

STANFORD UNIVERSITY BULLETIN

Courses and Degrees
1980-81

CURSELEY LIBRARY

AUG 20 1980



Field Research Program—It is expected that undergraduates who complete this course satisfactorily will be candidates for participation in a summer field program involving archaeological and geological research in Greece. The program is part of Stanford in Greece and is made possible by the Stanford on the Aegean fund. Participation is open to majors in all fields. For further information, please consult M. H. Jameson, Classics, or Tj. van Andel, Geology.

160. Individual Work in Human Settlement and Landscape in the Aegean.

By arrangement

260. Individual Work in Human Settlement in Landscape in the Aegean.

By arrangement

(Courses at the 200 level are mainly for graduate students.) All 200 courses (DR:X)

255. Homer and the Monuments.

5 units, given 1981-82

See also Art 100 A, B, C, D, and Art 102.

INDO-EUROPEAN LINGUISTICS

25. Greek and Latin Words in Modern English—Study of the Greek and Latin roots of modern scientific vocabulary and of the origins and development of the English language. No foreign language required; recommended both for science and humanities students. (DR:H)

3 units, *Spr* (Devine)

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. (DR:H)

4 units, given 1981-82

221. Greek and Latin Phonetics. (DR:X)

5 units, *Aut* (Devine)

240, 241. Elementary Sanskrit. (DR:X)

3 units, given 1981-82

252. Greek and Latin Linguistics—Introduction to Greek and Latin linguistics. The emphasis is on a general understanding of those aspects of language analysis that are relevant to literary studies. (DR:X)

5 units, given 1981-82

253. Introduction to Indo-European Linguistics—(Same as Linguistics 249.) 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. (DR:X)

5 units, given 1982-83

PROGRAM IN THE HISTORY OF SCIENCE

The Classics Department participates in the History of Science Program. For a description of the program see the section "History of Science Program" in this bulletin.

138A,B. Introduction to Exact Sciences: Cosmology—A two-quarter sequence on the history of the exact sciences, with special emphasis on the field of cosmology. Primary interest will be in the technical aspects of the classical theories (Ptolemaic and Copernican), including mathematics, astronomy, physics, and chemical theory, but major attention will also be given to the more speculative aspects in natural philosophy and theology.

138A. 4 units, *Aut* (Knorr) MWF 11
plus section

138B. 4 units, *Win* (Knorr)

238. Seminar in the History of Science.

By arrangement (Knorr)

338. Advanced Seminar in the History of Science.

By arrangement (Knorr)

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

Director, Film and TV Production Center: Julian Blaustein

Professors: Elie Abel, Henry S. Breitrose, John Hulteng, Lyle M. Nelson, Edwin B. Parker (on leave), William L. Rivers, Everett M. Rogers. *By Courtesy:* Michael L. Ray, Eugene J. Webb

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

Adjunct Professors: Ronald Alexander, Julian Blaustein, Marion Lewenstein

Assistant Professors: Bella Mody, Diana Tillinghast. *Acting:* Dennis Foote

Lecturers: Richard C. Block, Jules Dundes, Leonard Koppett, Celia Lighthill, Harry Press, Douglas S. Solomon

Consulting Professor: Irv Drasnin

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 broadcasting, 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 the advisor, to select appropriate courses in humanities, social sciences, and sciences. Most commonly, majors take elective courses in anthropology, computer science, economics, English, history, political science, psychology, sociology and statistics and in such interdepartmental studies as American Studies, 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 from a Social Science perspective; (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. The burden of program development rests with students in consultation with their advisor.

To be recommended for the Bachelor of Arts degree in Communication, the students must take at least 40 and may not count more than 50 units towards the A.B. degree within the department except with the prior written consent of their advisors. 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, but not in a second or co-equal major.

