

1959

## 1959-1960 Southern Illinois University Bulletin (School of Communications)

Southern Illinois University Carbondale

Follow this and additional works at: [http://opensiuc.lib.siu.edu/ua\\_bcc](http://opensiuc.lib.siu.edu/ua_bcc)

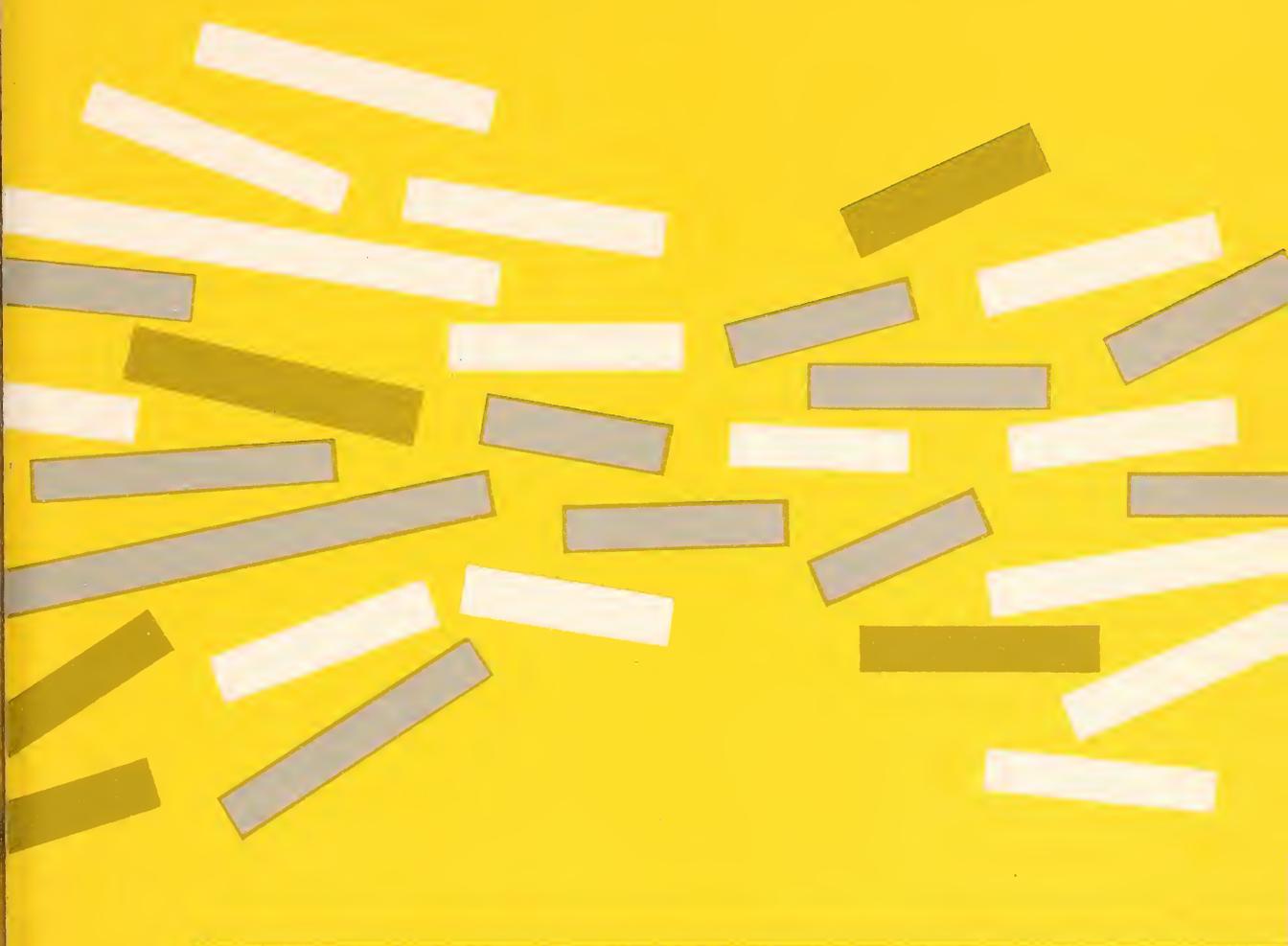
---

### Recommended Citation

, . "1959-1960 Southern Illinois University Bulletin (School of Communications)." (Jan 1959).

This Article is brought to you for free and open access by the University Archives at OpenSIUC. It has been accepted for inclusion in SIU Bulletins and Course Catalogs by an authorized administrator of OpenSIUC. For more information, please contact [opensiuc@lib.siu.edu](mailto:opensiuc@lib.siu.edu).

*Southern Illinois University Bulletin*



**1959 · 1960**  
*School of Communications*

---

**Vol. 1, No. 3**



School of  
Communications  
*Announcements for 1959-1960*



SOUTHERN ILLINOIS UNIVERSITY BULLETIN  
New Series Volume 1 Number 3 May 11, 1959  
Second-class privileges issued at Carbondale, Illinois.  
Published by Southern Illinois University, monthly ex-  
cept April and May, when published semi-monthly.

Composed and printed by Printing Service  
Southern Illinois University  
Carbondale, Illinois

# Objectives of Southern Illinois University

## TO EXALT BEAUTY

IN GOD,  
IN NATURE,  
AND IN ART;  
TEACHING HOW TO LOVE THE BEST  
BUT TO KEEP THE HUMAN TOUCH;

## TO ADVANCE LEARNING

IN ALL LINES OF TRUTH  
WHEREVER THEY MAY LEAD,  
SHOWING HOW TO THINK  
RATHER THAN WHAT TO THINK,  
ASSISTING THE POWERS  
OF THE MIND  
IN THEIR SELF-DEVELOPMENT;

## TO FORWARD IDEAS AND IDEALS

IN OUR DEMOCRACY,  
INSPIRING RESPECT FOR OTHERS  
AS FOR OURSELVES,  
EVER PROMOTING FREEDOM  
WITH RESPONSIBILITY;

## TO BECOME A CENTER OF ORDER AND LIGHT

THAT KNOWLEDGE MAY LEAD  
TO UNDERSTANDING  
AND UNDERSTANDING  
TO WISDOM.

## Board of Trustees

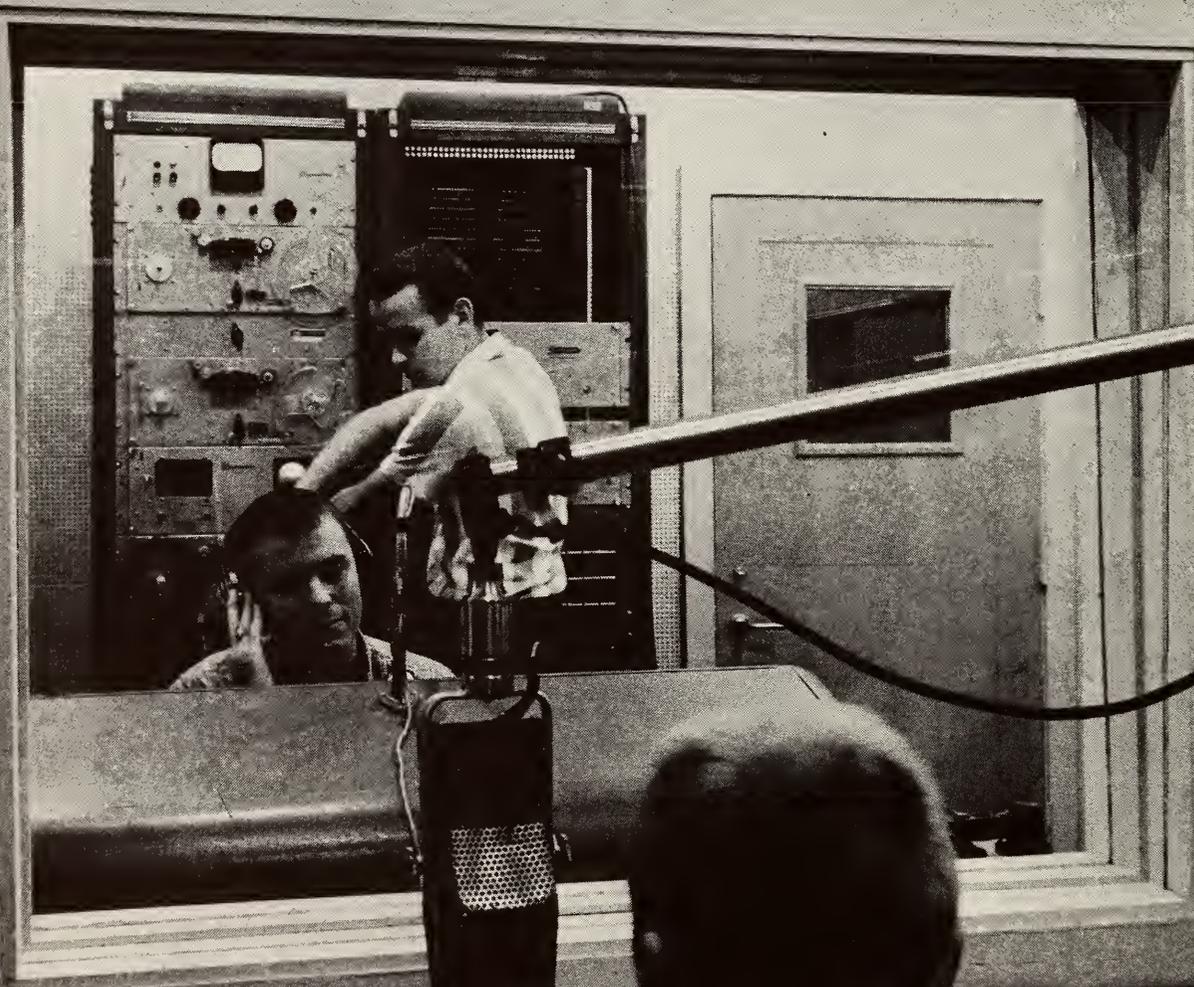
	TERM EXPIRES
JOHN PAGE WHAM, <i>Chairman</i> , Centralia	1965
LINDELL W. STURGIS, <i>Vice-Chairman</i> , Metropolis	1965
MELVIN C. LOCKARD, <i>Secretary</i> , Mattoon	1965
STELLA COLLINS, West Frankfort	1961
KENNETH L. DAVIS, Harrisburg	1963
HAROLD R. FISCHER, Granite City	1963
MARTIN F. OEHMKE, East St. Louis	1961
GEORGE T. WILKINS, ( <i>Ex-officio</i> ) Springfield	
LOUISE MOREHOUSE, <i>Recorder</i>	

## Officers of Instruction

President D. W. Morris, Ph.D. (Iowa)	1948
Vice-President for Instruction Charles D. Tenney, Ph.D. (Oregon)	1931
Dean C. Horton Talley, Ph.D. (Iowa)	1948
Chief Academic Adviser D. Wayne Rowland, M.A. (Missouri)	1955
Registrar and Director of Admissions Robert A. McGrath, Ph.D. (Iowa)	1949

# Table of Contents

UNIVERSITY CALENDAR, 1959-60 .....	vii
THE UNIVERSITY .....	1
History .....	1
Campus .....	1
University Sessions .....	2
University Regulations .....	2
SCHOOL OF COMMUNICATIONS .....	3
History .....	3
Objectives .....	4
Facilities .....	4
Clubs and Fraternities .....	5
Departmental Activities .....	6
Admission .....	7
Tuition and Fees .....	7
Housing .....	8
Financial Assistance .....	8
Student Work Office .....	8
Advisement .....	9
General Bachelor's Degree Requirements .....	9
INSTRUCTIONAL UNITS .....	11
Journalism .....	11
Course Descriptions .....	13
Printing and Photography .....	17
Course Descriptions .....	17
Radio-Television .....	21
Course Descriptions .....	22
Speech .....	25
Course Descriptions .....	26
Speech Correction .....	31
Course Descriptions .....	32
Theater .....	35
Course Descriptions .....	37



# University Calendar, 1959-1960

## SUMMER SESSION

Session Begins	Monday, June 22
Independence Day Holiday	Friday, July 3
Final Examinations	Wednesday–Thursday, August 12–13
Commencement	Friday, August 14

## FALL QUARTER

New Student Week	Friday–Tuesday, September 18–22
Quarter Begins	Wednesday, September 23
Thanksgiving Recess	Wednesday, 12 noon–Monday, 8 A.M. November 25–30
Final Examinations	Monday–Saturday, December 14–19

## WINTER QUARTER

Quarter Begins	Monday, January 4
Final Examinations	Monday–Saturday, March 14–19

## SPRING QUARTER

Quarter Begins	Monday, March 28
Memorial Day Holiday	Monday, May 30
Final Examinations	Wednesday–Tuesday, June 8–14
Commencement	Wednesday, June 15

Summer Session classes will begin Tuesday, June 23. During a quarter, day classes will begin on the second day of the quarter. Evening classes (5:45 P.M. or later) will begin on the first day of the quarter.



