

1951

## 1951-1952 Course Catalog

Columbia College Chicago

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# COLUMBIA COLLEGE

**CATALOG ISSUE**

• 1951  
• 1952

FOUNDED 1890



*Founded 1890*  
NOT FOR PROFIT

**TELEVISION**

**RADIO BROADCASTING**

**ADVERTISING • JOURNALISM**

**SPEECH • STAGE • EDUCATION**

**AND RELATED ACADEMIC COURSES**

**DAY AND EVENING CLASSES**

**C O L U M B I A   C O L L E G E**

**410 SOUTH MICHIGAN BOULEVARD • CHICAGO 5, ILLINOIS**  
**TELEPHONE WABASH 2-6761**





COLUMBIA COLLEGE FACING GRANT PARK AND LAKE MICHIGAN

### LOCATION OF COLLEGE

The College is located in the downtown district of Chicago, 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 to the Field Museum, the Planetarium, the Aquarium, Soldiers' Field and the out-door concerts in Grant Park. He is also within walking distance of the Art Institute, the Chicago public libraries and various radio stations and theaters.

## C O L U M B I A   C O L L E G E

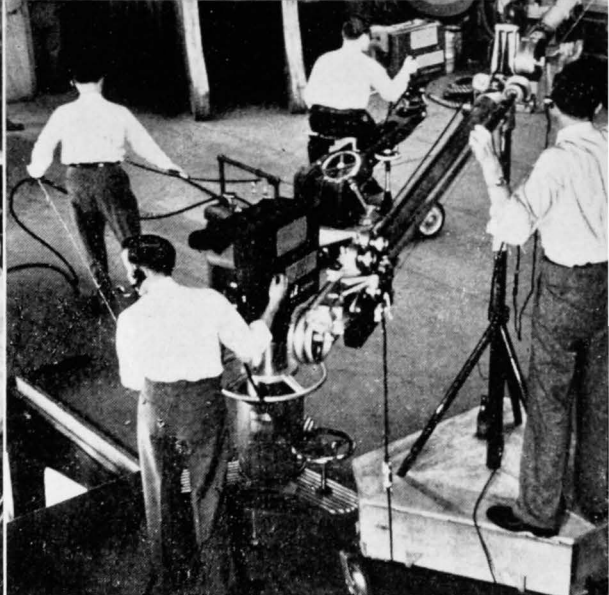
FOR SIXTY ONE YEARS, Columbia College has made a significant contribution to the development of professional education in the United States. The College has enjoyed a constantly growing reputation for professional thoroughness, for practicality and for originality of instructional method.

The curriculum and resources of the College are directed towards providing students with the knowledge and skills which will best equip them to earn a successful living in an interesting profession. The graduates of Columbia College have demonstrated by their rapid advancement in their chosen professions, the superior quality of the training they have received.

At Columbia College, students "learn by doing." They study in professionally equipped classrooms and studios, under close supervision of specialists with extensive practical experience in their separate professions.

The College has pioneered in the development of methods of training which are sound and realistic, and which bring results. A work-shop approach, involving active student participation, makes instruction concrete and meaningful, and prepares the student most thoroughly and in the shortest possible time for professional work.

Whether he chooses any phase of Radio Broadcasting, Television, Speech, Drama, Advertising, Journalism or Education, the student receives the most expert guidance and instruction available.



## THE PROFESSIONS

RADIO BROADCASTING

TELEVISION

ADVERTISING

JOURNALISM

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Experts bring their ex-  
perience into the class-  
room



**THE COLUMBIA COLLEGE FACULTY**

Practical men make for practical instruction. To insure the maintenance of its standards of practicality and thoroughness, the College has developed its staff by obtaining outstanding authorities and experts from both the professional and academic fields. In addition, the staff is regularly supplemented with instructors expert in the newest techniques and developments of their professions.



**OFFICERS AND INSTRUCTORS**NORMAN ALEXANDROFF, *President*DANIEL D. HOWARD.....*Dean*

B. A. and M.A., University of Chicago; Further graduate work, University of Chicago. Formerly: Psychologist and Principal, Glenwood Manual Training School; Psychologist, Central Y.M.C.A. College; Psychologist and Director of Research, Gulf Coast Military Academy.

HANS ADLER.....*History, Philosophy*

M.A., University of Vienna. Formerly: Instructor, University of Vienna; Instructor, Gary College, Indiana University.

U. S. ALLEN.....*Speech*

B.A., Grant University. Twenty-five years with major Broadway dramatic productions.

DEAN ALMQUIST.....*Radio, Television*

B.A., University of Minnesota; Formerly: Feature actor "Chuckle Time," M.B.S.; "This is Our Land," C.B.S.; Writer, producer, "At Home," N.B.C. T.V.; Announcer, C.B.S., N.B.C., K.U.O.M.

FLORENCE BAKER.....*Art*

Ph.B., University of Chicago; M.A., Northwestern University. Northwestern Laboratory School and Work Shop. Formerly: Head of Art Department, Michigan State University.

STEPHEN BAUMANN.....*Physical Education; Group Work*

B.S., George Williams College; M.A., Northwestern University. Graduate work, University of Chicago. Formerly: Director Camp Hawthorne; Associate Boys' Work Director, Hyde Park Y.M.C.A.; Area Supervisor U.S.O.



- MICHAEL BROWN.....*Radio, Television*  
A.B., Columbia University. Script writer, A.B.C.;  
Writer, Producer, W.E.N.R.-TV; Originator, "Super-  
Circus" program; Script writer, "Stand By for Crime."
- JOHN BRYSON.....*Radio, Television*  
Announcer A.B.C.; Television, W.E.N.R.-T.V.,  
W.G.N.-T.V.; Formerly: Announcer K.F.P.Y., W.C.-  
L.S.; Ph.B., Lawrence College, graduate study Colum-  
bia College.
- RALPH T. BUEHLMAN.....*Radio*  
Technical Supervisor, W.J.J.D.; Radio Engineer,  
W.I.N.D.; Instructor, Navy Radio School, Northwest-  
ern University.
- CLYDE CASWELL.....*Radio, Speech*  
Program Director, W.K.M.O.; Announcer, N.B.C.,  
W.K.B.O., W.D.A.E.; Radio Actor "Show Boat,"  
"Pepper Box Revue"; Mankato State Teachers College.
- JAMES A. COPAN.....*Advertising*  
Advertising Manager, Harvey Inc. Formerly: Adver-  
tising Production Manager, Goldblatt Dept. Stores;  
Advertising Department, Hillman's Food Company;  
Northwestern University.
- HARRY CHRISTIAN.....*Radio, Speech, Television*  
Producer and Staff Announcer, W.C.F.L.; Announcer,  
W.I.N.D.; Staff Announcer, W.E.N.R.; Staff Announ-  
cer, W.G.N.-T.V.
- HUNT DOWNS.....*Television*  
B.S., Virginia Polytechnic Institute; Writer, T.V. pro-  
grams, "Suspense," "Lights Out," W.G.N.-T.V. Mys-  
tery Players; Formerly: Radio advertising producer,  
Goldblatts Department Stores; T.V. Producer, J. L.  
Cooper Review, W.E.N.R.-T.V.; Producer, director,  
Tri-City Radio Network.



- GILBERT C. FERGUSEN.....*Television, Radio*  
 Radio and Television actor, "Henry Aldrich," "Gangbusters," "Ma Perkins," "Bachelor's Children," "Stand By For Crime," A.B.C.-T.V. Formerly: Producer-Director, W.J.W.C.; Northwestern University.
- VOLLA BENDT FROHMAN.....*Television*  
 B.S., Northwestern University; Formerly: Television producer, Salesvertising Associates Inc.; Television actress on W.G.N.-T.V.; W.B.K.B., W.E.N.R.-T.V.
- CHAUNCEY GRIFFITH.....*Music*  
 B.M., University of Rochester; B.Ed., Western Washington College of Education, M.M., Northwestern University.
- HERMAN H. HEGNER.....*Geography*  
 Ph.B., University of Wisconsin.
- ANN HEILMAN.....*Psychology*  
 B.A., William Smith College, M.A., Hobart College. Further graduate work Ohio State University; Psychologist, Illinois Childrens' Hospital-School. Formerly: Instructor, Dennison University; Chief Clinical Psychologist, Girls' Industrial School, Delaware, Ohio.
- RICHARD FREDERICK JOHNSON.....*Advertising*  
 B.S., Iowa State College; Further study, Northwestern University; President, Richard F. Johnson Advertising Company. Formerly: Advertising manager, Autopaint Company; Media merchandising, Needham, Louis and Brorby Inc.
- HAROLD G. LAWRENCE.....*Journalism, Advertising and Business*  
 B.A., University of Chicago; M.A., University of Minnesota. Formerly: Instructor in Business and English, University of Chicago; Head of English Department, Stetson University; Dean, Winona College.
- ERNEST A. LUKAS.....*Television*  
 Producer-director, W.G.N.-T.V.; Formerly: Film editor, U.F.A. Films, Berlin; Film editor, Coronet; University of Berlin, Academy of Film Arts.

- CHARLES MOSES.....*Advertising, Public Relations*  
B.S., Northwestern University, further study New York University; Mid-west Public Relations Director, Eagle-Lion Films; Public Relations Consultant, Lewis M. Glassner Company; Formerly: Public Relations Director, Goldblatt Dept. Stores; Chicago Editor, Quigley Publication.
- ALINE NEFF.....*Drama, Speech*  
B.A., Baptist State College; M.S., Columbia College; Extensive experience, major Broadway and Canadian Stage Productions; Radio Producer and Script Writer: W.L.S., W.B.B.M., A.B.C., and W.C.F.L.
- ALLEN PARKER.....*Radio, Television*  
Staff Announcer, W.J.J.D.; Writer, producer, Helping Hand, W.G.N.-T.V.; Formerly: Staff Announcer, W.I.N.D.
- BRACE PATTOU.....*Journalism*  
B.A., University of Chicago; Staff news writer, A.B.C.; Reporter, Wisconsin State Journal; Reporter, Chicago Journal of Commerce.
- WARREN PURSELL.....*Advertising*  
B.A., University of Chicago. President, Pursell Public Relations. Formerly: Editorial Department, Chicago Tribune; Public Relations Department, War Assets Administration.
- DANTE PUZZO.....*History, Social Science*  
B.A., and M.A., University of Chicago. Formerly: Instructor of History, Rutgers University.
- JOHN REIDY.....*Radio, Drama*  
Television actor, W.G.N.-T.V.; Formerly: Producer, Major Stage Productions; Radio actor and producer various radio shows: K.Y.W., N.B.C., W.G.N., W.B.-B.M., etc.

- MARJORIE SHERMAN.....*Psychology*  
 B.A., University of Chicago; graduate study, University  
 of Chicago. Formerly: Psychologist, Bureau of Child  
 Study, City of Chicago; Teacher, Chicago Public High  
 Schools; Consultant, United Broadcasting Company.
- JAMES R. TAYLOR.....*Television*  
 Loyola University, Pasadena Playhouse, Northwestern  
 University, B.A., Chicago School of Expression; Part-  
 ner, Berman, Bettender, and Taylor, Television Pro-  
 duction; Formerly: Television director, W.B.K.B.,  
 Chicago.
- EDWARD WEISS.....*Radio, Drama, Speech*  
 B.S. and M.S., Columbia College; director, producer,  
 radio workshop.

### **GUIDANCE AND RESEARCH STAFF**

NORMAN ALEXANDROFF, *Chairman of the Department*

DANIEL D. HOWARD, *Director*

HARRY FINE, M.A.	JUDITH PAPERMASTER, B.A.
LEONORE FRANK, M.A.	JERALDEEN SULLENBERGER, B.A.
DANIEL D. HOWARD, M.A.	JOHN R. TOPAL, M.A.
WILLIAM KIR-STIMON, M.A.	LOUIS WILLIAMS, B.A.
VERNON OLSEN, M.A.	MAXINE PENN, B.S.

### **ADMINISTRATIVE STAFF**

NORMAN ALEXANDROFF .....	<i>President</i>
HERMAN H. HEGNER .....	<i>Treasurer</i>
A. C. WEISS .....	<i>Secretary</i>
DANIEL D. HOWARD .....	<i>Dean</i>
MICHAEL M. ALEXANDROFF .....	<i>Business Manager</i>
PAULINE GREGORY .....	<i>Registrar</i>
GRACE SPAULDING .....	<i>Librarian</i>
CONNIE BENUZZI .....	<i>Recorder</i>

● Cross-section of workshop  
classes at Columbia College



## THE CURRICULUM AT COLUMBIA COLLEGE

The curriculum at Columbia College has been developed so as to afford the student the maximum opportunity to obtain a sound, usable education.

The content of the curriculum is determined by the actual requirements of the professions for which Columbia College provides training. Extensive conferences, consultations and correspondence with the leaders of outstanding organizations, enables the College to select the important and indispensable requirements for instruction.

By organizing the curriculum with the advice and cooperation of outstanding experts, Columbia College rapidly develops the students' competence in those skills and techniques essential to successful entrance and advancement in the various professions.

The success of so many of the men and women who have graduated from this sixty-one year old institution has demonstrated the soundness of its method of curriculum organization.



Conference on Advertising Course of Study: D. D. Howard, Dean of the College; Edw. Nesbitt, pres. Critchfield & Co.; W. Frank McClure, past chm. National Adv. Comm.; and executives representing Chicago Tribune, Hearst Newspapers, WMAQ-NBC, and Chicago Car Card Adv. Co.



