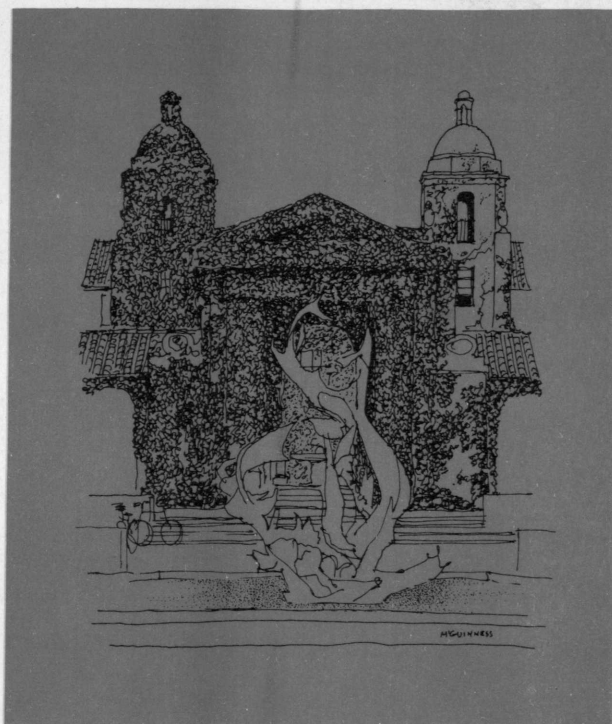


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STANFORD UNIVERSITY BULLETIN



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COURSES & DEGREES 1974-75

ture. Alternatively, a seminar might concern itself with an interdisciplinary study of a historical period such as Periclean Athens, the Hellenistic world, Augustan Rome. Historical, literary, and philosophical works appropriate to the problems will be read in translation. Since enrollment will usually be limited to seniors in the department of Classics, a general familiarity with the history and literature of the ancient world will be assumed.

One or more seminars will be offered each year. In 1974-75 the offerings are:

181. Senior Seminar—Topics in Greek civilization.

4 units, Win (Foley)

182. Senior Seminar—Topics in Roman civilization.

4 units, Spr (Spofford)

Other Courses

153. Introduction to Indo-European Linguistics—(Same as 253.) Suitable for undergraduate majors or minors in Classics. Prerequisite: Latin 103, Greek 103, or equivalent.

4 units, Aut (Devine) TTh 9

201. Introduction to Classical Scholarship.

1 unit, Aut, Win, Spr (Staff)

213. Introduction to German Classical Scholarship.

4 units, Spr (Staff) given 1975-76

253. Introduction to Indo-European Linguistics—(Same as Linguistics 253.) This course is recommended for students in Classics as an introduction to the scientific study 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) TTh 9

240, 241. Elementary Sanskrit.

3 units, Aut, Win (Devine) given 1975-76

COMMUNICATION

Emeriti: Wilbur Schramm, Clifford F. Weigle (*Professors*)

Chairman: Lyle M. Nelson

Director, Institute for Communication Research: Nathan Maccoby

Director, Professional Journalism Fellowship Program: Lyle M. Nelson. **Managing Director:** Harry N. Press

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

Associate Professors: Henry S. Breitrose, William J. Paisley

Assistant Professors: Cedric C. Clark, Dan G. Drew, Steven Kovács, John K. Mayo, Emile McAnany, Donald F. Roberts, Edward J. Sondik. **Acting:** Don Dodson, Robert C. Hornik

Senior Lecturer: Ronald Alexander

Lecturers: Julian Blaustein, Richard C. Block, Jules Dundes, Arthur C. Mayer, Colin Mick, Matilda Butler-Paisley, Templeton Peck, Harry Press

The Department of Communication engages in research in communication and offers curricula leading to the A.B., A.M. and Ph.D. degrees. The Master of Arts degree prepares students for careers in journalism or documentary film. The Ph.D. degree leads to careers in teaching and research or other related 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 course of study under a program which is sponsored by The National Endowment for the Humanities.

ADMISSION

All prospective undergraduate students should write the University's Office of Admissions.

All prospective graduate students should write to the Graduate Admissions Office, 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.

Preference is given to those applicants for the Master of Arts in Journalism who have not had extensive media experience or courses in journalism.

PROGRAMS OF STUDY

BACHELOR OF ARTS

Undergraduate students must complete Communication 1 before they are accepted as a major. They normally should enroll in the department during either their sophomore or junior years.

