

1979-81  
UNIVERSITY  
OF MINNESOTA  
BULLETIN

SCHOOL OF SOCIAL WORK





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# School of Social Work

UNIVERSITY OF MINNESOTA, MINNEAPOLIS

## How to Use This Bulletin

This bulletin is the basic source of information about the School of Social Work. It is arranged in four sections:

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Information about undergraduate degree programs is presented in the *College of Liberal Arts Bulletin*. The *Graduate School Bulletin* supplements graduate program information presented in this bulletin. Details about evening and summer classes appear in the *Extension Classes Bulletin* and *Summer Session Bulletin*, respectively. All students should also read the *General Information Bulletin*. These bulletins are available at the information booth in Williamson Hall or may be obtained by writing to the Office of Admissions and Records, 110 Williamson Hall, 231 Pillsbury Drive S.E., University of Minnesota, Minneapolis, Minnesota 55455.

The administrative offices of the School of Social Work are located in 400 Ford Hall, 224 Church Street S.E., University of Minnesota, Minneapolis, Minnesota 55455. The telephone number is 373-2632.

### Equal Opportunity Statement

The University of Minnesota is committed to the policy that all persons shall have equal access to its programs, facilities, and employment without regard to race, creed, color, sex, national origin, or handicap. In adhering to this policy, the University abides by the requirements of Title IX of the Education Amendments of 1972, by Section 504 of the Rehabilitation Act of 1973, and by other applicable statutes and regulations relating to equality of opportunity.

Inquiries regarding compliance may be directed to Lillian H. Williams, Director, Office of Equal Opportunity and Affirmative Action, 419 Morrill Hall, 100 Church Street S.E., University of Minnesota, Minneapolis, Minnesota 55455. (612) 373-7969, or to the Director of the Office of Civil Rights, Department of Health, Education, and Welfare, 330 Independence Avenue S.W., Washington, D.C. 20201.

# School of Social Work

## I. GENERAL INFORMATION

### What is Social Work?

Social work is a profession that is primarily concerned with the delivery of public and voluntary nonprofit social welfare services. These services frequently involve work with the high risk and the highly vulnerable populations of our society. Social work is also concerned with the prevention of social breakdown and thus with all social strata and with overall societal functioning. Social work practice is concerned with the psychosocial problems that individuals, families, small groups, and community systems encounter in their intrapersonal and interpersonal interactions. The social work profession involves not only direct practice in assisting the above individuals and systems in solving problems, coping with stress, and effecting internal and external change, but is concerned as well with social policy development, planning, and analysis. It is involved in the administration and implementation of social service programs designed to express social policies sanctioned by the community and works to improve service delivery and modify policy to keep pace with changing social needs.

### History of the School

The University of Minnesota School of Social Work was founded in 1917 and was the first department of social work established at a public land grant university in the United States. Since that time the school has attempted to keep pace with local and national developments in the social work profession and the changing demands for improvement in social work education through continuing review and modification of its programs. In the past few years, social work education has moved from a very traditional view that emphasized the training of case workers, group workers, and community organizers to a more integrated, contemporary view that allows students to acquire a generalist foundation and to specialize in an area of social work practice. The requirements and boundaries of each student's program are determined by the profession, the University, and the School of Social Work.

Today, the educational programs of the school primarily emphasize problem solving skills in dealing with both micro and macro systems. They focus on selected theories of human growth and behavior, theories of environmental impact including issues arising out of cultural diversity, and organizational theories that support interventive methods at all levels.

### Mission

The central mission of the school is the preparation of students for professional practice in social work, within the academic objectives of the University. The school emphasizes practice in the public social services and in voluntary nonprofit agencies. It provides students with opportunities to pursue critical inquiry, to study the theoretical foundations of social work, and to develop the interpersonal and organizational skills necessary for effective client-oriented practice. Cross-disciplinary approaches are encouraged. The historical roots of social work are seen as relevant

## General Information

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to the demands of practice today. The location of the nation's outstanding social welfare history archives at this University provides excellent opportunities for scholarly research.

If you become a student of social work at Minnesota, you will be expected to support the values and ethics of the profession and demonstrate a humanistic orientation, responsive to unserved and underserved populations and concerned with the policy implications of social service. Recognizing that a significant portion of the social work profession's activities take place in culturally diverse communities, the school accepts responsibility for recruiting and training qualified ethnic minority students as well as for helping non-ethnic-minority students to develop the sensitivity and skills necessary to work effectively in various communities. The school is committed to the development of an academic curriculum and fieldwork instruction experience that is conducive to helping you meet these goals.

The school is committed to the promotion of opportunities for research that contributes knowledge to illuminate professional practice.

The school seeks to relate the academic interests of the University to the social welfare needs of the community through support of community efforts to improve social welfare services, active promotion of training opportunities, and community service.

The school recognizes a continuing responsibility to contribute to the broad educational goals of the University and to supply qualified professionals to meet the changing needs of the social welfare community, including the needs of urban and rural areas. The school also recognizes its responsibility to further the education of the general citizenry concerning social welfare needs and issues.

The School of Social Work organizes several courses each year that are geared to meet the continuing education needs expressed by professional social workers. These courses help professionals to update their skills and knowledge.

## Degrees Offered

The School of Social Work, a part of the College of Liberal Arts, offers two undergraduate degrees—the bachelor of arts in social welfare (B.A.S.W.) and the bachelor of science in social work (B.S.S.W.). The B.A.S.W. program includes a broad range of liberal arts course work and a core of social work course work. The B.S.S.W. program, by contrast, involves a practice-oriented curriculum that includes a 400-hour fieldwork instructional experience; this program is considered the initial preparation for professional practice. Each program is described briefly in the *College of Liberal Arts Bulletin*, where degree requirements and course descriptions are also detailed. For more information about either program, consult the undergraduate adviser for social work.

Through the Graduate School, two graduate degrees are offered in social work—the master of social work (M.S.W.) and the doctor of philosophy (Ph.D.). Curricula and courses for these programs are described in sections II and III of this bulletin.

The programs designed for professional preparation are the B.S.S.W., M.S.W., and Ph.D. The M.S.W. program is accredited by the Council on Social Work Education. Plans are now under way for seeking accreditation of the B.S.S.W. program.

The School of Social Work has also developed two joint degree programs. These are the master of social work/master of public affairs (M.S.W./M.P.A.), offered with the Hubert H. Humphrey Institute of Public Affairs, and the master of social work/master of public health (M.S.W./M.P.H.), offered with the School of Public Health.

## Career Opportunities

Although graduates have not always been able to find job openings in the location of their choice, most of our students have found employment in their area of interest shortly after completion of their degree work. Some of our graduates hold supervisory, administrative, and planning positions.

Social workers continue to find work opportunities in public and private social services, health care agencies, public school systems, and newly emerging and alternative community services. There seems to be an expansion of social services occurring in health field organizations, including public health agencies, private nonprofit hospitals, health maintenance organizations, and private therapeutic and counseling practices.

## Admission

### Baccalaureate Programs

Admission requirements and application procedures for freshmen and transfer students seeking entrance to either the B.A.S.W. or B.S.S.W. degree program are outlined in the *College of Liberal Arts Bulletin* and in the *General Information Bulletin*. To receive copies of these bulletins, write to the Office of Admissions and Records, 110 Williamson Hall, 231 Pillsbury Drive S.E., University of Minnesota, Minneapolis, Minnesota 55455.

The application form is available from the Admissions Office, 240 Williamson Hall, 231 Pillsbury Drive S.E., University of Minnesota, Minneapolis, Minnesota 55455. To be assured of an admission decision in time to register for the quarter desired, applications (including credentials examination fee, transcripts, test scores, and letters of recommendation if required) must be received by July 15 for fall quarter entry, November 15 for winter quarter entry, and February 15 for spring quarter entry.

### Master of Social Work Program

Because this program is administered by the School of Social Work within the requirements and standards set by the Graduate School, applicants must meet the admission requirements of both academic units. Applicants must provide evidence that they satisfy personal and academic qualifications established by the Graduate School and that they are likely to succeed in graduate education and subsequent professional practice.

Applicants must have a bachelor's degree granted by a recognized college or university, with a scholastic record that suggests promise of satisfactory performance in graduate work. A bachelor's degree from a liberal arts program with a social science emphasis or from an undergraduate program approved by the Council on Social Work Education is the preferred, but not the only acceptable, preparation for graduate study in social work. Applicants should present the equivalent of 39 quarter or 26 semester credits in the social sciences, including one or more courses in at least three different social science areas. An introductory statistics course is also required. Applicants are expected to have tested their capacities and motivations for entering the social work profession through one year of paid or voluntary social work experience; one year of field instructional experience can satisfy this requirement. When accepted, applicants are notified of any deficiencies that must be removed before enrolling.

Applications should be completed by February 15 for entry the following fall quarter.

## General Information

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### Doctor of Philosophy in Social Work Program

Students must have a master's degree in social work from an accredited school in the United States or Canada to be admitted to the doctoral program. Significant experience in social work practice is preferred, but is not a requirement for admission. Although admission requirements for this program are few and flexible, when evaluating applicants the School of Social Work stresses general intellectual and scholastic ability, knowledge of basic theory and methods of social work practice, ability to deal with abstract materials, and potential for contributing to the profession.

The number of students that can be accepted into the doctoral program is limited; consequently, applicants are asked to submit all required information before February 15 for entry the following fall quarter.

### Application Procedures—Graduate Programs

Applicants seeking admission to either graduate program must complete two different application forms—one for the School of Social Work and one for the Graduate School. Each unit prepares a file for each applicant. When all the required supporting documents have been received, the files are combined in the School of Social Work and prescreened to determine whether or not an applicant has met the objective criteria. If they survive the prescreening, applicants are reviewed and assessed individually by the faculty, which recommends acceptance or rejection. The School of Social Work then forwards this recommendation for acceptance or rejection to the Graduate School for a final decision. An applicant's transcripts, personal statement of interests and qualifications, letters of recommendation, honors received, written work submitted, and activities in the field of social work are all considered in this process. Occasionally a personal interview is required. Students who have completed a majority or all of their baccalaureate program course work under a pass-fail system must submit test results from the Graduate Record Examination. All students must submit a credentials examination fee of \$15 (\$5 for students who have earned their baccalaureate degrees at the University of Minnesota). The Graduate School officially admits students to the graduate programs and notifies applicants in writing of the admission decision. Admitted students should inform the School of Social Work about whether or not they plan to attend immediately upon notification of acceptance.

All required application information must be submitted by February 15.

School of Social Work application materials should be obtained by writing to or visiting the School of Social Work, 400 Ford Hall, 224 Church Street S.E., University of Minnesota, Minneapolis, Minnesota 55455. Graduate School application materials should be requested by writing to or visiting the Graduate School, 307 Johnston Hall, 101 Pleasant Street S.E., University of Minnesota, Minneapolis, Minnesota 55455. Instructions detailing application procedures accompany the materials. New graduate students are admitted in the fall quarter only. Students who have previously completed some graduate work in social work may be admitted any quarter that is suitable to continue their training.

### Applicants From Foreign Countries

Applicants from Canada are considered on the same basis as residents of the United States. Applicants from other countries generally have completed social work training in their own country and have had several years of work experience in social welfare programs there. Students from other countries are expected to have completed the maximum training available in their own country. Exceptions may be made

## Continuing Education and Summer Session Offerings

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for students from countries where no social welfare training is available or for students who have completed undergraduate study in the United States.

Students whose native language is not English must present satisfactory results from the Test of English as a Foreign Language (TOEFL). Information about this test is included on the Graduate School application form.

The School of Social Work has no special funds to assist international students, either on a planned or an emergency basis, and all such students must provide the school with assurance in writing of their ability to provide full financial support for their entire program of study. For information and counseling, foreign students should contact the International Student Advisers Office, 717 East River Road, University of Minnesota, Minneapolis, Minnesota 55455.