Harold Lawrence of Columbia Journalism department consults on Journalism curriculum with Louis Zara, Editor, Ziff-Davis Publishing Company



Clyde Caswell of Columbia Radio faculty discusses personnel requirements of the independent station with Dee O. Coe, manager of Station WWCA, Gary, Indiana



Michael Brown, Columbia Television instructor confers on Television curriculum with Robert Savage, TV script editor, Central Division, American Broadcasting Company



Studio experience in  
Radio Broadcasting

## THE METHOD OF INSTRUCTION

The work-shop method of instruction employed at Columbia College is now universally recognized as the most effective and practical method of teaching. It is based on the fact that one learns best by doing.

In each of its departments — Radio Broadcasting — Television — Advertising and Journalism — the student learns by engaging in the actual activities of his future profession.

The work-shop method utilizes the total learning situation. It allows the student to progress in accord with his or her individual ability, interest and aptitude. The student is thus afforded the greatest opportunity for personal and professional development.

Because the “learning by doing” procedure is at all times meaningful, it encourages greater and more sustained interest and insures more rapid progress than any other method of instruction.

The Television studio workshop

Using the skills of advertising

Learning by doing in Journalism

The preparation of the actor







Registrar counsels student in planning program of study



A student's progress discussed at faculty conference



Guidance staff measures students' interests and aptitudes

## **THE STUDENT GUIDANCE PROGRAM**

The guidance program provides a long range service to students. It is initiated when students enter the college and continues to operate for their benefit long after they have graduated and have taken their places in the professional and business worlds.

Careful evaluation of the entering students' interests, aptitudes and abilities provides the registrar and the counselors with a factual basis for assisting the student in selecting the courses of study for which he has the greatest potentiality for success.

Classroom instruction is planned to meet the needs of the individual student, so that the greatest opportunity is provided for the development of his special abilities. In regular faculty conferences his progress is discussed and his program of study is adjusted so as to provide special assistance where necessary.

The Columbia College Psychological Guidance Center assists the student in selecting the profession for which he is best suited. It also provides special help for the student with problems of a personal nature. Finally, it provides a vocational guidance center for the Veterans Administration in which over 12,000 veterans have already been tested and counseled.

Because of the excellence and practicality of its educational program, the College has obtained an enviable reputation in the professional world. When the student has reached professional standards of competence, by completing his studies, the graduate Placement Service aids him in obtaining a position for which he is best qualified.

The Graduate Placement Service is available to the alumnus for advice and assistance in securing or changing positions. It provides information on job opportunities. It is available to him for the technical advice and information he may need in his work. It maintains an interest in and follows his growth and development throughout his professional career.

### **SELECTION OF STUDENTS**

Before being accepted by the College, each applicant must provide evidence, through individual conference or correspondence, that he has the qualifications and aptitudes to prepare successfully in any of the fields for which Columbia College offers training. The applicant must furnish satisfactory character references and must have a high school education or its equivalent.

### **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.

Advanced standing is given to all students who present satisfactory evidence of previous study from an institution of higher learning. Students may obtain an evaluation of their previous collegiate work by submitting a transcript of their credits to the Registrar.

### **STUDENTS AT LARGE**

Students who do not elect to work for diplomas or degrees may register as "students at large" and may select, with the approval of the registrar, subjects to meet their particular interests or needs.

### **DIPLOMAS AND DEGREES**

Columbia College offers the following:

Bachelor of Speech Degree.

Master of Speech Degree.

Non-degree curriculum of concentrated professional subjects.

### **REQUIREMENTS FOR THE MASTER OF SPEECH DEGREE**

The purpose of the program of study for the Master of Speech Degree is twofold. First, to provide specific Professional skills for students with a general academic background in speech. Secondly, to broaden and perfect the technical ability of those students who already possess these skills. In general, the program is designed to meet the needs of serious minded students whose interests and aptitudes are suitable for intensive and concentrated study of advanced problems in the field of speech.

Students desiring a program of study leading to the Master of Speech Degree must present 120 semester hours of acceptable study with a major in Speech or a related field. In general, a Bachelors Degree from a recognized institution of higher learning or the successful completion of the requirements for the Bachelor of Speech Degree at Columbia College will meet this requirement. Specific requirements in terms of course work and related study may be obtained by writing to the registrar.

### **REQUIREMENTS FOR THE DIPLOMA**

Students who are interested in taking concentrated professional training, incorporating Radio Broadcasting, Speech, Advertising, Journalism or Television, may elect to work for the Special Two Year Diploma.

The requirements for the two year diploma are the satisfactory completion of sixty semester-hours of study of which thirty-six should be in the student's field of specialization and the balance in related fields.

Students who obtain the two-year diploma are permitted to continue their studies for the degree, if they should desire to do so.

The subjects in each student's course of study are selected under faculty advisement to provide a logical and sequential development of his competence according to his professional objectives.

The following programs of study are available:

- \* I Concentrated program in Radio Broadcasting, Television, Speech, and Stage
- \*\* II Program in Radio Broadcasting, Television, Advertising and Journalism

\* The requirements are: 36 semester hours from section I or II of the catalogue; 8 semester hours of electives from sections I, II, or III of the catalogue; 16 semester hours of electives from the curriculum at large, section I through IX of the catalogue.

\*\* The requirements are: 18 semester hours from section III of the catalogue; 18 semester hours from section I and II of the catalogue; 24 semester hours of electives from the curriculum at large, section I through IX of the catalogue.

## REQUIREMENTS FOR THE DEGREE

The degree of Bachelor of Speech is awarded to students who complete 120 semester hours of acceptable study. Students transferring credits from other colleges must complete 30 semester hours in residence at Columbia College.

The following programs of study are available:

- I    The curriculum in Radio Broadcasting, Television, Speech, and Stage.
- II   The curriculum in Radio Broadcasting, Television, Advertising, and Journalism.
- III The curriculum in Teacher Education.

Requirements for curriculum I are given below. Requirements for curriculum II are the same except that 18 semester hours of the first 36 semester hours listed below must be taken from section III. The requirements for Teacher Education are on page 23.

SUBJECTS IN COURSE	NUMBER OF SEMESTER HRS. REQUIRED
Speech, Radio Broadcasting, Television, Stage: Subjects selected from Section I and Section II.....	36
English: Subjects selected from Section V and Journalism subjects selected from Section III.....	12
Science: Subjects selected from Section VI.....	6
Social Science: Subjects selected from Sections IV and VII, and Business and Advertising subjects selected from Section III.....	12
Humanities: Subjects selected from Sections IV and VIII, and Literature subjects selected from Section V.....	6
Electives from English, Science, Social Science, and Humanities, described above.....	7
Electives from Speech, Radio Broadcasting, Stage, Section I; Television, Section II; and from Advertising, Journalism, Business, Section III.....	21
Electives to be selected from curriculum at large, Sections I through IX.....	20
<b>TOTAL</b>	<b>120</b>

## REQUIREMENTS FOR TEACHER EDUCATION

Students who expect to qualify as public school teachers of speech must meet state requirements in terms of educational courses and student teaching.

The following sequence of subjects conforms to the requirements of the Examining Board of the State of Illinois.

SUBJECTS IN COURSE	NUMBER OF SEMESTER HRS. REQUIRED
Speech, Radio Broadcasting, Television, Stage: Subjects selected from Section I and Section II.....	36
English: Subjects selected from Section V and Journalism subjects selected from Section III.....	8
Science: Subjects selected from Section VI.....	6
Social Science: Subjects selected from Sections IV and VII, and Business and Advertising subjects selected from Section III.....	6
Humanities: Subjects selected from Sections IV and VIII, and Literature subjects selected from Section V.....	6
Health and Physical Education.....	3
Electives from English, Science, Social Science, and Humanities, described above.....	7
Educational Psychology—(See Section IX).....	2
Methods of Teaching Speech—(See Section IX).....	2
American Education—(See Section IX).....	2
Student Teaching—(See Section IX).....	5
Electives in Education—(See Section IX).....	5
Electives—(To be selected from curriculum at large) Sections I through IX).....	32
<b>TOTAL</b>	<b>120</b>



Action with Columbia  
College Basketball  
team

Columbia College  
championship softball  
team



## **STUDENT ACTIVITIES**

The Social and Athletic program at Columbia College provides the student with a wide range of planned activities.

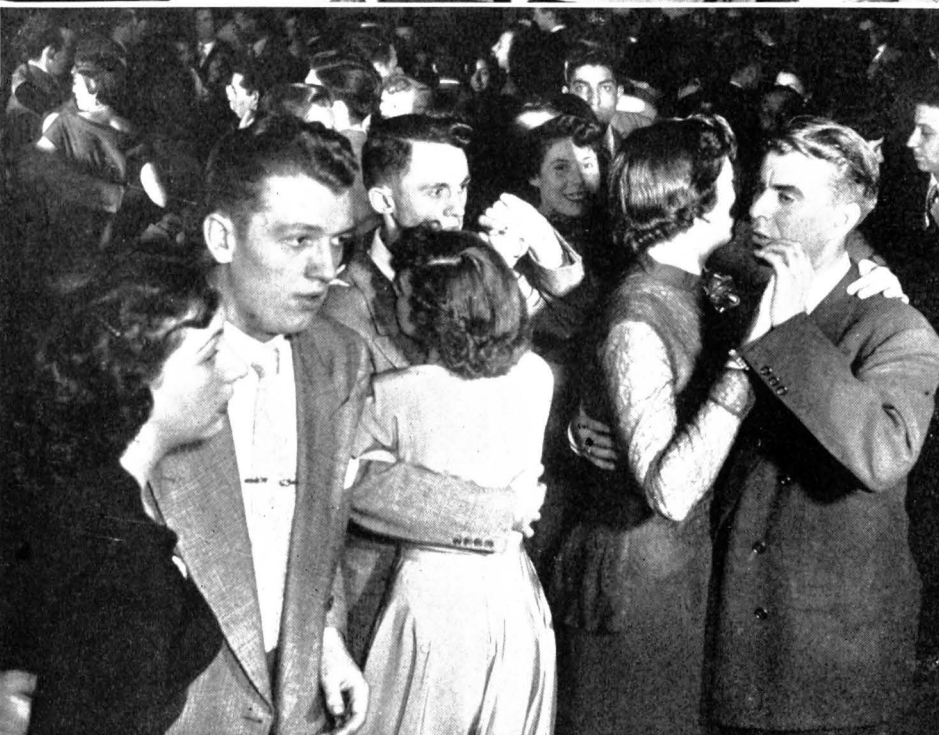
The regularly scheduled College dances, socials, and student-faculty affairs, the radio shows, and the various programs of the professional departments offer the student a full program of entertainment and relaxation.

The College baseball and basketball teams have been of championship calibre. In Grant Park, facing Lake Michigan, and in the various gymnasiums of the city, Columbia College has successfully encountered the best teams in the Chicago area.

Other opportunities for athletics are near the College. Facilities for swimming, golfing, tennis, sailing, horse-back riding and bowling are readily available to the interested student. For those who like music, there are interesting courses in music appreciation. Moreover, the Chicago Symphony Orchestra presents its concerts in Orchestra Hall, a short walking distance from the College. During the summer session, free concerts are given nightly in the bandshell of Grant Park.

Reporter of Columbia College events and activities is the College newspaper, the Columbia Dial. Edited and staffed by students of the various departments of the College, the "Dial" reports news of alumni, sports, social affairs and interesting professional features.





Editorial staff of Columbia College "Dial"

At a College dance

# **RADIO BROADCASTING**

**SPEECH • STAGE**

*Section 1*

**SPECIAL PROFESSIONAL COURSES**

## **RADIO BROADCASTING**

Radio Broadcasting, today, is a gigantic industry, employing thousands of trained men and women. While in many of its phases it demands a high degree of specialization, in general it requires versatility and a broad background of training. The Radio Broadcasting professional must be fully prepared to adapt his talents and skills to the varied responsibilities of the profession.

The Radio Broadcasting curriculum at Columbia College is designed to provide the student with a broad, up-to-date background of knowledge and skill. At the same time, individualized instruction encourages the development of the talents and abilities in which the student shows greatest promise of success.

Instruction in the Radio Broadcasting department is geared to the requirements of radio stations for announcers, newscasters, actors, producers, directors, time salesmen, promotional experts, commercial continuity and dramatic script writers, etc. Classes are conducted in professionally equipped studios under expert supervision.

There is a constant demand by radio stations for new, qualified personnel. The program of study in Radio Broadcasting is organized so that Columbia men and women may acquire the skills necessary to meet this demand in a comparatively short time.



FARM PROGRAM



WOMAN'S PROGRAM

RECORD PROGRAM





**Working with sound effects**

**Learning to operate console**

## **LEARNING THE FUNDAMENTALS**

Columbia students build for the future upon a solid foundation of basic skills.

Superior speaking ability is the fundamental requirement of the radio broadcasting professional. Practical speech classes assist the student to overcome faulty speech habits, to increase his vocabulary, and to develop proper pronunciation, articulation, voice projection, coloring and inflection.

Training in effective microphone technique, in the use of the console, turntables and controls, in production and timing, in sound effects, and in the operation and care of all studio equipment provides the student with sound, basic experience under actual broadcast conditions.



