

1962

## 1962-1964 Southern Illinois University Bulletin Carbondale Campus (School of Communications)

Southern Illinois University Carbondale

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# **Southern Illinois University**

*Bulletin*



*School of Communications*

**CARBONDALE**

**CAMPUS**

**1962 - 64**

# 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.

# School of Communications

*Announcements for 1962-1964*



SOUTHERN ILLINOIS UNIVERSITY BULLETIN  
Volume 4                      Number 1                      January, 1962  
Second-class postage paid at Carbondale, Illinois.  
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except in September, when published semimonthly.

The following issues of the *Southern Illinois University Bulletin* may be obtained without charge from General Publications, Southern Illinois University, Carbondale, Illinois.

General Information  
Summer Session (Carbondale)  
Summer Session (Edwardsville)  
Schedule of Classes (Carbondale)  
Schedule of Classes (Edwardsville)  
General Announcements (Edwardsville)  
Graduate School  
College of Education  
College of Liberal Arts and Sciences  
School of Agriculture  
School of Applied Science  
School of Business  
School of Communications  
School of Fine Arts  
School of Home Economics  
University Institutes  
Division of Technical and Adult Education

All intending students should have the General Information Bulletin (issued once a year), plus the special bulletins of the various educational units in which they are most interested.

Photograph by C. William Horrell

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

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## *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 refer to the General Information bulletin.

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# *University Calendar, 1962-1963*

## SUMMER SESSION

Session Begins	Monday, June 18
Independence Day Holiday	Wednesday, July 4
Final Examinations (8-week Session)	Wednesday–Thursday, August 8–9
Commencement	Friday, August 10
Final Examinations (Summer Quarter)	Thursday–Friday, August 30–31
Quarter Ends	Friday, August 31

## FALL QUARTER

New Student Week	Friday–Sunday, September 21–23
Quarter Begins	Monday, September 24
Thanksgiving Recess	Wednesday, 12 noon–Monday, 8 A.M. November 21–26
Final Examinations	Wednesday–Tuesday, December 12–18

## WINTER QUARTER

Quarter Begins	Wednesday, January 2
Final Examinations	Wednesday–Tuesday, March 13–19

## SPRING QUARTER

Quarter Begins	Wednesday, March 27
Memorial Day Holiday	Thursday, May 30
Final Examinations	Thursday–Wednesday, June 6–12
Commencement (Carbondale)	Thursday, June 13
Commencement (Edwardsville)	Friday, June 14

Summer classes begin on Tuesday, June 19. During the fall, winter, and spring quarters, day classes begin on the second day of the quarter. Evening classes (5:30 P.M. or later) begin on the first day of the quarter.

# University Calendar, 1963-1964

## SUMMER SESSION

Quarter Begins	Monday, June 17
Independence Day Holiday	Thursday, July 4
Final Examinations (8-week Session)	Wednesday–Thursday, August 7–8
Summer Commencements	Friday, August 9
Final Examinations (Summer Quarter)	Thursday–Friday, August 29–30
Quarter Ends	Friday, August 30

## FALL QUARTER

New Student Week	Thursday–Saturday, September 19–21
Quarter Begins	Monday, September 23
Thanksgiving Recess	Wednesday, 12 noon–Monday, 8 A.M. November 20–25
Final Examinations	Wednesday–Tuesday, December 11–17

## WINTER QUARTER

Quarter Begins	Thursday, January 2
Final Examinations	Wednesday–Tuesday, March 11–17

## SPRING QUARTER

Quarter Begins	Wednesday, March 25
Memorial Day Holiday	Saturday, May 30
Final Examinations	Thursday–Wednesday, June 4–10
Commencement (Edwardsville)	Thursday, June 11
Commencement (Carbondale)	Friday, June 12





# The University

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 Master of Arts and Master of Science degrees. In 1952 the Master of Fine Arts degree was added to this list, and in 1955 the Doctor of Philosophy degree was added. The Master of Music and the Master of Music Education degrees were authorized in 1956.

In 1949 the Belleville Residence Center was established and the Alton and East St. Louis residence centers in 1957. In 1958 the Southwestern Illinois Residence Office was created to co-ordinate and direct the University's educational activities in the Madison-St. Clair counties area. As a result of substantial purchases of land by the citizens of the area, a new campus at Edwardsville, co-ordinate with the campus at Carbondale, is now being developed.

## LOCATION

Carbondale is located at the intersection of Highways U.S. 51 and Illinois 13 and is served by the Illinois Central Railroad.

The new campus site southwest of Edwardsville is on By-pass 66, but temporarily instruction is carried on at Alton and East St. Louis. The



facilities of the former Shurtleff College have been leased by the University for the operation of the Alton Center. The East St. Louis Center is located in the former East St. Louis high school building on Tenth and Ohio streets.

## 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 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 the departments of the University. The University is also offering, on an experimental basis, a number of twelve-week courses beginning with the 1962 summer session. Should the experiment be successful, additional summer courses will be scheduled on a twelve-week basis in succeeding years. In addition to the courses which run for eight and twelve weeks, there are special courses covering shorter periods of time.

## REGULATIONS

The University and its various instructional units reserve the right to change the rules regulating admission, instruction, and graduation; to change courses and fees; 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 enrolled in the University.

Each student must assume responsibility for his progress by keeping an up-to-date record of the courses he has taken and by checking periodically with his adviser. Responsibility for errors in program or in interpretation of regulations of the University rests entirely upon the student. Advice is always available on request.

A copy of the regulations governing student life may be obtained from the Office of Student Affairs on the campus which the student attends.

# School of Communications

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.