A student planning a major in Communication is strongly urged, in consultation with his adviser, to select courses in humanities, social sciences, and sciences. Most commonly, majors take elective courses in psychology, sociology, anthropology, political science, history, economics, and English, 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 considered a preprofessional program and is designed to provide a variety 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 consultation with his or her advisor.

To be recommended for the Bachelor of Arts degree in communication, the student must take at least 30 and not more than 40 units within the department. The student must also meet University distribution requirements and complete a unified program of advanced courses (100 level or above), totaling at least 20 units, in another department, an interdepartmental program, an interdisciplinary honors program, or a second major.

As part of the 30 to 40 units a student takes within the department, he or she must complete Communication 1 and one of the following sequences:

1. Students concentrating in the social science sequence must complete:
 - a. Communication 70
 - b. Communication 100-102 or Communication 90
 - c. Psychology 60 or Statistics 60
 - d. Communication 131, or 123, 126, 127, 128, 135 or 192 (any two of these)
2. Students concentrating in the film and broadcast sequence must complete:
 - a. Communication 142
 - b. Communication 101 and 180 (133 and 134 are recommended but not required and may be used to fulfill this requirement)
3. Students concentrating in the journalism sequence must complete:
 - a. Communication 100-102
 - b. Communication 107
 - c. Communication 175

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. Students electing Communication as a secondary major must declare with the department.

Although 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, Film and Broadcasting, and Communication Media and Social Change. 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 Department 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 direc-

tion 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 for those who do not have professional experience) normally takes three to five quarters depending on the nature of the project. Tuition usually is charged only for the 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. Students with insufficient undergraduate background in the appropriate social sciences will be required to take Comm 203 or another Communication Theory or Methods course.

3. Typically, students concentrating in film will take Communication 206A,B,C and Communication 223A,B,C, together with additional work in film aesthetics, history, criticism, and such other courses in the social sciences and humanities as would be useful to them. The graduate seminar 203A,B,C is required. Students having an interest in broadcasting will also take 242 and 242A. The rest of the curriculum will be worked out in consultation with his or her advisor.

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, 203, 220, two quarters of 225, 249 or Political Science 273, 309, and an internship with a media organization. The 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. The Master's program in Communication Media and Social Change is designed primarily for students from Asia, Africa, and Latin America. It will entail a two-year commitment on the part of most students and include course work in Communication and

development theory (255, 256), research methods (205, 257) and statistics. Much of a student's second year will be spent in the design, implementation, and write-up of a field research project.

DOCTOR OF PHILOSOPHY

The Department offers the Doctor of Philosophy in Communication Theory and Research with emphases in Attitude Formation and Change, Communication Behavior Through the Life Cycle, Communication Media and Social Change, Information Sciences, and Public Affairs Communication. Regardless of the area of specialization, the Ph.D. program is designed primarily for persons interested in teaching and research careers or policy formation positions.

The Ph.D. program is designed to encompass four years of graduate study (subsequent to completion of the B.A. degree) during which, in addition to fulfilling University residence requirements, Ph.D. candidates are required to:

1. Satisfactorily complete all departmental course requirements.
2. Pass general preliminary examinations by the beginning of the second academic year of study and specialization examinations by the completion of the third academic year of study.
3. Demonstrate proficiency in tools required in area of specialization. Chosen with the advice of the faculty, such tools may include foreign languages, statistics, computer programming, etc.
4. Complete both a Master's research project (first-year project) and a pre-dissertation research project (second-year project).
5. Teach or assist in teaching at least two courses.
6. Have at least one year of work experience in the mass media or in another activity relevant to the area of specialization, prior to writing the dissertation.
7. Complete a dissertation satisfactory to an advisory committee of three or more members and to the University Committee on the Graduate Division.
8. Pass the University oral examination, which may be either a comprehensive examination covering the same area as the written specialization examination or a defense of the dissertation.

Because the multidisciplinary nature of the Department makes it possible for the Ph.D. student to emphasize one of several areas of communication study, there tend to be several "typical" programs of course work followed by various students depending on their area of specialization. Generally, the variation in course programs tends to occur after the first year of graduate study, the first year primarily being devoted to basic "core" courses required of all students.

The department requires that all students, regardless of their area of specialization, fulfill the following course requirements:

Communication 211: Theory of Communication

A minimum of four other advanced Communication Theory courses (numbered 212 and higher). Specification of these courses depends on (a) individual student needs in order to prepare for preliminary examinations, and (b) the requirements of the particular area of specialization chosen by the student.