**Attention to studio signals**



Exact timing on the show



Developing "better" speech



Basic Microphone technique

Professional do's and don'ts



**BROADCASTING TECHNIQUE (1):** Basic microphone technique; manipulation and practical handling of controls, turntables, sound effects, and other studio equipment; utilization of sound effects and music; understanding radio broadcasting terminology, marking script; production and timing. The student is given experience under various broadcasting conditions. Studio procedures and terminology as practiced in commercial broadcasting stations are stressed. 2 Semester Hours

**BROADCASTING TECHNIQUE (2):** A continuation of Broadcasting Technique (1). 2 Semester Hours

**BROADCASTING TECHNIQUE (3):** A continuation of Broadcasting Technique (2). 2 Semester Hours

**BROADCASTING TECHNIQUE (4):** A continuation of Broadcasting Technique (3). 2 Semester Hours

**RADIO ANNOUNCING—COMMERCIAL (A-1) (A-2)\*:** 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. Students participate in practical class-room demonstrations of oral selling. Sincerity, coherence of thought and clarity of expression are stressed. 2-4 Semester Hours

**RADIO ANNOUNCING—COMMERCIAL (B-1) (B-2):** A continuation of Radio Announcing—Commercial (A-1) (A-2). 2-4 Semester Hours

**RADIO ANNOUNCING—COMMERCIAL (C-1) (C-2):** A continuation of Radio Announcing—Commercial (B-1) (B-2). 2-4 Semester Hours

**RADIO ANNOUNCING—COMMERCIAL (D-1) (D-2):** A continuation of Radio Announcing—Commercial (C-1) (C-2). 2-4 Semester Hours

**FEATURE ANNOUNCING (A-1) (A-2):** This course covers such phases of radio announcing as newscasts, interviews, special events, descriptions, etc. Broadcast conditions are simulated throughout. 2-4 Semester Hours

\*Suffix letters "A" through "D" indicate academic year such courses are taken.

FEATURE ANNOUNCING (B-1) (B-2): A continuation of Feature Announcing (A-1) (A-2). 2-4 Semester Hours

FEATURE ANNOUNCING (C-1) (C-2): A continuation of Feature Announcing (B-1) (B-2) 2-4 Semester Hours

FEATURE ANNOUNCING (D-1) (D-2): A continuation of Feature Announcing (C-1) (C-2). 2-4 Semester Hours

RECORD PROGRAMS (A-1) (A-2): 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. Students are given practice in selecting, playing and timing records, and in the general development of disc programs.

2-4 Semester Hours

RECORD PROGRAMS (B-1) (B-2): A continuation of Record Programs (A-1) (A-2). 2-4 Semester Hours

RECORD PROGRAMS (C-1) (C-2): A continuation of Record Programs (B-1) (B-2). 2-4 Semester Hours

RECORD PROGRAMS (D-1) (D-2): A continuation of Record Programs (C-1) (C-2). 2-4 Semester Hours

PROGRAM BUILDING (A-1) (A-2): Methods of developing, producing and presenting various types of programs, including interviews, introductions of speakers, "Man on the street" programs, quizz programs, round-table discussions, "live" musical and tape recorded programs, etc. 2-4 Semester Hours

PROGRAM BUILDING (B-1) (B-2): A continuation of Program Building (A-1) (A-2). 2-4 Semester Hours

PROGRAM BUILDING (C-1) (C-2): A continuation of Program Building (B-1) (B-2). 2-4 Semester Hours

PROGRAM BUILDING (D-1) (D-2): A continuation of Program Building (C-1) (C-2). 2-4 Semester Hours





**SPORTSCASTER**

## **A SHOW FOR EVERY AUDIENCE**

Radio reaches an audience with widely varying interests. The Columbia College radio broadcasting curriculum affords the student comprehensive experience in writing, designing and participating in radio features produced for every type of listening audience.

Special attention in the radio broadcasting course of study is given to the presentation of programs for the rural community, the housewife, the sports enthusiast, and for the vast audiences that listen to news, dramas, musicals, quizzes, round tables and give-aways.



**Student newscaster**

Mon on the street show

The winning combination



The dramatic program



Interviewing the author



RADIO ACTING (A-1) (A-2) : Skill in radio characterization and interpretation is developed through 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, directors, announcers, and sound-effects personnel.

2-4 Semester Hours

RADIO ACTING (B-1) (B-2) : A continuation of Radio Acting (A-1) (A-2) .

2-4 Semester Hours

RADIO ACTING (C-1) (C-2) : A continuation of Radio Acting (B-1) (B-2) .

2-4 Semester Hours

RADIO ACTING (D-1) (D-2) : A continuation of Radio Acting (C-1) (C-2) .

2-4 Semester Hours

STATION OPERATION AND PROCEDURE (1) . Pre-requisite: Consent of the Instructor. This course simulates actual broadcast conditions by combining all the skills, —announcing, writing, program building, acting, etc., acquired in the radio broadcasting curriculum,— into an overall broadcasting operation. The students are given experience in the various radio broadcasting functions and responsibilities which go towards making up a typical broadcast day.

4 Semester Hours

STATION OPERATION AND PROCEDURE (2): A continuation of Station Operation and Procedure (1).

4 Semester Hours

STATION OPERATION AND PROCEDURE (3) : A continuation of Station Operation and Procedure (2) .

4 Semester Hours

STATION OPERATION AND PROCEDURE (4) : A continuation of Station Operation and Procedure (3).

4 Semester Hours

STATION MANAGEMENT AND PROGRAM DIRECTION:  
An analysis and consideration of the responsibility of the station manager and program director. The relation of the station to the community. F.C.C. rules and their application.

2 Semester Hours

SALES AND PROMOTIONS (1) : This course develops techniques in selling, promoting, and managing radio programs; investigating the sponsor's needs, the sponsor's product, and the type of audience for which the sponsor's product has an appeal.

2 Semester Hours

SALES AND PROMOTIONS (2) : A continuation of Sales and Promotions (1).

2 Semester Hours

FUNDAMENTALS OF WRITING (1) : A comprehensive review of grammar. The intensive study of the principles of rhetoric, with special emphasis upon sentence and paragraph organization, clearness and effectiveness of expression. Practice in various types of writing.

2-4 Semester Hours

FUNDAMENTALS OF WRITING (2) : A continuation of Fundamentals of Writing (1).

2-4 Semester Hours

RADIO NEWS EDITING (1) : Practice in news editing, news evaluation, grouping; preparing news copy for radio and television; adapting press service and local newspaper copy; reporting and news gathering systems.

2 Semester Hours

RADIO NEWS EDITING (2) : A continuation of Radio News Editing (1).

2 Semester Hours

RADIO WRITING-COMMERCIAL CONTINUITY (A-1) (A-2) : Writing commercial radio copy; analysis of style and technique in relation to the product advertised and consumer appeal. Students receive practice and exercise in the writing of spot announcements, and short and long commercial announcements.

2-4 Semester Hours

RADIO WRITING-COMMERCIAL CONTINUITY (B-1) (B-2) : A continuation of Radio Writing-Commercial Continuity (A-1) (A-2).

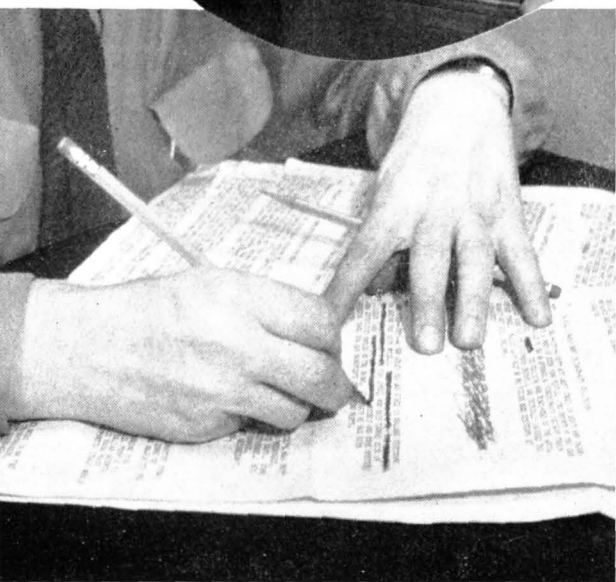
2-4 Semester Hours

RADIO WRITING-COMMERCIAL CONTINUITY (C-1) (C-2) : A continuation of Radio Writing-Commercial Continuity (B-1) (B-2).

2-4 Semester Hours



Using tape recorder



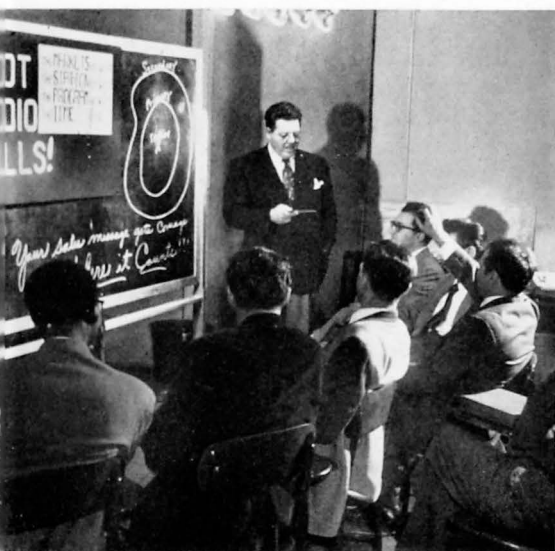
Student edits the news



In the record library

## THE SKILLS THAT GO INTO THE PRODUCTION

Building a show is a complex operation requiring the careful combination of a number of special skills. Practical, expert training, based upon the accumulated experience of the broadcast profession, teaches the Columbia student every aspect of this operation, from creating to marketing the show.



Selling spot radio time



Student directs show

RADIO WRITING—COMMERCIAL CONTINUITY (D-1) (D-2): A continuation of Radio Writing—Commercial Continuity (C-1) (C-2). 2—4 Semester Hours

RADIO WRITING—DRAMATIC SCRIPT (A-1) (A-2): A course in writing and editing various types of radio scripts; characterization, dialogue, plots, atmosphere, comedy relief, suspense, tragedy, horror scripts, commercial dramatizations and adaptations.

2—4 Semester Hours

RADIO WRITING—DRAMATIC SCRIPT (B-1) (B-2): A continuation of Radio Writing—Dramatic Script (A-1) (A-2).

2—4 Semester Hours

RADIO WRITING—DRAMATIC SCRIPT (C-1) (C-2): A continuation of Radio Writing—Dramatic Script (B-1) (B-2).

2—4 Semester Hours

RADIO WRITING—DRAMATIC SCRIPT (D-1) (D-2): A continuation of Radio Writing—Dramatic Script (C-1) (C-2).

2—4 Semester Hours

FARM PROGRAM BUILDING (1): Methods of building programs of interest and value to the farmer and rural family. Techniques of obtaining and integrating information on weather and market reports, crops, stocks, prices, etc. Methods of interviewing the farmer. Designed to assist the student starting in small stations in rural areas.

2 Semester Hours

FARM PROGRAM BUILDING (2): A continuation of Farm Program Building (1).

2 Semester Hours

WOMEN'S PROGRAMS (1): Methods of developing, producing and announcing radio programs for the feminine audience. Selection and presentation of such subjects as fashion reviews, recipes, household hints and child training.

2 Semester Hours

WOMEN'S PROGRAMS (2): A continuation of Women's Programs (1).

2 Semester Hours

SPORTS ANNOUNCING (A-1) (A-2): Training in all phases of sports broadcasting, including play by play recapitulation from wire copy, interviews, and various types of sports programs.

2—4 Semester Hours

SPORTS ANNOUNCING (B-1) (B-2): A continuation of Sports Announcing (A-1) (A-2). 2—4 Semester Hours

SPORTS ANNOUNCING (C-1) (C-2): A continuation of Sports Announcing (B-1) (B-2). 2—4 Semester Hours

SPORTS ANNOUNCING (D-1) (D-2): A continuation of Sports Announcing (C-1) (C-2). 2—4 Semester Hours

FUNDAMENTALS OF SPEECH (1): Phonetics, voice projection, tone production, voice placement, breathing, articulation and enunciation. Emphasis on the development of appropriate diction. 2 Semester Hours

FUNDAMENTALS OF SPEECH (2): A continuation of Fundamentals of Speech (1). 2 Semester Hours

INTERPRETIVE SPEECH (A-1) (A-2): Practice in the oral communication of ideas and emotions. Analysis, emphasis, color, and inflection. Mood and personality interpretation are stressed. 2—4 Semester Hours

INTERPRETIVE SPEECH (B-1) (B-2): A continuation of Interpretive Speech (A-1) (A-2). 2—4 Semester Hours

INTERPRETIVE SPEECH (C-1) (C-2): A continuation of Interpretive Speech (B-1) (B-2). 2—4 Semester Hours

INTERPRETIVE SPEECH (D-1) (D-2): A continuation of Interpretive Speech (C-1) (C-2). 2—4 Semester Hours

VOCABULARY BUILDING (1): A practical course in vocabulary development and pronunciation. The meaning and correct usage of words are studied from the standpoint of human communication. A variety of classroom exercises serves to deepen and extend the average vocabulary. 2 Semester Hours

VOCABULARY BUILDING (2): A continuation of Vocabulary Building (1). 2 Semester Hours

VOCABULARY BUILDING (3): A continuation of Vocabulary Building (2). 2 Semester Hours





Large enthusiastic audiences  
at each show attest to the  
professional quality of the  
Columbia Players' perform-  
ances

**STUDIO CONTROLS**

**THE COLUMBIA PLAYERS**

The performances of the Columbia College Players in the Workshop Theaters have received widespread recognition. Throughout the year students present dramatic programs in which they participate as writers, announcers, players, technicians, producers and directors. The Theater Workshops provide opportunity for all students who are interested in radio and television production to obtain realistic experience under professional supervision.

