

1953

## 1953-1954 Course Catalog

Columbia College Chicago

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# COLUMBIA COLLEGE

CATALOG ISSUE 1953 • 1954

FOUNDED 1890





*Founded 1890*  
NOT FOR PROFIT

**SPEECH • DRAMA • EDUCATION**

**INCLUDING SPECIALIZED STUDY IN**

**TELEVISION**

**RADIO BROADCASTING**

**ADVERTISING • JOURNALISM**

**AND RELATED ACADEMIC COURSES**

**DAY AND EVENING CLASSES**

CHICAGO

•

LOS ANGELES

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

**207 SOUTH WABASH AVENUE**

• **CHICAGO 4, 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 television and radio stations and theaters.

**C O L U M B I A   C O L L E G E**

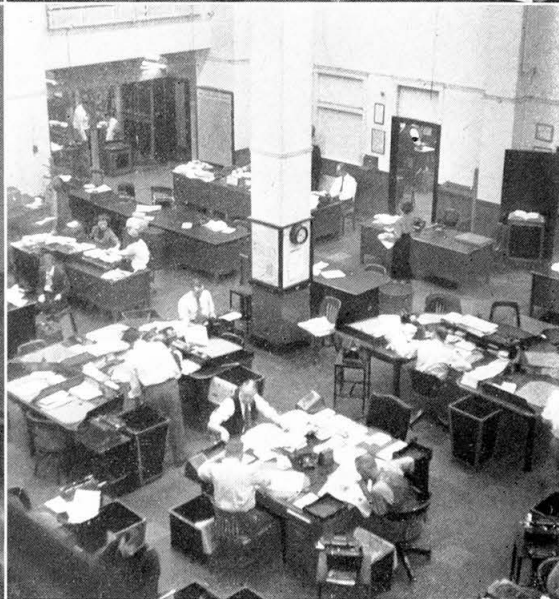
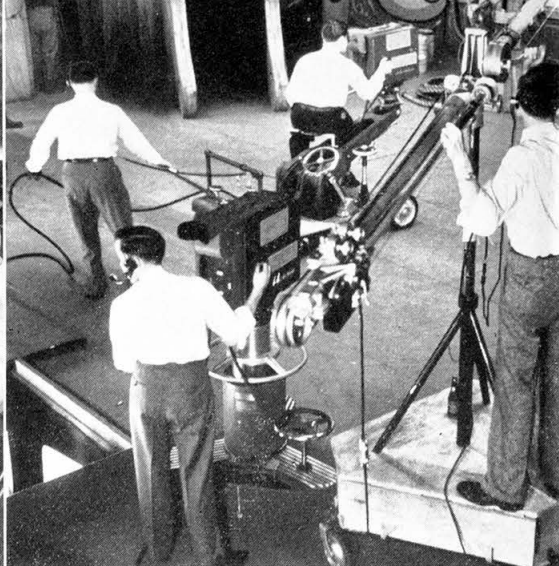
FOR SIXTY-FOUR YEARS, Columbia College has made a significant contribution to the development of professional education in the United States. The College has enjoyed a constantly growing reputation for professional thoroughness, for practicality and for originality of educational method.

The curriculum and resources of the College are directed towards providing students with the knowledge and skills which will best equip them for effective citizenship and for success in their chosen profession. The graduates of Columbia College have demonstrated by their rapid advancement in their respective professions, the superior quality of the education they have received.

At Columbia College, students "learn by doing" wherever professional competence is a requirement. 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 education 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 for professional work.