# The University

This bulletin covers in detail questions concerning the School of Communications. It does not cover all questions concerning Southern Illinois University. For complete information about the University the prospective student should write the Registrar for a copy of the General Information Bulletin.

## HISTORY

Southern Illinois University was established in 1869 as Southern Illinois Normal University. The shortened name became official in 1947 by action of the state legislature.

For some years after its establishment, Southern operated as a two-year normal school. In 1907 it became a four-year, degree-granting institution, though continuing its two-year course until 1936. In 1943 the state legislature changed the institution, which had been in theory exclusively a teacher-training school, into a university, thereby taking official recognition of the great demand in the area for diversified training.

The Graduate School, approved in 1943, at first granted only the Master of Science in Education degree. In 1948 it was authorized to grant also the degrees of Master of Arts and Master of Science. In 1952 the Master of Fine Arts degree was added to the list, and in 1956 the Master of Music, the Master of Music Education, and the Doctor of Philosophy degrees.

## CAMPUS

The main campus of Southern Illinois University is located in Carbondale, in Jackson County. The region is noted for its large peach and apple orchards, which in blossom time attract many tourists. Giant City, a state park, is a popular resort to the south of Carbondale, and Crab Orchard

Lake, with swimming, boating, and fishing facilities, lies four miles to the east.

The Carbondale campus is at present undergoing extensive expansion. It now comprises more than seventeen hundred acres, and more tracts of land are to be added. Twenty-three permanent buildings form the nucleus of the University's physical plant. Other permanent buildings are under construction.

## UNIVERSITY SESSIONS

The academic year is divided into three quarters. Each quarter is approximately twelve weeks in length.

The fall quarter opens near the middle of September and closes just prior to the Christmas vacation period. The winter quarter begins early in January and ends about the middle of March. The spring quarter begins the latter part of March and ends about the second week in June. Definite dates for each quarter may be found in the University calendar.

In addition to the three regular quarters, there is an eight-week summer session which begins immediately following the close of the spring quarter.

The summer session consists of a comprehensive program of courses offered by all the departments of the University. In addition to the courses which run the full eight weeks, there are a number of workshops and short courses covering a shorter period of time.

## UNIVERSITY REGULATIONS

The University and its various instructional units reserve the right to change the rules regulating admission, instruction, and graduation; and to change any other regulation affecting the student body. Such regulations shall go into force whenever the proper authorities so determine, and shall apply both to prospective students and to those who have matriculated in the University. The University also reserves the right to withdraw courses and to change fees.

# School of Communications

## HISTORY

The original components of what was later to become a School of Communications existed for a number of years in the Department of English. Prior to the establishment of the Department of Speech in the fall of 1946, it was possible for students who were interested to take a minor in speech from offerings within the Department of English. In 1946 the Department of Speech was constituted as one of the departments in the College of Vocations and Professions, and a rapid growth began. The first year a single teacher cared for the work done; the second year there were three full-time teachers and two part-time assistants, and the speech development at Southern Illinois University was under way.

The Department of Journalism also had its beginnings in the Department of English. In 1946 it was organized as a separate department and continued in the College of Vocations and Professions until speech and journalism were separated from the college as a Division of Communications in 1953.

In the spring of 1955 the division became the School of Communications with an assignment by the Board of Trustees "to co-ordinate and facilitate the development of curricula, to provide instruction, and to stimulate research in the effective use of such communications media as public speaking, television, radio, newspapers, and magazines, and to provide service work in this field for other educational units requiring it." On July 1, 1957, the Departments of Speech and Journalism were subdivided into the present Departments of Journalism, Printing and Photography, Radio-Television, Speech, Speech Correction, and Theater.

The Bachelor of Science degree may be earned with a major in any of the departments in the School of Communications. Journalism and speech majors are offered for the Bachelor of Science in Education degree through the College of Education. The Departments of Radio-Television, Speech,

Speech Correction, and Theater co-operate on the offerings for this general speech major in the College of Education. A similar general speech major is offered in the College of Liberal Arts for a Bachelor of Arts degree, though technical courses in the specific fields may not be included in this major.

Students majoring in any of the departments of the School of Communications must meet all the general University requirements as well as the specific requirements of the major field as listed under departmental writeups. Students in the school who are preparing to teach either journalism or speech will need to meet state certification requirements. Students in the College of Education majoring in journalism and speech will be governed by College of Education requirements as set forth in its bulletin.

Graduate work is available in the Departments of Journalism, Speech, Speech Correction, and Theater. In these departments the degrees of Master of Arts, Master of Science, and Master of Science in Education may be earned. At the present time the Doctor of Philosophy degree is offered in speech correction, and beginning with the fall of 1959, it will be offered in speech.

## OBJECTIVES

The curricula designed for professional training in each of the departments are carefully developed to produce professional competence. Included in the training is always actual experience in the field of the student's desired professional competence.

There is also a general education function of the School of Communications that should be emphasized. Every person, whether or not he is a practitioner of some one of the mass communication skills, is a consumer of the product of those skills. We all read newspapers, listen to radio and watch television, go to movies and plays; we listen, we read, we communicate. The various departments try to prepare the consumer for an effective use of the media through which information is distributed in our democracy, so that we may be intelligent listeners, readers, viewers, and effective individual communicators.

## FACILITIES

Among the special facilities of the school are radio studios, which sometimes have to double as television studios, with complete professional

audio broadcasting equipment, transmission lines, and the FM transmitter WSRV which broadcasts on 91.9 megacycles; a complete teaching print shop with composing desks and a wide selection of type faces for teaching typography; composing machines, make-up tables, and presses of various kinds, including letter presses and high-speed flat-bed presses, together with the associated equipment necessary to operate them; photographic studios, darkrooms, storerooms, and a wide selection of cameras, enlargers, etc.; special clinic rooms for speech correction and audiology, including sound-proof rooms and equipment for fitting hearing aids, specialized equipment for handling crippled children and adults, and a constantly growing pool of highly technical equipment for research work in hearing difficulties and speech defects; a professionally equipped theater given over entirely to the work of the theater department; and a reference reading room for journalism students.

## CLUBS AND FRATERNITIES

The Journalism Students Association is composed of all students majoring in journalism. The Advertising Club numbers among its members those journalism students primarily interested in advertising. Sigma Delta Chi is the national professional journalism fraternity for men. Southern's chapter was organized about two years ago. Kappa Tau Alpha is the honorary journalism fraternity. Pi Delta Epsilon is a national fraternity for students working on campus newspapers and yearbook staffs. Beta Omicron is the sorority for women majoring in journalism. All of these groups are active on Southern's campus.

The Department of Radio-Television sponsors a departmental club, the Radio-Television Club, open to all of Southern's students who have an interest in radio and television production or management. Sigma Beta Gamma is an honorary organization which selects as members those who have done outstandingly effective work in radio-television at the University.

The Department of Speech sponsors two Greek letter societies, Pi Kappa Delta, the largest and most active forensic fraternity in the country, and Zeta Phi Eta, an activity group for women majoring in any of the speech fields.

The Department of Printing and Photography sponsors two groups, the Ben Franklin Club for those interested in printing, and Kappa Alpha Mu, a national photo-journalism fraternity.

Sigma Alpha Eta is the national speech correction fraternity sponsored by the Department of Speech Correction.

Two organizations are included among the campus groups sponsored by the Department of Theater: the National Collegiate Players, an honorary group to which juniors and seniors outstanding in dramatic activity are elected, and the Southern Players, the local group which carries on most of the dramatic activity on the campus at Southern.

## DEPARTMENTAL ACTIVITIES

The Department of Journalism sponsors the Southern Illinois High School Press Association, which has an annual meeting on the campus. Attendance runs to between two and three hundred high school journalists. Journalism students find an outlet for their writing and editorial proclivities through the *Egyptian*, the Southern student newspaper which comes out twice a week, and the *Obelisk*, the Southern yearbook, both of which are student staffed and managed.

Printing and photography students also find expression for their talents through the student newspaper and yearbook. Photography students also sponsor a photo fair, awarding prizes for the best photographs in various categories of photo-reporting, with a number of outstanding photo-journalists in attendance as judges and consultants to the students.

In radio and television, students are normally involved in the operation of radio station WSRV-FM, the voice of Southern Illinois University. As soon as they are competent to do so, they become part of a student organization which carries on all phases of the operation of the station under the supervision of teachers who are also professional radio men.

The forensic program of the Department of Speech is quite extensive and provides opportunity for the students in public address and interpretation to develop their skills to a high level of proficiency. Currently Southern competes in fifteen to twenty tournaments each year, using between thirty and forty students and covering a distance of some fifteen to twenty thousand miles. A very crowded trophy case attests to the success of the speakers. The Illinois Oratorical Association and the Illinois Intercollegiate Debate League annual meetings are high points of the season, as are the Pi Kappa Delta provincial and national tournaments held in alternate years.

Students in speech correction are aided materially in their search for clinical proficiency by the opportunities offered them through traveling clinics, out-patient and school clinics on the campus, and a six-week summer camp for crippled children at Little Grassy Lake in which students

serve as therapists for from seventy-five to one hundred physically handicapped children who also have speech problems.

Theater majors and other students interested in dramatic activities have a wide field open to them through the regular season of five plays produced by the Southern Players for the campus; the fall tour which takes a group of Southern Players to from twenty-five to thirty towns in Southern Illinois for day-time children's plays and night-time adult plays under the sponsorship of various community organizations; the summer theater which operated two years at Branson, Missouri, as the Shepherd-of-the-Hills Theater and more recently (for the past two years) at Kelso Hollow Theater in New Salem State Park. Children's plays are also presented on campus under the sponsorship of the local chapter of the American Association of University Women, and various experimental productions round out the year's program.