## OBJECTIVES

The curricula designed for professional training in each of the departments are carefully developed to produce professional competence. Always included in the training is laboratory work designed to be as close as possible to 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 with complete audio broadcasting equipment, transmission lines, and the radio transmitter WSIU-FM, which broadcasts on 91.9 megacycles. WSIU-TV is a full-power station operating on channel 8 with 316,000 watts from a 900-foot tower. The professionally equipped television studios feature four camera chains plus video tape recorders. The complete, teaching print shop comprises composing desks and a wide selection of type faces for teaching typography, composing machines, make-up tables, and presses of various kinds, including platen presses and high-speed flat-bed presses, together with the associated equipment necessary to operate them. Other facilities include photographic studios, darkrooms, storerooms, and a wide selection of cameras, enlargers, etc.; a mobile photographic laboratory; special clinic rooms for speech correction and audiology, including soundproof 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 Department of Theater; and a reference reading room for journalism students.

## PROGRAMS OF INSTRUCTION

The Bachelor of Science degree may be earned with a major in any of the departments of the School of Communications. An interdepartmental major in general speech is also available in the school. This major combines work in speech, speech correction, theater, and radio-television, thus paralleling speech majors in schools in which the speech areas are not departmentalized.

Majors in general speech, journalism, speech, and theater are offered also for the Bachelor of Science in Education degree through the College of Education. Majors in speech and theater are offered through the College of Liberal Arts and Sciences for the Bachelor of Arts degree, though technical courses in the specific fields may not be included.

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 journalism, speech, or theater will need to meet state certification requirements. Students in the College of Education majoring in journalism, speech, or theater will be governed by the requirements of that college as set forth in the College of Education bulletin.

Graduate work is available in the departments of Journalism, Speech, Speech Correction, and Theater. In these departments the Master of Arts, Master of Science, and Master of Science in Education degrees may be earned. The Doctor of Philosophy degree is offered in journalism, speech, and speech correction. For information, see the Graduate School bulletin.

## STUDENT ORGANIZATIONS AND ACTIVITIES

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 in 1956. Kappa Tau Alpha is the honorary journalism fraternity. Pi Delta Epsilon is a national fraternity for students working on campus newspapers and yearbook staffs. Theta Sigma Phi is the society for women majoring in journalism.



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 a local chapter of Kappa Alpha Mu, a national photo-journalism fraternity.

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

Two organizations are included among the campus groups sponsored by the Department of Theater: a chapter of 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.

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 is published 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 sponsor a photo fair, awarding prizes for the best photographs in various categories of photo-reporting, with a number of outstanding photojournalists in attendance as judges and consultants to the students.

In radio and television, students are normally involved in the operation of stations WSIU-FM and WSIU-TV, the voices 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 stations under the supervision of teachers who are also professional radio and television 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 Inter-collegiate Debate League annual meetings are high points of the season, as are the Pi Kappa Delta provincial and national tournaments held in alternate years. Speech students having primary interests in interpretation find outlet for their energies and development of their skills through periodic presentations of the programs of Interpreter's Theater.

Students in speech correction are aided materially in their search for clinical proficiency by the opportunities offered them through traveling clinics, the Co-operative Clinical Services Center, a six-week summer camp for crippled children at Little Grassy Lake, Marion V. A. Hospital, Anna State Hospital, University School, and area public schools.

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 at Kelso Hollow Theater in New Salem State Park. It now operates at Carbondale. 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. The Department of Theater also sponsors a national scenic-design exhibition and competition each spring.

COMPLETE DETAILS concerning admission, tuition, fees, housing, financial assistance, and student employment are given in the General Information bulletin. For a free copy write to General Publications, Southern Illinois University, Carbondale, Illinois.

## ADMISSION TO THE SCHOOL

Inquiries concerning admission to the School of Communications should be directed to the University's Admissions Office. Application for admission should be initiated at least thirty days in advance of the desired

entrance date. High school seniors should start the admission process during the first semester of their senior year, but their formal admission will not be considered until after receipt of the high school record showing completion of the seventh semester of high school work.

## TUITION AND FEES

At the present time legal residents of Illinois registered for more than eight hours pay a total of \$61.50 per quarter. This includes \$42.00 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 \$50.00 tuition, or a total of \$111.50. Students registered for eight hours or fewer pay one-half tuition, one-half book rental fee, and full student union building fund fee, and have the option of paying the student activity fee.

## 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.

## REQUIREMENTS FOR THE BACHELOR'S DEGREE

Although the following requirements should be met by degree candidates of all colleges and divisions, it should be noted that the general degree requirements of the University have been undergoing intensive study with a view to giving the students of the University further options and providing them with a more effective background not only for their professional careers but also for their standing as citizens in the communities to which they go after graduation. At such time as these new requirements can be published, all students will be notified and the transition from the old system of requirements to the new will be handled with as little inconvenience as possible to all concerned.

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 at Southern, 16 of which may be earned in extension from Southern. 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 minimum averages are required for the credit made at Southern as well as for the total record.

Throughout this bulletin, hours of credit are *quarter hours*. One quarter hour is two-thirds of a semester hour.

Except for Bachelor of Music Education and Bachelor of Music degree students, the following requirements should be met by all bachelor's degree candidates of the University within the first two years of attendance.

REQUIREMENTS	HOURS	COURSES
Social Studies	20	Economics 205, Geography 100, 300, Government 101, History 101, 102, 103, 201, 202, 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
Mathematics and Physical Sciences	12	Chemistry, physics, and mathematics (work in two of the three 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 (Men only)	3	Air Science 110, 210, 220, six quarters of leadership laboratory, and three elective courses must be satisfactorily completed before this requirement is fulfilled.
TOTAL	71	





# Instructional Units

## JOURNALISM

Professor Charles C. Clayton, B.J. (Missouri) (On leave, 1961-62)	1955
Professor James L. C. Ford, Ph.D. (Minnesota)	1955
Professor Howard R. Long, Ph.D. (Missouri), Chairman	1953
Associate Professor Donald G. Hileman, Ph.D. (Illinois)	1955
Assistant Professor William H. Lyons, M.A. (Colorado)	1951
Assistant Professor W. Manion Rice, A.M. (Missouri)	1959
Lecturer Marlan D. Nelson, M.A. (Stanford)	1959
<hr/>	
Visiting Professor Frank Luther Mott, Ph.D. (Columbia)	1960-61
Visiting Professor Albert T. Scroggins, Ph.D. (Missouri)	1961-62
Lecturer James H. Howard, B.A. (Notre Dame)	1961-62

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, radio-television journalism, and magazine journalism.

