

JOURNALISM IN THE CURRICULUM OF SOUTHERN BAPTIST
COLLEGES AND UNIVERSITIES

A THESIS SUBMITTED TO THE FACULTY OF
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REQUIREMENTS FOR THE DEGREE
OF
MASTER OF ARTS

BY
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PREFACE

In 1838 newspaper readership reached an all-time high in the United States. H. W. Ayer & Son's Dictionary of American and Periodical Literature has reported that the number of copies of English language papers in this country in one year was fifty-seven and one-half million. Such increasing demands

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The writer wishes to acknowledge gratefully the assistance and inspiration received from Dr. Charles D. Johnson, founder of the Baylor University journalism department and now Distinguished Professor of Sociology, who directed this thesis.

S. B. C.

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PREFACE

In 1959 newspaper readership reached an all-time high in the United States. N. W. Ayer & Son's Directory of Newspapers and Periodicals has reported that the combined circulation of English language dailies in this country is now more than fifty-seven and one-half million. Such increasing demands on the nation's press will mean more jobs in coming years for young people interested in journalism. And since Southern Baptists own and operate thirty colleges and universities, located in sixteen states, the combined importance of these elements--the urgency of increased professional journalistic training and the responsible position of Southern Baptists in higher education--suggested the subject of "Journalism in the Curriculum of Southern Baptist Colleges and Universities" as worthy of study. This thesis is an attempt to determine the present status of journalism education within the framework of Southern Baptist institutions.

The first chapter is a study of the development of journalism as a curriculum subject in Southern Baptist colleges and universities. The title of the first journalism course offered at each school is cited, along with the date of its appearance and the department in which it was offered. A chronology of the

development of separate journalism departments is also given. Information is furnished regarding the number of institutions now offering majors and minors in the field, those in which journalism is still taught in the English department, and those offering no journalism instruction. Present enrollment in journalism courses is noted, as is the number of students majoring and minoring in journalism. Finally, a study is made of the affiliations of the various journalism departments and the local clubs maintained for journalism students.

Chapter II deals with the content of courses and the methods of instruction. Certain subjects are found to be basic in all of the journalism departments, while others are reserved for the larger and more highly developed curriculums. Also, courses unique in their content are cited. The efforts of the various journalism educators to provide practical experience in the profession for their students are studied. Laboratory work on campus newspapers, part-time employment at local papers and radio-television stations, and summer intern programs are included in the opportunities available to journalism students.

In Chapter III a study is made of the faculty engaged in instructing journalism courses in the Southern Baptist colleges and universities. Specific information is given concerning the degrees held by these faculty members, their professorial ranks, and any professional experience they might have had.

Baylor University is believed to be the first institution of higher learning in the state of Texas, as well as among Southern Baptist schools, to offer a course in journalism. Of the institutions treated in this study, Baylor maintains the largest journalism department, leading both in the number of courses offered and in the size and rank of its faculty. The department is responsible for approximately one-half of the journalism education presently being offered by Southern Baptists. Therefore, for reasons of the school's pioneering and prominence in the field (as well as the accessibility to the writer of material on its curriculum), special treatment is given in Chapter IV to the development of journalism studies at Baylor University.

Primary sources for the information used in the thesis were the current catalogs of the thirty colleges and universities and questionnaires completed by journalism faculty members in these schools. A sample of the questionnaire forms is provided in Appendix I. The second appendix is composed of a complete listing of all journalism courses now offered in Southern Baptist institutions.

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¹Later Washington and Lee University. General Lee died the next year, and education for journalism was not actually established there until 1926. (Frank Luther Mott, *American Journalism* [New York: The Macmillan Co., 1938], p. 216.)

²1912.

³"Journalism," *Encyclopedia Britannica*, 1917 ed., Vol. XIII, p. 157.

CHAPTER I

ORIGIN AND DEVELOPMENT OF JOURNALISM INSTRUCTION

IN SOUTHERN BAPTIST COLLEGES AND UNIVERSITIES

The first gesture toward formal education for journalism was made in 1869 by General Robert E. Lee, president of Washington College,¹ who suggested a plan combining work in the printing trade with the classical course of the college.² David R. McAnally, Jr., however, is usually given credit for establishing the first course in journalism. In 1879-80, as a professor of English in the University of Missouri, he taught what the catalogue describes as "History of Journalism lectures with practical explanations of daily newspaper life."³ The first curriculum in journalism was offered in the Wharton School of Business of the University of Pennsylvania in 1893, and Frank W. Scott organized the first four-year curriculum for

¹ Later Washington and Lee University. General Lee died the next year, and education for journalism was not actually established there until 1926. (Frank Luther Mott, American Journalism [New York: The Macmillan Co., 1950], p. 406.)

² Ibid.

³ "Journalism," Encyclopedia Britannica, 1957 ed., Vol. XIII, p. 157.

journalism students in 1904 at the University of Illinois. Further impetus was given the movement for formal education for journalists with the founding of the first separate School of Journalism in 1908 at the University of Missouri under Dean Walter Williams, an experienced journalist and a former president of the National Editorial Association.⁴ Meanwhile, scores of separate courses and groups of courses related to journalism were being taught in schools of commerce and departments of English all over the country. By the 1950's approximately six hundred schools and colleges were offering some courses in the subject.⁵

First Courses in Southern Baptist Schools

Southern Baptists first entered the field of journalism education in 1914 when two Texas universities, Baylor⁶ and Hardin-Simmons,⁷ introduced single courses titled simply "Journalism" in their English departments. Three other Southern Baptist colleges--one in North Carolina, one in Arkansas, and

⁴Mott, op. cit., p. 604.

⁵Encyclopedia Britannica, loc. cit.

⁶Questionnaire completed by Dr. W. J. Thomas, chairman of the department of journalism, Baylor University, March 31, 1960.

⁷Questionnaire completed by Robert H. Wilkerson, assistant professor in journalism, Hardin-Simmons University, May 3, 1960.

another in Texas--began instruction in journalism in their English departments before 1920. Wake Forest College offered in 1917 a course titled "Higher Composition" which dealt with news-writing.⁸ In 1918-19 Ouachita College offered "Journalism,"⁹ and at Howard Payne College students were instructed in "Journalism" first in 1919-20.¹⁰

Five of the Southern Baptist institutions were offering courses in journalism by the beginning of the year 1920, and that number was doubled during the next decade. Mary Hardin-Baylor College introduced a course titled "Journalism" in the English department in 1920.¹¹ In 1923-24 a journalism subdivision was added to the language-literature grouping in the Tift College catalog; and three courses--"Newspaper Writing," "Newspaper Technique," and "Newspaper Editing"--were offered.¹³

⁸ Questionnaire completed by Dr. Edgar Estes Folk, professor of English, Wake Forest College, May 4, 1960.

⁹ Questionnaire completed by Claude W. Sumerlin, associate professor of journalism, Ouachita Baptist College, April 9, 1960.

¹⁰ Questionnaire completed by Tessica Martin, chairman of journalism department, Howard Payne College, May 3, 1960.

¹¹ Questionnaire completed by Dayton Kelley, instructor in journalism, Mary Hardin-Baylor College, April 11, 1960.

¹² Questionnaire completed by Ira L. Baker, chairman of journalism department, Furman University, May 21, 1960.

¹³ Questionnaire completed by Dr. J. H. Sims, chairman of English department, Tift College, April 2, 1960.

Oklahoma Baptist University began a course titled "Principles of Journalism" in a separate journalism department in 1924.¹⁴

Also, Mercer University began journalism instruction during the 1920's, although the exact date was not furnished the writer.¹⁵

The academic year 1933-34 saw two more Baptist schools, Louisiana College and Shorter College, begin offering journalism instruction. At Louisiana College the course was called "Reporting" and was offered in a separate journalism department.¹⁶ "Principles of Journalism" was offered in the English department at Shorter College.¹⁷

During the 1940's three more institutions were added to the growing list of Southern Baptist colleges and universities offering training in journalism. The University of Richmond first listed "News Writing" in the curriculum of the English

¹⁴ Questionnaire completed by Robert L. Bishop, assistant professor of journalism, Oklahoma Baptist University, April 3, 1960.

¹⁵ Questionnaire completed by John F. Raymond, instructor in journalism, Mercer University, May 25, 1960.

¹⁶ Questionnaire completed by Fred C. Kendrick, associate professor of journalism, Louisiana College, June 2, 1960.

¹⁷ Questionnaire completed by William J. Brown, chairman of English department, Shorter College, May 24, 1960.

department in 1940.¹⁸ Carson-Newman College began a two-semester series on journalism in the school's English department in 1947-48,¹⁹ and in 1948 the English department of Wayland Baptist College offered "Fundamentals of Journalism."²⁰

Completing the chronology,²¹ Belmont College (1953), William Carey College (1955-56), and Georgetown College (1956) also added journalism instruction to their curricula, Belmont in the language and literature division and the latter two in their departments of English. At Belmont the course was called "Basic Journalism";²² at William Carey, "Newsriting and Reporting";²³ and at Georgetown, "Journalism: Newsriting and Editing the Small Daily."²⁴

¹⁸ Questionnaire completed by Joseph E. Nettles, instructor in journalism, University of Richmond, March 31, 1960.

¹⁹ Questionnaire completed by R. R. Turner, assistant professor of English, Carson Newman College, May 24, 1960.

²⁰ Questionnaire completed by Ailese Parten, associate professor of journalism, Wayland Baptist College, May 4, 1960.

²¹ The writer was dependent upon the present instructors of journalism for information regarding the history of their subject at their respective institutions. Sources at William Jewell College and Union University stated only that journalism instruction was begun in their English departments. Howard College, Judson College, and Stetson University failed to supply any information about their earliest courses in journalism.

²² Questionnaire completed by Ina S. Lambdin, instructor in journalism, Belmont College, April 25, 1960.

²³ Questionnaire completed by Julia O. Loper, assistant professor of English, William Carey College, March 31, 1960.

²⁴ Questionnaire completed by Frank W. Ellers, instructor of English, Georgetown College, May 26, 1960.

The table on the following page is a tabulation of the preceding information.

Development of Departments of Journalism

Mary Hardin-Baylor College became in 1922 the first Southern Baptist school to establish a department of journalism.²⁵ As has already been noted, Oklahoma Baptist University gave departmental status to journalism by creating a separate department for the school's first course in journalism when it was introduced in 1924.

The Southern Baptist universities which had pioneered in instruction in journalism--Baylor²⁶ and Hardin Simmons²⁷--both began departments of journalism in 1926. Also previously mentioned, when Louisiana College first offered a course in journalism in 1933-34, departmental status was assigned to the subject. Other department beginnings came in 1942 (Howard Payne College),²⁸ 1945 (Furman University),²⁹ 1946 (Howard College),³⁰ and 1953-54

²⁵ Kelley, loc. cit.

²⁶ Thomas, loc. cit.

²⁷ Wilkerson, loc. cit.

²⁸ Martin, loc. cit.

²⁹ Baker, loc. cit.

³⁰ Questionnaire completed by Albert T. Scroggins, Jr., associate professor of journalism, Howard College, May 20, 1960.

TABLE 1

A CHRONOLOGY OF THE INTRODUCTION OF JOURNALISM COURSES
IN SOUTHERN BAPTIST COLLEGES AND UNIVERSITIES

Date	School	Name of First Course	Department in Which Offered
1913-14 1914-15	Baylor University Hardin-Simmons Univ.	"Journalism" "Journalism"	English English
1917 1918-19	Wake Forest College Ouachita College	"Higher Composition" "Journalism"	English English
1919-20 1920	Howard Payne College Mary Hardin-Baylor	"Journalism" "Journalism"	English English
1920 1920's	Furman University Mercer University	"Journalistic Writing"	English
1923-24	Tift College	"Newspaper Writing" "Newspaper Technique" "Newspaper Editing"	Journalism division in Language- Literature Group
1924	Oklahoma Baptist	"Principles of Journal- alism"	Journalism
1933-34 1933-34	Louisiana College Shorter College	"Reporting" "Principles of Journal- alism"	Journalism English
1940 1947-48	Richmond, Univ. of Carson-Newman	"News Writing" "Journalism" (2 sem.)	English English

TABLE 1--Continued

Date	School	Name of First Course	Department In Which Offered
1948 1953	Wayland College Belmont College	"Fundamentals of Journalism" "Basic Journalism"	English Language and Literature Division
1955-56 1956	William Carey Georgetown College	"Newswriting and Reporting" "Journalism: Newswriting and Editing the Small Daily"	English English
Incomplete information:			
. . . .	Union University ^a	English
. . . .	William Jewell ^b	English
No information:			
	Howard College Judson College Stetson University		

^aQuestionnaire completed by Helen S. Blythe, assistant professor of English, Union University, April 9, 1960.

^bQuestionnaire completed by Georgia Bowman, associate professor of English, William Jewell College, March 6, 1960.

(Ouachita Baptist College.)³¹ A new department of journalism will be started during the coming academic year, 1960-61, at the University of Richmond; this statement has confirmation in an official statement from the university.³² All of the colleges and universities listed in this group except Furman University and Louisiana College now offer majors in journalism; Furman and Louisiana College give credit for a journalism minor.

The statistical tabulation which follows gives in summary the information secured from official sources in each college.

TABLE 2

A CHRONOLOGY OF THE DEVELOPMENT OF DEPARTMENTS OF JOURNALISM
IN SOUTHERN BAPTIST COLLEGES AND UNIVERSITIES

Date	School	Now Offers
1922	Mary Hardin-Baylor College	Major
1924	Oklahoma Baptist University	Major
1926	Baylor University	Major
1926	Hardin-Simmons University	Major
1933-34	Louisiana College	Minor
1942	Howard Payne College	Major (Since 1959-60)
1945	Furman University	Minor
1946	Howard College	Major
1953-54	Ouachita Baptist College	Major
1960-61	Richmond, University of	Major (Beginning 1960-61)

³¹ Sumerlin, loc. cit.

³² Nettles, loc. cit.

Present Programs of Study

Today nine of the thirty Southern Baptist colleges and universities offer majors in journalism. The number of courses from which the journalism student may choose ranges from twenty-five at Baylor University³³ to nine at Ouachita College.³⁴ At Stetson University, where a student may acquire an inter-departmental major in journalism, ten actual journalism courses are offered.³⁵ The other institutions offering majors in journalism and the number of courses listed in the department are Hardin-Simmons University, twenty;³⁶ Howard College, sixteen;³⁷ Howard Payne College, fifteen;³⁸ Mary Hardin-Baylor College, ten;³⁹ Oklahoma Baptist University, fifteen;⁴⁰ and University of Richmond, eleven.⁴¹

³³Baylor University, Bulletin of College of Arts and Sciences, 1959-60, pp. 97-100.

³⁴Ouachita Baptist College, General Catalogue, 1960, pp. 81-82.

³⁵Stetson University, Bulletin, 1959-60, pp. 51-52.

³⁶Hardin-Simmons University, Bulletin, pp. 75-77.

³⁷Howard College, Bulletin: Catalog Issue, 1960-61, pp. 63-64.

³⁸Howard Payne College, Bulletin: Catalogue Issue, 1959-60, pp. 102-104.

³⁹Mary Hardin-Baylor College, Catalog, 1959-61, pp. 81-83.

⁴⁰Oklahoma Baptist University, Educational Brochure, 1960-61, pp. 78-79.

⁴¹University of Richmond, Richmond College Catalogue, 1960, pp. 63-64. (Same information on pp. 61-62 of Westhampton College Catalogue.)

An additional five institutions offer a catalog minor in journalism, while the program at Wake Forest College, where a student may acquire an English major with journalism sequence, is considered sufficiently comparable to qualify for this grouping also and will be so considered as such throughout this study. Three of the schools in this classification--Belmont College,⁴² Furman University,⁴³ and Wake Forest College⁴⁴--offer five courses in journalism; Mercer University lists six journalism courses;⁴⁵ and Wayland Baptist College offers a total of ten courses.⁴⁶ At Louisiana College, where a major was offered until this year, thirteen journalism courses are listed.⁴⁷

Besides these fifteen institutions which offer catalog-recognized concentrations in journalism studies, eight other colleges with no separate journalism faculties do offer courses

⁴² Belmont College, Catalogue, 1959-60, pp. 52-53.

