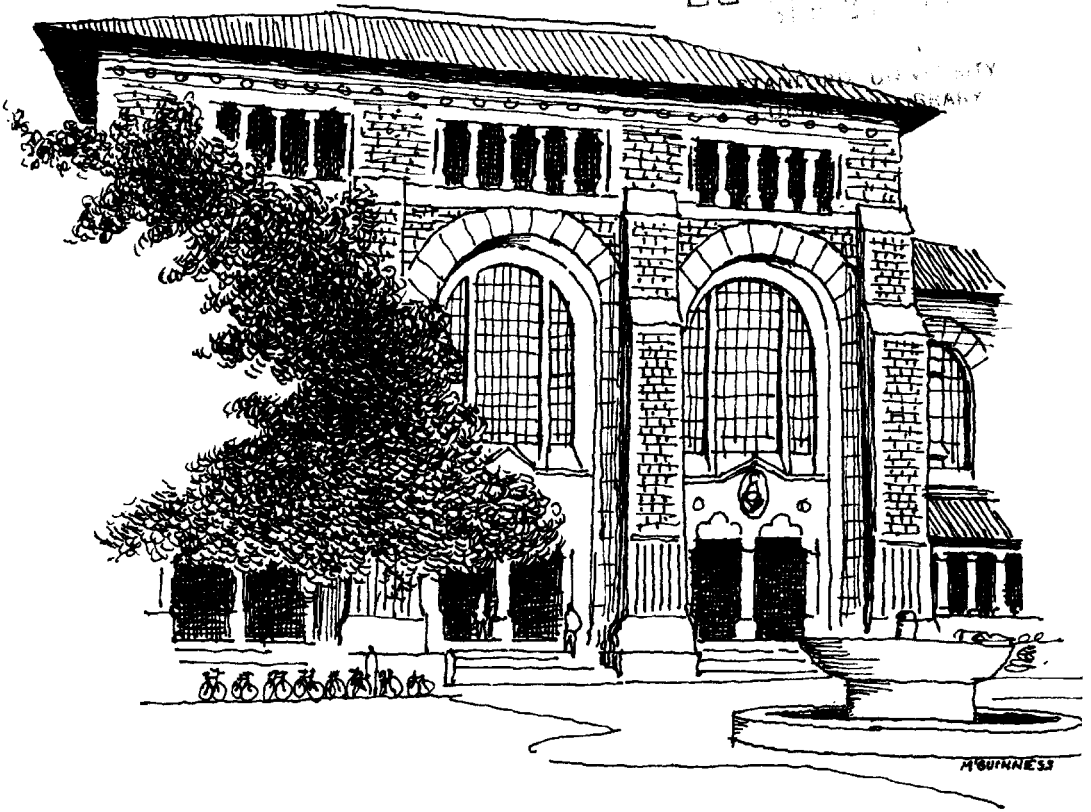


STANFORD
UNIVERSITY
BULLETIN

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Courses and Degrees
1975~76

INTRODUCTORY COURSES

102. History of Greece—A survey of the history of ancient Greece from the Bronze Age through the Age of Pericles down to the death of Alexander the Great (323 B.C.).

4 to 5 units, Aut (Raubitschek)

MTWTh 2:15

103. History of Rome—A survey of the history of the Roman people from the founding of Rome (c. 753 B.C.) to the fall of the Roman Empire in the West (476 A.D.).

4 to 5 units, Win (Nicols) MTWTh 2:15

MORE SPECIALIZED COURSES

115. Historiography and Ancient History—An examination of the nature and purpose of history as well as the aims and methods of historians. Reading and discussion will focus on historians of antiquity (Thucydides, Herodotus, Polybius, Livy, Tacitus) and a modern historian of Rome (Gibbon).

3 to 4 units, Spr (Nicols)

See also Religion 132, Religion in the Ancient Near East.

160. Individual Work in Ancient History.

By arrangement

174. Roman Law and Political Institutions—An introductory study of Roman private and public law; the family, the administration of justice, the practice of government.

3 to 4 units, Spr, given 1976–77

261. Individual Work in Greek History.

By arrangement

262. Individual Work in Roman History.

By arrangement

Religion and Mythology

163. Comparative Mythology: Topics from Greek and Roman, Near-Eastern and African Culture—(Same as Comparative Literature 163.)

3 to 4 units, Spr (Davis)

Art and Archaeology

101. Archaic Greek Sculpture and Painting.

2 to 3 units, Aut (Miller) given 1976–77

102. Classical Greek Sculpture and Painting.

2 to 3 units, Win (Miller) given 1976–77

104. Greek Vase Painting.

3 units, Win (Miller)

106. Art and Monuments of the Romans.

4 units, Spr (Wigodsky)

108. Topography and Monuments of Greece.

3–4 units, Aut, Spr (Raubitschek)

See also Art 100 A, B, C, and 103.

