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**University of Minnesota**

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**Bulletin**

APRIL 29, 1971

**school of journalism  
and mass communication**

# UNIVERSITY OF MINNESOTA

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### UNIVERSITY OF MINNESOTA BULLETIN

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

The building also houses the *Minnesota Daily*, as well as headquarters of the Minnesota High School Press Association, the National Scholastic Press Association, and the Associated Collegiate Press, which serve hundreds of high school and college publications throughout the country.

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

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

Of inestimable value, too, is the "laboratory" provided by the metropolitan area of the Twin Cities, ideal for observation and practical experience: federal government offices, state capitol, numerous state agencies, Federal Reserve Bank, social service enterprises, major league baseball, football, and hockey, music and theater, and industry, to suggest a few. Here, too, is a large group of communications agencies: the Minnesota Newspaper Association, Northwest Daily Press Association, four metropolitan dailies, and scores of suburban, community, and specialized publications, regional bureaus of the Associated Press and United Press International, nearly 30 radio stations and 6 television stations, nationally known advertising and public relations agencies, and leading printing and engraving plants.

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

Students can meet distinguished journalists on formal occasions such as the Newspaper Guild Memorial Lecture or lectures by topflight editors, reporters, or news analysts.

## Professional Organizations

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

## *School of Journalism and Mass Communication*

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

### **Alumni Association**

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

### **Student Financial Aids**

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

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

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

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

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

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

## SCHOLARSHIPS AND FELLOWSHIPS

(Restricted to the School of Journalism and Mass Communication)

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

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

*Thomas F. Barnhart Memorial Scholarship:* For a junior or senior; awarded on basis of professional promise, preferably interested in community journalism; \$400.

*Carroll Binder Memorial Scholarship:* For a student showing high promise in reporting or interpreting of international affairs and who plans a newspaper career; \$400.

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

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

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

*Minnesota Mining and Manufacturing Scholarships (2):* For junior, senior, or graduate students in journalism; \$500 each.

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

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

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

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

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

*Towncriers Scholarship:* For an outstanding student enrolled in the School of Journalism and Mass Communication majoring in advertising; \$300.

## SPECIAL AWARDS

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

## *School of Journalism and Mass Communication*

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### SCHOLARSHIPS FOR INCOMING FRESHMEN

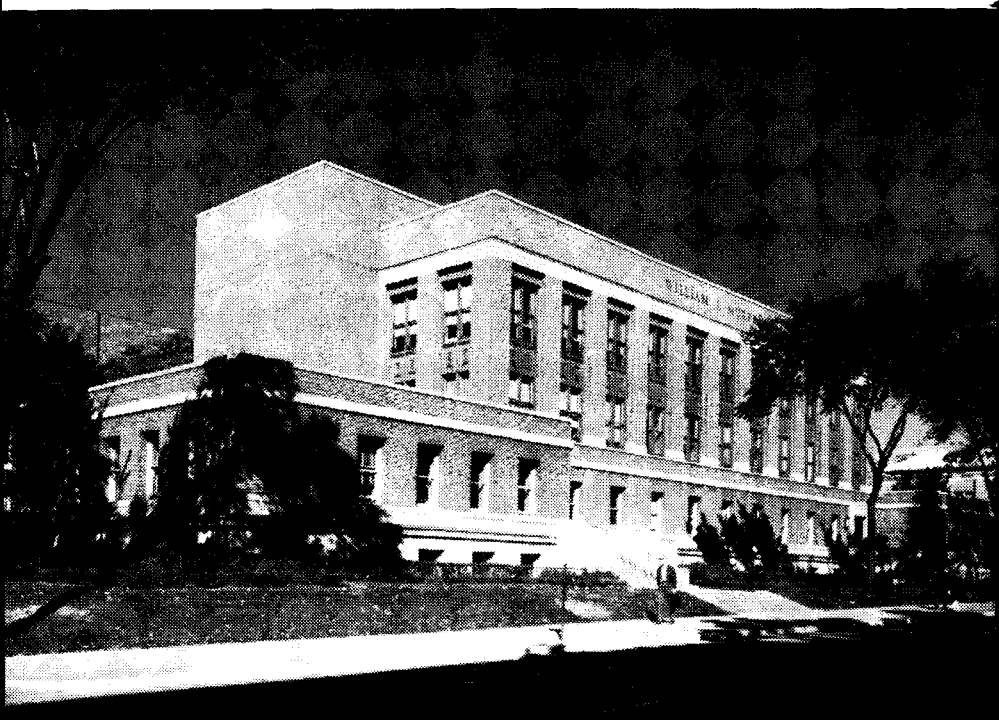
*Journalism Alumni Association Scholarship:* For an incoming freshman for use during his sophomore year as a journalism student; \$375.

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

### LOAN FUNDS

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

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



# PROGRAMS OF STUDY

## The Journalism B.A.

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

### Lower Division Study

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

A prospective journalism and mass communication major, while meeting the Arts College Lower Division requirements, must include in his program Jour 1-001 and 1-005, and at least 5 credits in American government and politics, 5 credits in principles of economics, and 5 credits in American history (Lower Division or Upper Division) courses. Those intending to follow the news-editorial sequence must include also Jour 1-101, 1-701 or 3-776, and Comp 1-027. Pre-advertising students must include Jour 1-201, Comp 1-027, and 5 credits of introductory psychology. Those in the broadcast journalism sequence must include Jour 1-101, 1-701 or 3-776, and Spch 1-102 and 1-106 or 1-101. Those in the photographic communication sequence must include Jour 1-101, 1-301, and 1-701 or 3-776.

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

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

### Upper Division Study

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

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

## School of Journalism and Mass Communication

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

### **NEWS-EDITORIAL SEQUENCE**

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

#### Requirements:

- A. Jour 3-121, 3-155/3-156, 5-131, 5-501, 5-601.
- B. One additional course whose major emphasis is writing, chosen from among 5-141, 5-143, 5-171, 3-173.
- C. 8 additional elective Upper Division credits in journalism for minimum of 32. Students of superior scholarship may substitute outside courses for 4 of the additional credits with adviser approval.

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

### **ADVERTISING MAJOR SEQUENCE**

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

#### Requirements:

- A. Jour 3-231, 3-241, 5-251, 5-501, 5-261, 5-274; Mktg 3-000.
- B. For advertising management emphasis, Jour 5-263 and 4 additional Upper Division credits. For creative emphasis, Jour 5-272 and 4 additional Upper Division credits (Jour 5-221 and 5-233 recommended).

Students in the advertising sequence wishing to specialize in broadcast advertising should choose, in addition to the course requirements of the advertising sequence, Spch 1-101, or 1-102 and 1-106; Spch 3-201, 3-203, or 3-204; and Spch 5-211. Such students should also elect Jour 3-401 and 3-486 and one course from among Jour 3-421, 5-611, 5-615.

Students of advertising wishing special training in marketing may elect, with adviser approval, a group of courses in the School of Business Administration. Those wishing special training in commercial design are advised to elect work in the Department of Studio Art. A student may prepare for a general minor in art by first electing ArtS 1-101, 1-102.



### BROADCAST JOURNALISM SEQUENCE

This sequence prepares students for careers as television and radio journalists. Emphasis is on practice in writing news, filming, editing film and tape, reporting, interviewing, preparing newscasts, delivery. This sequence also contains the basic courses for careers as newspapers and press association reporters.

