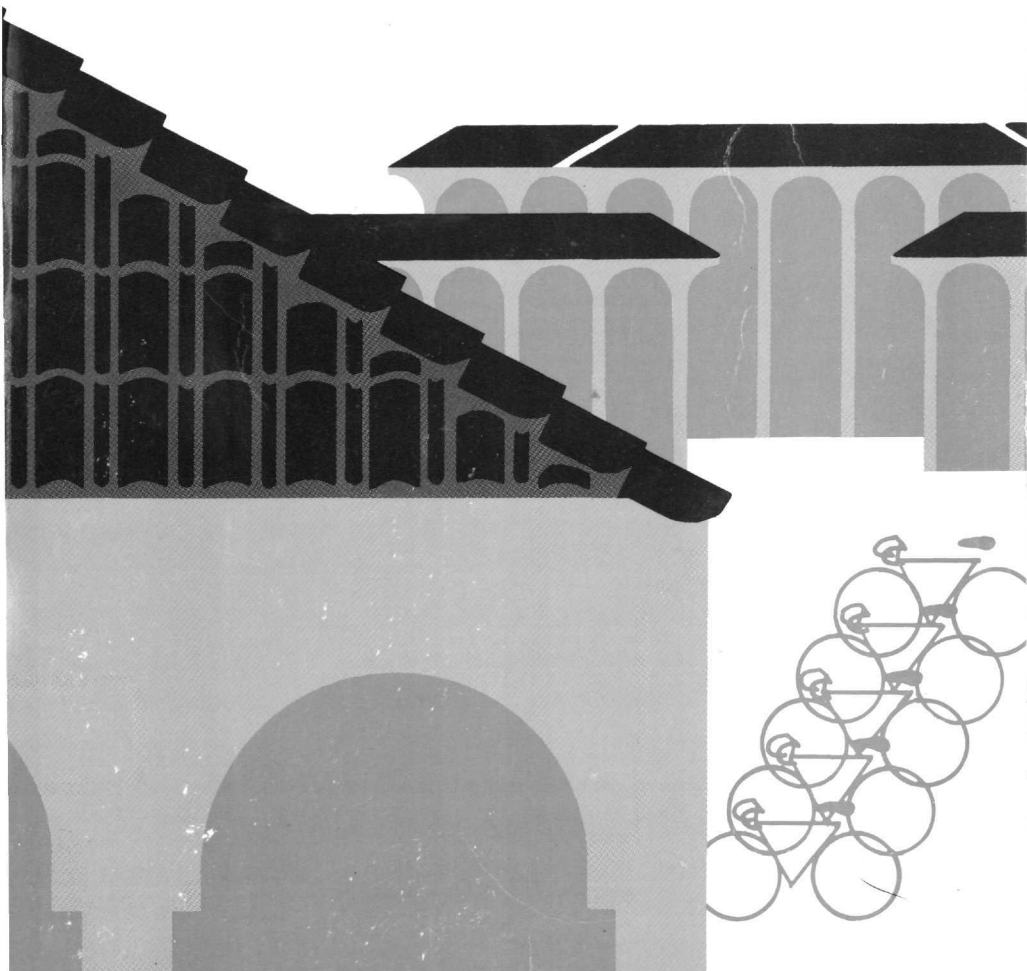


Stanford University Bulletin

Courses and Degrees
1983–84



138A. Ancient Period.

4 units, *Aut (Knorr) MWF 1:15*

138B. Middle Ages to Newton.

4 units, *Win (Knorr) MWF 1:15*

138C. Newton to Einstein.

4 units, *Spr (Knorr) TTh 1-2:10*

238. Seminar in the History of Science.

Spr (Knorr) by arrangement

COMMUNICATION

Emeriti: Nathan Maccoby, Wilbur Schramm (Professors), Julian Blaustein (Adjunct Professor), Jules Dundes (Lecturer)

Chairman: Elie Abel

Director, Institute for Communication Research: Steven H. Chaffee

Director, John S. Knight 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 (on leave Autumn and Winter), Steven H. Chaffee, John Hulteng, Nathan Maccoby, Lyle M. Nelson, William L. Rivers (on leave Autumn), Everett M. Rogers (on leave Winter). *By Courtesy:* Richard A. Brody, Michael L. Ray, Eugene J. Webb

