

Stanford University Bulletin

Series 13, No. 12

May 13, 1961



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Courses and Degrees

1961-62

A161. Archaeological Laboratory—This course will deal with Greek pottery. Same requirements as A160.
2 or 3 units, spring, (Hansen), M and/or Th 1-4, Museum

A162. Advanced Archaeological Laboratory—Prerequisite: A160 or A161 and the consent of the instructor. This course may be repeated any quarter.
2 units, (Hansen), by arrangement, Museum

COMMUNICATION and JOURNALISM

Emeritus: Chilton R. Bush (*Professor*)

Executive Head: Clifford F. Weigle

Professors: Nathan Maccoby, Wilbur Schramm, Clifford Francis Weigle

Associate Professor: James Everett Brinton

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

Assistant Professor: Merrill Ernest Samuelson

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

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

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

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

ADMISSION

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

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

Prospective undergraduate students should write the Office of Admissions.

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.

PROGRAMS OF STUDY

Bachelor of Arts

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

1. Two courses in general or English literature; Psychology 1; Economics 1, and 5 or 10 or one course over 100; Political Science 1, and 10 or 20; Sociology 1 or

COMMUNICATION
Anthropology 1; and
proficiency in typewriting
2. One field (two a
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- I. Economics: ment, Economic H
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II. History: M
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III. Political Sc
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IV. Psychology
V. Sociology: c
VI. Anthropol
VII. Geography

The undergraduate
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Students interested
Honors Program in Q

Master of Arts

The Department wi
Division for the degree

1. Four fields in the
above under requiremen

2. Approximately 40
graduate courses in c

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Anthropology 1; and Typing 1 (except when the student can demonstrate adequate proficiency in typewriting).

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

I. Economics: Price and Allocation Theory, Money, Income and Employment, Economic History and Comparative Systems, Public Finance, Labor Problems, Economics of Industry, International Trade and Finance, Accounting, Economic Statistics.

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: courses to be designated.

VI. Anthropology: courses to be designated.

VII. Geography: courses to be designated.

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

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

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

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

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

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

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

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

Master of Arts

The Department will recommend to the University Committee on the Graduate Division for the degree of Master of Arts students who have completed the following:

1. Four fields in the social sciences, selected from two or more of the groups listed above under requirements for the degree of Bachelor of Arts, including courses taken at the undergraduate level.

2. Approximately 40 units in communication and journalism, of which two shall be graduate courses in communication and journalism, and shall include Courses 211 or 220; courses taken at the undergraduate level count toward these requirements.

3. Either an acceptable thesis or the methodological courses (217, 218, and 219, and Psychology 60). The Department decides this option after evaluating the student's preparation. Most students will be held for the thesis requirement.

The candidate must 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 Communications Research

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

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

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

THE INSTITUTE FOR COMMUNICATION RESEARCH

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

FRESHMAN, SOPHOMORE COURSES

50. **Editorial Techniques I**—Theory of news communication for newspaper and radio; analysis of journalist's audience; representative media; journalistic vocations. To be taken concurrently with Communication-Journalism 51. Open to nonmajors. 3 units, autumn or spring, (Samuelson), MWF 9
51. **Editorial Techniques I Laboratory**—Practice in news writing. Weekly conferences, laboratory, outside assignments. To be taken concurrently with Communication-Journalism 50. Prerequisite: third quarter freshman standing. Open to nonmajors. 1 unit, autumn or spring, (Samuelson), by arrangement

COMMUNICATION

JUNIO

103. **Mechanics of I**
tory. Usually taken
3 units, winter, (Sa

107. **Editorial Tech**
illustration, newspaper
printer report of As
concurrently with Jot
3 units, winter, (—

109. **Editorial Tech**
TV. Prerequisites: 50
with the Palo Alto Tim
2 units, spring, (—

112. **Mass Commun**
cal philosophies of ma
tions, economics, aud
problems of ethics and
Speech and Drama 112
4 units, autumn, (Sa

115. **Advertising I**—
layout. Open to nonma
3 units, autumn, (Br

116. **Advertising II**—
lations. Advanced pra
Prerequisite: 115.
3 units, winter, (Br

130. **Introduction to**
tions of audiences, con
Not open to graduate s
3 units, spring, (San

140. **History of Ang**
3 units, autumn, (W
4 units, summer, (—

150. **Forms of Journ**
torials, critical essays;
sites: senior standing;
3 units, autumn, (—