Requirements:

- A. Jour 3-121, 3-401, 3-451, 5-402, 5-442, 5-611
- B. One of Jour 5-501, 5-615, 5-721 and 4 additional Upper Division credits in journalism (recommended: 3-421, 3-486, 5-444)
- C. Spch 3-201, 3-203 or 3-204, 5-211

Additional courses recommended: Spch 5-202, 5-231, 5-232.

### PHOTOGRAPHIC COMMUNICATION SEQUENCE

This sequence prepares students for professional work in photography and film. Students are introduced to the scope, theory, history, and principles of photographic communication before completing intensive laboratory course work leading to careers in newspaper, magazine, or free lance photojournalism for business, industry, and government as well as news and documentary film making.

Requirements:

- A. Jour 5-353 or 3-401
- B. Jour 5-376 or 5-402
- C. Jour 3-121 or 3-486
- D. Jour 5-615
- E. Jour 5-501 or 5-721
- F. 8 elective Upper Division credits in journalism for minimum of 30

Additional courses recommended: Spch 3-201, 3-204; Arts 3-704, 3-705 or 5-701, 5-702.

### Professional Emphasis in Specialized Fields

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

*Creative Graphic Arts*—For students interested in advertising layout or in production, typography, and makeup of periodicals and promotional matter. News-editorial majors should elect Jour 5-221, 5-353, 5-233; advertising majors should elect Jour 5-272, 5-353, 5-233; Upper Division courses in art and design may be elected.

*Magazine Journalism*—Students should choose Jour 3-173; recommended are Jour 1-301, 3-155/3-156, 5-221, 5-353, 5-171, 5-606, 5-721.

*Newspaper Editorial*—Students should choose Jour 5-141; recommended are Jour 1-301, 3-193, 5-144, 5-221, 5-353, 5-721, 5-777.

*Newspaper Management*—A student may follow either the news-editorial or advertising sequence. Students should choose Jour 3-193; recommended are Jour 3-231, 5-221, 5-721, 5-777.

## ***School of Journalism and Mass Communication***

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*Public Relations*—A student may follow either the news-editorial or advertising sequence. Students should elect Jour 5-549; recommended are Jour 1-201, 5-531, 5-721. Lower Division courses in psychology, sociology, and speech also recommended.

Students expecting to specialize at the graduate level in advertising or mass communication research should elect during their senior years Jour 5-531 and a course in statistics chosen in consultation with their graduate advisers.

### **Agricultural and Home Economics Journalism Major Sequences**

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

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

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

These programs combine courses to offer students either editorial or advertising sequences in journalism with extensive specialized work in the chosen field. Full details of the various programs and of Lower and Upper Division requirements may be obtained from major advisers in journalism and in agriculture or home economics.

### **Honors Opportunities**

Information concerning opportunities for honors students and the school's requirements for graduation with honors may be obtained from the Honors Division Office (115 Johnston Hall) or the school director's office.

### **General Education**

Jour 1-003, 1-011, and 3-021 are particularly designed for nonmajors. Jour 1-001 and 1-005 are open without prerequisite. A group of courses dealing primarily with the social aspects of mass communication is open: Jour 5-171, 5-251, 5-501, 5-531, 5-549, 5-601, 5-603, 5-606, 5-611, 5-615, 5-721, 5-777, 5-801, 5-825.

### **Summer Session**

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

### **Extension Division Classes in Journalism and Mass Communication**

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

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

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

## **Graduate Degrees in Journalism and Mass Communication**

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

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

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

**Prerequisites**—Courses in journalism and mass communication are open to regularly enrolled graduate students who meet prerequisites stated in course descriptions. Students admitted to a program of specialization for the M.A. or Ph.D. degree in mass communication usually are expected to have completed an undergraduate major in this field, in addition to offering other evidence of their academic and professional qualifications. Initial permission to register for work toward the Master's degree in mass communication may be granted to graduate students whose undergraduate major is in some other field, but before filing a formal program for the M.A. in any area of mass communication except advertising, the applicant must satisfy the Graduate Committee of the School of Journalism and Mass Communication that he has the equivalent of each course in the following areas: (1) the fundamentals of news reporting and editing (such as Jour 1-101, 3-121, and 3-155); (2) the fundamentals of mass communication law (such as Jour 1-701); (3) the fundamentals of mass communication history (such as Jour 5-601); (4) the fundamentals of communication theory and public opinion (such as Jour 5-501). The requirements in reporting and editing may be satisfied by 1 or more years of acceptable professional experience, or by the completion of Jour 3-051 (Survey of Journalism Techniques), or by special examination. The requirements in law, history, and communication and public opinion may be satisfied by Jour 1-701, 5-601, and 5-501, respectively, or by special examination. Jour 5-601 and 5-501 are acceptable for graduate credit toward the M.A. degree, but may not be included in a Ph.D. program.

**Master's Degree in Advertising**—Before filing a formal program for the Master's degree in advertising, the student must present at least the equivalent of one course in each of any five of the following seven categories, provided

## ***School of Journalism and Mass Communication***

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that the requirement of at least one course in each of the remaining two categories be satisfied before graduation: (1) the fundamentals of mass communication (such as Jour 1-001 or 3-051); (2) the fundamentals of visual communication (such as Jour 1-005); (3) the fundamentals of advertising (such as Jour 1-201 or Mktg 3-077); (4) the visual (i.e., spatial) tools and techniques of advertising and mass communication (such as Jour 3-231 or 3-221); (5) the verbal tools and techniques of advertising and mass communications (such as Jour 3-241); (6) the fundamentals of marketing (such as Mktg 3-000); (7) the fundamentals of consumer psychology or the "psychology of advertising" (such as Mktg 3-098 or Jour 5-251). A special qualifying examination may be authorized, or a validating examination may be required by the School of Journalism and Mass Communication for any of these courses. A more detailed statement of the requirements for the Master's degree in advertising is available upon request.

### **MASTER OF ARTS DEGREE**

The Graduate School offers the Master's degree under two plans: Plan A, involving a thesis, and Plan B, which substitutes additional course work for the thesis. Either plan may be chosen by students seeking the degree in journalism. For Plan A, Jour 8-001 and 18 additional graduate credits in journalism and mass communication are required, including two seminars numbered above 8-000. For Plan B, Jour 8-001 and at least two seminars numbered above 8-000, in addition to 12 to 18 graduate credits in journalism, are required. For Plan A, 9 credits in other departments are required; in Plan B, 18 to 24.

Programs with a professional emphasis leading to a terminal M.A. degree in science communication, photographic communication, advertising, urban affairs, and other areas of special concern are also available. These programs do not require Jour 8-001.

**Minor**—Majors in other fields who desire a minor dealing with social and cultural aspects of the mass media of communication, or with theory and specialized communications research techniques, may select desired courses with the consent of a graduate mass communication adviser.