## ADMISSION

Inquiries concerning admission to the School of Communications should be directed to the University's Admissions Office. Application for admission may be made any time during the year. Applications should be initiated at least thirty days in advance of the desired entrance date to permit necessary processing work to be completed. High school seniors should apply at the beginning of the last semester of their senior year.

It should be remembered that the information from page 7 to 10 in this bulletin is merely a summary of the subject in question. For full and complete details, the prospective student should write the Registrar for a copy of the General Information Bulletin.

## TUITION AND FEES

At the present time in-state students registered for more than eight hours pay a total of \$54.50 per quarter. This includes \$35.00 tuition, a \$5.00 book rental fee, a \$5.00 student union building fund fee, and a \$9.50 student activity fee. Out-of-state students pay an additional \$48.00 tuition, or a total of \$102.50. Students registered for eight hours or fewer pay one-half tuition, one-half book rental fee, full student union building fund fee, and have the option of paying the student activity fee.

## HOUSING

Southern Illinois University maintains University-owned housing for single men and women, co-operative apartments for men, and apartments for families. Students who wish to live in University housing should make application early. Application forms may be obtained at the Housing Center located in the Office of Student Affairs. Admission does not assure University housing. For the school year of 1958-59, room and board are \$666.00 per academic year (\$222.00 per quarter). There are a limited number of rooms available at \$135.00 to \$162.00 per academic year (\$45.00 to \$54.00 per quarter).

In addition to University housing, a number of the students enrolled at Southern live in private homes in the city of Carbondale or in surrounding areas. Lists of available rooms for men, women, and married couples are maintained in the Housing Center. Units meeting the University's minimum housing requirements are noted. These rooms should be rented only after personal inspection. Room rent for off-campus housing ranges between \$4.00 and \$6.00 per week.

## FINANCIAL ASSISTANCE

The financial assistance program at Southern has been organized so that it may function as an integral part of the total educational experience of the student. As far as possible, an attempt is made not only to assist needy and deserving students with their financial obligations through the program, but in addition, to contribute to their general development and learning experience.

The program of financial assistance includes scholarships, awards, prizes, private agency awards, grants-in-aid, and student loan funds. A complete list of these appears in the General Information Bulletin.

The comparative limitation of such forms of assistance in terms of both number and amount available makes it inadvisable for an undergraduate student to expect to meet all University expenses from such means.

## STUDENT WORK OFFICE

The Student Work Office assists students in obtaining employment to defray a portion of their educational expenses as well as to gain experience

while working. Since it is impossible to guarantee work to every student, those who expect to earn a part of their expenses, and who do not have definite appointments to positions before coming to college, should have means to support themselves for at least three months.

The Student Work Office also assists students in securing off-campus jobs and full-time summer jobs.

## ADVISEMENT

In order to insure that an undergraduate student is properly advised concerning the course of study which will fulfill the general University requirements and prepare him for his chosen career, academic advisement has been made the special responsibility of a selected group from the teaching faculty. The School of Communications has a chief academic adviser and a number of assistant advisers.

## GENERAL BACHELOR'S DEGREE REQUIREMENTS

Each candidate for the degree must complete 192 hours of credit in approved courses. *At least 64 must be in senior college courses, of which 48 must be earned in residence.* Each student must have a "C" average, and grades not lower than "C" in subjects aggregating at least three-fourths of the work. A "C" average is required in the major subject. These averages are required for the credit made at Southern as well as for the total record.

The following requirements should be met by degree candidates of all colleges and schools within the first two years of attendance.

REQUIREMENTS	HOURS	COURSES
Social Studies	20	Economics 205, Geography 100, Government 101, History 101, 102, 103, Sociology 101 (work in four of the five departments)
Humanities	18	
English	(9)	English 101, 102, 103
English	(6)	English 205, 206, 209, 211, 212
Art or Music	(3)	Art 120, Music 100
Biological Sciences	9	
Health Education	(4)	Health Education 100
Botany or Zoology	(5)	Botany 101, 202, Zoology 100

(Continued on next page)

REQUIREMENTS	HOURS	COURSES
Mathematics and Physical Sciences	12	Chemistry, physics, and mathematics (work must be completed in two departments)
Practical Arts and Crafts	3	Agriculture, business administration, home economics, industrial education (not required if the student has had any of this work in high school)
Physical Education	6	Activity courses
Air Science	6	(Men only)



*A student in the journalism reading room.*

# Instructional Units

## JOURNALISM

Professor Charles C. Clayton, B.J. (Missouri)	1955
Professor James L. C. Ford, Ph.D. (Minnesota)	1955
Professor Howard R. Long, Ph.D. (Missouri), Chairman	1953
Associate Professor Malcolm Donald Coe, M.A. (Missouri)	1959
Associate Professor Donald G. Hileman, Ph.D. (Illinois)	1955
Assistant Professor Donald Ray Grubb, Ed.D. (Utah)	1949
Assistant Professor William H. Lyons, M.A. (Colorado)	1951
Assistant Professor D. Wayne Rowland, M.A. (Missouri)	1955
<hr/>	
Visiting Professor Milton J. T. Shieh, M.A. (Minnesota)	1959-60
Visiting Professor Mason Rossiter Smith, B.A. (Amherst)	1957-58

The curriculum of the Department of Journalism is designed to give thorough professional training in both theory and practice in a number of fields of journalism. The media include daily and weekly newspapers, advertising, periodicals, radio and television news, and education. The program includes research, professional conferences, field trips, aid to high school newspapers and yearbooks, and extension classes.

The Department of Journalism offers undergraduate curricula leading to the Bachelor of Science in Education degree for students in the College of Education and the Bachelor of Science degree for students enrolled in the School of Communications with specializations in advertising, community newspaper, newspaper business management, news and editorial, and radio journalism.

Journalism students must demonstrate a working knowledge of type-writing, based upon a minimum straight copy rate of twenty-five words per minute. This proficiency may be demonstrated during the first year by taking the test offered by the Department of Secretarial and Business Education, or the student may enroll in Secretarial and Business Education

102. In the latter case, the hours of credit will not count toward the journalism major.

An undergraduate major in journalism consists of forty-eight hours. Journalism 101, 102, 103, 201, and 202 are required for the major.

### *SUGGESTED CURRICULUM IN THE COLLEGE OF EDUCATION*

General degree requirements: Outlined earlier in this bulletin.

College of Education requirements: Refer to College of Education bulletin.

Required courses constituting a major in journalism with a specialization in educational journalism: 201, 202, 203, 390, 421, 422; Education 310 or 355; student teaching, twelve hours.

Recommended electives: 214, 260A, 370, 391.

### *SUGGESTED CURRICULA IN THE SCHOOL OF COMMUNICATIONS*

General degree requirements: Outlined earlier in this bulletin.

Required courses constituting a major in journalism with a specialization in advertising: 214, 370, 371, 372, 373, 374, 375, 376.

Recommended electives for this specialization: 260A, 330, 370, 371.

Required courses constituting a major in journalism with a specialization in community newspaper: Printing and Photography 114B, 115B, 116B; Journalism 214, 340, 350, 351, 352.

Recommended electives for this specialization: 260A, 330, 370, 371.

Required courses constituting a major in journalism with a specialization in newspaper business management: Accounting 251, 252, 253; Journalism 370, 381, 382.

Recommended electives for this specialization: 214, 371; Printing and Photography 260A, 383B.

Required courses constituting a major in journalism with a specialization in news and editorial: 201, 202, 203, 330, 340, 390.

Recommended electives for this specialization: 214, 370, 432; Printing and Photography 360A.

Required courses constituting a major in journalism with a specialization in radio journalism: 310, 311, 385.

Recommended electives for this specialization: Radio and Television 161, 251, 351, 354.

*COURSE DESCRIPTIONS*

Courses on the 100, 200, and 300 levels are for undergraduate students. Those on the 400 level are for both undergraduate and graduate students. Those on the 500 level are for graduate students only.

- 100-1. **CURRENT EVENTS.** Contemporary events in the modern world and their treatment in the newspaper and periodical press. May not be counted toward the journalism major.
- 101-3, 102-3. **INTRODUCTION TO JOURNALISM, I, II.** Development of the newspaper in America; role of the press in modern society.
- 103-3. **NEWS.** Study of the newspaper story with experience in writing and re-writing news; the fundamentals of copyreading.
- 201-3, 202-3, 203-3. **NEWS WRITING AND EDITING I, II, III.** How to cover assignments and write news stories; preparation of copy for publication; writing headlines; laboratory experiences.
- 214-3. **TYPOGRAPHY.** Fundamental operations and materials used in printing; use of type, illustrations, and other elements of layout and composition.
- 260A-3. **BEGINNING PHOTOGRAPHY.** Picture-taking techniques and dark-room procedures emphasizing the camera in the modern press.
- 310-3. **RADIO NEWS WRITING.** Introductory course offering the basic techniques of writing radio news copy.
- 311-3. **RADIO EDITING.** The editing and rewriting of local and wire copy for radio stations and networks.
- 330-3. **EDITORIAL WRITING.** The work and responsibility of the editor and editorial writer with emphasis upon editorial writing and thinking. Editorial problems, methods, policies, and style.
- 331-3. **PUBLIC RELATIONS.** Study of current methods of planning and executing public relations policies; evaluation of media; preparation of campaigns.
- 340-3. **THE LAW OF JOURNALISM.** Legal limitations and privileges affecting publishing and broadcasting. Libel, privileged publications, fair comment and criticism, contempt of court, right of privacy, copyright, and legal provisions affecting advertising.
- 350-3. **THE COMMUNITY NEWSPAPER.** The small newspaper recognized as a distinct medium, performing a specialized function for its readers. Equal weight given to the problem of news presentation and to the leadership function with careful examination of news and editorial policies of representative newspapers in the field.
- 351-3. **COMMUNITY NEWSPAPER MANAGEMENT.** Organization, operation, and policy of the revenue departments of the weekly and small daily newspapers with special attention to the circulation procedures, retail, general, and classified advertising problems, and other phases of management.
- 352-3. **COMMUNITY NEWSPAPER PRODUCTION.** Participation in the