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



## ***THE PROFESSIONS***

**RADIO BROADCASTING**

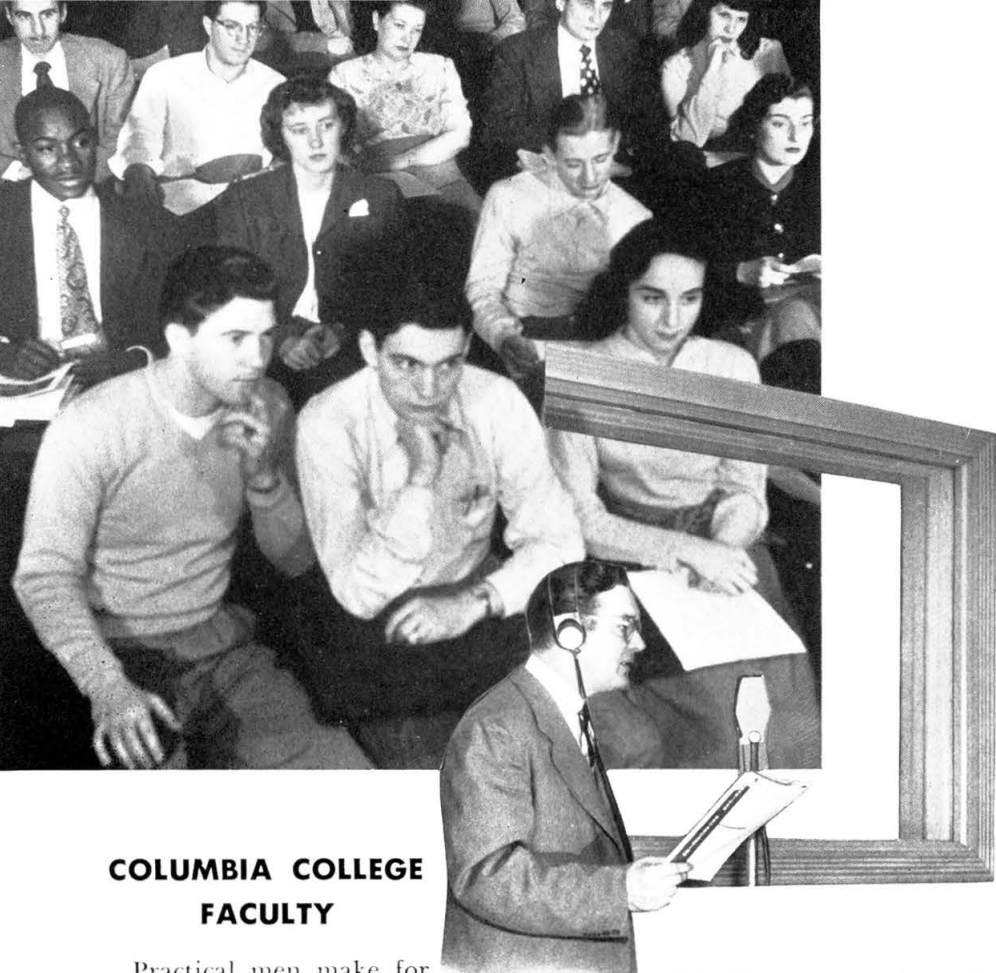
**TELEVISION**

**ADVERTISING**

**JOURNALISM**

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## **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.



**Experts bring their experience into the classroom**

**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.

GEORGE ADAMIK .....*Advertising Production*

Northwestern University. Production Manager, Carl Gorr Printing Company. Formerly: Production Department, Adsmith's.

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

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

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.

DOROTHY BARTON .....*English*

B.A., Galloway College; M.A., Columbia University; Formerly: Instructor in English, Little Rock Jr. College, University of Houston.

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 Columbia College.

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.