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

### **DOCTOR OF PHILOSOPHY DEGREE**

A student planning a Ph.D. program in the School of Journalism and Mass Communication will, in consultation with his adviser, elect two of four subfields—a dissertation field and a secondary field. In the dissertation field he will take a minimum of 24 credits in journalism and mass communication; in the secondary field a minimum of 15 credits. A majority of credits in both fields must be offered in 8-000-level courses. The subfields are (1) communication theory and research methodology; (2) history of mass communication; (3) communication agencies as social institutions; and (4) international mass communication. In addition, the Ph.D. program must include a 12-15 credit core subfield, mass communication research. A minimum of 27 credits in de-

## *Programs of Study*

partments outside of the School of Journalism and Mass Communication are required, including at least 18 credits in a minor or in supporting fields related to the dissertation field. Prospective students should write to the school's director of graduate studies for detailed subfield descriptions. In the preliminary examination, the Ph.D. student will be held responsible for subject matter in his two subfields and the core.

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

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

*Students concentrate on learning communication techniques in the School's laboratories for reporting, editing, graphics, advertising production, photojournalism, broadcasting and film. These are in the new Film Editing Laboratory. Enrollment runs from 10 to 15 students in labs, from 20 to 25 in writing and discussion classes, rarely as many as 100 in lectures.*



# COURSE DESCRIPTIONS

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

F, W, S Fall, Winter, Spring quarters, respectively.

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

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

# Consent of instructor is required.

△ Consent of department or school offering course is required.

## Journalism (Jour)

### LOWER DIVISION COURSES

*Note*—No student whose average is lower than C will be permitted to enroll in any journalism course, in either Lower Division or Upper Division.

**1-001f,w,s. INTRODUCTION TO MASS COMMUNICATIONS.** (2 cr; prereq 2nd qtr fr with B avg in English, 3rd qtr fr with C avg in English or soph) Brovald  
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.

**1-002. COMMUNICATION IN THE MODERN WORLD: INTERPERSONAL COMMUNICATION**  
See Spch 1-102.

**1-003w. COMMUNICATION IN THE MODERN WORLD: MASS MEDIA.** (4 cr, §Spch 1-103)  
Mass media and their social and cultural effects. Interaction between audience and media. Popular arts. Related areas of communication; advertising, public relations, propaganda. Future of mass media.

**1-004. COMMUNICATION IN THE MODERN WORLD: THE PERFORMING ARTS**  
See Spch 1-104.

**1-005f.s. VISUAL COMMUNICATION.** (3 cr; prereq 3rd qtr fr) Schuneman, Bay  
Introduction to functions of visual communication in news and advertising for print and electronic media. Evaluation and criticism of current typography, photography. Lectures (CCTV), recitations; projects, critiques.

**1-011f,w,s. JOURNALISTIC TECHNIQUES FOR NONMAJORS.** (5 cr; prereq fr English or equiv, C avg) Sim  
Study of the printed mass media for nonmajors. Forms of news and feature stories; basics of mass communication law. Basics of publications editing, headlines, makeups for business publications. Lecture and laboratory.

**1-101f,w,s. REPORTING.** (5 cr; prereq 3rd qtr fr with B avg in English or soph, 1-001... type 35 words per min) Hage, Brovald, Burd, Fang, Sim  
Study and practice in fact-gathering and journalistic writing. Problems in judgment and handling of news and news features.

**1-201f,w,s. PRINCIPLES OF ADVERTISING.** (4 cr; prereq soph, 1-001, C avg and Comp 1-027...1-001 or ¶1-001 for Upper Division students) Peterman  
Theory, principles, and functions of advertising; its role in economic, social, and marketing structure. Newspapers, magazines, radio, television as advertising media.

**1-301f,w,s. BEGINNING PHOTOJOURNALISM.** (4 cr; prereq 1-001, 1-005 or ¶1-005) Bay  
Photography as creative means of communication. Fundamentals of photography; use of news cameras; basic darkroom processes. Lectures and laboratory.

## Course Descriptions

**1-701f,w,s. MASS COMMUNICATIONS LAW.** (2 cr; prereq 1-001, ¶1-101) Gerald, Sim

Origins and background of principles of press law. Libel and its defenses, penalties. Right of privacy; problems of fair trial. Law and self-regulation in advertising, in broadcast media. Copyright, obscenity statutes.

### UPPER DIVISION COURSES

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

#### Surveys

**3-021s. MASS COMMUNICATIONS AND THE NEWS.** (4 cr; not open to journalism majors) Fang, Lindsay, Sim

The mass media of communication in contemporary society: structure, organization, professional norms, and audience requirements. Covers press and broadcasting, role of journalism in news dissemination.

**3-051. SURVEY OF JOURNALISM TECHNIQUES.** (5 cr; open only with deptl permission to grad or adult special students without undergrad majors or minors)

Concentrated survey of and practice in principal journalistic techniques. Fundamentals of fact gathering and writing, editing for news media. Lectures and laboratory.

#### News-Editorial

**3-121f,w,s. PUBLIC AFFAIRS REPORTING.** (4 cr; prereq soph with B avg in 1-001 and 1-101 or jr, 1-101, C avg, Comp 1-027 or #) Hage, Burd, Carter

Reporting and editing news of courts and municipal, county, state, federal administrative and legislative agencies.

**3-155w. PUBLICATIONS EDITING.** (2 cr; prereq 3-121, ¶3-156 or #) Sim, Brovald

Lectures and laboratory in selection and editing of news-editorial content of newspapers, brochures, magazines. Newspaper makeup, magazine format. Press association teletype service.

**3-156w. DESIGN AND TYPOGRAPHY: EDITORIAL.** (2 cr; prereq 3-121, ¶3-155 or #) Wilson

Principles of design in newspaper and periodical makeup. Type and headline display. Typography for film presentation.

**3-173f,w. MAGAZINE WRITING AND EDITING.** (4 cr; prereq 3-121 or 1-101 and #) Hage, Burd

Planning and writing feature articles for general, class, and trade publications; marketing; problems of magazine editing, layout, design, and makeup.

**3-176. BUSINESS AND INDUSTRIAL JOURNALISM.** (4 cr; for journalism majors and minors particularly interested in study of business and industrial press; prereq 1-011 or 3-121)

Gathering material for and writing feature articles in industrial field. Analysis of content, staffs, production.

**3-182s. SUPERVISION OF SCHOOL PUBLICATIONS.** (4 cr; for those who plan to become advisers of high school or college newspapers, yearbooks, magazines; prereq 1-011 or 3-121) Sim

Emphasis upon editorial content, staff organization, editing, typography, makeup, and business management.

**3-193s. COMMUNITY NEWSPAPER.** (4 cr; prereq 1-101 or 1-011 or #) Brovald, Sim

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.

**3-776f. MASS COMMUNICATIONS LAW.** (4 cr; prereq 1-001 or 1-011, 1-101 or #) Gillmor

## *School of Journalism and Mass Communication*

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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, anti-trust controls, legal and ethical rules affecting journalistic practice.