### Graduate Program Expenses and Financial Aids

Estimated Expenses (9-month basis)

Living Expenses (for single person)	\$4,500.00
Books and Supplies	400.00
Student Services Fee (\$65.35 per quarter)	190.05
Tuition—resident (\$34.00 per credit per quarter— maximum \$476.00 per quarter)	(maximum) 1,428.00
Tuition—nonresident (\$93.50 per credit per quarter— maximum \$1,309.00 per quarter)	(maximum) 3,927.00
Hospital-Medical-Surgical Insurance (\$41.10 per quarter for single person)	123.30

The above figures represent expenses estimated for the 1979-80 academic year. All University fees are subject to modification without notice.

The School of Social Work administers a limited number of fellowships, stipends, or other grant-in-aid funds for student support. They usually require that students have special career interests or accept certain field placements. A limited number of teaching assistantships are available for specially qualified students. Teaching assistantship appointments are normally granted for 25 percent time and pay approximately \$2,600 per year. Teaching assistants are also eligible for tuition reductions. The School of Social Work usually makes available two or three 25-percent time teaching associateships for qualified doctoral students. These amount to about \$4,000 for the academic year.

Loans and grant funds are available to those eligible through the Office of Student Financial Aid, 210 Fraser Hall, 106 Pleasant Street S.E., University of Minnesota, Minneapolis, Minnesota 55455. Students in need of financial aid or wishing to be considered for stipends should complete the financial aid application form.

### Continuing Education and Summer Session Offerings

An organized sequence of evening courses is offered through the University's Continuing Education and Extension (CEE) division. The B.A.S.W. program can be completed through CEE. All inquiries about extension classes should be addressed to the Director, Continuing Education in Social Work, 321 Nolte Center for Continuing Education, 315 Pillsbury Drive S.E., University of Minnesota, Minneapolis, Mn. 55455.

The *Summer Session Bulletin* lists courses offered by the School of Social Work during the two 5-week summer terms. Summer fieldwork instructional placements are also available to a selected number of B.S.S.W. and M.S.W. students.

## General Information

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### Resources for Study

The University Libraries system, with more than 3.5 million volumes, has a good selection of current literature in the social sciences, including periodicals and government publications from this country and abroad. The social service collection in the Minneapolis Public Library also has reference materials in the social work field. In St. Paul, the Public Library, the State Historical Library, the James J. Hill Reference Library, and the Library of the State Division of Social Welfare supplement these resources. The Social Welfare History Archives, located at 2520 Broadway Drive at Highway 280, St. Paul, is another excellent source of reference materials.

### Professional Contacts

Graduate social work students are eligible for membership in the National Association of Social Work at a reduced rate. All social work students are expected to avail themselves of membership and to participate in the association during their program of graduate study.

The graduate and undergraduate student bodies of the School of Social Work have student associations and formally participate in school governance through membership in committees and the Policy-Making Body.

### Student Services

Specialized personnel services provided by the University for all students include the following (see the *General Information Bulletin* for details). All services are located on the Minneapolis campus unless otherwise noted. For phone numbers of the services, call University general information, 373-2851.

Boynton Health Service, 410 Church Street S.E.

Campus Assistance Center, 209 Eddy Hall

Division of Vocational Rehabilitation Counseling Office, N105 and N106 Elliott Hall

Housing Office, Comstock Hall, 210 Delaware Street S.E.

International Student Advisers Office, 717 East River Road

Minnesota Women's Center, 301 Walter Library

Reading and Study Skills Center, 101 Eddy Hall

Student Activities Center, 350 Coffman Memorial Union; Coffman Union Program Office, 205 Coffman Memorial Union

Student Counseling Bureau, 101 Eddy Hall

Student Employment Service (for part-time work), 6 Morrill Hall

Student Financial Aid, 210 Fraser Hall

University Student Legal Service, 720 Washington Avenue S.E., suite 203

Veterans Assistance, 240 Williamson Hall

Work-Study Program, 210 Fraser Hall

### Access to Student Educational Records

In accordance with regents' policy on access to student records, information about a student generally may not be released to a third party without the student's

## *Access to Student Educational Records*

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permission. The policy also permits students to review their educational records and to challenge the contents of those records.

Some student information—name, address, telephone number, dates of attendance, college and class, major, adviser, and degrees earned—is considered public or directory information. To prevent release of such information outside the University while in attendance at the University, a student must notify the records office on his or her campus.

Students are notified annually of their right to review their educational records. The regents' policy, including a directory of student records, is available for review at the information booth in Williamson Hall, Minneapolis campus, and at the records offices on other campuses of the University. Questions may be directed to the Office of the Coordinator of Student Support Services, 260E Williamson Hall, (612) 373-2106.

## II. PROGRAMS AND CURRICULA

The practice of social work involves diverse human services and social science disciplines. This interrelatedness of knowledge and practice is reflected in the *interdisciplinary curricula offered by the School of Social Work*. In addition to the curricular core, students complete work in areas of emphasis appropriate to their own educational objectives.

The following substantive concerns provide the foundation for all professional practice. All students pursuing degrees in the School of Social Work are expected:

- to examine the relationship between the individual and the major social systems: the family, small group, organization, community, and state;
- to analyze processes, systems, problems, issues, and policies relevant to social welfare;
- to learn to deal with societal and human problems through various methods of intervention;
- to study social evidence—the methods, processes, and outcomes of social research; and
- to develop the knowledge, skills, and judgment essential to effective professional performance.

*Note:* The program requirements listed below are in effect for the academic year 1979-80. The school is in the process of reviewing all of its programs. It is expected that changes will be made in the B.S.S.W. program and in the M.S.W. program. These changes will probably go into effect for students entering in the fall quarter of 1980. Consult staff members in the school office for current requirements.

### **Bachelor of Arts in Social Welfare (B.A.S.W.) and Bachelor of Science in Social Work (B.S.S.W.) Programs**

For undergraduate program descriptions and curricula, see the *College of Liberal Arts Bulletin*.

### **Master of Social Work (M.S.W.) Program**

This program offers advanced preparation for personal social services work and helps students build beginning competence in organizing and supervising social welfare personnel and programs. It also presents social policy analysis, social work theory, and research topics.

The course of study requires completion of 81 credits and is normally completed in 2 years. Part-time study, which must be completed within 3 years from the date of enrollment, is possible. Each student is expected to enroll full time during the first academic year or complete a minimum of 36 credits. Transfer students must complete a minimum of 45 credits in residence.

Students with a baccalaureate degree from a social work program accredited by the Council of Social Work Education or completed at the School of Social Work, Minneapolis campus, are admitted with advanced standing and are exempt from the three prerequisite courses.

The M.S.W. curriculum includes prerequisite courses, core courses, required courses in each of two concentrations, and two fieldwork instruction experiences. Requirements for students enrolling in the fall of 1979 are listed below.

## Master of Social Work Program

### M.S.W. Program Requirements

(For all students matriculating prior to and through fall quarter 1979)

Prerequisite (waived for students with undergraduate degrees in social work from the University of Minnesota, Minneapolis campus, or from CSWE-approved programs) .....	9
Introduction to Social Policy .....	3
Theories of Human Growth and Change .....	3
Interventive Methods .....	3
Core .....	30
Research .....	3
Organizational Behavior .....	3
Fieldwork Instruction .....	24
Concentrations .....	12 or 18
PSS—requires four "method" courses plus two courses in human growth and behavior .....	18
APO—requires four 3-credit courses in each of the following areas: social policy, social planning, administration, community development .....	12
Crossover electives in the concentration not chosen .....	6
School of Social Work electives .....	for APO 12-18 for PSS 12-15
Non-School of Social Work electives .....	for APO 15-18 for PSS 12-15
<b>Total Credits</b> (excludes prerequisite courses) .....	81

*Note:* As of fall quarter 1980, the core will be enlarged to include courses in human growth and behavior; individual, family, and group interventive methods; social welfare policy and programs; administration; organizational theory; social planning; community development; research; cultural diversity; and a direct-practice field instructional experience. Nine credits of advanced standing will be given for completion of the three prerequisite courses, as stated above. Specializations, such as work with families and children, mental health and/or social work in health settings, and social welfare administration, will be developed with the enlarged core as the foundation. The second-year fieldwork instructional experience and related course work in external disciplines will be completed in the area of the specialization. After 1980 the two current concentrations will no longer be offered. Courses presently offered, however, will be incorporated into the new core; some will continue to exist as electives and some may be applied to one or more of the specializations.

Although this bulletin cannot fully reflect expected curriculum changes, supplemental information will be mailed to you prior to matriculation.

### Prerequisites

Three courses at the 5000 level are required of all students. However, students admitted with advanced standing (see above) are exempt from this requirement. One or more of the prerequisite courses may also be waived for students who pass proficiency examinations or otherwise demonstrate their preparation in a manner specified by the instructor.

Students enrolled in either of the baccalaureate social work programs at the University are strongly discouraged from taking the three-course series during their undergraduate work. Nonmajors may enter these courses only with the consent of the instructor.

### Core Courses

These courses are required of all students and must be completed prior to graduation. While they are not considered as prerequisites for specific courses, they are usually taken during the first year, with the exception of the last 12 credits of fieldwork instruction.

**Fieldwork Instruction**—Twenty-four credits of field experience, totaling about 960 hours, are required for the M.S.W. degree. Each student prepares a field plan in consultation with the fieldwork coordinator. Final approval by the field coordinator or consulting faculty member is required. The first-year plan is expected to meet the general educational objectives for all students, and the second-year practicum should satisfy the specific educational goals for the chosen concentration (after 1981, the requirements of the selected specialization).

Because the curriculum requires elective courses taken outside the School of Social Work and because the school schedules its own classes throughout the week, M.S.W. students could be attending classes daily. Thus, field assignments must be scheduled around classes. Wednesdays and Fridays are relatively free of social work offerings. Field practice may be taken concurrently with course work or in a block period of time, depending on the availability of placements and of courses. Block placements are the exception.

Normally, the fieldwork is distributed so that students complete 12 field credits during each year of graduate study. Fieldwork is confined to 16 hours per week for each of 6 quarters, or some equivalent arrangement in a full-time (block) placement.

All fieldwork placements must be approved in advance by the School of Social Work. Students should consult with the director of fieldwork before making any plans.

### Concentrations

(Not relevant for students matriculating fall quarter 1980 or thereafter)

The curriculum is divided into two concentrations, corresponding roughly to the main divisions of responsibility within the social work profession. These concentrations are personal social services (PSS) and administration, policy, planning and organization (APO). The choice of concentration is usually made during the first year but may be changed. In addition, students are required to take at least two "crossover courses" in the concentration not chosen.

**Personal Social Services (PSS)**—This concentration is designed to train practitioners responsible for interpersonal helping services for individuals, families, small groups, and neighborhood groups. Course work and fieldwork build competence in supervision, consultation, and the full spectrum of duties carried out by direct practice workers; e.g., the social treatment worker, provider, advocate, broker. The ability to define, analyze, and test PSS practices and the theories of human change underlying them is also stressed. Specializations within this concentration are possible in the second year through completion of course work and field instruction.

**Administration, Policy, Planning, and Organization (APO)**—Learning to organize, manage, administer, and direct human service programs is one focus of this concentration. Others are learning to analyze, synthesize, and develop public policy concerning such programs; and planning, organizing, and developing social welfare services. Students pursuing this concentration are required to select a direct social services field placement the first year, delaying a practicum in APO until the second year. Exceptions are possible for students whose preprofessional employment included broad experience in direct social services. Specializations within this con-

## *Doctor of Philosophy Program*

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centration, such as social welfare administration, are possible through completion of course work and field instruction.