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

Assistant Professor: Bella Mody

Professors (Teaching): Ronald Alexander (on leave Autumn and Winter), Marion Lewenstein

Assistant Professor (Teaching): Kristine Samuelson

Adjunct Professor: Julian Blaustein

Lecturers: Jules Dundes, Stephen E. Longstreth, Harry Press

Consulting Professor: Edwin B. Parker

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 print and broadcast journalism or documentary film or fiction screenwriting, or in applied communication research. 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 John S. Knight Professional Journalism

Fellowship Program brings promising mid-career journalists to study at the University in a non-degree program. Twelve U.S. journalists are joined by five "International Fellows" sponsored by *Reuters* and The German Marshall Fund.

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). This test requirement may be waived after written petition to the department only in exceptional circumstances when the applicant is prevented from taking the tests.

UNDERGRADUATE PROGRAMS

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 year.

A student planning a major in Communication is strongly urged, in consultation with the advisor, to select appropriate courses in humanities, social sciences, and natural 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, within which a student may choose to concentrate in: (a) the general study of communication and the mass media from a social science perspective; (b) the study of print and broadcast journalism; or (c) the study of film. 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. No more than 12 units of transfer credit or summer session credit may be applied to the departmental requirement. The student must also meet University distribution, writing and language 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. Studio, performance or language courses may not be used to fulfill this requirement.

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 communication science sequence must complete:
 - a) Communication 1
 - b) One writing course from the journalism sequence, preferably Communication 100
 - c) One course from Communication 101, 140, 141, 149, 176, 180, 196
 - d) Communication 104
 - e) Psychology 60, Statistics 60, or Statistics 70
 - f) Three courses from the social science sequence (numbered 151 through 170, or others by arrangement with advisor)
2. Students concentrating in the film sequence must complete:
 - a) Communication 1
 - b) Two courses from Communication 101, 141, 180
 - c) One course from the Communication social science sequence numbered 151 through 170
 - d) One course from the journalism sequence, preferably 100
 - e) Communication 149
 - f) Communication 112 and 113
3. Students concentrating in the print and broadcast journalism sequence must complete:
 - a) Communication 1
 - b) Communication 140
 - c) Communication 149
 - d) One course from the communication social science sequence (numbered 151 through 170)
 - e) Communication 100
 - f) Communication 175
 - g) Either Communication 107 and an additional specialized writing course or Communication 142A and B

An alternative degree is a Bachelor of Arts degree in Communication: Social Sciences. Requirements for this degree are a total of 40 to 50 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 departmental requirements must be taken for letter grade unless offered only Pass/No Credit.

GRADUATE PROGRAMS

MASTER OF ARTS

The Master of Arts degree is awarded by the department in the fields of Journalism, Film, Broadcasting, and Applied Communication Research. The Master of Arts programs are terminal degree programs designed to train practitioners. Students interested in doctoral programs are evaluated for admission on different criteria, and students who complete the A.M. degree and who desire application to the Ph.D. program must file a new application for admission. They will be considered together with all other doctoral applicants. Requirements for the A.M. 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, although it is typical that film students spend some longer time, depending on the complexity of their film project. Students in the fiction screenwriting sequence are required to submit a script within two years of completion of coursework. 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 ap

propriate social sciences may be required to take Communication 203 or another Communication Theory or Research Methods course.

3. Students in Film may concentrate in either documentary production and writing or fiction screenwriting. The documentary film production and writing sequence requires Communication 223A,B,C and 224A,B,C. The fiction screenwriting sequence requires Communication 211A,B,C and 212A,B,C. Courses in film aesthetics, history and criticism are also available. All students may select, in consultation with their advisors, other courses within or outside the department. The graduate seminar, Communication 208A, B, and C is required of all film students and is available to broadcast students.

Note: While the department maintains film production facilities for teaching and research purposes, the costs of supplies and processing services are the responsibility of the student. These costs currently approximate \$2,500 for the three quarters.

