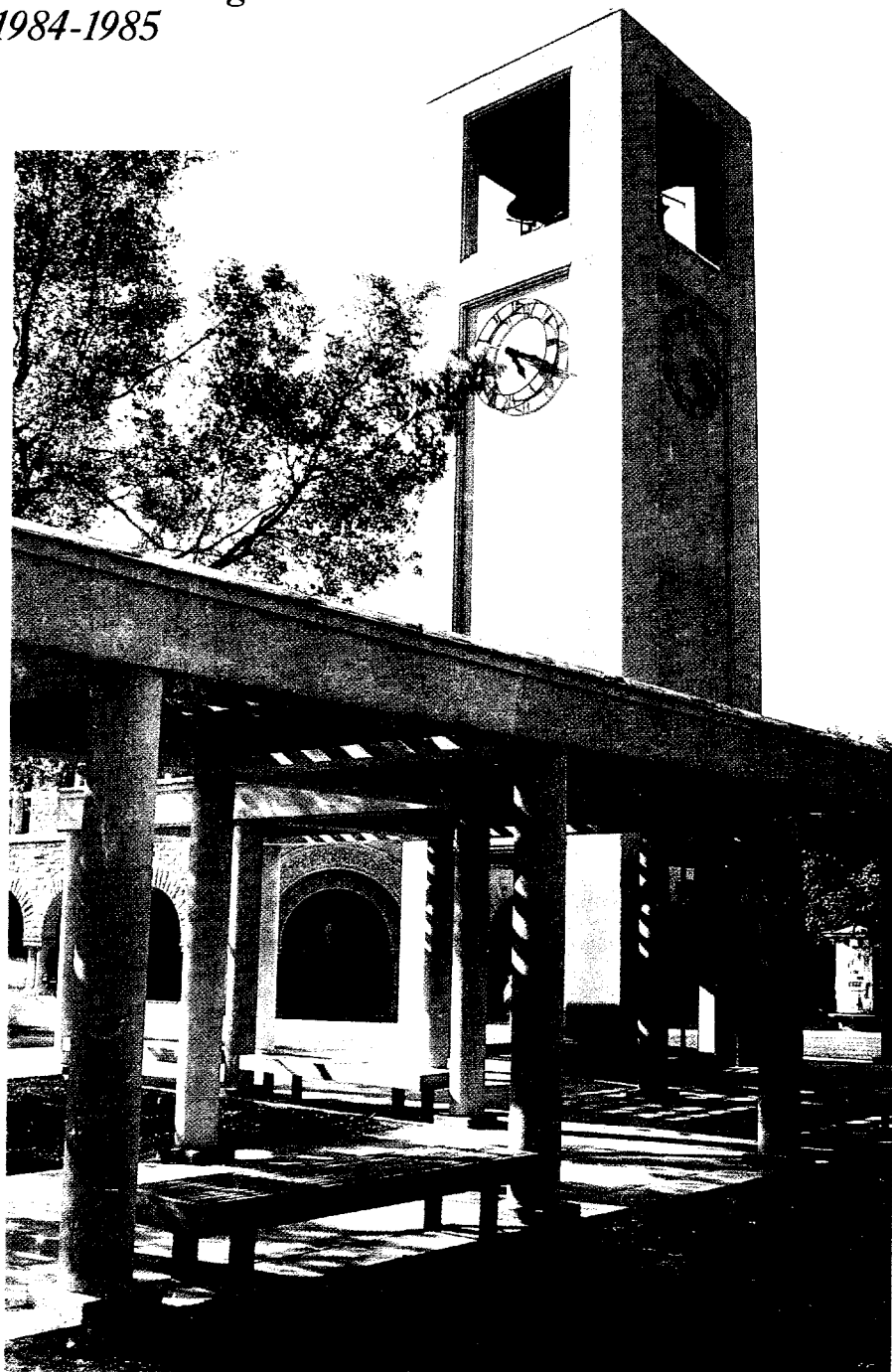


Stanford University Bulletin

Courses and Degrees
1984-1985



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, Mass Media Institute: Jules Dundes

Professors: Elie Abel, Henry S. Breitrose, Steven H. Chaffee (on leave Autumn), John Hulteng, Nathan Maccoby, Lyle M. Nelson (on leave Winter and Spring), William L. Rivers, Donald F. Roberts, Everett M. Rogers (on leave Spring). *By Courtesy:* Richard A. Brody, Michael L. Ray, Eugene J. Webb

Associate Professor: William J. Paisley

Assistant Professor: Jeremy Cohen

Professors (Teaching): Ronald Alexander, Marion Lewenstein

Associate Professor (Teaching): Kristine Samuelson

Adjunct Professor: Julian Blaustein

Lecturers: Jules Dundes, 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, Stanford University, Stanford, California 94305.

