER AND STAFF)

Lec. TTh 8; Lab. by arrangement

115. Procedures in Advertising.—An introduction to advertising, with emphasis on the fundamentals of consumer, product, and market research and the elements in the advertising campaign, viz., media, copy, and layout. Designed to give a general understanding of advertising, with some practice in techniques.

3 units, spring quarter (—)

MWF 11

120. The Media of Propaganda.—An examination of the techniques employed by the propagandist with application to war, revolution, and politics; the agencies of communication that serve as channels of propaganda, with special reference to the newspaper and its ethics.

3 units, spring quarter (BUSSE)

MWF 8

140. History of Journalism.—A study of the changing character of the newspaper, with emphasis on the contributions of outstanding editors, publishers, and inventors. The evolution of freedom of the press, editorial and business standards, mechanics, and advertising practices.

3 units, autumn quarter (MILLER)

MWF 11

150. Forms of Journalistic Writing.—The following forms are studied: magazine article, Sunday feature article, editorial, and critical essay. Practice in writing, with emphasis on the marketing of manuscripts. Conferences. Prerequisites: Journalism 50 and senior standing, or consent of instructor.

3 units, autumn quarter (MILLER)

TTh 11

156. Business Management.—Principles of newspaper business management, including location, evaluation, equipment; circulation; advertising; accounting; and promotion. Open only to major students with senior standing.

3 units, spring quarter (—)

TTh 8

160. Interpretive News Writing.—Advanced journalistic writing, with practice in processing wire news reports for purposes of interpretation and for radio broadcast; the preparation of certain types of radio newcasts and interpretive articles. Open only to majors with senior standing.

3 units, spring quarter (LAWRENCE, NEWELL)

TTh 11

169. Legal Aspects of Journalism.—Case studies in the law of defamation, contempt, constitutional guaranties, privacy, copyright, and inspection of public records.

3 units, autumn quarter (NEWELL)

TTh 11

175. Reporting of Public Affairs.—Instruction and practice in methods of reporting local, state, and federal courts and municipal, state, and federal administration in the local community; bankruptcy proceedings; finance and business; labor. Open only to major students with senior standing.

4 units, winter quarter (BUSK)

MWF 11

180. National Campaigns.—In co-operation with a Pacific Coast manufacturer, the class prepares an advertising campaign for a nationally advertised product. Open only to selected major students who have had Journalism 115.

3 units, winter quarter

[Not given in 1947-48]

199. Individual Work.—Journalism majors with high academic standing are permitted to undertake individual work in a few specialized fields not covered by the courses already listed. Some of these fields are (1) women's departments, (2) trade journalism, (3) history of journalism, and (4) newspaper illustration and photography.

1 to 2 units, autumn, winter, and spring quarters (STAFF)

By arrangement

GRADUATE COURSES

217. Media and Opinion Measurement.—The class analyzes the psychological and statistical assumptions utilized in methods of opinion polling, attitude measurement, reader-interest survey, radio audience measurement, advertising copy testing, consumer analysis, and market analysis. Open to graduate students, and required of all candidates for the Master's degree.

4 units, autumn quarter (BUSK)

MWF 1

225. Research.

Each quarter (STAFF)

By arrangement

300. Thesis.

Each quarter (STAFF)

By arrangement

PRACTICE COURSES

121. Advanced Practice.—Practice work in executive positions on the editorial staff of the *Stanford Daily*, with weekly conferences. Open to undergraduate students, technically enrolled in the Upper Division, who qualify by election or appointment; not open to graduate students. Students who are not majors are limited to a total of six units of credit and graded plus or minus.

1 to 3 units, autumn, *winter, and *spring quarters (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 newspaper men and the faculty of the division.

5 units, winter and spring quarters (——) By arrangement
 [Curriculum and Instruction in Journalistic Writing.—See Education 185.]

POLITICAL SCIENCE

EDWIN ANGELL COTTRELL, Professor Emeritus

CHARLES FAIRMAN, THOMAS S. BARCLAY, PHILIP W. BUCK, GRAHAM H. STUART, Professors

ROBERT H. CONNERY, Associate Professor

ARNAUD B. LEAVELLE, JR., JAMES T. WATKINS IV, Assistant Professors

It is the purpose of the Department of Political Science to provide instruction (a) for those undergraduate students who, desiring a general education, wish to pursue the study of society in its political organization, relationships, and processes; and (b) for those more advanced students who intend undertaking professional work as teachers, investigators, or administrators.

There are three basic courses which are recommended to every student as an introduction to political science. Of these, Political Science 1 and 2 must be taken consecutively and are, for political science major students, prerequisite for any advanced work in this department. It is advisable that these courses and Political Science 20 be taken in the Lower Division.

Enrollment in the Department.—The department will accept as major students in political science:

1. Students who have completed Political Science 1 and 2 in the Lower Division with an average grade of C or better.
2. Students transferring from other institutions who have had a course in American government of at least 3 semester hours' credit. Students in this group must take and pass with at least a grade of C one of the following courses: Political Science 2, American Government; Political Science 100, Administrative Organization; Political Science 102, Municipal Government; Political Science 160, Political Parties; Political Science 171, American Public Law I.
3. Students with Upper Division standing who have had no course in American government may be provisionally accepted as major students. Such students will not be finally accepted as major students until they have completed Political Science 1 and 2 with an average grade of C or better.

Graduation.—The minimum requirements for recommendation for the degree of Bachelor of Arts in the School of Social Sciences with Political Science as the major subject are:

1. Registration as a major student in the department for at least one quarter, and the completion of 15 units of work in this department.
2. The completion of 40 units of Political Science with an average grade of C or better, including:
 - a) Political Science 1, 2, and 20, or their equivalent.
 - b) Advanced courses in at least three of the following fields into which the subjects of the department are divided: administration, comparative government, international law and relations, political theory, politics, and public law.