4. Students in the Print and Broadcast Journalism master's program are required to take: Communication 200, 220, 240, 242A, 249, 275, and 290. Students emphasizing print will take Communication 207; students emphasizing broadcasting will take Communication 242B. 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 applied communication research is a terminal program intended to train communication research practitioners in such fields of application as communication and national development, health communication, communication campaign planning and evaluation and communication and children. This is a quantitatively oriented curriculum that emphasizes the application of communication theory and research to the solution of practical problems. The program consists of a core curriculum in theory and methodology (Statistics or Psychology 60, Communication 206, 252, 267, 268, 253), an applications course in the specific area of the student's interest (Communication and Development, Health Communication, Communication and Children), directed study in applications of communication theory and research methodology, and an A.M. 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.
- 2A. 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.
- 2B. By the end of the second year, a student is expected to complete departmental qualifying examinations and the first-year research project, after which the student must apply to the University for candidacy.
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 faculty 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:

- A. Communication 311A: Theory of Communication I
- B. Communication 311B: Theory of Communication II
- C. Communication 313: Computer Analysis of Communication Research Data
- D. Communication 317: Doctoral Research Methods I
- E. Communication 318: Doctoral Research Methods II
- F. 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:

- A. Psychology 152: Analysis of Data
- B. Statistics 201: Introduction to Data Analysis
- C. Statistics 205: Introduction to Nonparametric Statistics
- D. Statistics 206: Applied Multivariate Analysis
- E. Education 250C: Statistical Analysis in Educational Research II
- F. Education 250D: Statistical Analysis in Educational Research
- G. 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:

- A. Communication 397: First-year Research Project
- B. 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, and will be examined by a representative of this department. 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 often 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 experi-

MASS MEDIA INSTITUTE

During the Summer Quarter, the Department of Communication conducts a series of 8 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. Stanford undergraduates may apply a maximum of 12 units to their Communication major requirements.

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:5)

5 units, Aut (Rogers) MWF 9 plus sections by arrangement

100. Editorial Techniques I—A reporting and writing course emphasizing various forms of journalism: news, interpretation, features, opinion. Detailed criticism of writing. Prerequisite: typing speed of 35 words a minute.

5 units, Aut (Lewenstein, Staff)
MW 2:15-3:05, TTh 1:15-2:05,
TTh 11 and workshop
Th 2:15-4:05

Win (Staff)

Spr (Staff)

Sum (Staff)

plus weekly two-hour workshop by arrangement

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.

4 units, Spr (Breitrose) TTh 1:15-2:05;
evening screenings by arrangement
3 units, Sum (Staff)

103. Precision Journalism—(Graduate students register for 203.) A practicum in the use of social science techniques by journalists as a means for accurate reporting about social and political trends. Class project will involve doing a public opinion survey and/or content analysis of public documents. The data will be used to write a series of in-depth news stories. Non-majors may opt to use the data to write a final paper.

4 units, Win (Staff) MWF 10-11

104A. Broadcast Documentary Writing—The specialized craft of writing documentary programming for television and radio broadcast.

3 units, Sum (Mayes)

104B. Broadcast Writing—Suitable for news reporters, television and radio commentators, broadcast talks, script writers.

3 units, Sum (Mayes)

106. Communication Research Methods—Formulation of research problems, research design, sampling, data collection, and analysis. A variety of studies will be critically evaluated. The class will design and conduct a small communication study.

4 units, Win (Paisley) T 2:15-5:05

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. Prerequisite: 100.

2 units, Win (McIntyre)

112. Writing for the Visual Media—Emphasis is placed on conceptualizing and executing film ideas in a series of short exercises, as well as on preproduction for films to be made in Comm. 113. To be taken concurrently with Comm. 113. Prerequisite: consent of instructor.

5 units, Win (Samuelson) TTh 10-12
Spr (Samuelson) MW 10-12

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.

5 units, Win (Longstreth) MW 10-12,
Spr (Alexander) TTh 10-12
and tutorials by arrangement

115. Ethnographic 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.

5 units, *Spr (Gibbs) MF 10*
and *W 7:30 p.m.*

121S. The New Technologies—An examination of technological, institutional and societal aspects of the new technologies: CATV, direct broadcast satellites, videotapes and video disk, text handling and information management.

3 units, *Sum (Kaufman)*

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

1 unit, *Aut (Nelson) T 4:15-5:05*

131. Media Ethics and Responsibilities — (Graduate students register for 231.) 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.

4 units, *Win (Rivers) TTh 11*

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: 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.

4 units, *given 1984-85*

140. History of American Journalism — (Graduate students register for 240.) 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.