⁴³ Furman University, Bulletin: Catalogue Number, 1959-60, pp. 103-104.

⁴⁴ Wake Forest College, Bulletin: Catalog Issue, 1959-60, pp. 137-138.

⁴⁵ Mercer University, Bulletin, 1959-60, pp. 111-112.

⁴⁶ Wayland Baptist College, General Catalog, 1959-60, pp. 60-61.

⁴⁷ Louisiana College, Announcements, 1960-61, pp. 74-76.

in the subject in their English departments. Three journalism courses are taught at Union University;⁴⁸ two at Georgetown College,⁴⁹ Judson College,⁵⁰ William Carey College,⁵¹ and William Jewell College;⁵² and one each at Carson-Newman College,⁵³ Shorter College,⁵⁴ and Tift College.⁵⁵

No journalism instruction is offered at Blue Mountain College,⁵⁶ California Baptist College,⁵⁷ the University of Corpus Christi,⁵⁸ East Texas Baptist College,⁵⁹ Grand Canyon College,⁶⁰ Meredith College,⁶¹ and Mississippi College.⁶²

⁴⁸ Union University, Bulletin, 1960-61, pp. 96-97.

⁴⁹ Georgetown College, Bulletin, 1959-60, p. 62.

⁵⁰ Judson College, Bulletin, 1960-61, p. 41.

⁵¹ William Carey College, Catalogue, 1960-61, p. 93.

⁵² William Jewell College, Quarterly: Catalog for 1959-60, p. 69.

⁵³ Carson-Newman College, Bulletin, 1960-61, p. 80.

⁵⁴ Shorter College, Catalogue, 1959-60.

⁵⁵ Tift College, Announcements, 1960-61, p. 30.

⁵⁶ Blue Mountain College, Bulletin, 1959-60.

⁵⁷ California Baptist College, (Catalogue), 1959-60.

⁵⁸ University of Corpus Christi, Bulletin: Catalog 1960-61.

⁵⁹ East Texas Baptist College, Bulletin: Catalogue Number 1958-59.

⁶⁰ Grand Canyon College, Catalog, 1958-60.

⁶¹ Meredith College, Bulletin, 1960-61 Catalogue Issue.

⁶² Mississippi College, Bulletin: Catalog 1959-60.

TABLE 3

NAMES, LOCATIONS, ENROLLMENTS, AND JOURNALISM OFFERINGS
OF SOUTHERN BAPTIST COLLEGES AND UNIVERSITIES

School	Location	Enrollment 1958-59	Journalism Offered
Baylor University	Waco, Texas	6,316	Major--25 courses
Belmont College	Nashville, Tenn.	475	Minor--5 courses
Blue Mountain College	Blue Mountain, Miss.	527	None
California Baptist College	Riverside, Calif.	351	None
Carson-Newman College	Jefferson City, Tenn.	2,031	One course in English Department
Corpus Christi, Univ. of	Corpus Christi, Texas	867	None
East Texas Baptist College	Marshall, Texas	780	None--discontinued
Furman University	Greenville, S. C.	1,743	Minor--5 courses
Georgetown College	Georgetown, Ky.	1,469	Two courses in English Department
Grand Canyon College	Phoenix, Ariz.	826	None
Hardin-Simmons University	Abilene, Texas	2,112	Major--20 courses
Howard College	Birmingham, Ala.	3,775	Major--16 courses
Howard Payne College	Brownwood, Texas	1,778	Major--15 courses
Judson College	Marion, Ala.	253	Two courses in English Department
Louisiana College	Pineville, La.	1,365	Minor--13 courses
Mary Hardin-Baylor College	Belton, Texas	1,315	Major--10 courses
Mercer University	Macon, Georgia	1,959	Minor--6 courses
Meredith College	Raleigh, N. C.	713	None

TABLE 3--Continued

School	Location	Enrollment 1958-59	Journalism Offered
Mississippi College	Clinton, Miss.	2,091	None
Oklahoma Baptist Univ.	Shawnee, Okla.	1,382	Major--15 courses
Ouachita College	Arkadelphia, Ark.	1,070	Major--9 courses
Richmond, Univ. of	Richmond, Va.	4,565	Major--11 courses
Shorter College	Rome, Georgia	478	One course in English Department
Stetson University	DeLand, Fla.	2,470	Inter-departmental major in journalism--10 courses
Tift College	Forsyth, Georgia	475	One course in English Department
Union University	Jackson, Tenn.	784	Three courses in English Department
Wake Forest College	Winston-Salem, N. C.	2,821	English major with journalism sequence--5 courses
Wayland College	Plainview, Texas	682	Minor--10 courses
William Carey College	Hattiesburg, Miss.	450	Two courses in English Department
William Jewell College	Liberty, Mo.	983	Two courses in English Department

Enrollment in 1959-60

Total enrollment for all journalism courses in all Southern Baptist colleges and universities for 1959-60 was approximately 1,328, a figure obtained by tabulating the individual course enrollments furnished to the writer by journalism instructors. Of this total, 899 were engaged in study at the nine schools offering journalism majors, 337 were studying at the schools offering minors, and 92 were enrolled in journalism courses at schools in which this instruction is offered in the English department. Leading in enrollment was Baylor University with 479; the next largest number was 139 at Louisiana College.

Further tabulations reveal that approximately one hundred and eight students were engaged in programs of study leading to majors in journalism, fifty of these at Baylor University. An estimated twenty-six students were graduated during 1959-60 with majors in journalism, one-half of these from Baylor. An additional group of approximately seventy-seven were enrolled in plans offering minors in journalism. The schools granting majors in journalism listed thirty-eight in this group, and incomplete returns from the schools offering only minors accounted for thirty-nine. Approximately twenty-one students were graduated by Southern Baptist institutions during 1959-60 with journalism minors, twelve of these from schools which also offer majors.

Table 4 is an itemized list of student enrollment by colleges with the added information indicating concentration in the field of journalism, including the number of graduates in this field in 1959-60.

Affiliations and Local Clubs

Further insight into the stage of development of the programs of journalism education afforded by Southern Baptist institutions is possible in a study of the affiliations of the various departments and the local organizations available to journalism students. The formally recognized agency for the accreditation of programs of professional education in journalism in institutions of higher learning is the American Council on Education for Journalism (ACEJ), which represents both educational and professional organizations in the field. The ACEJ seeks "to define and, insofar as possible, to gain acceptance for minimum standards for professional education for journalism" and "to act as voluntary accrediting agency for educational programs in journalism."⁶³ While this organization in 1957 approved one hundred two sequences of study in forty-five schools, no Southern Baptist institution has yet had a program examined and

⁶³ Christian E. Burckel (ed.), College Blue Book (9th ed.; printed by Universal Lithographers, Inc., Baltimore, 1959), p. 419.

TABLE 4

STUDENTS CONCENTRATING IN JOURNALISM STUDIES, GRADUATED WITH JOURNALISM CONCENTRATIONS, AND ENROLLED IN JOURNALISM COURSES AT SOUTHERN BAPTIST COLLEGES AND UNIVERSITIES DURING ACADEMIC YEAR, 1959-60

School	Students Concentrating in Journalism Studies				Total Enrollment in all Journalism Courses
	Majors	Minors	Graduates with Majors	Graduates with Minors	
GROUP I--Schools Offering Majors					
Baylor University	50	10	13	2	479
Hardin-Simmons University	10	6	4	3	87
Howard College	20	5	4	2	108
Howard Payne College	7	5	0	0	33
Mary Hardin-Baylor College	5	8	2	5	33
Oklahoma Baptist University	11	2	1	0	97
*Ouachita College ^a	5	2	0	0	62
*Richmond, University of	--	--	--	--	--
Stetson University	--	--	--	--	--
Subtotals	108	38	24	12	899
GROUP II--Schools Offering Minors					
*Belmont College	--	--	--	--	71
Furman University	18	18	--	0	46
Louisiana College ^b	13	13	2	4	139
Mercer University	0	0	--	0	35
Wayland College	8	8	--	1	10
Wake Forest College ^c	--	--	--	4	36
Subtotals	39	39	2	9	337

TABLE 4--Continued

School	Students Concentrating in Journalism Studies				Total Enrollment in all Journal- ism Courses
	Majors	Minors	Graduates with Majors	Graduates with Minors	
GROUP III--Journalism in Eng. Dept.					
Carson-Newman College					27
Georgetown University					10
*Judson College					---
Shorter College ^d					0
Tift College					17
*Union University					---
William Carey College					10
William Jewell College					28
Subtotals	108	77	26	21	92
TOTALS					1328

* Figures were omitted in the returned questionnaires.

^a The University of Richmond will begin offering a major in journalism in the fall of 1960. No figures given concerning minors.

^b The chairman of the journalism department at Louisiana College noted that "no major is now being offered." The major was last listed in the 1958-59 catalog.

^c At Wake Forest College a student may major in English with a journalism sequence. No minor system is used, but figures are given for the number of graduates about to enter journalism careers.

^d Shorter College offers one journalism course upon a demand basis; the course was not given in 1959-60.

approved by ACEJ. Five schools, however, do hold institutional membership in the Association for Education in Journalism (AEJ) and one in the American Society for Journalism School Administrators (ASJSA).⁶⁴ Both AEJ and ASJSA are members of the American Council on Education for Journalism. Institutional membership in AEJ, which is obtained through the individual affiliation of a journalism department faculty member, is maintained by Baylor University, Howard College, Louisiana College, Stetson University, and Furman University. Baylor is also a member of ASJSA, which requires for affiliation a full professional program in journalism leading to a bachelor of arts degree.⁶⁵

Other institutional memberships held by the schools in this study include Baylor, Southwestern Journalism Congress and academic member of the Texas Daily Newspaper Association and National Business Publications; Hardin-Simmons University, Southwestern Journalism Congress; Howard Payne College, Texas Intercollegiate Press Association; and Ouachita College, Arkansas College Publications Association.

Only Baylor University offers membership in local chapters of the national journalism fraternities, Theta Sigma Phi

⁶⁴ Information on affiliations acquired from questionnaires completed by journalism instructors.

⁶⁵ Burckel, op. cit., p. 421.

for women and Sigma Delta Chi for men, to students of journalism. A few schools, however, do maintain local organizations for those engaged in journalism studies. These include the Press Club at Howard College, the Press Club for journalism students and staff members of the campus newspaper and year-book at Howard Payne College, a local organization of Future Journalists of America at Mary Hardin-Baylor College, Lambda Lambda Lambda at Oklahoma Baptist University, and a Press Club and Alpha Phi Gamma at Furman University.

Statement of Aims

Very few of the institutions examined in this study make any statement in connection with the catalog listings of courses regarding the purposes of their programs of journalism education. Of those which do, however, Howard College and Louisiana College have sought to define the groups toward which their courses are aimed. Howard College enumerates two:

The Department of Journalism at Howard is designed to offer journalistic training to two types of students:
(1) those who expect to enter journalism as a career, and
(2) those who would find one or more journalism courses very helpful in their professions. Included in this group are prospective pastors, church secretaries, religious education directors, teachers, business men and women, athletic coaches, home economics personnel, etc.⁶⁶

⁶⁶Howard College catalog, op. cit., p. 63.

The Louisiana College catalog lists three:

The courses listed below are designed for three groups of students:

(1) Those who are interested in writing and those who see in journalism courses an opportunity to develop ability in observation, clear thinking, and effective expression.

(2) Those who recognize the cultural benefits of certain courses. These students feel that work in journalism, including the reporting of lectures and addresses, interviewing visiting celebrities, and doing research necessary to the writing of special feature articles or editorials, vitalizes and increases the appeal of other arts subjects. The writing courses, thus, are in reality classes in motivated composition.

(3) Those students who see the practical usefulness of a knowledge of journalism in their after-college days. Such knowledge may mean a job in the journalistic field--perhaps a life's work.⁶⁷

The Louisiana College catalog also carries a succinct statement regarding the breadth of the field of journalism which, it seems fair to conclude, must be the outlook of Southern Baptist educators as they seek to develop further their programs of journalism education.

To the average person, journalism simply means newspaper work, perhaps only reporting. However, important as is the newspaper, and as essential to the welfare of a democracy as is accurate and truthful reporting, journalism embraces a great deal more than the daily and weekly press.

In the broad sense, journalism embraces metropolitan dailies, small town dailies and weeklies, press associations and syndicates, general magazine, radio and television news reporting and writing, specialized magazines and trade journals, various aspects of book publishing, advertising and publicity, some of the promotion work in motion pictures and

⁶⁷ Louisiana College catalog, op. cit., p. 74.

the theatre, and editorial, instructional, and research work for schools, colleges, and numerous social agencies.⁶⁸

⁶⁸Howard College catalog, op. cit., p. 63.

Since the earliest days in the development of the journalistic profession, the subject of training for the field has remained the source of great controversy. The first suggestion of a college education for journalists came with the founding of the "Journalists Club" in 1882, and, indeed, even in the United States, where students training for journalism have been most highly prized, the opposition is still vocal.

Since the turn of the century there has been a continuing worldwide debate on the method of training professional journalists. One view holds that the most satisfactory method of journalism is the newspaper office itself, where the student can be trained best through actual experience; another view believes that the journalist is prepared through a university education, and that university education is best prepared by a special course of study in a school of journalism.¹

In 1908 the literature of the subject of journalism was limited to two monographs, a collection of lectures and essays, and a small book of exercises and assignments.²

¹Encyclopedia Americana, Vol. 211.

²Encyclopedia Americana, Vol. 211.

CHAPTER II

CONTENT OF COURSES AND METHODS OF INSTRUCTION

Since the earliest days in the development of the journalistic profession, the subject of training for the field has remained the source of great controversy. The first suggestions of a college education for journalists were met with ridicule and disdain by the "old masters" of the trade; and, indeed, even in the United States, where academic training for journalism has been most highly developed, the opposition is still vocal.

Since the turn of the century there has been a continuing worldwide debate on the method of training professional journalists. One view holds that the most satisfactory school of journalism is the newspaper office itself, since the techniques can be acquired best through actual experience. Another view believes that the journalist is prepared best for his profession by a special course of study at a school of journalism.¹

As late as 1900 the literature on the subject of journalism was limited to two textbooks, a few collections of lectures and essays, and a small shelf full of histories and biographies.²

¹Encyclopedia Americana, loc. cit.

²Encyclopedia Britannica, loc. cit.

Today, however, that literature has become copious and varied; and the content of journalism courses and the methods used in their instruction are likewise diverse. This chapter seeks to point out certain basic similarities that exist among the journalism curriculums of the Southern Baptist colleges and universities and also to note important innovations, both in course content and teaching methods, where they exist.

Course Content

The cornerstone of all journalism education--and that offered by Southern Baptist schools is no exception--is a study of the science of reporting. Some instruction is offered in reporting in all of the twenty-three institutions under consideration in this paper. In the twenty-three institutions forty courses dealing specifically with the gathering and writing of news are given. The titles given to these may vary--some being called simply Reporting, while others are labelled News Writing or News Gathering and Reporting or Journalistic Writing; however, the catalog descriptions make clear that the subject matter in all cases is fundamentally the same: that process of collecting and writing the information which becomes the news.³

³See Appendix II for complete descriptions of all journalism courses offered at Southern Baptist colleges and universities.

Second only to reporting is the study of the functions of editing--copyreading, headline writing, evaluation of news, and page makeup. All but two of the fifteen Baptist colleges and universities offering majors or minors in journalism give courses in this aspect of the profession, and the English departments of two other schools list similar studies, making a total of eighteen such courses being offered. Baylor, Howard Payne College, and the University of Richmond give two-course sequences in editing. As in the case of reporting, again the titles are diverse: Copyreading and Editing, Editing and Makeup, Copyreading and Headline Writing, News Editing, Copy Editing, or simply Editing.

