The Annenberg School of Communications

1962-1963
"What we want in the end is more and more people participating in the direction of those communications industries which affect all the people—which are so powerful that the whole atmosphere in which we live, even if we pay no attention to them, is affected by what they send forth. In the creation of this growing number of aware citizens, every University has a great part to play."
—Gilbert Seldes

The Annenberg School of Communications

A GRADUATE PROGRAM
IN THE STUDY OF THE
MASS MEDIA IN AMERICA

UNIVERSITY OF PENNSYLVANIA BULLETIN
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Calendar

FALL TERM 1962

September
6-8, Thursday-Saturday
7, Friday
10, Monday

November
21, Wednesday
26, Monday

Thanksgiving recess begins at close of classes
Thanksgiving recess ends at 8:00 A.M.

December
22, Saturday
22, Saturday

Mid-year recess begins at close of classes
Fall Term ends

SPRING TERM 1963

January
11-12, Friday-Saturday
14, Monday

March
9, Saturday
18, Monday

Spring recess begins at close of classes
Spring recess ends at 8:00 A.M.

April
11, Thursday
15, Monday

Easter recess begins at close of classes
Easter recess ends at 8:00 A.M.

May
11, Saturday
20, Monday

Spring Term ends
Commencement Day

The Faculty and Staff

GILBERT SEDLES, A.B., Dean, Professor of Communications

CHARLES LEE, Ph.D., Vice Dean, Professor of Communications, (Director of the College Program in Journalism, Professor of English)

CHARLES R. HOBAN, Ph.D., Professor of Communications, (Research Professor of Education, Graduate School of Education)

CHARLES SEIPMANN, Ph.D., Visiting Professor of Mass Communications

JAMES C. N. PAUL, A.B., LL.B., Professor of Law, Director of Legal Research

MORTON KELLER, Ph.D., Assistant Professor of Communications, (Assistant Professor of History)

JOEL SAYRE, M.A., Lecturer and Writing Co-ordinator

LEWIS BARLOW, M.A.C., Supervisor, Media Workshops, (Director, University Radio-Television Office)

GEORGE B. DESSART, Jr., B.S., Lecturer on Broadcasting

LOUIS R. GLESSMANN, B.F.A., Lecturer on Photojournalism

SOL WORTH, B.F.A., Lecturer on Motion Pictures
SPECIAL LECTURERS

The following lists some of the distinguished media leaders, artists, and communications scholars who have spoken at the School in the past three years:

BERELSON, BERNARD, Director, Bureau of Applied Social Research, Columbia University
CROWTHER, BOSLEY, Movie Critic, The New York Times
ELSOFON, ELIOT, Photographer, Life Magazine
ELLIOTT, OSBORNE, Editor, Newsweek
FISCHER, JOHN, Editor-in-Chief, Harper's
FITZGERALD, ED, Editor-in-Chief, The Literary Guild
HAGERTY, JAMES C., Vice-President, ABC News
HAYES, ARTHUR, President, CBS Radio
HYATT, DON, Producer, Project XX, NBC-TV
JENNISON, PETER, Director, Graduate Institute of Publishing, New York University
JOHNSON, GERALD W., Columnist, The New Republic
JOHNSTON, ERIC, President, Motion Picture Association of America
LEVI, DAVID, Former Vice-President of Programming, NBC-TV
MANNIS, MARVA, Critic, The Reporter
MARKEL, LISTER, Sunday Editor, The New York Times
MCCAFFERY, AUSTIN, Executive Director, The American Textbook Publishers Institute
MCCORMICK, KEN, Editor, Doubleday & Co.
MINOW, NEWTON N., Chairman, Federal Communications Commission
PEARSON, DREW, Columnist
PETERSON, THEODORE, Professor of Communications, University of Illinois
ROSIN, AXEL, President, Book-of-the-Month Club, Inc.
SARNOFF, ROBERT W., Chairman of the Board, National Broadcasting Company
SMYTHE, DALLAS, Research Professor of Communications, University of Illinois
TREYZE, OLIVER, President, ABC-TV
WALD, MALVIN, Film and TV writer
WALD, JERRY, Film Producer

Aims of the School

The Annenberg School of Communications is a professional graduate school, established at the University of Pennsylvania in 1959 for the purpose of preparing college graduates to deal responsibly with the complex problems of social communication, particularly those related to the mass media. It is expected that graduates of The Annenberg School will participate actively in the various fields of mass communications as creators, critics, teachers, and policymakers.