4 units, *Win (Lewenstein)*

141. History of Film — (Graduate students register for 241.) Studies in the development of the motion picture as an art form and a means of communication. Lab: Screenings of films announced in class.

4 units, *Win (Staff) MW 3:15-5:30*
plus evening film showings

142A. Broadcast Journalism I—Writing, production and direction of radio and TV news. Prerequisites: 100 and consent of the instructor.

5 units, *Aut (Vale) MW 11 and lab*
by arrangement

142B. Broadcast Journalism II — Writing, production, and direction of radio and TV news. Prerequisites: 100 and consent of the instructor.

5 units, *Win (Vale) MW 11*
and lab by arrangement

142C. Broadcasting in America—(Graduate students register for 242C.) The development of American broadcasting and its contemporary problems.

4 units, *Spr (Vale) MWF 11*

149. Communication Law—(Graduate students register for 249.) (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 tele-communications industry by the FCC.

5 units, *Aut (Trice)*

150. Magazine Writing—(Graduate students register for 250.) Practice in writing magazine articles, with emphasis on marketing manuscripts. Conferences. Prerequisite: 100.

4 units, *Spr (Rivers) TTh 11*

3 units, *Sum (Staff)*

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. Not offered every year.

4 units, *Spr (Staff)*

156. Scientific and Technical Communication —(Graduate students register for 256.) 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. (DR:5)

3 units, *Win (Paisley)*

157. Public Information Programs— (Graduate students register for 257.) Emphasizing health information programs and their effects on public knowledge, attitude, and behavior, 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.

3 units, *Aut (Paisley) MW 11-12*

158. Organizational Communication—(Graduate students register for 258.) Interpersonal and organization factors affecting communication efficiency in organizations. Topics include information processing, motivation, leadership styles, environmental uncertainty, and communication networks.

3 units, *Spr (Staff) given 1984-85*

159. Communication Network Analysis—See 259. May be taken by undergraduates with consent of instructor.

162. Seminar: Media and Politics—(Same as Political Science 194D.) Examines the links between mass media and government, on the one hand, and between media and the individual citizen, on the other. Via an examination of the relevant literature, questions of the role of the "organization" of the media in the formation of "news," "biases," and the "effects" of media on individual "agenda," attitudes and behaviors will be explored.

5 units, *Win (Brody, Chaffee)*
T 2:15-4:05

167. Diffusion of Innovations—(Same as Values, Technology, Science and Society 172.) (Graduate students register for 267.) Course takes multidisciplinary approach to diffusion in business, education, law, government and consumer groups. Emphasis is on 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 computer related innovations, energy conservation innovations and on scaling down in a limited-growth future.

3-4 units, *Spr (Rogers) TTh 11-1*

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.

3 units, *Spr (Mody) TTh 3:15-5:05*

169. Interactive Communication Technologies—Surveys the development of videotext, teletext, interactive cable, and microcomputers as communication systems and tools. Analyzes technological, social, economic, and political effects. Compares the American experience with European and Japanese experience.

4 units, *Spr (Paisley, Rogers)*
by arrangement

170. Communication and Children I—(Graduate students register for 270.) 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:4)

4 units, *Win (Roberts) TTh 10-11:50*

171. Communication and Children II—(Graduate students register for 271.) Continuation of 170. Open to a limited number of students by consent of instructor.

3 units, *Spr (Roberts) TTh 10-11:50*

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. Prerequisite: 100.

5 units, *Win (Rivers) TTh 2:15-4:05*

176. International Communication: Structures and Issues—(Graduate students register for 276.) 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 information. Prerequisite: Communication 1. Seniors and graduate students in communication and international relations have first priority, with permission of instructor.

4 units, *Aut (Abel) W 9-11*

177. Specialized Workshops—(Graduate students register for 277.) One or more classes will be offered in specializations such as Science Writing, Sports Writing, or other areas. These classes will be organized around writing projects oriented toward the field of specialization. Consult the *Time Schedule* for specific course offerings each term.

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.

4 units, *Spr (Abel) MW 11*

177B. Specialized Workshop — Science Writing. (Graduate students register for 277B.)

4 units, *Spr (Staff) MW 1:15-3:05*

177C. Specialized Workshop—In Depth Reporting—(Graduate students register for

277C.) This course will be the study and practice of reporting that involves researching, organizing, and writing about subjects for which information is not readily available. Students will write investigative stories.