As part of the 40 to 50 units students take within the department, they must complete Communication 1 and one of the following sequences:

1. Students concentrating in the social science sequence must complete:
 - a. Communication 70
 - b. One course from the journalism sequence, preferably 100-102
 - c. One course from the broadcast and film sequence
 - d. Psychology 60, Statistics 60, or Statistics 70
 - e. Any two courses numbered 151 through 170, or others as agreed to by advisor
2. Students concentrating in the film and broadcast sequence must complete:
 - a. Communication 142
 - b. Communication 101 and 180 (112 and 113 or 216 and 242B are recommended but not required and may be used to fulfill this requirement)
 - c. One course from the Communication social science sequence numbered 151 through 170
 - d. One course from the journalism sequence, preferably 100-102
3. Students concentrating in the journalism sequence must complete:
 - a. Communication 100-102
 - b. Communication 107
 - c. Communication 175
 - d. One course from the Communication social science sequence numbered 151 through 170
 - e. One course from the broadcast and film sequence

An alternative degree is a Bachelor of Arts degree in Communication: Social Sciences. Requirements for this degree are a total of 40 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.

Courses required to fulfill area sequences must be taken for letter grade unless offered only Pass/No Credit.

MASTER OF ARTS

The Master of Arts degree is awarded by the department in the fields of Journalism, Film, Broadcasting, and Communication and Development. Requirements are as follows:

1. The candidate must earn at least 45 units in graduate residence at Stanford: *candidates must be enrolled as a major in the department for at least two quarters*; they must maintain a high academic performance during their 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. Students who have completed the courses and residence requirements may register as Terminal Graduate Students.
2. A unified program of advanced course work is to be arranged with the approval of the advisor. 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 Research 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 242, 242A, B, C and 114. 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 advisors, other courses in the department or outside it. The graduate

seminar, 208 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 \$2,000 for the three quarters.

4. Students in the Journalism master's program are required to take: Communication 200, 202, 203, 207, 220, 225A, 249, 250, 275, 277 and 290. Students with undergraduate journalism training or media experience should check with their advisors to determine which of the above departmental courses could be replaced with electives.
5. The master's program in Communication and Development is designed primarily for students from Asia, Africa, and Latin America. It entails a two-year commitment on the part of most students and requires course work in communication and development theory (251, 252), research methods (204, 253) 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. Since the program's goal is to train communication scientists, the program is quantitative and behavioral in nature. All students are required to complete a core program in communication theory and research, research methodology, and statistics. Subsequent to completion of the core program, students may emphasize such areas as attitude formation and change, communication and children, communication and development, communication and health, public affairs communication, or information sciences. 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 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 Ph.D. students fulfill the following course requirements:

- Communication 311A: Theory of Communication I
- Communication 311B: Theory of Communication II
- Communication 313: Computer Analysis of Communication Research Data
- Communication 317: Doctoral Research Methods I
- Communication 318: Doctoral Research Methods II
- Communication 319: Doctoral Research Methods III

One of the following, two-quarter statistics sequences (to be completed by the end of Winter Quarter in the first year):

- A. Psychology 60: Statistical Methods
- Psychology 151: Statistical Methodology
- B. Statistics 160: Introduction to Statistical Methods I

Statistics 161: Introduction to Statistical Methods II

- C. Education 250A: Statistical Analysis in Educational Research
- Education 205B: Statistical Analysis in Educational Research

D. Any two equivalent courses

Students must also complete a third course which will advance their knowledge in a broad area of statistics, preferably in analysis of variance or multivariate analysis. Each of the following courses would satisfy the requirement:

Psychology 152: Analysis of Data

Statistics 201: Introduction to Data Analysis

Statistics 205: Introduction to Nonparametric Statistics

Statistics 206: Applied Multivariate Analysis

Education 250C: Statistical Analysis in Educational Research II

Education 250D: Statistical Analysis in Educational Research

Any equivalent course agreed to by the department

In addition, students must complete a minimum of four other advanced Communication Theory courses (numbered 320 and higher). Specification of these courses depends on (a) individual student needs in order to prepare for preliminary and area examinations, and (b) the requirements of the particular area of emphasis chosen by the student. In rare instances, Ph.D. level courses from other departments may be substituted for part of this requirement. They should be chosen in consultation with the advisor.

Finally, students must complete:

Communication 397: First-year Research Project

Communication 398: 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.

Ph.D. MINOR IN COMMUNICATION

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 or her senior advisor.