- 5-131f,w,s. **INTERPRETIVE REPORTING.** (4 cr; prereq sr, 3-121) Gerald, Burd  
Interpretive and investigative reporting. Interpretive features and series. Advanced problems in material gathering and specialized reporting of government, politics, welfare, and the arts.
- 5-133w. **SCIENCE COMMUNICATION.** (4 cr; prereq 3-121 or 3-176 or #) Tichenor  
Role of journalistic communication in science; scientist-journalist relationships; communicating results of scientific investigations to public, specialized audiences, industry.
- 5-141f,w. **OPINION WRITING IN AMERICA.** (4 cr; prereq sr, jour major) Emery, Gerald  
Oral and written analysis of major political, economic, and social developments. Study of persuasive communication in newspapers and magazines; columnists; commentators.
- 5-142. **INTERPRETATION OF CONTEMPORARY AFFAIRS.** (4 cr; prereq sr, jour major)  
Gerald  
Analysis of major economic developments and their social and political impacts; interpretation in editorial and interpretative articles.
- 5-143s. **INTERPRETATION OF SCIENCE AND TECHNOLOGY.** (4 cr; prereq 5-133, 5-501 and Phil 5-601) Tichenor  
Analysis of scientific research and technological development for mass and specialized media; critical study of science content in media; audience impact.
- 5-144s. **URBAN JOURNALISM I: THEORY AND PRACTICE.** (4 cr; prereq 3-121, 5-131, or grad, professional experience, or #) Burd  
Urban problems and mass media role and performance; specialized reporting and commentary on urban functions; urban media policy and news gathering techniques; critical analysis of media content; reporting projects in urban subjects and appropriate readings.
- 5-171s. **CRITICAL WRITING.** (4 cr; prereq an Upper Division writing course and #)  
Hage  
Book, theater, and motion picture reviews. Analysis of leading critics and critical periodicals. Reviews are written weekly.

### **Advertising**

- 3-231f,s. **ADVERTISING GRAPHICS.** (4 cr; prereq 1-005 or 1-201) Wilson  
Principles of design and layout; preparation of copy for print and film; appropriate use of type; type legibility; illustration; printing processes.
- 3-241f,s. **ADVERTISING COPYWRITING.** (4 cr; prereq 1-201, 3-231) Harris  
Advertising appeals and strategy; development and presentation of advertising for print and broadcast. Individual and group projects.
- 5-221f,w. **GRAPHIC ARTS: PROCESSES.** (4 cr; prereq 3-121 or 3-231 or 8 cr in Upper Division art and design) Wilson  
Evaluation of processes in graphic communication. Technique and production of illustration. Significant graphic arts development.
- 5-233s. **GRAPHIC DESIGN ANALYSIS.** (4 cr; prereq 3-156, 5-221, or 3-231, 5-221, or #) Wilson  
Study of technological development in graphics and its effect on format and efficiency; historical and current trends; field studies, creative problems.
- 5-251f,w. **PSYCHOLOGY OF ADVERTISING.** (4 cr, §Psy 5-751; prereq Psy 1-001)  
Peterman  
Examination of psychological principles, research techniques, and applications in advertising and selling. Analysis of relevant consumer attitudes and behavior. Psychological mechanisms upon which effectiveness of advertisements and commercials depend.



## Course Descriptions

- 5-252s. PSYCHOLOGY OF CREATIVITY IN ADVERTISING.** (4 cr; prereq 5-251 or Psy 5-751) Peterman  
An examination of the theories, mechanisms, and correlates of creativity. Theoretical, experimental, and pragmatically derived "explanations" and examples will be considered and applied in supervised practicum sessions.
- 5-261f,w. ADVERTISING: MEDIA ANALYSIS.** (4 cr; prereq 1-201, Mktg 3-000, or #) Brovold  
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.
- 5-263w,s. ADVERTISING CAMPAIGN PLANNING AND MEDIA STRATEGY.** (4 cr; prereq 3-241, 5-261, or #) Peterman  
Relation of campaign strategy to media measurement, evaluation, and planning. Coordination of total campaign including media scheduling and purchasing.
- 5-272w. ADVERTISING COPY-GRAPHICS.** (4 cr; prereq 3-241, 5-251) Wilson, Harris  
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. For senior advertising majors.
- 5-274f,w,s. CURRENT ADVERTISING DEVELOPMENTS AND PROBLEMS.** (4 cr; prereq sr, 5-251, 5-261 and either 5-263 or 5-272) Peterman  
Creative, management, research, media, and technical developments in advertising. Discussion and analysis of specific problems, case studies in advertising-marketing process.

### Photographic Communication

- 5-353w. PHOTOGRAPHIC COMMUNICATION.** (4 cr; prereq 3-121 or #3-121 and 1-005 or #1-005) Schuneman  
Principles, contemporary problems, and analysis of photographic communication in the mass media. Multi-channel communication theories, communicative overtones, space-time juxtapositions of words and pictures. Visual sources, layout, objectivity, and ethics in editing for newspapers, magazines, and books. Experimental creative projects, discussion.
- 5-376f,s. ADVANCED PHOTOJOURNALISM.** (5 cr; prereq 1-005, 1-301, 3-121) Schuneman  
Photography, its materials and processes, 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, transparencies, and prints. Analysis of contemporary use of color.
- 5-377s. DOCUMENTARY PHOTOGRAPHY.** (4 cr; prereq 5-353, 5-376) Schuneman  
Definition, scope, research, and approaches of the documentary picture story for magazines, picture books, and multi-media presentations. Series, sequences, and essays. Photographic markets.

### Broadcast Journalism

- 3-401f,w. BASIC CINEMATOGRAPHY.** (4 cr; prereq 1-001, 1-005, 1-301) Bay  
Fundamentals of practice and theory in film communication. Creative and technical applications in television news, documentary, and advertising films. Emphasis on projects and analysis.
- 3-421w. RADIO AND TELEVISION STATION ADMINISTRATION.** (4 cr; prereq 5-611 or  $\Delta$ )  
Role of the broadcasting station in American life. Basic issues in station operation; frequency and channel allocations, cross-channel affiliations.
- 3-451f. TELEVISION AND RADIO NEWS.** (5 cr; prereq 3-121 or #; 2 lect, 3 lab, 3 news production hrs per wk) Fang  
Introduction to broadcast news. Techniques of writing, interviewing, delivery, audio tape editing, graphics preparation. Production of radio newscasts and a radio documentary.

## *School of Journalism and Mass Communication*

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- 3-486w. **RADIO AND TELEVISION SCRIPT WRITING.** (4 cr; prereq 3-121 and # for journalism majors, 1-001 and # for speech-radio majors) Harris  
Planning and writing scripts for broadcast in variety of program areas.
- 5-402w,s. **FILM PRODUCTION.** (5 cr; prereq 3-401 and 3-421 or 3-486 or Spch 3-204) Bay  
Directed projects in planning, shooting, and editing of silent and sound film. Creative production problems. Lectures, laboratory work, and field experience.
- 5-442w. **ADVANCED TELEVISION NEWS.** (5 cr; prereq 3-451; 2 lect, 3 lab, 3 news production hrs per wk) Fang  
Techniques of newsfilm editing, preparation and delivery of television newscasts. Current problems; legal and ethical considerations.
- 5-444s. **TELEVISION AND RADIO DOCUMENTARY.** (4 cr; prereq 4-402 and 5-442 with B or better in each; 1 hr lect, field and lab hrs as needed) Fang, Bay  
Scope and techniques. Students will be required to produce television or radio news documentaries of broadcast quality.

### **Theory and Methodology**

- 5-501f,s. **COMMUNICATION AND PUBLIC OPINION I.** (4 cr; prereq 15 cr in social science depts) Carter, Tichenor, Fang  
Theories of communication process and of persuasion and attitude change. Functions of interpersonal and mediated communication in diffusion of information and in opinion formation.
- 5-515. **COMMUNICATIONS ANALYSIS: CONTENT, AUDIENCES, EFFECTS.** (4 cr; prereq #) Staff  
Quantitative methods used in studying mass media content, audiences, and effects.
- 5-531w. **COMMUNICATION AND PUBLIC OPINION II.** (5 cr; prereq 5-501 or Soc 5-355) Carter, Tichenor, Wackman  
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.
- 5-549f. **PUBLIC RELATIONS.** (4 cr; prereq 15 cr in social science depts..# for nonmajors) Lindsay  
History and development of public relations practice and principles. Process and applications in a variety of institutional settings. Analysis and critique of public relations in contemporary society.