DUAL APPROACH OF THE CURRICULUM

Since a broad, theoretical background is widely recognized as a desirable prerequisite of professional enlightenment and competence, the formal courses offered by the School are organized so as to provide a systematic basis for understanding the roles, functions, structure, organization, and operations of the mass media in the United States.

This systematic foundation is augmented by election of one course in other graduate or professional schools of the University, as approved by the faculty of The Annenberg School.

Elementary knowledge of the technology of mass communications is also required, both for job placement and job performance in the mass media industries. To meet this requirement, workshops in journalistic writing, photojournalism, television, and the documentary film are provided. Each student specializes in one.

The combination of formal courses and professional workshops provides a dual approach to mass communications, the one dealing with philosophical concepts of mass communications and the other with the day-to-day work involved in processing information for mass media distribution.
REQUIREMENTS FOR MASTER'S DEGREE IN COMMUNICATIONS

Upon completion of seven courses and successful performance on comprehensive examinations, or other requirements determined by the faculty of the school, the student is eligible for the degree of Master of Arts in Communications. Normally, all requirements for the degree can be met in one academic year of full-time residence.

EXPERIMENTAL ASPECTS OF THE CURRICULUM

As a newly established institution in a newly emerging area of academic study, The Annenberg School and its activities are frankly experimental. Program and procedural changes are made when the need for change is detected and verified.

Central to the curriculum and basic to some of its experimental forms is the concept of self-development through continuing conversation between faculty, students, and media executives, artists, and scholars.

Professional Journals

Students are required to write professional journals, submitted fortnightly. These journals are read and commented on by at least two faculty members in a system of rotation which ensures a dialogue between every faculty member and every student several times a year.

Colloquia

Faculty-student colloquia are held periodically each semester. In these the students meet several members of the faculty at the same time. The meetings are devoted to exploring diverse points of view among faculty members, among various writers whose publications are part of assigned or independent reading, and among the students.

APPLICATIONS

Applications may be obtained from The Annenberg School of Communications, University of Pennsylvania, Philadelphia 4, Pa. Applications for the academic year 1962-63 should be submitted by April 1, 1962.

Course Offerings

Listed below are the courses of instruction. Courses 500, 501, 600, and 700 are required of all students. The student is also required to take either 703 or 704 and one of the Media Workshops.

At the discretion of the instructor, lectures and seminars are interchangeable. Course 600, The Mass Media in Contemporary America, is an exception. The lectures in this course are given without interruption or discussion late in the afternoon. Students, members of the faculty, and the lecturer meet after dinner for an extended period of questioning and discussion.

Course offerings consist of four core courses which run through two semesters, elective courses offered by the school (in contrast to electives which may be taken in other schools of the University), and workshops.

Core Courses:

500. THE PUBLIC AND "THE PUBLIC INTEREST." Both Terms. 4 s. c. SELDES.
A critical and political survey. The current offerings of the mass media will be observed and criticized; on the basis of this criticism (with which professional criticism of the same offerings will be compared), an assessment will be made of the service rendered to the public by the mass media. This, in turn, will be the basis for an analysis of the modes of action proper in our society for the improvement of the mass media products. The possibility and propriety of legislative, public, and private action will be explored.

501. MASS COMMUNICATIONS IN THE GROWTH OF AMERICA. Both Terms. 4 s. c. KELLER.
An historical survey. The history of communications is analyzed in five periods: the pre-history of print to 1450; the rise of the print media, 1450-1825; the competition of graphic media, 1825-1925; the emergence of broadcasting, 1925-50; and the role of television in a global society. Special emphasis on interconnections in America between the threefold function of the media—marketing, informing, and entertaining—and rising levels of income, education, and leisure. Readings will include standard works in the history of communications as well as periodical literature. A research paper about some phase of communications history is required.

600. THE MASS MEDIA IN CONTEMPORARY AMERICA. Both Terms. 4 s. c. LEE.
A descriptive survey featuring lectures by professionals in the various communications industries and by scholars in special fields. Subjects relate to economic structure, social controls, communications aesthetics and effects, technology, competition, and the relation of all the mass media to other contemporary phenomena. Extensive readings supplement the lectures and discussions.
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700. THEORY OF MASS COMMUNICATIONS. Both Terms. 4 s. c. HOBAN.
A study of the structure and functions of mass communications. Concepts of communications and of mass audience are examined as are roles of social groups in diffusion of information and enforcement of norms of social behavior. The nature of information is reviewed in light of the general concepts of information theory and the limitations of this theory. The dynamics and determinants of influence of mass media on human behavior are derived by analysis of classic studies of audience reactions to mass media programs in their historical development.