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 fields include daily and weekly newspapers, advertising, periodicals, radio and television news, and education. In addition to courses of instruction, the program includes research, professional conferences, field trips, aid to high school newspapers and yearbooks, and extension classes.

An undergraduate major in journalism consists of forty-eight hours. In addition, journalism students must demonstrate a working knowledge of

typewriting, based upon a minimum straight copy rate of thirty 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.

### SUGGESTED CURRICULA IN JOURNALISM

The following curriculum leads to the Bachelor of Science degree with a major in journalism in the School of Communications.

<i>General Degree Requirements</i> (See page 8.) .....	71
<i>Requirements in the Department of Journalism</i> .....	48
Journalism 101, 102, 103, 201, 202, 399	16
One of the six specializations below:	9-23
Advertising: 214, 370, 371, 372, 373, 374, 376	23
Community Newspaper: 265B, 266B, 340, 350, 351, 352	18
Magazine Journalism: 203, 297, 340, 369, 397, 398	18
Newspaper Business Management: 370, 381, 382	9
News and Editorial: 203, 260A, 330, 340, 390, 391	18
Radio-Television Journalism: 310, 311, 377, 385	11
Journalism electives to complete 48 hours	9-25
Recommended journalism electives are 260A, 432, 433, for specialization in advertising; 214, 260A, 330, 370, 371, for community newspaper; 214, 260A, 371, for newspaper business management; 214, 260A, 370, for magazine journalism; 214, 370, 432, for news and editorial; 214, 340, 370, for radio-television journalism.	
<i>Related Requirements for the Major</i> .....	0-18
Secretarial and Business Education 102 or demonstrated proficiency in typewriting	0-3
Accounting 251, 252, 253 for specialization in newspaper business management	0-15
<i>Electives</i> .....	55-73
The number of hours depends upon the specialization: advertis- ing, 70-73; community newspaper, 70-73; newspaper business management, 55-58; magazine journalism, 70-73; news and	

editorial, 70-73; radio-television journalism, 70-73. Recommended electives are Printing and Photography 383B for newspaper business management, and Printing and Photography 341A, Radio-Television 161, 251, 261, 351, 367 for radio-television journalism.

Total ..... 192

The curriculum leading to the Bachelor of Science in Education degree with a major in journalism in the College of Education includes the following *Requirements in the Department of Journalism*:

Journalism 101, 102, 103, 201, 202, 203, 390, 421, 422 28

Recommended electives are Journalism 214, 260A, 370, 391. Other requirements for the degree are given in the College of Education bulletin. (See page ii of this bulletin.)

### COURSE DESCRIPTIONS

- 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 and other media 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 exercises.
- 214-3. TYPOGRAPHY. Fundamental printing operations, use of type, illustrations, and other elements of layout and composition.
- 260A-3. BEGINNING PHOTOGRAPHY. (Same as Printing and Photography 260A.)
- 265B-3, 266B-3. MACHINE COMPOSITION I, II. (Same as Printing and Photography 265B, 266B.)
- 297-3. INTRODUCTION TO MAGAZINE JOURNALISM. The magazine as a journalistic medium. Its varied divisions in general circulation, professional, technical, industrial, and specialized publications. The nature and extent of magazine work: staff and free lance.
- 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 with emphasis upon editorial writing and thinking, editorial problems, methods, policies, and style.
- 331-3. PUBLIC RELATIONS. Study of current methods of planning and ex-



- ecuting public relations policies; evaluation of media; preparation of campaigns.
- 340-3. THE LAW OF JOURNALISM. Legal limitations and privileges affecting publishing, fair comment, criticism, contempt of court, right of privacy, copyright, and legal provisions affecting advertising.
- 345-3. HISTORY OF JOURNALISM. Development of American journalism with emphasis upon the struggle for freedom of the press, leading editors, outstanding newspapers and periodicals.
- 346-3. COMPARATIVE JOURNALISM. Analysis of editorial and management policies and methods of American newspapers, with particular reference to economic and social factors affecting them.
- 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 leadership with careful examination of news and editorial policies of representative newspapers.
- 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; news, editorial, advertising.
- 360A-3. PRESS PHOTOGRAPHY. (Same as Printing and Photography 360A.)
- 361A-3. ADVANCED PRESS PHOTOGRAPHY. (Same as Printing and Photography 361A.)
- 363A-2 to 6. STAFF PHOTOGRAPHY. (Same as Printing and Photography 363A.)
- 369-3. MAGAZINE ARTICLE WRITING. The writing of magazine articles by the free-lancer and staff member. Prerequisites: 103, 201, 202.
- 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: 370.
- 372-5. ADVERTISING COPY, LAYOUT, AND PRODUCTION. The principles and practices in the preparation of copy and layout for all types and forms of advertising, as well as study of the processes involved in the production of advertising.
- 373-2. ADVERTISING MARKETS AND MEDIA. Manufacturers' advertising procedures related to campaigns, markets and market research, media, and organization of the advertising function. Prerequisite: 370.
- 374-3. ADVERTISING POLICIES AND PROBLEMS. Application of advertising principles to merchandising, sales, promotion, research. Prerequisite: consent of instructor.