**ACTING****DIRECTION****NARRATION****SOUND EFFECTS**

VOCABULARY BUILDING (4): A continuation of Vocabulary Building (3). 2 Semester Hours

CONTEMPORARY AFFAIRS (A-1) (A-2): World problems, their relationships and interpretation. Current developments on the national and international scene fall within the scope of this course. The objective of the course is to provide a broad understanding of contemporary affairs of importance to the student preparing to enter the radio and television professions.

2 Semester Hours

CONTEMPORARY AFFAIRS (B-1) (B-2): A continuation of Contemporary Affairs (A-1) (A-2). 2 Semester Hours

CONTEMPORARY AFFAIRS (C-1) (C-2): A continuation of Contemporary Affairs (B-1) (B-2). 2 Semester Hours

CONTEMPORARY AFFAIRS (D-1) (D-2): A continuation of Contemporary Affairs (C-1) (C-2). 2 Semester Hours

FUNDAMENTALS OF ACTING (1): Basic principles of motivation and empathy; interaction, justification, personality projection; training in emotion and sense memory through dramatic improvisation; a study of concepts fundamental to all types of acting, radio, stage and television.

2 Semester Hours

FUNDAMENTALS OF ACTING (2): A continuation of Fundamentals of Acting (1). 2-4 Semester Hours

CHARACTER INTERPRETATION (A-1) (A-2): The special study of individual characters and dramatic roles. Emphasis on understanding and portraying the character as a totality with consideration of his personality and motivation. 2-4 Semester Hours

CHARACTER INTERPRETATION (B-1) (B-2): A continuation of Character Interpretation (A-1) (A-2). 2-4 Semester Hours

CHARACTER INTERPRETATION (C-1) (C-2): A continuation of Character Interpretation (B-1) (B-2). 2-4 Semester Hours

CHARACTER INTERPRETATION (D-1) (D-2): A continuation of Character Interpretation (C-1) (C-2).

2-4 Semester Hours

STAGE ACTING (A-1) (A-2): The study of stage movements such as walking, posture, entrances and exits; physical encounter, stage falls, etc.; use of props and stage terminology. The integration of stage technique and character interpretation. Training in sense memory. Rehearsals of representative dramas. 2—4 Semester Hours

STAGE ACTING (B-1) (B-2): A continuation of Stage Acting (A-1) (A-2). 2—4 Semester Hours

STAGE ACTING (C-1) (C-2): A continuation of Stage Acting (B-1) (B-2). 2—4 Semester Hours

STAGE ACTING (D-1) (D-2): A continuation of Stage Acting (C-1) (C-2). 2—4 Semester Hours

GENERAL PRINCIPLES OF DIRECTING (1). Pre-requisite: Consent of the Instructor. Basic principles of play analysis and interpretation; setting up the directorial plan; establishing the mood; pointing-up the theme; use of music. Special emphasis on the clear cut communication of ideas between director and cast. 2 Semester Hours

GENERAL PRINCIPLES OF DIRECTING (2): A continuation of General Principles of Directing (1). 2 Semester Hours

DIALECTS (1): Training in the use of dialects and colloquial speech. Students assume various roles in dramatic presentations involving the use of foreign and regional dialects. 2 Semester Hours

DIALECTS (2): A continuation of Dialects (1). 2 Semester Hours

MAKE-UP TECHNIQUES (1): Study in the standard techniques of make-up for stage and television purposes. Students are familiarized with the newest materials and techniques and are given practice to develop skill in make-up for varying conditions. 2 Semester Hours

MAKE-UP TECHNIQUES (2): A continuation of Make-up Techniques (1). 2 Semester Hours



Sign On



Morning News



Breakfast Melodies



Soap Opera

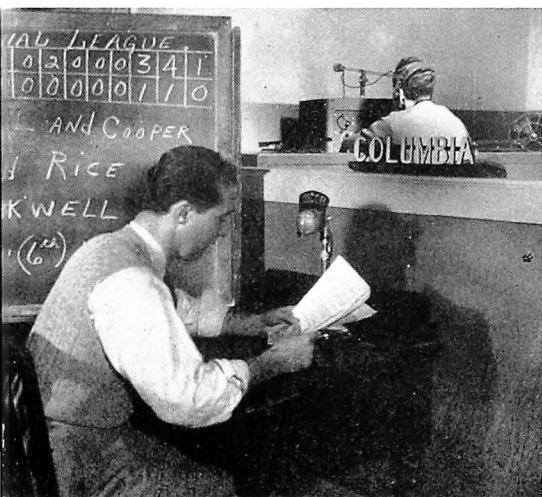


"Housewives Holiday"

## THE BROADCAST DAY

The knowledge and skills the student has acquired in the separate phases of the radio broadcasting curriculum — announcing, acting, writing, program building, etc — are combined into an overall broadcasting operation in the Station Procedure and Operation class.

Here, under conditions which parallel actual station operation, the student is given experience in the various radio broadcasting functions and responsibilities which go towards making up a typical broadcast day.



Sports Roundup

An Audience Show



Sign Off

SCENE DESIGN AND LIGHTING (1): A general course in staging techniques basic to television and the theater; stage fundamentals, scene design, stage carpentry, scene painting, stage lighting and costuming. 2 Semester Hours

SCENE DESIGN AND LIGHTING (2): A continuation of Scene Design and Lighting (1). 2 Semester Hours

MODERN DRAMA (1): A study and analysis of outstanding examples of the modern drama, with emphasis upon the social ideas of the period as reflected in the theater. The student analyses form and structure as employed in modern literature. 2 Semester Hours

MODERN DRAMA (2): A continuation of Modern Drama (1). 2 Semester Hours

HISTORY OF DRAMA (1): A general survey course in the development of the theater and world drama. 2 Semester Hours

HISTORY OF DRAMA (2): A continuation of History of Drama (1). 2 Semester Hours

RADIO EDUCATION: See Education, Sec. IX. 2 Semester Hours

RADIO BROADCASTING (A-1) (A-2): A course which combines and provides specific training in various phases of radio broadcasting. Prerequisite: Consent of the Dean. 2-4 Semester Hours

RADIO BROADCASTING (B-1) (B-2): A continuation of Radio Broadcasting (A-1) (A-2). Prerequisite: Consent of the Dean. 2-4 Semester Hours

RADIO BROADCASTING (C-1) (C-2): A continuation of Radio Broadcasting (B-1) (B-2). Prerequisite: Consent of the Dean. 2-4 Semester Hours

RADIO BROADCASTING (D-1) (D-2): A continuation of Radio Broadcasting (C-1) (C-2). Prerequisite: Consent of the Dean. 2-4 Semester Hours

# **TELEVISION**

## *Section 2*

### **SPECIAL PROFESSIONAL COURSES**



## TELEVISION

Television is a new frontier. In its rapid development it is creating unprecedented opportunities for well trained men and women to obtain interesting and rewarding positions and to advance with the industry.

Instruction in the Television department is conducted in professionally equipped studios, carefully designed to parallel technical specifications and conditions in major Television stations. The student, therefore, becomes familiar with the use and operation of the latest types of Television equipment and materials.

In developing the Television department Columbia College employed the procedures of curriculum organization and faculty selection that have established the college as one of the foremost institutions for professional training in America.

The Curriculum in Television was developed only after prolonged and detailed research and consultations with Television experts. As a result the skills and techniques required of new personnel entering the profession were determined.

The Television instructors at Columbia College have been selected from the most active and outstanding personnel in the field. Leading Television actors, directors, producers, technicians and writers make up the Television faculty. They bring to the classroom the practical realities of the ever-changing television world. The student is thus assured that the instruction he receives is preparing him for the actual demands of the profession.



Student homemaker  
show produced in the  
Television studio work-  
shop



Student newscaster re-  
views news of the world  
for Television Cameras



Movies provide realism  
for student learning TV  
sports announcing

FUNDAMENTALS OF TELEVISION (1) : Course provides students with a general introduction to the basic principles and problems of television. A survey of television equipment, media and personnel. A basic orientation for all other courses in television curriculum. 2 Semester Hours

TELEVISION ANNOUNCING—COMMERCIAL (A-1) (A-2) : Ad lib technique in spot and “across the table” selling. Aspects of memorization. Stage techniques in holding the audience throughout a routine commercial announcement. Development of the “personality” factor in TV commercial announcing. Instruction in carriage, stance, makeup and effective delivery. 2—4 Semester Hours

TELEVISION ANNOUNCING—COMMERCIAL (B-1) (B-2) : A continuation of Television Announcing—Commercial (A-1) (A-2). 2—4 Semester Hours

TELEVISION ANNOUNCING—COMMERCIAL (C-1) (C-2) : A continuation of Television Announcing—Commercial (B-1) (B-2). 2—4 Semester Hours

TELEVISION ANNOUNCING—COMMERCIAL (D-1) (D-2) : A continuation of Television Announcing—Commercial (C-1) (C-2). 2—4 Semester Hours

TELEVISION ANNOUNCING—FEATURE (A-1) (A-2) : Instruction in television “emceeing” for audience participation, variety, interview, quiz type, fashion shows and newscasting. 2—4 Semester Hours

TELEVISION ANNOUNCING—FEATURE (B-1) (B-2) : A continuation of Television Announcing—Feature (A-1) (A-2). 2—4 Semester Hours

TELEVISION ANNOUNCING—FEATURE (C-1) (C-2) . A continuation of Television Announcing—Feature (B-1) (B-2). 2—4 Semester Hours

TELEVISION ANNOUNCING—FEATURE (D-1) (D-2) : A continuation of Television Announcing—Feature (C-1) (C-2).

2—4 Semester Hours

TELEVISION ACTING (A-1) (A-2) : Adaptation of acting to the medium of television. Bodily movements, gestures, camera "consciousness." Training in memorization and characterization.

2—4 Semester Hours

TELEVISION ACTING (B-1) (B-2) : A continuation of Television Acting (A-1) (A-2).

2—4 Semester Hours

TELEVISION ACTING (C-1) (C-2) : A continuation of Television Acting (B-1) (B-2).

2—4 Semester Hours

TELEVISION ACTING (D-1) (D-2) : A continuation of Television Acting (C-1) (C-2).

2—4 Semester Hours

TELEVISION WRITING—COMMERCIAL (A-1) (A-2) : Creation and scripting of visual commercials for spot, film and "across the table" selling. Integrating camera angles, trick photography, slides, film, cartoons, and studio settings into commercials.

2—4 Semester Hours

TELEVISION WRITING—COMMERCIAL (B-1) (B-2) : A continuation of Television Writing—Commercial (A-1) (A-2).

2—4 Semester Hours

TELEVISION WRITING—COMMERCIAL (C-1) (C-2) : A continuation of Television Writing—Commercial (B-1) (B-2).

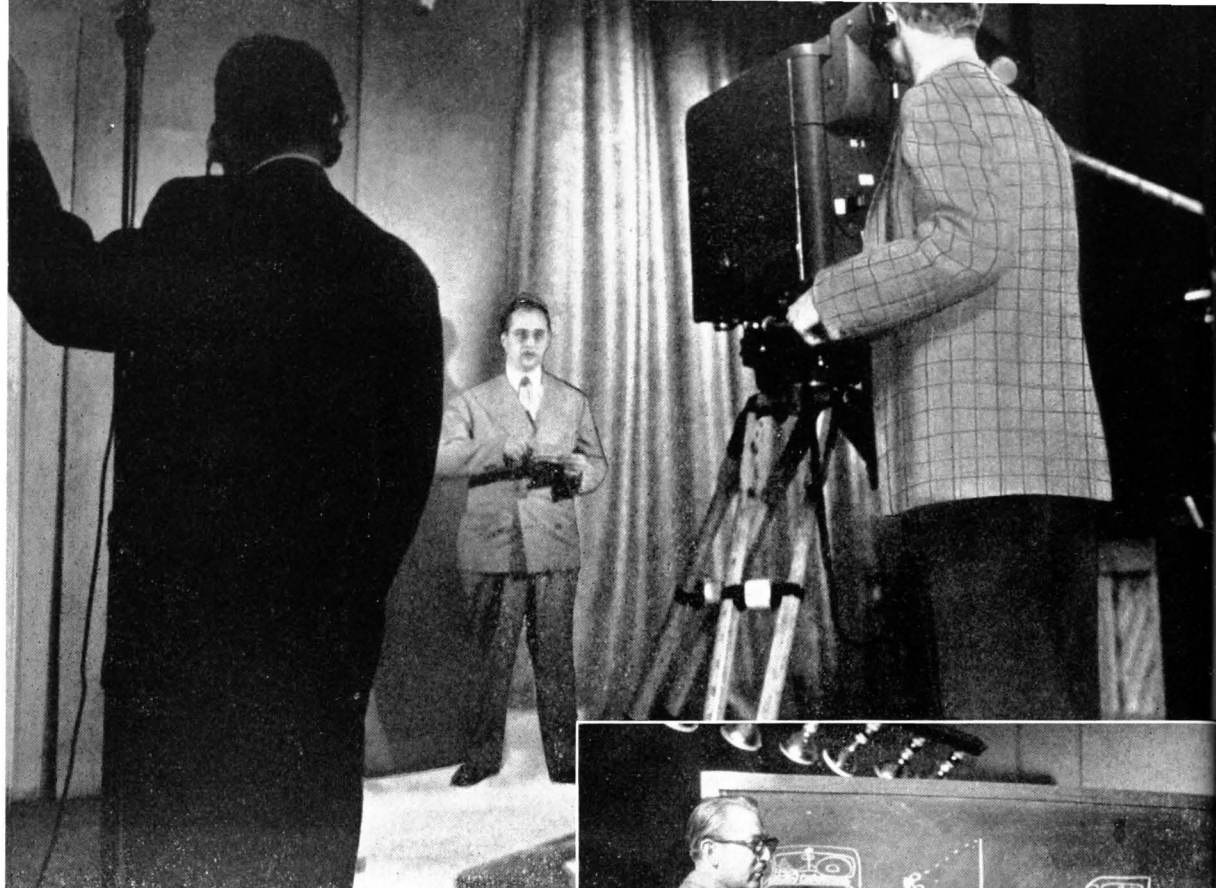
2—4 Semester Hours

TELEVISION WRITING—COMMERCIAL (D-1) (D-2) : A continuation of Television Writing—Commercial (C-1) (C-2).