### **History**

- 5-601f,w. **HISTORY OF JOURNALISM.** (4 cr) Emery, Schuneman  
Development of American newspapers and periodicals, from early beginnings in Europe to present day; rise of radio and television; relation of communications developments to political, economic, and social trends.
- 5-603s. **TOPICS IN HISTORY OF JOURNALISM.** (4 cr; prereq 5-601) Emery  
Intensive study of significant individuals, newspapers, and periodicals in the United States, 1865-1920. Individual research projects.
- 5-606s. **LITERARY ASPECTS OF JOURNALISM.** (4 cr; prereq #) Hage  
Survey as exemplified in, and influenced by, works of English and American writers, past and present. Lectures, discussions, and weekly papers.
- 5-611s. **DEVELOPMENT OF AMERICAN BROADCASTING.** (4 cr) Lindsay, Paulu  
Historical and economic development of radio and television in United States; government regulation, industry, self-regulation, forms of social control; issues in contemporary broadcasting.
- 5-615w. **DEVELOPMENT OF PHOTOJOURNALISM AND DOCUMENTARY FILM.** (5 cr) Schuneman  
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.



THE  
UNIVERSITY  
OF  
MINNESOTA

**University of Minnesota**

**71  
73**

**Bulletin**

AUGUST 10, 1971

**school of social work**

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## SCHOOL OF SOCIAL WORK

(909 Social Sciences Building)

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## Field Work Agencies

Anoka State Hospital	Jewish Community Center (St. Paul)
Amherst Wilder Child Guidance Clinic	Jewish Family and Children's Service (Minneapolis)
Big Sisters Association	Jewish Family Service (St. Paul)
Cambridge State Hospital	Kenny Rehabilitation Institute
Capitol Community Center	Lutheran Social Service
Catholic Social Service	Merrick Community Center
Children's Service, Inc.	Minneapolis Public Schools
Community Health and Welfare Council (Hennepin)	Minneapolis Rehabilitation Center
Community Health and Welfare Planning Council (St. Paul)	Minnesota Department of Corrections
Council House for Senior Citizens	Minnesota Department of Public Welfare
East Side Community Service	Pillsbury Citizens Services
Family and Children's Service (Minneapolis)	Ramsey County Welfare Board
Family Service, Inc. (St. Paul)	Robbinsdale Public Schools
Hennepin County Court Services	St. Paul Board of Education
Hennepin County General Hospital	University of Minnesota Hospitals
Hennepin County Mental Health Center	Urban League
Hennepin County Welfare Board	Veterans Administration Hospital
Home of the Good Shepherd	Veterans Administration Regional Center
Jewish Community Center of Minneapolis	Washburn Memorial Clinic
	Young Women's Christian Association

# School of Social Work

## GENERAL INFORMATION

### Education for Social Work

The profession of social work is one of the principal service professions. In a rapidly changing world where individuals, groups of individuals, and communities are confronted with complex personal and social problems the expert services of social work professionals are essential. Social work services touch all sorts and conditions of people, including children needing protection, guidance, or placement; families in trouble; persons in need of social, economic, medical, or psychiatric help; and groups in need of socializing, therapeutic, informal educational, or recreational experiences. Communities as well as individuals suffer from changing conditions requiring community welfare planning and social policy changes. The importance of skilled professional social work leadership in these broad responsibilities is well recognized.

Those who wish to prepare themselves for the profession of social work need very broad understanding, sound judgment, and thorough professional education. The University of Minnesota provides rich offerings giving opportunity for a qualified student to acquire the education essential to entry into the profession of social work. The School of Social Work, accredited by the Commission on Accrediting of the Council on Social Work Education, is recognized as a leading school. Many of its graduates hold a wide range of responsible social work positions in this country and in other countries of the world. The school began as one of the first schools of social work to be established within University auspices. Throughout a half century it has provided leadership through its graduates and its faculty to the development of social work and social work education in America. Today, with a well-qualified faculty and well-developed field work resources in the social agencies of the Twin Cities area, the School of Social Work offers a modern program of professional education for social work.

On the pages which follow, additional information is summarized about education for social work at (a) the undergraduate social welfare level, (b) the graduate professional level consisting of 2 years of study, research, and field work leading to the basic professional degree of master of social work, and (c) the advanced program of study and research leading to the Ph.D. degree.

### Undergraduate Curriculum

The undergraduate course of study is recommended but not required as the only way to qualify for entrance into graduate professional study in the School of Social Work. (See admission requirements for entry into the master



## ***School of Social Work***

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of social work program outlined on succeeding pages.) The organization of the 4-year course aims to give the undergraduate the fundamentals of a broad, modern, liberal education, and leads to the B.A. in social welfare degree.

More specifically, the 4-year program is designed to (a) prepare the student for graduate professional education in social work, (b) prepare the student for entry into social welfare positions where the Bachelor's degree is the minimum requirement, (c) provide sufficient knowledge about social welfare programs and social work activities so that the student is enabled to think critically about problems, issues, and approaches to social welfare in his community as a responsible citizen, and (d) contribute to the preparation of students who may wish to seek employment in one of the other human service occupations.

The B.A. in social welfare is subject to the requirements for the degree of bachelor of arts as set forth in the *College of Liberal Arts Bulletin*. Among others, the requirements include Lower Division social science prerequisites (including an introductory course in statistics with laboratory), courses in each of anthropology, economics, geography, history, political science, psychology, child psychology, and sociology, with not less than 12 Upper Division credits in each of two of these social science fields, plus not less than 12 Upper Division credits in social work—all within the CLA requirement of not less than 75 Upper Division credits for the B.A. degree.

Further details concerning the program requirements for the B.A. in social welfare can be secured from the office of the College of Liberal Arts or the office of the School of Social Work.

### **Professional Social Work Study**

Professional social work study is carried on in the School of Social Work at the graduate level. The student must be eligible for admission to the Graduate School of the University of Minnesota.