**Psychology 60: Statistical Methods or
Statistics 60: Introduction to Statistical Methods I**

Communication 213: Computer Analysis of Communication Research Data

Communication 218: Communication Research Methods I

Communication 219: Communication Research Methods II

Communications 309: First-year Research Project

Communication 319: Pre-dissertation Research Project

Depending on the area of Communication study the student chooses to emphasize, additional courses are selected, with the assistance of the advisor, from within the Department's offerings and from other University departments. Requirements vary depending on the area emphasized.

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. These are individually planned for unusually well-qualified students.

Minor for the Degree of Doctor of Philos-

ophy—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 among communication theory, methods, and applications courses will be determined by the candidate and his senior advisor. Communication 211, 218, and 219, together with advanced theory and methodology courses, are 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 grants and 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 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 (Roberts, Dodson)

MWF 10 and Sections T or Th 10

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) W 3:15-5:05

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) 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) TTh 10
and by arrangement*

126. Images, Media, and the Construction of Reality—Images of women and men, racial groups, politics and government, other nations, the future, etc., help to structure individual reality. Media and interpersonal channels convey and color these images. The course emphasizes wide reading in the literature of images.

4 units, Spr (Butler-Paisley) F 3:15-5:05

127. Communication and Public Knowledge—Exposure of the public to knowledge needed for social participation and use of social benefits. Public knowledge levels. Diffusion of new ideas and practices in the public sector. The interplay of media and interpersonal networks.

4 units, Win (Paisley) M 3:15-5:05

128. Communication in Science and Technology—Overview of the information systems of science, their origins and post-war development. Analysis of "horizontal" versus "vertical" information flow. Review of cognitive, social, and political factors that mediate flow.

4 units, Spr (Paisley) F 3:15-5:05

131. Communication and Children—How children come to use the mass media, what information they obtain from the media, and how their behavior is influenced by the media. Prerequisite: consent of the instructor.

3 units, Spr (Roberts) by arrangement

135. General Systems Theory and Communication Research—Introduction to general systems theory through readings, discussion,

and papers. Systems approaches to communication—theory building and research problems. Applications of systems theoretic principles to problems of communication in organizations, international development. Prerequisite: Consent of instructor.

4 units, Aut (Richards and Parker)

192. Economics of Information. Enroll in Economics 192.

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.

4 units, Aut (Rivers) TTh 11

Win (—) by arrangement

Spr (—) by arrangement

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 (—) by arrangement

Spr (—) 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 (Stewart) MW 2:15-4:05

4 units, Spr (Stewart)

111. Humor as Communication—Seminar analyzing wit, humor, and satire in the mass media. Enrollment preference given to senior and graduate majors. Consent of the instructor.

3 units, Spr (Rivers) TTh 11

140. History of American Journalism—Evolution of the democratic mass media in their social, political, economic, technological and professional aspects, with special attention to significant trends and personalities. En-

rollment preference given to senior and graduate majors. Consent of instructor.

3 units, Aut (Stewart) TTh 11

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

4 units, Win (Rivers) TTh 11

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

3 units, Spr (—) W 1:15–3:05

175. Reporting of Public Affairs — Local, state, federal courts; municipal, state, federal administration in the local community. Prerequisites: 100 and 102 and junior or graduate standing.

4 units, Aut (—) by arrangement

*4 units, Spr (Drew) MW 10
by arrangement*

178. Mass Communication in Developing Nations—Structure and roles of the mass media in Africa, Asia, Latin America, and the Middle East.

4 units, Win (Dodson) TTh 9

185. Internship Experience — Professional journalism experience in the print media. Open only to Communication majors.

*0 units (for graduate students) 1 to 4
units (for undergraduate students)
Aut, Win, Spr, Sum (Dodson)
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.

*4 units, Aut (Drew) by arrangement
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

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.

4 units, Spr (Rivers) TTh

FILM AND BROADCASTING

90. Introduction to Film and Video—A basic introduction to the theory and technique of film and television mediated communication, including production exercises in video, film, and sound, and consideration of the fundamentals of script research and writing, and production management. The course is designed mainly for undergraduates, and is a prerequisite for all further film production course work.

4 units, Aut, Win, Spr (Staff) TTh

3:15–5:15 and tutorials by arrangement

101. Film Aesthetics—A theoretical, historical examination of the nature of the film medium. Attention is given to the problems of aesthetics and communication from the viewpoints of practitioner, critic, and audience.