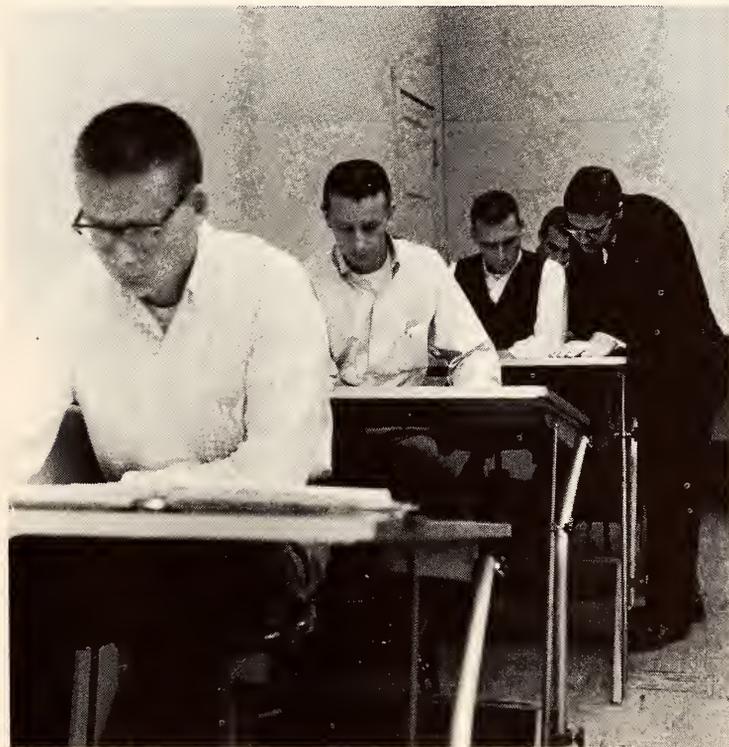
- actual preparation of one or more issues of a newspaper for publication; news, editorial, advertising.
- 370-3. PRINCIPLES OF ADVERTISING. Advertising fundamentals in relation to modern business activities; economic and social aspects, research, media, appeals, production, schedules. Prerequisite: Economics 205.
- 371-3. ADVERTISING SALESMANSHIP. Practical application of the principles of advertising copy and layout as related to the mechanics and psychology of space selling. Students engage in daily work with newspaper advertisers, handling specific assignments in various lines of business. Prerequisite: Journalism 370.
- 372-3. ADVERTISING COPY WRITING. The principles and practices of advertising copy writing; the basic problem of approach and development of copy; practice in preparation of all types and forms of advertising copy. Prerequisite: Journalism 370.
- 373-2. ADVERTISING MARKETS AND MEDIA. Manufacturers' advertising procedures related to campaigns, markets and market research, media, and organization of the advertising function. Prerequisite: Journalism 370.
- 374-3. ADVERTISING POLICIES AND PROBLEMS. Application of the principles of advertising to specific problems: merchandising, sales, promotion, research. Permission of instructor.
- 375-2. ADVERTISING TYPOGRAPHY AND LAYOUT. Preparation of advertisements for publication.
- 376-4. ADVERTISING CAMPAIGNS. Application of advertising principles and skills to the solution of a specific advertising problem; co-ordination of strategy and technique in the planning and execution of an advertising campaign. Permission of instructor.
- 381-3. NEWSPAPER PROMOTION. Procedures as applied to the community, newspaper personnel, carrier salesmen, and general and retail advertisers.
- 382-3. NEWSPAPER CIRCULATION. Circulation procedures; organization revenues and rate structures, carriers and carrier salesmen, audit bureau of circulations, and second class mail regulations.
- 385-2 to 6. RADIO SPECIAL EVENTS. The nature of broadcast special events. Selection, preparation, format. Technical considerations. Practice special events broadcasts. Prerequisite: consent of instructors. One hour lecture per week and laboratory. May be taken for three quarters for a total of six hours.
- 390-3. ADVANCED REPORTING. Covering city council meetings, courthouse, city hall, courts, society, and other special assignments.
- 391-3. FEATURE WRITING. How to plan and write newspaper features and special articles.
- 392-3. REPORTING SPECIAL EVENTS. Experience in planning and executing coverage of conventions, expositions, and tours; special editions; interpretative news stories.
- 393-3. PUBLICITY METHODS. Not open to journalism majors. Designed for students who do not plan a career in writing, but desire guidance and practice in writing for newspapers and magazines about their fields of specialization.
- 421-4. SCHOOL PUBLICATIONS. Designed for the prospective journalism

teacher or high school publications director. Deals with practical production problems of newspapers and yearbooks.

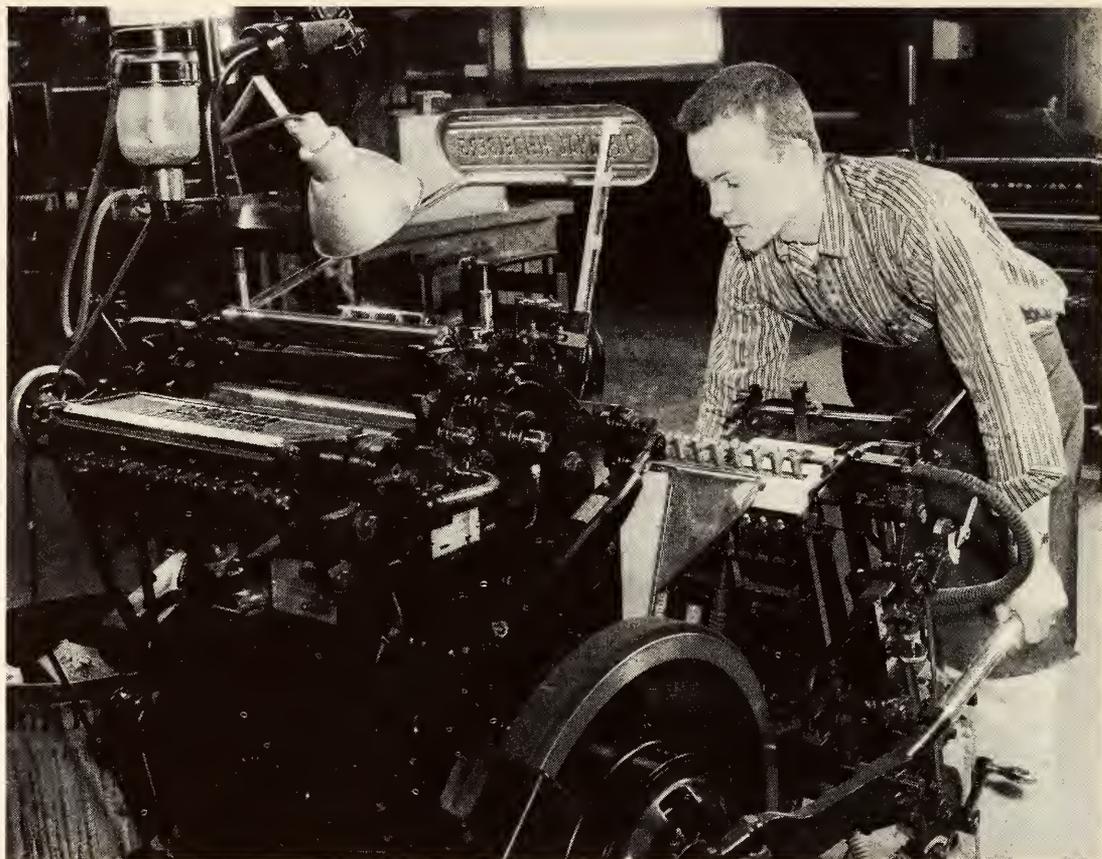
- 422-3. **TEACHING HIGH SCHOOL JOURNALISM.** Teaching methods of journalism in secondary schools; organization and course of study; bibliography; use of journalism courses for school publications production.
- 432-3. **COMMUNICATION AGENCIES AND PUBLIC OPINION.** Press, radio, television, and motion pictures, and their role in the opinion process.
- 433-3. **MEASUREMENT OF PUBLIC OPINION.** The sampling survey as a research tool; survey methodologies.

Courses on the 500 level are for graduate students only.

- 501-1 to 9. **LITERATURE OF JOURNALISM.** Critical reading of selected books relating directly and indirectly to journalism; lectures; reviews; discussions.
- 530-4. **SEMINAR IN NEWSPAPER EDITORIAL POLICIES.** Observation of the comment functions of the daily newspaper as related to current issues; role of the editorial writer, syndicated columnist, cartoonist.
- 532-4. **SEMINAR IN PUBLIC OPINION AND PROPAGANDA.** Study of the developing literature in this field of specialization.
- 533-1 to 9. **RESEARCH PROBLEMS IN JOURNALISM.** Individual work on selected problems for research.
- 599-3 to 9. **THESIS.**



*Students in advertising receive instruction in the preparation of advertising copy and layout in the department's advertising laboratory.*



*Practical experience is gained by this student on modern equipment.*

## PRINTING AND PHOTOGRAPHY

Associate Professor John Mercer, Ph.D. (Nebraska), Chairman	1958
Associate Professor Francis D. Modlin, M.S. (Kansas State Teachers College)	1954
Assistant Professor George C. Brown, M.S. (Kansas State Teachers College)	1956
Assistant Professor C. William Horrell, Ed.D. (Indiana)	1949
Instructor Carl Norman England, M.S. (Southern Illinois)	1956

The Department of Printing and Photography offers curricula leading to the Bachelor of Science degree.

The department's curriculum is designed to give thorough professional training in both theory and practice in printing management and general photography.

### *SUGGESTED CURRICULA*

General degree requirements: Outlined earlier in this bulletin.

A major in photography consists of a minimum of thirty-six hours in photography plus courses in related areas.

A major in printing management consists of Journalism 214, a minimum of thirty-six hours of printing management courses, and a minimum of thirty hours of prescribed courses in the School of Business.

The students will choose his electives in consultation with his departmental adviser.

### *COURSE DESCRIPTIONS*

Courses on the 100, 200, and 300 levels are for undergraduate students. Those on the 400 level are for both undergraduate and graduate students. Those on the 500 level are for graduate students only.

#### PHOTOGRAPHY

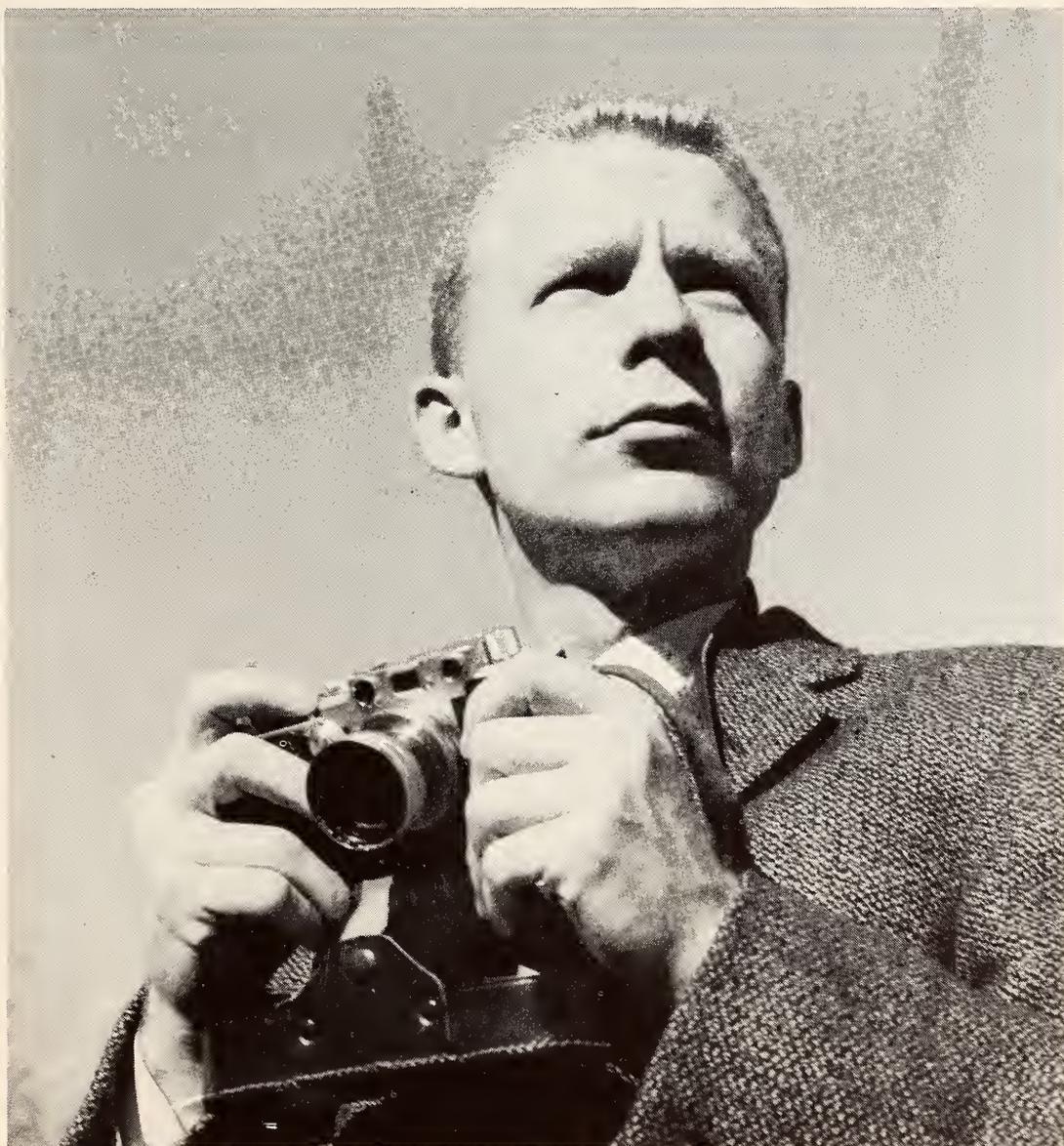
- 260A-3. BEGINNING PHOTOGRAPHY. Picture-taking techniques and dark-room procedures emphasizing the camera in the modern press.
- 303A-4. PORTRAIT PHOTOGRAPHY. An introduction to posing, lighting, retouching, and finishing of portraits; studio experience.
- 308A-4. COMMERCIAL PHOTOGRAPHY. Advanced work in product, ar-