152. **Magazine Edito**
local magazine editors,
of instructor.
3 units, to be given in

156. **Media Manager**
zines, radio-TV; emph
of instructor.
3 units, to be given in

169. **Legal Aspects**
privacy, copyright, ins
3 units, spring, (Br

175. **Reporting of P**
federal administration
senior standing.
4 units, winter, (—

199. **Individual Wor**

JUNIOR, SENIOR, AND GRADUATE COURSES

103. **Mechanics of Publishing**—Typography, printing processes. Lecture, laboratory. Usually taken concurrently with Journalism 107. Prerequisite: 50-51.
3 units, winter, (Samuelson), TTh 9; lab. by arrangement

107. **Editorial Techniques II**—Copy editing, headline writing, news display, illustration, newspaper library reference methods. In laboratory, class edits daily teleprinter report of Associated Press or United Press International. Usually taken concurrently with Journalism 103. Prerequisite: 50-51, junior standing.
3 units, winter, (—), MW 9; lab. by arrangement

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

112. **Mass Communications and Society**—Development of social systems, political philosophies of mass communication; communicators, their organizations; operations, economics, audiences, content, effects of mass media; developing patterns, problems of ethics and responsibility within the media. Open to nonmajors. (Same as Speech and Drama 112; register for Speech and Drama 112.)
4 units, autumn, (Schramm and Donner), MW 10, plus section

115. **Advertising I**—Fundamentals of marketing, consumer research, media, copy, layout. Open to nonmajors.
3 units, autumn, (Brinton), MWF 11

116. **Advertising II**—Analysis of advertising campaigns in marketing, public relations. Advanced practice in copywriting, media selection, retail advertiser service. Prerequisite: 115.
3 units, winter, (Brinton), MWF 11

130. **Introduction to Media Research**—Substantive aspects of recent investigations of audiences, communicators, content, and control; some attention to method. Not open to graduate students.
3 units, spring, (Samuelson)

140. **History of Anglo-American Journalism**—Open to nonmajors.
3 units, autumn, (Weigle), TTh 9

150. **Forms of Journalistic Writing**—Practice in writing magazine articles, editorials, critical essays; emphasis on marketing manuscripts. Conferences. Prerequisites: senior standing and 50-51 or consent of instructor.
3 units, autumn, (—), TTh 11
4 units, summer, (—), TTh 10

152. **Magazine Editorial Techniques**—Planning, writing, production studied with local magazine editors, correspondents; industrial editing. Prerequisite: 150, consent of instructor.
3 units, to be given in 1962-63

156. **Media Management**—Principles of business operation of newspapers, magazines, radio-TV; emphasis on revenue factors. Nonmajor students require consent of instructor.
3 units, to be given in 1962-63

169. **Legal Aspects of Journalism**—Libel, contempt, constitutional guaranties, privacy, copyright, inspection of public records.
3 units, spring, (Brinton), TTh 9

175. **Reporting of Public Affairs**—Local, state, federal courts; municipal, state, federal administration in the local community. Open only to major students with senior standing.
4 units, winter, (—), MWF 10

199. **Individual Work**—Major students with high academic standing are permitted

to undertake individual work in such fields as Women's Departments, Industrial Journalism, News Photography, and a few other specialized fields.
1 or 2 units, any quarter, (Staff), by arrangement
 See also Senior Colloquia.

GRADUATE COURSES

211. Theory of Communication—Analysis of experimental literature; theory of process, effects of communication.
5 units, autumn, (Schramm), M 2-4, and additional meetings as needed

212. Seminar in Communication Theory—Topics for each offering of this course are selected by vote of the seminar.
3 to 5 units, spring, (Schramm), W 2-4

217, 218, 219. Communication Research Methods I, II, III—Methods of research in mass, group and interpersonal communication. Application of scientific method to communication research. Design of communication studies for laboratory and field experiments and sample surveys. Conceptualization of variables, sampling, data collection, interview techniques, data processing and data analysis. Report preparation. Prerequisite: previous or concurrent registration in elementary statistics. (Same as Speech and Drama 217, 218, 219; register for Communication-Journalism 217, 218, 219.)
4 units, autumn, winter, and spring, (Staff), TTh 2-4

220. The Media of Mass Communication—Students who have had Communication-Journalism 112 will register for 2 units.
4 units, autumn, (Samuelson), MWF 10

230. Advertising and Media Research—Procedures for advertising and media research, audience measurement, and consumer analysis. Prerequisite: consent of instructor.
3 units, spring, (Brinton), F 2-4

