

# STANFORD UNIVERSITY BULLETIN

Courses and  
Degrees 77-78



### Art and Archaeology

**108. Topography and Monuments of Greece.** (DR:H)  
3-4 units, Aut, Spr (Raubitschek)

**167. Buildings of Classical Athens.** (DR:X)  
3-4 units, Win (Miller)

See also Art 100A, B, C, and Art 101; Classics 214 (above).

### Other Courses

All courses (DR:X)

**153. Introduction to Indo-European Linguistics**—(Same as 253.) Prerequisite: some knowledge of one foreign language, preferably Latin, a Romance language, or ancient or modern Greek.

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 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, the Romance languages, and English.

4 units, Spr (Devine) TTh 9

**240, 241. Elementary Sanskrit**—See also Greek 221.

3 units, Aut, Win (Devine)

## COMMUNICATION

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

*Chairman:* Henry Breitrose

*Director, Institute for Communication Research:* Nathan Maccoby

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

*Professors:* Henry S. Breitrose, Lyle M. Nelson, Edwin B. Parker, William L. Rivers, Everett M. Rogers, *Adjunct Professors:* Ronald Alexander, Julian Blaustein. *Consulting:* S. Douglass Cater, Jr, John Hulteng. *By Courtesy:* Michael L. Ray, Eugene J. Webb. *Visiting:* Kenneth N. Stewart

*Associate Professors:* William J. Paisley, Donald F. Roberts

*Assistant Professors:* Don Dodson, Robert C. Hornik, Marion Lewenstein, John K. Mayo, Emile McAnany, Diana Tillinghast

*Lecturers:* Richard C. Block, Patrick Crowley, Jules Dundes, Jon Else, Arthur C. Mayer, Harry Press, Kris Samuelson

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 Ph.D. students.

The Professional Journalism Fellowship Program brings promising young journalists to study at the University in a non-degree 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 when the applicant is prevented from taking the tests.

## 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 broad-

casting. 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. The 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 may not count more than 40 units towards the A.B. degree within the department except with the prior written consent of his adviser. 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 I 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: 128, 131, 135, 145, 146, 190, or other as agreed to by adviser
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. Students in Film and Broadcasting may concentrate in either film production or broadcast management and news. Students concentrating in Broadcasting would take Communication 142, 242A, B, C and 205A. The film sequence requires Communication 223A, B, C and 224A, B, C. Courses in film aesthetics, history and criticism are also available. All students may select, in consultation with their advisers, other courses in the department or outside it. The graduate seminar, 208A, B, C is required of all Film students and is available to Broadcast students.  
*Note:* While the department maintains complete film production facilities for teaching and research purposes, the costs of supplies and laboratory services are the responsibility of the student. These costs currently approximate \$1,000 for the three quarters.
4. Students in the Journalism Master's program are required to take: Communication 100, 102, 107, 149, 150, 175, 203, 220, 225A, 225B, 266, 267 and 309. Students with undergraduate journalism training or media experience should check with their advisers to determine which of the above departmental courses could 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. Subsequent to completion of a core program, students may emphasize such areas as Attitude Formation and Change, Communication Behavior Through the Life Cycle, Communication Media and Social Change, Communication and Health, 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 211A: Theory of Communication I

Communication 211B: Theory of Communication II

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

Psychology 151: Statistical Methodology

Psychology 152: Analysis of Data

Education 222A, B, C, or Decision Analysis in Education: Decision Analysis I

Communication 213: Computer Analysis of Communication Research Data

Communication 217: Communication Research Methods I

Communication 218: Communication Research Methods II

Communication 219: Communication Research Methods III

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 introduction to mass communication and its effect on society; the responsibility and ethics of the press; the role of economics and government regulation in determining what the consumer of mass media messages receives. Open to non-majors. (DR:S)

*5 units, Win (Staff) Consult Time Schedule*

**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. (DR:S)

*3 units, Spr (Paisley) W 3:15-5:05*

**111. Humor as Communication**—Seminar analyzing wit, humor, and satire in the mass media. Enrollment preference given to senior and graduate students. Consent of the instructor. Prerequisite: 100. (DR:X)