### **Electives**

These classes are taken in the School of Social Work and in other units of the University. A minimum of 12 to 18 credits must be earned outside the School of Social Work. Social work courses used as electives may be chosen from either concentration and must total 12 to 18 credits, depending on the concentration and the number of external elective credits completed.

### **Special Learning Opportunities**

Supplemental learning experiences are offered periodically or can be planned on an individual basis. They draw on faculty members of the school as well as professionals in the community and take place both on and off campus. The presentations represent a range of professional concerns, special interests, and developing areas of practice.

A limited number of credits earned in special learning experiences can be offered for the M.S.W. Each such experience must be approved and supervised by a member of the graduate faculty.

### **Satisfactory Progress**

A grade point average of 3.00 is required for graduation (A=4.00, B=3.00, C=2.00). The 24 credits of fieldwork are excluded from this computation because all fieldwork is graded on an S-N (satisfactory-no credit) basis. No more than one-third of all academic courses (excluding prerequisite courses) may be taken on an ungraded (S-N) basis.

Students are considered to be in academic difficulty if their grade point average drops below 3.00 upon completion of one-half of the total credits required for the degree. Students are advised to withdraw from the program if their grade point average falls to 2.50 or less or if they receive an N grade in fieldwork midway through the program or later.

### **Joint Degree Programs**

The joint master of social work/master of public health and joint master of social work/master of public affairs degree programs were designed to offer training and experience to prepare more uniquely qualified professionals for leadership roles in public health social work or in public policy planning and implementation. See the director of admissions of the School of Social Work for admission information and details about the programs.

### **Doctor of Philosophy Program**

The doctoral program in social work is designed to prepare students who are capable of pursuing advanced levels of scholarship, research, and teaching and who can be expected to provide the intellectual leadership of the profession. It is not designed to provide advanced training for professional practice. The program emphasizes interdisciplinary study and the development of analytic skills to accommodate the diverse interests of individual students.

## *Programs and Curricula*

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The M.S.W. degree and appropriate experience in professional practice are normally required for admission. Students are expected to have or acquire a substantial background in statistics.

Because the program emphasizes mastery of student-determined objectives rather than accumulation of course credits, degree requirements for individual students will vary according to their backgrounds and educational goals. A minimum of 39 to 45 credits beyond the M.S.W. are ordinarily required for the Ph.D. degree in social work. All candidates must demonstrate high achievement in passing written and oral examinations and completing a dissertation. Foreign language study is not required.

### **Core Curriculum**

The core curriculum is designed to provide students with the basic content and tools needed, regardless of their specific career objectives, to pursue study in more specialized areas. Students are expected to attain a high level of mastery in the areas of the logic of inquiry, research methods, statistical rationales, social welfare history, social policy analysis, human behavior, social work methods, and theory building in social work.

### **Minor or Supporting Program**

Either of these alternative programs, totaling 18 to 24 credits, may be offered for the Ph.D. degree. The minor program requires work in a single academic field related to the social work major. The supporting program must be based on a coherent pattern of courses related to the major and may embrace several disciplines.

Ph.D. students may pursue their areas of specialized interest through courses in the schools of public affairs, law, public health, and medicine; the colleges of business administration and education; and in such departments as anthropology, history, political science, psychology, sociology, and statistics.

### **Preliminary Examinations**

The required written preliminary examination covers all work completed in the major field. Content from the minor or supporting program may be included in the examination.

The preliminary oral examination covers the major field of study, the minor or supporting program, and plans for the dissertation research. The examination must be completed before being admitted to candidacy for the Ph.D. degree.

### **Dissertation**

A doctoral dissertation is required in which students are expected to demonstrate originality of thought, conduct an independent investigation, and make a contribution to knowledge. Prior to undertaking the dissertation, students are expected to present and defend their design for the study. The dissertation cannot be undertaken until the student is officially admitted to candidacy for the Ph.D. degree.

An important University facility available to doctoral students is the Social Welfare History Archives, which contains original documents from a broad range of national organizations as well as the personal and professional papers of social welfare leaders of the past. It is one of the most significant archival collections on social welfare history in existence.

### **Final Oral Examination**

This examination covers the field of the dissertation and any other substantive areas of knowledge basic to the study.

### **Time Frame**

There is no minimum time limit for completion of the doctoral program. However, the maximum time permitted by the Graduate School for completing all requirements for the degree, including the dissertation, is 5 calendar years from the quarter following admission to candidacy. Petitions for extension of the time limit may be submitted.

### **Residency**

The Graduate School requires 9 quarters of registration in approved graduate-level courses or in thesis research and writing beyond the bachelor's degree. Students who have completed a 2-year M.S.W. program fulfill the residency requirement through 3 quarters of continuous full-time registration in the Ph.D. program or 6 quarters of part-time registration.

### **Registration Requirement After Admission to Candidacy**

After attaining candidacy, students must maintain continuous registration until the doctorate is awarded. Failure to register continuously automatically terminates candidacy for the doctorate.

### III. COURSE OFFERINGS

(The courses listed below are for graduate students. For undergraduate course offerings, see the *College of Liberal Arts Bulletin*.)

**Symbols**—The following symbols are used throughout the course descriptions in lieu of page footnotes.

# Consent of the instructor is required prior to registration.

§ Credit will not be granted if the equivalent course listed after the section mark has been taken for credit.

#### Prerequisites

- 5101. INTRODUCTION TO SOCIAL POLICY: SOCIAL WELFARE PERSPECTIVES.** (3 cr, §3101; open to entering social work grad students who have not completed a CSWE-accredited undergrad social work concentration; prereq # for undergrad students)  
Open to students who lack undergraduate social work education in the social welfare institutional structure. Designed to acquaint students with basic concepts and perspectives necessary for understanding and analyzing social welfare programs.
- 5201. THEORIES OF HUMAN GROWTH AND CHANGE: IMPLICATIONS FOR SOCIAL WORK.** (3 cr, §3004; open to entering social work grad students who have not completed a CSWE-accredited undergrad social work concentration; prereq # for undergrad students)  
Concepts of human growth and change, theories of human behavior and their implications for social work practice. Frame of reference within which the student may view the individual in his or her life cycle. Cultural and social variables viewed in terms of their impact on development and learning.
- 5401. INTERVENTIVE METHODS IN SOCIAL WORK PRACTICE.** (3 cr, §3005; open to entering social work grad students who have not completed a CSWE-accredited undergrad social work concentration; prereq # for undergrad students)  
The nature, purpose, and function of the social work profession with emphasis on the knowledge and value base of practice. Introduction to the use of the *social work interview and the problem-solving process*.

#### Core

(To be expanded effective fall quarter 1980)

- 8010. FIELD INSTRUCTION I.** (4 cr or cr ar by #)
- 8020. FIELD INSTRUCTION II.** (4 cr or cr ar by #: prereq 8010)
- 8300. ORGANIZATIONAL BEHAVIOR.** (3 cr)  
Basic theories and principles of organizations and bureaucracies; emphasizes implications of theory for professional practice in a variety of settings.
- 8901. SCIENTIFIC INQUIRY IN SOCIAL WORK.** (3 cr; incl 1-hr lab)  
Logic, methods, and techniques of scientific inquiry in social work. Nature and functions of theory, models, assumptions, problem formulation, causal analysis, conceptualization, operationalism, and hypothesis formulation.

#### Administration, Policy, Organization (APO)

- 5102. WOMEN: A SOCIAL WELFARE PERSPECTIVE.** (3 cr; prereq WoSt 1005 or 1006 or equiv and jr and sr majors in social work and grad students)  
Changing views of women and their implications for social services and social welfare policies. Focus on the economic status of women and the relationships of women to work, welfare, and poverty.
- 8101. TRANSFER POLICY: CASH, KIND.** (3 cr; prereq 5101 or #)  
Description and analysis of current income maintenance programs and policies; interrelationships of tax and income redistribution policy; analysis of future policy alternatives.
- 8102. POLICY ISSUES IN SOCIAL WELFARE.** (3 cr)  
Major policy issues in social welfare and the development of beginning technical proficiency in their attempted solution.
- 8104. CHILD WELFARE AND THE LAW.** (3 cr)  
Introduction to the legal system in the context in which social workers most frequently come into contact with it: neglect and delinquency proceedings, adoption and divorce custody contests.

## Course Offerings

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- 8106. SOCIAL POLICY OF CHILDREN'S SERVICES.** (3 cr; prereq 5101, 5201, 5401)  
Application of a theoretical social policy framework to the goals, tasks, organization, and delivery arrangements of programs serving the social welfare of children.
- 8132. COMMUNITY MENTAL HEALTH: HISTORY, LEGISLATION, AND POLITICS.** (3 cr; prereq 8300 or equiv and #)
- 8150. SPECIAL TOPICS IN SOCIAL POLICY.** (Cr ar; prereq #)
- 8301. ORGANIZATIONAL ANALYSIS, MANAGEMENT, AND ADMINISTRATION.** (3 cr)  
Principles and practices of management and administration with emphasis on social work settings.
- 8305. COMMUNITY DEVELOPMENT.** (3 cr)  
Analysis of process by which groups and individuals within a community work together to express community needs through social services; principles of working with unfunctional and local organizations.
- 8307. THEORIES OF SOCIAL PLANNING AND SOCIAL CHANGE.** (3 cr)  
Analysis of principles of working with multifunctional, complex social structures in social planning and community action and development.
- 8310. SEMINAR: SOCIAL WORK ADMINISTRATION.** (3 cr)
- 8350. SPECIAL TOPICS IN COMMUNITY DEVELOPMENT AND ADMINISTRATION.** (3 cr; prereq #)
- 8417. THE MANAGEMENT OF TEAM AND STAFF.** (3 cr; prereq 8401 or #)  
Management of team and staff relationships. Application of selected interpersonal and group process constructs to the development of team and staff relationships.

### Personal Social Services (PSS)

- 5404. BEGINNING CHILD WELFARE PRACTICE.** (3 cr; for BSSW and MSW majors only; prereq 1001, 3004, 3005, 3101, 3102, and #)  
Students explore and apply knowledge related to demands typical of child welfare practice. Includes analysis of and intervention in a variety of problems and cases with emphasis on worker functioning.
- 5414. FUNDAMENTALS OF SOCIAL GROUP WORK.** (3 cr; prereq 3005 and sr or grad major in social work)  
Analysis of basic principles of social group work practice applicable to both task and treatment groups. The small group as a social process to achieve task and treatment goals. Sociophilosophic orientation, theoretical frames of reference, application of structure, task and process variables, use of member to member interactions, group goal setting, and professional relationships with groups, with individual members, and with systems external to the small group.
- 8202. ADVANCED THEORIES OF HUMAN GROWTH AND CHANGE.** (3 cr; prereq 5201 or #; required of all PSS students)  
Socio-psycho-biological factors associated with individual and group development as applied to social work practice.
- 8203. FAMILY STRESS.** (3 cr)  
Theories of family development, family structure, and family behavior under conditions of social and psychological stress. Normal and dysfunctional family behavior.
- 8204. PERSONALITY DEVELOPMENT AND PERSONALITY FUNCTIONING.** (3 cr; prereq 5201 or #)
- 8205. COMPARATIVE THERAPEUTIC APPROACHES.** (3 cr; prereq 8400, 8204)
- 8206. DISORDERED HUMAN BEHAVIOR.** (3 cr; prereq 5201 or #)  
Selected current concepts of and approaches to problems of disordered behavior.
- 8250. SPECIAL TOPICS: HUMAN BEHAVIOR IN THE SOCIAL ENVIRONMENT.** (3 cr; prereq 5201, 8202 or #)
- 8400. SOCIAL WORK PROCESSES I.** (3 cr; prereq 5401 or completion of a CSWE-accredited undergrad social work concentration)  
Development of conceptual understanding of and skill in problem identification and assessment in social work situations utilizing systems theory with the problem-solving approach as a framework for analysis. Advanced concepts of communication and interviewing.
- 8401. SOCIAL WORK PROCESSES II.** (3 cr; prereq 8400)  
Development of conceptual understanding of and skill in use of various social work rules and treatment modalities in the direct practice of social work. Advanced skills in assessment and principles of intervention.
- 8404. COMPARATIVE FRAMEWORKS OF INTERVENTION WITH INDIVIDUALS.** (3 cr; prereq 8401)  
Theoretical approaches to intervention with troubled individuals. Takes a comparative approach to structured analysis of modalities from the disciplines of social work, psychology, and psychiatry.