- 376-4. ADVERTISING CAMPAIGNS. Application of advertising principles and skills to the solution of a specific problem; co-ordination of strategy and technique. Prerequisite: consent of instructor.
- 377-3. RADIO AND TV ADVERTISING. Writing of radio and television commercials, spot announcements, and preparation of sales and sales promotion plans, with emphasis on the use of media by retailers.
- 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. RADIO SPECIAL EVENTS. The nature of broadcast special events. Selection, preparation, format. Technical considerations. Practice special events broadcasts. One hour lecture per week and laboratory. Prerequisite: consent of instructor.
- 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.
- 396-3. EDITORIAL PRODUCTION. Practical work in details of planning and producing one or more issues of a newspaper. Field trips.
- 397-3. SPECIAL PUBLICATIONS. The function and operation of industrial, trade, and business publications. Relationships of management and personnel through the editorial policies and practices of such special publications.
- 398-3. MAGAZINE PRODUCTION AND LAYOUT. The editorial and production functions of the magazine. Application of the principles of article layout and makeup to editorial content. Relationships with printing production.
- 399-1. SENIOR SEMINAR. Contemporary newspaper policies as related to professional journalism. To be taken in the student's last quarter.
- 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 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.

- 449-2. PRACTICUM. Study, observation, and participation in publication supervision. Work required on *The Egyptian* newspaper.
- 479-3. ADVANCED ADVERTISING PRINCIPLES. An exhaustive analysis of the literature covering such topics as: definitions and scope of advertising; advertising and the press; advertising as a social and economic force; evaluation of advertising; policies as related to the practices of specific business firms.
- 494-2. MAGAZINE ARTICLE WRITING WORKSHOP. Planning, writing, and marketing of non-fiction magazine material. In progress for successive quarters. Two hours of credit per quarter. May be taken up to six hours credit. Not open to journalism majors. Prerequisite: senior standing.
- 495-3. BOOK REVIEWING FOR THE PRESS. Theory and practice in reviewing modern books; study of newspapers and magazines devoted entirely or in part to this type of journalism.
- 499-3. NEWSPAPER ANALYSIS IN THE CLASSROOM. A study of the relationship of the newspaper to other high school coursework. Time spent in developing ways of integrating newspaper in classroom.

## PRINTING AND PHOTOGRAPHY

Associate Professor C. William Horrell, Ed.D. (Indiana)	1949
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 Frank R. Paine, B.S. (Iowa State)	1960
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Lecturer Donald R. Anderson, B.A. (Southern Illinois)	1959-61

The Department of Printing and Photography offers curricula leading to the Bachelor of Science degree. The curricula are designed to give thorough professional training in both theory and practice in printing management and general photography.

### SUGGESTED CURRICULUM IN PHOTOGRAPHY

<i>General Degree Requirements</i> (See page 8.) .....	71
<i>Photography Courses Required for the Major</i> .....	45
Printing and Photography 160A, 260A, 261A, 303A, 308A, 309A, 341A, 342A, 343A, 345A, 360A, 365A, 391A, 392A.	
<i>Related Requirements for the Major</i> .....	13
Art 100	5

Psychology 201	4
Speech 101	4
<i>Electives</i> .....	53
<i>Total</i> .....	192

### SUGGESTED CURRICULUM IN PRINTING MANAGEMENT

<i>General Degree Requirements</i> (See page 8.) .....	71
<i>Printing Courses Required for the Major</i> .....	45
Printing and Photography 217B, 265B, 271B, 272B, 308B, 309B, 312B, 313B, 314B, 364B, 365B, 379B, 380B, 381B, 382B	
<i>Related Requirements for the Major</i> .....	43
Accounting 250	4
Economics 205, 206, 310	13
Management 340, 371, 380, 385	16
Marketing 230	5
Mathematics 111	5
<i>Duplication of Requirements</i> .....	-13
The Related Requirements for the Major satisfy 13 hours of General Degree Requirements. These hours are deducted here to avoid counting them twice in the total.	
<i>Electives</i> .....	46
<i>Total</i> .....	192

### COURSE DESCRIPTIONS

#### PHOTOGRAPHY

- 260A-3. BEGINNING PHOTOGRAPHY. Camera, lighting, processing techniques with emphasis on their application to photography as a communications medium.
- 261A-3. INTERMEDIATE PHOTOGRAPHY. Continuation of 260A, but with stress on technical quality and the communicative effectiveness of black-and-white photography. Studio and darkroom work. Prerequisite: 260A.
- 303A-4. PORTRAIT PHOTOGRAPHY. An introduction to posing, lighting, retouching, and finishing of portraits. Studio experience.
- 308A-4. COMMERCIAL PHOTOGRAPHY I. Advanced work in product, architectural, and illustrative photographs in black and white and in color. Prerequisite: 261A.
- 309A-4. COMMERCIAL PHOTOGRAPHY II. Continuation of 308A. Prerequisite: 308A.
- 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. Lectures and readings in sound cinema production processes. Study of educational, persuasive, and dramatic film types. Laboratory consists of production of short sound films. Prerequisite: 341A.
- 343A-3. CINEMATOGRAPHY III. Production of a film using lip-synchronous sound. Prerequisite: 342A.
- 344A-1 to 6. WORKSHOP IN CINEMA PRODUCTION. Crew work on university film productions. By permission.
- 345A-3 to 6. HISTORY OF THE CINEMA. The development and significance of the cinema with emphasis on film structure. Showings of selected films.
- 360A-3. PRESS PHOTOGRAPHY. Work in visual news reporting with emphasis on short picture series and picture stories with captions and text. Prerequisite: 260A.
- 361A-3. ADVANCED PRESS PHOTOGRAPHY. Production of picture essays including subject research, layout, captions, and text for essay projects. Includes a study of historical and current picture essays. Prerequisite: 360A.
- 363A-2 to 6. STAFF PHOTOGRAPHY. Actual photographic assignments on campus and other publications. Prerequisite: 360A.
- 365A-4. COLOR PHOTOGRAPHY. A study of the principles of color as related to color photography; special work in making color transparencies with various internal and external lightings. Color negative exposure and an introduction to direct color printing. Prerequisite: 260A.
- 370A-1 to 10. WORKSHOP IN STILL PHOTOGRAPHY. Work on picture magazine assignments. Prerequisite: consent of department.
- 390A-1 to 6 PROBLEMS IN STILL PHOTOGRAPHY AND CINEMATOGRAPHY. Individual creative projects. Prerequisite: consent of department.
- 391A-3. MANAGING THE INDUSTRIAL PHOTOGRAPHIC UNIT. A study of practices, procedures, administration, and management of typical units.
- 392A-3. PHOTOGRAPHIC METHODS IN SCIENCE AND TECHNOLOGY. Photomicroscopy, specimen photography, infrared and ultraviolet photography, high speed and time lapse motion pictures, slide and film-strip making.