- chitectural, and illustrative photographs in black and white. Prerequisite: Printing and Photography 260A.
- 341A-3. CINEMATOGRAPHY I. The fundamentals of cinematography, basic to further work in any kind of cinema production. Includes study of lenses, camera, lighting, exposure, trick effects, animation, and titles, but main stress is on mastery of principles of pictorial continuity and editing in laboratory exercises.
- 342A-3. CINEMATOGRAPHY II. Continuation of 341A. Lectures and readings in sound cinema production processes. Laboratory consists of production of a single-system sound demonstration film and a double-system sound perceptual motor skill film, including scripts for both. Short individual assignments. Prerequisite: Printing and Photography 341A.
- 343A-3. CINEMATOGRAPHY III. A continuation of 342A. Production of a film using lip-synchronous sound.
- 345A-3. HISTORY OF THE CINEMA. The development and significance of the the cinema from Friese-Green to wide screen. Showings of selected films.
- 360A-3. PRESS PHOTOGRAPHY. Special work outdoors and indoors with flash equipment; assignments in studio portraiture and illustrative photography. Prerequisite: Printing and Photography 260A.
- 361A-3. ADVANCED PRESS PHOTOGRAPHY. Continuation of 360A. Student is given special newspaper assignments and encouraged to attempt free-lance work.
- 363A-2 to 6. STAFF PHOTOGRAPHY. Live picture assignments for newspaper and magazine publication.
- 365A-4. COLOR PHOTOGRAPHY. A study of the principles of color as related to color photography; special work in making color transparencies for advertising, illustration, and news purposes. Prerequisite: Printing and Photography 260A.

#### PRINTING

- 114B-3, 115B-3, 116B-3. COMPOSING MACHINES I, II, III. Elementary keyboard practice; progressive exercises; adjustments and maintenance.
- 201B-3. PRESSWORK I. Introduction to platen press operation; simple imposition and lockup; preparation of the press, feeding and care of the press.
- 202B-3. PRESSWORK II. Automatic feeders, hand-fed cylinder presses and folding machines.
- 304B-3. PRINTING PRODUCTION I. Planning layout, estimating, scheduling, and manufacture of all classes of job work and publications, either by letterpress or offset; selecting and purchasing factors of production, budgeting, routing, dispatching, and production control records and reports.
- 306B-3. PRINTING OPERATION ANALYSIS. A study of work simplification methods; procedures for establishment of standards; time study and incentive plans.
- 312B-3. BINDERY. Practical use of bindery equipment.
- 313B-3. COLOR IN PRINTING. Application of color in graphic arts design and color reproduction; printing inks.
- 314B-3. PAPER. Early papermaking; present paper technology; classification of papers; converting techniques; paper selection; testing specifications and standards; trade customs; trends in paper technology.

- 361B-3. PHOTOLITHOGRAPHY I. Theory and practice of photography, copy preparation, layout and stripping, plate-making for offset lithography.
- 362B-3. PHOTOLITHOGRAPHY II. Emphasis on presswork; direct and indirect color separation techniques; operation and maintenance of offset presses.
- 381B-3, 382B-3. ESTIMATING I AND II. Elements of estimating on all classes of composition, presswork, binding, paper, halftones, line cuts, and electrotypes; application of the elements of cost finding to jobs of printing in process; special problems in offset estimating.
- 383B-3. PRINTING COST ANALYSIS. Cost accounting and statistics as instruments of control in production, sale, and finance; allocation of material and labor costs; distribution of manufacturing expense; standard cost procedures; preparation and use of cost analysis reports.





*Student production class.*

## RADIO-TELEVISION

Assistant Professor Buren C. Robbins, M.A. (Iowa), Acting Chairman	1949
Assistant Professor John Joseph Leonard, M.A. (Iowa State)	1957
Instructor Robert Joseph Gwyn, M.A. (Texas)	1957
Instructor Joseph M. Ripley, M.A. (Ohio State)	1955
Instructor Richard Morton Uray, M.A. (Kent State)	1958

The Department of Radio-Television offers a program which leads to the Bachelor of Science degree, with specializations in programming, management, commercial management, newscasting and special events, production, announcing, and writing.

The department's program is designed to prepare the student for a career in one of the several phases of the professional broadcasting industry. The program is also designed to provide theory and practice for those students, other than radio-television majors, whose eventual careers might include radio-television activities.

The department is very closely integrated with the University Broadcasting Service, which operates an FM radio station with complete and technically professional studios. This station is operated almost exclusively by students, both radio-television majors and other interested University students. As a part of his training, the radio-television major not only has available, but is required to achieve, actual experience on this station in many of the phases of radio broadcasting such as management, production, announcing, writing, special events, and basic technical aspects. This station is also available for service courses for students in other University curriculum areas.

In television, students produce, under faculty supervision, numerous programs on area commercial stations.

In addition to this practical station experience, the department's program includes field trips to, and work in, area commercial radio and television stations, conferences with recognized industry leaders, programming, and audience research projects.

### *CURRICULAR REQUIREMENTS*

In addition to the general degree requirements, as outlined earlier in this bulletin, each radio-television major is required to have a minimum

of forty-eight hours and a maximum of fifty-six hours in radio-television. Required courses are 161, 251, 257, 273, 351, 373, and 393.

By the close of his sophomore year, each major must demonstrate the ability to type straight copy at the rate of thirty words per minute. This requirement can be met by passing a test to be administered by the Department of Secretarial and Business Education or by enrolling in Secretarial and Business Education 102, which course may not be counted for credit toward the major requirement.

A minor specialization of twenty-four hours is also required in a related area, outside the radio-television curriculum, based on the specialization followed in the radio-television curriculum. This related minor area requirement will be determined in consultation with the chairman of the department. General University requirements may not be counted toward this related minor requirement.

The radio-television major is also required to take a minor concentration of twenty-four hours in an area not related to the specialization in the radio-television curriculum. This non-related minor area requirement will be determined in consultation with the department. General University requirements may not be counted toward this non-related minor requirement.

### *COURSE DESCRIPTIONS*

Courses on the 100, 200, and 300 levels are for undergraduate students. Those on the 400 level are for both undergraduate and graduate students. Those on the 500 level are for graduate students only.

- 161-4. RADIO-TELEVISION SPEAKING. Oral and visual speaking techniques for various radio and television speaking situations such as studio announcing, musical and dramatic programs, interviews, etc. Extensive microphone practice. Many recordings. Sound films for television practice performance.
- 251-3. SURVEY OF BROADCASTING. Examination of the United States system of broadcasting, with emphasis on its history, economics, network and local station operational structures. The various systems of foreign broadcasting.
- 257-4. FUNDAMENTALS OF BROADCAST WRITING. Oral and visual forms of writing for radio and television. Short continuity forms and commercial presentations.
- 261-3. RADIO ANNOUNCING. Vocal and interpretative development. Extensive practice for various announcing situations. Numerous recordings. Two one-hour lectures and two two-hour scheduled laboratory periods each week. Prerequisite: Radio-Television 161 or consent of instructor.
- 273-2. BASIC RADIO PRODUCTION. Production of various types of programs

- from conception through completion, including writing, direction, performance. Station operational procedures.
- 351-5. PROGRAMS AND AUDIENCES. The structure of broadcast programs, programming objectives, audience characteristics, and analysis methods.
- 352-4. LAWS AND POLICIES. Legal aspects of broadcasting in the United States. Precedent legal cases and actions by the Federal Communications Commission. Industry and network codes. International agreements. Prerequisite: Radio-Television 351.
- 353-2. RADIO AND TELEVISION IN EDUCATION. The history and role of radio and television in education. Philosophies for education by radio and television. Analysis of types of educational broadcasting, including in-school broadcasting, adult education, and service programs.
- 354-4. RADIO AND TELEVISION PROGRAM PLANNING. Preparation of station program schedules. Development, organization, and planning of new programs within limitations of budgets and local situations. Program revising. Time buying. Prerequisite: Radio-Television 351.
- 355-3. BROADCAST PERSUASION FACTORS. The analysis of persuasion factors and audience responses in terms of program schedules and production. Prerequisite: Radio-Television 354.
- 359-3. BASIC TELEVISION WRITING. The writing of continuity forms for television, exclusive of the dramatic and documentary. Prerequisite: Radio-Television 257 with a minimum grade of B.
- 360-3. TELEVISION DOCUMENTARY AND DRAMATIC WRITING. The writing of dramatic and documentary scripts for television, with emphasis on development of ideas, plot construction, and various forms. Prerequisite: consent of instructor.
- 361-2. TELEVISION ANNOUNCING. Television announcing techniques for such situations as voice-over-film, special events, on-camera studio programs, and commercial presentations. Sound films of performances. Prerequisite: Radio-Television 261.
- 367-3. RADIO-TELEVISION PRODUCTION SURVEY. Radio and television production techniques for those individuals not planning a full-time broadcasting career. Uses of production equipment. Production of basic types of programs. Two one-hour lectures per week and two two-hour scheduled laboratory periods. Not open to radio-television majors.
- 368-3. FUNDAMENTALS OF TELEVISION PRODUCTION. Use of equipment and basic techniques in production of television programs of all types. Three one-hour lectures and three one-hour scheduled laboratory periods per week. Prerequisite: Radio-Television 273 or consent of instructor.
- 369-4. ADVANCED TELEVISION PRODUCTION. Instruction and practical experience in production of television programs, from conception through completion. Three one-hour lectures and three three-hour laboratory periods each week. Prerequisite: Radio-Television 368.
- 370-2. FILM PRODUCTION FOR TELEVISION. Techniques in production of films for use on television, from conception through completion. Participation in six short film productions during quarter. Short film by each student as quarter project. Two one-hour lectures and two two-hour scheduled laboratories per week. Prerequisite: consent of instructor.