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, Spr (Devine)

201. Introduction to Classical Scholarship.

1 unit, Aut, Win, Spr (Staff)

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, Spr (Devine)

240, 241. Elementary Sanskrit.

3 units, Aut, Win (Devine)

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, Everett M. Rogers. *Adjunct Professors:* Ronald Alexander, Julian Blaustein. *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: Don Dodson, Robert C. Hornik, Steven Kovács, John K. Mayo, Emile McAnany, Donald F. Roberts, Edward J. Sondik. *Acting:* David B. Jones, Diana Tillinghast, Charles D. Whitney

Lecturers: Richard C. Block, Jules Dundes, Marion Lewenstein, Arthur C. Mayer, Matilda Butler-Paisley, 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, or in evaluation research for mass media projects in developing countries. 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 (a) the general study of communication and the mass media, (b) preprofessional study in journalism or (c) preprofessional study in 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 except with the prior written consent of his advisor. 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. Any two of the following Communication courses: 126, 127, 128, 131, 135 or 192
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.

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 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 normally takes three to five quarters depending on the nature of the independent 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 Communication 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 or 241, 203, 220, 149 or two quarters of 225 or Political Science 273, and 309. 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 (207, 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 A.B. 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

Communication 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 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 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 (Dodson, Roberts) 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

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

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: Communication 1 or equivalent.

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)

149. Communication Law (Same as Law 149)—This course introduces non-law students to the issues surrounding government regulations of the mass media. These issues emerge in virtually every aspect of the operation in print or broadcast media—getting permission from the FCC to begin broadcasting; what media may do to obtain desired information; regulate controls on what media may publish—or must publish; constraints on demonstration on the vital productions. Major attention will be given to decisions of the Supreme Court involving first amendment issues. May not be offered 1976-77.

5 units, Spr (Franklin) TWTh 8:30-9:50

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 (Staff) TTh 11

Win (Staff) by arrangement

Spr (Staff) 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 (Staff) by arrangement

Win (Staff) by arrangement

Spr (Staff) 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 (Staff) MW 2:15-4:05

4 units, Spr (Staff)

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

4 units, Aut (Stewart) MWF 3:15-4:05

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

4 units, Spr (Lewenstein) TTh

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 (Lewenstein) MWF 10
Spr (Whitney) MW 10
by arrangement*

176. Grass Roots Reporting—Field work in a census tract. Students will write journalistic articles on community life through the use of participant observation, interviewing, and documentary sources such as census data.

4 units, Win (Dodson) by arrangement

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*

225A. Problems of the Mass Media—Visiting lecturer series. Prerequisite: any other Communication course. May be repeated once for credit.

*1 unit, Aut (Nelson, Tillinghast)
T 4:15-5:15*

225B. Problems of the Mass Media — Continuation of 225A. Prerequisite: 225A. May be repeated once for credit.

*1 unit, Win (Nelson, Tillinghast)
T 4:15-5:15*

232. Public Policy Toward the Mass Media (Same as Political Science 194C.)—Seminar is an examination of the policy processes relating to the mass media: how technological

and regulatory developments will affect the future of mass media; an effort to define a more coherent public policy toward communications and society.

4 units, Spr (Cater) M 4:15-5:30

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

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

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 (Crowley) TTh 4:15-
5:30 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 the practitioner, the critic, and the 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)
Sum (Staff) TTh 2:15-4:05
and tutorials by arrangement*

134. Writing for the Visual Media—Script writing techniques for film and television. Emphasis is placed on conceptualizing and executing ideas for the films made jointly with 133, as well as on preproduction preparation for those films. The course is designed mainly for undergraduates with preprofessional concerns. Prerequisite: 90 and consent of instructor for winter and spring, con-

sent of instructor only for summer. Concurrent registration in 133.

*4 units, Win, Spr (Jones, D. B.)
Sum (Staff) MW 2:15-4:05 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 (Staff) 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

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 A.M. program, and concurrent registration in 223A.

*5 units, Aut (Alexander and Jones, D. B.)
MW 2:15-4:05 and tutorials
by arrangement*

206B. Film Production II—The second quarter of a three-quarter continuing se-

quence for training in the production of motion pictures. During this term and finishing in the third quarter, each student will be expected to produce a film approximately ten minutes in length. Prerequisite: successful completion of 206A and concurrent registration in 223B.