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. Research assistantships are usually available to qualified Ph.D. students in Communication. Among the qualifications which will be highly valued in applicants are high scholarship, training in the behavioral sciences (including training in statistics and research methodology), and training for or experience with the mass media. For further information write to the Director.

MASS MEDIA INSTITUTE

During the Summer Quarter, the Department of Communication conducts a series of 18-week long workshop production courses in Film, Television and Journalism. These are designed as pre-professional training courses, and are open to students with Junior or higher standing at Stanford and other colleges and universities. Additional courses dealing with Film Aesthetics, Broadcast Writing, Magazine Writing, Public Broadcasting, Mass Media Law, Broadcast Management and Mass Communications in Society are also offered.

Information about the Mass Media Institute may be obtained by writing to Jules Dundes, Director, Mass Media Institute, Department of Communication, Stanford University, Stanford, CA 94305.

COURSES PRIMARILY FOR UNDERGRADUATES

1. Mass Communication and Society—An introduction to human communication theory and 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, Aut (Rogers, Abel) MWF 9 plus sections to be arranged

70. Introduction to Media Research Methods—Surveys, experiments, content analyses, and case studies help us to understand the organiza-

tional processes of mass media as well as their social effects. This course combines class experience in conducting a survey with reading and analysis of the applications of other methods in current studies. Formulation of problems, study design, sampling, questionnaire construction, interviewing, data processing, and report writing are covered in the class survey project. Prerequisite: An introductory statistics course. (DR:S)

3 units, Aut (Paisley) MW 1:15

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 (Lewenstein) TTh 11
Win (Hulteng)
Spr (Staff)*

101. Film Aesthetics—(Graduate students register for 201.) 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 (Breitrose) MWF 10;
evening screenings 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. (DR:X)

*1 unit, Aut (Lewenstein, Stephens, Staff)
Win (Hulteng)
Spr (Staff)*

103. Precision Journalism—Undergraduate Section (Graduate students register for 203.) See 203. (DR:S)

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. Primarily for graduate students but open to a limited number of undergraduates with permission of instructor. Prerequisites: 100 and 102. (DR:X)

*2 units, Aut (Staff)
Win (Staff)
Spr (Staff)*

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) MW 11

112. Writing for Film—Script writing techniques for film and television. Emphasis is placed on conceptualizing and executing film ideas in a series of short exercises, as well as on preproduction preparation for films to be made in Communication 113, for which 112 is a prerequisite. The course is designed mainly for undergraduates with preprofessional concerns. (DR:X)

5 units, Aut, Win (Staff)
MW 2:15-4:05 and screenings
by arrangement

113. 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: 112 and consent of instructor. (DR:X)

5 units, Win, Spr (Alexander)
TTh 2:15-4:05 and tutorials
by arrangement

114. Television Production I—Production and direction of news and documentary television programs. Prerequisite: consent of instructor. (DR:X)

4 units, Sum (Staff)

119. Sports Culture—Sports as an institution, relating to business, education, labor, advertising, press coverage, and entertainment. (Graduate students register for 219.) (DR:X)

2 units, Spr (Koppett)

125. Problems of the Mass Media—Visiting lecturer series. Prerequisite: any other Communication course. May be repeated once for credit. (Graduate students register for 225.) (DR:X)

1 unit, Aut (Nelson) Th 4:15-5:30

131. Media Ethics and Responsibilities—An examination of the performance of the various media of mass communication in the light of ethical standards, employing case studies, text, and discussion sessions. In addition to media ethics, the course deals with such current media problems as the dwindling of the journalistic channels, the changing roles of the media, media accountability, and the relationships between government and the media. (DR:X)

4 units, Win (Hulteng)

139. Literature of the Press—Readings from the writings of journalists — about their lives, about their work. Several basic readings for all students; additional readings by individual students for the purpose of leading seminar discussions. Ideas to be discussed: the journalist in

historical perspective; journalist as initiator or follower of political and social trends; journalist as propagandist; journalist as mediator of popular culture. Enrollment limited to 15. (DR:S)

3 units, Aut (Lewenstein)

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, Aut (Lewenstein)
given 1981-82

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 (Staff) TTh 3-5
plus evening film showings

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, given 1981-82

143. Anthropology of Film—(Same as Anthropology 128.) 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. (DR:A)

5 units, Spr (Gibbs) MF 10-10:50;
W 7:30 p.m.