Ranking third in widespread acceptance is the study of feature writing, which is offered in twelve Southern Baptist schools giving journalism majors or minors and is the only journalism course offered at Union University. Only the University of Richmond among the schools giving majors fails to include a course of this nature in its curriculum. Belmont and Louisiana colleges also omit the study.

It is reasonable to conclude that those schools which have journalism departments of such size as to permit them to offer majors are also able to permit a wider selection of courses for their journalism students. A good example of this

is to be found in the distribution of courses in advertising. Fifteen courses in this aspect of the profession are taught in eight Southern Baptist colleges and universities, each of which gives credit for a major in journalism. (Only the University of Richmond in this group lists no course in advertising.) None of the schools with lesser developed journalism departments offers such a study.

Other general classifications of the journalism courses given at Baptist institutions, in order of decreasing prevalence, are: history of journalism, nine courses;⁴ photography, eleven courses in seven schools; religious journalism, nine courses in seven schools; survey of journalistic profession, seven courses; editorial writing, six courses; public relations, seven courses in five schools (Baylor offers a three-course sequence); radio-television journalism, six courses in five schools; newspaper law, five courses; community or rural journalism, five courses; magazine journalism, five courses in four schools; and typography (the mechanics of printing), four courses.

Some form of journalism seminar for which credit is given is offered by Baylor University, Oklahoma Baptist University, Ouachita Baptist College, the University of Richmond, and Wayland College. At Hardin-Simmons University, Oklahoma Baptist

⁴ Unless otherwise indicated, the number of courses and the number of schools in which they are taught are the same.

University, Louisiana College, and Mercer University journalism students may receive university credit for internship-type work on either campus or community newspapers. This will be discussed more fully in the second section of this chapter.

Certain other journalism courses which are offered stand apart from the general classifications given above and are thus thought worthy of special mention. Such a course is Journalism 305, Production and Editing of the School Annual, at Ouachita College. The catalog description states that the study is "designed for prospective sponsors of yearbooks, editors and supervisors, and for those planning to enter the field of high school or college annual production. . ." and will cover "such topics as yearbook functions, staff organization, selection and development of a theme, planning of the book in detail, pictorial coverage, writing and editing copy, working with the engraver and printer, and other general yearbook production matters."⁵ A somewhat similar study is listed at Howard College as Journalism 300, Supervision of School Publications.

Another Howard College journalism course is unique, that being 442, Mass Communications. It is described as "a study of the processes and techniques used by newspapers, magazines, radio and T.V., motion pictures, etc., in reaching the masses

⁵ Ouachita College Catalog, p. 82.

of the world. [It] includes a study of general propaganda technique and the United States Information Agency."⁶

Basically similar to the courses in editorial writing offered by several other colleges and universities but considerably broader in scope is Howard Payne's Journalism 307, Interpretive Writing. The course makes a study of "the types of interpretive journalism, such as the editorial, the news review, the backgrounding [sic] column, the interpretive news story, and the interpretive magazine article."⁷ Also noteworthy in the Howard Payne journalism curriculum is a course called The Press and Contemporary Affairs, a study "of the explanation and interpretation of current events as a function of the press; critical analyses of contemporary problems." Another course, Comparative Journalism, finds a partial counterpart in a journalism course, The American Press and Society, at Furman University. The Howard Payne course is described as "a comparison of American newspapers to those of England and continental Europe. The Furman course covers "European backgrounds of the American press with emphasis on the comparative study of American newspapers, study of newspaper personalities, newspaper literature, and newspaper law."⁸

⁶Howard College Catalog, p. 64.

⁷Howard Payne College Catalog, p. 103.

⁸Furman University Catalog, p. 104.

At Mercer University a journalism course is given which at first gives the appearance of being a history of journalism but is, in reality, a much more inclusive study. As described by the university catalog, Journalism in United States History seeks to correlate "journalism with other forces in the history of the United States."⁹ Survey courses in American history and American literature are recommended as background for the study.

The University of Richmond is unique in the somewhat questionable inclusion of a course in creative writing, dealing with the short story, in the curriculum of the journalism department. And at Stetson University a course in principles of commercial art is felt sufficiently related to the field of advertising to merit credit in the journalism department as well as in the art department.

Finally, Hardin-Simmons University offers one course which, while it may be generally classed as a study of radio-television journalism, treats an unusual aspect of that field. Journalism 233, Continuity Writing, is "a study of all forms of non-dramatic radio writing, including music continuity, talks, programs, audience participation programs, feature programs, and commercial continuity."¹⁰

⁹Mercer University Catalog, p. 112.

¹⁰Hardin-Simmons University Catalog, p. 75.

Methods of Instruction

A study of the methods used by Southern Baptist journalism educators reveals that a minor compromise has been effected with those who would demand actual experience in the profession for the training of journalists, for in every curriculum there are courses which require some laboratory work. For the college journalism student the campus newspaper and annual are the main laboratories. The newspaper offers practical experience to accompany lectures on reporting, feature writing, and editing; while students of magazine techniques exercise their knowledge in the production of the yearbook. Each of the twenty-three schools under consideration maintains a student newspaper. These are published at varying intervals, ranging from the daily (four issues per school week) Baylor Lariat to the monthly papers of Belmont College, Shorter College, and William Carey College. Between these extremes are twelve weekly publications, two bi-weeklies, one semi-monthly, and four whose publication frequency is not stated in the college catalogs. The table on the following page itemizes this information. Of this group, however, only Louisiana College gives actual academic credit for the work done on the campus newspaper or yearbook. Restricted to juniors and seniors, Journalism 412, 413, 414, and 415 are titled Internships and give two semester hours credit per course for work on the staff of either the newspaper or yearbook.¹¹

¹¹Louisiana College Catalog, p. 76.

TABLE 5

FREQUENCY OF PUBLICATION OF STUDENT NEWSPAPERS AT TWENTY-
THREE SOUTHERN BAPTIST COLLEGES AND UNIVERSITIES

School	Newspaper	Frequency of Publication
Group I		
Baylor University	<u>Baylor Lariat</u>	daily ^a
Hardin-Simmons	<u>The Brand</u>	weekly
Howard College	<u>Howard Crimson</u>
Howard Payne	<u>Yellow Jacket</u>	weekly
Mary Hardin-Baylor	<u>The Bells</u>	weekly
Oklahoma Baptist	<u>The Bison</u>	weekly
Ouachita College	<u>Ouachita Signal</u>	semi-monthly
Richmond, Univ. of	<u>Richmond Collegian</u>	weekly
Stetson University	<u>Stetson Reporter</u>	weekly
Group II		
Belmont College	<u>Belmont Vision</u>	monthly
Furman University	<u>Furman Hornet</u>	weekly
Louisiana College	<u>The Wildcat</u>	weekly
Mercer University	<u>The Cluster</u>	weekly
Wake Forest	<u>Old Gold & Black</u>	weekly
Wayland College	<u>The Trail Blazer</u>	weekly
Group III		
Carson Newman	<u>The Orange and Blue</u>
Georgetown College	<u>Georgetownian</u>	weekly
Judson College	<u>The Triangle</u>	bi-weekly
Shorter College	<u>The Periscope</u>	monthly
Tift College	<u>The Campus Quill</u>
Union University	<u>Cardinal and Cream</u>
William Carey	<u>The Cobbler</u>	monthly
William Jewell	<u>William Jewell Student</u>	bi-weekly

^aPublished daily Tuesday through Friday.

In addition to the campus publications some journalism departments, through cooperation with local publishers, are able to offer students actual daily newspaper experience. Questionnaires sent to journalism administrators at colleges and universities where majors or minors are offered requested specific information on any working agreements which their departments maintained with local papers for on-the-job training of journalism students. Nine furnished responses indicating some agreement of this sort, although these vary greatly in nature.

The most highly developed program was described by officials at Mercer University, where five quarter hours academic credit is available to seniors for "individual reporting or editing. . .for the Macon [Georgia] daily newspapers or in the news department of Macon radio or television stations" carried out with the approval and under the supervision of the department.¹² The department director stated that "some six to eight students" worked weekends at the Macon News during 1959-60 and one was employed full-time at the Macon Telegraph.

Information was furnished that at Hardin-Simmons University "advanced students are scheduled to spend two hours a

¹² Raymond, loc. cit.

week in the editorial or advertising offices of the Abilene
[Texas] Reporter-News observing the operation of these depart-

ments."¹³ Other responses indicated less formal arrangements.

The journalism department chairman at Furman University wrote that "both local dailies accept our students as interns, for which students receive pay but no academic credit."¹⁴ From

Baylor University came the reply: "No fixed arrangement [is maintained], but journalism students frequently work part-time with local newspapers and with radio-television stations."¹⁵

The department chairman at Howard College stated that the school had "no plan as such" but that journalism students "do work part-time on their own: at present one girl works weekends at United Press International; a boy works thirty hours per week at the [Birmingham, Alabama] Post Herald; another works part-time at the [Birmingham] News."¹⁶

Response from Howard Payne College indicated no formal working agreement. The journalism department chairman further noted, however, that "the local paper has always, for as long as I have known of the workings of our journalism classes, used one or more part-time employees from Howard Payne's journalism classes."¹⁷ Sources at Oklahoma Baptist University described a

¹³ Wilkerson, loc. cit.

¹⁴ Baker, loc. cit.

¹⁵ Thomas, loc. cit.

¹⁶ Scroggins, loc. cit.

¹⁷ Martin, loc. cit.

similar situation, in which, through an informal but long-standing agreement, journalism students are employed on a part-time basis by the local daily newspaper.¹⁸

The journalism chairman at Ouachita Baptist College furnished more specific information: "A student in Public Affairs Reporting class last semester was assigned to a regular beat by the daily newspaper with no pay; the editor for the school newspaper next year has worked some in the backshop of the local weekly paper with no pay. Both papers will accept well-written feature articles or news stories by members of the journalism classes."¹⁹ And, finally, the journalism instructor at Wake Forest College wrote that "several students are employed part-time, afternoons or nights, with pay of \$1.50 per hour" by the Winston-Salem, North Carolina, daily newspaper.²⁰

The latest innovation in providing practical experience to accompany the journalism student's classwork has come in the form of various summer internships with daily or weekly newspapers. Questioned regarding the use of this training program, five of the Southern Baptist journalism departments replied affirmatively. At Baylor University the journalism student is offered a choice of two plans. The Texas Press Association

¹⁸Bishop, loc. cit.

¹⁹Sumerlin, loc. cit.

²⁰Folk, loc. cit.

internship, designed for students between sophomore and junior years, offers \$35 per week plus a \$200 scholarship for a summer of experience. The Texas Daily Newspaper Publishers Association program is offered to students between junior and senior years and pays the intern's living expenses, usually at a rate of \$40 to \$50 per week, for the summer.²¹

The Hardin-Simmons University journalism department also participates in the internship program of the Texas Daily Newspaper Publishers Association,²² while Mary Hardin-Baylor College cooperates with the Texas Press Association program.²³ At Hardin-Simmons three semester hours' credit is given for Journalism 483, Internship, for the summer of work.²⁴ The journalism instructor at Howard Payne College stated that while the department there has not yet had students far enough advanced to qualify, the internship program of the Texas Press Association is available to them.²⁵

For journalism students at Oklahoma Baptist University two semester hours' credit is available for participating in a summer internship program with approved Oklahoma newspapers. The summer's work is counted as Journalism 401, Journalism

²¹ Thomas, loc. cit.

²² Wilkerson, loc. cit.

²³ Kelley, loc. cit.

²⁴ Hardin-Simmons Catalog, p. 77.

²⁵ Martin, loc. cit.

Internship, and must be preceded by the completion of twelve semester hours of credit in journalism.²⁶ The only other Southern Baptist school to offer a plan of summer training is Wake Forest College, which cooperates with the Norfolk (Virginia) Virginian-Pilot, the Winston-Salem (North Carolina) Journal, and the Richmond (Virginia) Times-Dispatch in intern programs.²⁷ No academic credit is given for the work.

In summary, it may be said that while the advocates of college training for professional journalists have made great strides in promoting their beliefs, in actual practice journalism educators still recognize the benefits of practical experience in implementing their teaching and seek to provide this for their students.

²⁶ Oklahoma Baptist University catalog, p. 79.

²⁷ Folk, loc. cit.

CHAPTER III

FACULTY

If the first chapter of this study may be said to have dealt largely with the quantitative aspect of Southern Baptist journalism education and the second with the content and method of this instruction, then this section will seek to discover to a degree the quality of the courses by examining the backgrounds --both academic and professional--of the faculty members. More important, perhaps, than the number of courses from which a journalism student may choose or the various aspects of the field which his university's curriculum allows him to examine are the training, experience, and attitude of those who instruct him. While much of the technical knowledge of the profession may be gained through actual job experience--and, indeed, a large percentage of today's journalists were trained by the apprenticeship method--it is the faculty member who largely molds the journalism student's attitude toward the field. He may instill respect for certain rights to privacy of those who make the news, an uncompromising demand for truth in reporting, and a dedication of the newspaperman's influence to promoting worthwhile and humane causes; or he may fail completely to meet

the student's needs to acquire a concept of the highest professional ethics. While it is impossible to evaluate a professor's dedication through a study of his degrees, rank, and experience, such a study will reveal important facts concerning the quality of journalism instruction being offered by Southern Baptist colleges and universities and also the need for more persons to train for work in this field.

During the academic year 1959-60 thirty-eight persons were engaged in teaching journalism in the twenty-two Southern Baptist schools in which the subject was offered. Twenty-four were on the faculties of the nine schools offering majors; seven in the six schools giving minors; and seven in the institutions in which journalism was included in the curriculum of the English department.

A study of the degrees held by journalism faculty members reveals that only four of these had the Ph.D. degree, fourteen had the master of arts, two the master of science in journalism. While there was one other journalism faculty member who had a degree above the bachelor's degree--this degree was the Doctor of Religious Education--all others who had degrees listed them as follows: six bachelor of arts, three bachelor of journalism, and one bachelor of laws. Five other journalism faculty members had no academic degree.

Professorial rank, always significant in faculty influence, reveals positions of the instructional staff in journalism. In order of rank, starting with the highest, the ranks follow: one visiting professor, four associate professors, five assistant professors, six instructors, nine part-time lecturers, one student assistant, and one director of public relations. Higher rank is accorded some journalism teachers who are regularly in other academic departments. Nine are ranked in the English departments of their respective schools, giving two additional professors, one associate professor, four assistant professors, and two instructors in English. One is ranked as associate professor of business administration.

Beyond this point further generalizations would seem less valuable than a study of the individual faculties of the colleges and universities.

This study will follow a logical pattern taking first the group of schools offering a major in journalism, then the six institutions giving a minor, and finally the schools in which journalism is offered in another department.

Group I--Schools Offering Majors in Journalism

The journalism department at Baylor University consists of a faculty of six with a full professor with a Ph.D. in education and twenty-two years of teaching experience serving as

chairman. An assistant professor (on leave-of-absence for 1960-61) holds the master of arts degree in journalism and has had sixteen years of experience in newspaper work and teaching. Four part-time lecturers complete the Baylor staff: two offer courses in advertising, one offers courses in photography, and one in journalism survey. Both of the instructors in advertising have the bachelor of journalism degree. One has twelve years of experience in the advertising department of a firm of building material manufacturers and distributors and is now director of advertising for the company. The other lists three years in newspaper advertising, two years in department store advertising, and four years with an advertising agency as his professional background; and he is now the chief executive of his own advertising agency. Neither the photography lecturer nor the lecturer in survey of journalism has an academic degree. The training of the former includes approximately two years of university work and special studies in advertising art, while his experience includes several years as a free-lance artist and twenty-six years of experience in professional photography, fourteen of which have been as owner of a photo-engraving plant. The instructor of the survey course was a newspaper reporter for twelve years, an Army public relations officer for a year and a half, a sports publicist for seven years, and has owned and operated his own public relations firm for five years.¹

¹Thomas, loc. cit.