### ***Master of Social Work Program***

The course of study which leads to the degree of master of social work has as its purpose the following:

Social work is a profession which, together with other professions, contributes to the social, psychological, and physical growth and well-being of individuals, groups, and communities. Social work education is education for the profession, that is, education for practice in a defined area of service. By virtue of its professional nature, social work education purposefully aims at developing in the student a conscious philosophy and a set of attitudes, and aims at imparting a body of knowledge and a set of identifiable skills, which are based on scientific method and are basic and distinctive to the social work profession. The following are basic to social work practice:

1. A substantial body of knowledge about:
  - a. Human behavior in dynamic interaction with the physical environment, the social and political structure of society, as well as human behavior

## *General Information*

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- involving interpersonal relationships and individual capacities, needs, and aspirations.
- b. Social policy, especially those parts of it from which social welfare programs and social work services derive.
  - c. Social work methods of practice.
2. Some degree of competence in:
- a. The use of social work methods to help persons, individually or in groups, to utilize better their own powers or social opportunities to the end of solving social difficulties, to realize better their potentials for effective community living or to protect persons who lack the power to make constructive use of their social situations.
  - b. The use of scientific method and skills in participating in and interpretation of social work research.
  - c. Participating in community organization process which equates welfare services to community needs.
  - d. Participating in those aspects of the administrative process appropriate to a given position so as to identify and carry out responsibilities in transforming policy into services and in contributing to improvement of policy and service.
3. Attitudes which are appropriate to the social work profession, including:
- a. Dedication to the responsibility for furthering human welfare.
  - b. Pride and satisfaction in belonging to the social work profession and in exercising its responsibilities and privileges.
  - c. Readiness to modify or relinquish unsuitable attitudes and acquire new attitudes based on new experiences and knowledge.
  - d. Willingness to give preference to professional goals over personal goals.
  - e. A spirit of scientific inquiry with responsibility to contribute to advancement of professional knowledge and method.
4. A philosophy which recognizes individual human welfare as the purpose and test of social policy and the means used by the profession.

### **THE M.S.W. PROGRAM**

Each student must complete courses in the several sequences of field instruction, human growth, social policy, and social work practice, including research. Not less than 90 graduate-level credits—including at least 75 credits in social work (not more than 30 in field work)—must be offered for the M.S.W. degree. Certain courses and field work credits are required of all students. But with the approval of an adviser, there is considerable opportunity for selection resulting in acceptable concentrations aimed at preparing the student for the particular career within social work of his choice.

### **REQUIREMENTS FOR THE M.S.W. DEGREE**

The degree of master of social work requiring 2 years of graduate study will be awarded to students who fulfill the following requirements:

## *School of Social Work*

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1. Ninety credits, not less than 60 of which must be exclusive of field work credits, must be presented with an average grade of B or better. No credit is allowed for course work of D quality.
2. Complete not less than 35 credits in a concentration approved by the adviser after completing the basic seminars and courses, involving knowledge and values, research, and administration offered in the first graduate year.
3. Complete research requirements involving knowledge of theory, method (including statistics), design, and production of an acceptable paper.
4. Not less than 45 credit hours must be earned in residence at the University of Minnesota with an average of B or better.
5. Not more than 45 credit hours will be accepted by transfer and then only if earned in an accredited school of social work. Credits accepted for transfer shall be an average of B or better quality. Credits of D or lower will not be accepted.
6. Credits earned in extension courses will not be applicable on degree requirements unless the student is admitted to the Graduate School before taking the course. Not more than 9 credit hours earned in extension will be accepted in any case.
7. All credits offered for the degree must have been earned within 7 years preceding the quarter in which the degree was conferred.
8. Following the completion of 40 graduate credits not less than 15 of which must have been earned at the University of Minnesota and not later than the opening of the quarter preceding the quarter in which the degree is to be conferred, the student shall submit, through his major adviser, a program of all credits presented for the degree upon the appropriate degree program form.

Advanced standing not to exceed 45 quarter credits may be granted for work done in other schools of social work accredited by the Council on Social Work Education, limited by the above regulations.

Normally, students are not admitted for part-time work at this school. An exception is made for employed social welfare workers in the Twin Cities area who are admitted under certain conditions to an organized part-time study program. (Further particulars can be secured on request.)

### **ADMISSION TO THE M.S.W. PROGRAM**

Professional social work education is graduate study in the School of Social Work which is within and under the standards of the Graduate School. Admission is based on evidence that the applicant has personal and academic qualifications which meet Graduate School standards and give promise of success in graduate education and practice in the profession of social work.

Personal qualifications include a liking for people, an interest and aptitude for working with them, good health, emotional stability, concern for people and social problems, and willingness as well as capacity for growth.

Academic requirements include a Bachelor's degree granted by a recognized college or university with a satisfactory scholastic record of sufficient quality as to assure creditable performance on the graduate level. A liberal

## *General Information*

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arts background with social science emphasis is the preferred foundation for graduate social work education. Applicants are expected to present the equivalent of 39 quarter or 26 semester credits in the social sciences (i.e., sociology, political science, economics, psychology, anthropology, history) including one or more courses in at least three of these social sciences and a course in introductory statistics. At the time of admission, the applicant will be notified of any deficiencies which must be completed before enrolling. Knowledge of a foreign language is not required for the master of social work degree.

**Applicants from Foreign Countries**—Applicants from Canada are considered on the same basis as residents of the United States. Generally, applicants from other countries are expected to have completed social work training offered in their own country and to have had several years of work experience in social welfare programs there. Exceptions may be made where no social welfare training is offered, or when a student has completed undergraduate study in this country. Only students with a Master's degree from an accredited school in the United States or Canada may be admitted to the doctoral program here. Students whose mother language is not English are required to pass University of Minnesota English proficiency examinations before they may register for classes. Fluency in the English language is of utmost importance for social work education because of class and field work requirements. Applicants from non-English speaking countries should designate on the application form the name and address of at least one reference who has knowledge of the applicant's ability to use the English language. It is also suggested that students from other countries plan for extra clothing suitable to the cold winter and the warm summer which characterizes Minnesota climate. Western dress is required for field work.

**Admission Procedures**—Application materials and admission instructions should be obtained from the School of Social Work, 909 Social Sciences Building, University of Minnesota, Minneapolis, Minnesota 55455. Applications must be filed with the School of Social Work well in advance of registration date, preferably 6 to 8 months before the opening of fall term. Beginning graduate students are admitted to begin fall-term-only each year, a practice common to most schools of social work. Persons with previous graduate social work education may be admitted at the term that makes progression from their previous training feasible. Candidates are admitted to the school by the dean of the Graduate School on recommendation of a faculty committee on admissions. The recommendation is based on consideration of the applicant's academic transcripts of credit, personal statement of interests and qualifications, letters of reference, selected objective tests, and, when indicated, a personal interview. As soon as notification of admission is received, the student should promptly inform the School of Social Work of his intention to attend. This is essential in order to complete arrangements for the field work placement. The school will then notify the student about registration dates and program planning. Students are not admitted to any class after the first week of the term without special permission.

**Summer Offerings**—Summer Session courses are generally offered as a service to employed social workers, students majoring in other departments of the University, or for transferring or returning social work students in preparation for a second year of study.

## **School of Social Work**

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**Evening Course Offerings**—An organized sequence of evening courses is offered through the University General Extension Division to which persons employed in the social welfare field are admitted.

### ***Doctor of Philosophy Degree in Social Work***

The School of Social Work offers an advanced program of study leading to the doctor of philosophy degree (Ph.D.). Only one Doctor's degree, subject to the requirements and standards set forth by the Graduate School, is conferred by the University of Minnesota. The program of advanced study in the School of Social Work operates within these requirements and standards. It has as its objective the preparation of scholars and leaders in the field of social work. The major emphasis is upon research and administration in order to prepare graduates to add new knowledge, to improve methods of practice, to evaluate programs and processes, and to relate knowledge from the behavioral sciences to the social work field.

The number of students admitted each year is limited. Those considered for admission must hold the Master's degree from this school or the Master's degree in social work from a school accredited by the Council on Social Work Education, have subsequently acquired at least 3 years of progressively successful social work practice experience, possess personal qualifications appropriate for leadership roles in the field, and possess intellectual and scholarly qualifications appropriate for advanced study.