4 units, Spr given 1984-85

178. Media Management—Designed to acquaint students with the management and financial aspects of media organizations. Topics: capital investment decisions; circulation and audience-share planning; advertising strategies; personnel management; new technologies and their influence on business decisions; financial controls and promotion. Students examine the interplay between editorial and business decisions.

4 units, Spr (Lewenstein)

180. Film Criticism— (Graduate students register for 280.) An attempt to develop a critical view of film. Readings and discussion will consider models of artistic and literary criticism as points of comparison. The student will be introduced to journalistic, psychoanalytical, Marxist, structuralist and semiological approaches. Weekly reviews will stress the meaning of the films and a lucid writing style. Prerequisites: 100 and 101, or 141.

4 units, Spr (Breitrose) given 1984-85

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

0 units for graduate students

1-4 units for undergraduate students

Aut, Win, Spr (Lewenstein)
by arrangement

199. Individual Work—Major students with high academic standing are permitted to undertake individual work.

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

COURSES PRIMARILY FOR A.M. STUDENTS

200. Editorial Techniques I—A reporting and writing course emphasizing various forms of journalism: news, interpretation, features, opinion. Detailed criticism of writing. Prerequisite: typing speed of 35 words a minute. For graduate students.

5 units, Aut (McIntyre) TTh 9-10
plus weekly two-hour workshop
by arrangement

200S. Basic Film Production—Introduction to film writing and production techniques, covering the basics of cinematography, sound and editing.

9 units, Sum (Alexander)

201. Film Aesthetics—Graduate section. See 101.

203. Precision Journalism—Graduate section. See 103.

206. Communication Research Methods—Graduate (M.A.) section, see 106.

207. Editorial Techniques II: Journalism Editing—Graduate section.
Aut (Steiner)

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

1 unit, Aut (Breitrose) given 1984-85

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

1 unit, Win (Breitrose), given 1984-85

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

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

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

9 units, Sum (Hewitt)

210S. Television Production Workshop—Studies in television production theory and techniques in both studio and remote locations. Mini-documentaries, public service programs, and program promotion are emphasized.

9 units, Sum (Sood)

211A. Screenwriting I—Introduction, through reading, discussions, and assignments, to screen and television writing. To be taken concurrently with 212A. Admission by application to the master's program.

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

211B. Screenwriting II—Development of material to form the basis of a full screenplay to be written for 211C. Follows 211A, which is a prerequisite. To be taken concurrently with 212B.

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

211C. Screenwriting III—Divided between seminar in more advanced writing and individual work with instructor on student's script. Prerequisites: 211B and consent of instructor.

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

212A. Script Analysis I—First of one-year series required for master's in screenplays to implement the work in the 211 series. Both adaptations and original material will be used, and there will be screenings of films based on several of the scripts. To be taken concurrently with 211A. Admission by application to the master's program.

5 units, Aut (Blaustein) W 10-11:50,
W 1:15-3:05

212B. Script Analysis II—Continuation of 212A, which is a prerequisite.

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

212C. Script Analysis III—Continuation of 212B, which is a prerequisite.

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

213. Seminar: Drama on Stage and Screen—(Same as Drama 352A.)

5 units, Spr (Esslin) MW 10-12

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. Primarily for A.M. students.

4 units, Aut (Staff) TTh 10-11:50

3 units, Sum (Dundes) MWF 11

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

4 units, Spr (Staff) given 1984-85

223A. Documentary Writing 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. Prerequisite: Consent of instructor.

5 units, Aut (Samuelson) TTh 10-11:50

223B. Documentary Writing 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 (Samuelson) 10-11:50

223C. Documentary Writing 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 (Samuelson)

TTh 10-11:50

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 (Longstreth)

MW 10-11:50

and tutorials by arrangement

224B. Film Production II—Produce a short 16mm film in color utilizing synchronous-

sound. Project will be carried through post-production to an answer print. Prerequisites: successful completion of 223A and 224A and concurrent registration in 223B.

5 units, Win (Longstreth)

MW 10-11:50

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)

MW 10-11:50

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

230. International Telecommunication Agreements—(Same as Engineering 205.) Examination of the International Telecommunication Union (ITU) as a model for worldwide collaboration in resource allocation, standardization, and planning of services. Interdisciplinary focus on outcomes achieved by voluntary agreement. Case studies of ITU action, particularly in new services. Lectures and study projects.

