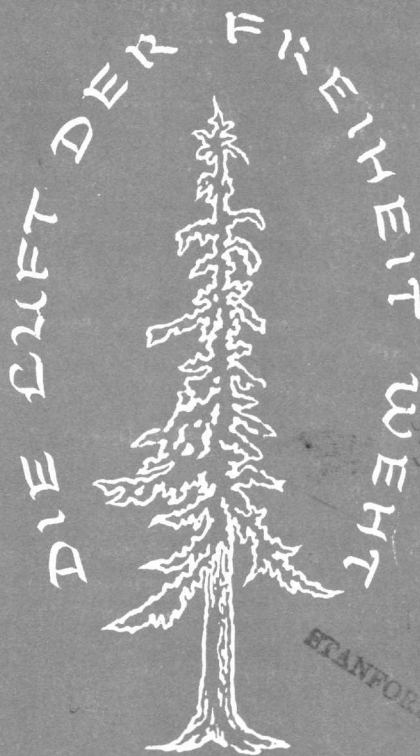


Stanford University Bulletin

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STANFORD UNIVERSITY

Announcement of Courses 1956-1957

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

3 or more units, spring quarter (PEARSON)

By arrangement

H205. Independent Reading in Roman History.

3 or more units (PEARSON)

VI. GREEK ARCHAEOLOGY

[Open to all students unless otherwise stated.]

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

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

3 units, autumn quarter (———)

MWF 11

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

3 units (———)

A113. Individual Work.—Work in Archaeology suited to the needs of the individual.

1 to 3 units (———)

By arrangement

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

3 units, winter quarter (———)

MWF 11

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

3 units (HANSEN)

[Not given in 1956–57]

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

3 units (HANSEN)

[Not given in 1956–57]

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

2 or 3 units

[Not given in 1956–57]

COMMUNICATION AND JOURNALISM

Chilton Rowlette Bush, Wilbur Schramm, †Clifford Francis Weigle, *Professors*

Henry Lloyd Churchill, *Associate Professor*

James Everett Brinton, *Acting Associate Professor*

Wayne Allen Danielson, *Acting Assistant Professor*

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

† Absent on leave, 1956–57.

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 8 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 and who have completed the sophomore year at Stanford or elsewhere are accepted as majors provisionally for one quarter. Thereafter, the student's record is reviewed quarterly by the department.

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

Placement of Women.—It should be noted by prospective women majors that the proportion of positions on newspapers open to women is limited and that the number of magazines on the Pacific Coast is limited. The department will take these facts into consideration in the acceptance of women majors.

DEGREE OF BACHELOR OF ARTS

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

1. Two courses in general or English literature (preferably of the nineteenth or twentieth centuries); Psychology 51, Economics 1 and 2, Political Science 1 and 2, Sociology 1 (or Anthropology 2), and Business 108a (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 six groups:

- I. Economics: Price and Allocation Theory, Money, Income and Employment, Economic History and Comparative Systems, Public Finance, Labor Problems, Economics of Industry, International Trade and Finance, Economic Statistics. (Business Law may be substituted.)

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

- III. Political Science: Public Administration, Comparative Government, International Law and Relations, Political Theory, Politics, and Public Law.

- IV. Psychology: courses to be designated.

- V. Sociology and Anthropology: courses to be designated.

- VI. 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, 120, 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, 116, and 156

or 217a or 217b; 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.

DEGREE OF MASTER OF ARTS

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

1. Four fields in the social sciences, selected from two or more of the six groups listed above under requirements for the degree of Bachelor of Arts.

2. Approximately 40 units in communication and journalism, of which Courses 211 and 220 are required.

3. Either an acceptable thesis or the methodological courses (Communication and Journalism 217a and 217b). The department decides this option after evaluating the student's preparation. Most students will be held for the thesis requirement.

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

Candidates for the degree of Master of Arts entering the department from another institution, or from Stanford with the Bachelor's degree in a subject other than 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) practical 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 COMMUNICATION RESEARCH

Unusually well-qualified students who wish to become candidates for the Ph.D. degree in Mass Communication Research may present, through the Department of Communication and Journalism in co-operation with appropriate other departments, a well-defined program to the Committee on Graduate Study and petition to become candidates for the degree. (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, 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 quarter of residence he must achieve a superior record in the courses taken with sponsoring professors in the several departments. When he does this he may request those professors to recommend him to the Committee on Graduate Study, first, for permission to pursue study toward such a degree, and, later, for admission to candidacy for the degree.

PH.D. MINOR

In certain cases, candidates for the degree of Doctor of Philosophy in other departments are permitted to elect communication and journalism as a minor field. The candidate, however, must apply to his major adviser in the department in which he expects to take 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. Several 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 in or experience with the mass media.

LOWER DIVISION COURSES

50. Editorial Techniques I.—The theory of news communication for the newspaper and radio; analysis of the journalist's audience; representative media; journalistic vocations. Prerequisite: sophomore standing.

3 units, autumn quarter (BRINTON)

MWF 8

3 units, *spring quarter (———)

MWF 8

51. Editorial Techniques I Laboratory.—Practice in news writing. Weekly conferences, laboratory, and outside assignments. To be taken concurrently with Journalism 50. Prerequisite: sophomore standing.