- HARRY CHRISTIAN.....*Radio, Speech, Television*  
Staff Announcer, WGN-TV. Formerly: Producer and Staff Announcer, WCFL; Announcer, WIND; Staff Announcer, WENR.
- JAMES DEXTER.....*Speech, Television*  
B.S., Milwaukee State Teachers College; M.A., Northwestern University; Formerly: Instructor in Speech and Drama, Milwaukee State Teachers College; Barat College.
- GRACE ELLIS .....*Speech*  
B.A., Rosary College. Instructor of Speech, Trinity High School and Rosary College.
- ELEANOR ENGLE.....*Radio, Television*  
A.B., Illinois College. Radio and television actress and announcer: "Sky King," "Ma Perkins," "Pace of Chicago," "Stud's Place"; Formerly: Instructor in Speech, Duluth State Teachers College.
- HARRY FINE .....*Psychology, Science*  
A.B., B.S., M.A., University of Cincinnati. Further graduate work, University of Cincinnati. Formerly: Instructor, University of Cincinnati.
- FRANK GOSSFIELD .....*Television*  
B.S., Northwestern University; M.S., DePaul University; Formerly: Head of T.V. Dept., Dixon Wiebe Agency; T.V. Producer-Writer, Malcolm Howard Agency; T.V. Writer, Ruthrauff & Ryan; Producer-Director, WBKB, Chicago.
- JAMES GRAY.....*Speech, Radio, Television*  
B.A., Cornell College; M.A., Northwestern University; Further graduate work, Northwestern Univ.; Formerly: Announcer, KSIL, KECK, WWXL, KAYX; T.V. Operations, NBC-TV. Instructor, Northwestern University.
- CARL GREYSON.....*Radio, Television*  
Ph.B., University of Wisconsin; Further graduate work, University of Utah. Announcer, Actor and Newscaster, WGN-TV. Formerly: Announcer and Actor, KSL; Newscaster, WSM; Instructor of Speech and Theatre, University of Utah.



CHAUNCEY GRIFFITH.....*Music*

B.M., University of Rochester; B.Ed., Western Washington College of Education, M.M., Northwestern University.

JANICE KINGSLOW.....*Radio Acting*

B.S., Columbia College; B.E., Chicago Teachers College. Radio and stage actress. Lead, Anna Lucasta.

THEODORE KUNDRAT .....*Speech*

B.S. and M.S., Columbia College; A.M., Emerson College. Formerly: Instructor, DePaul University; Fitzgerald School of Speech; Caskey School.

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.

WILLIAM MACK .....*Radio*

DePaul University, Columbia College. Radio Announcer and Program Director, WEDC. Formerly: Radio Announcer, KDRO.

JOANNE MIRON.....*Radio and Television Writing*

B.A., Smith College. Radio and TV Copywriter, Ruthrauff and Ryan, Inc.; Formerly: Copywriter, Berman, Bettenbender and Taylor.

WILLIAM M. MOORE, JR. ....*Advertising*

Northwestern University; University of Chicago. Formerly: Copy Director, Gourfain-Cobb Advertising Agency; Assistant Sales Manager, Stewart Aviation Company; Promotion Manager, Hotpoint, Inc.

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.

- BERNARD J. NEGRONIDA.....*Health & Physical Education*  
 B.E., Milwaukee State Teachers College; M.A., University of Chicago; Instructor, Francis Parker School.
- ALLEN PARKER.....*Radio, Television*  
 Director, Al Parker Show; Disc Jockey, Staff Announcer, WJJD; Writer, producer, "Helping Hand," WGN-TV; Formerly: Staff Announcer, WIND.
- VIRGINIA PAULL .....*Television*  
 B.S. and M.S., Northwestern University. Free-lance television and radio actress. Formerly: Assistant Director, Children's Wonderland Theatre.
- 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.
- HELEN I. ROSSITER.....*Education*  
 B.A., Eastern Illinois State Teachers College; M.A., Northwestern University; Further Graduate work, Northwestern Univ.; Formerly: Teacher, Oak Park Schools; Director of Student Teaching, Pestalozzi-Froebel Teachers College.
- JOHN SARKISSIAN.....*Science*  
 B.S., University of Illinois; Further Graduate Work, University of Illinois, University of Chicago. Instructor in Zoology, Batangas Army University; Pestalozzi Froebel Teachers College.
- BRAD SEYMOUR.....*Radio*  
 B.A., DePaul University; M.A., Northwestern University. Announcer and Producer, WFJL.
- ARTHUR SHAPIRO .....*Television*  
 B.S., University of Illinois. Formerly: Research and Development Engineer, Hill Shaw Company; Audio Engineer, Radio-Phare Corporation.