255. International Communication—Chief patterns of mass communication throughout the world; philosophies behind them; economic, social, political reasons why a given kind of pattern develops where it does; channels by which nations, cultures communicate with each other; kinds of barrier which intervene in those channels; manipulative communication between nations which is characteristic of the "cold war."
4 units, spring, (Schramm), M 2-4

260. Content Analysis—The method of frequency, contingency, and qualitative analysis of texts.
3 units, winter, (Carter), W 2-4

299. Advanced Individual Work—Graduate majors may supplement certain courses with individual projects of distinctly advanced order.
1 to 5 units, any quarter, (Staff), by arrangement

300. Thesis.
(Staff), by arrangement

309. Directed Graduate Research—Research in connection with a staff project, in lieu of Master's thesis.
(Staff), by arrangement

PRACTICE COURSES

121. Advanced Practice—Practice work in executive positions on editorial or business staff of *The Stanford Daily*; weekly conferences. Open to undergraduate students with junior standing, who qualify by election or appointment; not open to graduate students. Students limited to total of 7 units credit. Credit may not be offered in fulfillment of journalism unit requirements for degrees in 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 175, are permitted to work in

ECONOMICS
 San Francisco in the ser
 Work is under supervis
 Faculty of the Departmen
 3 units, spring, (Weig
 Curriculum and Instru
 Education 285.
 Recent Developments
 tion 385.

Emeriti: Theodore Har
 Eliot Jones, Albert

Executive Head: Lorie
 Professors: Moses Abr
 Alexander Baran,
 Bernard Francis F
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 Professors, Food Resear
 Cherington Farns
 Johnston, William
 C. Swerling, Vern
 Professor, Graduate Sch
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 Assistant Professors: W
 Acting Assistant Profess
 Director of Undergradua
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The Department's pu
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ECONOMICS

San Francisco in the senior year, by arrangement with San Francisco newspapers. Work is under supervision of specially appointed San Francisco newspapermen and faculty of the Department.

5 units, spring, (*Weigle*), by arrangement

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

Recent Developments in Secondary School Journalistic Writing—See Education 385.

ECONOMICS

Emeriti: Theodore Harding Boggs, John Bennet Canning, Elmer Daniel Fagan, Eliot Jones, Albert Conser Whitaker (*Professors*)

Executive Head: Lorie Tarshis

Professors: Moses Abramovitz (on leave 1961–62), Kenneth Joseph Arrow, Paul Alexander Baran, Hollis Burnley Chenery, Emile Despres, John Grey Gurley, Bernard Francis Haley, Marc Nerlove, Melvin Warren Reder (on leave 1961–62), Edward Stone Shaw, Lorie Tarshis.

Professors, Food Research Institute: Merrill Kelley Bennett, Karl Brandt, Helen Cherington Farnsworth, Roger W. Gray, Richard J. Hammond, Bruce F. Johnston, William Orville Jones, S. Daniel Neumark, E. Louise Pepper, Boris C. Swerling, Vernon D. Wickizer

Professor, Graduate School of Business: Alan S. Manne

Associate Professor: Hirofumi Uzawa (on leave 1961–62)

Assistant Professors: William M. Capron, Robert L. Slighton

Acting Assistant Professor, Food Research Institute: Arnold B. Larson

Director of Undergraduate Study: William M. Capron

Director of Graduate Study: John Grey Gurley

OFFERINGS AND FACILITIES

The Department's purposes are to acquaint students with the economic aspects of modern society, to familiarize them with techniques for the analysis of contemporary economic problems, and to develop in them an ability to exercise sound judgment in evaluating public policy. There is training for the general student as well as for those who plan careers as economists in civil service, private enterprise, teaching, or research.

The University Library is well supplied with literature in all fields of economics. The Hopkins Transportation Library holds invaluable material on transportation problems, and there are special collections on the institutions and commerce of Latin America, the Orient, and Pacific Coast development. Advanced students have access to the Hoover Institute and Library, with its comprehensive collections of original and secondary materials on many foreign nations.

Qualified graduate students in economics are given the opportunity for training and research in the special fields of the Food Research Institute. A few courses for undergraduates are conducted by the Institute, as well. Courses offered by the Institute count toward completion of requirements for degrees in economics.

PROGRAMS OF STUDY

Bachelor of Arts

The following Departmental requirements are in addition to the University's basic requirements for the Bachelor's degree: