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School of Journalism and Mass Communication

GENERAL INFORMATION

"The Minnesota Pattern"

Although instruction in journalism at the University of Minnesota dates back 50 years, the School of Journalism and Mass Communication is more than ever a modern school dedicated to meeting modern needs in the fields of mass communication.

It is a closely knit professional school, centered in and reinforced by a strong liberal arts program. Its students meet the requirements of, and receive their degrees from, the College of Liberal Arts.

As an academic discipline, journalism is concerned with the theories and practices of mass communication media, in the context of both historical development and contemporary problems, and with the development of skills and techniques requisite for the successful practice of the craft of written, oral, and visual mass communication.

A well-prepared journalist today, however, must know the world with which his work is involved. He must have a knowledge of history, economics, the arts, literature and language, and other social as well as natural sciences. To gain this knowledge, the Minnesota journalism student draws upon the distinguished talents and vast resources of the University's liberal arts program.

The school's goal is to send into the many fields of mass communication, including research and teaching, men and women possessing both cultural background and thorough education in the tools of journalism.

The School of Journalism and Mass Communication offers programs at three levels: (1) an undergraduate program leading to the bachelor of arts degree; (2) a graduate program leading to the master of arts degree; and (3) a graduate program leading to the degree of doctor of philosophy. These are discussed separately in subsequent pages of this bulletin.

Accreditation

The University of Minnesota School of Journalism and Mass Communication is 1 of 55 members of the American Association of Schools and Departments of Journalism. The school and specifically its news-editorial and advertising sequences are accredited by the American Council on Education for Journalism. The ACEJ is a joint professional-educator body authorized by the

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National Commission on Accrediting for the purpose of accrediting journalism units in the United States.

The school's faculty members, moreover, are active members and frequently officers of United States and international professional and educational journalism associations. In numbers of students and in spread and depth of course offerings, the school stands among the top units of its kind.

The school has more than 3,000 graduates, many of whom have achieved career distinction in newspaper, broadcasting, advertising, magazine, and public relations areas; in government and public service, and in journalism education and research.

Human Rights

The University of Minnesota is guided by the principle that there shall be no differences in the treatment of persons because of race, creed, color, or national origin and that equal opportunity and access to facilities shall be available to all. This principle is particularly applicable in the admission of students in all colleges, and in their academic pursuits. It is also applicable in University-owned or University-approved housing, in food services, student unions, extracurricular activities, and all other student services. It is a guiding policy in the employment of students either by the University or by outsiders through the University and in the employment of faculty and civil service staff.

Opportunities in Mass Communication

No professional field offers greater challenges than does mass communication, intimately related as it is to all areas of human endeavor. As human knowledge increases, and the need for its widest and fastest possible dissemination continues to grow, the opportunities for professional "communicators" grow, too. An enumeration of the many occupational areas open to graduates of the School of Journalism and Mass Communication will be found in the section of this bulletin dealing with programs of study for the news-editorial and advertising sequences. Advisers are always available to consult with students about opportunities in the field.

The school maintains a placement service to assist graduates and alumni in finding suitable positions in their preferred areas of interest. The demand for qualified graduates has been increasing and salaries for positions in the field continue to grow substantially.

Facilities of the School

Classrooms, laboratories, faculty and administration offices, and the school library occupy Murphy Hall near the center of the Minneapolis Campus.

The school's facilities include fully equipped newswriting and advertising laboratories, photojournalism lab, typography lab, and a Communication Research Division. Murphy Hall, one of the nation's first buildings designed solely

for journalism education, also contains its own mass communications library and reading room, and an adjoining study-lounge for the Thomas Heggen ("Mister Roberts") memorial collection of books.

The building also houses the University student publications: The *Minnesota Daily*, and the *Ivory Tower* (monthly magazine), as well as headquarters of the National Scholastic Press Association and the Associated Collegiate Press, which serve hundreds of high school and college publications throughout the country.

Besides work on student publications, practical experience opportunities on campus include the Radio-Television Guild, radio stations KUOM and WMMR, and use of the University's television facilities.

In appropriate classes, field trips are arranged to downtown radio and television studios, newspaper plants, advertising agencies, and the advertising departments of retail and manufacturing businesses.

Of inestimable value, too, is the "laboratory" provided by the metropolitan area of the Twin Cities, ideal for observation and practical experience: federal government offices, state capitol, numerous state agencies, Federal Reserve Bank, social service enterprises, major league baseball, football, hockey, and basketball, music and theater, and industry, to suggest a few. Here, too, is a large group of communications agencies: the Minnesota Newspaper Association, Northwest Daily Press Association, four metropolitan dailies, and scores of suburban, community, and specialized publications, regional bureaus of the Associated Press and United Press International, nearly 20 radio stations and 6 television stations, nationally known advertising and public relations agencies, and leading printing and engraving plants.

The School of Journalism and Mass Communication maintains a close liaison with journalists, both for the enrichment which accrues to its program and for the services which it can extend. This takes the form of conferences, workshops, short courses, and professional clinics for newsmen and women, advertising executives and employees, and mass communication specialists throughout the Upper Midwest. Annual events include the Editors' Short Course for community newspaper personnel, the News Executives' Conference, the Northwest Broadcast News Association, the Advertising Institute, and other workshops for industrial editors, high school journalists, and teachers.

Students can meet distinguished journalists on two formal occasions annually: the Ralph D. Casey Seminar and the Newspaper Guild Memorial Lecture. Both events traditionally involve topflight editors, reporters, or news analysts.

Professional Organizations

The principal national honorary and professional societies for student journalists are represented by Minnesota chapters. These are: Alpha Delta Sigma (advertising); Kappa Tau Alpha (honorary scholastic); Sigma Delta Chi (men's professional, news-editorial); Theta Sigma Phi (women's professional). There are also the Journalism Graduate Students Club, the Foreign Journalism Students Club, and the Student-Faculty Liaison Committee. In addition, faculty and students share activities with Minneapolis and St. Paul

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professional societies in advertising, broadcasting, photojournalism, business journalism, public relations, newspaper publishing, and other areas. The Minnesota Press Club dines graduating seniors each spring.

Alumni Association

The Alumni Association of the school holds an annual luncheon on Homecoming Day, supports a scholarship, and gives the school noteworthy support in many of its activities. The Alumni Newsletter is issued each fall.

Student Financial Aids

Many journalism students at the University of Minnesota earn part of their expenses; some are entirely self-supporting. There are four principal sources of student income:

1. **Student Employment.** The University maintains a student employment service for on- and off-campus part-time jobs. These vary considerably in nature, hours, and wages.

Of special interest to students in the school is the availability of part-time school year positions in the offices of newspapers, radio and television stations, advertising agencies, publishing establishments, and other enterprises where preprofessional experience may be gained. A few "internships" providing on-the-job training are available to both news-editorial and advertising students. Staff members of the University's student publications are paid nominal salaries. There are also opportunities for summer employment in the various journalistic fields on an "intern" basis. The school's placement service helps students obtain these positions.

2. **Student Loans.** The University's Office of Student Financial Aid offers a variety of loan programs to meet students' financial needs.

3. **Scholarships and Fellowships.** In addition to a considerable number of all-University scholarships (inquiry concerning which should be made to the Office of Student Financial Aid), there are some 25 scholarships available annually to students in the school, mostly to juniors and seniors. Several of the scholarships are open to incoming pre-journalism freshmen from Minnesota, but most are intended for those who have satisfactorily completed a year or more of work as journalism students.

4. **Graduate Assistantships.** There are, besides scholarship and fellowship awards for graduate students, openings for teaching and research assistantships involving appointment to the staff of the school and requiring part-time service. Applications for these positions should be filed in the Graduate School office by each February 15 for appointments for the ensuing academic year, but applications received at other times will be considered for vacancies. Information regarding assistantships is contained in the University's *Graduate School Bulletin*.

SCHOLARSHIPS AND FELLOWSHIPS

(Restricted to the School of Journalism and Mass Communication)

A number of scholarships and fellowships are available solely to undergraduate and graduate students majoring in journalism and mass communication. Most are awarded to students who have demonstrated capability during a period of registration in the University. A few are available to entering freshmen. Specifically, these scholarships and fellowships currently include:

Advertising Club of Minneapolis Scholarship: For a Minnesota resident of superior scholarship, special talents, future promise, advertising major; \$400.

Thomas F. Barnhart Memorial Scholarship: For a junior or senior; awarded on basis of professional promise, preferably interested in community journalism; \$405.

Carroll Binder Memorial Scholarship: For a student showing high promise in reporting or interpreting of international affairs and who plans a newspaper career; \$405.

Lois Osborn Casey Memorial Scholarship: For a senior or graduate student interested in a career in reporting of public affairs; \$500.

Gannett Foundation Scholarship: For a junior or senior in the news-editorial sequence; \$500.

Tres F. Goetting Memorial Scholarship: For a student interested in public relations or advertising; awarded on basis of academic aptitude and professional promise; \$250.

Fred and Lucille Kildow Scholarship: For a student showing ability and potential in journalism; \$500.

Miller Publishing Co. Scholarship: For a junior, senior, or graduate student in journalism; \$500.

Minnesota Mining and Manufacturing Scholarships (3): For junior, senior, or graduate students in journalism; \$500 each.

Minnesota Press Women's Scholarship: For a junior or senior woman; awarded on basis of scholarship, promise; \$300.

Modern Medicine Scholarships (2): For Upper Division or graduate students in journalism; based on scholarship, professional promise, and qualities of character; \$500 each.

Northwest Council of Advertising Agencies Scholarship: For a junior or senior student in the advertising sequence; awarded on basis of leadership, scholarship, professional promise; \$150.

Northwest Daily Press Association Scholarship: For a junior student interested in advertising and newspaper management; \$200.

Northwest Industrial Editors Association Scholarship: For an undergraduate student in journalism; awarded on the basis of scholarship, personal attributes, future promise; \$300.

Carl T. Rowan Scholarship: For a Negro student preparing for a career in news reporting and interpretation; \$500.

David Silverman Memorial Scholarship: For a junior, senior, or graduate student going into newspaper work; \$375.

Theta Sigma Phi Scholarship: For outstanding ability and performance in journalism by a junior woman student in the news-editorial sequence; \$50.

WCCO-TV Scholarships (2): For news-editorial-broadcasting students entering junior year who plan a career in broadcasting; each scholarship is for 2 years, totaling \$1,200 each.

SPECIAL AWARDS

Elliot Baron Memorial Award: For outstanding service on student publications; \$50-\$100.

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Minneapolis Star Scholarship: For the journalism student who has the highest overall GPA for his or her first 8 quarters; \$400.

SCHOLARSHIPS FOR INCOMING FRESHMEN

Journalism Alumni Association Scholarship: For an incoming freshman for use during his sophomore year as a journalism student; \$375.

Minnesota High School Press Association Scholarships (2): For Minnesota high school seniors planning to major in journalism at the University of Minnesota; \$125 each.

School Publications Scholarship: For an incoming freshman planning to major in journalism, for use during the winner's sophomore year; \$200.

Murphy Hall — home of the School of Journalism and Mass Communication — is entirely devoted to the teaching of journalism, advertising, broadcasting, photo-journalism, and graphic arts. It also houses student publications. A four-story structure, it has long served as a model for other schools.



PROGRAMS OF STUDY

The Journalism B.A.

Preparation for journalism and mass communication rests on a broad liberal education, a knowledge of the social and professional responsibilities of the journalist, and basic competence in journalistic techniques. A journalism major student first must meet Arts College Lower Division requirements. As a junior, he plans an Upper Division program, in conference with his adviser, in order to gain both general and professional education. About three-fourths of the student's university work is in social science and humanities departments and in other nonjournalism areas of liberal education; about one-fourth is in journalism courses, including many with liberal education emphasis.

Lower Division Study

Students interested in journalism and mass communication who plan to enter the School of Journalism and Mass Communication may begin their journalism work in either their freshman or sophomore year. They are urged to discuss their course programs and vocational aspirations with members of the school's faculty.

A prospective journalism and mass communication major, while meeting the Arts College Lower Division requirements, must also include in his program Jour 1 and 5, Comp 27, Econ B-C or 1-2†, and Pol 1-2. He must include 2 quarters of American history in either Lower Division or Upper Division courses (selections from Hist 23, 24, 80, 81, 90, 93, 139C, 140C, 141C, 142A, 143A, 144A are recommended). Students intending to follow the news-editorial sequence must include Jour 14 and 16. Pre-advertising students must include Jour 18 and Psy 1-2†.

Pre-journalism students are advised to elect courses in sociology, psychology, speech, the humanities, English or American literature, geography, anthropology, and philosophy.

No student whose average is lower than C will be permitted to enroll in any School of Journalism and Mass Communication course.

It is expected that the student interested in journalism be able to type or learn to type early in his university career.

Upper Division Study

The School of Journalism and Mass Communication offers two principal course sequences: news-editorial and advertising, each of which leads to a liberal arts degree. Each is planned with basic core course requirements considered essential for the professional preparation of all students. Most of these requirements are met in Upper Division, or the junior and senior years.

A student wishing to coordinate work for the B.A. degree with proposed work for the M.A. degree in journalism should consult a school adviser early

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in his junior year. Expanded and specialized preparation in mass communication and supporting disciplines can thus be programmed over the next 3 years. Those qualified to meet admission requirements of the Graduate School are urged to consider such a coordinated program, which may be based on dual majors or interdepartmental plans.

NEWS-EDITORIAL SEQUENCE

This degree sequence prepares students for daily and weekly newspaper reporting, editing, interpretive writing, and editorial direction; radio and television news and editorial writing and presentation, script and continuity writing; photojournalism; press association work; magazine writing, editing, and administration; critical writing; science and technical writing; industrial journalism; graphic arts design and processes; newspaper management, circulation, promotion; public relations and public opinion; mass communications research; journalism teaching.

Requirements:

- A. Jour 50, 51, 101, 112
- B. Jour 55-56 or 73-74 or 84-85
- C. Jour 109 or 111
- D. Jour 140 or 141 (print media students) or 142 (broadcast media students)
- E. 9 to 12 elective Upper Division credits in journalism, for minimum of 30; 3 of the elective credits must be numbered above 90; students of superior scholarship may substitute outside courses for 6 of the additional credits with adviser approval.

In some cases, other modifications of a sequence may be approved by the adviser.

ADVERTISING MAJOR SEQUENCE

This sequence prepares students for work in print and broadcast media advertising; advertising agencies; manufacturers' and retail advertising departments; copywriting and layout; broadcast production; print reproduction; media, market, and consumer analysis; public relations; newspaper management; mass communications research; advertising teaching.

Requirements:

- A. Jour 57, 79, 112, 156, 161, 162, 164; Mktg 57
- B. 9 credits in Upper Division journalism or adviser-approved areas

Students of advertising wishing special training in marketing may elect, with adviser approval, a group of courses in the School of Business Administration, choosing from among Mktg 60, 65, 75, 85, 95, 96, 98, 99, and 177; Mgmt 95; Soc 45; Psy 90 and 168 (one of last three recommended for all, but required for those electing Mktg 95-96).

Students of advertising wishing special training in commercial design are advised to elect work in the Department of Studio Art. A student may prepare for a general minor in art by first electing Arts 20, 23.

Professional Emphasis in Specialized Fields

Students with professional interest in special fields of journalism may design programs in conference with advisers to prepare for work in these areas. Such programs usually can be developed within either the news-editorial or the advertising sequences. Combinations or modifications are possible in some cases. For all of these specializations a 5-year program is recommended. Students should arrange programs in specialized fields in early conferences with Upper Division advisers. The principal fields of specialization and the core and elective courses recommended for them, are:

Broadcast Journalism — Students should choose Jour 84-85, 111, 142; recommended are Jour 6, 53; Spch 5, 65, 69, 171.

Creative Graphic Arts — For students interested in advertising layout or in production, typography, and make-up of periodicals and promotional matter. News-editorial majors should elect Jour 53, 60, 158; advertising majors should elect Jour 53, 59, 158; Upper Division courses in art and design may be elected.

Magazine Journalism — Students should choose Jour 73-74, 109, 140 or 141; recommended are Jour 6, 53, 55-56, 60, 103, 106, 121.

Newspaper Editorial — Students should choose Jour 55-56, 109, 140 and 141; recommended are Jour 6, 53, 60, 93, 114, 121, 177.

Newspaper Management — A student may follow either the news-editorial or advertising sequence. Students should choose Jour 93, 95; recommended are Jour 57, 60, 78, 121, 177.

Photojournalism — Students should elect Jour 6, 65, 66; 53 or 85; 105 or 107 or 108; ArtH 50 and 86 or 87; any two of ArtS 83, 84, 85, or Spch 65-66; and 3-6 credits in basic design.

Public Relations — A student may follow either the news-editorial or advertising sequence. Students should elect Jour 78, 149; recommended are Jour 18, 114, 121, 131. Recommended Lower Division courses: Psy 1-2†, Soc 1, Spch 5.

Students expecting to specialize at the graduate level in advertising or mass communication research should elect during their senior years Jour 114, 131, and a course in statistics chosen in consultation with their graduate advisers.

Agricultural and Home Economics Journalism Major Sequences

Two degree programs offered cooperatively by the Arts College and the College of Agriculture, Forestry, and Home Economics provide training for professional work in the following fields:

Agricultural Journalism — Daily and weekly newspaper work in rural areas; farm and technical journals; agricultural information work.

Home Economics Journalism — Work on daily and weekly newspapers and in public information and technical writing in the home economics field.

These programs combine courses to offer students either editorial or advertising sequences in journalism with extensive specialized work in the chosen field. Full details of the various programs and of Lower and Upper

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Division requirements may be obtained from major advisers in journalism and in agriculture or home economics.

Journalism Minor for Non-Arts College Students

For students in the College of Agriculture, Forestry, and Home Economics, the Institute of Technology, and the School of Business Administration — Jour 11, 41, 71, and 6 additional credits in Upper Division journalism courses, to be chosen in conference with the adviser. Jour 57, 78, 90 or 121, 109, 112, and 124 are recommended. Students in the School of Business Administration specializing in marketing or advertising may set up a minor including Jour 79, 161, 162, 163, 164. For students in the College of Education — Jour 11, 41, 71, 82, and 9 additional credits chosen from among Jour 57, 90 or 121, 103, 109, 111, 112, and 124. EdT 74 (see *College of Education Bulletin*), offered by the School of Journalism and Mass Communication, is a required education course for students in this sequence.

Nonprofessional Studies in Journalism — A group of courses dealing primarily with the social aspects of mass communications is open to students majoring in other Arts College departments: Jour 90 or 121, 103, 105, 106, 109, 110, 111, 112, 114, 124, 125, 126, 131, 149, 177. Arts College students interested in taking other undergraduate courses in journalism with a view toward professional specialization in a fifth year of journalism work should consult a journalism adviser.

Summer Session

A wide offering of courses, many on the graduate level, is included in the School of Journalism and Mass Communication's Summer Session program, in addition to a series of specialized workshops. Interested students should refer to the University's *Summer Session Bulletin* for details.

Extension Division Classes in Journalism and Mass Communication

Some School of Journalism and Mass Communication courses are offered by independent study through the Extension Division of the University of Minnesota. These are generally on the undergraduate level, but some graduate courses are also included.

Evening classes are offered on the Minneapolis Campus in several areas of journalism, usually staffed by members of the school's faculty, but offered through the Extension Division.

Information as to course offerings, enrollment procedures, and fees for independent study or night class work is contained in bulletins put out by the University's General Extension Division.

Graduate Degrees in Journalism and Mass Communication

The School of Journalism and Mass Communication offers programs within the Graduate School leading to the master of arts or doctor of philosophy degrees.

Any student with a Bachelor's degree or its approved equivalent from an accredited college or university may apply to the dean of the Graduate School for admission. An applicant with the necessary background for his chosen major field, an excellent scholastic record from an approved college or university, and satisfactory character and professional qualifications may be admitted for graduate work on recommendation of the faculty of the School of Journalism and Mass Communication and approval by the dean of the Graduate School.

Details concerning application procedures, transfer of credits, and fees are presented in the *Graduate School Bulletin*.

Prerequisites — Courses in journalism and mass communication are open to regularly enrolled graduate students who meet prerequisites stated in course descriptions. Students admitted to a program of specialization for the M.A. or Ph.D. degree in mass communication usually are expected to have completed an undergraduate major in this field, in addition to offering other evidence of their academic and professional qualifications. Initial permission to register for work toward the Master's degree in mass communication may be granted to graduate students whose undergraduate major is in some other field, but before filing a formal program for the M.A. in any area of mass communication except advertising, the applicant must satisfy the Graduate Committee of the School of Journalism and Mass Communication that he has the equivalent of each course in the following areas: (1) the fundamentals of news reporting and editing (such as Jour 14, 50, and 51); (2) the fundamentals of mass communication law (such as Jour 16); (3) the fundamentals of mass communication history (such as Jour 109); (4) the fundamentals of communication theory and public opinion (such as Jour 112). The requirements in reporting and editing may be satisfied by 1 or more years of acceptable professional experience, or by the completion of Jour 80 (Survey of Journalism Techniques), or by special examination. The requirements in law, history, and communication and public opinion may be satisfied by Jour 16, 109, and 112, respectively, or by special examination. Jour 109 and 112 are acceptable for graduate credit toward the M.A. degree, but may not be included in a Ph.D. program.

Master's Degree in Advertising — Before filing a formal program for the Master's degree in advertising, the student must present at least the equivalent of one course in each of any five of the following seven categories, provided that the requirement of at least one course in each of the remaining two categories be satisfied before graduation: (1) the fundamentals of mass communication (such as Jour 1 or 80); (2) the fundamentals of visual communication (such as Jour 5); (3) the fundamentals of advertising (such as Jour 18 or Mktg 77); (4) the visual (i.e., spatial) tools and techniques of advertising and mass communication (such as Jour 57, 59, or 60); (5) the verbal tools and techniques

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of advertising and mass communication (such as Jour 79); (6) the fundamentals of marketing (such as Mktg 57); (7) the fundamentals of consumer psychology or the "psychology of advertising" (such as Mktg 98 or Jour 156). A special qualifying examination may be authorized, or a validating examination may be required by the School of Journalism and Mass Communication for any of these courses. A more detailed statement of the requirements for the Master's degree in advertising is available upon request.

MASTER OF ARTS DEGREE

The Graduate School offers the Master's degree under two plans: Plan A, involving a thesis, and Plan B, which substitutes additional course work for the thesis. Either plan may be chosen by students seeking the degree in journalism. For Plan A, Jour 200A-B-C and 18 additional graduate credits in journalism and mass communication are required, including two seminars numbered above 200. For Plan B, Jour 200A-B-C and at least two seminars numbered above 200, in addition to about 18 graduate credits in journalism, are required.

Minor — Majors in other fields who desire a minor dealing with social and cultural aspects of the mass media of communication, or with theory and specialized communications research techniques, may select courses with the consent of a graduate mass communication adviser from among the following: Jour 102, 103, 105, 106, 109, 110, 111, 112, 114, 121, 124, 125, 126, 131, 143, 149, 164, 177, 190, and any course numbered 200 or above for which the student is eligible.

Language Requirement — For Plan A, reading knowledge of a foreign language is required of all candidates, except those who present additional work in statistics to support a concentration in theory and research methodology. For Plan B, a foreign language is not required but is recommended for students in international mass communication.

DOCTOR OF PHILOSOPHY DEGREE

A student planning a Ph.D. program in the School of Journalism and Mass Communication will, in consultation with his adviser, elect two of four subfields — a dissertation field and a secondary field. In the dissertation field he will take a minimum of 24 credits in journalism and mass communication; in the secondary field a minimum of 15 credits. A majority of credits in both fields must be offered in 200-level courses. The subfields are (1) communication theory and research methodology; (2) history of mass communication; (3) communication agencies as social institutions; and (4) international mass communication. In addition, the Ph.D. program must include a 12-15 credit core subfield, mass communication research. A minimum of 27 credits in departments outside of the School of Journalism and Mass Communication are required, including at least 18 credits in a minor or in supporting fields related to the dissertation field. Prospective students should write to the school's director of graduate studies for detailed subfield descriptions. In the preliminary

examination, the Ph.D. student will be held responsible for subject matter in his two subfields and the core.

Minor — A candidate for the Ph.D. in other fields may elect a minor by obtaining the approval of his adviser and the director of graduate study of the School of Journalism and Mass Communication. Specialists in one of the natural or social sciences can establish minors leading to the practice of journalism. Written preliminary examinations are required of all minors.

Language Requirement — Either (a) two foreign languages, or (b) higher proficiency in one language, or (c) one foreign language and the option of a special research technique or a collateral field of knowledge. Acceptable languages are Arabic, Chinese, French, German, Italian, Russian, Spanish, or Portuguese.

An advertising class hears Professor Harold Wilson critique its creative work in the graphic arts in a laboratory setting. Laboratory sections run to a maximum of 15 students; writing and discussion classes to 25 students.



COURSE DESCRIPTIONS

Symbols — The following symbols are used throughout the course descriptions and will not carry any page footnotes:

° Courses in which graduate students may prepare Plan B papers.

† To receive credit, all courses listed before the single dagger must be completed.

§ No credit is granted if credit has been received for equivalent course listed after section mark.

¶ Concurrent registration is allowed with the course listed after paragraph mark.

Consent of instructor is required.

△ Consent of department or school offering course is required.

Journalism (Jour)

LOWER DIVISION COURSES

- 1. Introduction to Mass Communications.** Nature, functions, and responsibilities of communication agencies examined from point of view of professional journalist. News, opinion, entertainment, and persuasion functions. Specialized communications; aspects of advertising. Laboratory exercises in fact-gathering and journalistic writing. (3 cr; prereq 2nd qtr fr with B avg in English, 3rd qtr fr with C avg in English or soph...basic typing ability desirable; 2 lect, 1 lab per wk)
- 3. Communication in Modern World — Mass Media.** Mass media and their social and cultural effects. Interaction between audience and media. The popular arts. Related areas of communication; advertising, public relations, propaganda. Future of mass media. (3 cr, §Spch 3)
- 5. Visual Communication.** Introduction to functions of visual communication in news and advertising in print and electronic media. Evaluation and criticism of current typography, photography. Lectures, recitations, projects, critiques. (3 cr; prereq 3rd qtr fr)
- 6. Beginning Photojournalism.** Photography as a creative means of communication. Fundamentals of photography; use of news cameras; basic darkroom processes. Lectures and laboratory. (3 cr; prereq 1, 5 or ¶5)
- 11. Journalistic Writing for Nonmajors.** Newspaper fact-gathering and newswriting; specialized reporting; fundamentals of press law. (3 cr; for journalism minors and others in College of Agriculture, Forestry, and Home Economics, College of Education, Institute of Technology, and School of Business Administration; prereq soph, C avg, Engl C, 3A, 3B, or Comm 3 or Rhet 3 or exemption from English requirement)
- 14. Reporting.** Study of and practice in commonly used forms of reporting. Problems of news handling. Effective feature writing. (3 cr; prereq soph, 1 or 13, C avg in journalism courses and in all work, or #...type 35 words per min... †Comp 27)
- 16. Mass Communications Law.** Origins and background of principles of press law. Libel and its defenses, penalties. Right of privacy; problems of fair trial. Law and self-regulation in advertising, in broadcast media. Copyright, obscenity statutes. (2 cr; prereq 1, ¶14)

18. **Principles of Advertising.** Theory, principles, and functions of advertising; its role in economic, social, and marketing structure. Newspapers, magazines, and radio and television as advertising media. (3 cr; prereq soph, 1, C avg and ¶Comp 27...1 or ¶1 for Upper Division students)
41. **Publications Editing.** Lectures and laboratory in basic problems of copy editing for various publications. (3 cr; not recommended for journalism majors; prereq soph, 1 or 11)

UPPER DIVISION COURSES

Upper Division courses in the School of Journalism and Mass Communication are open to Lower Division students only by special permission of the Scholastic Committee.

50. **Interpretive Reporting.** Interpretive and investigative reporting. Interpretive features and series. Advanced problems in material gathering and specialized reporting. (3 cr; prereq soph with B avg in 1 and 14 or jr, 14, C avg, Comp 27 or #)
51. **News Editing.** Basic copy editing problems and techniques; headline writing; proofreading. (2 cr; prereq 50 or B avg in 1, 14; 4 hrs lab per wk)
53. **Picture Editing.** Criteria for picture selection. Dynamics of visual content: pattern, texture, movement. Combining word and picture in communications; layouts, news film. Lectures and laboratory. (3 cr; prereq 5, 14 or #)
55. **Newspaper Editing.** Lectures and laboratory in news and picture selection and editing. Newspaper make-up. Press association teletype service. (2 cr; prereq 51 and ¶56 or #)
56. **Design and Typography: Editorial.** Principles of design in newspaper and periodical make-up. Type and headline display. Typography for film presentation. (2 cr; prereq 51 and ¶55 or #)
57. **Design and Typography: Advertising.** Principles of design and layout. Preparation of layouts for print and film. Photo-type techniques. Appropriate use of type faces and color. (3 cr; prereq journalism-advertising major, or journalism minor in College of Education, School of Business Administration, or College of Agriculture, Forestry, and Home Economics, or #)
59. **Advanced Advertising Typography and Layout.** Practice and experimentation with display typography; individual laboratory projects in retail advertising display, point of purchase display, posters, direct mail brochures. (3 cr; prereq 57)
60. **Graphic Arts: Processes.** Letterpress, offset lithography, and gravure printing processes; engravings and copy preparation; significant graphic arts trends. (3 cr; prereq jr)
65. **Advanced Photojournalism I.** Picture content for visual reporting by print and television. Thematic visual series. Use of miniature camera, light, and lighting. Lectures and laboratory. (3 cr; prereq 5, C or better in 6, or #)
66. **Advanced Photojournalism II.** Visual presentation of information and ideas. Magazine photography; production of series and sequences. Principles of advertising illustration. Photo markets. (3 cr; prereq 65 and #)
71. **Business and Industrial Journalism.** For journalism majors and minors particularly interested in study of business and industrial press as specialized com-

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- munications media; analysis and evaluation of content, staffs, and production. Gathering material for and writing of feature articles in the industrial field. (3 cr; prereq 41 or 51)
73. **Magazine Writing.** Planning and writing feature articles for general, class, and trade publications; marketing; problems of magazine editing; employee and industrial journal problems. (3 cr; prereq 50 or 41 and #)
74. **Magazine Editing.** Planning and editing consumer and specialized magazines; problems of magazine layout, design, and make-up. Individual projects in magazine editing and advanced magazine writing. (3 cr; prereq 73 or #)
78. **Public Relations Methods.** Publicity, external and internal communication, including use of company publications, institutional advertising and trade journals. Projects and campaigns. (3 cr; prereq 51 and 73...or 41, 57)
79. **Advertising Copy Writing.** Advertising appeals and strategy; techniques of writing and editing advertising copy for newspapers, magazines, radio-TV, direct mail, outdoor, brochures; planning advertising campaigns; laboratory work. (5 cr; prereq 18, 57)
80. **Survey of Journalism Techniques.** An overview of the principal journalistic techniques: Writing for news media, magazines, broadcasting; advertising copy; layout and design; copy editing and preparation; visual presentation. Lectures and laboratory exercises. (3 cr; open only to grad or summer special students; prereq 1 or audit of 1, 16 or audit of 16 and #)
82. **Supervision of School Publications.** For those who plan to become advisers of high school or college newspapers, yearbooks, magazines. Emphasis upon editorial content, staff organization, editing, typography, make-up, and business management. (3 cr; prereq 41 or 51)
84. **Broadcast News Writing, Editing.** Radio and television as media of journalistic communication. Broadcast newsrooms; news writing, editing, preparation. Ethical considerations, professional organizations, legal and administrative aspects. (3 cr; prereq 50)
85. **Television-Film Production: News and Advertising.** Television and film presentation for mass communication. Motion picture filming, editing, and scripting for commercials, news, documentaries, public affairs programs. Field and laboratory work. (3 cr; prereq 5, 6, 84 for news-editorial students...5 and 79 or Spch 65-66 for others)
86. **Radio and Television Script Writing.** Planning and writing scripts for broadcast in variety of program areas. (3 cr; prereq 51 and # for journalism majors ...1 and # for speech-radio majors)
88. **Radio and Television Station Administration.** Role of the broadcasting station in American life. Basic issues in station operation; frequency and channel allocations, cross-channel affiliations. (3 cr; prereq 111 or Δ)
90. **Mass Communication and the News.** How news gets to and affects the public, in print, on the air, by film. Evaluation of news gathering and presentation methods. Contemporary influences on media. (3 cr; not open to journalism majors)
93. **Community Newspaper.** Local newspaper and its editor — their place in American life. Problems of news and editorial direction, organization, and responsibility. (3 cr; prereq 41 or 51 or ¶41 or ¶51)
95. **Newspaper Management.** Analysis of management problems: advertising, circulation, and commercial printing as sources of income; records and cost systems;

plant layout; operating expenses; business policies. (3 cr; prereq 41 or 51 or ¶41 or ¶51)

UPPER DIVISION AND GRADUATE COURSES

- 101. Reporting of Public Affairs.** Reporting court trials, city, county, state, federal, administrative, and legislative agencies; political, business, and labor news. Students attend and report trials, hearings, legislative sessions, and press conferences. (3 cr; prereq 51)
- 102. Science Communication.** Role of journalistic communication in science; scientist-journalist relationships; communicating results of scientific investigations to public and specialized audiences; form of secondary communication of science and technology in industry. (4 cr; prereq 50 or 71 or #)
- 103.° Literary Aspects of Journalism.** Literary aspects of journalism exemplified in works of English and American fiction writers, past and present. (3 cr; prereq #)
- 105.° Development of Photojournalism and Documentary Film.** History of these forms of visual communication and their utilization by the mass media. Principal contributors, visual styles, and changing evaluative criteria, 1839 to present. Analysis of important films, photographs from the period. (3 cr)
- 106.° Critical Writing.** Book, theater, and motion picture reviews. Analysis of leading critics and critical periodicals. Weekly writing assignments. (3 cr; prereq jr or sr writing course, #)
- 107, 108. Advanced Projects in Photojournalism.** Intensive work in two specialized areas of photojournalism. 107: Documentary picture story — definition, scope, research, and approaches for magazines and picture books. 108: Color photography — analysis of contemporary use of color in photography for printed media; materials and processes. (3 cr; prereq 50 or ¶50, 65, # for 107...65, # for 108; offered alt yrs)
- 109.° History of Journalism.** Development of American newspapers and periodicals, from early beginnings in Europe to the present day; rise of radio and television; relation of communications developments to political, economic, and social trends in America. (3 cr)
- 110.° Topics in the History of Journalism.** Intensive study of significant individuals, newspapers, and periodicals in the history of American journalism; examination of major periods of change and of developing trends. Individual projects and readings. (3 cr; prereq 109)
- 111.° Development of American Broadcasting.** Historical and economic development of radio and television in the United States; government regulation; self-regulation and social controls. The broadcaster as journalist. Contemporary issues. (3 cr)
- 112.° Communication and Public Opinion.** Theories of communication process and of persuasion and attitude change. Functions of interpersonal and mediated communication in diffusion of information and in opinion formation. (3 cr; prereq 15 cr in social sciences)
- 114.° Mass Communication Theory.** Research concepts and findings that seem to offer the most promise for development of a general theory of mass communication. Analysis of research findings in communication of ideas and information through mass media. (3 cr; prereq 112)

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- 118, 118H. **Advanced Projects in Journalism.** Individual research. (1-3 cr; prereq sr, journalism major, B avg)
- 121.^o **Mass Media in a Dynamic Society.** Economic, political, and social determinants of the character and content of mass communications. Patterns of operations, their effect on content, and their relative social utility. Theory of mass society. (3 cr; prereq 18 or 50 for journalism majors, # for others)
- 122, 122H. **Current Communications Problems.** Individual projects in seminar setting. (3 cr; prereq sr, 51)
- 124.^o **International Communications and Foreign Affairs.** Channels of international communication and news gathering agencies. Factors affecting flow of news throughout the world. Role of foreign correspondent. Relation of communications to foreign affairs and international understanding. (3 cr, §old 111; prereq 15 cr in social sciences, with inclusion of an Upper Division course in history or political science...course in international relations recommended)
- 125.^o **Communication Systems of the Western World.** Communications in other democracies as compared with the United States and with totalitarian systems. Great Britain, the Netherlands, the Scandinavian countries, France, and Latin America emphasized; problems of constructing a free press in Germany, Italy, Japan, and newly developing areas. (3 cr; prereq 15 cr in social sciences... Upper Division course in international relations or comparative government recommended)
- 126.^o **Communications in Authoritarian Society.** Operational relationships between government and communication media in authoritarian nations. Rise of totalitarian regimes; their impact upon structure and operations of mass communication media. Case studies of communications in selected authoritarian states, including the U.S.S.R. (3 cr; prereq 15 cr in social sciences...Upper Division course in international relations or comparative government recommended)
- 131.^o **Public Opinion and Persuasion.** Advanced study of theories of opinion formation, persuasion, and attitude change. The communication process in relation to interpersonal influence and to community power structure. Polls, politics, and pressure groups. (3 cr; prereq 112)
- AgJo 134. **Rural Communication Media and Media Behavior.** Mass media behavior in rural communities, theoretical approaches relevant to problems of rural mass media behavior; analysis of research aimed at adult education efforts through mass media. (3 cr; prereq 53, Psy 2, Soc 14, or #)
- AgJo 135. **Communications in International Agricultural Development.** (3 cr)
- 140-141. **Interpretation of Contemporary Affairs.** Analysis of major political, economic, and social developments and their interpretation in the editorial, interpretative article, and commentary. (3 cr per qtr; prereq 51 and 15 cr in social sciences)
142. **News Interpretation for Radio and Television.** Preparation, writing, scripting of news analyses, commentaries, editorials, documentaries, interpretative material for electronic media. Emphasis on editorial investigation and content, style and techniques, audience and effects, in the presentation of such programs. (3 cr; prereq 85)
143. **Interpretation of Science and Technology.** Analysis of scientific research and technological development for mass and specialized media; critical study of science content in media; audience impact of science content in various media. (3 cr; prereq 102, 112, Phil 160)

Course Descriptions

- 149.° **Public Relations Principles.** Theories and principles of the public relations function; their application in industry, government, education, social agencies, and other institutions; pertinence of social science research and journalistic implications in the public relations process. Case studies and analyses. (3 cr; prereq 78, 112 or 15 cr in social sciences and #)
- 156.° **Psychology of Advertising.** Psychological analysis of basic principles underlying advertising and selling. Consumer research is stressed. Research techniques for investigating advertising problems and analysis of consumer wants are considered in detail. (3 cr, §Psy 156; prereq Psy 2 and course in Principles of Economics)
158. **Graphic Design Analysis.** Technological development in graphics and its effect on format and efficiency; historical and current trends; field studies, creative problems. (3 cr; prereq 56, 60 or 57, 60 or #)
161. **Advertising: Print Media.** Characteristics of newspapers, magazines, direct mail, outdoor, specialty media, their role in advertising; relations with retail advertisers, national representatives, agencies, organizations. Rate structures, rate economics. (3 cr; prereq 18, 57 and 79)
162. **Advertising: Radio and Television Media.** Contrasts and similarities of radio and television characteristics; interaction of sponsor, agency, station network and station representative; program and market selection; rate structure, audience analysis; creating and measuring impact of commercials. (3 cr; prereq 18, 79)
163. **Advertising: Media Strategy and Analysis.** Relation of advertising media to creative strategy; media "mix"; evaluation and use of media and market measurements and data; comparison of rates and relative economy of media; media purchasing, scheduling, and appropriations; cases and campaigns. (3 cr; prereq 18, 161, 162 and #)
- 164.° **Current Advertising Developments and Problems.** Creative, management, research, media, and technical developments in advertising. Discussion and analysis of specific problems, outstanding campaigns, and salient current issues. (3 cr; prereq 163 or #)
- 177.° **Contemporary Problems in Freedom of Speech and Press.** Anglo-American concept of freedom and responsibility, constitutional development in the United States, areas of present tension. The Bill of Rights and journalism today. (3 cr; prereq 15 cr in social sciences)
- 190.° **Advanced Problems in Journalistic Writing.** Investigation and analysis of problems of superior professional accomplishment in the fields of journalistic writing. Uses of literary and journalistic forms. Experiments in individual effectiveness in journalistic presentation. (3 cr; prereq demonstration of acceptable writing achievement and #)

GRADUATE COURSES

- 200A-B-C. **Contemporary Studies in Mass Communication.**
- 201-202-203. **Seminar: Mass Communication Research.**
- 207.° **Seminar: Literary Aspects of Journalism.**
- 208-209-210.° **Seminar: History of Mass Communication.**
- 211.° **Seminar: Development of American Broadcasting.**
- 213.° **Seminar: Mass Communication Theory.**

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- 215-216.° Seminar: Communication Analysis.
- 221-222-223.° Communication Agencies as Social Institutions.
- 224-225-226.° Seminar: International Mass Communication.
- 227.° Mass Communication Problems of Developing Countries.
- 228.° Seminar: International Broadcasting and World Affairs.
- 231.° Seminar: Public Opinion and Propaganda.
- 264.° Seminar: Advertising Research.
- 277.° Freedom of Press and Communications Law.
- 278-279.° Government and Mass Communication.
- 290-291-292.° Special Problems in Mass Communication.

A newspaper editing laboratory section works with teletype copy, producing its own paper with international, national and regional news. Film from a photojournalism class is hanging on the wall. Professor Walter Brovald answers a student's query.

Harry Reasoner, CBS news commentator who majored in journalism at the University of Minnesota in 1944 and worked on the Minnesota Daily staff returns to speak to students in the Tor Heggen reading room (a memorial to the author of "Mister Roberts").