#### PRINTING

- 217B-3 to 4. GENERAL TYPOGRAPHY. After brief introductory work in screen and block typography, major portion of course is devoted to study of foundry type, type classifications, use of job cases, hand typesetting, layout, use of illustrations, and proof-pulling. (Same as Industrial Education 217.)
- 259B-3 to 30. PRINTING SKILLS. A variable-credit course into which students from other institutions and the Southern Illinois University Vocational-Technical Institute may transfer elective credit for courses in printing skills.
- 265B-3, 266B-3. MACHINE COMPOSITION I, II. Elementary keyboard practice; progressive exercises; adjustments and maintenance.
- 271B-3 to 4. PRESSWORK I. (Same as Industrial Education 271.) Introduction

- to platen press operation; simple imposition and lockup; preparation of the press, feeding and care of the press.
- 272B-3. PRESSWORK II. Automatic feeders, hand-fed cylinder presses and folding machines.
- 308B-3 to 4. PHOTOLITHOGRAPHY I. (Same as Industrial Education 308.) Theory and practice of photography, copy preparation, layout and stripping, and plate-making for offset lithography.
- 309B-3. PHOTOLITHOGRAPHY II. Emphasis on presswork; direct and indirect color separation techniques; operation and care of offset presses.
- 312B-3. PAPER. Early papermaking; present paper technology; classification of papers; converting techniques; paper selection; testing specifications and standards; trade customs; trends in paper technology.
- 313B-3. COLOR IN PRINTING. Application of color in graphic arts design and color reproduction; printing inks.
- 314B-3. BINDERY. Practical use of bindery equipment.
- 364B-3. PRINTING OPERATION ANALYSIS. A study of work simplification methods; procedures for establishment of standards; time study and incentive plans.
- 365B-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.
- 379B-3, 380B-3. PRINTING PRODUCTION I, II. 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.
- 381B-3, 382B-3. ESTIMATING I, 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.

## RADIO-TELEVISION

Assistant Professor Buren C. Robbins, M.A. (Iowa), Acting Chairman	1949
Instructor William R. Mofield, M.A. (Columbia)	1959
Instructor Richard M. Uray, M.A. (Kent State)	1958
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Lecturer Fred O. Criminger, B.S. (Southern Illinois)	1960-62
Lecturer Clifton T. Holman, B.S. (Boston)	1959

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 stations WSIU-FM and WSIU-TV with complete and technically professional facilities. As a part of his training, the radio-television major is required to achieve actual experience in many of the phases of broadcasting such as management, production, announcing, writing, special events, and basic technical aspects. These facilities are also available for training to students in other university curriculum areas.

Students also produce, under faculty supervision, numerous programs on area commercial television stations.

In addition to practical experience in the facilities just indicated, 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.

### SUGGESTED CURRICULUM IN RADIO-TELEVISION

<i>General Degree Requirements</i> (See page 8.) .....	71
<i>Radio-Television Courses Required for the Major</i> .....	48-56
Radio-Television 161, 251, 257, 351, 367, 373-8, 393	29
Radio-Television electives	19-28
<i>Related Requirements for the Major</i> .....	48
Related minor	24
Non-related minor	24
<i>Electives</i> .....	17-25
<i>Total</i> .....	192

Within the forty-eight to fifty-six hour major requirements, radio-television students are required to select an area of emphasis in announcing, production, writing, programming, or management. This area of emphasis is to be determined after consultation with the chairman of the department.

Radio-television majors are required to have two minors of twenty-four hours each. One of these minors must be related to his field of specialization in the radio-television curriculum. The second minor is not to be related to the student's field of specialization in radio-television. Both of these minor programs are to be selected through consultation with the

chairman of the Department of Radio-Television. General university requirements may not be counted toward these minor requirements.

These minor requirements may be illustrated as follows: If a student has a major emphasis in production in radio-television, his "related minor" might be in general speech or theater, with his "non-related minor" in business administration or sociology. If the student has a major emphasis in management in radio-television, his "related minor" might be in business administration and his "non-related minor" in general speech.

By the close of his sophomore year, each major must demonstrate the ability to type straight copy at the net 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 does not count for credit toward the major requirement.