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

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 PROGRAM

BACHELOR OF ARTS

Beginning with the 1984-85 academic year, all new undergraduate majors will take a core group of eight courses within the Communication Department, plus a selection of elective courses. In addition, undergraduate students will take one class in statistics and one class in elementary computer science programming, both offered in other departments. A student may be exempt from the computer sciences class if its equivalent has been taken in high school.

The undergraduate curriculum is intended for liberal arts students who wish to build a fundamental knowledge of the communication function in society. The core courses include both practicum and theory courses in media and society, print and broadcast journalism, visual communication (film/videotape), communication research, and communication technology. Through electives, including an optional senior project, students may choose to build greater depth in any of these areas.

To be recommended for the Bachelor of Arts degree in Communication, students must complete at least 50 units, and preferably not more than 60 units, within the Communications Department, plus a course in statistics and a course in computer science (unless exempted from the latter). Not more than 12 units of transfer credit, or Summer Session credits may be applied to meet department requirements. The eight core courses equal 37 units. An additional 13 elective units must be taken within the Communications Department. In addition, the statistics course, offered in both the Psychology or Statistics Department, is 5 units; and the computer science course is also 5 units.

The statistics and computer science courses may be taken for Pass/No credit. All Communication Department courses required to fulfill departmental requirements must be taken for a letter grade unless offered only for Pass/No credit.

CURRICULUM

1. Students should declare the major during either their sophomore or junior year. Prior

to, or concurrent with declaring a major in communication, students must have completed or be enrolled in:

Communication 1, Mass Communication and Society (core course)

Psychology 60, or Statistics 60, or Statistics 70

Computer Science 105A or 105B

These three courses are pre-requisites, in varying combinations, for the remaining seven core courses, which may be taken in any sequence (as long as additional pre-requisites for certain courses are also met):

2. 1) Editorial Techniques 100 (pre-requisite: 1; Statistics; Computer Science)
- 2) Mass Communication Theory 108 (pre-requisite: 1; Statistics; Computer Science)
- 3) Research Methods 106 (pre-requisite: 1; Statistics; Computer Science)
- 4) Introduction to Film and Video 114 (pre-requisite: 1 and 100)
- 5) History of Journalism 140; or History of Film 141 (pre-requisite: 1 and 108)
- 6) Communication Law 149; or Contemporary Media and the Law 110 (pre-requisite: 1 and 108)
- 7) Interactive Communication Technologies 169 (pre-requisite: 1; Computer Science)

Senior students interested in working one-on-one with a faculty advisor, may apply to faculty of their choice for a Senior Project (190, 5 units). If accepted, a mutually agreeable project will be fashioned. This may be a research project, including literature review and analysis on a selected topic or an experimental research project; or production of a finished piece of work in print of broadcast journalism, or in film. It may be possible, under some limited circumstances, to combine the senior project with an internship.

GRADUATE PROGRAMS

MASTER OF ARTS

The Master of Arts degree is awarded by the department in the fields of Journalism (print or broadcast, Film (documentary production/writing or fiction screenwriting, 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. General 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 35 of the 45 units must be in courses numbered 200 or higher, and the other units in courses numbered 100 or above. 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 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.*

Students in the Print and Broadcast Journalism master's program are required to take: Communication 200, 220, 225, 249, 275, and 290. Students emphasizing print will take Communication 203 and 207; students emphasizing

broadcasting will take Communication 242A and 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.

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, 220, 253, 267, 268), 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, 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 qualifying 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 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.

Students are expected to complete departmental examinations and a first-year project by the end of the second year of study after which they must apply to the University for candidacy.