*4 units, Spr (Rivers) TTh 11*

**128. Scientific and Technical Communication**—Overview of the information systems of science and technology, their origins and post-war development. Analysis of "horizontal" versus "vertical" flow of scientific and technical information (STI). Communication of STI to scientists, technologists, professionals, and the public. Emphasis on political, social, and cognitive factors that mediate the flow of STI. (Graduate students sign up for 228.) (DR:X)

*4 units, Aut (Paisley) TTh 10-12*

**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. (DR:X)

*4 units, Win (Roberts) TTh 10-12*

**132. Communication and Children**—Continuation of 131. (DR:X)

*3 units, Spr (Roberts) by arrangement*

**147. Intercultural Communication**—The influence of cultural value orientations on perceptions and styles of communication between persons of different cultures. Focus will be on the cross-cultural educational context and process. Stereotyping, culture shock, learning styles and appropriate alternatives to assimilation will be explored in seminars, readings, simulations and video-tape. Cross-cultural communication training theory and methodology will be developed for application in international and U.S. multicultural environments.

*4 units, Spr (Rogers, Clarke) T 3:15-5:05 plus one 2-hour laboratory session*

**149. Communication Law**—(Same as Law 149. Graduate students sign up for Communication 249) This course introduces non-law students to mass communication law and policy, especially legal issues of importance to journalists: access to the media, libel, privacy, shield laws, trial coverage, censorship, obscenity, pornography and antitrust cases. The course will also be concerned with the regulation of the telecommunications industry by the FCC. (DR:X)

*5 units, Win (Franklin) MWF 8:45-9:50*

*4 units, Spr (Tillinghast) drhr*

**199. Individual Work**—Major students with high academic standing are permitted to undertake individual work. (DR:X)

*1 to 4 units, any quarter (Staff) by arrangement*

## JOURNALISM

**100. Editorial Techniques I**—A reporting and writing course emphasizing various forms of journalism: news, interpretation, features, opinion. Detailed criticism of writing. Communication 102 must be taken concurrently. (DR:X)

4 units, Aut (Rivers) TTh 11  
(Lewenstein) TTh 1:15-2:05  
(Staff) Consult time schedule  
Win (Hulteng)  
(Lewenstein) TTh 1:15-2:05  
Spr (Todd)  
(Durham)  
(Staff) Consult time schedule  
(Staff) Consult time schedule

**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. (DR:X)

1 unit, Aut (Lewenstein) T 2:15-4:05  
(Staff) Consult time schedule  
(Staff) Consult time schedule  
(Staff) Consult time schedule  
(Staff) Consult time schedule  
Win (Lewenstein) T 2:15-4:05  
(Staff) Consult time schedule  
Spr (Staff) Consult time schedule  
(Staff) Consult time schedule  
(Staff) Consult time schedule  
(Staff) Consult time schedule

**107. Editorial Techniques II**—Copy editing, headline writing, news display, and picture cropping. With laboratory that includes editing copy. Associated Press, news evaluation and page make-up. Prerequisites: 100 and 102. (DR:X)

4 units, Aut (Press) M 1:15-5:05  
Win (Todd)  
(Durham)  
Spr (Tillinghast)  
(Staff) Consult time schedule

**119. Sports Culture**—Sports as an institution, relating to business, education, labor, advertising, press coverage, and entertainment. (DR:X)

2 units, (Koppett)

**140. History of American Journalism**—Evolution of the democratic mass media in their social, political, economic, technological and professional aspects, with special attention to coverage of specialized phenomena such as women, minorities, science, courts, and others. (Graduate students register for 240.) (DR:S)

4 units, Spr (Lewenstein)

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

4 units, Win (Rivers) TTh 11

**175. Reporting of Public Affairs**—Coverage of traditional news beats, such as police, city hall, education and courts as well as issue-oriented coverage of policy area beats. Prerequisites: 100 and 102 and junior or graduate standing. (DR:X)