### *COURSE DESCRIPTIONS*

- 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. Extensive microphone practice. Many recordings. Sound films for television practice performance.
- 251-2. SURVEY OF BROADCASTING. Examination of the United States system of broadcasting, with emphasis on industry, network structure, and local station organization and economics. 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: 161 or consent of instructor.
- 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: 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. Prerequisite: 351.
- 355-3. BROADCAST PERSUASION FACTORS. The analysis of persuasion factors and audience responses in terms of program schedules and production. Prerequisite: 354.
- 359-3. TELEVISION WRITING. The writing of continuity forms for television, exclusive of the dramatic and documentary. Prerequisite: consent of instructor.
- 360-3. TELEVISION DOCUMENTARY AND DRAMATIC WRITING. The writing of dramatic and documentary scripts for television, with emphasis on development of ideas and plot construction. 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: 261.
- 367-3. RADIO-TELEVISION PRODUCTION SURVEY. Uses of production equipment. Production of basic types of programs. Two one-hour lectures per week and two one-hour scheduled laboratory periods per week.
- 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: 367 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: 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 RADIO PRODUCTION LABORATORY. Actual production of radio and television programs from conception through completion. Enrollment and hours of credit by consent of director of Broadcasting Service. May be repeated. Must be repeated by majors for total of 8 hours minimum, 12 hours maximum.
- 374-1 to 5. ADVANCED TELEVISION PRODUCTION LABORATORY. Actual production of television programs from conception through completion. Equipment use is stressed. Enrollment and hours of credit must be approved by the television program director. May be repeated, but the combined total hours in 373 and 374 cannot exceed 18. Prerequisite: at least 6 hours of 373.
- 375-1 to 4. PROBLEMS IN PRODUCTION-PROGRAMMING-MANAGE-

- MENT. Attention in different quarters to one or more of the following areas, according to demand: 375A-4, newscasting; 375F-2, promotion and publicity; 375G-3, advertising and sales; 375J, individual research problems; 375N, production problems; 375S-1, sportscasting (Play-by-play of sports in actual game situations. Rules and terminology of sports plus scoring, description, and setting up of equipment and lines. Student must be free for field trips. Offered three quarters: fall for football, winter for basketball, and spring for baseball. Student may take all three.) Prerequisites for any 375 course: 161 and 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. (Same as Journalism 385.)
- 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.
- 393-3. RADIO, TELEVISION, AND SOCIETY. The interrelation of radio and television with social habit patterns and with economic and political systems. Case studies. Prerequisite: consent of instructor.
- 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 David Potter, Ph.D. (Columbia)	1960
Professor C. Horton Talley, Ph.D. (Iowa)	1948
Associate Professor Lester R. Breniman, Ph.D. (Ohio State)	1954
Associate Professor William Buys, Ph.D. (Wisconsin)	1955
Associate Professor Cameron W. Garbutt, Ph.D. (Louisiana State)	1947
Assistant Professor Marion L. Davis, Ph.D. (Wisconsin)	1959
Instructor James G. Backes, M.A. (Illinois State Normal)	1961
Instructor M. Jack Parker, M.S.Ed. (Illinois State Normal)	1959
Instructor Eunice Beverly Parsch, M.A. (Northwestern)	1956
Instructor Louis Sirois, M.A. (Denver)	1960-61
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Visiting Professor A. Craig Baird, M.A. (Columbia)	1958-60; 1961-62
Lecturer Beryl McClerren, M.S. (Southern Illinois)	1961-62
Lecturer William D. Smith, M.A. (Southern Illinois)	1961

The Department of Speech offers curricula leading to the following degrees: Bachelor of Science in the School of Communications with specialization in rhetoric and public address, interpretation, or the teaching of speech; 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 conducts a summer workshop with programs for high school teachers as well as students.

### SUGGESTED CURRICULA IN SPEECH

<i>General Degree Requirements</i> (See page 8.) .....	71
<i>Requirements in the Department of Speech</i> .....	60
Speech 101, 102, 200 (or 104), 201, 202, 205, 209, 213, 301, 407, 408, 413 (or 417 or 418) .....	41
Speech electives to complete 60 hours .....	19
<i>Electives</i> .....	61
<i>Total</i> .....	192

The following curriculum leads to the Bachelor of Science degree with a major in speech and specialization in interpretation.

<i>General Degree Requirements</i> (See page 8.) .....	71
<i>Requirements in the Department of Speech</i> .....	44-48
Oral Interpretation .....	22
103, 223, 434 .....	12
323, 423, 424 (any two) .....	8
209 or 309 or both .....	2
General Speech .....	22-26
102 or 213, 104, 202, 200 or 211, 205, 306 (optional), 408 .....	
<i>Related Requirements for the Major</i> .....	16
English 300, 335 or 356, 422 or 423, 457 or 459 .....	
<i>Electives</i> .....	57-61
Recommended electives are Educational Administration and Supervision 100 or 331, 355, Guidance 305, Psychology 201, Radio-Television 367, Secondary Education 315, 352, Speech Correction 212, Theater 111 or 112 or 113, 204, 402. ....	
<i>Total</i> .....	192

The following curriculum leads to the Bachelor of Science degree with a teaching major in speech in the School of Communications.

<i>General Degree Requirements</i> (See page 8.) .....	71
<i>Requirements in the Department of Speech</i> .....	31
Speech 101, 102, 103, 200, 202, 205, 209-1, 306, 408	
<i>Related Requirements for the Major</i> .....	37
Educational Administration and Supervision 331, and	
335 or Guidance 422 or Instructional Materials 417	7
Radio-Television 367	3
Secondary Education 310, 352	16
Speech Correction 428	4
Theater 111 or 112 or 113, 402A	7
<i>Electives</i> .....	53
Speech 104, 201, 301, and 427 are recommended.	
<i>Total</i> .....	<hr/> 192

The curriculum leading to the Bachelor of Arts degree in the College of Liberal Arts and Sciences includes the following *Requirements for the Major*:

Speech 101, 102, 103, 202	15
Speech electives to complete 48 hours	33

Other requirements for the degree are given in the College of Liberal Arts and Sciences bulletin. (See page ii of this bulletin.)