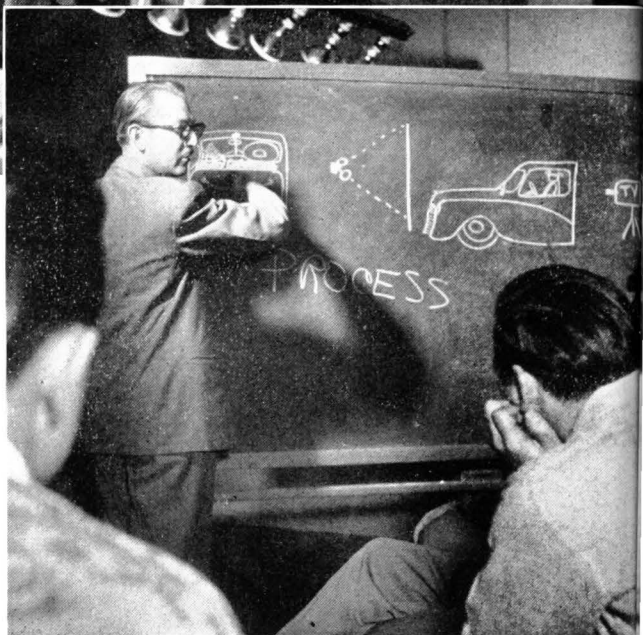
2—4 Semester Hours

TELEVISION WRITING—CREATIVE (A-1) (A-2) : Analysis of TV script treatment, as differing from all other mediums. Adaptation of radio, motion picture and vaudeville techniques to TV. Creation and writing of dramatic, audience participation, quiz type, fashion, educational, musical, and variety programs.

2—4 Semester Hours



Learning camera operation

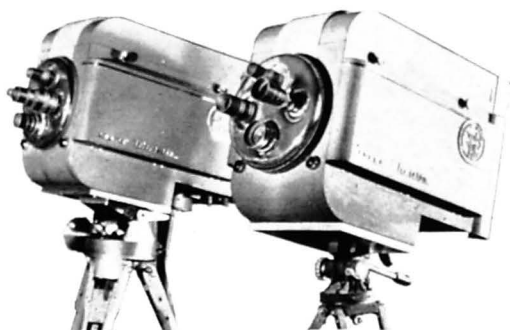


Plotting camera angles



## ELEMENTARY SKILLS OF TELEVISION PRODUCTION

Professional equipment used  
in television classrooms



Placing the "mike"

Arranging scenery



TELEVISION WRITING—CREATIVE (B-1) (B-2) : A continuation of Television Writing—Creative (A-1) (A-2).

2—4 Semester Hours

TELEVISION WRITING—CREATIVE (C-1) (C-2) : A continuation of Television Writing—Creative (B-1) (B-2).

2—4 Semester Hours

TELEVISION WRITING—CREATIVE (D-1) (D-2) : A continuation of Television Writing—Creative (C-1) (C-2).

2—4 Semester Hours

TELEVISION PRODUCTION (1). Prerequisite: Consent of instructor. The basic problems of producing television shows; obtaining pictorial effects, cueing and prompting; problems of rehearsal. Attention to a variety of programs: childrens shows, audience participation shows, news, commercials, variety shows, etc. Integration of the facilities of the studio, the control room, lights and camera, color stage sets, make-up and costuming.

2—4 Semester Hours

TELEVISION PRODUCTION (2) : A continuation of Television Production (1).

2—4 Semester Hours

TELEVISION PRODUCTION (3) : A continuation of Television Production (2).

2—4 Semester Hours

TELEVISION PRODUCTION (4) : A continuation of Television Production (3).

2—4 Semester Hours

TELEVISION PRODUCTION—DRAMATIC (1). Prerequisite: Consent of instructor. Basic problems of producing a dramatic show for television. Planning camera shots, organizing rehearsal time, selecting stage sets and playing areas, utilizing costumes and make-up. Basic procedures and problems in casting. Application of the principles of drama to television.

2—4 Semester Hours

TELEVISION PRODUCTION—DRAMATIC (2) : A continuation of Television Production—Dramatic (1).

2—4 Semester Hours

TELEVISION PRODUCTION—DRAMATIC (3): A continuation of Television Production—Dramatic (2). 2–4 Semester Hours

TELEVISION PRODUCTION—DRAMATIC (4): A continuation of Television Production—Dramatic (3). 2–4 Semester Hours

TELEVISION DIRECTION (1): Basic methods of directing, editing and cutting a television show. Analyzing the television script in terms of camera angles; plotting camera shots, maintaining continuity, unity and coherence in the action. 2 Semester Hours

TELEVISION DIRECTION (2): A continuation of Television Direction (1). 2 Semester Hours

TELEVISION PRODUCTION—SPORTS (1): Problems in writing, announcing and producing a variety of sporting events. Training in all phases of sports telecasting including play by play and studio sports shows. 2 Semester Hours

TELEVISION PRODUCTION—SPORTS (2): A continuation of Television Production—Sports (1). 2 Semester Hours

SPECIAL EFFECTS FOR TELEVISION (1): The use of music, sound effects, film. Adapting various visual and audio materials in the production of television programs. 2 Semester Hours

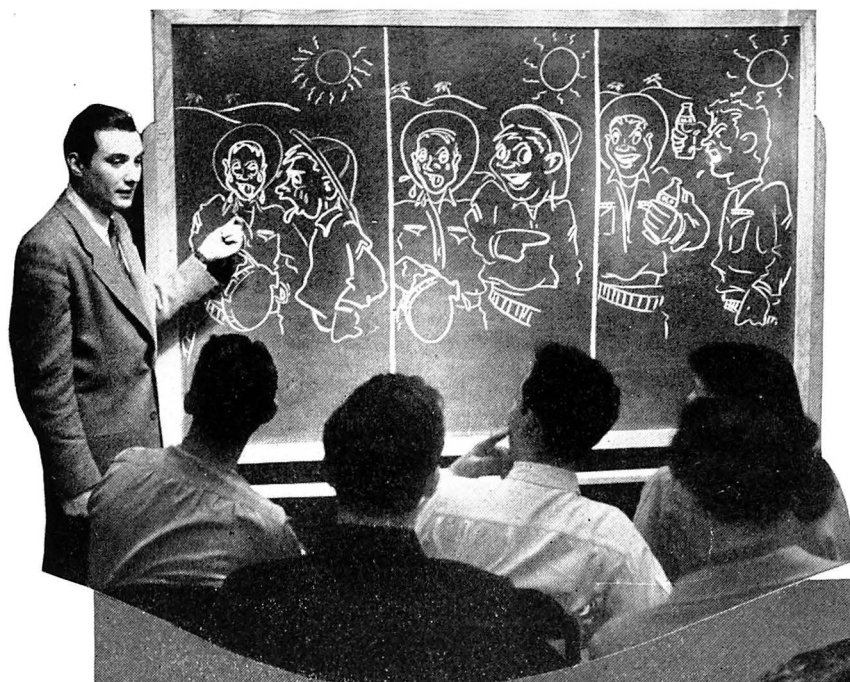
SPECIAL EFFECTS FOR TELEVISION (2): A continuation of Special Effects for Television (1). 2 Semester Hours

TELEVISION CAMERA TECHNIQUE (1): Analysis of the technical and photographic principles involved in camera use and operation. Problems of picture composition and camera angles. Intensive practice in camera technique. 2 Semester Hours

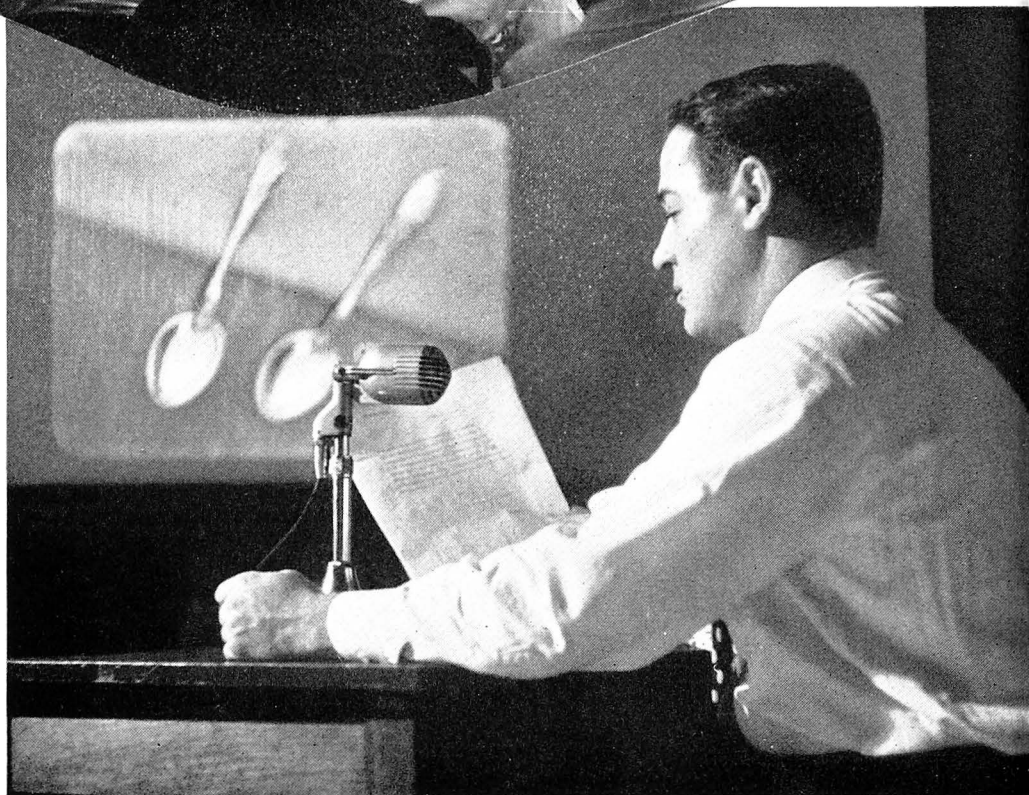
TELEVISION CAMERA TECHNIQUE (2): A continuation of Television Camera Technique (1). 2 Semester Hours

TELEVISION SALES AND PROMOTION (1): This course develops techniques in selling, promoting and managing television programs; investigating the sponsor's needs, the sponsor's products and the type of audience for which the products have an appeal. 2 Semester Hours



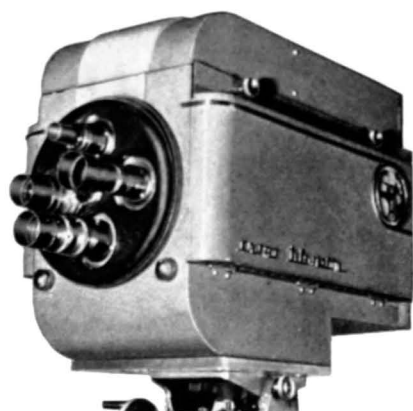


**"The Animated  
Salesman"**



**Using slide film for TV selling**

DEVELOPING  
THE  
TELEVISION  
COMMERCIAL



Demonstrating a product



The cosmetic commercial

TELEVISION SALES AND PROMOTION (2): A continuation of Television Sales and Promotion (1). 2 Semester Hours

TELEVISION IN EDUCATION: An analysis of various types of educational programs that are adaptable for television. Methods of preparation and presentation. 2 Semester Hours

FUNDAMENTALS OF SPEECH (1): Phonetics, voice projection, tone production, voice placement, breathing, articulation, and enunciation. Emphasis on the development of appropriate diction. 2 Semester Hours

FUNDAMENTALS OF SPEECH (2): A continuation of Fundamentals of Speech (1). 2 Semester Hours

INTERPRETIVE SPEECH (A-1) (A-2): Practice in the oral communication of ideas and emotions. Analysis, emphasis, color and inflection. Mood and personality interpretation are stressed. 2-4 Semester Hours

INTERPRETIVE SPEECH (B-1) (B-2): A continuation of Interpretive Speech (A-1) (A-2). 2-4 Semester Hours

