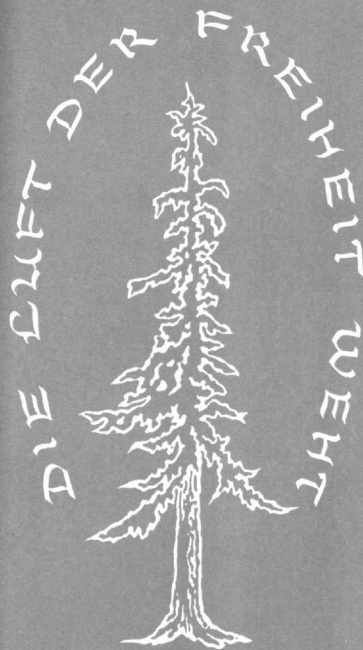


STANFORD UNIVERSITY BULLETIN

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**COUNSELING AND TESTING CENTER
STANFORD UNIVERSITY**

Courses and Degrees

1965-66

COMMUNICATION

Emeritus: Chilton R. Bush (*Professor*)

Executive Head: Clifford Francis Weigle

Associate Executive Head, Broadcasting and Film: Stanley T. Donner

Director, Institute for Communication Research: Wilbur Schramm

Professors: Stanley T. Donner, Nathan Maccoby, Wilbur Schramm, Clifford Francis Weigle

Associate Professors: Edwin B. Parker, William L. Rivers

Instructor: Henry S. Breitrose (on leave)

Lecturers: 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 journalism, broadcasting, 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, Stanford University, Stanford, California.

The Department requires that applications for admission to Master's degree programs include verbal and quantitative scores from the Graduate Record Examination (area scores are optional). Scores from the Miller Analogies Test are required of applicants who hope to work toward a Ph.D. and are optional, but welcomed, for Master's degree candidates.

PROGRAMS OF STUDY

Bachelor of Arts

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

1. Two courses in general or English literature; Psychology 1; Sociology 1 or Anthropology 1. In addition, Journalism Division students are required to take Economics 1 and Political Science 1 and 10 or 20.

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.

3a. Broadcasting and Film Division: Communication 1, 100a, b, and c, 105a, b, and c, and 110a or b or c, 113, 114, 141 or 142, 180.

3b. Journalism Division: Twenty-five to thirty units in communication of which the following courses are required: 1, 50, 51, 103, 107, and 140. In addition, the student preparing for newspaper or press association editorial work will take Communication 169 and 175; the student preparing for advertising work will take Communication 115 and 116; the student interested primarily in writing for consumer magazines and industrial publication will take Communication 150 and 169.

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 "2" above.

Majors 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 communications 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 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 ap-

proval 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 electing a program in Broadcasting and Film are required to attend the Summer Institute; to spend an internship of three months with a professional radio or television station, film production unit, or a related organization; and, to take a comprehensive written examination at the end of the course work. (No tuition is charged for the internship period.)

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

Doctor of Philosophy

In addition to fulfilling the residence requirement for the degree, Ph.D. candidates are required to:

1. Complete course 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. Complete the following courses: Communication 211, 212, 213; 217, 218, 219, Statistics 151, and Psychology 152.

3. Complete courses in experimental psychology, social psychology, and sociology in preparation for comprehensive written and oral examinations in these areas.

4. Complete additional optional courses selected from the list given below, up to a total (including courses required above) of not less than 45 units beyond the Master's degree or 90 units beyond the Bachelor's degree. Such additional courses are intended as preparation for the comprehensive examinations and to achieve competence in depth in a field from which the candidate's dissertation topic may be selected.

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

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

7. 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.

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

9. 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.

10. Complete a dissertation satisfactory to (a) a Departmental committee of two or more members and to the University Committee on the Graduate Division, the latter to be appointed after the dissertation is completed, or (b) a Departmental committee of two or more members and an outside reader (approved by the Dean of the Graduate Division) who aids in the supervision of the research.

The following is an example of a typical Ph.D. program:

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
 - Stat. 151. Statistical Methodology
 - Psych. 152. Analysis of Data
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
- Psych. 209. Advanced Perception
- Psych. 210. Advanced Learning
- 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
- Phil. 157a, b. Logic
- Phil. 164. Philosophy of Science
- Stat. 206, 207. Mathematical Models in Behavioral Sciences
- Anthr. 167. Language and Culture
- Anthr. 158. Culture and Personality
- Pol.Sci. 382aR, 382bR. Research Seminar in Political Behavior
- Pol.Sci. 312R. Research Seminar in Comparative Politics—Problems in Politics of Development

Other courses and special advanced reading courses may be selected in conference with the adviser.

Ph.D. candidacy expires five years after admission to candidacy by the University Committee on the Graduate Division. Reapplication will require reexamination.

Other programs leading toward the Ph.D. and involving communication may be pursued in the Graduate Division Special Programs. Such programs are individually planned for unusually well-qualified students.