## Course Offerings

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- 8405. CURRENT LITERATURE AND PRACTICE ACTIONS.** (3 cr; prereq 8401)  
Utilizes findings and conclusions about practice actions documented in recent social work literature to help students in their practice with individuals and families.
- 8406. SUPERVISION AND CONSULTATION IN SOCIAL WORK PRACTICE.** (3 cr; prereq 8401, #)  
Principles and practice of the three aspects of first-line supervision in direct practice systems—administration, education, and support. Principles and methods of consultation and staff development.
- 8407. STRATEGIES OF FAMILY INTERVENTION.** (3 cr; prereq 8401 or #)  
Seminar in methods and strategies of helping families cope with family problems.
- 8414. PRINCIPLES OF GROUP PSYCHOTHERAPY: APPLICATIONS IN SOCIAL WORK PRACTICE.** (3 cr; prereq 5414, 8401 or #)  
Analysis of a systemic framework for group psychotherapy with emphasis on group structure, function, and process as variables in the therapeutic process.
- 8415. COMPARATIVE GROUP MODALITIES.** (3 cr; prereq 8401 or #)  
Examination of group modes of practice through comparative analysis of the commonalities and differences in group-related variables across therapeutic systems.
- 8416. GROUP PSYCHOTHERAPY.** (3 cr; prereq 8401 or #)  
The conceptual base for group treatment in social work practice, including a frame of reference for interventive actions, specific interventions, and problems and issues that present themselves in group therapy.
- 8417. THE MANAGEMENT OF TEAM AND STAFF.** (3 cr; prereq #)  
Management of team and staff relationships. Application of selected interpersonal and group process constructs to the development of team and staff relationships.
- 8450. SEMINAR IN THE PERSONAL SOCIAL SERVICES.** (Cr ar; prereq 8401, 6 cr in personal social services, #)
- 8460. SPECIAL TOPICS IN THE PERSONAL SOCIAL SERVICES.** (Cr ar; prereq 8401 and #; for doctoral students only)

## Research

- 8902. THE DESIGN OF SOCIAL WORK RESEARCH.** (3 cr; prereq 8901 or equiv; includes 1-hr lab)  
Use of content covered in 8901 to create feasible research designs to test propositions relevant to social work practice. Topics include sampling, descriptive and analytic research designs, question formulation, introduction to scaling, data collection methods, tabulation procedures, statistical rationales, and conclusion drawing.
- 8903. EVALUATIVE RESEARCH IN SOCIAL WORK.** (3 cr; prereq 8901 or equiv)  
Conceptual, methodological, political, psychological, and administrative factors related to the conduct and consequences of social work program evaluation. Includes social programs as cause and effect models, types and strategies of evaluation, and critical appraisal of selected social work research literature.
- 8910. RESEARCH PRACTICUM.** (1-9 cr; prereq 8902)  
Methodological tools for the analysis of social programs. Use of available information and creation of information systems stressed. Development and use of qualitative and quantitative data, especially regarding the monitoring and evaluation of social welfare programs.
- 8990. RESEARCH PROJECTS.** (Cr ar [max 6])  
Pursuit individually or in small groups of empirical research in an area of personal interest and relevant to the field of social work. Use of content covered in the introductory courses to create a research design and study to broaden and deepen research knowledge and skills. Projects may be conducted in conjunction with field experiences or course work.

## Other Courses

- 5010. SEMINAR: SPECIAL TOPICS.** (3 cr; prereq 1001, 3005 and jr, sr or grad student in social work)
- 8090. SEMINAR FOR CLINICAL FIELD INSTRUCTORS.** (Cr ar; prereq student fieldwork supervisor)
- 8120. SOCIAL WORK AS A PROFESSION.** (Cr ar [max 4]; prereq #)  
History of the development of social work as a profession; focuses on current issues in the light of historical influence.
- 8970. DIRECTED STUDY.** (Cr ar; prereq #)  
Independent study under tutorial guidance.

## Doctoral Courses

- 8130. SEMINAR: HISTORY OF SOCIAL WORK.** (4 cr, \$Hist 5821; prereq Hist 5349, #)  
Ways in which social movements and key individuals have influenced the development, current status, and future prospects for social welfare, social services, and social work.
- 8140. SEMINAR IN SOCIAL WORK EDUCATION.** (Cr ar [max 6]; prereq #; for doctoral students only)  
Description and analysis of current problems and issues in social work education and implications for curriculum development and design: their impact on classroom teaching.
- 8180. SOCIAL POLICY FORMULATION AND ANALYSIS.** (4 cr; prereq 5101, 8101 or equiv; for doctoral students only)  
Formulation and analysis of various theoretical perspectives and conceptual frameworks and their application to social policy issues and problems and social welfare systems and programs.
- 8460. SPECIAL TOPICS IN THE PERSONAL SOCIAL SERVICES.** (Cr ar; prereq 8401 and #; for doctoral students only)
- 8991. SEMINAR ON RESEARCH.** (3 cr; prereq MSW degree)
- 8992. SEMINAR ON RESEARCH.** (3 cr; prereq MSW degree)  
Continuation of 8991.
- 8993. SEMINAR ON RESEARCH.** (3 cr; prereq MSW degree)  
Continuation of 8992.

## IV. INSTRUCTIONAL STAFF AND ADJUNCT FACULTY

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Anne W. Oren  
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### *Assistant Professor*

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Robert McClelland  
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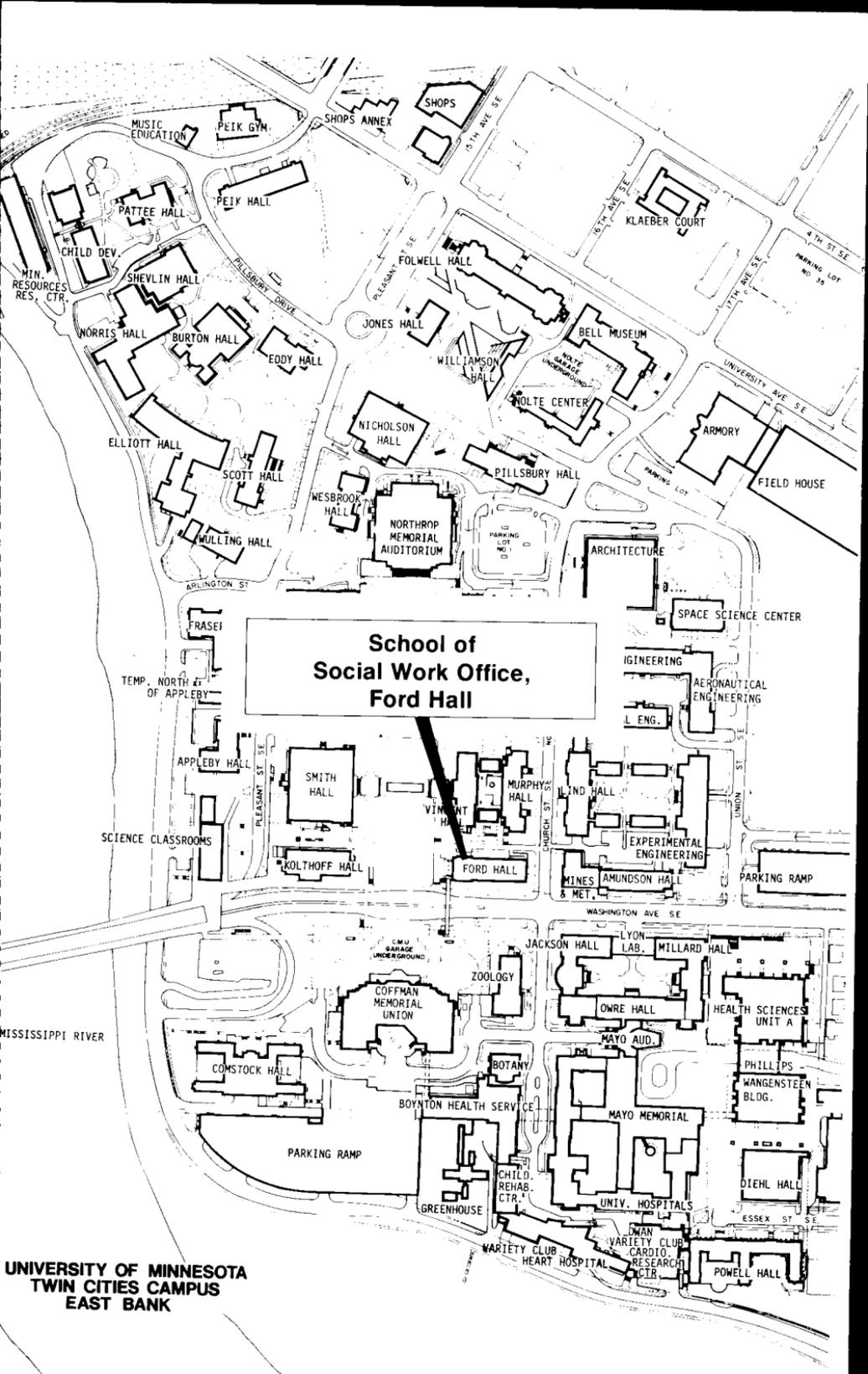
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Donna Carlson, Assistant Professor and Senior Psychiatric Social Worker, University Health Service  
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Richard Clendenen, Professor and Director, Delinquency Control  
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Barbara Kaufman, Lecturer; Director, Management Support Division of the Mental Health Bureau, Minnesota  
Department of Public Welfare  
Nathaniel London, Clinical Professor, Department of Psychiatry  
Marilyn Peterson, Lecturer; Private Practice  
William Walker, Clinical Associate Professor; Private Practice  
Barbara Weller, Lecturer; Clinical Social Worker, Ramsey County Mental Health Center