- 372-3. RELIGIOUS BROADCAST PROGRAMMING-PRODUCTION. Specifically designed for those entering religious work. Background, development, and analysis of religious broadcasting and programs. Religious program structures. Preparation of several religious programs from conception through completion.
- 373-1 to 5. ADVANCED PRODUCTION LABORATORY. Actual production of radio and television programs from conception through completion. Enrollment and number of hours credit by consent of Director of Broadcasting Service. May be repeated. Must be repeated by majors for total of eight hours minimum, twelve hours maximum.
- 375-1 to 4. PROBLEMS IN PRODUCTION-PROGRAMMING-MANAGEMENT. Attention in different quarters to one or more of the following areas, according to demand: 375A—Newscasting; 375E—Literature of Broadcasting; 375F—Publicity and Promotion; 375G—Advertising and Sales; 375H—Public Service Programming; 375I—Audience-Programming Research Methods; 375J—Individual Research Problems; 375K—Women's Programs and Production; 375L—Control Room Practice; 375M—Announcing Problems. Prerequisite: consent of instructor.
- 385-2. RADIO SPECIAL EVENTS. The nature of radio broadcast special events. Selection, preparation, formatting. Technical considerations. Practice special events broadcasts. One one-hour lecture per week and laboratory. Prerequisite: consent of instructors. May be taken for three quarters.
- 390-5. RADIO STATION MANAGEMENT. Objectives, procedures, equipment, costs, and policies in radio station development and operation. Lectures and discussions by station management representatives. Prerequisite: consent of instructor.
- 393-2. RADIO, TELEVISION, AND SOCIETY. The interrelation of radio and television with social habit patterns and with economic and political systems. Case studies. Prerequisite: Radio-Television 251.
- 394-5. TELEVISION STATION MANAGEMENT. Objectives, procedures, equipment, costs, and policies in television station development and operation. Lectures and discussions by station management representatives. Prerequisite: consent of instructor.

## SPEECH

Professor Earl Edsel Bradley, Ph.D. (Northwestern)	1958
Professor Ralph A. Micken, Ph.D. (Northwestern), Chairman	1957
Professor C. Horton Talley, Ph.D. (Iowa)	1948
Associate Professor Lester R. Breniman, Ph.D. (Ohio State)	1954
Associate Professor Cameron W. Garbutt, Ph.D. (Louisiana State)	1947
Associate Professor Paul Hunsinger, Ph.D. (Northwestern)	1949-58
Associate Professor Walter H. Murrish, Ph.D. (Denver)	1954
Assistant Professor Marion L. Davis, Ph.D. (Wisconsin)	1959
Instructor Eunice Beverly Parsch, M.A. (Northwestern)	1956
<hr/>	
Visiting Professor A. Craig Baird, M.A. (Columbia)	1958-59
Lecturer James B. Fee, M.S. (Southern Illinois)	1956-59
Lecturer Alberta Humble, M.A. (Illinois)	1956-58
Lecturer Frances G. Loder, B.L. (Northwestern)	1957-59

The Department of Speech offers curricula leading to the degrees of Bachelor of Science in the School of Communications with specialization in rhetoric and public address or interpretation, Bachelor of Arts in the College of Liberal Arts and Sciences, and Bachelor of Science in Education in the College of Education for secondary school teachers of speech.

The department offers broad coverage in general speech with a strong forensic program at the intramural and intercollegiate levels. The department offers a summer workshop with programs for high school teachers as well as students.

*SUGGESTED CURRICULA IN THE SCHOOL  
OF COMMUNICATIONS*

General degree requirements: Outlined earlier in this bulletin.

Required courses constituting a major in speech with a specialization in rhetoric and public address: Sixty hours of speech including 101, 102, 200, (or 104), 201, 202, 205, 209, 213, 301, 407, 408, and 413 or 417 or 418.

Required courses constituting a major in speech with a specialization in interpretation: Sixty hours of speech including 101, 102, 103, 104, 215, 217, 320, 404, 408; Theater 204; plus twelve hours of English literature.

### *SUGGESTED CURRICULUM IN THE COLLEGE OF EDUCATION*

General degree requirements: Outlined earlier in this bulletin.

College of Education requirements: Refer to the College of Education bulletin.

Required courses constituting a major in speech with a specialization in the secondary certificate program: 101, 102, 103, 202, 205, 209 (1 hour), 306, 402, 408, 427; Theater 111 or 112 or 113, 208 (2 hours) or 308; Radio-Television 367; Speech Correction 428.

Recommended electives: 104, 200, 201, 301.

### *SUGGESTED CURRICULUM IN THE COLLEGE OF LIBERAL ARTS AND SCIENCES*

General degree requirements: Outlined earlier in this bulletin.

College of Liberal Arts and Sciences requirements: Refer to the College of Liberal Arts and Sciences bulletin.

Required courses constituting a major in speech: 101, 102, 103, 202, and additional courses to total forty-eight hours.

Required courses constituting a minor in speech: 101, 102, 103, 202, and additional courses to total twenty-four hours.

## *COURSE DESCRIPTIONS*

### **GENERAL SPEECH**

Courses on the 100, 200, and 300 levels are for undergraduate students. Those on the 400 level are for both undergraduate and graduate students. Those on the 500 level are for graduate students only.

101-4. PRINCIPLES OF SPEECH. Development of an understanding of basic principles and proficiency in the skills involved in everyday communication. Prerequisite to all other courses in speech except 108, 201, 303, 340, 428, unless by permission of the instructor and department chairman.

104-4. TRAINING THE SPEAKING VOICE. Designed for those students who desire to improve their voice and articulation.

108-0 to 3. SPEECH FOR THE FOREIGN BORN I. Designed to facilitate the learning of American English. May be substituted by foreign-speaking students for Speech 101, with permission of major department chairman.

109-0 to 3. SPEECH FOR THE FOREIGN BORN II. Continuation of 108.

200-4. PHONETICS. Instruction in the use of phonetic symbols to record the speech sounds of midland American English, with emphasis on ear train-

- ing, and a description of place and manner of production of these sounds.
- 201-2. PARLIAMENTARY LAW. How to conduct a meeting. Study and practice of the rules of parliamentary procedure.
- 203-4. INTRODUCTION TO SPEECH SCIENCE. An introduction to the science of general speech including the history of research in the field and significant experimental trends in the future. Open to all students.
- 211-4. APPLIED PHONETICS. Study of the principal American and British dialects, and the English dialects of Romance and German speakers. Prerequisite: Speech 200, or permission of instructor and department chairman.
- 408-4. PSYCHOLOGY OF SPEECH. Nature and development of speech, its basic psychology, and the part speech plays in personality development.
- 440-4. ADVANCED PHONETICS. Phonetic theory. Materials and methods of linguistic geography. Prerequisite: Speech 200.
- 449-4. GENERAL SEMANTICS. The study of means of changing implications so that language, in spoken or written form, describes the life facts.

Courses on the 500 level and above are for graduate students only.

- 520-3. PHILOSOPHICAL FOUNDATIONS OF SPEECH. A special course reviewing the philosophy of speech for graduate and advanced students. Designed to take advantage of the knowledge and background of distinguished visiting professors.
- 530-1 to 4. RESEARCH PROBLEMS IN SPEECH. Individual work upon selected problems for research.
- 532-4. AREAS AND TECHNIQUES OF RESEARCH IN SPEECH. Study and analysis of outstanding works in the various areas of research. Lectures on research techniques and study possibilities in the field.
- 599-2 to 9. THESIS.
- 600-1 to 48. DISSERTATION.

#### RHETORIC AND PUBLIC ADDRESS

- 102-4. PUBLIC SPEAKING. Analysis of audience motives and reactions stressed in the approach to speech preparation for typical public speaking situations.
- 202-3. PRINCIPLES OF DISCUSSION. Principles and methods of group discussion. Current problems used as materials for discussion.
- 205-3. PRINCIPLES OF ARGUMENTATION AND DEBATE. Principles of argument, analysis, evidence, reasoning, fallacies, briefing, and delivery. Prerequisites: Speech 101, and 102 or 202.
- 209-1. FORENSIC ACTIVITIES. Not more than three hours of credit, and no more than two each year, to be secured for participating in forensic activities.  
NOTE: No credit in excess of nine hours allowed for forensic and dramatic activities courses.
- 213-4. SPEECH COMPOSITION. Rhetorical techniques of public address. One major speech prepared, with every possible refinement. Prerequisite: Speech 102.
- 301-4. PERSUASION. Psychological principles involved in influencing in-



*A debate team in action.*

- dividuals and groups. Prerequisites: Psychology 201 and twelve hours of speech.
- 303-4. **BUSINESS AND PROFESSIONAL SPEAKING.** Speaking needs of business and professional people. Technical reports and lighter types of speaking included in the types studied. Primarily for adult and extension classes.
- 309-1. **FORENSIC ACTIVITIES.** Similar to 209. Prerequisites: eighteen hours of speech and junior standing.
- 407-4. **HISTORY OF AMERICAN PUBLIC ADDRESS I.** Critical studies of American speakers; a study of selected speakers and speeches which reflect the dominant social and political ideas in American history. A lecture, reading, and discussion course.
- 413-4. **HISTORY OF AMERICAN PUBLIC ADDRESS II.** A continuation of 407; may be taken independently.
- 417-4. **CONTEMPORARY PUBLIC ADDRESS.** A critical study of speakers and speeches selected to present the characteristic ideas of leading social and political developments in national and international affairs since 1918. A lecture, reading, and discussion course.
- 418-4. **BRITISH PUBLIC ADDRESS.** Critical study of British speaks to c. 1920. Selection of material will be governed both by men and the issues that moved men throughout British history.

425-3. **TECHNIQUES OF DISCUSSION LEADERSHIP.** Studies in the field of group discussion designed to clarify the functions and concepts of the leader in democratic society.

Courses on the 500 level are for graduate students only.

500-4. **SURVEY OF CLASSICAL RHETORIC.** Ancient rhetoricians and orators from Corax to Augustine, with special emphasis upon the works of Aristotle and Cicero. Lectures and special studies.

504-3. **MEDIEVAL RHETORICAL THEORY.** An examination of the rhetorical scholasticism between A.D. 500 to 1600 designed to facilitate understanding of the transition from classical to modern theory.

505-4. **MODERN RHETORICAL THEORY.** An analysis of selected theories of public address from the seventeenth century to the present, with a view to discovering the methods and objectives of modern rhetoricians and relating them to society and its problems during the period.

508-4. **SEMINAR: STUDIES IN DISCUSSION.** Studies in group thinking and group action with a view to improving discussion and conference techniques.

510-4. **SEMINAR: PERSUASION AND SOCIAL CONTROL.** Studies covering the uses and applications of persuasion in the various fields of social activity. The mass media will be examined as they apply to such areas as politics, business, religion, and education.

524-3. **SEMINAR: PROBLEMS IN RHETORIC AND PUBLIC ADDRESS.** Individual problems in the theories and methods in various fields of public speaking; a survey of the areas and methods of graduate research in public speaking. Prerequisite: twelve hours of public address.

530-1 to 4. **RESEARCH PROBLEMS IN SPEECH.** Individual work upon selected problems for research.

599-2 to 9. **THESIS.**

#### ORAL INTERPRETATION COURSES

103-4. **ORAL INTERPRETATION.** A basic course for speech majors, teachers, preachers, and those interested in the analysis of good literature and the oral communication of the literature to an audience.

