

## 117. Advanced Press Photography (2) F and S

Prerequisite: Journ. 17b, or permission of instructor. Field and laboratory work in the production of the picture story, magazine and advertising illustrations on assignment; advanced processing methods including use of color materials. (1 lecture, 3 lab hours)

Reynolds

## 124. Magazine Feature Writing (3) S (Same as Engl. 124)

Writing and marketing varied kinds of feature material used by magazines, Sunday newspaper supplements, and syndicates.

Shepard

## 126. Interpretative Writing (3) S

Critical analysis of structure and content of newspaper editorials; practice in writing editorials and interpretative articles; make-up of editorial pages; study of columns, cartoons, and special editorial features.

Shepard

## 128. Radio and Television News Writing (3) F (odd years)

Prerequisite: Journ. 8a or permission of instructor. Gathering and preparing news for broadcasting and telecasting; work with local stations.

Shepard

## 131. Principles of High School Journalism (2) S

Instruction in methods of advising and preparing high school newspapers and yearbooks.

Duke

## 140. Introduction to Advertising (3) (See Mktg. 140)

Mudge

## 141. Advertising Production and Media (2) (See Mktg. 141)

Mudge

## 142. Radio and Television News Broadcasting (2) (See Speech 142)

Lombard

## 144. Advertising Campaigns (2) (See Mktg. 144)

Mudge

## 145a-b. Newspaper Advertising Procedures (2-2) F-S

Duke

Newspaper advertising; management of advertising department, production of copy, layouts, and servicing accounts.

## 145a-bF. Field Work in Newspaper Advertising Procedures (2-2) F-S

Duke

Practice in selling and servicing advertising accounts for newspapers with the college newspaper used as a laboratory. (2 lab, 2 field hours)

## 149. Public Opinion and Propaganda (3) F (even years)

Duke

Fundamentals of public opinion; mechanics of polling; propaganda techniques and their uses.

## 150. Media of Communication (3) S (odd years)

Duke

Influences of newspapers, news magazines, radio, television, motion pictures, and trade journals on mass opinion.

## 181. Laws of Communication (2) S

Sheehan

Libel, rights of privacy, right of confidence, contempt by publications, property rights in manuscripts, infringements, copyright, postal laws.

## 190. Independent Study (1-3) F and S (See page 64)

Staff

## 198. Newspaper Practice (2-4) Summer only

Sheehan

Maximum total credit 6 units. Prerequisite: permission of instructor. Internship on San Joaquin Valley newspapers and radio and television stations. Reports made regularly to instructor.

## 199. Newspaper Advertising Practice (2-4) Summer only

Sheehan

Maximum total credit 6 units. Prerequisites: Journ. 145a-b, 145a-bF; permission of instructor. Internship in advertising departments of San Joaquin Valley newspapers. Reports made regularly to instructor.

## PHILOSOPHY DEPARTMENT

Associate Professor: Uphold

Assistant Professors: Colver (Chairman), H. Jensen, Mathers, Pitt  
Instructor: J. M. Smith

The courses in philosophy seek to exhibit the role and function of philosophical principles and methods implicit in any discussion or field of learning which pursues its aim systematically. A critical appreciation of the utility of philosophy will aid the student to develop criteria by which to analyze and seek solutions of the problems of his age and civilization. The general prerequisite for all other philosophy courses is successful completion of Philos. 3, or Engl. 1a, or an equivalent in composition. In special circumstances, students lacking the prerequisite may be admitted by permission of the instructor.

## MAJORS AND MINOR

The following majors and minor are offered for the bachelor of arts degree.

PHILOSOPHY MAJOR	Units
Philos. 5 or 110	3
Philos. 10a-b, 102, 161	12
Philos. 103 or 135	3
Philos. 150, 151, or 160	3
Philos. electives (u.d.)	9
	30

NOTE: Students intending to pursue graduate study in philosophy should seek the adviser's help in planning adequate preparation.

PHILOSOPHY-PSYCHOLOGY MAJOR	Units
Psych. 11	3
Philos. 10a (10b recommended)	3
Philos. 103 or 135	3
Philos. 165	3
Elect from: Psych. 108, 110, 133	3
Elect from: Psych. 103, 116, 117, 141, 145, 152, 161	6
Elect from: Psych. 131, 135, 137, 139	3
Elect from: Philos. 102, 140, 141	3
Elect from: Philos. 150, 151, 160, 161	3
	30

Additional requirements: Psych. 25 or equivalent; Math. 110 or 130; Anthro. 2, 103, or 104.

## PHILOSOPHY MINOR

A minor in philosophy consists of 15 units, of which at least 6 must be in upper division courses.

## Courses

## PHILOSOPHY

## 1. Introduction to Philosophy (3) F and S

Staff

Discussion of problems arising out of human conduct and the pursuit of knowledge.