At Hardin-Simmons University the director of journalism studies is an assistant professor with a master of arts degree. He worked three years as reporter, photographer, and sports editor for one daily newspaper; one year as sports editor of another paper; and a total of five years as instructor in journalism and public relations director for two state agricultural and mechanical colleges. He is assisted in instruction in journalism by an assistant professor in English with a master of arts degree, thirteen years of college teaching, five years as college public relations director, and one year as an editor with the Education Commission of the Southern Baptist Convention.²

The journalism faculty of Howard College resembles that of Baylor University in that it numbers six, four of whom are part-time lecturers. The department chairman is an associate professor with two bachelors degrees, one of which is in journalism, and a master of arts degree. He lists his experience as "ten to fifteen years in public relations, as newspaper 'stringer,' with Air Force Civil Service." His full-time assistant, who holds the rank of instructor, has a bachelor of arts degree and has spent seven years in newspaper work, radio-television news and production, and public relations. Three of the part-time lecturers hold bachelor of arts degrees; one lists "seven to eight

² Wilkerson, loc. cit.

years as radio-television announcer"; the second, "ten to fifteen years with Birmingham (Alabama) Post-Herald"; and the third, twenty years general advertising experience. The fourth part-time lecturer holds no academic degree but has twenty years experience in newspaper reporting and as columnist, assistant Sunday editor, and magazine editor for a newspaper.³

At Howard Payne College the chairman of the journalism department, who is also publicity director for the college, has a bachelor of journalism degree and ten years' experience on daily newspapers as society editor, wire editor, reporter, and editor, in addition to five years at her present job. The department also includes a visiting professor of journalism with a master of arts degree which included some studies in journalism and the part-time services of an associate professor of business administration who teaches one course--public relations --which offers either business or journalism credit.⁴

Mary Hardin-Baylor College has only one journalism faculty member, an instructor in journalism with experience in free-lance feature writing and as editor of a news bulletin daily publication at a United States Army post. He holds the master of journalism degree.⁵

³ Scroggins, loc. cit.

⁴ Martin, loc. cit.

⁵ Kelley, loc. cit.

Oklahoma Baptist University lists a faculty of three and is the only school included in this study which uses the services of a student instructor. The department chairman has the rank of assistant professor and is a doctor of religious education. His experience includes two years with a daily newspaper, two years in Navy public information work, six years of freelance writing, and writing two sets of Sunday School quarterlies for the Southern Baptist Convention. Besides the chairman and student instructor the department employs the services of a part-time lecturer with the degree of bachelor of laws and fifteen years' experience in the legal profession.⁶

Three colleges--Ouachita College, the University of Richmond, and Stetson University--all follow a similar pattern in operating their journalism departments with one-man faculties. At Ouachita an associate professor with a master of arts degree is the department chairman. His experience includes sixteen months as a sports writer for one daily newspaper and assistant sports editor for another; two summers of sports writing, makeup, general news writing, and feature writing for another newspaper; and nine years as a high school journalism teacher, publicity director, and publications sponsor.⁷ At the University of

⁶ Bishop, loc. cit.

⁷ Sumerlin, loc. cit.

Richmond the director of journalism studies holds the rank of instructor in journalism, has no academic degree, is a former staff writer for the Associated Press, and is now director of the University publicity.⁸ Journalism instruction at Stetson University is directed by a part-time assistant professor of journalism who also is the publisher of the local daily newspaper. He holds the master of science degree and has twenty years' experience as newspaper reporter, editor, and publisher.⁹

Group II--Schools Offering Minors in Journalism

Only one of the universities in this group, Belmont College, has more than one journalism faculty member. At Belmont the director of public relations for the college is assisted by a part-time instructor in religious journalism and English. Both have the degree of master of arts. The former has eight years' newspaper experience in addition to his experience as publicity director, while the latter lists nine years of graduate study in the University of Oklahoma school of journalism as her special training for the field.¹⁰

Furman University's journalism studies are directed by an assistant professor of journalism and English with a master

⁸ Nettles, loc. cit.

⁹ Questionnaire completed by Morgan Welch, assistant professor of journalism, Stetson University, April 9, 1960.

¹⁰ Lambdin, loc. cit.

of science degree in journalism. He has served as an extension editor for a state college agricultural news service and as a reporter for a daily newspaper. He is presently a contributing editor to the book review page of a daily paper and is the South Carolina correspondent to Religious News Service.¹¹

One man, who is both associate professor of journalism and publicity director, offers all of the journalism courses at Louisiana College. He holds the master of arts degree and has nine years' experience on daily newspapers in addition to thirteen years of college teaching.¹²

Mercer University has only a part-time instructor in journalism with a bachelor of arts degree in journalism. His experience includes ten years on newspapers, and he is now a reporter for the local daily newspaper in addition to his university duties.¹³

At Wake Forest College journalism courses are given by a professor of English who has one-third of his teaching load in journalism. He holds the Ph.D. degree, was professor of journalism for another Southern Baptist college for four years, and has served on the staffs of six daily newspapers.¹⁴

¹¹Baker, loc. cit.

¹²Kendrick, loc. cit.

¹³Raymond, loc. cit.

¹⁴Folk, loc. cit.

At Wayland College the director of public relations serves also as associate professor of journalism. She holds the master of science degree. In addition to eight years at her present post, she has spent five years as an instructor in journalism in a seminary, ten years as editor of a university alumnae news publication, and eight years as publicity director and instructor at another Southern Baptist school. She has also done free lance writing and has been a contributor to news services and various national magazines.¹⁵

Group III--Schools Offering Journalism in
English Departments

Teaching the course in "Journalistic Writing" at Carson-Newman College is an assistant professor of English with a master of arts degree and undergraduate training in journalism. He has experience in writing for and editing school publications and in sponsoring such publications.¹⁶

At Georgetown College, where two journalism courses are offered, an instructor of English with the bachelor of arts degree is the faculty member assigned to teach the courses. He lists among his professional experiences work on newspapers, the editorship of his school newspaper, and one year of teaching.¹⁷

¹⁵Parten, loc. cit.

¹⁶Turner, loc. cit.

¹⁷Ellers, loc. cit.

The director of publicity at Judson college offers the two journalism courses. Also ranked as instructor of English, she holds master of arts degrees in history, English, and journalism.¹⁸

Shorter College, which lists one journalism course in the catalog offerings of the English department, did not give the course in 1959-60 and, therefore, furnished no information regarding the instructor.

At Tift College, a single journalism course is taught by the English department chairman, a full professor with a Ph.D. degree. He lists no professional or other training in journalism.¹⁹

Likewise, at Union University the instructor of the school's three journalism courses, an assistant professor of English with the master of arts degree, has no specific training in the field of journalism.²⁰

At William Carey College one journalism course has been offered in the English department, and a second is scheduled to be added to the curriculum in the 1960-61 academic year. An assistant professor in the English department with a master of

¹⁸ Judson College Catalog, op. cit., pp. 15, 41.

¹⁹ Sims, loc. cit.

²⁰ Blythe, loc. cit.

arts degree instructs the courses in journalism. This faculty member--a woman--has some newspaper experience.²¹

An associate professor of English is assigned to teach the two-semester journalism series at William Jewell College. This woman faculty member is listed as having a bachelor of journalism degree from the University of Missouri and the Ph.D. degree. Her experience includes professional work on newspapers and magazines.²²

²¹Loper, loc. cit.

²²Bowman, loc. cit.

CHAPTER IV

HISTORY OF THE DEVELOPMENT OF JOURNALISM INSTRUCTION

AT BAYLOR UNIVERSITY

A pioneer in the field of journalism education in the state of Texas,¹ as well as among the Southern Baptist colleges and universities, Baylor University has achieved a place of prominence because of the breadth and scope of its journalism department. The university leads the other Baptist schools both in the number of journalism courses offered (twenty-five) and in the size and rank of its journalism faculty. In 1959-60 Baylor was responsible for thirty-six per cent of the total enrollment in all journalism courses at Southern Baptist institutions. Fifty of the one hundred and eight students engaged in

¹ T. J. Dillehay in his thesis on journalism education says that Baylor University was the first university in the state to offer a course in journalism. (T. J. Dillehay, Jr., "The Curriculum of Journalism in the Universities of the United States" unpublished master's thesis, Department of Journalism, Baylor University, 1929, p. 86.) While sources at Hardin-Simmons University furnished to this writer information that the first journalism course was taught there in 1914, it is believed that the Baylor course, given in the winter quarter of 1913-14, was the first to be offered in the state of Texas.

programs of study leading to majors in journalism were enrolled at Baylor, and one-half of those receiving degrees in journalism in 1959-60 were graduated from Baylor.² This chapter will treat, in some detail, the development of the journalism department and the growth of the curriculum at Baylor University.

The setting for the first eight-year period of journalism education at Baylor was the English department, which has fostered the new discipline in almost all of the institutions under study in this paper. In 1914 Dr. Dorothy Scarborough gave a course in news writing,³ which she continued to teach during the winter term of each session until 1917, when she left the university. The first announcement of the course read:

English F.--Journalism

A course in the theory and practice of newspaper work. The text on "journalism" by Harrington⁴ and Frakenberg will be used and in addition the students will be sent out as reporters to cover many assignments of various kinds. There

² See chapters one and three for additional information regarding enrollment and faculty.

³ Mabel Cranfill states that Dr. Scarborough was "the first college professor in the Southwest to give courses in journalism, originating this department in Baylor which antedated by several years that of the University of Texas." (Mabel Cranfill, "Dorothy Scarborough--An Appreciation," Baylor Bulletin, XL, 1937-38, No. 3, p. 39.)

⁴ Probably H. F. Harrington of the Medill School of Journalism, Northwestern University.

will be practical experience in the actual publishing of a newspaper from time to time. Conferences.⁵

No journalism was offered during the period from 1917 to 1919, but the course was resumed during the session of 1919-20. The teacher of the course was not named, but the following description of it was set forth:

English 4--Journalism

Practical journalism taught by an experienced journalist. The course will be open only to those who show that they are adequately prepared for it. No student need apply who has less than three majors⁶ of English in college. Course is elective and may not be substituted for the required English. Lectures will be given three times a week and much practical newspaper work will be assigned.⁷

The number of journalism courses offered was increased to three in the 1920-21 session--English 4a, News-Gathering and Reporting; English 4b, Editorial Writing and Direction; and English 4c, Business Management, dealing with "the business side of journalism; the relation of expense of different departments to income, bookkeeping and cost finding methods in use in news-

⁵ Baylor Bulletin, XVI, 1913-14, No. 3, p. 72.

⁶ The catalog defines a major as "the unit of credit in the University . . . , one study reciting five times a week for twelve weeks. A minor is a subject reciting five times a week for six weeks." (Baylor Bulletin, XXII, 1919-20, No. 3, p. 62.)

⁷ Ibid., p. 74.

paper offices; circulation methods, selling papers, and the solicitation of advertising."⁸

Three courses were again offered in 1921-22 but with changed numberings and two with different titles. Listed were English 111, News Gathering and Reporting; English 112, Special Feature Writing; and English 113, Advertising.

The next five years formed the second major period in the history of Baylor journalism education--that time when journalism had emerged from its subsidiary position in the English department but had not yet acquired the status of an independent department. In the fall of 1922 Dr. Charles D. Johnson came to Baylor as head of the department of public discourse; courses in journalism were, for the first time, offered in a special division of this department. The courses taught in 1922-23 were the same as in the preceding year in title and in number, except that they were now designated as Journalism 111, 112, and 113.

In the fall of 1923 the courses in journalism formed a unit of the School of Commerce and Business Administration, which was inaugurated with Dr. Johnson as chairman. Added to the three journalism courses which already existed were Journalism 211, Editorial Writing and Management, and 212, Business

⁸Ibid., XXIII, 1920-21, No. 3, pp. 81-82.

Management of Newspapers, which were the successors to English 4b and 4c of the 1920-21 session. The pattern of growth was continued in 1924-25 with the addition of four new journalism courses to the curriculum, bringing the total to nine. The new courses were 101, Introduction to Journalism, a study of the history and principles of the profession; 225, Newspaper Policy and Public Opinion, a survey of "the structure and function of the American newspaper in shaping public opinion" and "the laws and customs governing newspapers and journalists"; 226, Publicity; and 251, The Magazine. Two more courses--155, History of American Journalism, and 201, News Editing--were added during the 1925-26 session, but two were also discontinued, leaving the total the same. The curriculum for 1926-27 was unchanged.

During the session of 1926-27 Dr. Johnson resigned as chairman of the School of Commerce and Business Administration to accept a professorship at the University of Louisville on September 1, 1927. Meanwhile, the Baylor Board of Trustees authorized the recognition of the department of journalism as a separate unit from the School of Commerce and Business Administration and chose Dr. Johnson as chairman. He decided to remain at Baylor in this new chairmanship of the department which he organized and put into operation during the session of 1927-28.⁹

⁹ Statement by Dr. Charles D. Johnson, July 24, 1960.

A statement from the petition of the Baylor journalism club to the national fraternity for men in journalism, Sigma Delta Chi, describes the development as follows:

Authorization of a complete Department of Journalism came at the end of the year 1926 after the number of courses and the enrollment in each reached a point worthy of recognition along with the other departments in the College of Arts and Sciences. In the same year students were allowed to major or minor in Journalism just as in History, Psychology, Government, English, French, or any other of the 26 departments of the University. Students are now taking the Bachelor of Arts degree with a major or minor in Journalism.¹⁰

The announcements for 1927-28 indicate a total of eleven courses with the addition of two subjects--286, Principles of Journalism, and 301, Seminar in Journalism.

Two other major events in the history of journalism at Baylor took place during 1927. They were the founding of the Journalism Library and the inauguration of Journalism Week. The Sigma Delta Chi petition, already cited, states that "although provision had been made in the general library for Journalism students before the Journalism Library was founded, great impetus was given to journalistic instruction when the special library was opened in 1927." By 1929 there were 428 bound volumes in the collection, along with files of magazines

¹⁰ Petition from the Journalism Club (Sigma Delta Rho) of Baylor University to Sigma Delta Chi, February 20, 1929 (in the personal files of Dr. Charles D. Johnson).

and newspapers. Each book carried the Journalism Library bookplate designed by Dr. Johnson which represented the history of journalism in America from the early colonial period of the Washington handpress down to the machine production methods of the 1920's. All of the regular meetings of the Baylor Journalism Club were held in the library. A description of the room, which was located in the basement of the Carroll Library, is also given in the Sigma Delta Chi petition:

Portraits of journalists are found on the walls and framed copies of certain rare newspapers offer an opportunity to breathe the atmosphere of a special place at once secluded enough for reflective thought and yet fresh enough in character to keep young and ambitious university men and women keyed to the pitch of modern achievement.

Again quoting from the petition, this time regarding the establishment of Journalism Week:

The Journalism Club, known locally as Sigma Delta Rho, undertook to sponsor the first Journalism Week in the Southwest. Four days of the week were devoted to special phases of Journalism. . . . Professors of Journalism throughout Texas co-operated with students in Journalism in conferences and open forums at Baylor University in April, 1927.

Among the special out-of-state speakers for the four-day program were William Allen White, prominent Kansas journalist; Dean Walter Williams, founder of the first complete school of journalism at the University of Missouri; and Professor M. G. Osborn of Louisiana, past president of the American Association of Teachers of Journalism.

It was at this first Journalism Week that Dr. Johnson proposed the idea of changing the designation of the discipline

in colleges from "journalism" to "journalology," a term he felt more in keeping with the titles commonly used in connection with academic pursuits--such as sociology, psychology, theology, zoology, biology, and a number of others. He also suggested the title of "journalologist" for those engaged in the field of journalism education.¹¹

When the second Journalism Week was held in 1928, invitations were extended to country and metropolitan journalists in the area. Forty newspapers were represented at the banquet which climaxed the four-day meeting. Speakers for the week included Ralph H. Turner of Kansas City, manager of the Southwestern division of the United Press; George B. Dealy, president and publisher of the Dallas News; and Dean Walter Williams. As an outgrowth of the Journalism Week activities the Southwestern Journalism Congress was organized in 1928 with Professor E. G. Schroeder, then chairman of the department of journalism at Texas College of Industrial Arts, as president.¹²

During the 1928-29 session twenty courses in journalism were available to Baylor students, a peak that was not to be reached again until 1946-47. Added to the curriculum were

¹¹ Charles D. Johnson, "Journalology, the New Science," Social Forces, VI, 1927-28, pp. 382-385.