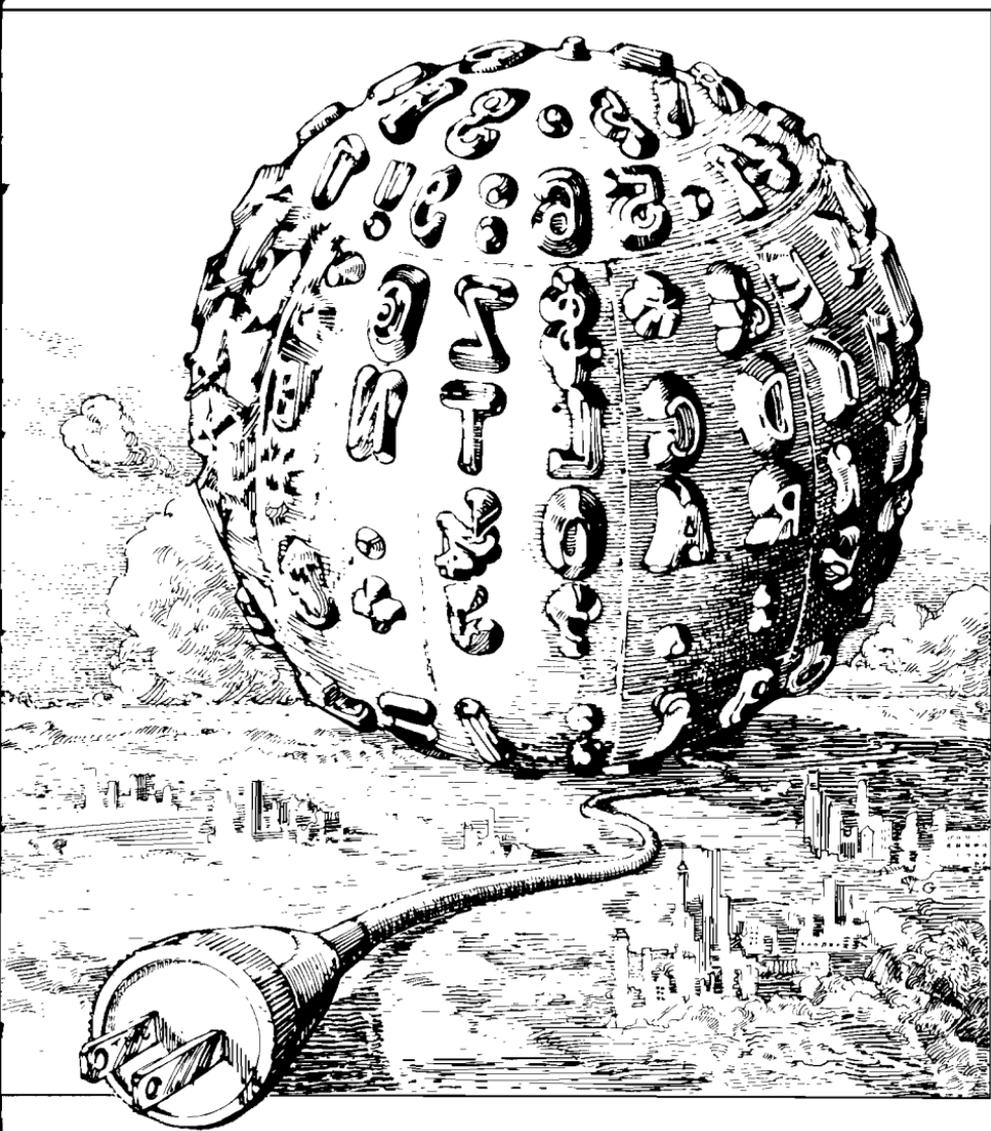


**School of  
Social Work Office,  
Ford Hall**

**UNIVERSITY OF MINNESOTA  
TWIN CITIES CAMPUS  
EAST BANK**

# 1979-81 UNIVERSITY OF MINNESOTA BULLETIN

**SCHOOL OF JOURNALISM AND  
MASS COMMUNICATION**





UNIVERSITY OF MINNESOTA

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School of Journalism  
and Mass Communication

UNIVERSITY OF MINNESOTA

## Where to Find Information About SJMC and the University

This bulletin describes School of Journalism and Mass Communication (SJMC) sequences, courses, procedures, requirements, and learning opportunities. Its information is up-to-date as it is published; advisers and staff members in the SJMC main office can provide information about changes since publication. The telephone number of the school's main office is (612) 373-3565, and the address of the school is 111 Murphy Hall, 206 Church Street S.E., University of Minnesota, Minneapolis, Minnesota 55455. The director of undergraduate studies is Walter Brovald, 102 Murphy Hall, (612) 373-4445.

### Other Sources of Information

The *Class Schedule*, distributed each quarter with registration materials, lists courses and their instructors, hours, rooms, and prerequisites. Its closing pages include registration instructions, final exam schedules, and other valuable information.

The "Official Daily Bulletin," a *Minnesota Daily* column, publishes announcements about courses, study opportunities, meetings, and activities.

The *General Information Bulletin*, *College of Liberal Arts Bulletin*, *Graduate School Bulletin*, and other college bulletins are available at the information booth in Williamson Hall. The *Field Experience Catalog*, a guide to opportunities outside the classroom, is available for review in 201a Wesbrook Hall.

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### Equal Opportunity Statement

The University of Minnesota is committed to the policy that all persons shall have equal access to its programs, facilities, and employment without regard to race, creed, color, sex, national origin, or handicap. In adhering to this policy, the University abides by the requirements of Title IX of the Education Amendments of 1972, by Section 504 of the Rehabilitation Act of 1973, and by other applicable statutes and regulations relating to equality of opportunity.

Inquiries regarding compliance may be directed to Lillian H. Williams, Director, Office of Equal Opportunity and Affirmative Action, 419 Morrill Hall, 100 Church Street S.E., University of Minnesota, Minneapolis, Minnesota 55455, (612) 373-7969, or to the Director of the Office of Civil Rights, Department of Health, Education, and Welfare, 330 Independence Avenue S.W., Washington, D.C. 20201.

# School of Journalism and Mass Communication

## I. GENERAL INFORMATION

### Philosophy and Purpose

Instruction in journalism at the University of Minnesota dates back more than 60 years. Today the School of Journalism and Mass Communication (SJMC) is a modern school dedicated to meeting contemporary needs in the field of mass communication at a time of rapid change. It is a small and closely knit professional school.

The school, with the Pulitzer School of Journalism at Columbia University, has been rated first nationally in reputation among all journalism schools in the United States.

The programs of the school are grounded in and reinforced by a strong liberal arts program. SJMC 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 practice of the mass communications media in the context of their 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.

Few professional fields offer greater challenges than does mass communication. It is intimately related 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. The school has nearly 4,000 graduates, many of whom have achieved distinction in newspaper, broadcasting, advertising, magazine, photography, and public relations fields; in government and public service; and in journalism education and research.

A well-prepared journalist today must have a broad knowledge of the world—a knowledge of history, economics, the arts, literature and language, and the social as well as natural sciences. To gain this knowledge, the journalism student at Minnesota draws upon the distinguished resources of the University's liberal arts program.

The School of Journalism and Mass Communication offers an undergraduate program leading to the bachelor of arts degree and, through the Graduate School, graduate programs leading to the master of arts degree and the doctor of philosophy degree. These programs are discussed separately in section II.

### Accreditation

The University of Minnesota School of Journalism and Mass Communication is one of 74 members of the American Association of Schools and Departments of Journalism. The school's news-editorial, advertising, broadcast, and photographic communication sequences are accredited by the American Council on Education for Journalism (ACEJ). The ACEJ is a joint professional/educator body authorized by the Council on Postsecondary Accreditation to evaluate and accredit journalism programs in the United States.

### Undergraduate Admissions

Since the school is part of the College of Liberal Arts (CLA), undergraduate students must first apply for admission to CLA at the Office of Admissions, 240 Williamson Hall, 231 Pillsbury Drive S.E., University of Minnesota, Minneapolis, Minnesota 55455.

## General Information

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The school annually enrolls a limited number of undergraduate majors. Application should be made after prerequisite courses Jour 1001, 1005, and 1101 or 1201 or 3301, and a required English composition test, have been completed; students should complete no more than 12 journalism credits before applying. Applications should be filed during the first 2 weeks of the quarter in which an applicant will complete a total of 75 credits. Information about application procedures should be obtained from the school's director of undergraduate studies, 102 Murphy Hall, 206 Church Street S.E., University of Minnesota, Minneapolis, Minnesota 55455, well in advance of application.

## Special Opportunities

**Joint Programs**—A program in agricultural journalism is offered jointly by the Department of Information and Agricultural Journalism on the St. Paul campus and the School of Journalism and Mass Communication. It is intended for those who wish to prepare for any branch of journalism that deals with agriculture or with industries closely related to agriculture. Consult the *College of Agriculture Bulletin* for detailed information.

Students interested in careers combining aspects of home economics and journalism may major in either field and take supporting work in the other. Programs are planned in consultation with advisers to meet the special goals of students. For details consult the *College of Home Economics Bulletin*.

The school also offers a minor in journalism for students in the College of Education.

**Honors**—Honors activities in the School of Journalism and Mass Communication include a spring honors seminar on a topic determined in consultation with a committee of honors students. Occasional colloquiums feature speakers on topics of special interest. SJMC faculty members also occasionally offer honors courses or seminars through the CLA Honors Division, and details about these offerings may be obtained at the division office, 115 Johnston Hall.

**General Education**—Jour 1001 and 1005 are open without prerequisite. A number of courses dealing primarily with the social aspects of mass communication are open without journalism prerequisites: Jour 5171, 5251, 5501, 5531, 5549, 5601, 5606, 5611, 5615, 5721, 5777, 5801, and 5825. (Refer to course descriptions in section III.)

**Summer Session**—The School of Journalism and Mass Communication's summer session program includes a representative offering of undergraduate and graduate courses most in demand. The SJMC also sponsors special workshops for secondary school journalism teachers and publication advisers, for minority students with an interest in mass communications, and for high school newspaper and yearbook staff members. Interested students should refer to the *Summer Session Bulletin* for details.

**Continuing Education**—The SJMC offers journalism study through correspondence and evening classes as part of the programs of the division of Continuing Education and Extension. Some of these courses may be taken for graduate credit. Consult the *Extension Classes Bulletin* and the *Extension Independent Study Bulletin* for further information.

## Facilities and Services

The school's facilities include newswriting, editing, and advertising laboratories; photo and film laboratories; a graphic arts laboratory; general purpose classrooms; and a Communication Research Division. Murphy Hall, one of the nation's first buildings designed solely for journalism education, contains its own mass

communications library and reading room, and an adjoining study-lounge for the Thomas Heggen (of *Mister Roberts* fame) memorial collection of books related to the mass media.

Murphy Hall contains the editorial and advertising offices of the *Minnesota Daily*, one of the nation's largest college newspapers, as well as the headquarters of the Minnesota High School Press Association and of the Journalism Advisers of Minnesota. Elsewhere on campus are the offices of the National Scholastic Press and the Associated Collegiate Press, which serve hundreds of high school and college newspapers, yearbooks, and magazines throughout the country.

Besides work on student publications, students have opportunities to gain practical experience at the University's radio stations KUOM and WMMR and at the University's television facilities. Laboratories and studios for broadcast journalism are available.

## **The School's Setting**

The Twin Cities area is an excellent location for students to learn through observation and practical experience, providing a "laboratory" that includes federal government offices; the state capitol; numerous state agencies; the Federal Reserve Bank; social service organizations; major league sports teams; music and theatre organizations; and major industries. There are also a large number of communication agencies: the Minnesota Newspaper Association; Northwest Daily Press Association; four metropolitan daily newspapers; scores of suburban, community, and specialized publications; regional bureaus of the Associated Press and United Press International; more than 30 radio stations; six television stations; nationally known advertising and public relations agencies; and leading printing and engraving plants. Field trips are frequently arranged in appropriate classes.

The School of Journalism and Mass Communication also maintains a close liaison with working professionals. It offers conferences, workshops, short courses, and clinics for professionals throughout the Upper Midwest. Annual offerings and events include the Minnesota Press Women's Short Course for community newspaper personnel, the Northwest Broadcast News Association Conference, and workshops for industrial editors, advertisers, high school journalists, and teachers.

Students have the opportunity to meet distinguished journalists through editor-in-residence programs and guest lectures by leading editors, reporters, news analysts, and advertising and public relations executives.

## **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); the Society of Professional Journalists—Sigma Delta Chi (professional news-editorial); and Women in Communication. Other organizations include the Journalism Graduate Students Club, the Foreign Journalism Students Club, and student chapters of the Public Relations Society of America, National Press Photographers Association, and Radio and TV Guild. In addition, faculty members and students share activities with Minneapolis and St. Paul professional societies in advertising, broadcasting, photographic communication, business journalism, public relations, newspaper publishing, and other areas. The Minnesota Press Club has a dinner for graduating seniors each spring.

## **Placement Service**

The school maintains a placement service to assist graduates and alumni in finding suitable positions and to help students find part-time and summer jobs. Journalism students may also use the College of Liberal Arts placement office.

