

1946

1946-1947 Course Catalog

Columbia College Chicago

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C O L U M B I A C O L L E G E

56 YEARS NATIONAL RECOGNITION

GENERAL BULLETIN

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RADIO — DRAMA — TELEVISION
BUSINESS — SPEECH — EDUCATION
AND
ACADEMIC COURSES
LIBRARY
OF
COLUMBIA COLLEGE
CHICAGO, ILLINOIS
DAY AND EVENING CLASSES

This bulletin includes
special short professional courses



FINE ARTS BUILDING
410 SOUTH MICHIGAN BOULEVARD
CHICAGO 5, ILLINOIS
PHONE WABASH 6762

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U. S. ALLEN, B.O.....	Speech
FLORENCE BAKER, M.A.....	Art
MERLIN BOWEN, M.A.....	Dramatic Literature
RAYMOND COOK, M.A.....	Education
BERENICE CRAWFORD, M.A.....	Education
JOHN DEBOER, Ph.D.....	Literature
GILBERT C. FERGUSON.....	Television, Radio
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DENTON GEYER, Ph.D.....	Social Sciences
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FRANK IVES, M.A.....	Psychology
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ERIC LORD	Television, Radio
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KAY KARROL	Registrar
DOROTHY ENNEN	Exec. Secretary

COLUMBIA COLLEGE

*

For fifty-six years, Columbia College has played an important part in the fields of Drama, Stage, Speech, Education and Business. Twelve years ago the College added the Radio Broadcasting Training Department. Following its tradition of practical training and education, the College engaged on its permanent staff outstanding people from the major radio stations. The practical method of training in this department has been so successful that radio stations throughout the country apply to Columbia College for new personnel.

Of course, it was natural for Columbia College to add Television Training to enhance student opportunities to take advantage of future developments.

The College has been recognized throughout the country as an institution devising newer methods of training. Since its staff consists of outstanding authorities and experts from both professional and academic fields, it has always been progressive in developing psychologically sound and practical techniques of training.

Its curriculum consists of courses in the fields of radio, speech, drama, business, education and carefully selected cultural and academic subjects.

LOCATION OF COLLEGE

The College is located in the Fine Arts Building in the downtown district, facing Lake Michigan and Grant Park. The facilities of the park offer the student unusual opportunity for sports and recreation. Here he may take advantage of the proximity of the Field Museum, the Planetarium, the Aquarium and the Band Shell, where out-door concerts are held. He is also within walking distance of the Art Institute, the Chicago Public Libraries and various Radio Stations and theatres.

SELECTION OF STUDENTS

Each student before being accepted by the College has to arrange for an individual conference and audition to determine whether he has the qualifications to become successful in any of the fields for which Columbia College offers training. An applicant must furnish satisfactory character references and must have a high school education, or its equivalent. The admission of people who live in other parts of the country and who cannot come in for a regular conference and audition will be determined by a special questionnaire or a voice recording, or both.

SPECIAL SHORT PROFESSIONAL COURSES

For those who are not in a position to study for a degree, special practical, concentrated courses are offered fitting one for the profession in a reasonably short time. These courses have proved highly successful and have been the source of training of a large number of men and women now employed in Radio, Advertising, Business and Drama.

However, should one upon completion of the short course choose not to enter the profession immediately but to continue toward a Bachelor's or Master's degree, he will be given full credit for this study period toward these degrees.

GUIDANCE OF STUDENT TRAINING

The faculty and dean hold weekly conferences during which time the progress of individual students is carefully analyzed and recommendations are made to further the development of the students.

Through this method each student comes up for detailed discussion by the faculty every few weeks. Thus, though the students are trained in classes they receive careful individual attention.

PERSONALITY DEVELOPMENT

Courses are also designed for those who realize the educational and cultural values obtained through the studies offered in our College, since these studies are important factors in the development of poise, self-confidence and a good personality.

RADIO DEPARTMENT

The widespread opportunities in the ever-growing field of radio, combined with the constant demand for new personnel by radio stations, prompted Columbia College to so organize its courses that men and women could acquire the necessary skills in a comparatively short period.

Columbia College is in constant contact with radio stations throughout the United States, checking on their latest requirements, and modifying its curriculum accordingly, so that students are prepared to meet the changing demands of the profession.

Classes are held day or evening. The instructors are professionals whose approach is entirely practical and geared to the needs and requirements of the radio stations for announcers, news-casters, writers, actors, producers, directors, business managers, radio station managers, advertising continuity, salesmanship, etc.

Radio stations all over the country apply to Columbia College for new radio personnel. Television Training is incorporated in the Radio Department.