¹² Baylor Journalism Club to Sigma Delta Chi, loc. cit.

BAYLOR JOURNALISM LIBRARY BOOKPLATE

Walt Whitman at the top represents freedom of the press; Edgar Allan Poe at the bottom represents journalism as one of the arts; Robert E. Lee, at the left, president of Washington College, represents the founder of journalistic instruction in the college; and Walter Williams, Dean of the first complete School of Journalism in America at the University of Missouri. The Washington flat-bed hand press at the upper left and the rotary power-driven press at the lower right represent the changes in newspaper production. The colonial editor with his quill pen in the upper right corner and the city editor in his horseshoe at the lower left indicate the progress in editorial management. The three large books are the Immortal Ten volumes compiled by Mrs. Morley Jennings following the insistence of Dr. Charles D. Johnson. These books include newspaper articles, stories, poems, and pictures clipped from American, Canadian, and English newspapers; letters, telegrams, and cablegrams from Baylor people from nearly every state and from foreign countries lamenting and sending sympathy because of the railroad-bus tragedy which took the lives of ten Baylor men on their way to Austin for the Southwestern Conference basketball game with the University of Texas. The books across the center are encyclopedias and other reference books. The border consists of books of many kinds which the journalist has in his own library. The magazines used in the course in Magazine Writing are listed just above the quotation from Carlyle, "Great is Journalism. Is not every Editor a Ruler of the World being a persuader of it?" This quotation was chosen by Dr. Johnson from a number of suggestions made by Dixon Wecter on request who was during the summer session giving a course in special feature article writing, the beginning of his illustrious career in teaching and writing.

Note: The writer interviewed Dr. Johnson, the designer of the bookplate, to secure this authentic description.

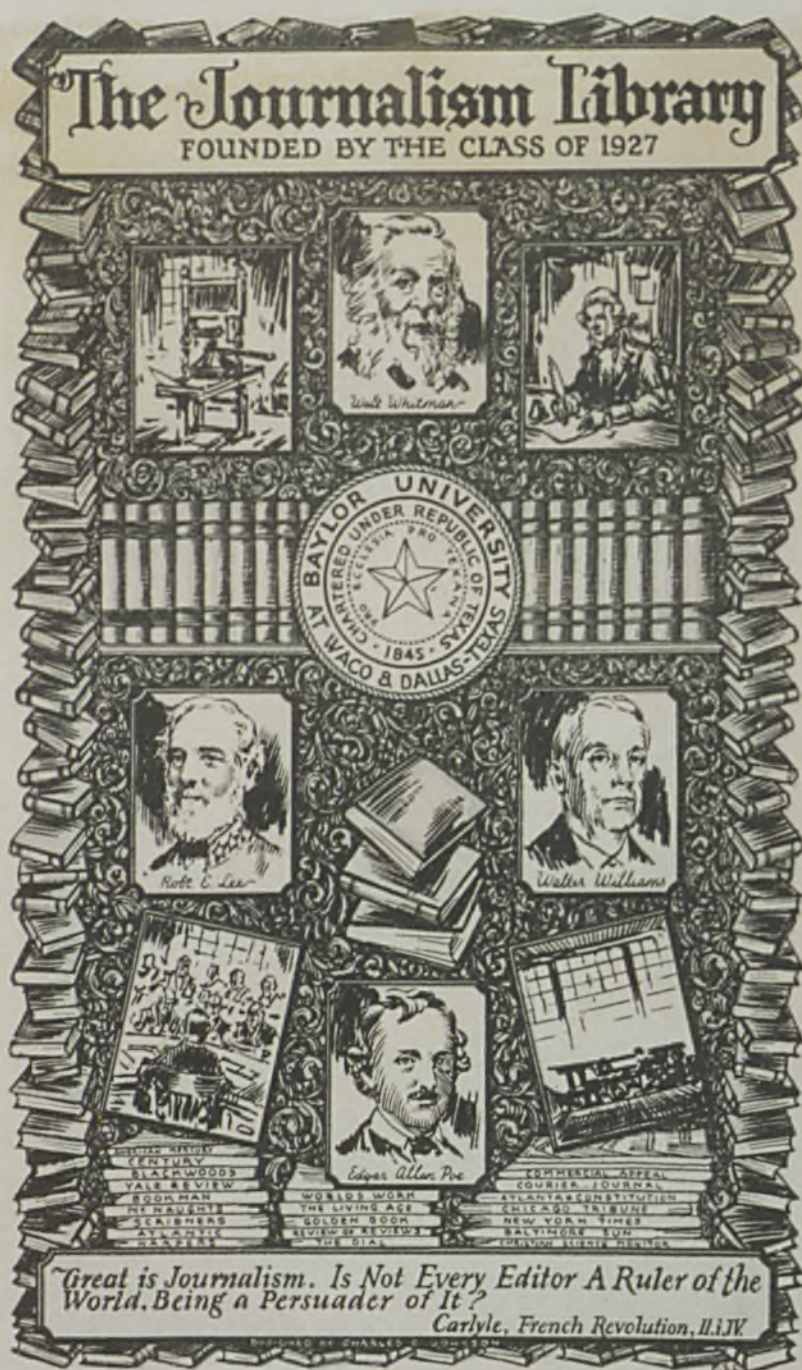


PLATE I--Bookplate Designed for the Baylor University Journalism Library in 1927 by Dr. Charles D. Johnson.

Journalism 221, The Teaching of Journalism; 252, The Quality Magazines; 261, Rural Journalism; 265, Women's Departments in Newspapers and Magazines; 283, Advertising--Theory and Practice, Advanced Course; 291, Book Reviewing for Newspapers and Magazines; 292, Administration of the Journalism Library and Morgue; and 301-2-3, Seminar in Journalism.

It was on February 20, 1929, that the Baylor Journalism Club (Sigma Delta Rho) made their official petition to the national headquarters of Sigma Delta Chi for a charter of that fraternity. Two tables appear in the petition which are deemed of sufficient importance to be included here. The first gives the enrollment in each of the twelve journalism courses being given at that time:

News Writing	86
History of Journalism	7
News Editing and Copy Reading	32
The Editorial	24
Special Feature Articles	39
Rural Journalism	42
Teaching of Journalism	28
Advertising	67
The Contemporary Magazine	42
Business Management of Newspapers	12
Teaching of Journalism [sic]	21
Principles and Problems of Policy	15

The total of these figures is three hundred and seventy-five, compared to four hundred and seventy-nine for the 1959-60 session.¹³ Official total university enrollment for 1928-29 was

¹³See Table 4, Chapter I.

3,395, compared to 4,931 for 1959-60 in the Waco branches of the university.¹⁴

The second chart tabulates the enrollment of journalism students by years for a nine-year period:

Total in 1921	25
Total in 1922	37
Total in 1923	46
Total in 1924	42
Total in 1925	67
Total in 1926	89
Total in 1927	95
Total in 1928	108
Total in 1929	132

Conclusion to this third period of Baylor's journalism history may be dated July 15, 1929, at which time Dr. C. D. Johnson left Baylor and the journalism department which he had founded and directed during its formative years to assume the presidency of Ouachita College.¹⁵ The catalog bearing announcements for the 1929-30 session had already gone to press at the time Dr. Johnson tendered his resignation and, therefore, continues to list him as department chairman. No curriculum changes are indicated, with the exception that the numerical designation of one course is altered; it is possible, however, that further changes were effected in the fall.

¹⁴ Figures from the official records of the Office of the Registrar, Baylor University.

¹⁵ Dillehay, loc. cit.

With the coming of Frank E. Burkhalter in the fall of 1929 as journalism department chairman, another chapter was begun. Listed in the catalog as "F. E. Burkhalter, BA, Professor of Journalism and Director of Publicity (Ph.B., Baylor, 1907; B.A., Columbia, 1908)," ¹⁶ the new chairman supervised Baylor's program of journalism education through the 1945-46 session, then returned in 1947-48 for a final year before becoming professor emeritus. Because of the great length of this fourth major period, it will be subdivided into three lesser spans.

The first sub-period covers six years, from the 1929-30 session when Professor Burkhalter first supervised the department through the 1934-35 session. These years saw a decline in the total number of courses offered from the peak of twenty which had been established in 1928-29 to only eleven in 1934-35. The actual number of courses offered, by years, is as follows: 1930-31, fifteen; 1931-32, seventeen; 1932-33, twelve; 1933-34, eleven; and 1934-35, eleven. During these years, which, it may be noticed, compose the period when the effects of the depression were felt in the whole field of higher education, the courses which were dropped from the journalism curriculum were chiefly those dealing with the magazine, the women's departments,

¹⁶ Baylor Bulletin, XXXIII, 1930-31, No. 2, p. 5.

book reviewing, library and morgue administration, and the teaching of journalism. At the close of this period an almost exclusive concentration on the newspaper, and on newswriting in particular, was evident. It must be noted, however, that the first course dealing with religious journalism was introduced during the 1933-34 session. Titled "Religious Publicity," it was "designed primarily to assist prospective pastors and other religious workers in the preparation of news stories, announcements, advertisements, church bulletins, letters, posters, and other published material in the most effective manner." Also, during this period sophomore standing was made prerequisite to all courses in journalism; and a student was required to take the introductory course (Journalism 140) before being allowed to enroll in the other classes offered by the department.¹⁷

Assisting Professor Burkhalter from 1930 through 1932 was Miss Edith George, listed as a student assistant. Following her departure, no indication is made of any faculty additions to the department until 1934-35, when Calvin Newton and Elton Miller, a "fellow in journalism," were listed along with Professor Burkhalter.

In the fall of 1935 the journalism department was returned to the School of Business and remained there for six

¹⁷Ibid., p. 101.

years,¹⁸ which period we shall designate as the second subdivision of Professor Burkhalter's chairmanship. The number of courses remained at eleven for all but one of the sessions of this period. Only ten courses were listed for 1938-39, the smallest curriculum since 1926-27; the number rose to eleven the following year and has not dropped below that mark to the present. Little change was made in the subjects offered. However, certain courses were outlined as required for a journalism major, beginning with the 1936-37 session. The announcements for that year state:

Beginning with the fall quarter of the 1936-37 session the following courses will be required . . . to be taken by those majoring in the subject:

Introductory Course, 150
 Feature Article Writing, 175
 History of Journalism, 190
 News Editing, 201
 Editorial Writing, 211
 Rural Journalism, 261
 Newspaper Reporting of Public Affairs, 263
 Newspaper Laws and Ethics, 297¹⁹

A notation was made that the two advertising courses offered (281 and 283) could be substituted for courses 261 and 263 by those planning to work on the business side of publishing.

Professor Burkhalter was listed as the only journalism faculty member for three sessions, but the 1938-39 Bulletin

¹⁸ Ibid., XXXVIII, 1935-36, No. 2, pp. 146-147.

¹⁹ Ibid., XXXIX, 1936-37, No. 2, p. 149.

announcements bore another familiar name: Dr. Charles D. Johnson was listed as "Professor of Journalism and Director of Publicity" for the university. For two sessions he once again taught courses in the journalism department until in 1940-41 he was made professor of sociology, leaving Professor Burkhalter as the sole journalism instructor.

A "special memorandum" appearing at the close of the listing of journalism courses in the announcements for the 1940-41 session gave a foreshadowing of the change that was to take place in 1941-42, which date may be taken as the beginning of the final five-year subdivision of the period of Professor Burkhalter's chairmanship. The memorandum read in part: "Considerable enlargement of the journalism curriculum is contemplated as the catalogue goes to press, but details of the additional courses are not available."²⁰ The announcements for 1941-42 carried the name of A. Clarence Smith as professor of journalism; his degrees were listed as "A.B., Baylor, 1921, and A.M., Oklahoma, 1932." Five courses were added to the curriculum, all taught by Professor Smith, bringing the total number offered to sixteen. Added were Journalism 160, News Photography, Baylor's first course in photography; 195, Specialized Reporting;

²⁰Ibid., XLIII, 1940-41, No. 2, p. 166.

220, Community Journalism; 240, Editorial Relations; and 255, Trade and Technical Journalism.

These courses remained in the curriculum for 1942-43, and the total number of journalism courses offered continued to be sixteen. However, all five were dropped from the departmental listing in 1943-44; and Professor Burkhalter was once again the only journalism faculty member. Mrs. Lois Smith Douglas, instructor in English, was cited as instructor of the course in Special Feature Article Writing. Sophomore standing was discontinued as a prerequisite for the "100" courses in journalism in 1943-44 with the brief explanation that it was "for the time being." The statement was elaborated a bit the following year to read "since many students will not have an opportunity to complete their college work for the duration." indicating the influence of World War II on the university's enrollment. The curriculum was unchanged for 1945-46, the last of eighteen consecutive sessions for which Professor Burkhalter was chairman of the journalism department. Eleven courses were offered.

A three-year period of transition, the fifth major division, followed Professor Burkhalter's resignation, effective at the close of the 1945-46 session. Announcements for the 1946-47 academic year indicate not only a new faculty, but a complete reorganization of the journalism department. All of the courses that were retained were renumbered, and the curriculum was

enlarged to offer twenty-one separate courses in journalism. Since such a complete reorganization was effected and since the new curriculum bears such resemblance to that in use today, the courses are listed here for clarity:

- 150. Introduction to Journalism
- 151. Reporting 1
- 152. Reporting 2
- 200. Copyediting 1
- 201. Copyediting 2
- 202. Copyediting 3
- 210. Advanced Reporting
- 212. Special Feature Article Writing
- 215. Advanced Reporting Practice
- 218. Publicity Writing
- 220. History of Journalism
- 225. Advanced Editing and Newspaper Law
- 230. Newspaper Problems and Policies
- 240. The Editorial
- 245. The Community Newspaper
- 250. Advertising Principles and Practice
- 251. Advertising Copy and Layout
- 255. Camera Journalism 1
- 256. Camera Journalism 2
- 257. Camera Journalism 3
- 299. Journalism Seminar

A thorough outline was given of courses required for various concentrations, and journalism majors were for the first time offered a choice of three sequences. Five basic courses--151, 152, 200, 225, and 230--were required of all journalism majors. For a concentration in the news and general editorial sequence, courses 150, 201, 202, 210, and 240 were also necessary. Advertising majors were advised that 218, 245, 250, and 251 were requisite for their degrees. For camera journalism majors, courses 210, 212, 255, 256, and 257 were also required; and

Physics 101, 102, and 103 were "strongly recommended." Journalism minors were required to take 151, 200, 220, and 230.

Chairman of the journalism department for 1946-47 was Professor E. L. Callihan; his faculty listing in the catalog cited the following degrees: "B.J., Texas, 1929; M.S. in J., Northwestern, 1939; graduate student, ibid., summer, 1945."²¹ The departmental listing also included Patrick E. Taggart, advertising manager for the Waco News Tribune-Times Herald, as "Advisory Consultant in Advertising."

In 1947-48, however, Professor Burkhalter was again listed as chairman of the journalism department, assisted by Assistant Professor James Markham (B.J., University of Texas, 1932; A.M., ibid., 1940) and a Mr. Cash. Several minor curriculum changes were effected, with the total number of courses offered reduced to nineteen. A new announcement appeared to the effect that all students majoring in journalism would henceforth be required to devote a minimum of two hours per week in practical work on either The Lariat (newspaper) or The Round-up (yearbook).