- WILLIAM SPRAGUE ..... *Television, Film*  
Associate Director, A.B.C.-TV, Chicago.
- JAMES R. TAYLOR ..... *Television*  
B.S., Chicago School of Expression; T.V. Producer,  
Ruthrauff & Ryan; Formerly: T.V. Director, WBKB-  
TV, Chicago; Director, Summer Theater, Michiana  
Shores.
- ROBERT J. WALKER ..... *Speech, Drama*  
B.S., University of Illinois; M.A., Northwestern Uni-  
versity; Instructor in Speech, Chicago Teachers Col-  
lege. Formerly: Instructor in Speech, Wilson Junior  
College.
- WILSON K. WEATHERLY ..... *Advertising, Journalism*  
B.S., Northwestern University; Formerly: Copywriter,  
Standard Oil Co.; Director of Advertising, LaSalle Ho-  
tel; Assistant Director of Public Relations, Pressed  
Steel Car Co.
- ELSA WHALLEY ..... *Psychology*  
B.S. and M.S., University of Chicago; Further graduate  
work, Univ. of Chicago; Formerly: Instructor in Psy-  
chology, University of Illinois, Wilson Jr. College;  
Chief Counselor, Tulane University, Bureau of Psycho-  
logical Guidance.
- EDWARD ZIMMERMAN ..... *Television, Film*  
Art Institute of Chicago; Television Film Production,  
Filmack Corporation.

### ADMINISTRATIVE STAFF

- NORMAN ALEXANDROFF ..... *President*  
HERMAN H. HEGNER ..... *Treasurer*  
A. C. WEISS ..... *Secretary*  
DANIEL D. HOWARD ..... *Dean*  
A. DAVID SLADE ..... *Adm. Dir. Los Angeles Division*  
CLYDE CASWELL ..... *Dean of Students*  
MIRRON ALEXANDROFF ..... *Business Manager*  
JEAN WARD ..... *Registrar*  
ALINE NEFF ..... *Librarian*

## **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 Guidance Service 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. Broad experience, in this regard, was obtained through its function as a vocational guidance center for the Veterans Administration in which over 14,000 veterans were 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.

## 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 preparation. 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-four year old institution has demonstrated the soundness of its method of curriculum organization.



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.



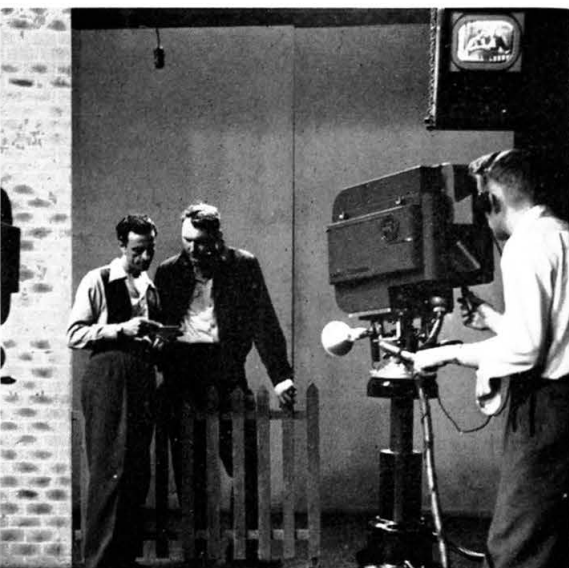
Michael Brown, Columbia Television instructor confers on Television curriculum with Robert Savage, TV script editor, Central Division, American Broadcasting Company.

## 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, 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.



## **THE COLUMBIA COLLEGE PROGRAM IN MEXICO CITY**

Outstanding among its many important achievements is the contribution which Columbia College has made to the booming Mexican Television industry.