Minor for the Degree of Doctor of Philosophy—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 Communication Department, including one research methods course and either Communication 211 or Communication 212. The Communication 217 requirement may be waived when comparable research methodology courses have been taken in some other de-

partment. 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.

COURSES OPEN TO UNDERGRADUATES AND GRADUATES

I. GENERAL

#1. Mass Communication and Society—An introductory survey of the structure, functions, philosophy, process, and effects of mass and interpersonal communication in modern society. Taught from a behavioral science perspective. Open to non-majors.

5 units, winter, (Parker), MTW 10 and section

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, spring, (Maccoby)

190. Comparative Communication Systems—Foreign press, broadcasting, and film: their control and support; their relations to economic and social development, political systems, and cultural patterns; and their roles in public opinion and national policy.

4 units, spring, (Schramm), by arrangement

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

1 to 3 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 journalist's audience; representative media; journalistic vocations. To be taken concurrently with Communication 51. Open to non-majors.

3 units, autumn, (Rivers), MWF 9

spring, (—), 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. Prerequisite: typing skill of 35 words per minute.

1 unit, autumn, (Rivers), by arrangement

spring, (—), by arrangement

103. Mechanics of Publishing—Typography, printing processes. Lecture, laboratory. Usually taken concurrently with Communication 107. Prerequisites: 50 and 51.

3 units, winter, (—), 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 Communication 103. Prerequisites: 50 and 51.

3 units, winter, (Weigle), MW 9; lab. by arrangement

115. Advertising I—Fundamentals of marketing, consumer research, media, copy, layout. Open to non-majors.

3 units, autumn, (——), 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, (——), MWF 11

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

3 units, autumn, (Weigle), TTh 9

4 units, summer, (——), by arrangement

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

3 units, winter, (Rivers), 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, (Rivers), to be given in 1966-67

169. Legal Aspects of Journalism—Libel, contempt, constitutional guaranties, privacy, copyright, inspection of public records. Open to non-majors.

3 units, spring, (——), MW 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, (Rivers), MWF 10

Practice Courses

121. Advanced Practice—Practice work in executive positions on editorial or business staff of *The Stanford Daily*, *Quad*, and *Chaparral*; weekly conferences. Open to undergraduate students 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 Communication unit requirements for degrees in communication.

1 to 2 units, each quarter, (Staff), by arrangement

183. 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 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.

III. BROADCASTING AND FILM

100. Theory of Broadcasting and Film—Approaches to radio, television, and film as media of communication, art, and commerce. Background and nature of the organization and processes of broadcasting and film.

100a. Broadcasting I.

3 units, winter, (——), MWF 9

100b. Broadcasting II.

3 units, spring, (——), MWF 10

100c. Film.

4 units, autumn, (——), MWF 9

105. Practice in Broadcasting and Film—Actual production and direction of various forms in radio, television, and film, respectively. Complete production facilities are used in each medium.

105a. Radio.*4 units, autumn, (———), TTh 1:15-3:05***105b. Television.***4 units, winter, (———), TTh 1:15-3:05***105c. Film.***4 units, autumn, (———), MW 2:15-4:05*

110. Experiment in Broadcasting and Film—Experimental approaches to content, forms, methods, and techniques in these constantly evolving media. Complete production facilities are used in each medium. Prerequisite: the appropriate course from the 105 series, or equivalent.

110a. Radio.*3 units, winter, (———), T 10-11 and Th 10-12***110b. Television.***3 units, spring, (———), T 1:15 and Th 1:15-3:05***110c. Film.***3 units, winter, (———), T 10-11 and Th 10-12*

113. Writing for Broadcasting—Writing of nondramatic forms for broadcast, including news, educational programs, music continuity, and documentary. To be taken concurrently with Communication 114.

2 units, autumn, (———), MWF 11

114. Broadcast Journalism Laboratory—Procedures of the broadcast newsroom. Use of radio and film techniques for features and documentaries. Practice in KZSU newsroom. To be taken concurrently with Communication 113.

1 unit, autumn, (———), by arrangement

123. Advanced Writing for Broadcasting—Study and analysis of dramatic, documentary, and informational programs for television. Practice and criticism in the writing of these forms.

4 units, spring, (———), MW 2:15-4:05

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, spring, (———), MWF 9; lab. by arrangement

142. History of Broadcasting—Studies in the development of broadcasting as communication.

4 units, winter, (Donner), TTh 9

180. Broadcasting and Film Criticism—The techniques and role of criticism based upon the objectives and potential of these media. For advanced students. Prerequisite: consent of instructor.

*3 units, spring, (Donner), MWF 11**Summer Radio-Television-Film Institute*

R201. Noncommercial Station Operation—A course taught in the studios of KQED for advanced students who wish to learn the philosophy, administration, origination, planning, and coordination of noncommercial television programs. (Same as Education 341s; see *Summer Session Bulletin*.)