## General Information

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### Alumni Association

The Journalism Alumni Association, which is national in scope, holds annual meetings in the Twin Cities as well as in several major cities. At the annual spring meeting it recognizes distinguished service by alumni in mass communications. An alumni newsletter is published regularly.

### Student Financial Aids

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

**Student Employment**—The University maintains a student employment service (6 Morrill Hall) for on- and off-campus part-time jobs. The jobs vary considerably in nature, hours, and wages.

Of special interest to students in the school is the availability of part-time jobs during the school year in the offices of newspapers, radio and television stations, advertising agencies, publishing companies, 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 receive salaries. There are also opportunities for summer internships in the various journalism fields.

**Student Loans**—The University's Office of Student Financial Aid offers a variety of loan programs to meet students' financial needs. For information, contact the Office of Student Financial Aid, 107 Armory Building, 15 Church Street S.E., University of Minnesota, Minneapolis, Minnesota 55455.

**Scholarships and Fellowships**—Inquiry about all-University scholarships should be made to the Office of Student Financial Aid.

SJMC annually grants more than 20 scholarships, available mainly to juniors, seniors, and graduate students. Two of the scholarships are open to incoming prejournalism freshmen from Minnesota, but most are intended for students who have satisfactorily completed a year or more of work in journalism.

**Graduate Assistantships**—In addition to scholarship and fellowship awards, graduate students may seek positions as teaching and research assistants. These positions involve appointment to the staff of the school and require part-time service. Applications for the positions should be submitted to the Graduate School office by February 15 for appointments for the following academic year; applications received at other times will be considered for existing vacancies. Information regarding assistantships is offered in the *Graduate School Bulletin*.

### Scholarships and Fellowships

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 at the University. Two scholarships are available to entering freshmen (see below).

Scholarships are currently available from the following funds: Thomas F. Barnhart Memorial; Carroll Binder Memorial; Curtis L. Erickson; Advertising Federation of Minnesota; Elliot Baron Award; James S. Barden Memorial Award; Al Colle Memorial; Gannett Newspaper Foundation; KSTP; Professor and Mrs. Fred Kildow; Miller Publishing Company; 3M Company; Minnesota Press Women; Raymond O. Mithun;

John Moffett Memorial; Northwest Council of Advertising Agencies; Harold Roitenberg; David Silverman Award; Northstar Chapter, International Association of Business Communicators; and Minneapolis Star.

### Scholarships for Incoming Freshmen

*Journalism Alumni Association Scholarship:* For an incoming freshman planning to major in journalism, for use during the sophomore year. Applications should be addressed to the chairperson of the Scholarships and Internships Committee, 111 Murphy Hall.

*School Publications Scholarship:* For an incoming freshman planning to major in journalism, for use during the sophomore year. Applications should be addressed to the chairperson of the Scholarships and Internships Committee, 111 Murphy Hall.

### Scholarships for Minority Students in Broadcasting

*WCCO Scholarship Program for Minority Students in Broadcasting:* Five scholarships and fellowships are available each year to undergraduate and graduate minority students in broadcast journalism. Awards vary in amount from \$2,500 to \$3,000. Students in the program also complete a supervised internship at WCCO AM or FM Radio or at WCCO TV in Minneapolis during their last quarter of study. Applications should be addressed to the coordinator of the WCCO Scholarship Program, 111 Murphy Hall.

### Loan Funds

*John P. Coughlin and Milton B. Kihlstrum Memorial Loan Funds:* These funds make available to journalism students low-interest loans which are repayable within approximately 2 years after graduation.

## Access to Student Educational Records

In accordance with regents' policy on access to student records, information about a student generally may not be released to a third party without the student's permission. The policy also permits students to review their educational records and to challenge the contents of those records.

Some student information—name, address, telephone number, dates of attendance, college and class, major, adviser, and degrees earned—is considered public or directory information. To prevent release of such information outside the University while in attendance at the University, a student must notify the records office on his or her campus.

Students are notified annually of their right to review their educational records. The regents' policy, including a directory of student records, is available for review at the information booth in Williamson Hall, Minneapolis campus, and at the records offices on other campuses of the University. Questions may be directed to the Office of the Coordinator of Student Support Services, 260E Williamson Hall, (612) 373-2106.

## II. PROGRAMS OF STUDY

### Baccalaureate Degree

Preparation for journalism and mass communication work rests on a broad liberal education, knowledge of the social and professional responsibilities of the journalist, and basic competence in journalistic techniques.

Since the School of Journalism and Mass Communication is part of the College of Liberal Arts (CLA), a journalism major must complete all CLA requirements for the bachelor of arts degree. These include freshman English; foreign language study; CLA distribution requirements; and 180 credits for graduation, including at least 75 credits at the 3xxx and 5xxx levels. A maximum of 48 credits in a 180-credit degree program can be in journalism.

The student who declares during the first year an intention to major in journalism will be assigned to a CLA adviser familiar with the requirements of the School of Journalism and Mass Communication.

When the student has earned approximately 39 credits, he or she is directed by the college to the SJMC's director of undergraduate studies for enrollment as a prejournalism major, though the student may have begun his or her journalism course work prior to that time. The undergraduate studies adviser and student will discuss the student's academic program and vocational plans during their initial meeting.

As a prejournalism major, the student selects one of the four sequences available in the SJMC: news-editorial, advertising, photographic communication, and broadcast journalism. These are described briefly below, as are several areas of emphasis available within the sequences (public relations or magazine writing, for example).

The prejournalism student, in order to apply for major status, must complete all of the basic prejournalism courses with a C+ average and must successfully complete a specified English proficiency test and a typing proficiency test administered by the SJMC each quarter.

When all prejournalism requirements (see "Undergraduate Admissions," section I) have been completed, the student applies for major status in the school. Once admitted to major status, the journalism student works closely with a senior faculty adviser in her or his chosen sequence until graduation.

A student who wishes to coordinate work for the B.A. degree with proposed work for the M.A. degree in journalism should consult a school adviser early in the junior year. Expanded and specialized preparation in mass communication and supporting disciplines can thus be programmed over the following 3 years. Those qualified to meet admission requirements of the Graduate School are urged to consider such a coordinated program.

**Curricular Requirements**—A student planning a major in journalism and mass communication must complete the following "core" courses, regardless of the sequence to be selected:

Jour 1001, 1005

Econ 1001-1002 or 1014-1015 or 3001-3002

Hist 1301-1302 or 3821-3822 or 3822-3823

Pol 1001

### News-Editorial Sequence

Through emphasis or specialization, students may prepare for daily and weekly newspaper reporting, editing, and editorial and interpretive writing; editorial direction and administration; press association work; critical writing; science and technical writing; magazine writing and editing; industrial journalism; graphic arts design; newspaper management, circulation, and promotion; public relations; public opinion analysis; mass communications research; or journalism teaching.

## **Programs of Study**

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Students in this sequence must complete the following requirements:

### *Premajor Requirements*

Comp 1027  
Jour 1101

### *Major Requirements*

1. Jour 3121, 3155, 3776, 5131 or 5133, 5501, 5601
2. One additional course emphasizing writing, chosen from Jour 3173, 5141, 5143, 5144, 5155, 5171, 5606
3. Eight additional elective credits (3xxx or 5xxx level) in journalism

## **Advertising Sequence**

Through choice of emphasis, students can prepare for work in print and broadcast media advertising; advertising agencies; manufacturers' and retail advertising departments; copywriting and layout; broadcast production; typography and graphic design; media, market, and consumer analysis; public relations, media management; mass communications research; or advertising teaching.

Students in this sequence must complete the following requirements:

### *Premajor Requirements*

Comp 1027  
Psy 1001  
Jour 1201

### *Major Requirements*

1. Jour 3231, 3241, 5251, 5261, 5274, 5501; Mktg 3000
2. For advertising management emphasis, Jour 5263 and 4 additional 3xxx- or 5xxx-level credits. For creative emphasis, Jour 5272 and 4 additional 3xxx- or 5xxx-level credits (Jour 5221 or 5233 recommended).

Students who wish to specialize in broadcast advertising should complete, in addition to the course requirements of the advertising sequence, Jour 3401 and 3486; one course from Jour 3421, 5611, and 5615; Spch 1101; Spch 3201, 3203 or 3204; and Spch 3211.

Students who desire special training in marketing may elect, within college limits, courses in the College of Business Administration. Those who want special training in commercial design are advised to elect work in the Department of Studio Arts. A student may prepare for a general concentration in art by electing ARTS 1101 and 1102 before enrolling in the required graphics courses.

## **Photographic Communication Sequence**

This sequence prepares students for professional work in photography and film. Graduates may seek careers in newspaper or magazine photojournalism; in freelance photojournalism for business, industry, or government; or in news and documentary filmmaking. Students are introduced to the scope, theory, history, and principles of photographic communication before completing intensive laboratory course work.

Students in this sequence must complete the following requirements:

### *Premajor Requirements*

Jour 1101  
Jour 3301

### *Major Requirements*

1. Jour 5353 or 3401
2. Jour 5376 or 5402
3. Jour 3121 or 3486

## Professional Emphasis in Specialized Fields

4. Jour 5615 and 3776
5. Jour 5501 or 5721
6. Eight additional elective credits (3xxx or 5xxx level) in journalism.

Additional courses recommended include: Spch 3201, 3204; ArtS 3521, 3525, 3710, 3720, 5710; Phys 3801; Dsgn 3527.

### Broadcast Journalism Sequence

This sequence prepares students for careers in television and radio journalism. Emphasis is on practice in writing news copy, filming, editing film and tape, reporting, interviewing, and preparing and delivering newscasts. This sequence also contains the basic courses for careers in newspaper and press association reporting. Students in this sequence must complete the following requirements:

#### *Premajor Requirements*

- Spch 1101
- Jour 1101

#### *Major Requirements*

1. Jour 3121, 3401, 3451, 3776, 5402 or 5444, 5442, 5611
2. At least one of the following: Jour 5501, 5615, 5721
3. Spch 3201
4. Four additional credits (3xxx or 5xxx level) in journalism or Spch 3203 or 3204

Additional courses recommended include: Spch 5204, 5211, 5231, 5232, 5261.

## Professional Emphasis in Specialized Fields

Students with a professional interest in a special field of journalism may design an individualized program in conference with an adviser to prepare for work in that area. Such programs usually can be developed within either the news-editorial or the advertising sequence. Combinations or modifications of course work for regular sequences are possible in some cases; generally, a 5-year program is recommended for these specializations. Students should consult their major adviser early to plan a specialized program. The principal fields of specialization and core and elective courses recommended for the fields are:

*Creative Graphic Arts*—Students interested in advertising layout or in production, typography, and makeup of periodicals and promotional matter should elect Jour 5221, 5353, 5233; advertising majors should elect Jour 5272, 5353, 5233. Art and design courses at the 3xxx and 5xxx levels may also be elected.

*Magazine Journalism*—Students should choose Jour 3173; recommended are Jour 3155, 3176, 3301, 5221, 5353, 5171, 5174, 5606, 5721.

*Newspaper Editorial Writing*—Students should choose Jour 5141; recommended are Jour 3193, 3301, 5144, 5221, 5353, 5721, 5777.

*Newspaper or Broadcast Management*—A student may follow either the news-editorial or advertising sequence. Students should choose Jour 3193 or 3421; recommended are Jour 3231, 5221, 5721, 5777.

*Public Relations*—A student may follow either the news-editorial or advertising sequence. Students should elect Jour 5549 and 5559; recommended are Jour 5531, 5721. Basic courses in psychology, sociology, and speech are also recommended.

## Graduate Degrees

The School of Journalism and Mass Communication and the Graduate School offer programs leading to the master of arts and 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 Graduate School for admission. An applicant with the necessary background for her or his chosen major field, an excellent scholastic record, and satisfactory character and professional references 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.