When Mexican broadcasters decided on the expansion of their Television operation, they were at once confronted by a serious shortage of the required specialized personnel. A Spanish-speaking staff was necessary, making it impractical to draw on personnel from U.S. television stations. Experience and facilities for training their own people were not present; yet, their need was immediate and decisive.

The Mexican National Association of Radio and Television Broadcasters, acting for the industry, conducted an extensive survey of colleges and universities in the United States to determine which would be best qualified and capable of conducting a training program for them in Mexico.

Their study revealed the remarkable number of people occupying positions of prestige and leadership in Radio and Television stations in the United States who had entered the field through their training at Columbia College. In addition, they found that Columbia College had unparalleled experience and qualification for providing people with a practical, thorough and speedy preparation for professional work. As a result, the Mexican National Association of Radio and Television Broadcasters requested Columbia College to organize and direct a specialized Television training program in Mexico City.

Columbia College accepted this invitation for its Television and Radio Department, viewing it as a natural extension of its service to the broadcasting industries and, additionally, as a contribution to better inter-American relationships.

The College then established in Mexico City a program of training designed to meet the needs of the Mexican Television stations which are numbered among the largest and best equipped in the world. The program received wide-spread acclaim and recognition throughout Mexico and Latin America. With the completion of the initial year of operation, the more than 40 graduates assumed positions of leadership in the Mexican Television industry as directors, producers, studio technicians, cameramen, writers, Television account executives, etc. As a result of their training, they have been able to make outstanding contributions to the rapid development of the industry.





Mexico City class in camera technique

## **SPECIAL PROGRAMS FOR BUSINESS AND INDUSTRY**

The close and continuing contact maintained by Columbia College with business and industry has made possible the development of specialized programs designed to meet the individualized problems and needs of particular business organizations.

Programs are developed for business organizations in such specialized areas as retail advertising, effective speech, audio and visual materials and techniques, direct mail advertising, salesmanship, etc.

All of these special programs are designed on the basis of careful preparatory planning and close study of the industry involved in order that they meet in a practical and realistic way the needs of each organization. Instructors are not only expert teachers but they are thoroughly experienced in the fields with which they are concerned. They utilize the most up-to-date instructional facilities and materials including motion pictures, film strips, recorders, and a variety of visual aids and demonstration equipment.



### **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 quarter hour, which is equal to twelve 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 enter immediately a specific degree program may register as "students at large" and may select with the approval of the Registrar subjects to meet their particular interests and needs. Such students must select a specific degree program at the completion of 18 quarter hours of study; all subjects previously completed being recognized towards satisfaction of degree requirements.

### **DIPLOMAS AND DEGREES**

Columbia College offers the following:

Associate in Speech.

Bachelor of Speech Degree.

Master of Speech Degree.

### **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 general 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 180 quarter 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.

### **ASSOCIATE IN SPEECH DEGREE**

Students who are interested in concentrated professional education incorporating Speech, Television, Radio Broadcasting, Advertising or Journalism, may elect to work for the Associate in Speech Degree.

The requirements for this degree are the satisfactory completion of 90 quarter hours of study of which fifty-four should be in the student's field of specialization and the balance in related fields.

Students who obtain the Associate in Speech Degree are permitted to continue their studies for higher degrees, if they should desire to do so. All work completed in satisfaction of requirements for the Associate in Speech Degree will be recognized towards satisfaction of requirements for higher degrees.

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 Program in Television, Radio Broadcasting, Speech, and Stage.
- \*\* II Program in Television, Radio Broadcasting, Advertising and Journalism.

\* The requirements are: 54 quarter hours from section I or II of the catalogue; 12 quarter hours of electives from sections I, II, or III of the catalogue; 24 quarter hours of electives from the curriculum at large, section I through IX of the catalogue.