4 units, Aut (Kovács) MWF 10;

evening screenings by arrangement

133. 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 exercises and a short film. The course is designed mainly for undergraduates. Prerequisites: 90 and consent of instructor. Concurrent registration in 134.

*5 units, Win, Spr (Alexander and
Blaustein) Sum (Staff)*

*MW 1:15–3:15 and tutorials
by arrangement*

134. Writing for the Visual Media—Script writing techniques for film and television. Emphasis is placed on both nondramatic and dramatic forms. The course is mainly designed for undergraduates with serious preprofessional concerns. Prerequisite: 90 and consent of instructor for winter and spring, consent of instructor only for summer. Concurrent registration in 133.

*4 units, Win, Spr (Blaustein and
Alexander) Sum (Staff)*

*TTh 1:15–3:15 and 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 (Mayer) MWF 9;
evening screenings by arrangement*

142. Broadcast Communication—The development of American broadcasting and its contemporary problems. (Graduate students register for 242.)

4 units, Aut (Dundes) MWF 11

142B. Broadcast News—Writing, delivery and direction of radio and TV news. Prerequisites: 100, 102, 142, and consent of the instructor.

*4 units, Aut (Drew) MW 11 and
lab by arrangement*

180. Broadcasting and Film Criticism—An attempt to develop a critical view of film. Readings and discussion will consider models of artistic and literary criticism as points of comparison. The student will be introduced to journalistic, psychoanalytical, Marxist, structuralist, and semiological approaches. Weekly reviews will stress the meaning of the films and a lucid writing style. Prerequisites: 101, 141, or 142.

4 units, Spr (Kovács) MWF 9

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 I and consent of instructor.

*4 to 5 units, Spr (Staff) MW 10;
lab. Th 7:30–10:00 p.m.*

205A. Television Production I—Production and direction of news and documentary television programs. Prerequisite: consent of instructor.

4 units, Sum (—)

206A. Film Production I—The first quarter of a three quarter continuing sequence designed for professional training in all phases of the production of motion pictures. The emphasis in production is largely on non-dramatic and documentary forms. Each student will be required to complete a series of exercises and a very short film. Prerequisite: admission to the film M.A. program, and concurrent registration in 223A.

*5 units, Aut (Alexander and Blaustein)
MW 1:15–3:05 and tutorials
by arrangement*

206B. Film Production II—The second quarter of a three quarter continuing sequence designed for professional training in all phases of the production of motion pictures. The emphasis in production is largely on nondramatic and documentary forms. Each student will be expected to produce a short film during the term. Prerequisite: successful completion of 206A and concurrent registration in 223B.

*5 units, Win (Alexander and Blaustein)
MW 1:15–3:05*

206C. Film Production III—The third quarter of a three quarter continuing sequence designed for professional training in all phases of the production of motion pictures. The emphasis in production is largely on nondramatic and documentary forms. Each student will be expected to produce a short film of professional quality during the term. Prerequisite: successful completion of 206B, consent of instructor, and concurrent registration in 223C.

*5 units, Spr (Alexander and Blaustein)
MW 1:15–3:05*

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*

210A,B,C. Topics in Film Study—Each quarter during the academic year a different aspect of film history, criticism, aesthetics, and institutional development will be examined in detail. Admission is by consent of the instructor. Topics for the academic year 1974-75 are the following:

210A. American Experimental Film—A survey of achievements of outstanding American independent filmmakers with an empha-

sis on the works of the last decade. They will be discussed in terms of the aims of various parallel movements in the plastic arts.

3 to 5 units, Aut (Kovács) by arrangement

210B. Classics of Modern European Cinema—A consideration of key works by the most influential *auteur* directors. Through the specific movies the director's gestalt, aims and style will be discussed. Selected criticism will be examined for its ability to interpret the meaning of the films and to place them in a larger cultural context. Special attention will be given to structuralist and semiological methods of interpretation. Bunuel, Bergman, Fellini, Godard, Resnais, Pasolini, and Renoir will be the focus of the course.

3 to 5 units, Win (Kovács) by arrangement

210C. The Movies of Hollywood: Their Making and Meaning—The course will feature two approaches to the phenomenon of Hollywood movies: those of the producer and the critic. The dialogue of the two instructors will focus on selected movies representative of various genres from different periods of Hollywood productions. The following specific aspects will be discussed: the role of the studios past and present; the interaction of producer, director, screenwriter and actors; the star system; the role of the agent; and the validity of certain critical approaches to the films. Permission of the instructor is required for admission.