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 should 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 250B: 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 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 8 week-long workshop production courses in Film, Radio/Television, Broadcast News, 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, New Technologies, and Mass Communication 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

(*Core Courses)

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)
sections by arrangement

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

*5 units, Aut (Rivers, Staff)
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) given 1985-86
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, Spr (Staff)

105S. 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 (Staff)

106. Communication Research Methods—(Graduate students register for 206.) 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)

108. Mass Communication Theory—Mass media effects will be the main topics addressed in this course which is intended to provide greater depth to issues introduced in Communication 1. Models of mass communication, the mass media as organized, and the relationships of mass media with society will be explored. Prerequisites: 1; Statistics; Computer Science.

*5 units, Spr (Staff)

110. Contemporary Media and the Law—An exploration of the varying degrees of First Amendment protection extended to print, film, broadcasting and cablecasting media and a comparative study of the law of defamation, privacy, copyright, etc., as applied to various media. Special emphasis is placed on changing com-

munication technology and the new legal issues which result from the changes. Prerequisites: 1; and 108.

*5 units, Aut (Cohen)

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

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, (Alexander) Win MW 10-12,
and tutorials by arrangement

114. Introduction to Film and Video—Preparation of visual media is explored from conceptualization to completion of various super-8 and video assignments. Written preproduction of media projects is emphasized in conjunction with the practical visual and aural techniques necessary for executing ideas on film and tape. Prerequisites: 1 and 100.

*5 units, Spr (Samuelson)

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) given 1985-86
and W 7:30 p.m.

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.

1-2 unit, Aut (Rivers)

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)

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, Win (Lewenstein)

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)*

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 (Cohen)

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 (Cohen)

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 (Breitrose)

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, Win (Franklin)*

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)

3 units, Sum (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.

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)

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)

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

165. Sex and Romance in American Film and Television—(Same as Feminist Studies 125.) Course will view and analyze American motion pictures and prime-time television programming from 1920 to present in attempt to define elements that have changed or remained constant in depiction of romantic relationships.

4 units, Spr (Trice)

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, 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.

3 units, Win (Breitrose)

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. Prerequisite: 1.

*4 units, Spr (Paisley)

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)

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)

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)

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 interna-

tional relations have first priority, with permission of instructor.

4 units, Aut (Abel)

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.

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

4 units, Spr (Lewenstein)

177E. Specialized Writing—Opinion Writing. (Graduate students register for 277E.)

4 units, Spr (Abel)

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) given 1985-86

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)

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

190. Senior Project—A research project, or production of a finished piece of work in journalism or film. A combination of the senior project and an internship is possible. Senior standing required.

5 units, Aut, Win, Spr (Staff)

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 (Lewenstein) 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.)

205S. Radio and Television Workshop—Studies in Radio and Television writing and production. Theory and techniques in both studio and remote location.

9 units, Sum (Mayes)

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

207. 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.

3 units, Aut (Stemer)

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)

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)

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)

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)

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

5 units, Win (Blaustein)

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

5 units, Spr (Blaustein)

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 (Roberts)

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, Aut (Breitrose)

223A. Documentary Writing and Directing I—Emphasis is placed on conceptualizing and executing ideas for the production work done jointly with 224A. All aspects of preproduction at an introductory level will be covered. Open to graduates only. Prerequisite: Consent of instructor.

5 units, Aut (Samuelson)

223B. Documentary Film Writing and Directing II—Further professional training in preproduction and producing for motion pictures. Analysis of film structure, development of interviewing and other documentary directing techniques, and writing of narration scripts is emphasized. To be taken concurrently with 224B. Prerequisite: 223A.

5 units, Win (Samuelson)

223C. Documentary Film Writing and Directing III—Final quarter of study in film writing, producing and directing. Includes further examination of film structures, as well as practical training in fundraising and distribution. To be taken concurrently with 224C. Prerequisite: 223B.

5 units, Spr (Samuelson)

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)
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 (Alexander)

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)

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)
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)

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, Win (Rogers)

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, (Paisley)

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)
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)

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: 200.

5 units, Win (Abel)

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

277. Specialized Workshops—(Graduate sections. See 177.)

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

277E. Specialized Workshop—Opinion Writing—(Graduate section. See 177E.)

278. Media Management—(Graduate section. See 178.)

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)

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

4-5 units, Win (Chaffee)

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)

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 (Paisley)

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

4 units, Win (Rogers)

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 (Chaffee)

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)

400. Dissertation Research.

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