The curriculum leading to the Bachelor of Science in Education degree with a major in speech in the College of Education includes the following *Requirements for the Major*:

Speech 101, 102, 103, 202, 205, 209-1, 306, 408, 427	31
Radio-Television 367	3
Speech Correction 428	4
Theater 111 or 112 or 113, 208-2 or 308, 402A	8

Recommended electives are Speech 104, 200, 201, and 301. Other requirements for the degree are given in the college of Education bulletin. (See page ii of this bulletin.)

Students in the colleges of Education and Liberal Arts and Sciences may minor in speech by taking 101, 102, 103, and 202, plus 9 hours of electives in speech. Education students must include 306.

### COURSE DESCRIPTIONS

#### GENERAL SPEECH

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, unless by consent 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 training, 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: 200 or consent 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: 200.
- 449-4. GENERAL SEMANTICS. The study of means of changing implications so that language, in spoken or written form, describes the life facts.

#### 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: 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: 102.
- 301-4. PERSUASION. Psychological principles involved in influencing individuals 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 speakers 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.

#### ORAL INTERPRETATION

- 103-4. ORAL INTERPRETATION I. A basic course in the oral interpretation of literature with emphasis on internal techniques and literary analysis.
- 223-4. ORAL INTERPRETATION II. A basic course in the oral interpretation of literature with emphasis on vocal techniques in relation to literary analysis. Prerequisite: 103 or consent of instructor.
- 323-4. ORAL INTERPRETATION OF PROSE. The study and reading of prose literature emphasizing the specific problems posed for the oral reader by this form. Prerequisite: 103, 223, or consent of instructor.
- 423-4. ORAL INTERPRETATION OF POETRY. The reading aloud of poetry and the study of problems posed by the poetic form, with emphasis on the works of contemporary poets. Prerequisite: 103, 223, or consent of instructor.
- 424-4. ORAL INTERPRETATION OF DRAMATIC LITERATURE. Reading, selecting, cutting, and presentation of various types of dramatic literature. Each student gives a final recital program of readings. Prerequisite: 103.
- 434-4. LECTURE AND LECTURE RECITAL (Oral Interpretation Workshop). A study of public performance in oral interpretation, both individual and group, culminating in the preparation and direction or performance of a program before the public. Prerequisite: consent of instructor.

#### 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: 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.

## SPEECH CORRECTION

Professor John O. Anderson, Ph.D. (Ohio State)	1950
Professor I. P. Brackett, Ph.D. (Northwestern), Chairman	1951
Professor Herbert Koepp-Baker, Ph.D. (Iowa)	1960
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 Hugo Harris Gregory, Ph.D. (Northwestern)	1958
Assistant Professor Michael S. Hoshiko, Ph.D. (Purdue)	1957

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 the public schools, colleges, and universities, and in highly specialized public or private clinics. Experience is obtained through work at the University's 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 and the Anna State 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, diagnostic examinations, and therapy.

A student in the School of Communications who plans to be a public school speech correctionist in Illinois need not be in the College of Education but must meet the following required courses to obtain a Limited State Special Certificate.

1. Psychology 201 and 301; Elementary Education 314 or Speech 340; Elementary Education 337; Guidance 421 or 422; Speech 101 with a minimum grade of C; History 201 or 202, and/or Government 101 or 300; English 391 or proficiency examination. In addition, the following courses should be taken during the student's professional quarter, when he does his student teaching: Educational Administration and Supervision 331 and 355 or Instructional Materials 417; Elementary Education 351B (student teaching, eight hours).

2. Additional courses required for certification are Psychology 412 or 305 or Health Education 312, and Special Education 414 or Special Education 200.

3. Thirty to thirty-eight hours of speech correction.

4. Eight hours in the field of hearing.

5. Two hundred clock hours of supervised case work in a teacher-training center. (This requirement is satisfied by Elementary Education 351B and/or Speech Correction 405.)

The above items 2, 3, 4, 5 are pertinent for those not wishing to be public school speech correctionists.

### SUGGESTED CURRICULA IN SPEECH CORRECTION

The following curriculum leads to the Bachelor of Science degree with a major in speech correction in the School of Communications and meets certification requirements of the American Speech and Hearing Association. *General Degree Requirements* (See page 8.)

<i>General Degree Requirements</i> (See page 8.)	71
<i>Requirements in the Department of Speech Correction</i>	46
Speech Correction 200, 203 or 409, 212, 318, 319, 405-6, 406, 412, 414, 415, 419	
<i>Related Requirements for the Major</i>	16
Guidance 422	4
Psychology 201, 301, 412 or 305	12
<i>Electives</i>	59
<i>Total</i>	192

The following curriculum leads to the Bachelor of Science degree with a major in speech correction in the School of Communications and meets requirements for a state teaching certificate.



<i>General Degree Requirements</i> (See page 8.) .....	71
<i>Requirements in the Department of Speech Correction</i> (See above.)	46
<i>Related Requirements for the Major</i> .....	49-58
Educational Administration and Supervision 331	3
Elementary Education 314, 337, 351B	20-24
English 391 (or proficiency)	0 or 3
Guidance 305, 422	8
Psychology 201, 301, 305	12
Special Education 200 or 414	2-4
Speech 101	4
<i>Electives</i> .....	17-26
<i>Total</i> .....	192

The curriculum leading to the Bachelor of Science in Education degree with a major in speech correction in the College of Education includes the following *Requirements for the Major*:

All requirements listed in the above curriculum	95-104
Educational Administration and Supervision 100	3
History 201 or 202	5
Government 101 or 300	4-5

Other requirements for the degree are given in the College of Education bulletin. (See page ii of this bulletin.)

### COURSE DESCRIPTIONS

- 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. Prerequisite: 200 or concurrent.