3 units, Sum (Wallenstein) W 7-9 p.m.

231. Media Ethics and Responsibilities — Graduate section. See 131.

240. History of American Journalism — Graduate section. See 140.

241. History of Film — Graduate section. See 141.

242A. Broadcast Journalism I—Writing, delivery and direction of radio and TV news. Prerequisites: 200 and consent of instructor.

4 units, Aut (Staff) TTh 10-11:50

plus lab by arrangement

242B. Broadcast Journalism II—Writing, direction and production of radio and television news. Prerequisites: 243A, and consent of instructor.

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

242C. Broadcasting in America — Graduate section. See 142C.

249. Communication Law — Graduate section. See 149.

250. Magazine Writing — Graduate section. See 150.

251. Communication and Development—Required for master's students specializing in Communication and National Development. A critical review of the literature on the causes of underdevelopment, the nature of development planning, and the potential and practice of mass

media in Third World countries as a tool of transformation.

3-5 units, *Spr (Rogers) TTh 3:15-5:05*

252. Communication Theory and Social Change—This course is required for the Applied Communication Research A.M. program. Surveys theories of communication process and effects and applies them to real-life problems of social change.

3-5 units, *Aut (Roberts) TTh 10-11:50*

253. Evaluation Research Methods—(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 (Chaffee) TTh 10-11:50*

256. Scientific and Technical Communication — Graduate section. See 156.

257. Public Information Programs — Graduate section. See 157.

258. Organizational Communication — Graduate section. See 158.

259. Communication Network Analysis — Describes (1) the process through which interpersonal communication networks influence individual behavior in voting, consumer purchases, and occupational choice, and (2) who is linked to whom in networks. Presents methodologies for network analysis, based upon a convergence model of communication.

4 units, *Spr (Rogers) MWF 9
given 1984-85*

267. Diffusion of Innovations — Graduate section. See 167.

268. Formative Research for Message Design — Graduate section. See 168.

269. Interactive Communication Technologies—See 169.

270. Communication and Children I — Graduate section. See 170.

271. Communication and Children II — Graduate section. See 171.

273. Communication and Health—Seminar on campaigns designed to change information attitudes and behavior with particular reference to health. Designed for graduate students in Communication. For others, consent of instructor. Not taught every year. Consult *Time Schedule*.

4 units, *Win (Staff) by arrangement*

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. Prerequisite: 100.

5 units, *Win (Lewenstein) TTh 2:15-4:05*

276. International Communication: Structures and Issues — Graduate section. See 176.

277. Specialized Workshops — Graduate sections. See 177.

277A. Specialized Workshop — Analyzing the News—Graduate section. See 177A.

277B. Specialized Workshop — Science Writing—Graduate section. See 177B.

277C. Specialized Workshop — In Depth Reporting—Graduate section. See 177C.

280. Film Criticism — Graduate section. 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 3:15-5:05*

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

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

313A. 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, *Aut (Staff) F 1:15-2:05*

313B. Introduction to the Use of Computer—Continuation of 313A. Prerequisite: 313A.

0-3 units, *Win (Staff) F 1:15-2:05*

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 (Chaffee, Rogers)
MW 3:15-5:05*

COMPARATIVE LITERATURE

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

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

319. Doctoral Research Methods III—Continuation of 318. Selected multivariate models of importance to communication research, non-experimental causal inference, other advanced topics in data analysis.

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

359. Communication Network Analysis— See 259.

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

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

3 units, Spr (Roberts) by arrangement

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

3-6 units, Aut, Win, Spr (Staff)
by arrangement

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

3-6 units Aut, Win, Spr (Staff)
by arrangement

399. Advanced Individual Work.

1-8 units, Aut, Win, Spr (Staff)
by arrangement

400. Dissertation Research.

6-10 units, Aut, Win, Spr (Staff)
by arrangement

Committee in Charge: John Freccero (*Chairman*), Beverly Allen, John Bender, René Girard, Herbert Lindenberger, William M. Todd III, John Wang, David Wellbery

Professors: 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), Makoto Ueda (Japanese and Comparative Literature)

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

Assistant Professors: Sandra E. Drake (English and Comparative Literature)

The interdepartmental program in Comparative Literature admits students for the Ph.D. It works 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 PROGRAM

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.