



COURSES AND DEGREES 1972-73

Stanford University Bulletin

of language, especially topics such as the relationship of writing to speech and the common origins of Latin, Greek, and English.

*4 units, Aut (Devine) by arrangement*

**240, 241. Elementary Sanskrit.**

*3 units, Aut, Win (Devine) given 1973-74*

## COMMUNICATION

*Emeriti:* Chilton R. Bush, 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

*Professors:* Nathan Maccoby, Lyle M. Nelson, Edwin B. Parker, William L. Rivers. *Visiting:* S. Douglass Cater, Jr. *By Courtesy:* Eugene J. Webb

*Associate Professors:* Henry S. Breitrose, William J. Paisley. *By Courtesy:* Michael L. Ray

*Assistant Professors:* Cedric C. Clark, Don C. Dodson, David L. Grey, Donald F. Roberts. *Acting:* Emile McAnany

*Lecturers:* Ronald Alexander, Don H. Coombs, 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 in Communication. The Master of Arts degree prepares students for careers in journalism or documentary film. The Ph.D. degree is for careers in teaching and research or other research 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 program.

### 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 quar-

terly 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 his 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: Chairman, Department of Communication, Redwood Hall, 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 literature, social sciences, and sciences. Most commonly, majors take elective courses in psychology, sociology or anthropology, political science, history, economics, speech and drama, 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 designed to provide flexibility 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 close consultation with his adviser.

Requirements for the degree are as follows:

1. A total of at least 25 and not more than 35 units in Communication Department courses, which must include:
  - a) Two survey courses, Communication 1 and 142 or 220;
  - b) Two courses, either Communication 100-102, and 150 or 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.

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 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 Depart-*

*ment 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) normally takes four or five quarters depending on the nature of the project. Tuition usually is charged only for the three or four 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 his individual needs, normally most Film and Broadcasting students will take 200, 208A,B,C, 215, and 223A. The rest of his curriculum will be worked out in consultation with his 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, 207, 220, two quarters of 225, 230 or 240, 249 or Law 104, 309; and an internship with a media organization. Students without adequate prior course work in the behavioral sciences are required to take Communication 203 or 215. 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. No special sequence in broadcast journalism is offered at this time, but students interested in this field can take several broadcast courses.

### 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 Systems Research. 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 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 a written examination in the subjects required of all candidates and in the area of specialization of the particular candidate.
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 if they are doctoral candidates in Public Affairs Communication, or, if they are doctoral candidates in Communication Research, 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 are examples of standard Ph.D. programs in Communication Theory and Research:

#### 1. *Communication Theory*

- Comm. 211A. Theory of Communication I
- Comm. 211B. Theory of Communication II
- Comm. 211C. Theory of Communication III

#### 2. *Methodology*

- Comm. 218. Communication Research Methods I
- Comm. 219. Communication Research Methods II
- C.S. 105. Introduction to Computing
- 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. *Experimental Psychology* (at least two of the following: Psych. 103A and Psych. 103E are strongly recommended)

- Psych. 103A. Experimental Psychology: Higher Mental Processes
- Psych. 103B. Experimental Psychology: Perception
- Psych. 103C. Experimental Psychology: Learning
- Psych. 103D. Experimental Psychology: Social Processes
- Psych. 103E. Experimental Psychology: Social Psychology

#### 5. *Psychology* (at least two courses in social psychology, at least one in learning theory, and at least one in personality or motivation). Example courses are:

- Psych. 210. Advanced Learning
- 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. 261. Seminar in Social Psychology
- Psych. 262. Seminar in Verbal Behavior
- Psych. 264. Seminar in Learning Theory
- Psych. 267. Seminar in Person Perception

6. *Sociology* (at least two graduate level courses in Sociology)

Example courses are:

- Sociol. 104. Interpersonal Behavior
- Sociol. 131. Advanced Social Psychology
- Sociol. 217. Problems in Theoretical Analysis
- Sociol. 250. Basic Problems in Sociological Theory
- Sociol. 253. Theory Construction
- Sociol. 264. Seminar in Socialization and Social Control
- Sociol. 268. Concepts and Operations in Sociological Analysis
- Sociol. 279. Problems in Study of Social Influence
- Sociol. 285. Problems in the Analysis of Social Stratification

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

1. *Communication Theory*

- Comm. 211A,B,C. Sequence in Communication Theory

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

And at least two among the following:

- Comm. 240. Seminar in Mass Media History
- Comm. 245. Economics of the Mass Media
- Comm. 249. Mass Media Law (or Law 104, Courts and the Legal Processes, or both.)
- Comm. 256. Communication in Economic and Social Development
- Comm. 257. Educational Technology in Developing Countries

3. *Methodology and Statistics*

- Comm. 218, 219. Sequence in Research Methods

- Comm. 227. Analysis of Documentary Evidence

- Comm. 309. First-Year Research Project

- Comm. 319. Pre-dissertation Research Project

- Psych. 60. Statistical Methods, or

- Stat. 50. Elementary Statistics

At least one other course in statistics or advanced research methods.

4. *Political Science, Law, History, Economics* — a unified program of six courses in one or two of these fields. Examples of subject areas and courses:

*Political Behavior and Politics:*

- Pol.Sci. 181. Attitude Formation and Voting Behavior

- Pol.Sci. 184. Legislative Behavior

- Pol.Sci. 281A,B. Seminar in Political Behavior: Empirical Political Theory

- Pol.Sci. 387A,B. Research Seminar in American Politics

*Political Theory:*

- Pol.Sci. 152. Modern Political Thought

- Pol.Sci. 158. Theory, Power, and Social Science

*Public Law:*

- Law 104. Courts and the Legal Process

- Pol.Sci. 170 (270). The Supreme Court and the Constitution

- Pol.Sci. 173 (273). Civil Liberties in the U.S.

*Modern European History:*

- Hist. 32. Twentieth Century Europe

- Hist. 121, 122A,B. Russia

- Graduate Seminars in European History

*United States History:*

- Hist. 166, 167. American Intellectual History

- Hist. 168, 169. American Social History

- Graduate Seminars in U.S. History

*Economics—History, International and Comparative, Industrial:*

- Econ. 116. Economic History of the United States

- Econ. 118. Developing Economies

- Econ. 158. Organization and Social Control of Industry

- Econ. 165. International Economics I

- Econ. 200. Topics in the History of Economic Thought

Among other relevant possible areas of concentration are: Comparative Politics, International Relations, Public Administration; East Asian, Middle Eastern and

Latin American History; Core Theory of Economics. (Students specializing in any area of economics will need to have the equivalent of at least Economics 1, and often 51, 52, and 105 for most advanced courses in that department.)

5. At least *two* courses from the above or other departments (including Communication) chosen in consultation with an adviser, in preparation for the degree examinations, the dissertation, and a teaching and research career. This requirement is designed especially for students who have not concentrated in the behavioral sciences as undergraduates or as graduate students in other programs.

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.

One example would be an Information Science program involving communication and computer science. Applicants for such special programs must first be admitted to a Stanford department. Inquiries about programs involving communication should be directed to the Communication Department.

*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 20 units of graduate courses in the Communication Department, including a total of three theory or research methods courses. The balance between communication theory, methods, and applications courses will be determined by the candidate and his senior adviser. Communication 211A,B,C, together with Communication 218 and 219 are most often chosen to satisfy the minor requirement.

## 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. For further information about the Institute write to the Director.

## COURSES OPEN TO UNDERGRADUATES AND GRADUATES

### 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, Win (Maccoby) 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, 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.