- 318-4. VOICE AND CLEFT PALATE. Voice disorders including cleft palate. Prerequisite: 212, or consent of instructor.
- 319-4. STUTTERING. Deals with diagnostic and therapeutic techniques for the understanding and treatment of stuttering. Prerequisite: 212, or consent of instructor.
- 400-1 to 4. INDEPENDENT STUDY IN SPEECH CORRECTION AND AUDIOLOGY. Activities involved shall be investigative, creative, or clinical in character. Must be arranged in advance with instructor. May be repeated up to six hours of credit.
- 405A-2 to 4, 405B-2 to 4, 405C-2 to 4. PRACTICUM IN SPEECH AND HEARING THERAPY. Clinical and school procedures in speech correction and audiology. One hour of class per week, and two hours of clinical activity or work on clinically related projects for each hour of credit. 405A (fall) emphasizes therapeutic procedures; 405B (winter) emphasizes diagnostic techniques; and 405C (spring, summer) emphasizes the utilization of forms and the preparation of reports. Student may have up to twelve hours total credit in this course. Need not be taken in sequence, but A, B, or C cannot be repeated.
- 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. Prerequisite: 212 or consent of instructor.
- 414-4. 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. Prerequisite: 412 or consent of instructor.
- 416-4. HEARING. Theories and facts concerned with the functions of the hearing mechanism. Prerequisite: 406 or consent of instructor.
- 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.) Prerequisite: 406 or consent of instructor.
- 420-4. ADVANCED CLINICAL AUDIOMETRY. Principles and procedures for advanced audiometric testing. Prerequisite: 406 or consent of instructor.
- 428-4. SPEECH CORRECTION FOR THE CLASSROOM TEACHER. (Same as Special Education 428.) 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, resources available for those with such defects. For majors in counseling. Prerequisite: consent of instructor.

## THEATER

Research Professor Mordecai Gorelik	1960
Professor Archibald McLeod, Ph.D. (Cornell), Chairman	1947
Associate Professor Sherwin Abrams, Ph.D. (Wisconsin)	1955
Associate Professor Christian H. Moe, Ph.D. (Cornell)	1958
Associate Professor Charles Zoekler, B.A. (West Virginia)	1957
Instructor Eelin S. Harrison, M.A. (Louisiana State)	1961

The Department of Theater offers curricula leading to the following degrees: 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 Department of Music, an opera. Each fall 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 air-conditioned Southern Playhouse.

### SUGGESTED CURRICULA IN THEATER

The following curriculum leads to the Bachelor of Science degree with a major in theater in the School of Communications.

<i>General Degree Requirements</i> (See page 8.) .....	71
<i>Requirements in the Department of Theater</i> .....	67
Theater 106, 111, 112, 113, 204, 207, 305 or 412, 311, 313, 322 (tour, 12 hours), 402A, 402B, 403, 412, 432, 438	
<i>Related Requirements for the Major</i> .....	19
English 206	3
English 461, 463, 464, 468 (any two)	8
English 471 or 472	4
Speech 103	4
<i>Duplication of Requirements</i> .....	-3
English 206 satisfies 3 hours of General Degree Requirements as well as Related Requirements for the Major. These hours are deducted here to avoid counting them twice in the total.	
<i>Electives</i> .....	38
<i>Total</i> .....	192

The required courses for a minor in theater in the School of Communications are 106, 111 or 112, 113, 204, 207, 305, 311, 402A.

The curriculum leading to the Bachelor of Arts degree with a major in theater in the College of Liberal Arts and Sciences includes the following *Requirements for the Major*:

Theater 106, 111 or 112 or 113, 204, 208 or 308, 311, 313, 402A, 403, 438	32
English 206	3
English 461, 463, 464, 468 (any three)	12
English 471 or 472	4

Other requirements for the degree are given in the College of Liberal Arts and Sciences bulletin. (See page ii of this bulletin.)



Required courses for a minor in theater in the College of Liberal Arts and Sciences are 106, 111 or 112 or 113, 204, 208 or 308, 313, 402A, 438.

The curriculum leading to the Bachelor of Science in Education degree with a major in theater in the College of Education includes the following *Requirements for the Major*:

Theater 106, 111, 112, 113, 204, 208 or 308, 305, 311,  
313, 402A, 409

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### COURSE DESCRIPTIONS

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.

311-4. INTRODUCTION TO PLAYWRITING. The preparation of a one-act play from germinal idea to completed script. Those scripts indicating a certain level of artistry and technical control to be produced in a laboratory theater program. Course includes the analysis of dramaturgical technique and theory through the study of selected plays and criticism. Prerequisite: one course in dramatic literature and consent of instructor.

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.

315-4. COSTUME DESIGN. Study of (1) historic costume from early times to the Renaissance, and (2) its adaptation to the stage. Theory of theatrical costuming. Lectures, and practice in design and construction.

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.

402A-4. PLAY DIRECTING. Selection of plays, casting, and methods of rehearsal. Development of characterization, control of tempo, and similar problems.

402B-4. PLAY DIRECTING. A continuation of 402A.

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.
- 405A-4. THE SCENIC IMAGINATION. A study of the purely creative side of stage production. It includes an analysis of the script and of its meaning for an audience; a poetic evaluation of the setting, costumes, and lighting; the blocking-out of the stage action.
- 405B-4. THE SCENIC IMAGINATION. Theater research and documentation; an approach to sketches and models; a review of the historic forms of staging. Open to seniors and graduate students.
- 409-4. 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 high school theater.
- 411-4. PLAYWRITING. The writing of a full-length play, a children's play, or a historical pageant forms the basis of the course. Individual conferences supplement the class discussion and analysis of student writing. Prerequisites: 311 and consent of instructor.
- 412-4. STAGE DESIGN. The design of settings for the stage and other dramatic media.
- 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.





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