5 units, Aut (Staff)  
Win (Tillinghast)  
Spr (Lewenstein)

**185. Internship Experience**—Professional journalism experience in the print media. Open only to Communication majors. (DR:X)

0 units for graduate students  
1 to 4 units for undergraduate students Aut,  
Win (Lewenstein) by arrangement  
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. (DR:X)

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

**225B. Problems of the Mass Media**—Continuation of 225A. Prerequisite: 225A. May be repeated once for credit. (DR:X)

1 unit, Win (Rivers, Nelson) 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. (DR:X)

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

**267. Specialized Workshops**—One or more classes will be offered in new journalism, science, business, book publishing, or other specialized skills by practicing professionals. These will be classes with writing or workshop projects oriented toward the field of specialty. Consult Time Schedule to see which specific courses will be offered 1977-78. (DR:X)

4 units, Spr (Staff)

## 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. (DR:X)

4 units, Aut, Win (Staff) 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. (DR:H)

*4 units, Aut (Staff) 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. (DR:X)

*5 units, Win (Alexander)*

*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, consent of instructor only for summer. Concurrent registration in 133. (DR:X)

*4 units, Win, Spr (Blaustein)*

*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. (DR:H)

*4 units, Win (Mayer) TTh 3-5 evening screenings by arrangement*

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

*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. (DR:X)

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

**143. Anthropology of Film**—Nature of the ethnographic film as a documentary form is examined through viewing and analysis of classical and current films; also explores uses of film and video tape as a tool for the analysis and presentation of cognitive, social, and kinesic aspects of culture and as a vehicle for the anthropological research. Same as Anthropology 128. (DR:A)

*4 units, Spr (Gibbs) MW 10 T 7:30-10*

**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 com-

parison. 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. (DR:H)

*4 units, Spr (Staff) MWF 9*

Summer Film and Broadcasting Institute (See the 1976 *Summer Session Bulletin*, available in February, 1976.)

## COURSES FOR GRADUATES

All courses (DR:X) unless noted otherwise.

**203. Process and Effects of Communication**—A precision journalism course on behavioral science techniques that can be used by reports. Content analysis of public documents, public opinion surveys and evaluation of experimental studies. Prerequisite: Journalism Masters student or consent of instructor.

*4 units, Win (Tillinghast) Consult Time Schedule*

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

*4 units, Sum (Staff)*

**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 A.M. program. Prerequisite: Psychology 60 or equivalent.

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

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

*1 unit, Aut (Breitrose) M 4:15-6:00*

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

*1 unit, Win (Breitrose) M 4:15-6:00*

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

*1 unit, Spr (Breitrose) M 4:15-6:00*

**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. Consult time schedules for 1977-78 topics. (DR:H)

**211A. Theory of Communication**—Approaches to communication theory, seminar and tutorial meetings; extensive reading and papers. Required of all Communication doctoral stu-

dents; others by consent of instructor.  
*4 to 5 units, Aut (Roberts) TTh 3:15-5:05*

**211B. Theory of Communication**—Continuation of 211A. Prerequisite: 211A.  
*4-5 units, Win (Rogers) TTh 1:15-3:05*

**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*

**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*

**217. Doctoral Research Methods I**—Application of scientific method to communication research. Logic of inquiry, conceptualization of variables, design of experiments. Previous or concurrent enrollment in statistics required.  
*4 units, Aut (Parker) MW 4:15-5:30*

**218. Doctoral Research Methods II**—Continuation of 217. Sampling, questionnaire design, survey administration, attitude scale construction, introduction to computer analysis of data.  
*4 units, Win (Paisley) MW 3:15-5:05*

**219. Doctoral Research Methods III**—Continuation of 218. Analysis of data, selected multivariate models, nonexperimental causal inference.  
*4 units, Spr (Hornik) MW 4:15-5:30*

**220. Mass Media in Society**—The nature and social responsibilities of the media, the structure of the industry, and problems and issues in the mass media. For A.M. students.  
*4 units, Aut (Tillinghast) MW 10-12*  
*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, given 1977-78*