For the 1948-49 session Professor Byrom E. Ellis served as chairman of the journalism department; his degrees were given

²¹Ibid., XLIX, 1946-47, No. 3, p. 8.

as "A.B., Pacific Union College, 1927; A.M., Southern California, 1934; graduate student, Nebraska, California, and Southern California." Assistant Professor Markham was again listed with the faculty, and Professor Burkhalter was cited as professor emeritus.

The total number of courses in the department curriculum was increased to twenty-two. Offered for the first time were courses in typography and the mechanics of the newspaper, magazine editing and management, radio news writing and editing, and public relations. Also the special requirements for majors and minors and the special sequences were greatly lessened so that the student was allowed freedom to choose at least three elective courses within the department.

The sixth and final period in the history of journalism education at Baylor, as covered by this study, is dated from the 1949-50 session when Dr. William J. Thomas was appointed as department chairman. The catalog announcements for that year list his educational background as follows; A.B., Westminster College, 1927; M.E., Pittsburg, 1933; Ph.D., ibid., 1944. Also listed in the journalism faculty were Assistant Professor Louie L. Hulme (A.B., Baylor, 1946); Lecturer Harry Provence, managing editor of the News Tribune-Times Herald; and Lecturer Mike Rinehart, manager of the Southwestern Advertising Agency. Two courses were dropped from the curriculum, leaving the total at twenty.

PLATE II--THREE CHAIRMEN OF THE BAYLOR UNIVERSITY JOURNALISM
DEPARTMENT



Dr. Charles D. Johnson
(1927-1929)



Prof. Frank Burkhalter
(1929-1946; 1947-48)



Dr. William J. Thomas
(1949-__)

For the 1950-51 academic year the curriculum was unchanged. The name of Thomas Suits, lecturer, of the Cen-Tex Advertising Agency, replaced that of Mr. Rinehart. In 1951-52 the third course in photography was resumed, increasing the total number of courses available to twenty-one. No other curriculum changes were made during the next five years. In 1953-54, however, Mr. Provence was no longer listed among the faculty; and the name of Ted Libbon was added. In 1954-55 Mr. Hulme was dropped from the listing; and C. E. Bryant, director of public relations for the university, was added as lecturer.

Two courses were added to the curriculum in 1956-57, completing a three-course sequence in public relations. The new courses were 268, Contemporary Problems in Public Relations, and 269, Publicity: Application of Principles and Methods. Two years later, in the 1958-59 session, public relations was officially added as the fourth sequence of study open to journalism majors. Meanwhile, in 1957-58, two faculty changes were made. Mr. Bryant was no longer listed; and a new assistant professor, Raymond J. Tassin, was added to the department. Mr. Tassin's education was described as "B.A., University of Oklahoma; M.A., ibid."

The final change in the journalism curriculum to date was made in 1958-59 with the addition of two courses, bringing the total number offered to its present total of twenty-five.

The new courses were 147, Exploring Journalism, designed especially for non-majors and non-minors in the field, and 290, Problems, a discussion class open to members of the staffs of the student newspaper and annual. No changes were made in the announcements for 1959-60.

Mr. Weems was dropped from the faculty listing in the 1958-59 catalog announcements. And, as the final note, Professor Tassin has been granted leave of absence for the 1960-61 session to pursue a Ph.D. degree in journalism at the University of Missouri. Announcement has been made by university administrative officials of the addition of Bill Moyers to the faculty to fill the position vacated by Mr. Tassin.

CHAPTER V

CONCLUSION

In presenting this study of journalism education in Southern Baptist colleges and universities it has been the writer's purpose to delineate, through presenting various facts regarding the curriculum and faculty, the present status this discipline maintains. While it is beyond the scope of this paper to compare Baptist journalism education with that offered by state universities or to criticize--individually or collectively--the curriculums which exist, it is felt that the material herein offers a partial groundwork for such further endeavor. And it is further hoped that this isolation of journalism curriculums may, in itself, have some value for purposes of analysis and interpretation.

In summary, it may be observed that the first division of this thesis dealt with the subject of the development of journalism within the established curriculums of Southern Baptist institutions. With rare exception, it has been the English department which has fostered the first probative offerings of the new discipline. From these timid beginnings, one-half of the Baptist schools have developed departments of

journalism giving minors in the subject; and, of these, nine have progressed to the point of offering majors in journalism.

In the second chapter it was discovered that, while a great variety of subject matter is covered in the courses offered in journalism, two studies--reporting and editing--are fundamental and basic in almost every curriculum. Concerning methods of instruction, it was pointed out that two major views of journalism education exist. One urges the importance of academic training and a broad liberal arts background, while the other insists that actual experience in the profession offers the best means of training. The programs of journalism education within Southern Baptist institutions were seen to offer some compromise between these poles of thought. Efforts are made to secure practical experience--on student newspapers, through part-time employment on local dailies, and by summer intern programs--to accompany the lectures on the profession which the student hears in the classroom.

The study in Chapter III of the faculty engaged in teaching journalism courses revealed that two plans, akin to the above-mentioned theories of journalism education, are evident in the selection of instructors. In some institutions the preferred method involves the use of academically trained persons in journalism or in English with no actual journalistic experience. At the opposite extreme are those schools which

employ, usually on a part-time lectureship basis, professional journalists with no academic degrees or with only bachelor's degrees. The majority of the schools studied, while pursuing neither plan to its extreme, do obviously favor one more than the other.

Chapter IV was devoted to a detailed study of the continual development of journalism education at Baylor University from the date of the first course in 1914 throughout the development of an independent journalism department to the present day. This chronology was felt justifiable on the basis that Baylor is now responsible for substantially one-half of Southern Baptist journalism instruction.

Once engaged in this study of journalism curriculums, the writer was aware of many other possible avenues of approach to the subject. The decision was made, however, to pursue only the primary topics outlined here. It is felt that this choice made possible a more complete analysis of the development and present status of Southern Baptist journalism education than would have been permitted in a broader study.

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- Furman University, Greenville, South Carolina, 1959-60.
- Georgetown College, Georgetown, Kentucky, 1959-60.
- Grand Canyon College, Phoenix, Arizona, 1958-60.

Hardin-Simmons University, Abilene, Texas, 1959-60.
 Howard College, Birmingham, Alabama, 1960-61.
 Howard Payne College, Brownwood, Texas, 1959-60.
 Judson College, Marion, Alabama, 1960-61.
 Louisiana College, Pineville, Louisiana, 1960-61.
 Mary Hardin-Baylor College, Belton, Texas, 1959-60.
 Mercer University, Macon, Georgia, 1960-61.
 Meredith College, Raleigh, North Carolina, 1959-60.
 Mississippi College, Clinton, Mississippi, 1960-61.
 Oklahoma Baptist University, Shawnee, Oklahoma, 1960-61.
 Ouachita College, Arkadelphia, Arkansas, 1960-61.
 Richmond, University of, Richmond, Virginia, 1960-61.
 Shorter College, Rome, Georgia, 1959-60.
 Stetson University, DeLand, Florida, 1959-60.
 Tift College, Forsyth, Georgia, 1960-61.
 Union University, Jackson, Tennessee, 1960-61.
 Wake Forest College, Winston-Salem, North Carolina, 1959-60.
 Wayland College, Plainview, Texas, 1959-60.
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 William Jewell College, Liberty, Missouri, 1959-60.

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 Blythe, Helen S., assistant professor of English, Union University.

- Bishop, Robert L., assistant professor of journalism, Oklahoma Baptist University.
- Bowman, Georgia, associate professor of English, William Jewell College.
- Brown, William J., chairman of English department, Shorter College.
- Ellers, Frank W., instructor in journalism, Georgetown College.
- Folk, Edgar E., professor of English, Wake Forest College.
- Kelley, Dayton, instructor in journalism, Mary Hardin-Baylor College.
- Kendrick, Fred E., associate professor of journalism, Louisiana College.
- Lambdin, Ina S., instructor in journalism, Belmont College.
- Loper, Julia O., assistant professor of English, William Carey College.
- Martin, Tessica, instructor in journalism, Howard Payne College.
- Nettles, Joseph E., instructor in journalism, University of Richmond.
- Parten, Ailese, associate professor of journalism, Wayland College.
- Raymond, John, instructor in journalism, Mercer University.
- Scroggins, Albert T., associate professor of journalism, Howard College.
- Sims, J. H., chairman of English department, Tift College.
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QUESTIONNAIRE FOR DATA

"Education in the Curriculum
of Southern Baptist Colleges and Universities"

(Being articles by Henry Reid Casselle, Baylor University)

Institution _____

Name _____
(your signature)

APPENDIX I

I. PURPOSE

1. Questionnaire Forms Used in Securing Information
from Journalism Instructors.

2. Title of Data Secured: _____

3. In what Department was it offered? _____

II. PRESENT JOURNALISM CURRICULUM

Course Instructor: _____
Fall Spring and summer years required

A. Questionnaire Form Sent to Colleges and Universities with
Journalism Courses in English Department

QUESTIONNAIRE FOR THESIS

"Journalism in the Curriculum
Of Southern Baptist Colleges and Universities"

(Being written by Sherry Boyd Castello, Baylor University)

Institution _____

Source _____
(your signature)

I. HISTORY

1. Date journalism first taught at your college or university: _____
2. Title of first course: _____
3. In what department was it offered? _____

II. PRESENT JOURNALISM CURRICULUM

Course	Instructor	Enrolment '59-60		Textbook used	Describe any lab
		Fall	Spring		

III. FACULTY

Please list below name, professorial rank, status (full or part-time), degrees, and particular academic and/or professional training in journalism of each instructor of a journalism course at your institution.

(Additional comments may be made on the back of this sheet.)

1. HISTORY

1. Date journalism first taught at your college or university _____
2. Title of first manual _____
3. To what department was it attached? _____
4. Date journalism department founded? _____

II. CURRENT STATISTICS

1. Number of students enrolling in journalism _____
 Number in journalism _____
2. Number of professors in academic year, 1955-56, with
 majors in journalism _____ with minors in journalism _____

III. SPECIAL TRAINING

1. Describe any working agreement you have with local papers for on-the-job training of journalism students.

- B. Questionnaire Form Sent to Colleges and Universities Offering Majors or Minors in Journalism

QUESTIONNAIRE FOR THESIS

"Journalism in the Curriculum Of Southern Baptist Colleges and Universities"

(Being written by Sherry Boyd Castello, Baylor University)

Institution _____

Source _____
(your signature)

I. HISTORY

1. Date journalism first taught at your college or university: _____
2. Title of first course: _____
3. In what department was it offered? _____
4. Date journalism department founded: _____

II. CURRENT ENROLMENT

1. Number of students majoring in journalism: _____
Minoring in journalism: _____
2. Number of graduates in academic year, 1959-60, with
majors in journalism: _____ With minors in journalism _____

III. SPECIAL TRAINING

1. Describe any working agreement you have with local papers for on-the-job training of journalism students.

2. Describe any summer intern training program in which your journalism students may participate.

What credit is given?

IV. AFFILIATION

1. With what journalism education associations is your department affiliated?
2. Do you have a chapter of Theta Sigma Phi? _____ Sigma
Delta Chi? _____ Other local journalism clubs (list):

V. PRESENT CURRICULUM

Course No.	Offered '59-60?	Enrolment Fall-Spring	Text used and author	Hrs. lab per week	Instructor

VI. FACULTY

Name of Instructor	Professorial Rank	Status	Degrees Held	Professional Experience

Faculty Report College and Universities

1807 Journalism and Universities Offering Majors in Journalism.

Taylor University

Journalism I-I, Reporting I.

3 sem. hrs.

Fundamental principles of gathering and writing news, with emphasis on accuracy, structure, and style; news writing; news editing; the modern newspaper and the reporter's role; specialized fields of reporting, including society, sports, and features; and interviewing. Laboratory work on The City-News Service is required.

187. Reporting II.

3 hrs.

Prerequisite: Journalism I.

APPENDIX II

Continuation of Reporting I, with emphasis on special fields of reporting, including sports, society, and features. Laboratory work on The City-News Service is required.

Catalog Listings of Journalism Courses Offered by

Southern Baptist Colleges and Universities.

187. Reporting Journalism.

3 hrs.

Designed to give the student a comprehensive knowledge with an interest in learning how news media affects our lives. Included will be a study of the methods of news gathering by newspaper, radio, television, and the newspaper. Some practical experience will be given in reporting copy for the various media.

188. Typography and Mechanics of the Newspaper.

3 hrs.

A study of the principles governing the work of type as applied to newspaper production and advertising layout. Printing problems are presented from the point of view of the work of the newspaper production and advertising departments. Newspaper layout, copywriting, proofreading, and editing of text.

¹1955-56 Catalog, pp. 97-100.

GROUP I--Colleges and Universities Offering Majors in Journalism.

Baylor University¹

Journalism 141. Reporting 1. 3 sem. hrs.

Fundamental principles of gathering and writing news, with emphasis on accuracy, structure, and style; news values; news sources; the modern newspaper and the reporter's role; specialized fields of reporting, including society, speeches, and meetings; and interviewing. Laboratory work on The Baylor Lariat is required.

142. Reporting 2. 3 hrs.

Prerequisite: Journalism 141

Continuation of Reporting 1, with emphasis on special fields of reporting, including deaths, accidents, police, and court reporting, sports, business and labor news, government, science, critical reviews, and short feature stories. Laboratory work on The Baylor Lariat is required.

147. Exploring Journalism. 2 hrs.

Designed to meet the needs of a non-major or non-minor with an interest in learning how mass media affects our lives. Included will be a study of the methods of news gathering by newspapers, radio, television, and the news-magazines. Some practical experience will be given in preparing copy for the various media.

160. Typography and Mechanics of the Newspaper. 2 hrs.

A study of the principles covering the use of type as applied in newspaper production and advertising layout. Printing problems are presented from the point of view of the desk editor and advertising production man. Newspaper make-up, copyfitting, proofreading, and building of head-

¹1959-60 Catalog, pp. 97-100.

line schedules are studied, together with instruction in preparing copy for the engraver. The three basic printing processes, letterpress, intaglio, and lithography, receive attention.

200. Editing 1. 3 hrs.

Theory and practice in editing for errors of fact, English, diction, and newspaper style in the handling of the various kinds of copy, including Associate Press leased wire copy; copyreading for libel; headline writing; general desk work; and laboratory work on The Baylor Lariat is required.

201. Editing 2. 3 hrs.

Prerequisite: Journalism 200.

Continuation of Editing 1. Laboratory work on The Baylor Lariat is required.

202. Magazine Editing and Management. 2 hrs.

A study of printing techniques adapted to magazine production, editing, make-up, securing bids, contracting, production schedules, and the preparation of copy for engraving. Laboratory work is required on The Round-Up, Baylor University yearbook.

203. Radio and Television News Writing and Editing. 2 hrs.

Prerequisite: Journalism 141 or consent of instructor.

Editing, analysis. A study of styles and forms of presentation. Preparation of material for broadcasting special and current events. Students receive thorough groundwork in the fundamentals of radio and television news style and intensive practice in rewriting and condensing from original news stories. [Also Speech-Radio 203.]

210. Advanced Reporting. 3 hrs.

Prerequisite: Journalism 141 and 142.

Study of background essential in reporting of public affairs, with emphasis upon court coverage, city hall, police, court house, politics, and business and labor news. Practice in reporting for The Baylor Lariat, Press Relations, and Waco newspapers.

220. History of Journalism 2 hrs.

A brief survey of English journalism and a detailed survey of the rise and development of journalism in the United States, with special reference to outstanding journalists and their contribution to the development of the modern American newspaper. Emphasis is given to sociological aspects of journalistic history as a background for understanding present developments.

225. Newspaper Laws. 2 hrs.

An intensive study of federal and state laws affecting the publication of newspapers, magazines, and books, with special reference to freedom of the press, the privileges of the press, and to the laws on libel, contempt of court, and the invasion of the right of privacy.

240. The Editorial. 2 hrs.

Study of the functions of the editorial; the editorial writer's opportunities; sources of materials; straight thinking; technique, style and writing of the editorial; analysis of editorials in leading American newspapers; editorials written on university, local, state, national, international, and general subjects.