3 units, summer, (KQED Staff), by arrangement

R203. Teaching by Television—The growing impact of television as an instrument of education; the challenge and specific requirements of teaching by television; the utilization of educational program material telecast by commercial and non-commercial stations. Laboratory work in campus classroom studio with video tape playback and evaluation. (Same as Education 342s; see *Summer Session Bulletin*.)

3 units, summer, (Staff), by arrangement

R204. Modern Broadcasting—The key questions of broadcasting from the viewpoint of station management, programming and sales in relations with government, personnel, ratings, and sponsors. Emphasis on FM, multiplexing, modern production methods, and international broadcasting. Laboratory work through one unit of R204a taken concurrently.

3 units, summer, (KNBR Staff), by arrangement

R204a. Radio Laboratory—Direct application of the radio course work will be made through the student management and operation of the University station, KZSU. Two weeks' on-the-air experience in all forms of broadcasting including management, program planning, engineering, production and performance. All students registered for R204 must take at least one unit of this course. It may be taken separately from R204 for 1-2 units. Recommended for all students.

1 unit, summer, (Staff), by arrangement

R205. Film Production—Basic theory and techniques of film making. Individual student productions from script to release print. Cameras, lighting, sound, editing. Limited to 15 students. Students with prior work in film production may register for Communication 299, Advanced Individual Work, 1-4 units, with the consent of the instructor.

4 units, summer, (Staff), by arrangement

R207. Radio and Television Writing—Theory and practice in writing for radio and television. Special emphasis on the documentary and other nondramatic forms.

3 units, summer, (Staff), by arrangement

R209. Radio and Television News—Practical course to train students for work in the radio and television newsroom; gathering, selection, rewriting, editing and reporting of news for broadcast and TV newscast; production and direction of feature material and special events broadcasts. Students handle news department of KZSU.

3 units, summer, (KNBR Staff), by arrangement

R211. Commercial Television Programming—Theory and practice of program planning and scheduling. Community, sponsors, ratings, and competition in relation to programming decisions. Analysis of film versus live and local versus network. Lecture and demonstration including problems of remote pick-ups.

3 units, summer, (KPIX Staff), by arrangement

R214. Television Production—Practice in television planning, direction, and performance through student production of a variety of program types, both educational and commercial. Programs are video taped for analysis and criticism.

3 units, summer, (KPIX Staff), by arrangement

(Mass Communications in Society—See Communication 220. Required of all students.)

COURSES PRIMARILY FOR GRADUATES

201. Process and Effects of Mass Communication—Theory of the communication process; language and meaning; content of the mass media; audiences and motivations for attending; relation of mass to interpersonal communication, and of group memberships to response to the media; social effects of the media; cases and experiments. For A.M. candidates in the mass media.

5 units, autumn, (Schramm), T 1:15-3:05

207. Survey of Communication Research Methods—For A.M. students.

5 units, autumn, (—), M 4:15-6:05

211. Theory of Communication I—Theory, structure, and effects of mass communication. Analysis of the literature.

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

212. Theory of Communication II—Theory of the communication process. Analysis of the experimental literature in attitude change. Prerequisite: consent of instructor.

5 units, winter, (Maccoby), MW 2:15-4:05

213. Theory of Communication III—Theory of communication in groups and communication networks. The theory of information and meaning. Analysis of the literature. Prerequisite: consent of instructor.

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

215. Behavioral Science in Broadcasting and Film—A comprehensive survey of the contribution of behavioral science theory and research to radio, television, and

film. Methods and findings of behavioral science research on effects of forms and contents of audio-visual communication on audience learning of skills, information, and attitudes. For A.M. candidates primarily.

3 to 5 units, winter, (Maccoby, Donner), 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: previous or concurrent registration in elementary statistics.

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

218. Communication Research Methods II—Continuation of 217.

4 units, winter, (—), TTh 2:15-4:05

219. Communication Research Methods III—Continuation of 218.

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

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.

3 units, autumn, (Rivers, Donner), T 4:15-6:05

summer, (Staff), by arrangement

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

4 units, spring, (—), by arrangement

255. International Communication—Chief patterns of mass communications 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, winter, (—), M 2:15-4:05

270. Advanced Communication Theory and Method Seminar—May be repeated for credit. Prerequisites: 219 and 213.

3 units, autumn, (Parker, Staff), by arrangement

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

310. Proseminar in Broadcasting and Film—Introduction to various types of bibliographical research and research methods in radio, television, and film, through study of selected problems. Required of all graduate students in broadcasting and film.

4 units, winter, (Donner), by arrangement

311. Seminar in Broadcasting and Film—Directed studies in areas of bibliography, audience research, program analysis, production problems, and effects of these media on society. Required of all graduate students in broadcasting and film.

4 units, spring, (Donner), by arrangement

312. Seminar in Film History and Criticism—Studies in the theory, history, and criticism of film, with emphasis on significant film makers and movements, as well as on recently developed research methodologies in these areas.

4 units, winter, (—), by arrangement