149. Communication Law—(Same as Law 149.) 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. (Graduate students register for 249.) (DR:X)

5 units, Win (Franklin)

150. Magazine Writing—(Graduate students register for 250.) Practice in writing magazine articles, with emphasis on marketing manuscripts. Conferences. Prerequisites: 100 and 102. Primarily for graduate students, but open

to a limited number of undergraduates with permission of instructor. (DR:X)

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

151. Television and the Exaggerated Image—Examines the nature of stereotypes on television. Considers the processes by which exaggerated images of any sector of the population (e.g. minorities, women, white males) are created, the purposes that those images serve, and their potential effect on the viewing audience. (DR:S)

3 units, Aut (Blosser) MW 4:15-6

152. Broadcasting Systems in Third World Countries—(Graduate students register for 244.) Focuses on ownership, operation and control of radio and TV media within specific historical and economic contexts. Explores objectives for which these media were introduced and their actual subsequent performance. Differences in the nature of the state are explored to help explain differences in the goals, programming and evolution of these media in Asia, Africa, Latin America and the Caribbean. (DR:S)

3 units, Spr (Mody) Th 2:15-4:05

154. Underdevelopment, Media and Culture—(Graduate students register for 254.) Seminar on the "mainstream" and "critical" literature on the causes of underdevelopment and the role of transnational media in the cultural incorporation of third world countries. The course is concerned with finding empirical support to de-mystify the rhetoric that surrounds issues like cultural imperialism. (DR:S)

3 units, Spr (Mody) F 10-12

155. Women and the Mass Media—This course will examine images of women in media and audience effects of media stereotyping. Employment practices and opportunities as well as strategies for dealing with media institutions will be discussed. (DR:X)

4 units, Spr

156. Scientific and Technical Communication—How scientific findings and technological innovations are communicated to scientists and technologists, policy makers, legislators, professionals (e.g., in medicine), and the public at large. This overview of the communication systems of science and technology covers both "horizontal" and "vertical" flows of information as affected by economic, political, social and psychological factors. (Graduate students register for 356.) (DR:S)

3 units, Win (Paisley) M 1:15-3:05

157. Public Information Programs—Emphasizing health information programs and their effects on public knowledge, attitude, and be-

havior, this course also examines information programs concerned with energy conservation, environmental protection, educational and occupational opportunity, consumerism, etc. The interplay of research and fieldwork will be analyzed in case studies of successful programs. (Graduate students register for 357.) (DR:S)

3 units, Aut (Paisley)
M 1:15-3:05

158. Organizational Communication—Interpersonal and organization factors affecting communication efficiency in organizations. Topics to include information processing, motivation, leadership styles, environmental uncertainty, and communication networks. (Graduate students register for 358.) (DR:S)

3 units, Spr

159. 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, cultures, and nations. (Graduate students register for 359.) (DR:S)

4 units, Win

160. Intercultural Communication—The influence of cultural value orientations on perceptions and styles of communication between persons of different cultures. Focus will be on the context and process of cross-cultural education. 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. (DR:S)

4 units, Win (Clarke, Rogers)
Th 3:15-5:05

164. Special Topics in Communication Theory and Research I: Electoral Politics and the Mass Media—Context of campaign news coverage; campaigns' use of the news media; news media's use of campaigns (leer and frothing on the campaign trail); marketing of political campaigns; effects of campaigns' outputs on the citizenry and the political process. Prerequisite: Communication I or consent of the instructor. (Topic and instructor change each year.) (DR:S)

4 units, Aut (Hochheimer) TTh 4:15-6

165. Special Topics in Communication Theory and Research II—Topic and instructor change each year. (DR:S)

3 units, Win (Staff)

166. Special Topics in Communication Theory and Research III—Topic and instructor change each year. (DR:S)

3 units, Spr (Staff)