245. The Community Newspaper. 2 hrs.

A survey of the business and editorial problems of the small paper with emphasis on plant and capital outlay, circulation, promotion and management, and general business practices in newspaper publications. Students are assigned field trips and individual term projects involving comprehensive reports of various Texas weeklies.

250. Advertising Procedures. 3 hrs.

A survey of the entire field of advertising which stresses a knowledge of history, principles, objectives, and the psychological basis of advertising. Research techniques, media selection, campaigns, production methods, and space buying are treated in survey style.

251. Advertising Copy and Layout. 3 hrs.

The writing of effective copy, testing the pulling power of advertising and the principles covering preparation of

copy and layout are stressed. A study is made of current advertising.

252. Advertising Production Methods. 3 hrs.

Prerequisite: Journalism 250 and 251.

Preparation of copy for the publisher and engraver is stressed. A great deal of practical work similar to that carried on in the small advertising agency is expected of each student.

255. Camera Journalism 1. 3 or 2 hrs.

A course in the fundamental principles of photography using newspaper type equipment. Emphasis on proper exposure, composition, developing and enlarging. Laboratory work required.

256. Camera Journalism 2. 3 hrs.

Prerequisite: Camera Journalism 1, or permission of the instructor.

Continuation of Journalism 255, with emphasis on pictorial journalism; work of reporter-photographer; judging and editing pictures; elements of page and picture layout; covering assignments of picture stories; writing and editing illustrated booklets; photography and the law; and photo-engraving. Laboratory work is required.

257. Camera 3. 3 hrs.

Designed to meet the needs of students who desire to enter commercial photography. Content: exterior and interior photography, architectural photography, industrial photography, groups and illustrative photography.

267. Public Relations. 3 hrs.

For those interested in public opinion and the various media through which it is influenced.

268. Contemporary Problems in Public Relations. 3 hrs.

The application of public relation principles and practices toward the resolution of current problems in this field, drawn from case histories. Each problem and its possible solutions are clinically examined. The areas of knowledge and the discipline upon which public relations are based are integrated and related to professional practice.

269. Publicity: Application of Principles and Methods. 3 hrs.

Planning and preparing publicity programs, the press conference, industrial exhibits, promotional activities, analysis of publicity cost, record keeping and evaluation of results.

275. Special Feature Article Writing. 2 hrs.

Prerequisite: Journalism 141

Instruction and practice in writing special feature articles for newspapers and for general and specialized magazines; emphasis on Sunday newspaper features. Theory and practice in selecting ideas, gathering materials, preparing and selling manuscripts; writing different types of articles; and developing the qualities of good writing style.

290. Problems. 1 hr.

Open to members of the staffs of The Lariat and Round-Up. Class will meet weekly for discussion of problems associated with production of the newspaper or the yearbook.

299. Journalism Seminar. 1 to 3 hrs.

Prerequisite: Senior standing and the consent of the chairman.

An intensive study, independently conducted, of some current problem or specialty in the journalistic field, to be approved by the department chairman.

Hardin-Simmons University²

- Journalism 113. Introduction to Journalism. 3 hrs.

A study of mass communications designed for journalism and non-journalism students.

123. Introduction to Journalism. 3 hrs.

Prerequisite: Journalism 113.

A detailed study of composition of the news story for newspapers. Professional techniques emphasized.

132. Fundamentals of Photography. 2 hrs.

A basic course in photography designed to teach the theory and practical application of photographic processes, including darkroom laboratory practice. Students also learn operation of press-type cameras. Laboratory assignments

²1959-60 Catalog, pp. 75-77.

will include pictures for the university newspaper and yearbook. No prerequisite.

213. Reporting. 3 hrs.

Practice assignments extended to daily beats, covering of special events and writing the interview. Straight news reporting emphasized.

223. Reporting. 3 hrs.

Prerequisite: Journalism 213.

Extension of professional reporting with emphasis on the final story to be submitted for publication. Special assignments required.

233. Continuity Writing. 3 hrs.

A study of all forms of non-dramatic radio writing, including music continuity, talks, programs, audience participation programs, feature programs, and commercial continuity. The course is intended to develop effective communication by means of expository, narrative, and persuasive writing for oral presentation.

303A. Advertising Art. 3 hrs.

The fundamentals of art as applied to advertising layouts. Fall, Spring.

313. History and Principles of American Journalism. 3 hrs.

The growth of modern newspapers, with emphasis on important persons in American journalism and principles of the newspaper and magazines of today. No prerequisite.

323. Editorial Writing. 3 hrs.

Prerequisite: Journalism 213, 223.

The technique and writing of newspaper editorials.

333. Feature Writing. 3 hrs.

Prerequisite: Journalism 113, 123.

Technique of writing of feature articles for newspapers and magazines.

343A. Applied Journalism. 3 hrs.

Prerequisite: Journalism 213, 223.

A study and practice of the current forms of radio and television newswriting.

353. Weekly Editorial Administration. 3 hrs.
 Prerequisite: Journalism 213, 22.
 The editorial and business sides of the country newspaper with special emphasis placed on the building of circulation.
- 353J. An Introduction to Advertising. 3 hrs.
 A study of advertising from the beginning to the present. Preparation of advertisements. Open to journalism and business administration students.
362. News Photography. 2 hrs.
 Prerequisite: Journalism 132, or permission.
 An intermediate course specializing in photography as it is related to newspapers, magazines and other media of mass communications. Laboratory assignments will consist of taking news and feature photographs for the Brand and Bronco, student publications.
373. Newspaper Makeup. 3 hrs.
 Prerequisite: Junior standing.
 The development and use of printing, type recognition, type harmony and readership, mechanical equipment used in printing, trends in newspaper photography.
383. Copyreading and Editing. 3 hrs.
 Prerequisite: Journalism 213, 223.
 The student takes the place of a copy reader on the newspaper, correcting copy, preparing it for the printer.
293. Religious Journalism. 3 hrs.
 The study of relationship between the church and press and editing of religious publications, including church bulletins. (For non-journalism majors.)
433. Advertising Methods. 3 hrs.
 Modern media and methods used in advertising. Advertisements will be prepared. Lectures will be given by individuals working in the fields of radio and television newspaper publications, and merchandising.
- 453 J. Public Relations. 3 hrs.
 Principles and practices of public relations and educational campaigns in business, educational institutions, social agencies.

483. Internship. 3 hrs.

Students who show professional promise and interest in journalism are chosen as interns during the summer for special training on staffs of the Texas Daily Newspaper Publishers Association, and should enroll during the summer term for this course off the campus.

Howard College³

- Journalism 201. Introduction to Journalism 3 hrs.
300. Supervision of School Publications. 3 hrs.
301. Advanced Reporting. 3 hrs.
302. Special Writing. 1-6 hrs.
311. Photojournalism 3 hrs.
320. Editing and Make-Up 3 hrs.
321. Advertising Principles and Practices. 3 hrs.
331. Religious Journalism. 3 hrs.

A course designed to improve the style and general readability of material offered for publication by ministers, church secretaries, or organizational reporters.

333. History and Principles of Journalism. 3 hrs.

The history of American Journalism including its English heritage. The course will include lectures and extensive reading in the field.

335. Radio and Television News. 3 hrs.

Tape recorders will be used for simulated broadcasts and laboratory sessions will include visits to local radio and television studios.

³1960-61 Catalog, pp. 63-64.

340. Law of Communication. 2 hrs.

A study of historic freedom of the press battles, legal limitations and privileges, libel, fair comment and criticism, copyright, etc.

400. Public Relations. 2 hrs.

Designed primarily for those interested in the fields of religion, industry, labor, education, and communications.

403. Magazine Article Writing. 3 hrs.

404. Magazine Publishing. 3 hrs.

410. The Community Newspaper. 3 hrs.

442. Mass Communications. 3 hrs.

A study of the processes and techniques used by newspapers, magazines, radio and T. V., motion pictures, etc., in reaching the masses of the world. Includes a study of general propaganda techniques and the United States Information Agency.

Howard Payne College⁴

- Journalism 201. Introduction to Journalism. 3 hrs.

A survey will be made of the entire field of Journalism to acquaint students with what the profession has to offer. Brief study will be made of the business, mechanical, and editorial departments of a newspaper.

202. News Reporting. 3 hrs.

Prerequisite: Journalism 201, English 101 with a grade of at least C. Fulfillment of the typing requirement.

Study will be made of the elements of news, style, and structure of news stories; news sources, types of stories, and news-gathering methods. Practice will be given in gathering and writing all types of news.

⁴ 1959-60 Catalog, pp. 102-104.

301. Editing. 3 hrs.
Prerequisite: Journalism 202.
Study will be made of the editing of copy for newspapers, magazines, business papers, and house organs; headline and title writing; evaluation of news, feature and pictorial [sic] matter; layout and typography.
302. Editing. 3 hrs.
Prerequisite: Journalism 301.
Study will be made of the techniques of typography, perfecting headlines, handling photos, makeup and the responsibilities of running the editor's desk.
303. Advertising Principles. 3 hrs.
Prerequisite: Journalism 202.
A study will be made of the principles of advertising, relationship of advertising to business management, economic and social influence of advertising, campaigns, appropriations and media.
304. Copywriting and Layout. 3 hrs.
Prerequisite: Journalism 303.
A study will be made of the writing of copy and making of layouts, with emphasis on preparation of newspaper advertising and typographical reproduction.
305. Feature Article Writing Fundamentals. 3 hrs.
Prerequisite: Journalism 202.
A study will be made of procedure in gathering material for feature stories, with stress on newspaper articles; analysis of reader appeal; study of feature story structure; development of style by practice in writing feature stories.
306. Magazine Article Writing. 3 hrs.
Prerequisite: Journalism 305.
A study will be made of special articles for trade journals and magazines; free lance markets; development of style.
307. Interpretive Writing 3 hrs.
Prerequisite: Journalism 202.
A study will be made of the types of interpretive journalism such as the editorial, the news review, the backgrounding column, the interpretive news story, and the interpretive magazine article. Consideration will be given to trends in news analysis and treatment.

401. History of Journalism 3 hrs.

Prerequisite: Journalism 201 or 202.

A study will be made of the European backgrounds of the American press; theory and practice of Journalism from Colonial days to the present; historical relation of the press to government; newspaper problems in the light of their historical development; contributions of outstanding newsmen to the development of Journalism.

402. Comparative Journalism. 3 hrs.

Prerequisite: Journalism 202.

Comparison will be made of the types of modern United States newspapers. American newspapers will be compared to those of England and Continental Europe.

403. Pictorial Journalism. 3 hrs.

Prerequisite: Journalism 301.

A study will be made of the editorial problems of newspaper and magazine illustration; picture selection, cropping, captioning, layout; the picture story; use of charts, diagrams, cartoons, maps; picture sources; photo and art departments; use of the Press camera.

404. Public Relations. 3 hrs.

Prerequisite: Journalism 202, Junior Standing.

A study will be made of the major steps required in setting up and maintaining a sound public relations program through mass media of communication. Special attention will be given to publicity methods and the propaganda devices. [Also Business Administration 412.]

405. The Press and Contemporary Affairs. 3 hrs.

Prerequisite: Journalism 302 and Junior Standing.

A study will be made of the explanation and interpretation of current events as a function of the press; critical analyses of contemporary problems.

406. Editorial Writing and Directing. 3 hrs.

Prerequisite: Journalism 405.

A study will be made of the editorial techniques and policies for newspapers and magazines; the newspaper column.

Mary Hardin-Baylor College⁵

Journalism 131. Introduction to Journalism. 3 hrs.

A brief survey of journalism directed toward giving the student an understanding of communication agencies in modern life and the professional opportunities in the broad field, following a study of the history of American journalism.

231. News Gathering and Reporting. 2 sem., 2 hrs. each.

Prerequisite: English 132 and high school or college credit for typewriting or be taking Business 103, Typewriting, concurrently. Instruction in interviewing and news writing; news sources, news values, and news stories. Study of newspapers and newspaper problems.

232. Reporting Public Affairs 2-2

Prerequisite: 231 and fulfillment of typewriting requirement. Further practice in news gathering and news writing with stress on reporting news of public affairs; the courts, public records, politics, etc. Laws affecting newspaper work.

331. Principles of Advertising and Sales Promotion. 3 hrs.

An analysis of the fundamentals in magazine and newspaper advertising with attention to recent developments and trends. Two hours laboratory weekly. Offered in 1960-61 and alternate years.

332. Advanced Reporting and Ethics of Journalism. 2-2

Prerequisite: 232

Practice in news writing, specialized reporting, and problems of reporting, editing and publishing. A study of the obligations of the competent journalist.

333. Copy Reading and Headline Writing. 2-2

Prerequisites: Journalism 231 and 232.

Practice in editing copy and make-up.

⁵ 1959-61 Catalog, pp. 82-83.

334. Feature Writing. 3 hrs.
Instruction and practice in writing of newspaper and magazine features. Offered in 1959-60 and alternate years.
432. Law of the Press. 3 hrs.
Prerequisite: 332.
Statutes and court decisions pertaining to libel and contempt of court; principles of freedom of the press; government regulations applying to copywriting and second-class mailing privileges.
433. The Editorial. 3 hrs.
Prerequisite: Nine hours of journalism.
Writing and study of the function of the newspaper editorial. Offered in 1960-61 and alternate years.
436. The Community Newspaper. 3 hrs.
Prerequisite: Journalism 333.
Emphasis upon functions and problems of local newspapers, with particular attention to small town daily and weekly papers. Offered in 1959-60 and alternate years.

Oklahoma Baptist University⁶

- Journalism 100. Elementary Photography. 3 hrs.
201. Mass Communications in Modern Society 3 hrs.
Offered in odd-numbered years.
202. Advanced Reporting 3 hrs.
Prerequisite: 201.
Continuation of 201. Offered in even-numbered years.
271. Mechanics of Publishing. 2 hrs.
Offered in even-numbered years.
303. Principles of Advertising. 3 hrs.
Offered in even-numbered years.

⁶1960-61 Catalog, pp. 78-79.

305. News Editing. 3 hrs.
Prerequisite: 201.
Offered in odd-numbered years.
307. Advertising Copywriting and Layout. 2 hrs.
Offered in odd-numbered years.
350. Feature Writing. 3 hrs.
Offered in odd-numbered years.
353. History of Journalism. 2 hrs.
Offered in even-numbered years.
355. Public Opinion. 3 hrs.
Offered in odd-numbered years.
381. Religious Journalism. 3 hrs.
Offered in odd-numbered years.
382. Religious Journalism. 3 hrs.
Prerequisite: 201 or 381; 350 recommended.
Continuation of 381. Offered in even-numbered years.
401. Journalism Internship. 2 hrs.
Prerequisite: 12 hours of journalism and permission.
404. Law and Ethics of the Press. 2 hrs.
Offered in odd-numbered years.
499. Special Studies in Journalism. 1-3 hrs.
Prerequisite: Approval of Department Chairman and Dean.
For juniors and seniors only.

Ouachita Baptist College⁷

- Journalism 101. Introduction to Journalism. 3 hrs.

A study of the entire field of mass communications with emphasis on journalism.

⁷1960-61 Catalog, pp. 81-82.

102. Reporting. 3 hrs.

Practice in the writing of straight news stories for newspapers and the college paper.

201. Editing. 3 hrs.

A laboratory course involving headline writing and correcting and preparing copy for the printer. A few lectures on make-up and libel laws.

202. Feature Writing. 3 hrs.

Prerequisite: Journalism 102.

Theory and practice in selecting ideas, gathering materials, and preparing and selling manuscripts. Emphasis on special and Sunday newspaper features. Offered Fall, 1961-62 and alternate years.

301. Advertising Procedure. 3 hrs.

Modern media and methods used in advertising. Advertisements will be prepared. Lectures will cover the business side of advertising and the various mass communications media through which it reaches the American public. Offered Fall, 1960-61 and alternate years.

304. Press Photography. 3 hrs.

The fundamentals of photography, developing and printing, enlarging, use of photographic equipment and standard techniques are studied by lecture and laboratory. Offered Spring, 1961-62 and alternate years.