INTERPRETIVE SPEECH (C-1) (C-2): A continuation of Interpretive Speech (B-1) (B-2). 2-4 Semester Hours

INTERPRETIVE SPEECH (D-1) (D-2): A continuation of Interpretive Speech (C-1) (C-2). 2-4 Semester Hours

DIALECTS (1): Training in the use of dialects and colloquial speech. Students assume various roles in dramatic presentations involving the use of foreign and regional dialects. 2 Semester Hours

DIALECTS (2): A continuation of Dialects (1). 2 Semester Hours

FUNDAMENTALS OF ACTING (1): Basic principles of motivation and empathy, interaction, justification, personality projection; training in emotion and sense memory through dramatic improvisation; a study of concepts fundamental to all types of acting, radio, stage and television. 2 Semester Hours

FUNDAMENTALS OF ACTING (2): A continuation of Fundamentals of Acting (1). 2 Semester Hours

CHARACTER INTERPRETATION (A-1) (A-2): The special study of individual characters and dramatic roles. Emphasis on understanding and portraying the character as a totality with consideration to his personality and motivation. 2-4 Semester Hours

CHARACTER INTERPRETATION (B-1) (B-2): A continuation of Character Interpretation (A-1) (A-2). 2-4 Semester Hours

CHARACTER INTERPRETATION (C-1) (C-2): A continuation of Character Interpretation (B-1) (B-2). 2-4 Semester Hours

CHARACTER INTERPRETATION (D-1) (D-2): A continuation of Character Interpretation (C-1) (C-2). 2-4 Semester Hours

FUNDAMENTALS OF WRITING (1): A comprehensive review of grammar. The intensive study of the principles of rhetoric, with special emphasis upon sentence and paragraph organization, clearness and effectiveness of expression. Practice in various types of writing. 2-4 Semester Hours

FUNDAMENTALS OF WRITING (2): A continuation of Fundamentals of Writing (1). 2-4 Semester Hours

VOCABULARY BUILDING (1): A practical course in vocabulary development and pronunciation. The meaning and correct usage of words are studied from the standpoint of human communication. A variety of classroom exercises serves to deepen and extend the average vocabulary. 2 Semester Hours

VOCABULARY BUILDING (2): A continuation of Vocabulary Building (1). 2 Semester Hours

VOCABULARY BUILDING (3): A continuation of Vocabulary Building (2). 2 Semester Hours

VOCABULARY BUILDING (4): A continuation of Vocabulary Building (3). 2 Semester Hours



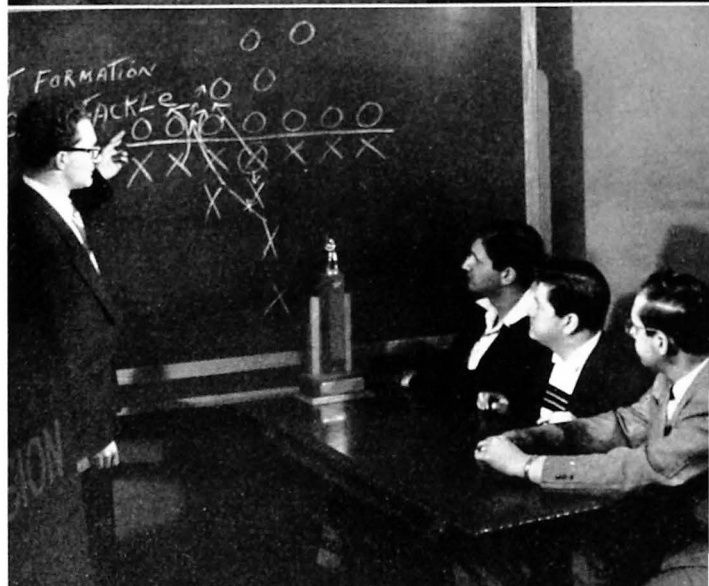
"Misters vs. Misses"

**THE TELEVISION PRODUCTION WORKSHOP**

"Enter the Villain"



"The Coaches' Box"



Setting the scene



MAKE-UP TECHNIQUES (1) : Study in the standard techniques of make-up for stage and television purposes. Students are familiarized with the newest materials and techniques and are given practice to develop skill in making up for varying conditions.

2 Semester Hours

MAKE-UP TECHNIQUES (2) : A continuation of Make-Up Techniques (1) .

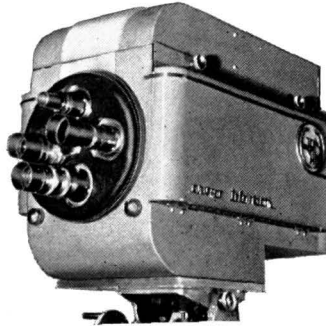
2 Semester Hours

SCENE DESIGN AND LIGHTING (1) : A general course in staging techniques basic to television and the theater; stage fundamentals, scene design, stage carpentry, scene painting, stage lighting and costuming.

2 Semester Hours

SCENE DESIGN AND LIGHTING (2) : A continuation of Scene Design and Lighting (1) .

2 Semester Hours



# **ADVERTISING • JOURNALISM**

## *Section 3*

**SPECIAL PROFESSIONAL COURSES**





## ADVERTISING

ADVERTISING is the chief salesman of the products of American business and industry. It is one of the important tools of management, and a vital adjunct of nearly all vocations and professions. The dominant influence of advertising is reflected in every form of commerce, and in every American home. It is the foundation of radio, television, the press and all other forms of entertainment and communication.

The advertising curriculum is designed to teach students the principles underlying advertising techniques used in everyday work, and to provide supervised opportunity for application of these advertising principles in classroom practice.

At Columbia every principle and procedure in advertising is taught through actual practice, by systematic laboratory work, by frequent contacts with advertising leaders in their respective fields. Trips taken to representative advertising departments of newspapers and retail stores; numerous survey visits to leading advertising agencies and direct mail concerns; inspection tours of engraving companies, printing establishments and organizations specializing in other advertising media; —all form a regular part of the curriculum.

Columbia students in advertising learn chiefly by doing, by actually creating each part of an advertisement themselves, and by working on every aspect of various advertising campaigns.

This thorough, work-shop method employed in teaching all phases of advertising—copy writing, layout work, production, sales, etc., is responsible for the high level of professional competence which Columbia College students achieve.

**Class takes advantage of summer weather and lake front location of College**

**Students get practical experience sitting-in on advertising agency staff conference**

ADVERTISING (1): The theory, principles and application 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.

2-4 Semester Hours

ADVERTISING (2): A continuation of Advertising (1).

2-4 Semester Hours

RETAIL AND NATIONAL ADVERTISING PROCEDURES (1). Prerequisite: Advertising (1) and (2), or consent of instructor. The application of the various principles of advertising to specific retail and national campaigns. Laboratory work in organizing advertising projects for small and large businesses; using copy, lay-out, research data, direct mail and a variety of media. 2-4 Semester Hours

RETAIL AND NATIONAL ADVERTISING PROCEDURES (2): A continuation of Retail and National Advertising Procedures (1).

2-4 Semester Hours

RETAIL AND NATIONAL ADVERTISING PROCEDURES (3): A continuation of Retail and National Advertising Procedures (2).

2-4 Semester Hours

RETAIL AND NATIONAL ADVERTISING PROCEDURES (4): A continuation of Retail and National Advertising Procedures (3).

2-4 Semester Hours

ADVERTISING COPY WRITING (1). Prerequisite: Advertising (1) and (2), or consent of instructor. This is a course designed to provide the students with an understanding of the general principles underlying the writing of magazine, newspaper, trade publications, and outdoor advertising. Critical evaluation of actual advertisements is combined with practice in the preparation of original copy.

2 Semester Hours

ADVERTISING COPY WRITING (2) : A continuation of Advertising Copy Writing (1). 2 Semester Hours

ADVERTISING COPY WRITING (3) : A continuation of Advertising Copy Writing (2). 2 Semester Hours

ADVERTISING COPY WRITING (4). A continuation of Advertising Copy Writing (3). 2 Semester Hours

ADVERTISING LAYOUT CONSTRUCTION (1) . Prerequisite: Advertising (1) and (2), or consent of instructor. A practical course in the principles of preparing effective advertising layouts for various kinds of media. Principles of unity, coherence, emphasis, contrast, and the rhythm of movement in advertising layout construction will be stressed. 2 Semester Hours

ADVERTISING LAYOUT CONSTRUCTION (2) : A continuation of Advertising Layout Construction (1). 2 Semester Hours

ADVERTISING LAYOUT CONSTRUCTION (3) : A continuation of Advertising Layout Construction (2). 2 Semester Hours

ADVERTISING LAYOUT CONSTRUCTION (4) : A continuation of Advertising Layout Construction (3). 2 Semester Hours

ADVERTISING PRODUCTION (1) . Prerequisite: Advertising (1) and (2), or consent of instructor. Study of the various processes of mechanical reproduction, including letterpress, lithography and gravure. Typography, photography, drawing, engraving and electrotyping as essential parts of the process of producing printed work and magazines. 2 Semester Hours

ADVERTISING PRODUCTION (2) : A continuation of Advertising Production (1). 2 Semester Hours

ADVERTISING AGENCY PROCEDURES (1) . Prerequisite: Advertising (1) and (2), or consent of instructor. This course deals with the day-to-day problems and procedures of advertising agencies and departments. Practical experience is obtained in such phases of agency operation as space buying, advertising estimates and schedules, handling customers accounts, etc. 2 Semester Hours



Instructor assists student in  
planning advertising lay-out

Student describes special fea-  
tures of a product for adver-  
tisement





**ADVERTISING AGENCY PROCEDURES (2):** A continuation of Advertising Agency Procedures (1). 2 Semester Hours

**DIRECT MAIL ADVERTISING (1).** Prerequisite: Advertising (1) and (2), or consent of instructor. The principles of Direct Mail Advertising, embracing market analysis, letter writing for business, copywriting, light layout, postal regulations, mailing lists, promotional campaigns, mail department efficiency, catalog writing, and survey of current advertising campaigns. 2 Semester Hours

**DIRECT MAIL ADVERTISING (2):** A continuation of Direct Mail Advertising (1). 2 Semester Hours

**PRINCIPLES OF MARKETING (1):** A study of the nature of marketing; marketing functions and institutions; retailing and wholesaling practices; manufacturer and middleman relations; the consumer and marketing; and marketing legislation. 2-4 Semester Hours

**PRINCIPLES OF MARKETING (2):** A continuation of Principles of Marketing (1). 2-4 Semester Hours

**MARKET RESEARCH AND ANALYSIS METHODS (1).** Prerequisite: Principles of Marketing (1) and (2), or consent of instructor. The practical application of scientific methods in the analysis of advertising and marketing problems and in the conduct of market research investigations and studies. Procedures for effectively conducting market research and analysis are presented and followed by an actual market analysis by the students, involving planning, interpretation and presentation of results. 2 Semester Hours

**MARKET RESEARCH AND ANALYSIS METHODS (2):** A continuation of Market Research and Analysis Methods (1). 2 Semester Hours

**ECONOMICS (1):** Basic principles of the economic system; problems of production, distribution and consumption, monopoly, competition, money; government control of business. 2 Semester Hours

**ECONOMICS (2):** A continuation of Economics (1). 2 Semester Hours

**BUSINESS ORGANIZATION (1) :** An introductory course in business. Topics of discussion will include the types, functions, organization, operation, controls, and problems of business organization.

2 Semester Hours

**BUSINESS ORGANIZATION (2) :** A continuation of Business Organization (1).

2 Semester Hours

**PERSONNEL MANAGEMENT (1) :** 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.

2 Semester Hours

**PERSONNEL MANAGEMENT (2) :** A continuation of Personnel Management (1).

2 Semester Hours

**BUSINESS PSYCHOLOGY (1) :** 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.

2 Semester Hours

**BUSINESS PSYCHOLOGY (2) :** A continuation of Business Psychology (1).

2 Semester Hours

**SALESMANSHIP (1) :** The psychology of salesmanship; techniques of influencing people. Types of salesmanship and types of salesmen and their respective merits.

2 Semester Hours

**SALESMANSHIP (2) :** A continuation of Salesmanship (1).

2 Semester Hours

**PUBLICITY (1) :** Practice in writing news releases. The course stresses writing of lead paragraphs under deadline conditions and various styles of writing to fit selected media.

2 Semester Hours

**PUBLICITY (2) :** A continuation of Publicity (1).

2 Semester Hours



PUBLIC RELATIONS (1) : Principles of public relations; creation of good will; employee, customer, stockholder, and community relations. 2 Semester Hours

PUBLIC RELATIONS (2) : A continuation of Public Relations (1). 2 Semester Hours

RADIO WRITING—COMMERCIAL CONTINUITY (A,B,C,D) : Writing commercial radio copy, analysis of style and techniques in relation to the product advertised and consumer appeal. Students receive practice and exercise in the writing of spot announcements, and short and long commercial announcements.

2—4 Semester Hours

TELEVISION WRITING—COMMERCIAL (A,B,C,D) : Creation and scripting of visual commercials for spot, film and “across the table” selling.. Integrating camera angles, trick photography, slides, film, cartoons, and studio settings into commercials.

2—4 Semester Hours

BUSINESS PRINCIPLES AND PROCEDURES (A-1) (A-2) . Pre-requisite: Consent of the Dean. A course which combines various units from the fields of economics, advertising, business organization, marketing, etc.