701. MASS COMMUNICATIONS AND EDUCATION. Second Term. 2 s. c. HOBAN.
The development and status of the mass media in formal education will be examined. The uses of paperback books, motion pictures, radio, and television will be analyzed. Special attention will be given to experiments subsidized by foundations and by the Federal Government. Major criticisms of American education and problems created by both the population and knowledge explosions will be reviewed in order to provide background for the potentials and actual roles of the mass media in our pluralistic system of education. Seminar papers on various topics will be prepared by the students for review in the seminar meetings. Omitted 1962-63.

702. THE CREATIVE PROCESS IN THE MASS MEDIA. Both Terms. (In association with Workshops.) 4 s. c. LEE.
An aesthetic survey. Creators in the media of print, film, and broadcasting will discuss specific examples of their work with emphasis on form and structure. the demands, limitations, and opportunities rising out of the essential nature of the media, in addition to the social and economic situations in which production occurs. Effective layout in mass circulation magazines, editing of theatrical and documentary films, the problems involved in producing radio and television programs, and similar techniques will be discussed, with attention in each case to the demands each of the media makes on the writer. Omitted 1962-63.

703. MASS COMMUNICATIONS AND SOCIETY. Both Terms. 4 s. c. SIEPPMANN.
A study of policy and practice in the mass media of communications and of their bearing on the more pressing needs of our contemporary society. Special attention will be given to the mass media in the context of free speech, propaganda, education, and international affairs.

704. LAW, FREEDOM, AND MASS COMMUNICATIONS. Both Terms. 4 s. c. PAUL.
A study of the history, philosophy, and law of the First Amendment. The focus of the seminar is on selected, controversial, contemporary problems dealing with: controls imposed on Communist propagandists, censorship, obscenity, defamation, newspapers and criminal justice, pressure groups and lobbies, and government regulation of broadcasting.

MEDIA WORKSHOPS

Students select one Workshop at the beginning of the year. As the Workshops are not given at the same period, students are able to visit and audit the others. In the student's major Workshop, he will acquire familiarity with technical apparatus and elementary proficiency in its use. It is expected that individual or group production on an appropriate scale will be forthcoming at the end of the year.
Financial Obligations

**Tuition.** The tuition is $750 per term, payable at the beginning of each term.

**General Fee.** A general fee of $60.00 per term is charged to each full-time student. The Trustees have approved the allocation of $17.50 thereof for the physical development of the University. The general fee enables the University to maintain such facilities as a large library system, museums and institutes, and special laboratories, and assures such non-academic services as the Student Health Service and the Placement Service from which the student may receive direct benefit both before and after graduation.

A $5 deposit for damages to books and materials is also required.

**Scholarships**

Candidates for the degree of Master of Arts in Communications may be awarded scholarships of up to $1500 plus remission of tuition. Applicants must submit a 1,000 word brief, explaining why they intend to pursue a mass media career. They must also fill out the standard application blanks for admission and scholarship.

**Financial Assistance**

**Tuition Budgeting Plan**

A commercial tuition budgeting plan is available to those students who prefer to pay University charges in monthly installments. Full information about this plan may be obtained from the Student Accounts Section, Comptroller’s Office, 3320 Walnut Street.

**Loans**

A limited number of loans are available to students enrolled in the University, who enter into an agreement with the University to repay, on an installment basis, the amount borrowed with interest thereon beginning with the date of graduation.

**Part-time Employment**

The Office of Student Financial Aid maintains a comprehensive listing of employment opportunities both on the campus and in the city of Philadelphia, and students are invited to register for part-time employment in this Office.

**Dormitory Counselling Positions Available 1962-63**

Unmarried graduate or professional students may apply for the position of dormitory counsellor by writing to Allan A. Brockman, Assistant Dean of Men, Dormitory Office, 37th & Spruce Streets. Preference is expressed for men between the ages of 22 and 30. Service experience is considered as an asset in work of this kind; however, such experience is not a prerequisite for the job. The remuneration consists of a furnished room, partial board, a cash stipend, and certain perquisites. The interviewing period runs from February through April.

**Awards and Prizes**

The Judy Lee Award, based on the income of a memorial fund, is awarded by the faculty to the student showing the best general performance.

**Internship and Job Placement**

Salaried internships at local and national broadcasting and publishing firms will be available to graduates in the summer of 1963. Members of the first two graduating classes of the School are now engaged in network, local, and educational broadcasting; teaching; documentary filmmaking; and editorial and photographic magazine work.

The University has its own Placement Service.