PLACEMENT BUREAU

The function of the Placement Bureau is to cooperate with the student in helping him get started in the radio profession. Such cooperation is given to all students who are qualified to enter this field.

DIPLOMAS AND DEGREES

The Degree of Bachelor of Speech is awarded to students satisfactorily completing a four year curriculum combining professional and academic courses.

The Degree of Master of Speech is awarded to students completing one year of graduate work.

All students are permitted to take special concentrated professional training in the field of Radio, Speech, Drama or Business the first year or two, if necessary, so in the event they cannot continue towards their degree, they will have met the basic requirements for entering the profession.

SPECIAL PROFESSIONAL COURSES

RADIO

The radio department is recognized as outstanding in the practicability and completeness of the training offered. Students are trained under a system which gives the background and skill necessary to obtain and hold positions in radio. The training involves the use of a number of large, properly-equipped studios.

RADIO ANNOUNCING — Commercial:

This course involves a general introduction to announcing techniques, incorporating sales principles of announcing, establishment of interest in a product, etc. All work is done on microphone with emphasis on developing the student into an effective radio personality.

The students participate in practical class-room demonstrations of oral selling and thereby receive pertinent instruction in this direction. Sincerity, coherence of thought, and clarity of expression are stressed.

FEATURE ANNOUNCING:

This is a workshop course covering the various phases of announcing. Students are given actual broadcast copy, and actively participate in newscasts, interviews, dramatic narrations and all other assignments typical of station operation. Actual broadcast procedure is simulated throughout.

NEWS-CASTING — NEWS EDITING:

Method and technique of broadcasting news and special events, incorporating news reporting, news commentary, news editing, etc.

RADIO ACTING:

Skill in radio characterization and interpretation is developed through actual participation in standard radio dramatic shows under realistic studio conditions. In addition to the regular work involved in the course, students participate in the radio shows of the Columbia Radio Players as actors, producers, announcers, sound effects personnel, etc.

DIALECTS:

The necessary training in the use of dialect when portraying foreign ways of using the English language, also specific colloquial language peculiarities. This is a practical course.

BROADCASTING TECHNIQUE:

The effective use of the microphone, the use of sound effects, the use of turn tables and timing are stressed. The student is given experience under various broadcasting conditions. Good microphone habits are established and the student is taught studio procedure and terminology as practiced in commercial broadcasting stations.

RADIO PROGRAMMING:

A study of the preparation of program logs, Federal Communication Commission rules, and procedures pertaining to programming, correlation of programs, station traffic managing, scheduling of programs and duties of a Program Director.

STATION PROCEDURE:

This course familiarizes the student with the principles of organizing radio time, the preparation of radio continuity, the organization of specified programs and the workings of the station traffic department.

STATION OPERATION:

Attention is centered on the presentation of prepared broadcasts. Problems of radio station scheduling are considered. The broadcast time is followed by class criticism and discussion.

SALES AND PROMOTION:

This course develops techniques in selling, promoting and managing radio programs; investigating the sponsor's needs, the sponsor's product, and type of listeners.

RADIO BUSINESS MANAGEMENT:

A practical course covering the problems of relationship between station and sponsor — sales, public relations, staff management, civic cooperation, political policy, and servicing of accounts.

RECORD PROGRAMS:

Methods of building recorded programs to fit the time of day, type of audience, and particular occasion. Correlation of music with all types of continuity and news.

PROGRAM BUILDING:

A study of the important problems confronting radio directors and producers; how to direct; how to produce a radio show effectively; the problems of casting. Principles of producing serials, educational broadcasts, variety programs, etc.

RADIO WRITING:

A study in writing and editing various types of radio scripts; characterization, dialogue, plots, atmosphere, comedy relief, suspense, tragedy, horror scripts, commercial dramatizations, adaptation, contrast of visual and aural techniques, etc.

COMMERCIAL CONTINUITY:

Writing announcer's copy, styles of copy, character of copy in relation to the product advertised: the language of announcing and the evaluation of listener response. Students receive practice and exercise in the writing of spot announcements, and short and long commercial announcements. Construction of radio interviews, news editing, and various other types of announcer programs.

CORRECTIVE SPEECH — THE USE OF THE SPEAKING VOICE:

Phonetics, voice projection, tone production, voice placement, breathing, articulation and enunciation, and emotional tone coloring; the approach in this course is a practical one and eliminates non-essentials.

INTERPRETIVE SPEECH:

The purpose of this course is to learn to speak in an interesting and effective manner — shading, inflection, mood and personality interpretation are studied.

FORUM ON CURRENT PROBLEMS

This is a discussion class devoted to current problems of sociological significance, such as labor, politics, economics, foreign affairs, etc. In this class, the student learns to express himself effectively while becoming familiar with important phases of world and national affairs.