1 unit, autumn quarter (BRINTON)

By arrangement

1 unit, *spring quarter (———)

By arrangement

UPPER DIVISION AND GRADUATE COURSES

103. Mechanics of Publishing.—Instruction relating to typography and printing processes. Lecture and laboratory. To be taken concurrently with Journalism 107. Prerequisite: Journalism 50–51. Nonmajor students require consent of instructor.

3 units, winter quarter (BRINTON)

Lec. TTh 8; Lab. by arrangement

107. Editorial Techniques II.—Instruction and practice in copy editing, headline writing, news display, illustration, and newspaper library reference methods. In laboratory, the class edits the daily teleprinter report of the Associated Press or the United Press. To be taken concurrently with Journalism 103. Prerequisite: Journalism 50–51. Nonmajor students require consent of instructor.

3 units, winter quarter (CHURCHILL)

Lec. MW 8; Lab. by arrangement

109. Editorial Techniques III.—Practice in advanced news writing for the newspapers and radio-TV. Prerequisites: Journalism 50–51 and junior standing. Open only to majors. The course is conducted in co-operation with the Palo Alto Times.

2 units, spring quarter (BRINTON)

Lab. by arrangement

115. Advertising I.—An introduction to advertising, including fundamentals of marketing, consumer research, media, copy, and layout.

3 units, autumn quarter (CHURCHILL)

MWF 11

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

3 units, spring quarter (CHURCHILL)

MWF 11

120. The Media of Mass Communication I.—The media are examined from these points of view: content, audience, control, and effect; with emphasis on the newspaper and its ethics.

3 units, autumn quarter (SCHRAMM)

MWF 10

140. History of Anglo-American Journalism.

3 units, autumn quarter (—)

TTh 8

4 units, summer quarter (BUSH)

By arrangement

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

3 units, autumn quarter (CHURCHILL)

TTh 11

4 units, summer quarter (BUSH)

TTh 10

152. Magazine Editorial Techniques.—Planning, writing, and production are studied with editors of *Sunset Magazine* and of other periodicals. Prerequisite: Journalism 150 and consent of instructor.

3 units, spring quarter (CHURCHILL)

By arrangement

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

3 units, winter quarter (CHURCHILL)

By arrangement

169. Legal Aspects of Journalism.—The law of libel, contempt, constitutional guaranties, privacy, copyright, and inspection of public records.

3 units, spring quarter (—)

TTh 8

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

4 units, winter quarter (BUSH)

MWF 10

199. Individual Work.—Major students with high academic standing are permitted to undertake individual work in such fields as Women's Departments, Industrial Journalism, News Photography, and a few other specialized fields.

1 or 2 units, any quarter (STAFF)

By arrangement

GRADUATE COURSES

211. Theory of Communication.—A study of the structure, process, and effects of communication, based on the experimental literature.

4 units, autumn quarter (SCHRAMM)

W 2-4

217a. Media and Opinion Measurement.—The basic sampling procedures associated with the study of public opinion, the audiences of the mass media, and markets.

3 units, winter quarter (BRINTON)

TTh 1

217b. Media and Opinion Measurement.—Experimental design, questionnaire construction, interviewing, and administration of surveys; content analysis. Field work is required.

4 units, spring quarter (BUSH)

MWF 1

220. The Media of Mass Communication II.—Students who have had Journalism 120 will register for 2 units.

4 units, autumn quarter (BUSH)

MWTh 10

255. International Communication.—The problem of intercultural communication, differences in mass communication systems, formal and informal channels of communication between countries, and the special patterns of political communication and psychological warfare.

4 units, spring quarter (SCHRAMM)

W 2-4

299. Advanced Individual Work.—Graduate students majoring in journalism may supplement their work in certain Upper Division and Graduate courses with individual projects of a distinctly advanced order.

1 to 5 units, any quarter (STAFF)

By arrangement

300. Thesis.

(STAFF)

By arrangement

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

(STAFF)

By arrangement

PRACTICE COURSES

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

1 to 2 units, each quarter (STAFF)

By arrangement

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

5 units, spring quarter (BRINTON)

By arrangement

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

ECONOMICS

Theodore Harding Boggs, John Bennet Canning, Eliot Jones, Albert Conser Whitaker, *Professors Emeriti*

†Kenneth Joseph Arrow, Moses Abramovitz, Paul Alexander Baran, Elmer Daniel Fagan, Bernard Francis Haley, Melvin Warren Reder, Tibor Scitovsky, †Edward Stone Shaw, Lorie Tarshis, *Professors*

Merrill Kelley Bennett, Karl Brandt, Helen Cherington Farnsworth, William Orville Jones, Vernon D. Wickizer, Holbrook Working, *Professors, Food Research Institute*

Hollis Burnley Chenery, Hendrik S. Houthakker, *Associate Professors*

Roger Winks Gray, Bruce F. Johnston, E. Louise Pepper, Boris C. Swerling, *Associate Professors, Food Research Institute*

Ralph Franklin Harris, *Assistant Professor*

George Woodman Hilton, Marvin Earl Rozen, *Instructors*

† Absent on leave, 1956-57.