The doctoral program involves completing at this school a core of social work courses and seminars totaling not less than 25 quarter credits beyond the Master's program plus completion of a chosen minor field, usually involving not less than 24 quarter credits. (Minor fields available for choice include public health; social sciences, such as sociology; political science; child development; psychology; economics; education; and others.)

The doctor of philosophy degree requires a minimum of 2 years of full-time study beyond the Master's degree. At least 1 of these years must be spent in full-time study in residence beginning in June (under some special circumstances a September beginning is possible). The student is urged to review elementary statistics prior to entering full-time study. Upon completion of major and minor requirements the student is required to pass written comprehensive examinations in social work. (He may also be required to pass written examinations in his minor field.) In addition, he must pass an oral examination covering both major and minor fields. At this point he is admitted to candidacy and is ready to proceed with the completion of his dissertation which must be defended in a final oral examination.

For further information and application materials, address request to the director of the School of Social Work. Also refer to the *Graduate School Bulletin*.

## **Fellowships and Loan Funds**

### ***Fellowships***

Scholarships and stipends available through or granted on the advice of the School of Social Work are listed below. If you wish to be considered for

## General Information

a scholarship or stipend, you should notify the School of Social Work not later than May 1. Decisions are made by the first of June for the following academic year. Residual funds may permit some later decisions. Early inquiry is advised.

### FELLOWSHIPS ADMINISTERED BY THE SCHOOL

(Separate application form not necessary)

#### STIPENDS FROM FEDERAL SOURCES (U.S. citizenship required)

*U.S. Community Services Administration Traineeships*—Training grants of \$1,700 plus tuition for each of the first 2 graduate years, made possible by a grant from the Children's Bureau, are available to students with a child welfare career objective. Doctoral level traineeships of \$3,525 (for 9 months) to \$4,700 (for 12 months), plus a dependency allowance of \$30 per month for each dependent (not exceeding four), plus tuition and fees, are available from this grant for persons admitted to the doctoral program.

*U.S. Public Health Service Mental Hygiene Act Traineeships*—Training grants are available to qualified students interested in the mental health field, including school social work and corrections, through a grant of funds from the National Institute of Mental Health. Amount of traineeships includes tuition costs plus \$1,800 for the first and \$1,950 for the second graduate year in the M.S.W. program, and for doctoral-level students \$3,600 per year plus dependency allowance not to exceed \$500 per dependent.

*U.S. Rehabilitation Services Administration Traineeships*—Training grants of tuition costs plus \$1,800 for the first year and \$2,000 for the second year are available to qualified students who intend to practice social work in rehabilitation settings. These traineeships are made possible through a grant of funds from the U.S. Department of Health, Education and Welfare through its Rehabilitation Services Administration.

*U.S. Veterans Administration Stipends*—Under an arrangement with the school a stipend of \$3,000 for a 9-month year involving a field work placement (requiring 700 clock hours) in a Veterans Administration hospital or clinic may be paid students in the second graduate year of study. Stipends of \$5,000 are available from the Veterans Administration for doctoral students with research specialization if found eligible by the school and by the Veterans Administration.

#### OTHER STIPENDS

*Archie D. and Bertha H. Walker Foundation Fellowships*—For graduate social group work students. Amount based on student's need.

*Assistantships*—Teaching assistant appointments at 25 percent of time, involving payment for services rendered, \$1,688 per academic year, are available in limited number.

### FELLOWSHIPS FROM OTHER SOURCES

(Not administered by the school)

In addition to these sources there are various foundations and special funds which are available for scholarship assistance on graduate level not specifically restricted to social work. Candidates for social work education may compete with students in other fields for this type of assistance. Persons interested in this possibility should explore these resources with their college scholarship adviser.

Scholarships and stipends granted by local, state, or national agencies, foundations, or associations ordinarily involve arrangement between the agency and the student, including an application directly to the agency. The School of Social Work, however, often serves in an advisory capacity in the matter.

## **School of Social Work**

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In any event, such a scholarship or stipend is conditioned on the admission of the applicant to a school of social work. Also, most scholarships and stipends require U.S. citizenship or permanent residence in this country.

Detailed information on fellowships and scholarships offered under varying conditions by national voluntary agencies, foundations, church groups, and civic organizations is contained in the publication *Social Work Fellowships and Scholarships in the United States and Canada*. This may be ordered for \$1 from the Council on Social Work Education, 345 East 46th Street, New York, N.Y. 10017.

### ***Aid for Students from Other Countries***

The University of Minnesota offers a limited number of foreign student scholarships *for tuition only* to qualified foreign graduate and undergraduate students. These are not specifically designated for social work study, hence foreign students in all fields compete for them.

Further information on sources of aid for foreign students may be secured from United States consuls abroad; from the Institute of International Education, 1 East 67th Street, New York, N.Y. 10021; and from the UNESCO publication, *Study Abroad: Scholarships, Fellowships, and Loans*, United Nations, New York, N.Y.

### ***Loan Funds***

Student loans are available through the Office of Student Financial Aid in 107 Armory Building.

### **Housing**

Students have a reasonable choice of accommodations, including modern University residence halls for single men and women; University accommodations limited to married couples with children; and various types of University-approved housing. Persons who arrive early normally have a selection of rooms, apartments, or houses, some within walking distance. For information on either dormitory accommodations or the various types of nondormitory accommodations, write to Director of Housing, Housing Office, University of Minnesota, Minneapolis, Minnesota 55455.

### **Equal Opportunity**

The Board of Regents has committed itself and the University of Minnesota to the policy that there shall be no discrimination in their treatment of persons because of race, creed, color, sex, or national origin. This is a guiding policy in the admission of students in all colleges and in their academic pursuits. It is also to be a governing principle in University-owned and University-approved housing, in food services, student unions, extracurricular activities, and all other

student and staff services. This policy must also be adhered to in the employment of students either by the University or by outsiders through the University and in the employment of faculty and civil service staff.

### Facilities for Study and Professional Contacts

The University Library, with more than 2,000,000 volumes, is well provided with current literature in the social sciences, including periodicals and government publications for this country and abroad. Available to social work students is the Gertrude Vaile Library Shelf which contains books and pamphlets used in many social work courses. A social service collection in the Minneapolis Public Library makes available current 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 sources.

Within the University Library system, the Social Welfare History Archives Center—containing original papers and documents from a broadly inclusive range of national associations and organizations, as well as the personal and professional papers of great social welfare leaders of the past—provides the student of social work history with the most significant archival collection on social welfare history in existence.

The Minnesota Welfare Conference, which is outstanding among state conferences, is held each spring in the Twin Cities, and the students are advised to attend. Other professional conferences and organizations meet in the Twin Cities at various times during the year.

The Student Social Workers' Association is an organization made up exclusively of students. Any person registered in social work courses at the University is eligible for membership. Meetings are held throughout the year for the purpose of discussing social work and also student problems.

The Minneapolis Travelers Aid annually presents the Jewett Award to a student who, in faculty opinion, demonstrates outstanding potential for social work.

Graduate social work students are eligible for student membership in the National Association of Social Workers. It is expected that all social work students will avail themselves of membership and will incorporate participation in the association into their program of graduate study.