TELEVISION

The study and practice of acting and announcing for television broadcasts; television problems such as lights, scenery, entrances, exits, stage movements, etc.

CHORAL MUSIC

A course designed to give students the principles of choral music through active participation in group singing. Students have the opportunity of singing with the school choir on various occasions. Different types of audience and group situations are experienced.

STAGE COURSES

The plan of training in stagecraft includes both basic and professional courses to develop the student's skill in acting, directing and teaching.

STAGE ACTING:

The study of stage movement such as walking, posture, entrances and exits, technique of physical encounters on the stage, stage falls, etc.; use of props, and stage terminology; rehearsals of representative dramas. The study of characterization, establishment of relationship of characters in a dramatic situation, motivation, and training in sense memory through dramatic improvisations. All instruction is based on practical application.

CHARACTER INTERPRETATION:

The reading of lines and characterization, tempo and pace, volume, timing, intensity, pitch, building of climax, use of pause, acceleration, emphasis, mood and transition for stage purposes. Practice in group playing.

STAGE PRODUCTION:

A general course in the technique of production, dealing with stage fundamentals, scene design, stage carpentry, scene painting, stage lighting and costuming.

STAGE MAKE-UP:

Study in the standard techniques of make-up for stage purposes. Students are acquainted with the newest materials and techniques and are given practice to develop skill in make-up for varying stage conditions.

STAGE DIRECTION:

By use of original material and scenes from plays, students are given practice in the elements of play directing, such as composition of stage pictures, movement, rhythm, tempo, invention and direction of pantomime and stage business, casting and conduct of rehearsals. In addition to the work of the course, students are given an opportunity to work as assistants on the staff of professional directors who stage the productions of the Columbia Players.

HISTORY OF DRAMA:

A general survey course in the history of the theatre and world drama.

THEORY OF INTERPRETATION — PSYCHOLOGY:

Psychological analyses of dramatic situations and characters; those aspects of psychology which are the most useful in the field of drama.

BUSINESS ADMINISTRATION

ADVERTISING:

The theory, principles and applications of advertising. The planning of advertisements, the copy plan, layouts, advertising mechanics and media, schedules and appropriations, the advertising agency, and related topics. The organization of advertising, the economic significance of advertising, its social importance, the practical uses of advertising, its relation to modern business organization, its place in the marketing plan, advertising research, preparation for an advertising campaign.

BUSINESS PSYCHOLOGY:

The basic principles of psychology applied to the human relations in the business world. Methods of motivating people to greater efforts; the elimination of inter-personal friction; problems in human engineering.

PERSONNEL RELATIONS MANAGEMENT:

Newer conceptions of personnel relations. Instruments of personnel control such as applications, transfers, promotions, discharges, merit ratings, job analysis. Education, training and adjustment of the employee. Employee incentives and rewards.

PUBLIC RELATIONS AND PUBLICITY:

The new conception of public relations is explained. The wide scope of public relations is demonstrated. The scope of advertising and publicity is presented and the types and appeals of advertising are given to reveal public attitudes. The uses of publicity, the vital role of publicity in industrial and business organization.

SALESMANSHIP:

The psychology of salesmanship is presented. The various techniques of influencing people at different times and occasions are thoroughly analyzed. Types of salesmanship and types of salesmen are studied and their respective merits closely differentiated.

MARKETING:

Problems of marketing products under competitive conditions; the organization of the marketing system; relationship of marketing to price structure; problems of government regulation.

PRINCIPLES OF BUSINESS ORGANIZATION:

Methods of delegating responsibilities among employees and executives. Methods of grouping personnel into administrative departments. Management techniques in meeting typical business problems.

OFFICE MANAGEMENT AND ORGANIZATION:

Methods of organizing clerical staff; establishing routines, delegating responsibilities, constructing manuals of operation.

ACADEMIC COURSES

Academic courses are offered in the following fields. For more detailed information write to the Registrar.

PSYCHOLOGY**INTRODUCTORY PSYCHOLOGY**

An introduction to the basic problems of human behavior with emphasis on the dynamics of adjustment; the nature of human motivation; the varieties of human emotion; problems of mental conflict; the development of personality; mental hygiene.

ABNORMAL PSYCHOLOGY

Behavior problems and abnormalities.

SOCIAL PSYCHOLOGY

The relationship between the individual and the group in society.

DEVELOPMENT OF PERSONALITY

The growth of personality and its adjustments.

PRINCIPLES IN PSYCHOLOGICAL GUIDANCE

Approach to child guidance in its various phases.