**223A. Writing for Film I**—Emphasis is placed on conceptualizing and executing ideas for the production work done jointly with 224A as well as on pre-production for that work. The course will include some introductory writing assignments. To be taken concurrently with 224A. Open to graduates only.  
*5 units, Aut (Blaustein and Alexander) 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 224B and 224C. Writing assignments will aim at preparing the student for a full script to be written for 223C. To be taken concurrently with 224B. Prerequisite: Consent of instructor.  
*5 units, Win (Blaustein and Alexander) TTh 10-12*

**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 224C. To be taken concurrently with 224C. Prerequisite: consent of instructor.  
*5 units, Spr (Blaustein and Alexander) TTh 2:15-4:05*

**224A. 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 to prepare for the production of a film during the next two quarters. Prerequisite: admission to the film A.M. program, and concurrent registration in 223A.  
*5 units, Aut (Alexander and Blaustein) MW 2:15-4:05 and tutorials by arrangement*

**224B. Film Production II**—The second quarter of a three-quarter continuing sequence 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 224A and concurrent registration in 223B.  
*5 units, Win (Alexander and Blaustein) MW 2:15-4:05*



**224C. Film Production III**—Continuing 224B. Prerequisite: successful completion of 224B, consent of instructor, and concurrent registration in 223C.

5 units, *Spr (Alexander and Blaustein) MW*  
2:15-4:05

**228. Scientific and Technical Communication**—Overview of the information systems of science and technology, their origins and post-war development. Analysis of "horizontal" versus "vertical" flow of scientific and technical information (STI). Communication of STI to scientists, technologists, professionals, and the public. Emphasis on political, social and cognitive factors that mediate the flow of STI. Graduate students are expected to complete an independent project of "potentially publishable" quality.

4 units, *Aut (Paisley) TTh 10-12*

**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*

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

**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*

**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 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) 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) F 1:15-3:05*

**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*

**266. Mass Communication Media**—Focusing mainly on daily newspapers and television, this course examines the roles of markets and government regulation in shaping print and electronic communication media. Among topics included are public goods and economies of scale, advertising, product choice, and audience determination, inter- and intra-media monopolistic competition, the FCC, demise of the metropolitan press, cable TV, policy issues and future prospects. Prerequisite: Economics 51. Same as Economics 159.

5 units, *Spr (Rosse) TTh 11-1:00*

**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: Accelerated Knowledge Transfer**—Review of communication theory, communication technology, and perceptual/cognitive psychology to adduce principles of accelerated knowledge transfer, primarily in the context of scientific and technical communication.

*3 units, Spr (Paisley) M 3:15-5:05*

**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*

**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) by arrangement*

**331. Public Affairs Comprehensive Review**—For Public Affairs Ph.D. candidates only.

*1 to 6 units, Aut, Win, Spr (Rivers) by arrangement*

## COMPARATIVE LITERATURE

*Committee in Charge:* Herbert Lindenberger, *Chairman*; Marc Bertrand, Joaquim F. Coelho, Gerald Gillespie, N. Gregson Davis, Joseph Harris, Makoto Ueda, William M. Todd III

*Professors:* Jean Franco (Spanish and Comparative Literature), Gerald Gillespie, on leave 1976-77 (German Studies and Comparative Literature), Herbert Lindenberger (Comparative Literature and English), James J. Y. Liu (Chinese and Comparative Literature), Charles R. Lyons (Drama and Comparative Literature), N. Scott Momaday, on leave 1976-77 (English and Comparative Literature), Makoto Ueda (Japanese and Comparative Literature)

*Associate Professors:* Joaquim F. Coelho (Portuguese and Comparative Literature), N. Gregson Davis (Classics and Comparative Literature), David G. Halliburton (English, Comparative Literature, and Modern Thought and Literature)

*Assistant Professors:* Robert Ball (Spanish and Comparative Literature), John B. Foster (English and Comparative Literature), Mary Pratt (Spanish and Portuguese and Comparative Literature), William M. Todd III (Slavic 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 rigorous 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