167. Diffusion of Innovations—(Same as Values, Technology and Society 172.) Course takes multidisciplinary approach to diffusion in business, education, law, government and consumer groups. Emphasis is one role of communication in spread of new technology, new ideas, and new values among individuals, within organizations, and among organizations in the U.S. and abroad. Special emphasis upon energy conservation innovations and on scaling down in a limited-growth future. (Graduate students register for 267.) (DR:S)

3-4 units, Win (Rogers)

168. Formative Research for Message Design—(Graduate students register for 268.) Focuses on low-cost research methods for the systematic design of persuasive messages. Lectures and weekly assignments deal with setting behavioral objectives, identification of audience characteristics, assessment of information needs, selection of instructional strategy, production of draft messages, pre-testing of draft messages, utilization of messages, and feedback systems design. (DR:X)

3 units, Aut (Mody)

170. 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:S)

4 units, Win (Roberts) TTh 10-12

171. Communication and Children—Continuation of 170. (DR:X)

3 units, Spr (Roberts) by arrangement

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. Primarily for graduate students but open to a limited number of undergraduates with permission of instructor. (DR:X)

5 units, Win (Lewenstein)

Spr (Staff)

176. International Communication: Structures and Issues—Comparative survey of different national media systems and the policy issues arising from the existing imbalances between developed and developing countries. This seminar examines the new technologies that have transformed the global flows of news, economic data, cultural and technical informa-

tion. Prerequisites: Comm 1. Seniors and graduate students in communication and international relations have first priority, with permission of instructor. (DR:S)

4 units, Win (Abel)

177A. Specialized Workshops—Analyzing the News—(Graduate students register for 277A.) Thrust of seminar is to learn how the news analyst functions, whether writing editorials, broadcast commentaries or background articles. Students will try their hands at all these forms, designed to clarify public events rather than to exhort. Open to seniors and graduate students, with instructor's permission. (DR:X)

4 units, Spr (Abel)

180. 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. (Graduate students register for 280.) Prerequisites: 101, 141, or 142. (DR:H)

4 units, Spr (Staff)

185. Internship Experience—Professional experience in the media. Open only to Communication majors. (Graduate students register for 285.) (DR:X)

0 units for graduate students

1-4 units for undergraduate students

Aut, Win, Spr (Dundes, Lewenstein)

by arrangement

196. Issues in Public Broadcasting—Examines the major issues facing public broadcasting in the United States today. Emphasis on three major areas: (1) program concept and content, (2) organizational problems at national and local levels, (3) financing, including both sources and allocation. Intended primarily for graduate and undergraduate students in Communication. (DR:S)

3 units, Win (Nelson)

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

1-4 units, any quarter (Staff)

by arrangement

COURSES PRIMARILY FOR A.M. STUDENTS

All courses (DR:X).

200. Editorial Techniques I—A reporting and writing course emphasizing various forms of journalism: news, interpretation, features, opinion. Detailed criticism of writing. Com-

munication 202 must be taken concurrently.
For graduate students.

4 units, Aut (Abel)

201. Film Aesthetics—See 101

202. Editorial Techniques I Laboratory—Practice in journalistic writing. Must be taken concurrently with Communication 200. Open to non-majors. Prerequisite: typing speed of 35 words per minute. For graduate students. (DR:X)

1 unit, Aut (Abel)

204. 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 Development A.M. program. Prerequisite: Psychology 60 or equivalent.

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

207. Editorial Techniques II—(For graduate students.) See 107.

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

209S. Broadcasting News Workshop—Production and direction of news and documentary television programs. Prerequisite: consent of instructor.

9 units, Sum (Staff)

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 by consent of the instructor. (DR:H)

Given 1981-82

216. The Broadcast Editorial—Analysis 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

219. Sports Culture—See 119

220. Mass Media in Society—The nature and social responsibilities of the media, the struc-

ture of the industry, and problems and issues in the mass media. For A.M. students.

4 units, Spr (Tillinghast)
Sum (Dundes) MWF 11:00

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

4 units

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 preproduction 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, 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, 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, Alexander)
TTh 2:15-4:05

224A. Film Production I—First quarter of a three quarter sequence leading to professional training in motion picture production. Super 8 exercises and a short 16 mm non-synchronous film with sound track comprising narration, music and sound effects. Prerequisite: Concurrent registration in 223A.