4 units, Spr (Blaustein, Kovács) by arrangement

216. The Broadcast Editorial—Analyses of radio and television editorials. Students will research, write, deliver and direct their own editorials. Prerequisite: 142 and consent of instructor.

3 units, Aut (Dundes) MW 2:15-4:05

223A. Writing for Film and Broadcasting I—Techniques of research and writing for the visual media. To be taken concurrently with 206A. Open to graduates only.

4 units, Aut (Blaustein and Alexander) TTh 1:15-3:15

223B. Writing for Broadcasting and Film II—Structure and style in the construction of factual film and television scripts. To be taken concurrently with 206B. Prerequisite: 223A.

5 units, Win (Blaustein and Alexander) 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 206C. Prerequisite: consent of instructor.

5 units, Spr (Blaustein and Alexander) TTh 10-12

242. (See 142), *4 units, Aut (Dundes) MWF 11*

242A. Seminar in Government, Industry and Consumer Relations in Broadcasting—The legal, economic and societal factors in both commercial and noncommercial broadcasting today. Prerequisites: 142 and consent of the instructor.

4 units, Win (Dundes) MW 1:15-2:05

242B. Broadcast News Techniques and Production—Writing, delivery and direction of radio and TV news. Prerequisites: 100, 102, 142, and consent of the instructor.

4 units, Win (Dundes) MW 11 plus lab W 2:15-4:05

242C. Seminar in Broadcast Management—An advanced examination of the managerial aspects of commercial and public broadcasting. Prerequisites: 142 or concurrent registration in the School of Law or Graduate School of Business and consent of the instructor.

4 units, Spr (Block) by arrangement

Summer Film and Broadcasting Institute

(See the 1975 Summer Session Bulletin, available in February, 1975.)

COURSES FOR GRADUATES

203. Process and Effects of Communication—Theory of communication process for Communication A.M. students.

3 units, Win (Maccobby, Drew)

207. Introduction to Communication Research Methods—Formulation of research problems, research design, sampling, data collection and analysis. Examples will be drawn from the communication and national development literature. Designed primarily for students in the Communication and Social Change M.A. program. Prerequisite: Psychology 60 or equivalent.

5 units, Win (Hornik) TTh 1:15-3:05

211. Theory of Communication—Approach-

es to communication theory, seminar and tutorial meetings; extensive reading and papers. Required of all Communication doctoral students; others by consent of instructor.

4 to 5 units, Aut (Roberts) 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. Prerequisites: 211 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 (Mick) 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 (Mick) by arrangement

218. Communication Research Methods I—Methods of research in mediated and interpersonal communication. Application of scientific method to communication research. Logic of inquiry, conceptualization of variables, design of experiments. Prerequisite: elementary statistics.

4 units, Win (Parker) MW 3:15-5:05

219. Communication Research Methods II—Continuation of 218. Sampling, field data collection, attitude scaling, preparation of data for computer processing, data analysis and interpretation.

4 units, Spr (Paisley) 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 (Staff) by arrangement

226. Images, Media, and the Construction of Reality—Same as 126, but graduate students are expected to complete an independent project of "potentially publishable" quality.

4 units, Spr (Butler-Paisley) F 3:15-5:05

227. Communication and Public Knowledge—Same as 127, but graduate students are expected to complete an independent project of "potentially publishable" quality.

4 units, Win (Paisley) M 3:15-5:05

228. Communication in Science and Technology—Same as 128, but graduate students are expected to complete an independent project of "potentially publishable" quality.

4 units, Spr (Paisley) F 3:15-5:05

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. Particular emphasis on children and the media. Prerequisite: consent of instructor.

4 units, Spr (Roberts) by arrangement

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

4 units, Spr (Staff) by arrangement

241. The New Journalism—Analysis of the "New Journalism" with individual practice in writing. Prerequisite: A.M. candidates only, with professional writing experience.

4 units, Aut (Dodson) MW 1:15-3:05

242. Broadcast Communication—See 142.

251. Teaching Seminar—Discussions of effective teaching methods led by Stanford teachers from several departments. Prerequisite: graduate standing.

1 unit, Aut (Rivers) T 12-1

252. Research Seminar—Discussions of research projects—research design, field work, problems, etc.—led by Communication teachers and advanced graduate students who are conducting research. Prerequisite: graduate standing.