BUSINESS PSYCHOLOGY

Basic principles of psychology in business.

ENGLISH

ENGLISH COMPOSITION

SURVEY OF CONTEMPORARY AND CLASSIC LITERATURE

DRAMATIC LITERATURE

A survey of the drama from the classical to the contemporary.

GREAT BOOKS

The discussion of books that have had an influence on modern thought.

INTRODUCTION TO THE STUDY OF THE NOVEL

INTRODUCTION TO THE STUDY OF POETRY

MODERN PRINCIPLES OF ENGLISH USAGE

CURRENT READING

A survey of leading works of contemporary fiction and non-fiction.

SOCIAL SCIENCE

INTRODUCTORY SOCIOLOGY

This is a survey of group life as evolved in our present day society.

CONTEMPORARY SOCIAL PROBLEMS

The world scene and its present day problems.

SOCIAL ECONOMICS

The rise of the industrial era.

INTRODUCTION TO THE STUDY OF CULTURE

A preliminary study of the psycho-social environment.

AMERICAN MINORITY GROUPS

A survey of racial and national minority groups in America.

CULTURES OF THE WORLD

An inclusive survey of social organizations.

HISTORY OF CIVILIZATION

A brief survey of the development of civilization.

AMERICAN POLITICAL AND SOCIAL HISTORY

A survey of the development of American political, social and cultural institutions.

INTERNATIONAL RELATIONS

Historical backgrounds of current international conflicts.

FORUM ON CURRENT PROBLEMS

Current problems of sociological significance.

H I S T O R Y**UNITED STATES HISTORY**

The early period. (1492-1787)

UNITED STATES HISTORY AND GOVERNMENT

The formative period. (1784-1865)

UNITED STATES HISTORY

Reunion. (1856-1939)

UNITED STATES HISTORY

Current events. The United States in the present world scene.

MODERN EUROPEAN HISTORY

The history of Europe from the 16th century to the present.

HISTORY OF LATIN AMERICA

The political, social and cultural development.

HISTORY OF ASIATIC CIVILIZATION

A survey of the culture and institutions of the Far East.

A R T**ART APPRECIATION**

Basic principles for the understanding and appreciation of art.

MUSIC APPRECIATION

The major principles that contribute to listening pleasure in music.

CHORAL MUSIC

Principles of choral music.

G E O G R A P H Y

WORLD GEOGRAPHY

A survey of the natural environments of the world.

GEOGRAPHY OF NORTH AMERICA

The major geographic regions of North America.

S C I E N C E

SURVEY OF PHYSICAL SCIENCE

A survey of major facts and principles of physical science.

SURVEY OF BIOLOGICAL SCIENCE

A survey of major facts and principles of biology.

E D U C A T I O N

CURRENT PROBLEMS IN EDUCATION

The understanding of our present problems in education.

AMERICAN EDUCATION

The nature and function of the American educational system.

HISTORY OF EDUCATION

INTRODUCTION TO PHILOSOPHY

This is a general survey of the field of philosophy.

PHILOSOPHY OF EDUCATION

A study of currents of thoughts and their influence on modern education.

EDUCATION AND THE AMERICAN SCENE

A study of the responsibilities of the teaching profession.

EDUCATIONAL EVALUATION

How to record the progress and evaluate the work of students.

STUDENT TEACHING

Observation and participation in school practice.

DEPARTMENT OF GUIDANCE AND RESEARCH

Columbia College maintains a Department of Guidance and Research which conducts scientific investigations into sociological, educational and psychological problems of importance to commerce, industry, radio and public affairs. It is expertly staffed with counsellors, psychologists and statisticians. It maintains a complete testing department. It provides a Vocational Guidance Center for the Veterans Administration.

The findings of the Department of Guidance and Research have gained national recognition and have exerted an important influence in the various fields to which it has contributed. Particularly significant have been the studies of listeners' response to radio, and the academic and occupational adjustment of veterans and non-veterans.

TUITION AND FEES

The cost of training is determined by the number of hours of work that the student takes. For each two college-hour class the cost is \$33.66 for the semester (18 weeks). This includes cost of materials, scripts, etc. While sixteen class hours per week is the semester load (8 subjects), students may register for as few as two classes.

INSTALLMENT PAYMENT OF FEES

Where necessary, plans for payments of fees in installments may be arranged with the Registrar.

CREDITS AND ADVANCED STANDING

The unit of credit used by the college is the semester hour which is equal to eighteen class hours of instruction.

C O L U M B I A C O L L E G E

**F I N E A R T S B U I L D I N G
410 S O U T H M I C H I G A N B O U L E V A R D
C H I C A G O 5 , I L L I N O I S**

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