5 units, Aut (Alexander, Blaustein)
MW 2:15-4:05
and tutorials by arrangement

224B. Film Production II—Write, direct and edit a short original dialogue scene in 16 mm. Project to be carried through post-production to answer print. Prerequisites: Successful completion of 223A and concurrent registration in 223B.

5 units, Win (Alexander, Blaustein)
MW 2:15-4:05

224C. Film Production III—Final quarter of professional training in motion picture production. A five minute, 16 mm film utilizing all skills acquired in 224A and 224B. Prerequisites: Successful completion of 224B and concurrent registration in 223C.

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

225. Problems of the Mass Media—Graduate section. (See 125)

240. History of American Journalism—See 140.

Given 1979-80

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 instructor.

4 units, Win (Dundes) MW 11

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

4 units, Spr (Dundes) MW 2:15-4:05
plus lab by arrangement, given 1981-82

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

4 units, Win (Dundes)
Sum (Block) by arrangement

249. Communication Law—See 149.

250. Magazine Writing—See 150.

251. Communication and Development—Seminar on the communication problems of economic and social development, and on the uses of the mass media for rural development, social change, and education. Special uses and difficulties of communication research in developing countries. Case studies and planning exercises.

3-5 units, Win (Rogers) MW 1:15-3:05

252. Communication Theory and Social Change—This course is required for the Communication and Development A.M. program. Surveys theories of communication process and effects and applies them to real-life problems of social change and national transformation in Third World countries. Video tapes show cases of exemplary applications.

3-5 units, Aut (Mody)

253. Evaluation Research Methods for Development Communication Projects—(Same as Education 214.) Nature of summative and formative evaluation and evaluation designs, problems of field work, construction of instruments, questions of methodology, data analysis, and utilization of results. Prerequisites: basic statistics, Communication 204 (or equivalents).

3-5 units Spr (Staff)

254. Underdevelopment, Media and Culture—(For graduate students.) See 154.

263. Ideology and Mass Culture—(Same as Spanish and Portuguese 292.) Against stereotypes. The course will deal with the new Latin American cinema in contrast to the Hollywood movie and its stereotypes of the Latin. (DR:H)

3-5 units, Spr (Franco)

267. (For graduate students.) See 167.

268. (For graduate students.) See 168.

275. 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. For graduate students. Prerequisites: 100 and 102.

5 units, Win (Lewenstein)

276. (For graduate students.) See 176.

277. 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 1979-80. (DR:X)

3-4 units, Spr (Staff)

277A. (For graduate students.) See 177A.

280. Film Criticism—(For graduate students.) See 180.

290. A.M. Project.

4 units, any quarter (Staff)
by arrangement

298. Thesis.

6-10 units (Staff) by arrangement

299. Individual Work.

1-4 units, any quarter (Staff)
by arrangement

COURSES PRIMARILY FOR Ph.D. STUDENTS

311A. 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.

4-5 units, Aut (Roberts) TTh 2:15-4:05

311B. Theory of Communication—Continuation of 311A. Prerequisite: 311A.

4-5 units, Win (Rogers) TTh 1:15-3:05

313. Introduction to the Use of the Computer—Specifically for social science data analysis. Includes a brief discussion of computing concepts, followed by use of WYLBUR and EDIT, text editors on SCIP and LOTS systems; SPSS; and data storage.

0-3 units, Win (Staff) by arrangement

317. Doctoral Research Methods I—Application of scientific method to communication research. Logic of inquiry; conceptualization of variables; design of experiments, quasi-experiments, and nonexperiments. Previous or concurrent enrollment in statistics required.

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

318. Doctoral Research Methods II—Continuation of 317. Sampling questionnaire design, attitude scale construction, survey administration, computer analysis of data.

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

319. Doctoral Research Methods III—Continuation of 318. Selected multivariate models of importance to communication research, nonexperimental casual inference, other advanced topics in data analysis. Not taught every year.