*5 units, Win (Alexander and Jones, D.B.)
MW 2:15-4:05*

206C. Film Production III—Continuing 206B. Prerequisite: successful completion of 206B, consent of instructor, and concurrent registration in 223C.

*5 units, Spr (Alexander and Jones, D. B.)
MW 2:15-4:05*

208A. Seminar in Film and Broadcasting I—Limited to Film and Broadcasting A.M. students.

1 to 2 units, Aut (Breitrose) M 4:15-5:30

208B. Seminar in Film and Broadcasting II—Limited to Film and Broadcasting A.M. students.

1 to 2 units, Win (Breitrose) M 4:15-5:30

208C. Seminar in Film and Broadcasting III—Limited to Film and Broadcasting A.M. students.

1 to 2 units, Spr (Breitrose) M 4:15-5:30

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. Contemporary Eastern European Film—The evolution of Eastern European cinema from the dogma of socialist realism. Readings will focus on the role of the arts in Communist society as articulated by Hegel, Marx, Engels, Lenin, Stalin, Mao, Trotsky, Lukacs and others. An attempt will be made to establish the tenets of socialist realism and examine its dialectical relationship to recent developments in Soviet, Polish, Hungarian, Czech, and Yugoslav cinema. Weekly screenings will feature highlights from the works of contemporary Eastern European directors.

4 units, Aut (Kovács) MW 1:15-2:05

210B. Japanese Cinema—A survey of Japanese film, including the work of Mizoguchi, Kurosawa, Ozu, Hani, Oshima, and Ichikawa. Through a selection of films and read-

ings the course will attempt to explore the significance of Japanese films in terms of their social and cultural background. Weekly screenings.

4 units, Win (Kovács) by arrangement

210C. Five American Directors—The work of John Ford, Howard Hawks, Orson Welles, Alfred Hitchcock and Stanley Kubrick will be examined in light of the auteur theory. Weekly screenings.

4 units, Spr (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 I—Techniques of writing for the visual media. Emphasis is placed on conceptualizing and executing ideas for the production work done jointly with 206A as well as on pre-production for that work. The course will include some introductory writing assignments. To be taken concurrently with 206A. Open to graduates only.

*4 units, Aut (Alexander and Jones, D. B.)
TTh 2:15-4:05*

223B. Writing for Film II—Form and style in the construction of fiction and non-fiction scripts. Much attention will be given to script for the film to be made jointly with 206B and 206C. Writing assignments will aim at preparing the student for a full script to be written for 223C. To be taken concurrently with 206B. Prerequisite: 223A.

*5 units, Win (Alexander and Jones, D. B.)
TTh 2:15-4:05*

223C. Writing for Film III—Course divided between seminar in more advanced writing and individual work with instructor on student's script. Time will also be devoted to problems revealed by work on productions for 206C. To be taken concurrently with 206C. Prerequisite: consent of instructor.

*5 units, Spr (Alexander and Jones, D. B.)
TTh 2:15-4:05*

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 by arrangement*

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.

4 units, Spr (Block) by arrangement

Summer Film and Broadcasting Institute

(See the 1976 Summer Session Bulletin, available in February, 1976.)

COURSES FOR GRADUATES

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

3 units, Win (Maccoby)

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—Approaches 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 (Maccoby) TTh 3:15-5:05

212. Persuasive Communication—Seminar on campaigns designed to change information attitudes and behavior with particular reference to health. Designed for Ph.D. students in Communication. For others, consent of instructor.

4 units, Win (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

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, Aut (Paisley) MW 4:15–5:30

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 (Hornik) MW 4:15–5:30

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. For A.M. students.

*4 units, Spr (Tillinghast) by arrangement
Sum (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, Spr (Breitrose) 10:00

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

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

238. Social Effects of the Mass Media Among Adults—Survey and critique of the research literature in the varied sub-areas of this field. Emphasis on useful directions for future research. Prerequisite: 211 or consent of the instructor.

4 units, Spr (Hornik) T 2:15–4:05

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

242. Broadcast Communication—See 142.

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 (Staff) T 12–1

255. Communication Theory and Social Change—This is a seminar for students in the Communication Media and Social Change A.M. 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 2:15–4:05

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 2:15–4:05*

257. Evaluative Research Methods for Mass Media Projects in Developing Countries (Same as Education 214)—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: Basic statistics, 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

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 (Staff) 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

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 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.

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: W. B. Carnochan, Acting Chairman; Joaquim F. Coelho, Phillip Damon, N. Gregson Davis, Gerald Gillespie, James J. Y. Liu, Charles R. Lyons.

Professors: Jean Franco (Spanish and Com-