*3 units, Aut (Rivers) TTh 11  
Win (Grey) TTh 10  
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 (Grey) 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*

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

*Given 1973–74*

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

*3 units, Win (Rivers) TTh 11*

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

*3 units, Spr (Rivers, Sellers) 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 (Grey) MWF 10*

**178. Mass Communication in Developing Nations**—Structure and roles of the mass media in Africa, Asia, Latin America, and the Middle East. Prerequisite: any other Communication course.

*4 units, Win (Dodson) TTh 9 and sections*

**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.

*3 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*

**249. Mass Media Law**—Review of the literature and research in legal issues involving the press and mass media.

*4 units, Aut (Grey) T 2:15–4:05*

### 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 (Breitrose) 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 (Breitrose) MWF 9;  
evening screenings by arrangement*

**142. Broadcast Communication**—The de-

velopment of American broadcasting and its contemporary problems. (Graduate students register for 242.)

*4 units, Aut (Dundes) TTh 1:15*

**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 (Breitrose) 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 (Breitrose) 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 (—)*

**205B. Television Production II** — Prerequisite: 205A.

*3 units (—) by arrangement, given  
1973–74*

**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. Prerequisite: 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*

**216. The Broadcast Editorial**—Analyses of radio and television editorials. Students will research, write, deliver and direct their own editorials.

*3 units, Win (Dundes) MW 1:15–3:05*

**221. Film and Television Directing** — Theory and technique of directing actors and non-actors for film and television. Prerequisites: 200, 205A,B, 223A.

*3 units, Spr (—) by arrangement*

**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, Win, Spr (—) TTh 10–12*

**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 (—) 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 (—) TTh 10–12*

**242. Broadcast Communication.** (See 142.)

**243. Seminar in Broadcast Management** — An advanced examination of the managerial aspects of commercial and public broadcasting from the standpoint of legal, financial,



and ethical obligations. Prerequisites: 142 or 242 or concurrent registration in the School of Law or the Graduate School of Business and consent of the instructor.

*4 units, Win (Dundes) W 3:15*

### **Summer Film and Broadcasting Institute**

(See the 1973 Summer Session Bulletin, available in February, 1973.)

## **COURSES FOR GRADUATES**

**203. Process and Effects of Communication** — Theory of communication process for graduate students not majoring in Communication.

*3 units, Aut (—) MW 2:15–4:05*

**207. Survey of Communication Research Methods**—Research designs, sampling, data collection, and data analysis. For Journalism A.M. students.

*4 units, Win (—) MW 4:15–6:05*

**211A. Theory of Communication I** — Seminar and tutorial meetings, extensive readings and papers. For doctoral candidates planning to continue with the sequence on theory.

*4 to 6 units, Aut, Win, Spr (—)  
TTh 3:15–5:05*

**211B. Theory of Communication II** — Continuation of 211A.

*4 to 6 units, Win (—) TTh 3:15–5:05*

**211C. Theory of Communication III**—Continuation of 211B.

*4 to 6 units, Spr (—) 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 beyond the first year. Prerequisites: 211A,B,C, 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*

**215. Behavioral Science and the Mass Media**—Theory of communication process for professional A.M. students.

*4 units, Aut (Maccoby, Breitrose)  
by arrangement*

**218. Communication Research Methods I** —Methods of research in mass and interpersonal communication. Application of scientific method to communication research. Sample surveys, laboratory and field experiments, historical analyses. Conceptualization of variables, sampling, data collection, data processing and analysis. Prerequisite: elementary statistics.

*4 units, Win (Staff) MW 3:15–5:05*

**219. Communication Research Methods II** —Continuation of 218.

*4 units, Spr (Staff) 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 (Breitrose) by arrangement*

**227. Analysis of Documentary Evidence**—Research methods — especially historiography and "qualitative" content analysis—primarily for doctoral students in Public Affairs Communication.

*4 units, Aut (Grey) by arrangement*

**230. Mass Media and Government**—Study of the interaction between the government and the press. Role of the press in the governmental process as a disseminator, opinionmaker and adversary. Open to Communication graduate students only.