215-4. **ORAL INTERPRETATION OF PROSE.** The study of prose literature and the problems of communicating the thought, feeling, and viewpoint of the author to the audience. Prerequisite: Speech 103.

217-4. **ORAL INTERPRETATION OF POETRY.** The reading of poetry and the interpretation of the thought and emotional content of the poetry to the audience. Prerequisite: Speech 103.

320-4. **ORAL INTERPRETATION OF DRAMATIC LITERATURE.** Reading, selecting, cutting, and presentation of various types of dramatic literature. Each person in the class gives a final recital program of readings. Prerequisite: Speech 103.

404-4. **RECITAL AND LECTURE RECITAL.** Study of professional work on the public platform which is climaxed by a lecture or recital of a professional nature. Prerequisite: twelve hours of public speaking, interpretation, or theater.

Courses on the 500 level are for graduate students only.

- 523-3. SEMINAR: PROBLEMS IN INTERPRETATION. An investigation of the more advanced problems in oral interpretation; such as creation of atmosphere, use of restraint, impersonation, and impressionism. Prerequisites: eighteen hours in interpretation and permission of the instructor.
- 530-1 to 4. RESEARCH PROBLEMS IN SPEECH. Individual work upon selected problems for research.
- 599-2 to 9. THESIS.

#### SPEECH EDUCATION

- 306-4. TEACHING SPEECH IN SECONDARY SCHOOLS. Philosophy of speech education in the secondary school, and effective teaching of speech through curricular and extracurricular work. Required of majors and minors working for a secondary education degree in the College of Education. Prerequisite: sixteen hours of speech.
- 310-3. CHILDREN'S THEATER. Dramatization of children's stories, and presentation of plays for children.
- 340-4. TEACHING SPEECH IN ELEMENTARY SCHOOLS. Role of speech training in the elementary school; speech needs of children; methods of teaching speaking and listening activities in the elementary school. Prerequisite: Speech 101.
- 402-4. DIRECTING. Selection of plays, casting, and methods of rehearsal. Development of characterization, control of tempo, and similar problems studied. Students to direct or to aid in directing one-act plays and major productions.
- 410-4. CREATIVE DRAMATICS. Principles of creative dramatics. Methods of developing original dramatizations with kindergarten-primary school children. The course will be developed through study, observation, and practice. Prerequisite: senior or graduate standing with either a kindergarten-primary, speech, or theater major.
- 427-4. THE FORENSIC PROGRAM. Coaching and organizational methods for extracurricular and curricular forensic programs in school and college.

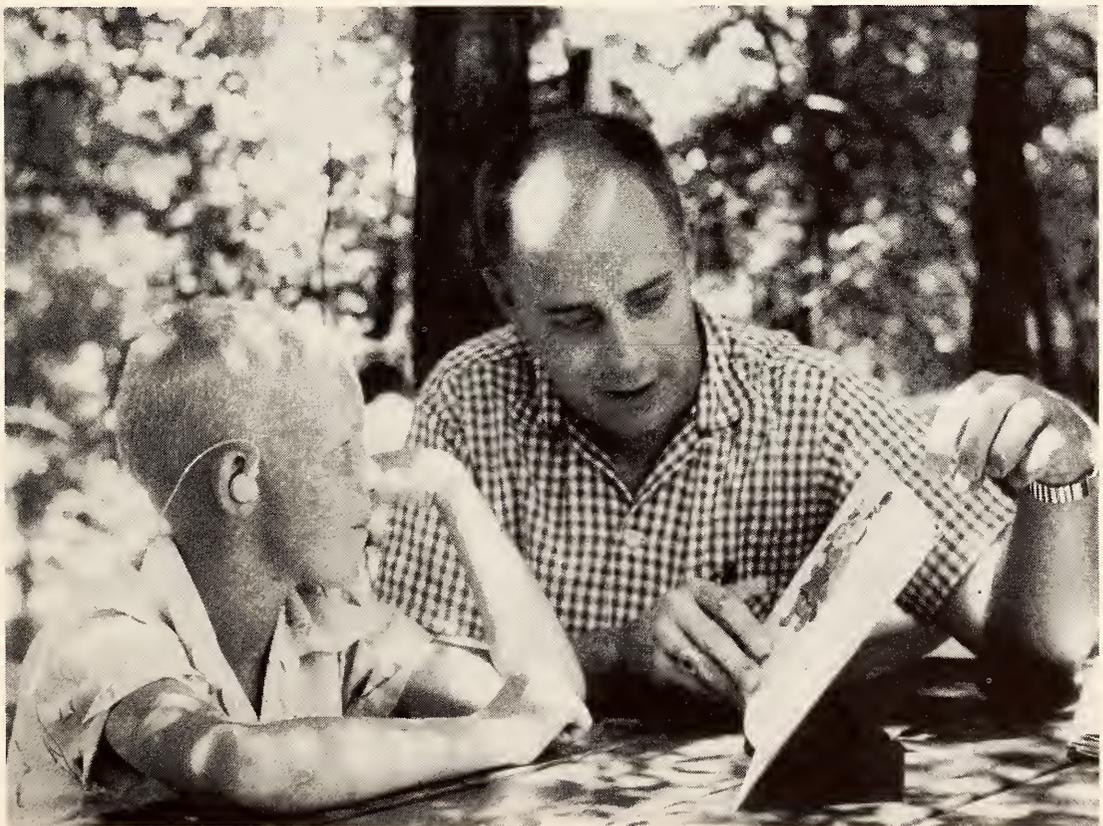
Courses on the 500 level are for graduate students only.

- 511-3. TEACHING THE COLLEGE SPEECH COURSE. A study of the problems, methods, and materials in the teaching of speech in college with primary emphasis on the basic course. Examination of textbooks, courses of study, curriculum making, measurement, and relationship to other subject matter fields.
- 525-4. SEMINAR IN SPEECH EDUCATION. Deals with problems of philosophy and methods of teaching speech in the elementary and secondary schools. Prerequisite: Speech 306 or consent of instructor.
- 530-1 to 4. RESEARCH PROBLEMS IN SPEECH. Individual work upon selected problems for research.
- 599-2 to 9. THESIS.

## SPEECH CORRECTION

Professor John O. Anderson, Ph.D. (Ohio State)	1950
Professor I. P. Brackett, Ph.D. (Northwestern), Chairman	1951
Associate Professor Chester J. Atkinson, Ph.D. (Ohio State)	1955
Associate Professor Cameron W. Garbutt, Ph.D. (Louisiana State)	1947
Assistant Professor Gene Jerome Brutten, Ph.D. (Illinois)	1957
Assistant Professor Michael S. Hoshiko, Ph.D. (Purdue)	1957
Instructor Hugo Harris Gregory, M.A. (Northwestern)	1958
<hr/>	
Visiting Professor Herbert Koepp-Baker, Ph.D. (Iowa)	1958-59

Speech correction, pathology, and audiology is an area which has as its objective the training of qualified personnel to work with people handicapped in either speech or hearing. Positions in this field are available in



*A child receiving speech and hearing therapy at the Little Grassy Camp during the summer.*

the public schools, colleges, and universities, and in highly specialized public or private clinics. Experience is obtained through work at the University Speech and Hearing Clinic, which is one of the participating agencies in the Co-operative Clinical Services. Additional practical experience is available at the University School; a six-week summer camping program in co-operation with the Division of Services for Crippled Children and the Easter Seal Society; the Marion V.A. Hospital; rehabilitation work sponsored by the Division of Vocational Rehabilitation; and traveling speech and hearing clinics which serve schools and communities in the area through the media of surveys, diagnostics, and therapy.

### *SUGGESTED CURRICULUM IN THE COLLEGE OF EDUCATION*

General degree requirements: Outlined earlier in this bulletin.

College of Education requirements: Refer to the College of Education bulletin.

Required courses constituting a major in speech correction: (1) Twenty-four to twenty-eight hours from American public education, child psychology, mental hygiene or personality adjustment, tests and measurements, and psychology of exceptional children; (2) thirty to thirty-eight hours of speech correction; (3) eight hours in the field of hearing; (4) two hundred clock hours of supervised case work in a teacher-training center.

The recommended courses to meet the requirements of items 2 and 3 above are 200, 212, 318, 319, 405 (4-12 hours), 406, 412, 414, 419.

### *COURSE DESCRIPTIONS*

Courses on the 100, 200, and 300 levels are for undergraduate students. Those on the 400 level are for both undergraduate and graduate students. Those on the 500 level are for graduate students only.

100-0 to 2. *SPEECH CLINIC*. For students with speech and hearing deviations who need individual help. Course may be repeated up to four hours.

104-4. *TRAINING THE SPEAKING VOICE*. For those students who desire to improve their voice and articulation.

108-0 to 3. *SPEECH FOR THE FOREIGN BORN I*. Designed to facilitate the learning of American English. May be substituted by foreign-speaking students for Speech 101, with permission of major department chairman.

109-0 to 3. *SPEECH FOR THE FOREIGN BORN II*. Continuation of 108.

200-4. *PHONETICS*. Instruction in the use of phonetic symbols to record the speech sounds of midland American English, with emphasis on ear training, and a description of place and manner of production of these sounds.

- 203-4. INTRODUCTION TO SPEECH SCIENCE. An introduction to the science of general speech including the history of research in the field and significant experimental trends in the future. Open to all students.
- 212-4. ARTICULATORY PROBLEMS AND DELAYED SPEECH. Designed to acquaint the student with articulatory speech defects. Diagnostic and therapeutic techniques stressed.
- 318-4. VOICE AND CLEFT PALATE. Voice disorders including cleft palate. Prerequisite: Speech Correction 212, or consent of the instructor.
- 319-4. STUTTERING. Deals with diagnostic and therapeutic techniques for the understanding and treatment of stuttering. Prerequisite: Speech Correction 212, or consent of the instructor.
- 405-0 to 4. PRACTICUM IN SPEECH AND HEARING THERAPY. Clinical and school procedures in speech correction. One hour of class per week, and two hours of clinical work for each hour of credit. May be repeated for up to twelve hours of credit.
- 406-4. TECHNIQUES AND INTERPRETATION OF HEARING TESTS. Principles and techniques of testing the hearing and interpreting those tests in terms of the individual's needs.
- 409-4. RESEARCH TECHNIQUES IN SPEECH SCIENCE. A presentation of the research techniques used in speech science with particular emphasis on equipment, experimental design, and study of significant research contributions to the field. Open to advanced students in speech or those with consent of the instructor.
- 412-4. CEREBRAL PALSY. An investigation of the etiology, problems, and therapy of cerebral palsy.
- 414-4. ANATOMY AND PHYSIOLOGY OF SPEECH AND HEARING MECHANISMS. A study of the anatomy and physiology of speech and hearing mechanisms. (Same as Physiology 414.)
- 415-4. APHASIA. An investigation of the etiology, problems, and therapy of aphasia.
- 416-4. HEARING. A course designed to acquaint the student with the theories and facts concerned with the functions of the hearing mechanism.
- 419-4. COMMUNICATION PROBLEMS OF THE DEAF AND HARD OF HEARING. Objectives and techniques for the teaching of lip reading, speech conservation, and auditory training. (Same as Special Education 419.)
- 420-4. ADVANCED CLINICAL AUDIOMETRY. Principles and procedures for advanced audiometric testing. Prerequisite: Speech Correction 406.
- 428-4. SPEECH CORRECTION FOR THE CLASSROOM TEACHER. Etiology and therapy of common speech defects. Open to in-service teachers, seniors, and graduate students in education.
- 429-4. SPEECH CORRECTION FOR ALLIED PROFESSIONS. Etiology of speech and hearing defects, and resources available for those with such defects. Course designed for majors in counseling. Prerequisite: consent of the instructor.