2—4 Semester Hours

BUSINESS PRINCIPLES AND PROCEDURES (B-1) (B-2) . Pre-requisite: Consent of the Dean. A continuation of Business Principles and Procedures (A-1) (A-2).

2—4 Semester Hours

BUSINESS PRINCIPLES AND PROCEDURES (C-1) (C-2. Pre-requisite: Consent of the Dean. A continuation of Business Principles and Procedures (B-1) (B-2) .

2—4 Semester Hours

BUSINESS PRINCIPLES AND PROCEDURES (D-1) (D-2) . Pre-requisite: Consent of the Dean. A continuation of Business Principles and Procedures (C-1) (C-2) .

2—4 Semester Hours

Class visits with specialists in display advertising



Learning about retail advertising at a major department store



Students tour composing room of a metropolitan newspaper



## **JOURNALISM**

JOURNALISM is the broad field of writing. It encompasses the many thousands of men and women, for whom writing is a profession. Journalism is the newspaper reporter, editor and foreign correspondent, feature writer, editorialist and publicist. It is the special skill of the author of novels and short stories; the writer of commercial continuity and dramatic shows for radio and television; the writer for popular magazines, trade journals, house organs and financial publications. In a word, journalism is the practical application of writing to a wide variety of businesses and professions.

Journalism, the field of professional writing, is the vehicle by which many men and women have achieved important and rewarding careers in the newspaper, advertising, publishing, radio and television industries.

Columbia College provides practical and intensive training in every aspect of journalistic writing. Whether the student is interested in writing fiction or non-fiction; whether he intends to work for newspapers, magazines, advertising agencies or radio and television stations—he receives expert instruction and realistic practice in a wide variety of courses specially developed to meet professional standards.

The Columbia student studies and learns under the close and personal supervision of instructors who are themselves outstanding writers in their particular fields of journalism.

The student gains professional experience in classroom situations which closely simulate the “on the job” conditions he or she will find in the journalistic world.

FUNDAMENTALS OF WRITING (1): A comprehensive review of grammar. The intensive study of the principles of rhetoric, with special emphasis upon sentence and paragraph organization, clearness and effectiveness of expression. Practice in various types of writing. 2-4 Semester Hours

FUNDAMENTALS OF WRITING (2): A continuation of Fundamentals of Writing (1). 2-4 Semester Hours

CREATIVE WRITING (A-1) (A-2): A course designed to develop effective techniques of writing creatively. Guidance is provided for students desiring to develop facility in writing short stories, drama and longer forms of narration. 2-4 Semester Hours

CREATIVE WRITING (B-1) (B-2): A continuation of Creative Writing (A-1) (A-2). 2-4 Semester Hours

CREATIVE WRITING (C-1) (C-2): A continuation of Creative Writing (B-1) (B-2). 2-4 Semester Hours

CREATIVE WRITING (D-1) (D-2): A continuation of Creative Writing (C-1) (C-2). 2-4 Semester Hours

VOCABULARY BUILDING (1): A practical course in vocabulary development and pronunciation. The meaning and correct usage of words is studied from the standpoint of human communication. A variety of classroom exercises serves to deepen and extend the average vocabulary. 2 Semester Hours

VOCABULARY BUILDING (2): A continuation of Vocabulary Building (1). 2 Semester Hours

VOCABULARY BUILDING (3): A continuation of Vocabulary Building (2). 2 Semester Hours

VOCABULARY BUILDING (4): A continuation of Vocabulary Building (3). 2 Semester Hours

FUNDAMENTALS OF JOURNALISM (1). Prerequisite: Fundamentals of Writing (1) and (2), or consent of instructor. A broad survey of the field of journalism, including a study of newspapers, magazines and house organs. The student gains an understanding of the responsibilities and requirements of journalistic work, and the importance of journalism as a system of communication. Lectures, discussions, movies, visits to local newspaper plants, and interviews with journalists. 2-4 Semester Hours



Class project in writing

## A BACKGROUND OF JOURNALISM SKILLS



Proofing a news story



Writing headlines



Story conference



Editing teletype copy

FUNDAMENTALS OF JOURNALISM (2): A continuation of Fundamentals of Journalism (1). 2-4 Semester Hours

NEWS WRITING (1). Prerequisite: Fundamentals of Journalism (1) and (2), or consent of instructor. Intensive practice in the gathering and writing of news. The factors that go into getting a good story by an effective interview. Development of a sound news sense as reflected in the writing of a complete news story.

2 Semester Hours

NEWS WRITING (2): A continuation of News Writing (1).

2 Semester Hours

NEWS WRITING (3): A continuation of News Writing (2).

2 Semester Hours

NEWS WRITING (4): A continuation of News Writing (3).

2 Semester Hours

NEWS EDITING AND COPY-READING (1). Prerequisite: Journalism (1) and (2), or consent of instructor. Editing copy for newspaper, magazine and industrial publications. Instruction includes copy-reading, headline writing, proof-reading and make-up.

2-4 Semester Hours

NEWS EDITING AND COPY-READING (2): A continuation of News Editing and Copy-reading (1).

2-4 Semester Hours

RADIO NEWS EDITING (1). Prerequisite: Fundamentals of Writing (1) and (2), or consent of instructor. Practice in news editing, news evaluation and grouping. Preparing news copy for radio and television. Adapting press services and local news copy; reporting and news gathering systems.

2 Semester Hours

RADIO NEWS EDITING (2): A continuation of Radio News Editing (1).

2 Semester Hours

PUBLIC RELATIONS (1): Principles of public relations; creation of good will; employee, customer, stockholder and community relations.

2 Semester Hours

PUBLIC RELATIONS (2): A continuation of Public Relations (1).

2 Semester Hours

PUBLICITY (1): Practice in writing news releases; the course stresses writing lead paragraph under deadline conditions and various styles of writing to fit selected media. 2 Semester Hours

PUBLICITY (2): A continuation of Publicity (1).  
2 Semester Hours

RADIO WRITING—COMMERCIAL CONTINUITY (A-1) (A-2): Writing commercial radio copy; analysis of style and technique in relation to the product advertised and consumer appeal. Students receive practice and exercise in the writing of spot announcements and short and long commercial announcements.  
2-4 Semester Hours

RADIO WRITING—COMMERCIAL CONTINUITY (B-1) (B-2): A continuation of Radio Writing—Commercial Continuity (A-1) (A-2).  
2-4 Semester Hours

RADIO WRITING—COMMERCIAL CONTINUITY (C-1) (C-2): A continuation of Radio Writing—Commercial Continuity (B-1) (B-2).  
2-4 Semester Hours

RADIO WRITING—COMMERCIAL CONTINUITY (D-1) (D-2): A continuation of Radio Writing—Commercial Continuity (C-1) (C-2).  
2-4 Semester Hours

RADIO WRITING—DRAMATIC SCRIPT (A-1) (A-2): A course in writing and editing various types of radio scripts; characterization, dialogue, plots, atmosphere, comedy relief, suspense, tragedy, horror scripts, commercial dramatizations and adaptations.  
2-4 Semester Hours

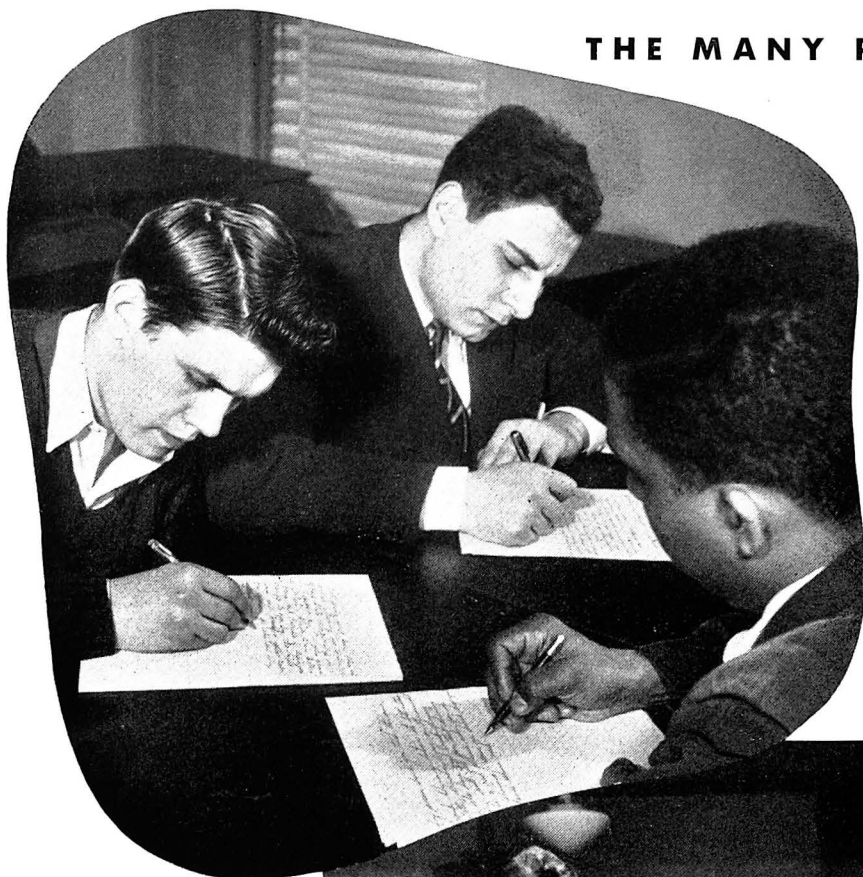
RADIO WRITING—DRAMATIC SCRIPT (B-1) (B-2): A continuation of Radio Writing—Dramatic Script (A-1) (A-2).  
2-4 Semester Hours

RADIO WRITING—DRAMATIC SCRIPT (C-1) (C-2): A continuation of Radio Writing—Dramatic Script (B-1) (B-2).  
2-4 Semester Hours

RADIO WRITING—DRAMATIC SCRIPT (D-1) (D-2): A continuation of Radio Writing—Dramatic Script (C-1) (C-2).  
2-4 Semester Hours



## THE MANY PHASES OF



Radio dramatic

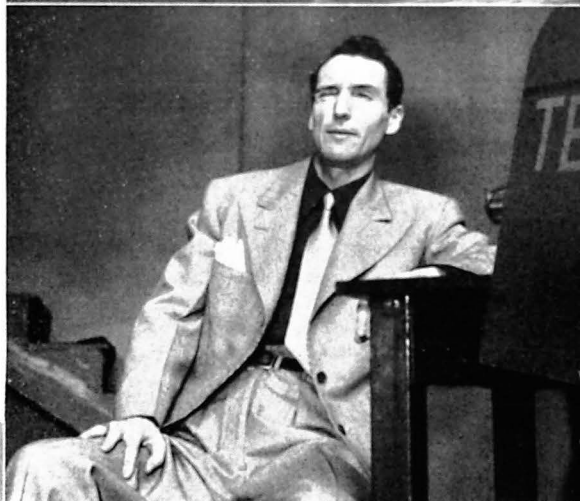


# PROFESSIONAL WRITING

Publicity



Television dramatic



News reporting



TELEVISION WRITING—COMMERCIAL (A-1) (A-2): Creation and scripting of visual commercials for spot, film and “across the table” selling. Intergrating camera angles, trick photography, slides, film, cartoons, and studio settings into commercials.

2—4 Semester Hours

TELEVISION WRITING—COMMERCIAL (B-1) (B-2): A continuation of Television Writing—Commercial (A-1) (A-2).

2—4 Semester Hours

TELEVISION WRITING—COMMERCIAL (C-1) (C-2): A continuation of Television Writing—Commercial (B-1) (B-2).

2—4 Semester Hours

TELEVISION WRITING—COMMERCIAL (D-1) (D-2): A continuation of Television Writing—Commercial (C-1) (C-2).

2—4 Semester Hours

TELEVISION WRITING—CREATIVE (A-1) (A-2): Analysis of TV script treatment, as differing from all other mediums. Adaptation of radio, motion picture and vaudeville techniques to TV. Creation and writing of dramatic, audience participation, quiz type, fashion, educational, musical, and variety programs.

2—4 Semester Hours

TELEVISION WRITING—CREATIVE (B-1) (B-2): A continuation of Television Writing—Creative (A-1) (A-2).

2—4 Semester Hours

TELEVISION WRITING—CREATIVE (C-1) (C-2): A continuation of Television Writing—Creative (B-1) (B-2).

2—4 Semester Hours

TELEVISION WRITING—CREATIVE (D-1) (D-2): A continuation of Television Writing—Creative (C-1) (C-2).

2—4 Semester Hours

ADVERTISING PRODUCTION (1). Prerequisite: Advertising (1) and (2), or consent of instructor. Study of the various processes of mechanical reproduction, including letterpress, lithography and gravure. Typography, photography, drawing, engraving and electrotyping as essential parts of the process of producing printed work and magazines.