Information about the graduate programs and procedures for graduate students is sent in response to letters of inquiry. The Miller Analogies Test and the Graduate Record Examination aptitude test (TOEFL for foreign students) are required of prospective students. In addition to the Graduate School application form, the school has its own application form.

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

**Prerequisites**—Graduate students in mass communication without an undergraduate major in journalism must complete four undergraduate courses (15 to 18 credits). The courses are chosen in consultation with the student's adviser, and they may be taken concurrently with graduate program courses. One of the four courses may be a fundamental lecture course carrying graduate credit. Prior course work in journalism or documented professional experience of at least 1 year's duration may count toward the fulfillment of prerequisite requirements upon successful petition to the Graduate Affairs Committee. Students also have the option of satisfying prerequisites by special examination.

The major implication of this policy is that different patterns of prerequisites will be required for different programs; the responsibility for determining prerequisites will rest with the adviser and the graduate student. It is recognized that 15 to 18 credits of prerequisites may not be sufficient to prepare all students for work toward advanced degrees. In such cases, the adviser will discuss with the student the desirability of completing additional course work in preparation for a professional career or for further graduate training. The student must then make his or her own decision based on this advice. The adviser may not require a student to complete more than the prescribed 15 to 18 credits.

Students must also meet the typing proficiency requirement for courses for which it is a prerequisite.

## Master of Arts Degree

The master of arts degree is offered under two programs, Plan A and Plan B. For both programs, Jour 8001 and an additional 20 graduate credits in mass communication are required, including two courses numbered above 8000. In addition, a minimum of 8 credits outside mass communication and a thesis must be completed for the Plan A program. For the Plan B program, at least 12 credits must be completed outside mass communication; two projects are required, one in conjunction with work in mass communication and one with outside work. Projects may be completed in conjunction with a regular course or through independent study; if completed through independent study, a maximum of 4 credits may be earned for each project.

Programs leading to a terminal M.A. degree are offered with a professional emphasis in science communication, broadcast journalism, photographic communication, advertising, and print journalism. These programs do not require completion of Jour 8001.

**Language Requirement**—For Plan A, reading knowledge of a foreign language is required; however, students may substitute for the language requirement additional work in statistics to support a concentration in theory and research methodology. For Plan B, a foreign language is not required; however, foreign language study is recommended for students in international mass communication.

**Master's Final Examination**—The final examination is oral for both the Plan A and Plan B programs.

## **Doctor of Philosophy Degree**

Students planning a Ph.D. program in mass communication will, in consultation with their adviser, elect two of four subfields—a dissertation field and a secondary field. The subfields are communication theory and research methodology, history of mass communication, communication agencies and social institutions, and international mass communication. In the dissertation field students will complete a minimum of 24 credits and in the secondary field a minimum of 16. A majority of credits in both fields must be offered in 8xxx-level courses. In addition, the Ph.D. program must include a 12- to 16-credit core subfield, mass communication research. A minimum of 27 credits are required in studies outside of journalism, including at least 18 credits in minor or supporting field courses related to the dissertation field. In the preliminary examinations, Ph. D. students will be examined on the subject matter in their two subfields and the core.

Prospective students should write to the school's director of graduate study for detailed subfield descriptions.

**Minor**—Candidates for the Ph.D. in other fields may complete a minor in journalism. Approval of the adviser and the director of graduate study of the School of Journalism and Mass Communication is required. Written preliminary examinations are required of all minors.

**Language Requirement**—Candidates must either (a) study two foreign languages, (b) develop a high level of proficiency in one language, or (c) study one foreign language and complete either a special research technique or a collateral field of knowledge. Acceptable languages include Arabic, Chinese, French, German, Italian, Russian, Spanish, and Portuguese; others may be accepted by petition.

### III. COURSE LISTINGS

**Symbols**—The following symbols are used throughout the course descriptions in lieu of page footnotes:

- § Credit will not be granted if the equivalent course listed after the section mark has been taken for credit.
- \* Concurrent registration is allowed (or required) in the course listed after the paragraph mark.
- # Consent of the instructor is required prior to registration.
- △ Consent of the department, division, or school offering the course is required prior to registration.

## Journalism (Jour)

### Premajor Courses

- 1001. INTRODUCTION TO MASS COMMUNICATIONS.** (2 cr; completion of fr English or communication requirement recommended)  
Nature, functions, and responsibilities of communication media and agencies examined from point of view of professional journalist. News, opinion, entertainment, and persuasion functions, current trends. Specialized communication; aspects of advertising.
- 1005. VISUAL COMMUNICATION.** (3 cr; prereq 3rd-qr fr)  
Introduction to functions of visual communication in news and advertising for print and electronic media. Evaluation and criticism of current typography, photography. Lectures (CCTV), projects, critiques.
- 1011. JOURNALISTIC TECHNIQUES FOR NONMAJORS.** (5 cr §AgJo 1011; prereq fr English or equiv. C avg) (Same as AgJo 1011) Study of the printed mass media for nonmajors. Forms of news and feature stories; basics of mass communication law. Basics of publications editing; headlines, makeup for business publications. Lecture and laboratory.
- 1101. REPORTING.** (5 cr; prereq C or better in 1001, 1005 or grad student...type 25 wpm, and △)  
Fact gathering and journalistic writing. Problems in judgment and handling of news and news features.
- 1201. PRINCIPLES OF ADVERTISING.** (4 cr; completion of 1001 recommended for journalism majors)  
Theory, principles, and functions of advertising; its role in economic, social, and marketing structure. Newspapers, magazines, radio, television as advertising media.
- 3301 (formerly 1301). PHOTOJOURNALISM.** (4 cr; prereq soph with C or better in 1001, 1005 and △)  
Photography as creative means of communication. Fundamentals of photography; use of news cameras; basic darkroom processes. Lectures and laboratory.

### Major Courses

#### NEWS-EDITORIAL

- 3121. PUBLIC AFFAIRS REPORTING.** (4 cr; prereq 2.50 avg in 1001, 1005, 1101...type 40 wpm, △...Comp 1027 when required by sequence)  
Reporting and editing news of courts and municipal, county, state, and federal administrative and legislative agencies.
- 3155. PUBLICATIONS EDITING.** (4 cr; prereq 3121, △ or #)  
Selection and editing of news-editorial content of newspapers, brochures, magazines. Newspaper makeup, magazine format. Press association teletype service. Lecture and laboratory.
- 3173. MAGAZINE WRITING AND EDITING.** (4 cr; prereq 3121 or 1001 and #)  
Writing feature articles for general class, and trade publications; study of market free-lance methods.
- 3176. BUSINESS AND INDUSTRIAL JOURNALISM.** (4 cr; for journalism majors and minors particularly interested in study of business and industrial press; prereq 1011 or 3121 or 3241)  
Analysis of content, staffing, design, and production of business and company publications. On-the-job projects of gathering material and writing feature articles for the business and company press.
- 3182. SUPERVISION OF SCHOOL PUBLICATIONS.** (4 cr; for those who plan to advise high school or college newspapers, yearbooks, magazines; prereq 1011 or 3121)  
Emphasis upon editorial content, staff organization, editing, typography, makeup, and business management.
- 3193. COMMUNITY NEWSPAPER.** (5 cr; prereq 1101 or 1011 or #, △)  
The community newspaper (weekly and small daily) as an editorial product and as a business. Aspects of news, opinion, advertising, production. Role of the editor in the community.

## Course Listings

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- 3776. MASS COMMUNICATIONS LAW.** (4 cr; prereq 1001 or 1011, 1101 or #)  
Brief historical background. First Amendment rights, basic law of defamation, free press and fair trial, access to news, access to the press, privacy, contempt, obscenity, the regulation of broadcasting and advertising, antitrust controls, legal and ethical rules affecting journalistic practice.
- 5131. INTERPRETIVE REPORTING.** (4 cr; prereq sr, 3121, ...)  
Advanced problems in gathering material and in specialized reporting on government, politics, social problems, and the arts.
- 5133. SCIENCE COMMUNICATION.** (4 cr; prereq 3121 or 3176 or #)  
Role of journalistic communication in science; scientist-journalist relationships; communicating results of scientific investigations to public, specialized audiences, industry.
- 5141. OPINION WRITING IN AMERICA.** (4 cr; prereq sr, journalism major, Δ)  
Oral and written analysis of major political, economic, and social developments. Persuasive communication in newspapers and magazines; columnists; commentators.
- 5142. INTERPRETATION OF CONTEMPORARY AFFAIRS.** (4 cr; prereq sr, journalism major; offered when feasible)  
Analysis of major economic developments and their social and political impacts; editorial and interpretive articles.
- 5143. INTERPRETATION OF SCIENCE AND TECHNOLOGY.** (4 cr; prereq 5133, 5501 or #)  
Analysis of scientific research and technological development for mass and specialized media; science content in media; audience impact.
- 5144. URBAN JOURNALISM I: THEORY AND PRACTICE.** (4 cr; prereq 3121, 5131 cr grad student or professional experience or #)  
Urban problems and mass media role and performance; specialized reporting and commentary on urban media policy; and news gathering techniques; analysis of media content; reporting projects and appropriate readings.
- 5155 (formerly 5515). COMMUNICATION ANALYSIS: PRECISION JOURNALISM.** (4 cr; prereq 3121 or grad or professional experience or #)  
Quantitative methods of investigation and interpretation for the mass media.
- 5171. CRITICAL WRITING.** (4 cr; prereq an upper division writing course and #)  
Book, theater, and motion picture reviews. Analysis of leading critics and critical periodicals. Reviews are written weekly.
- 5174. MAGAZINE EDITING AND PRODUCTION.** (4 cr; prereq 3173 or 5376 or 5221, #)  
Writing, editing, illustration, design, layout, and photocomposition of a single-issue magazine.
- 5549. PUBLIC RELATIONS.** (4 cr; prereq 15 cr in social science depts . . . # for nonmajors)  
History and development of public relations practices and principles. Process and applications in a variety of institutional settings. Critique of public relations efforts in contemporary society.
- 5559. CASE STUDIES IN PUBLIC RELATIONS.** (4 cr; prereq 1101, 5559, Δ)  
Case study approach to the solution of public relations problems encountered in government, industry, and public agencies.

## ADVERTISING

- 3231. ADVERTISING GRAPHICS.** (4 cr; prereq 2.50 avg in 1001, 1005, 1201...type 25 wpm, Δ...Comp 1027 when required by sequence)  
Principles of design and layout; preparation of copy for print and film; uses of type; type legibility; illustration; printing processes.
- 3241. ADVERTISING COPYWRITING.** (4 cr; prereq 2.50 avg in 1001, 1005, 1201...type 25 wpm, Δ...Comp 1027 when required by sequence)  
Advertising appeals and strategy; development and presentation of advertising for print and broadcast media. Individual and group projects.
- 5221. PUBLICATION GRAPHICS.** (4 cr; prereq 3121 or 3231 or 8 cr in 3xxx or 5xxx level courses in art and design, Δ)  
Role of printing processes in graphic communication. Technique and production of illustrations. Significant developments in graphic arts technology.
- 5233. GRAPHIC DESIGN ANALYSIS.** (4 cr; prereq 3155, 3231, 5221 or #)  
Analysis of publication formats for design and efficiency; historical and current trends; field projects; creative problems.
- 5251. PSYCHOLOGY OF ADVERTISING.** (4 cr; §Psy 5751; prereq Psy 1001)  
Psychological principles, research techniques, and applications in advertising and selling. Consumer attitudes and behavior. Psychological mechanisms upon which effectiveness of advertisements and commercials depends.