1 unit, Win (Rivers) T 12-1

255. Communication Theory and Social Change—This is a seminar for students in the new Communication Media and Social Change M.A. program and for other students with the instructor's consent. Various theoretical approaches to the communication process and its effects are examined. Student papers, exercises and tutorial meetings supplement the weekly seminar meetings.

4 units, Aut (Mayo) F 1:15-3:05

256. Communication Media and Social

Change—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 (Mayo and McAnany)
T 4:15-6:05*

257. Evaluative Research Methods for Mass Media Project in Developing Countries—Nature of evaluation and evaluation design, problems of field work, construction of instruments. During the quarter each student will prepare a complete evaluation design for a project using mass media in a developing country. Prerequisites: Psychology 60, Comm. 207 (or equivalents), Comm. 256.

*4 units, Spr (McAnany and Hornik)
F 1:15-3:05*

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 (Staff) by arrangement

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

264. Applications of Information Science in Health—Applications of information science and quantitative analysis techniques to health-related areas including medical decision-making, health information systems, regional health planning, and clinical research.

3 units, Win (Sondik) by arrangement

265. Information Technology and Society—The social history of information technology will be used as background against which to examine the social, economic and public policy implications of current and potential changes in information technology and in the institutions controlling that technology. Policy options associated with cable television, communication satellites and computer information systems will be discussed.

3 units, Spr (Parker) by arrangement

270. Advanced Communication Theory and

Method Seminar I—May be repeated for credit. Topic and instructor change each year. Prerequisites: 211 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: 211 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: 211 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

276. Research in Teleconferencing—Introduction to the technologies of electronic person-to-person communication and a short survey of existing systems, both operational and prototype. The main focus of the seminar will be on behavioral and social research that has been, is now being, and should be conducted in order to evaluate such systems with respect to system users and user communities. Questions of teleconference system policy and specific application may also be discussed.

3 units, Aut (Miller, Parker) T 2:15-4:05

280. Telecommunications Systems and Public Policy—(Same as Engineering-Economic Systems 280.) 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 sys-

tems, 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.

3 to 6 units (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) Th 12

347. Management of Marketing Communications. Enroll in Graduate School of Business.

449A. Consumer Behavior. Enroll in Graduate School of Business.

COMPARATIVE LITERATURE

Committee in Charge: Herbert Lindenberg, Chairman; Joaquim F. Coelho, Robert G. Cohn, Gerald Gillespie, David G. Halliburton, James J. Y. Liu, Charles R. Lyons.

Professors: Jean Franco (Spanish and Comparative Literature), Gerald Gillespie (German Studies and Comparative Literature), Herbert Lindenger (Comparative Literature and English), Charles R. Lyons (Drama and Comparative Literature), N. Scott Momaday (English and Comparative Literature), Makoto Ueda (Japanese and Comparative Literature)

Visiting Professor: Mikel Dufrenne (Comparative Literature), autumn, 1974–75.

Associate Professor: David G. Halliburton

(English, Comparative Literature, and Modern Thought and Literature)

Assistant Professors: N. Gregson Davis (Classics and Comparative Literature), John B. Foster (English and Comparative Literature)

The interdepartmental program in Comparative Literature admits students for the Ph.D. It also supervises a minor program for students working toward the Ph.D. in individual language departments and, in conjunction with the Humanities Honors Program, offers a concentration in Comparative Literature for undergraduates.

UNDERGRADUATE HONORS PROGRAM

The undergraduate program is designed for students who combine a strong commitment to literary study with the drive and the ability to master foreign languages. Students planning to concentrate in Comparative Literature must apply for admission to the Humanities Honors Program and for graduation with Honors in Humanities.

Freshmen and sophomores interested in the program must first consult with the Director or the Associate Director of the Humanities Honors Program. Because of the strong language requirements, the consultation should take place at the earliest opportunity, preferably during the freshman year. Students who have not started their second foreign language by the sophomore year have little chance of fulfilling the program requirements on schedule. No student may declare a major later than two weeks after the start of the junior year. After admission to the program, the student will be assigned an adviser drawn from the Committee on Comparative Literature.

Students in the program do not need to complete a formal major in another field but, in order to satisfy the final requirement listed below, they will normally have a major, or the equivalent of a major, in a single national literature. Requirements are as follows:

1. Western Thought and Literature — Humanities 61 or 62. Completion of the full Humanities 61, 62, 63 series is strongly recommended.
2. Two seminars drawn from the series Hu-