2 Semester Hours

ADVERTISING PRODUCTION (2): A continuation of Advertising Production (1). 2 Semester Hours

GENERAL PSYCHOLOGY (1): 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. 2-4 Semester Hours

GENERAL PSYCHOLOGY (2): A continuation of General Psychology (1). 2-4 Semester Hours

SOCIAL PSYCHOLOGY (1): The relationship between the individual and the group in society, the effects of group association upon the individual, the processes of group behavior. 2-4 Semester Hours

SOCIAL PSYCHOLOGY (2): A continuation of Social Psychology (1). 2-4 Semester Hours

CONTEMPORARY AFFAIRS (A-1) (A-2): World problems, their relationships and interpretation. Current developments on the national and international scene fall within the scope of this course. The objective of the course is to provide the student with a broad understanding of important contemporary affairs. 2 Semester Hours

CONTEMPORARY AFFAIRS (B-1) (B-2): A continuation of Contemporary Affairs (A-1) (A-2). 2 Semester Hours

CONTEMPORARY AFFAIRS (C-1) (C-2): A Continuation of Contemporary Affairs (B-1) (B-2). 2 Semester Hours

CONTEMPORARY AFFAIRS (D-1) (D-2): A continuation of Contemporary Affairs (C-1) (C-2). 2 Semester Hours

## THE WORLD WE LIVE IN

The purpose of the Columbia College curriculum is not only to provide the necessary technical and professional skills required in Radio, Television, Advertising and Journalism. It also has as a major objective familiarizing the student with various social and economic world problems. To meet this objective, the college offers a series of interesting and instructive courses, covering a wide variety of subjects in contemporary affairs, current social problems, and social psychology. Students in these courses review current literature in these fields and make on the scene studies of social problems.

**Students make on the spot  
study of prison conditions**



Students discuss significant world problems



Class tours news department of giant press service



**PSYCHOLOGY****SECTION IV**

**GENERAL PSYCHOLOGY (1):** 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. 2 Semester Hours

**GENERAL PSYCHOLOGY (2).** Prerequisite: General Psychology (1). A continuation of General Psychology (1). 2 Semester Hours

**ABNORMAL PSYCHOLOGY.** Prerequisite: General Psychology (1) and (2). Behavior problems and abnormalities, hereditary and environmental factors in mental disorders, their symptoms and treatment. 3 Semester Hours

**SOCIAL PSYCHOLOGY (1):** The relationship between the individual and the group in society, the effects of group association upon the individual, the process of group behavior. 2 Semester Hours

**SOCIAL PSYCHOLOGY (2):** A continuation of Social Psychology (1). 2 Semester Hours

**BUSINESS PSYCHOLOGY (1):** The basic principles of psychology applied to human relationships in the business world. Methods of motivating people to greater efforts; the elimination of inter-personal friction; problems in human engineering. 2 Semester Hours

**BUSINESS PSYCHOLOGY (2):** A continuation of Business Psychology (1). 2 Semester Hours

**PRINCIPLES IN PSYCHOLOGICAL GUIDANCE:** Approach to guidance in its various phases, psychiatric, medical, social, psychological and recreational; the needs of people and their problems. 2 Semester Hours

**DEVELOPMENT OF PERSONALITY:** The growth of personality through adjustments to environmental pressure; normal and abnormal adjustments; theories of personality. 3 Semester Hours



**ENGLISH****SECTION V**

**FUNDAMENTALS OF WRITING (1)**: A comprehensive review of grammar. The intensive study of the principles of rhetoric, with special emphasis upon sentence and paragraph organization, clearness and effectiveness of expression. Practice in various types of writing. 2-4 Semester Hours

**FUNDAMENTALS OF WRITING (2)**: A continuation of Fundamentals of Writing (1). 2-4 Semester Hours

**CREATIVE WRITING (A-1) (A-2)**. Prerequisite: Fundamentals of Writing (1) and (2), or consent of instructor. A course designed to develop effective techniques of writing creatively. Guidance is provided for students desiring to develop facility in writing short stories, drama and longer forms of narration. 2-4 Semester Hours

**CREATIVE WRITING (B-1) (B-2)**: A continuation of Creative Writing (A-1) (A-2). 2-4 Semester Hours

**CREATIVE WRITING (C-1) (C-2)**: A continuation of Creative Writing (B-1) (B-2). 2-4 Semester Hours

**CREATIVE WRITING (D-1) (D-2)**: A continuation of Creative Writing (C-1) (C-2). 2-4 Semester Hours

**RADIO WRITING—DRAMATIC SCRIPT (A,B,C,D)**. Prerequisite: Fundamentals of writing (1) and (2), or consent of instructor. A course in writing and editing various types of radio scripts: characterization, dialogue, plots, atmosphere, comedy, relief, suspense, tragedy, horror scripts, commercial dramatizations and adaptations. 2-4 Semester Hours

**TELEVISION WRITING—CREATIVE (A,B,C,D)**. Prerequisite: Fundamentals of writing (1) and (2), or consent of instructor. Analysis of TV script treatment, as differing from all other mediums. Adaptation of radio, motion picture and vaudeville techniques to TV. Creation and writing of dramatic, audience participation, quiz type, fashion, educational, musical, and variety programs. 2-4 Semester Hours



VOCABULARY BUILDING (1): A practical course in vocabulary development and pronunciation. The meaning and correct usage of words are studied from the standpoint of human communication. A variety of classroom exercises serves to deepen and extend the average vocabulary. 2 Semester Hours

SURVEY OF CONTEMPORARY AND CLASSIC LITERATURE: Significant writers in modern and classic literature in relation to psychological and social forces. Criteria of literary criticism, appreciation and enjoyment. 3 Semester Hours

DRAMATIC LITERATURE: A survey of outstanding examples of the drama from the classical to the contemporary. 3 Semester Hours

MODERN DRAMA (1): A study and analysis of outstanding examples of the modern drama, with emphasis upon the social ideas of the period as reflected in the theater. The student analyzes form and structure as employed in modern dramatic literature. 2 Semester Hours

MODERN DRAMA (2): A continuation of Modern Drama (1). 2 Semester Hours

WORLD LITERATURE: The reading and discussion of books which have had profound influence on modern thought. Selections from various fields. Literature, Social Science, Science, etc. 3 Semester Hours

INTRODUCTION TO THE STUDY OF THE NOVEL: The anatomy of the novel; historical survey of types, principles of criticism. 3 Semester Hours

CURRENT READING: A survey of leading works of contemporary fiction and non-fiction, designed to enrich individual reading programs. 3 Semester Hours

INTRODUCTION TO THE STUDY OF POETRY: An approach to poetry through the study of the elements of verse; a survey of outstanding examples of world poetry. 3 Semester Hours

**SCIENCE****SECTION VI**

**SURVEY OF PHYSICAL SCIENCES (1) :** The elementary facts and principles in such physical sciences as Chemistry, Physics, Geology.  
3 Semester Hours

**SURVEY OF PHYSICAL SCIENCES (2) :** A continuation of Survey of Physical Sciences (1) . Prerequisite: Survey of Physical Sciences (1) .  
3 Semester Hours

**SURVEY OF BIOLOGICAL SCIENCES (1) :** The elementary facts and principles of such biological sciences as Anatomy, Physiology and Genetics.  
3 Semester Hours

**SURVEY OF BIOLOGICAL SCIENCES (2) :** A continuation of Survey of Biological Sciences (1) . Prerequisite: Survey of Biological Sciences (1) .  
3 Semester Hours

**HEALTH AND PHYSICAL EDUCATION:** The structure and functions of the human mechanism. Development and appreciation of health and of physical training necessary to sustain it.  
2 Semester Hours

**HUMAN HEREDITY:** The basic principles of genetics applied to man. The mechanisms of inheritance, dominance, sex linkage and sex determination; problems of eugenics.  
2 Semester Hours

**APPLIED SCIENCE (1) :** This course is designed to provide the student with an understanding of the use and operation of mechanisms and items of everyday use. Refrigerators, gas ranges, drug products, furniture, glass, electric appliances, etc., will be considered. Emphasis placed on acquainting the student with the classes of products which he may be called upon to popularize in the advertising, radio broadcasting and television professions.  
2 Semester Hours

**APPLIED SCIENCE (2) :** A continuation of Applied Science (1) .  
2 Semester Hours

**S O C I A L S C I E N C E****S E C T I O N V I I**

**INTRODUCTORY SOCIOLOGY:** A survey of group life as it is evolved in our present-day society. Problems, brought about by social change, are studied. 3 Semester Hours

**CONTEMPORARY SOCIAL PROBLEMS:** The world scene as a background for understanding and interpreting the many problems which now exist. 2 Semester Hours

**SOCIAL ECONOMICS:** The rise of the industrial era; money, banking, industry, business, market practices, governmental control, consumer organization, labor unions, taxes, economic change, socialism and fascism. 3 Semester Hours

**INTRODUCTION TO THE STUDY OF CULTURE:** A preliminary study of the psycho-social environment; customs, mores, folkways, language. 3 Semester Hours

**AMERICAN MINORITY GROUPS:** A survey of racial and national minority groups in America, covering their Old World background, their cultural characteristics and their influence on American life. 2 Semester Hours

**CULTURES OF THE WORLD:** An inclusive survey of the social organization, religious practices, arts and economics of various primitive and old societies. Prerequisite: Introduction to the Study of Culture, or consent of the instructor. 3 Semester Hours

**HISTORY OF CIVILIZATION:** A brief survey of the development of civilization from ancient times to the present, with emphasis on the forces and factors that have contributed to the emergence of modern social, political and economic institutions. 3 Semester Hours

**AMERICAN POLITICAL AND SOCIAL HISTORY:** A survey of the development of American political, social and cultural institutions from the period of exploration to the present. 3 Semester Hours

**INTERNATIONAL RELATIONS:** Historical backgrounds of current international conflicts. International law and major treaties. Political philosophies of world powers. 3 Semester Hours

**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.

2 Semester Hours

**MODERN EUROPEAN HISTORY:** The History of Europe from the 16th century to the present: the Renaissance and Reformation, the French Revolution. The Period of Enlightenment, emergence of modern states; the origins of World Wars I and II.

3 Semester Hours

**HISTORY OF LATIN AMERICA:** The political, social and cultural development of countries in Central and South America from the period of colonization to the present.

3 Semester Hours

**WORLD GEOGRAPHY (1):** An introductory survey of the distribution and characteristics of the elements of the natural environment with particular reference to the bearing of the natural environment on the economic life of the social groups.

3 Semester Hours

**WORLD GEOGRAPHY (2):** A continuation of World Geography (1). Prerequisite: World Geography (1).

3 Semester Hours

## **FINE ARTS**

### **SECTION VIII**

**ART APPRECIATION:** Basic principles for the understanding and appreciation of art. Lectures, discussions, and field trips to nearby museums, galleries and exhibits.

2 Semester Hours

**MUSIC APPRECIATION:** The major principles contributing to listening pleasure and characterizing the best in music. Students will be guided in listening to representative musical masterpieces.

2 Semester Hours

**EDUCATION****SECTION IX**

**CURRENT PROBLEMS IN EDUCATION:** A study of representative problems in the current American educational scene.

3 Semester Hours

**HISTORY OF EDUCATION:** This course serves to give students a deeper understanding of current practices and problems in education by tracing their historical development.

3 Semester Hours

**PHILOSOPHY OF EDUCATION:** A study of the significant currents of thought and their influence on modern education. The meaning of education, educational aims and values, democracy and education, ideals.

3 Semester Hours

**AMERICAN EDUCATION:** The nature and function of the American educational system. Basic issues confronting American schools in a changing society. Traditional and progressive approaches to educational problems.

2 Semester Hours

**EDUCATIONAL PSYCHOLOGY:** A study of the problems of learning as they apply in the classroom situation. Recent research and theories of learning, laws of learning, conditions affecting learning.

3 Semester Hours

**METHODS OF TEACHING SPEECH (1):** Methods and materials of teaching speech, the organization of units of instruction, methods of evaluating student progress, diagnostic and remedial techniques for the classroom.

3 Semester Hours

**METHODS OF TEACHING SPEECH (2):** A continuation of Methods of Teaching Speech (1). Prerequisite: Methods of Teaching Speech (1).

3 Semester Hours

**RADIO IN EDUCATION:** The methods of utilizing radio in reaching the objectives of the curriculum; development of extra curricular radio activities and workshops; a study of critical listening standards; methods of evaluating educational broadcasts.

2 Semester Hours

**STUDENT TEACHING:** Observation and participation in one of the cooperating schools, where the student receives his first experience in teaching under the guidance of a carefully selected director in the best public and private schools in the Chicago area.

5 Semester Hours



## TUITION AND FEES

The tuition is \$269.28 for each semester (18 weeks). This fee includes scripts, materials and the use of library facilities and text books, where required. The regular semester program consists of fifteen to sixteen class hours per week (8 subjects).

For students who take a limited number of classes only, the cost for each two semester hour class is \$33.66 for a semester. This includes the cost of materials and scripts and the use of library facilities.

The fee for certificates and diplomas is \$10.00.

*Columbia College is fully approved for the training of veterans under the G. I. Bill of Rights.*

In the case of veterans, who carry a full-time program (either day or evening) under the G. I. Bill of Rights, the College absorbs \$4.90 so that the tuition and foregoing fees do not exceed \$500.00 per school year.

If necessary, plans for payment of tuition in installments may be arranged with the Registrar.

## **HOLIDAY CALENDAR**

1951-1952

Instruction begins .....Wednesday, September 12, 9:00 A.M.

Thanksgiving Day holiday .....Thursday, November 22

Christmas Vacation begins .....Friday, December 21, 5:30 P.M.

Instruction resumed .....Thursday, January 3, 9:00 A.M.

Memorial Day holiday .....Friday, May 30

Independence Day holiday .....Friday, July 4

Academic Year ends .....Friday, August 22, 5:30 P.M.





# COLUMBIA COLLEGE



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