- 5261. ADVERTISING: MEDIA ANALYSIS.** (4 cr; prereq 2.50 avg in 1001, 1005, 1201...Mktg 3000, type 25 wpm,  $\Delta$ ... Comp 1027 when required by sequence)  
Characteristics of the print and electronic media; their role in advertising; selection and scheduling; rate structures and policies; evaluation and use of media and market measurements and data.
- 5263. ADVERTISING CAMPAIGN PLANNING AND MEDIA STRATEGY.** (4 cr; prereq 3241, 5261 or #  $\Delta$ )  
Relation of campaign strategy to media measurement, evaluation, and planning. Coordination of total campaign including media scheduling and purchasing.
- 5272. ADVERTISING COPY-GRAPHICS.** (4 cr; prereq sr advertising major, 3231, 3241, 5251, 5261 or #  $\Delta$ )  
Copy and graphics design for print and television advertising. Preparation and presentation of ads and commercials for consumer, business, industrial, corporate, and public service advertisers.
- 5274. CURRENT ADVERTISING DEVELOPMENTS AND PROBLEMS.** (4 cr; prereq sr advertising major, #  $\Delta$ )  
Creative, management, research, media, and technical developments in advertising. Specific problems, case studies in advertising-marketing process.

### PHOTOGRAPHIC COMMUNICATION

- 5353. PHOTOGRAPHIC COMMUNICATION.** (4 cr; prereq 1005, 1101, 3121 or  $\Delta$ 3121 or 3231,  $\Delta$ )  
Photographic communication in the mass media. Multichannel communication theories, communicative overtones. Visual sources, layout, objectivity in editing. Experimental creative projects.
- 5376. ADVANCED PHOTOJOURNALISM.** (5 cr; prereq 1005, 3301, 3121 or  $\Delta$ 3121, #  $\Delta$ )  
Materials and processes of photography for visual reporting in newspapers and magazines. Thematic visual series. Dynamics of visual content: pattern, texture, movement. Use of miniature camera, light, and lighting. Color photography.
- 5377. DOCUMENTARY PHOTOGRAPHY.** (4 cr; prereq 5376,  $\Delta$ )  
Definition, scope, research, and approaches of the documentary picture story for magazines, picture books, and multimedia presentations. Series, sequences, and essays. Photographic markets.

### BROADCAST JOURNALISM

- 3401. BASIC CINEMATOGRAPHY.** (4 cr; prereq 2.50 avg in 1001, 1005, and 1101 or 1201 or 3301, and  $\Delta$ )  
Practice in and theory of film communication. Creative and technical applications in television news, documentary, and advertising films.
- 3421. RADIO AND TELEVISION STATION ADMINISTRATION.** (4 cr; prereq 5611,  $\Delta$ )  
Role of the broadcasting station in American life. Basic issues in station operation; frequency and channel allocations, crosschannel affiliations.
- 3451. TELEVISION AND RADIO NEWS.** (5 cr; prereq 2.50 avg in 1001, 1005, 1101...Spch 1101, Spch 3201, type 40 wpm, and  $\Delta$ ; 2 lect, 3 lab, 3 news production hrs per wk)  
Introduction to broadcast news. Techniques of writing, interviewing, delivery, audiotape editing, graphics preparation. Production of radio newscasts and a radio documentary.
- 3486. RADIO AND TELEVISION SCRIPTWRITING.** (4 cr; prereq 3121 or 3241 and # for journalism majors... 1001 and # for speech-radio majors...  $\Delta$ )  
Planning and writing scripts for broadcast in a variety of program areas.
- 5402. FILM PRODUCTION.** (5 cr; prereq 3401 and 1101 or 3486 or Spch 3201,  $\Delta$ )  
Directed projects in planning, shooting, and editing silent and sound film. Creative production problems. Lecture, laboratory work, and field experience.
- 5442. ADVANCED TELEVISION NEWS.** (5 cr; prereq 3451,  $\Delta$ )  
Newsfilm editing, preparation and delivery of television newscasts. Current problems; legal and ethical considerations.
- 5444. TELEVISION AND RADIO DOCUMENTARY.** (4 cr; prereq 5442,  $\Delta$ )  
Scope and techniques. Production of television or radio news documentaries of broadcast quality.

### THEORY AND METHODOLOGY

- 5501. COMMUNICATION AND PUBLIC OPINION I.** (4 cr;  $\Delta$ Soc 5355; prereq 15 cr in social science depts)  
Theories of communication process and of persuasion and attitude change. Functions of interpersonal and mediated communication in diffusion of information and in opinion formation.
- 5531. COMMUNICATION AND PUBLIC OPINION II.** (5 cr; prereq 5501 or Soc 5355)  
Advanced study of theories and research findings on opinion formation, persuasion, and diffusion of information. Social science contributions to studies of the process and effects of mass communication.

## Course Listings

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### HISTORY

- 5601. HISTORY OF JOURNALISM.** (4 cr)  
Development of American newspapers and periodicals, from beginnings in Europe to present day; rise of radio and television; relation of communications developments to political, economic, and social trends.
- 5603. TOPICS IN HISTORY OF JOURNALISM.** (4 cr; prereq 5601)  
Intensive study of significant individuals' newspapers, and periodicals in the United States, 1865-1920. Individual research projects.
- 5606. LITERARY ASPECTS OF JOURNALISM.** (4 cr; prereq #)  
Literary aspects of journalism as exemplified in, and influenced by, works of English and American writers, past and present. Lectures, discussions, and weekly papers.
- 5611. DEVELOPMENT OF AMERICAN BROADCASTING.** (4 cr)  
Historical and economic development of radio and television in United States; government regulation, industry self-regulation, forms of social control; issues in contemporary broadcasting.
- 5615. DEVELOPMENT OF PHOTOJOURNALISM AND DOCUMENTARY FILM.** (5 cr)  
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. Individual research projects involving primary data.

### SOCIAL INSTITUTIONS

- 5721. MASS MEDIA IN A DYNAMIC SOCIETY.** (4 cr; prereq 1201 or 3121 for journalism majors...# for others)  
Economic, political, and social determinants of character and content of mass communications. Patterns of operations, effect on content, and relative social utility. Theory of mass society.
- 5731. CURRENT COMMUNICATIONS PROBLEMS.** (4 cr; prereq journalism sr and #)  
Individual projects in analyzing current communications in light of their social, economic, and technological environment.
- 5731H. HONORS COURSE: CURRENT COMMUNICATIONS PROBLEMS**  
See 5731.
- 5777. CONTEMPORARY PROBLEMS IN FREEDOM OF SPEECH AND PRESS.** (4 cr; prereq 15 cr in social science depts)  
Anglo-American concept of freedom and responsibility, constitutional development in United States, areas of present tension, Bill of Rights and journalism today.

### INTERNATIONAL

- 5801. INTERNATIONAL COMMUNICATION.** (4 cr; prereq 15 cr in social science depts)  
Global telecommunications, channels, and artifacts of international mass communication. Problems in the free flow of information. Roles of international organizations, journalism. Mass communication in social, political, educational, economic development; implications for conflict resolution.
- 5825. WORLD COMMUNICATION SYSTEMS.** (4 cr; prereq 15 cr in social science depts)  
Description and analysis, divergencies and congruence in the world's mass communication systems. Putative issues raised by novel additions to the global telecommunications grid. Effects, import of near- and deep-future communications.

### PROJECTS

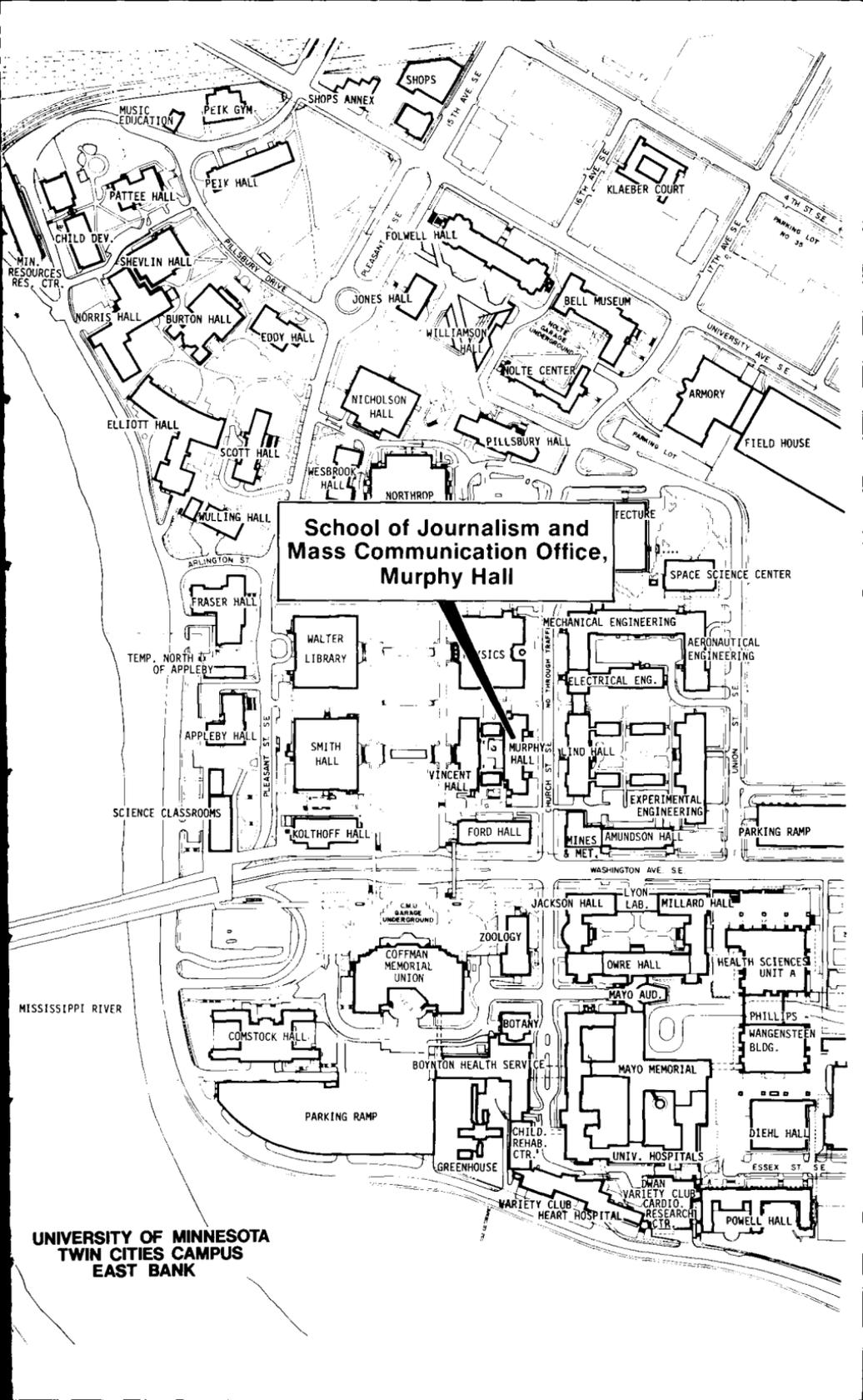
- 3970. DIRECTED STUDIES.** (1-4 cr; prereq #, △)
- 5970. ADVANCED PROJECTS IN JOURNALISM.** (1-4 cr | may be repeated for max of 8 cr); prereq journalism major, B avg, #, △)
- 5970H. HONORS COURSE: ADVANCED PROJECTS IN JOURNALISM**  
See 5970.

### Graduate Courses

(See *Graduate School Bulletin* for course descriptions)

- 8001. MASS COMMUNICATION I**
- 8002. MASS COMMUNICATION II**
- 8003. RESEARCH PRACTICUM**
- 8211. SEMINAR: ADVERTISING RESEARCH**

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- 8515-8516. SEMINAR: COMMUNICATION ANALYSIS
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