### Expenses

#### *Estimated Expenses (9-month basis)*

Living expenses .....	\$1,800.00
Books .....	100.00
Student services fee (\$41 per quarter) .....	126.00
Tuition (resident) (\$184 per quarter).....	552.00
Tuition (nonresident) (\$457 per quarter) .....	1,371.00
Application fee (payable upon application) .....	15.00
Foreign student health fee (\$5 per quarter) ....	15.00

All University fees are subject to modification without notice.



# COURSES IN SOCIAL WORK

For Graduate Students

*Note*—The following symbols are used throughout the course descriptions of all bulletins to denote common and recurring items of information; no page footnotes are used for these symbols.

° An asterisk after a course number indicates those courses through which it is possible for graduate students to prepare required Plan B papers.

¶ A paragraph mark preceding a course number in the parenthetical statement means "concurrent registration," i.e., the course so indicated is to be taken simultaneously.

# A sharp mark in the parenthetical statement means that students must obtain the consent of the *instructor* before attempting to register for the course.

## Special Topics

5-010f,w,s. SPECIAL TOPICS IN SOCIAL WORK. (Cr ar; prereq #)

## Field Work

8-010f,w,s. FIELD INSTRUCTION IN SOCIAL WORK. (Cr ar; prereq ¶8-100 or equiv)  
Field practice in social work process under direct supervision.

8-020f,w,s. FIELD INSTRUCTION IN SOCIAL WORK. (Cr ar; prereq 8-010)  
Field practice in social work process under direct supervision.

8-030f,w,s. FIELD INSTRUCTION IN SOCIAL WORK. (Cr ar; prereq M.S.W. degree  
in social work)  
Field experience in social work process under direct supervision.

8-090f,w,s. SEMINAR FOR CLINICAL FIELD INSTRUCTORS. (Cr ar; limited to persons  
engaged in supervising students in field work)

## Social Welfare Services

8-100f,w,° GENERAL SEMINAR: SOCIAL SERVICES. (Cr ar; prereq grad social work  
students)

8-104s. SOCIAL POLICY AND PROGRAMS. (Cr ar)  
Social policy and social work programs, public and private, in economic security, housing, health, rehabilitation, interpersonal and intergroup relations, education, recreation, corrections and protective functions and occupational and vocational functions indicating the role of the social work profession.

8-111.° INTERNATIONAL SOCIAL WELFARE. (Cr ar; prereq #)

8-120f.° SEMINAR: SOCIAL WORK AS A PROFESSION. (Cr ar; prereq #)

8-130s. SEMINAR: THE HISTORY OF SOCIAL WORK. (Cr ar; designed primarily for  
doctoral students)  
Consideration of the historical backgrounds of the modern social work movement and the evolution of the theory underlying it. Preparation for historical research through individual projects

8-140s. SEMINAR: SOCIAL WORK EDUCATION. (Cr ar; prereq M.S.W. degree)

## *School of Social Work*

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### **Human Behavior and the Social Environment**

- 8-200f,w,s.\* **GENERAL SEMINAR: CONCEPTS OF HUMAN BEHAVIOR IN SOCIAL WORK PRACTICE.** (Cr ar; prereq grad social work student)
- 8-201f. **CONCEPTS OF HUMAN BEHAVIOR.** (Cr ar; prereq ¶8-010 or #)  
Socio-psycho-biological factors associated with individual and group development as applied to social work practice.
- 8-202f. **CONCEPTS OF HUMAN BEHAVIOR.** (Cr ar; prereq 8-010 or #)  
Continuation of SW 8-201.
- 8-203w. **CONCEPTS OF HUMAN BEHAVIOR.** (Cr ar; prereq 8-010 or #)  
Continuation of SW 8-201.
- 8-204w. **CONCEPTS OF HUMAN BEHAVIOR.** (Cr ar; prereq 8-201)  
Section on pathology.
- 8-205s. **CONCEPTS OF HUMAN BEHAVIOR.** (Cr ar; prereq #)  
Psychological factors associated with individual and group development as applied to social work practice.
- 8-206f, 8-207w. **CONCEPTS OF HUMAN BEHAVIOR.** (Cr ar; prereq 8-201)  
Psychosomatic and psychiatric illness; implications for social work practice.
- 8-208s.\* **CONCEPTS OF HUMAN BEHAVIOR.** (Cr ar; prereq grad social work student)  
Use of concepts in social work practice.

### **Social Work Practice**

- 8-301s.\* **ADMINISTRATION IN SOCIAL WORK.** (Cr ar)  
Technical study of the process of transforming social policy into social services.
- 8-305f. **COMMUNITY ORGANIZATION.** (Cr ar)  
Analysis of the process by which groups and individuals within a community work together to equate social services to community need and establish social policy for the planning and coordination of social services.
- 8-306w. **SOCIAL WORK METHODS FOR WORKING WITH UNIFUNCTIONAL AND LOCAL ORGANIZATIONS.** (Cr ar; prereq 8-301, ¶8-020)  
Principles by which practice can be guided in working toward establishing or implementing social purposes through unifunctional and local organizations.
- 8-307s. **METHODS FOR WORKING WITH MULTIFUNCTIONAL AND COMPLEX SOCIAL STRUCTURES.** (Cr ar; prereq 8-306)  
Principles to guide the professional worker in policy-making processes, planning, and implementation of purposes in a complex society.
- 8-310f.\* **SEMINAR: SOCIAL WORK ADMINISTRATION.** (Cr ar; prereq 8-301 or #)
- 8-320.\* **SEMINAR: COMMUNITY ORGANIZATION.** (Cr ar; prereq 8-301)
- 8-321. **SUPERVISION IN SOCIAL CASEWORK.** (Cr ar; prereq #)  
Principles of supervision applied to supervisory process in agencies offering casework services.
- 8-322f. **SUPERVISION IN SOCIAL GROUP WORK.** (Cr ar; prereq #)  
Principles of supervision and consultation applied to the supervision of volunteers, subprofessionals, and others working in agencies offering group work services and community programs.
- 8-332w. **ADMINISTRATION IN SOCIAL GROUP WORK.** (Cr ar; prereq 8-301 and #)  
Principles of administration as applied to implementation of social group work programs and services.
- 8-400s. **GENERAL SEMINAR: SOCIAL WORK METHODS.** (Cr ar; prereq #)

## *Courses in Social Work*

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- 8-405f, 8-406w, 8-407s. **SOCIAL CASEWORK.** (Cr ar; prereq 8-400 and ¶8-020)  
Advanced casework method focused primarily on treatment methods.
- 8-415f, 8-416w, 8-417s. **SOCIAL GROUP WORK.** (Cr ar; prereq ¶8-020)  
Advanced group work methods focused on treatment and community action.
- 8-901f/8-902w. **RESEARCH.** (Cr ar; prereq grad social work student)  
Research design and analysis.
- 8-970. **READINGS IN SOCIAL WORK.** (Cr ar; prereq #) Staff  
Independent study under tutorial guidance.
- 8-980w,s. **SEMINAR: RECENT RESEARCH IN SOCIAL WORK.** (Cr ar; primarily for  
doctoral students; prereq intermediate lab course in statistics)
- 8-990f,w,s.\* **SPECIAL STUDIES IN SOCIAL WORK.** (Cr ar; fulfills 9-cr requirement  
for degree project)
- 8-991f, 8-992w, 8-993s. **GENERAL SEMINAR: SOCIAL WORK.** (Cr ar; prereq M.S.W.  
degree in social work and admission to doctoral program)