Courses on the 500 level and above are for graduate students only.

- 515-1 to 4. READINGS IN SPEECH PATHOLOGY. Supervised and directed readings in specific areas of speech pathology.

- 516-1 to 4. SEMINAR IN RESIDUAL HEARING. Special problems of auditory training, speech reading, hearing aids, and programming for aural rehabilitation.
- 520-1 to 4. SEMINAR IN HEARING. Special hearing problems of interest to the advanced student. Special projects and field work.
- 521-1 to 4. SEMINAR IN ARTICULATION AND DELAYED SPEECH. Special problems of language development and articulation.
- 522-1 to 4. SEMINAR IN ORGANIC SPEECH PROBLEMS. Special problems in cerebral palsy, cleft palate, and aphasia. Special projects and field work.
- 528-1 to 4. SEMINAR IN THE INTERPERSONAL RELATIONSHIPS IN SPEECH AND HEARING. Problems faced by the speech therapist in a variety of interpersonal relationship situations such as testing, interviewing, parent-teacher conferences, etc.
- 529-1 to 4. SEMINAR IN STUTTERING. Special problems of stuttering.
- 530-1 to 4. RESEARCH PROBLEMS IN SPEECH CORRECTION. Individual work upon selected problems for research.
- 531-1 to 4. SEMINAR IN EXPERIMENTAL PHONETICS. An investigation into the experimental approaches for the study of the phenomena of speech.
- 533-1 to 4. SEMINAR IN SPEECH SCIENCE. Special problems in voice science and acoustic perception.
- 534-1 to 4. SEMINAR IN INSTRUMENTATION. Familiarity with instruments, their uses, capabilities, and limitations, as they apply to the study of speech and hearing.
- 599-2 to 9. THESIS.
- 600-1 to 48. DISSERTATION. Up to forty-eight hours or the equivalent.



## THEATER

Professor Archibald McLeod, Ph.D. (Cornell), Chairman	1947
Associate Professor Sherwin Abrams, Ph.D. (Wisconsin)	1955
Associate Professor Charles Zoeckler, B.A. (West Virginia)	1957
Assistant Professor Christian H. Moe, Ph.D. (Cornell)	1958
Instructor Darwin Reid Payne, M.F.A. (Southern Illinois)	1957-58

The Department of Theater offers curricula leading to the degrees of Bachelor of Science in the School of Communications, Bachelor of Arts in the College of Liberal Arts and Sciences, and Bachelor of Science in Education in the College of Education. There is also a program leading to the Master of Arts and Master of Science degrees in the Graduate School.

The department provides at the undergraduate and graduate levels instruction and training in all phases of dramatic production for the stage, and in basic techniques for dramatic production in television, radio, and motion pictures.

The Department of Theater believes that education for dramatic production entails (1) a knowledge of dramatic literature; (2) training and practice in acting, directing, and technical production (stage management, crew work, the planning and execution of costumes, lighting, and scenery); (3) understanding of the essential nature of theater art through study of theater esthetics, history, and criticism; (4) a survey of theater management practices.

The theater curriculum at Southern is designed to achieve the following objectives: (1) to teach future high school speech teachers how to produce plays; (2) to provide basic training for professional dramatic work in stage, film, radio, and television; (3) to provide a foundation for graduate study in theater production, history, and theory; (4) to provide the general college student with opportunities to participate on an extracurricular basis in a co-operative artistic enterprise, and with courses which will contribute to a broad liberal arts education; (5) to provide the student of general speech with training and experience in an important type of speech activity; and (6) to provide campus, city, and area with live theater performances of the best plays, including children's plays and operas, of past and present.

The Southern Playhouse offers facilities for practical experience in every phase of dramatic production. The Southern Players, under the

supervision of the theater faculty, produce each school year five three-act plays, three plays for children, programs of one-acts, and (with the music department) an opera. Each fall term the Touring Theater, a troupe composed of theater students registered in the theater practicum course (Theater 322) tours Southern Illinois for several weeks, performing daily a three-act play and a play for children. Each summer a resident stock company produces a five-production playbill in the newly air-conditioned Southern Playhouse.

### *SUGGESTED CURRICULUM IN THE SCHOOL OF COMMUNICATIONS*

General degree requirements: Outlined earlier in this bulletin.

Required courses constituting a major in theater: 106, 111, 112, 113, 204, 207, 305, 311, 312, 313, 322 (tour 12 hours), 402, 403, 432, 438; English 206, 360 or 365 or 366, 363 or 406, 464; Speech 103.



*"The play's the thing . . ."*

### *SUGGESTED CURRICULUM IN THE COLLEGE OF LIBERAL ARTS AND SCIENCES*

General degree requirements: Outlined earlier in this bulletin.

College of Liberal Arts and Sciences requirements: Refer to the College of Liberal Arts and Sciences bulletin.

Required courses constituting a major in theater: 106, 111 or 112 or 113, 305, 313, 322, 402, 403, 438; Speech 103, 320.

Required courses constituting a minor in theater: 106, 111, 204, 402, 438; Speech 103, 408.

General degree requirements: Outlined earlier in this bulletin.

College of Education requirements: Refer to the College of Education bulletin.

Required courses constituting a major in theater: 204, 111, 112, 113, 207, 305, 311, 322, 402, 403, 432.

Required courses constituting a minor in theater: 204, 111, 207, 305, 311, 402.

### *SUGGESTED CURRICULUM IN THE COLLEGE OF EDUCATION*

#### *COURSE DESCRIPTIONS*

Courses on the 100, 200, and 300 levels are for undergraduate students. Those on the 400 level are for both undergraduate and graduate students. Those on the 500 level are for graduate students only.

106-4. INTRODUCTION TO THE THEATER.

111-3, 112-3, 113-3. STAGING TECHNIQUES. Lectures and practical experience in all phases of dramatic production in connection with departmental public presentations. A year course for majors; for non-majors one term is prerequisite to all courses numbered over 200.

204-4. ACTING. Basic techniques of acting in all dramatic media. Emphasis on expression through bodily action and movement.

207-4. FUNDAMENTALS OF THEATRICAL DESIGN. A basic course employing graphic media and workshop exercises designed to acquaint theater majors with the problems encountered by the director, scene designer, costumer, and lighting director in providing a suitable environment, by visual means, for the actor.

208-1 to 3. DRAMATIC ACTIVITIES. Credit to be earned by participation in public performances.

305-2. STAGE MAKE-UP. Theory and technique of various types of make-ups.

- 308-1 to 3. DRAMATIC ACTIVITIES. Same as 208. Majors may elect up to twelve hours of 208 and/or 308.
- 311-4. INTRODUCTION TO PLAYWRITING. Analysis of dramaturgical techniques and theory through the study of selected plays and criticism; includes the preparation of a play scenario. Prerequisites: one course in dramatic literature and consent of instructor.
- 312-4. STAGE DESIGN. The design of settings for the stage and other dramatic media.
- 313-4. HISTORY OF THE THEATER. The theater and theatrical art from the beginning to the early nineteenth century.
- 314-4. ADVANCED ACTING FOR THEATER, TELEVISION, AND RADIO. Theory and practice of acting in dramatic productions for theater, television, and radio.
- 322-2 to 12. THEATER PRACTICUM. Practical experience in acting, directing, and associated theater work in area tours and summer stock. Credit may be earned for the course both on tour and in stock.
- 402-4. DIRECTING. Selection of plays, casting, and methods of rehearsal. Development of characterization, control of tempo, and similar problems studied. Students to direct or to aid in directing one-act plays and major productions.
- 403-4. AESTHETICS OF THE DRAMA AND THE THEATER. A study of the principles and practice of modern dramatic production in the light of modern aesthetic theory. A course attempting to formulate an aesthetic judgment of the theater.
- 404-4. THEATER MANAGEMENT. Theater operational procedure, including both fundamental structuring and house management. The former aspect includes administration, purchasing and accounting practices, ticket sales, publicity, promotion, and public relations. The latter aspect covers the management of box office and ushering.
- 411-4. PLAYWRITING. The writing of a full-length play forms the basis of the course. Individual conferences supplement the class discussion and analysis of student writing. Prerequisites: Theater 311 and consent of instructor.
- 430-4. ADVANCED TECHNICAL PROBLEMS. Solutions for problems presented by certain types of plays and modes of production. Study of drawing problems in the planning of floor plans, pictorial views, working drawings, and elevations.
- 432-4. STAGE LIGHTING. Instruments and control equipment; principles and techniques of lighting dramatic productions.
- 438-4. CONTEMPORARY DEVELOPMENTS IN THE THEATER. Critical study of theory and practice in acting, directing, production, and architecture in the modern theater. The rise and development of the film, radio, and television as dramatic media.

Courses on the 500 level are for graduate students only.

- 502-4. ADVANCED DIRECTING. Study of and practice in the techniques of directing period plays, verse plays, music dramas, arena productions, and other types and styles of plays presenting special directing problems.

- 509-4. THE HIGH SCHOOL THEATER AND ITS PRODUCTION PROBLEMS. Consideration of stages, machinery, equipment, light controls and instruments, production, techniques, and analysis of basic needs of the high school theater.
- 518-4. THEATER AUDIENCE. A course attempting to determine (1) the relations between the drama, *mise en scène*, and the theater audience; and (2) the psychological nature of the spectator's experience in the theater.
- 519-1 to 12. THEATER PRACTICUM. Practical experience in acting, directing, and associated theater work on campus, in area tours, and summer stock.
- 526-3. SEMINAR IN THEATER ARTS. Special problems of interest to the advanced student.
- 530-1 to 4. RESEARCH PROBLEMS IN SPEECH. Individual work upon selected problems for research.
- 599-2 to 9. THESIS.



## *Southern Illinois University Foundation*

The Southern Illinois University Foundation is a nonprofit corporation chartered by the state and authorized by the Board of Trustees to receive gifts for the benefit of the University, to buy and sell property, and otherwise to serve the University.

It respectfully asks alumni and other citizens of Southern Illinois to consider making gifts and bequests to benefit the University. Such gifts should be conveyed to the Foundation, with proper stipulation as to their uses. The Foundation, through its officers and members, will be glad to confer with intending donors regarding suitable clauses to insert in wills and suitable forms for gifts and memorials, including bequests by means of life insurance. Large or small gifts to the library will be appreciated; likewise, gifts for special equipment, buildings, endowment of professorships in particular subjects, gifts to student loan funds and scholarship funds, gifts for the use of foreign students, and endowments for particular sorts of research. Any gifts or bequests can be given suitable memorial names.

The present officers of the Foundation are:

Mr. Everett Prosser, *President*, Carbondale.

Mr. Fred Harrison, *Vice-President*, Herrin.

Mrs. Lois H. Nelson, *Executive Secretary*, Southern Illinois University.

Mr. Robert L. Gallegly, *Treasurer*, Southern Illinois University.

Mr. Kenneth R. Miller, *Executive Director*, Southern Illinois University.