305. Production and Editing of the School Annual. 3 hrs.

Designed for prospective sponsors of yearbooks, editors, and supervisors, and for those planning to enter the field of high school or college annual production, this course will cover such topics as yearbook functions, staff organization, selection and development of a theme, planning of the book in detail, pictorial coverage, writing and editing copy, working with the engraver and printer, and other general yearbook production matters.

311. Religious Journalism. 3 hrs.

A study of preparation and editing of church publications

and bulletins and of their relationships to the secular press. Offered Spring, 1960-61 and alternate years.

491 Special Studies in Journalism. 1-3 hrs.

Directed research in Journalism.

University of Richmond⁸

Journalism 201-202. News Writing. 6 hrs.

A course designed to acquaint the student with newspaper practices and to give him experience in writing news stories.

209-210. Radio Production. 3-3

Training in technique and practice in announcing and speech as it pertains to radio broadcasting. Study of sound in radio, sound effects, music, talent; planning, writing, and production of complete broadcasts. [Also Dramatic Arts 209-210.]

301-302. Advanced News Writing. 6 hrs.

A course in which students will write stories on assignment with daily supervision and conferences, thus gaining experience under actual working conditions.

303-304. Copy Editing. 6 hrs.

Study and practice in copy reading and editing and such allied newspaper practices as proofreading, headline writing, and page make-up.

305. Seminar. 3 hrs.

A seminar dealing with the history and development of journalism as a profession; newspaper law; editorial writing; and other aspects of journalism.

⁸1960-61 Richmond College Catalog, p. 64.

307-308. Creative Writing. 3-3

The technique of the short story, exercises in the elements of the type, complete short stories. Individual instruction and criticism within types of the student's own choosing. Several genres carefully analyzed. [Also English 307-308.]

Stetson University⁹

Journalism 207-208. News Reporting. 3-3

Groundwork in news gathering and writing; news beats on campus and in the city. Fee \$2.50.

303. Feature Writing. 3 hrs.

Prerequisite: Journalism 207.

Analysis of and practice in writing feature material.

304. Magazine Articles. 3 hrs.

Prerequisite: Journalism 207.

Writing, editing, and marketing magazine articles.

311. Specialized Reporting. 3 hrs.

Prerequisite: Journalism 207.

A conference course; assignments.

321. News Editing. 3 hrs.

Prerequisite: Journalism 207.

Copyreading wire copy, local copy, writing headlines; layout and rewriting; participation in daily publication of DeLand Sun News; work on city desk.

327-328. Principles of Commercial Art. 3-3

Lettering and layout, package design, display advertising, advertising design. A portfolio of the best work is collected. Fee \$6.00 per semester. [Aso Art 327-328.]

343-344. Advertising Layout and Copy. 3-3

⁹1960-61 Catalog, p. 52.

343: Study of the relationship of the advertiser and the agency and their functions in advertising. Fall semester, odd-numbered years.

344: Study of basic copy writing principles for print media; brief analysis of current advertising formats. Fall semester, even numbered years. [Also Business 343, 344.]

GROUP I--Colleges and Universities Offering Minors in Journalism.

Belmont College¹⁰

Journalism 301, 302, 303. Basic Journalism--Skills and Methods. 9 quarter hrs.

Principles and practices in reporting, news and feature writing, and interviewing are emphasized.

401, 402. Writing for the Religious Publication. 6 quarter hrs.
Prerequisite: Journalism 301, 302, 303.

This course majors on the techniques of good writing; it is slanted toward religious publications. Theory and practice are combined to help the student develop writing skill.

Furman University¹¹

Journalism 101. Introduction to Journalism. 6 hrs.

Open to freshmen. Survey of journalism, designed to acquaint students with entire field of mass communications. Three hours a week, entire session [two semesters].

201. Reporting and Editing. 6 hrs.

A study of the technique of news stories, with emphasis on the gathering and writing of news. Feature articles,

¹⁰1959-60 Catalog, pp. 52-53.

¹¹1959-60 Catalog, pp. 103-104.

editorials and critical writing as well as practical experience on campus newspaper. Three hours a week, entire session.

301a. Magazine and Newspaper Feature Writing. 3 hrs.

Prerequisite: Journalism 101 or permission of instructor.

Designed for the writing and selling of feature articles. Survey of markets with manuscripts submitted for sale.

303a. Religious Journalism. 3 hrs.

Designed for ministers and other professional church workers; research in denominational and interdenomination publications; printed educational materials and religious copy in secular publications.

401b. The American Press and Society 3 hrs.

European backgrounds of the American press with emphasis on the comparative study of American newspapers. Study of newspaper personalities, newspaper literature, and newspaper law.

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Louisiana College

Journalism 101. Introduction to Modern Journalism. 3 hrs.

An orientation survey of the social background, the scope, the functions, the organization, etc., of the modern mass media of communication. Attention will be given to the newspaper, the magazine, the radio, television, advertising, publicity, photography, and the trade press. Open to freshmen.

201. Elementary News Writing. 3 hrs.

A study of the straight news story structure with practice in writing the simpler types. It will also include the study of the factors that determine the value of news. Both the practical and theoretical aspects of the field will be considered. Required of ministerial students.

¹²1960-61 Catalog, pp. 75-76.

Not open to freshmen unless special permission granted by the instructor.

301. Newspaper Reporting. 3 hrs.

Prerequisite: 201.

Based on assignment work with the local daily newspaper. These assignments will cover the entire range of community news and will provide experience in getting and writing all types of local stories. Students will become familiar with both beat and spot news reporting and with news picture tie-ups.

311. Copyreading and Newspaper Editing. 3 hrs.

Analysis of headline writing, discussion of editing background and philosophies. Laboratory work will be done on The Wildcat, Louisiana College student weekly newspaper, and on the Alexandria Town Talk.

313. Makeup and Typography. 3 hrs.

Prerequisite: 311.

A survey of printing from Gutenberg to Bruce Rogers, with detailed study and opportunity to practice principles governing effective use of type, rule, and illustrations. Attention will also be paid to the principles involved in making up a newspaper page. Permission is granted by the instructor.

333. Radio Journalism. 3 hrs.

An introductory course in the processing of local and leased wire service news for radio. The student will learn to plan, prepare, and edit reliable, newsworthy, and interesting news broadcasts. Laboratory practice with a local radio station will be a requirement.

401. History of Journalism. 3 hrs.

Prerequisite: 101.

A study of the origin of journalism in Europe and Colonial American and its development in the United States to the present time.

402. The Editorial. 3 hrs.

Prerequisites: 101 and 201.

A study of the work of the editor and editorial writer with emphasis upon editorial writing and thinking. Editorial problems, methods, policies, and style will be studied.

403. The Community Newspaper.

3 hrs.

Prerequisites: 101, 201, 313.

A survey of the problems of the community newspaper administration. Historical and contemporary views of the small town daily and the country weekly newspaper will be studied in their economic, and social, and cultural aspects, with emphasis on the role of the editor in community life.

412, 413, 414, and 415. Internships for juniors and seniors who have completed courses 101, 311, 313, and 323. Work may be done on the staff of either The Wildcat, Louisiana College newspaper, or The Pine Knot, the student yearbook. Credit two hours.

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Mercer University

Journalism 100. News Writing.

5 quarter hrs.

A basic course in reporting and writing news for newspapers, radio and television, with emphasis upon newspaper techniques. This course should be taken as the first course in a journalism sequence, and is recommended for those who wish to take a journalism course as an elective.

101. Advanced News and Feature Writing.

5 quarter hrs.

Prerequisite: Journalism 100 or permission of the instructor.

A continuation of News Writing 100, with emphasis on interpretative reporting, the editorial, the feature and the special article.

104. Editing and Make-up.

5 quarter hrs.

Prerequisite: Journalism 100.

A consideration of the duties and an application of the techniques involved in copy reading and editing, headline writing, and makeup.

106. Journalism in United States History.

5 quarter hrs.

Prerequisite: For journalism students, Journalism 100; for elective students, a course in American history or American literature.

A study correlating journalism with other forces in the history of the United States. Survey courses in American history and American literature will provide desirable background for this offering.

107. Laws of Communications. 5 quarter hrs.
Prerequisite: Journalism 100 or permission of the instructor.
A course in ethical and legal problems common to newspapers and other journalistic media.

109. Journalistic Production. 5 quarter hrs.
Prerequisites: Journalism 100 and 102. Open only to seniors completing journalism sequence.

Individual reporting or editing must be done for the Macon daily newspapers or in the news department of Macon radio or television stations. This work must be done with the approval and under the supervision of the department.

Wake Forest College¹⁴

Journalism 47. Journalistic Writing. 4 hrs.
Prerequisite: English 1-2.

Survey of the fundamental principles of news-writing; study of news and news values, and of outstanding newspapers. Open to juniors and seniors, and to sophomores who obtain the permission of the instructor.

48. Copy-editing. 2 hrs.
Prerequisite: English 1-2 and Journalism 47.

A laboratory course in copy-editing, headline-writing, typography, and make-up.

40. Special Feature Articles. 4 hrs.
Prerequisite: English 1-2, and preferably Journalism 47. Prac-

tice in writing articles for newspapers and magazines, with emphasis on selecting subjects, gathering material, and on the preparation and sale of manuscripts.

51. The Editorial. 4 hrs.
Prerequisite: English 1-2, Journalism 47-48.

Analysis of editorial policies of typical newspapers, discussions of current events and topics calling for editorial expression, and practice in writing various

¹⁴1959-60 Catalog, pp. 137-138.

types of editorials; a study of the fundamentals of public opinion, and what the editorial writer can do to influence thinking.

52. History of American Journalism. 2 hrs.

Prerequisite: English 1-2, Journalism 47-48.

A study of the development of the American newspaper, with detailed investigations of representative papers and editors, and with special reference to the problems of present-day journalism.

Wayland Baptist College¹⁵

Journalism 213. News Writing. 3 hrs.

Prerequisite: English 123 and skill in typing.

Lectures and practice in writing news, news values and news sources. Laboratory work required.

223. News Gathering and News Writing. 3 hrs.

Prerequisite: 213.

Continuation of Journalism 213 with emphasis on special fields of reporting, including short features. Laboratory work required.

233. Elementary Camera Journalism. 3 hrs.

An introduction to cameras and their use as a tool in all phases of journalism; picture taking, contact and projection printing, and processing of photographic materials. Lecture 2 hours, laboratory 4 hours.

313. News Editing. 3 hrs.

Prerequisite: 223.

Copyreading, headline writing, makeup, libel. Lecture 2 hours, laboratory 2 hours.

323. Advanced Reporting. 3 hrs.

Prerequisite: 223

Problems of reporting, special features, publicity for organizations. Lecture 1 hour, laboratory 4 hours.

¹⁵ 1959-60 Catalog, p. 61.

333. History of Journalism. 3 hrs.

Prerequisite: Junior standing.

Survey of development of Journalism with emphasis on lives of eminent American journalists.

343. Feature Story Writing. 3 hrs.

Prerequisite: 223 or its equivalent.

Procedures in gathering feature material; reader appeal; story structure; and development of style through writing.

403. Church Publicity. 3 hrs.

Prerequisite: Junior standing.

A study of journalism applied to church and denominational activities. News writing, feature stories, interviews, radio scripts and editorials. Recommended for pastors, educational directors and church secretaries.

423. Seminar in Journalism. 3 hrs.

Prerequisite: Junior or senior standing.

Topics developed will depend on background and needs of students.

473. Camera Journalism. 3 hrs.

Prerequisite: 233, and 403 or 423.

Use of pictures in newspapers and magazines; picture-taking techniques; work of the reporter-photographer. Emphasis on training for small-city daily and religious journals.

GROUP III--Colleges and Universities Offering Journalism Courses through English Departments.

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Carson-Newman College

English 333. Journalistic Writing. 3 hrs.

A course designed to acquaint students with writing for newspapers, campus papers, magazines, and professional journals. An introduction to reporting and article writing. Taught as a writing practicum adapted to the needs of the students. Especially helpful to ministers, teachers, and personnel workers.

Georgetown College¹⁷

English 308. Journalism I. 3 hrs.

Prerequisites: English 111-112 [Composition and Rhetoric]
or permission of instructor.

An introduction to the principles and problems of the press
with laboratory assignments in news writing.

English 309. Journalism II. 3 hrs.

Prerequisites: English 111-112.

A continuation of Journalism I.

Judson College¹⁸

English 203-4. Journalism. 6 hrs.

A general course, designed to acquaint the student with
the organization of the modern newspaper, the functions
of its staff, and the technique of its style. Includes
a close scrutiny of current news and a critical examina-
tion of how it is being reported. Not credited toward a
major or minor in English.

Shorter College¹⁹

English 202. Journalism. 3 hrs.

Prerequisite: Creditable record in English 101, 102.

Training and practice in the elements of news and feature
writing.

Tift College²⁰

English 321. Journalism. 5 quarter hours

This is a general course in journalism designed to acquaint
the student with fundamentals.

¹⁷1959-60 Catalog, p. 62.

¹⁸1960-61 Catalog, p. 41.

¹⁹1959-60 Catalog, p. 52.

²⁰1960-61 Catalog, p. 30.

Union University²¹

English 213-214. News Writing and Reporting. 2 hrs. per Sem.

Practice in news gathering and news writing for the college publications. Does not count on English major, but is of inestimable value to the prospective high school English teacher.

English 415. Feature Writing. 2 hrs.

Practical experience in mastering the craft of writing the special feature. Each student will be encouraged to prepare an article for publication.

William Carey College²²

English 403. Newswriting and Reporting. 3 hrs.

A study of the subject matter of news and news stories and practice in the writing of different types of news. Will not count on an English major. Offered in odd-numbered years.

English 413. Copy Editing and Newspaper Make-Up. 3 hrs.

Practice in the principles and techniques of copy reading and newspaper makeup. Includes rewriting newspaper copy, proofreading, writing headlines, and processing different types of news. Practice in fitting together news stories and illustrations to form an attractive paper. Will not count on an English major. Even-numbered years.

William Jewell College²³

English 211-212. Journalism--Reporting and Editing.
2 hrs. per Sem.

²¹1960-61 Catalog, pp. 96-97.

²²1960-61 Catalog, pp. 93-94.

²³1959-60 Catalog, p. 69.

The techniques of newspaper writing, with emphasis on general reporting, editing, make-up, and layout. A study of the American press as a factor in modern mass communication. Laboratory work on the College newspaper throughout the year.

Journalism

This course is a study of the development and present status of journalism education within the United States and universities operated by the Southern Baptist. It includes a listing of the facilities provided for journalism education in the various institutions and outlines the college which are given subjects of study in the subject as well as those with journalism majors in the English department.

A study is made of the current conditions in journalism, noting the subjects which are fundamental and widespread and others which are made possible only by large institutions and facilities. Attention is also given to the methods of instruction, and in particular to the opportunities for practical experience offered in journalism education. A chapter is devoted to the study of journalism education, noting individual problems, such as admission, and curriculum.

Because of the importance of journalism in the United States, it is necessary for students to have a knowledge of the history of journalism education, special consideration is given to the current conditions.

JOURNALISM IN THE CURRICULUM OF SOUTHERN BAPTIST
COLLEGES AND UNIVERSITIES

Abstract

This thesis is a study of the development and present status of journalism education within the thirty colleges and universities operated by the Southern Baptists. It includes a listing of the earliest courses in journalism offered in the various institutions and outlines the colleges which now give majors or minors in the subject as well as those still including journalism courses in the English department.

A study is made of the current curriculums in journalism, noting the subjects which are fundamental and widespread and others which are made possible only by larger enrollments and faculties. Attention is also given to the methods of instruction, and in particular to the opportunities for practical experience offered to journalism students. A chapter is devoted to the study of journalism faculties, noting individual professorial rank, education, and experience.

Because Baylor University's department of journalism is responsible for substantially one-half of all Southern Baptist journalism education, special consideration is given to its continual development.