*4 units, Win (Rivers) TTh 2:15*

**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.

*4 units, Aut (—) by arrangement*

**232. Developmental Communication II** — Continuation of 231.

*4 units, Win (—) by arrangement*

### 233. Developmental Communication III—Continuation of 232.

*4 units, Spr (—) by arrangement*

**235A. Seminar in African Psychology I—**(Same as Psychology 235A.) This course, the introductory part of a three-part seminar, is designed for graduate students interested in the field of human consciousness: its origin, its nature, and its relationship to overt behavior. Particular attention will be paid to the African origins of consciousness. Various branches of the "occult" and original African sciences will be examined in relationship to current African (Black) behavior. Prerequisites: non-psychology students should have a strong background in philosophy, physics, or anthropology, and/or an interest in the philosophy of science.

*3 units, Aut (C. Clark, McGee) TTh  
7-10 p.m.*

**235B. Seminar in African Psychology II—**(Same as Psychology 235B.) This course is a continuation of 235A. Students will begin research on specialized topics relating to (a) the history and/or philosophy of Western science or (b) African conception of space and time. Prerequisite: 235A.

*3 to 4 units, Win (C. Clark, McGee) TTh  
7-10 p.m.*

**235C. Seminar in African Psychology III—**(Same as Psychology 235C.) This course is a continuation of 235B. Students will complete research connected with projects initiated during the previous quarter. Prerequisite: 235B.

*3 to 5 units, Spr (C. Clark, McGee) TTh  
7-10 p.m.*

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

*4 units, Spr (Grey) by arrangement*

**242. Broadcast Communication—**See 142.

**243. 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) W 1:15-3:05*

**245. Economics of the Mass Media—**Analysis of the literature in mass media economics and intensive research projects. Primarily for

doctoral students in Public Affairs Communication.

*4 units, Spr (Grey) by arrangement*

**251. Teaching Seminar—**Discussions of effective teaching methods led by Stanford teachers from several departments. Communication Ph.D. candidates only.

*1 unit, Aut (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*

**257. Educational Technology in Developing Countries—**(Same as Education 214.) Seminar in problems in research design related to evaluating educational technology in developing areas. The focus will be both substantive and methodological. Areas that are most relevant to education broadly considered and that are affected by the application of technology (television, radio, etc.) will be examined with special reference to Africa and Latin America.

*3 to 5 units, Spr (McAnany, Staff)  
by arrangement*

**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 (Parker, 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 (Paisley) M 12:00-2:05,  
alternate years, given 1973-74*

**262. Flow of Scientific and Technical Information to the Public**—Exposure of the public to scientific and technical information (emphases: science, medicine). Public knowledge levels. The interplay of media and personal networks.

*3 units, Win (Paisley) M 12:00–2:05,  
alternate years, given 1972–73*

**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*

**270. Advanced Communication Theory and Method Seminar I**—May be repeated for credit. Topic and instructor change each year. Prerequisites: 211C 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: 211C 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: 211C 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**—Continuation of analysis topics covered in 219: Students may choose individual analysis projects.

*4 units, Aut (Paisley) M 2:15–4:05*

**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*

**309. First-Year Research Project**—Individual research, in lieu of Master's thesis.

*3 to 6 units (Staff) by arrangement*

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

*(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) T 12*

## COMPARATIVE LITERATURE

*Committee in Charge:* Herbert Lindenberg-  
er, *Chairman*; Edward J. Brown, W. B.  
Carnochan, Robert G. Cohn, N. Gregson  
Davis, Jean Franco, David G. Halliburton,  
James J. Y. Liu, Edgar Lohner

*Professors:* Jean Franco (Spanish and Com-  
parative Literature), Herbert Lindenberg-  
er (Comparative Literature and English), N.  
Scott Momaday (English and Compar-  
ative Literature) (on leave 1972–73), Ma-  
koto Ueda (Japanese and Comparative  
Literature)

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