4 units, Spr (Staff) MW 3:15-5:05

331. Developmental Communication—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

333. Teaching Seminar—The preparation of audio-visual materials; techniques of public speaking, including: use of audio-visuals, use of voice, non-verbal techniques; the organization of lectures; leading and facilitating discussions; self-paced and self-directed learning; planning a course, including: creation of a syllabus, scheduling and course progression, assessment techniques.

1 unit, Aut (Cardillo, Pierce) TTh 10-11

334. Research Seminar—Discussions of research project—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

343. Marketing and the Public Sector—(Same as Business 343.) Explores how elements of marketing and communications mix can be transferred to activities of government and other nonbusiness organizations. Stresses value

of behavioral and communications models in conceptualized problems and suggest solutions. Problem areas selected include the marketing of new ideas and behavior patterns, as well as products and services. Problems in fields such as health care services, art management, social services, transportation management, and educational planning are examined.

4 units (Ray)

347. Management of Advertising Communications—(Same as Business 347.) Deals with the models and measurement procedures useful in devising, testing, and monitoring marketing communication campaigns. Emphasis on logic underlying these models. Topics include analysis of message strategy, pretesting and tracking systems, budget allocation models, and media planning systems.

4 units (Ray)

349. Consumer Research—(Same as Business 449A.) Examines relevant theory, methodology, and findings relevant to understanding consumer behavior. Focus on such behavioral science concepts as learning, perception, personality theories, attitude structure and change, cognitive consistency and novelty seeking, social stratification and life style, diffusion and innovation, subculture theory, and risk taking. Consumer information processing, communication research, comprehensive models of consumer behavior and the relevant literature in marketing and consumer research and psychology receive special attention.

4 units (Ray)

355. Women and the Mass Media—See 155.

356. Scientific and Technical Communication—See 156.

357. Public Information Programs—See 157.

358. Organizational Communication—See 158.

359. General Systems Theory and Communication Research—See 159.

365. 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

370. Advanced Communication Theory and Method Seminar I—May be repeated for

credit. Topic and instructor change each year.
Prerequisites: 311A and 319.

3 units, *Aut (Staff) by arrangement*

371. Advanced Communication Theory and Method Seminar II—May be repeated for credit. Topic and instructor change each year.
Prerequisite: 311A and 319.

3 units, *Win (Staff) by arrangement*

372. Advanced Communication Theory and Method Seminar III—May be repeated for credit. Topic and instructor change each year.
Prerequisites: 311A and 319.

3 units, *Spr (Staff) by arrangement*

373. Communication and Health—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. Not taught every year. Consult *Time Schedule*.

4 units, *Win (Staff) by arrangement*

375. Communication Theory Review Seminar—Limited to Ph.D. students. Prerequisites: 311A, 311B.

3 units, *Spr (Roberts) by arrangement*

385. Public Affairs Thesis Seminar—For Public Affairs Ph.D. candidates only.

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

386. Public Affairs Comprehensive Review—For Public Affairs Ph.D. candidates only.

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

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

3-6 units, *(Staff) by arrangement*

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

3-6 units, *(Staff) by arrangement*

399. Advanced Individual Work.

1-8 units, *(Staff) by arrangement*

400. Dissertation Research.

6-10 units, *(Staff) by arrangement*

Professors: Joaquin F. Coelho (Portuguese and Comparative Literature), Jean Franco (Spanish and Comparative Literature), Gerald Gillespie (German Studies and Comparative Literature), David G. Halliburton (English, Comparative Literature, and Modern Thought and 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 (English and Comparative Literature), Makoto Ueda (Japanese and Comparative Literature)

Associate Professors: N. Gregson Davis (Classics and Comparative Literature), William M. Todd III (Slavic and Comparative Literature)

Assistant Professors: Robert Ball (Spanish and Comparative Literature), Sandra E. Drake (English and Comparative Literature), John B. Foster (English and Comparative Literature), Mary Pratt (Spanish and Portuguese and Comparative Literature)

The interdepartmental program in Comparative Literature admits students for the Ph.D. It 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 Chairman 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 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 advisor representing 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

COMPARATIVE LITERATURE

Committee in Charge: Herbert Lindenberger (*Chairman*), Joaquin F. Coelho, Gerald Gillespie, Donald Howard, William M. Todd III, John Wang, John Winkler