\*\* The requirements are: 28 quarter hours from section III of the catalogue; 28 quarter hours from section I and II of the catalogue; 34 quarter hours of electives from the curriculum at large, section I through IX of the catalogue.

## REQUIREMENTS FOR THE BACHELOR OF SPEECH DEGREE

The degree of Bachelor of Speech is awarded to students who complete 180 quarter hours of acceptable study. Students transferring credits from other colleges must complete 45 quarter hours in residence at Columbia College.

The following programs of study are available:

- I The curriculum in Television, Radio Broadcasting, Speech, and Stage.
- II The curriculum in Television, Radio Broadcasting, 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 27 quarter hours of the first 54 quarter hours listed below must be taken from section III. The requirements of the Examining Board of the State of Illinois for Teacher Education are on page 20.

SUBJECTS IN COURSE	NUMBER OF QUARTER HRS. REQUIRED
Speech Television, Radio Broadcasting, Stage: Subjects selected from Section I and Section II.....	54
English: Subjects selected from Section V and Journalism subjects selected from Section III.....	18
Science: Subjects selected from Section VI.....	9
Social Science: Subjects selected from Sections IV and VII, and Business and Advertising subjects selected from Section III.....	18
Humanities: Subjects selected from Sections IV and VIII, and Literature subjects selected from Section V.....	9
Electives from English, Science, Social Science, and Humanities, described above.....	10
Electives from Television, Section I; Speech, Radio Broadcasting, Stage, Section II; and from Advertising, Journalism, Business, Section III.....	32
Electives to be selected from curriculum at large, Sections I through IX.....	30
TOTAL	180

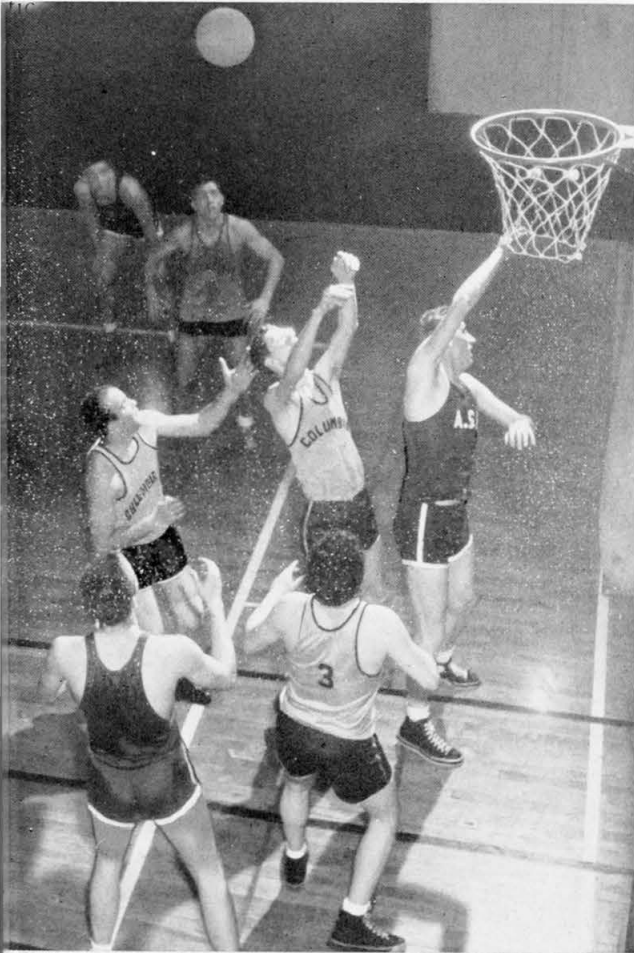
## REQUIREMENTS FOR TEACHER EDUCATION

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 QUARTER HRS. REQUIRED
Speech, Television, Radio Broadcasting, Stage: Subjects selected from Section I and Section II.....	54
English: Subjects selected from Section V and Journalism subjects selected from Section III.....	12
Science: Subjects selected from Section VI.....	9
Social Science: Subjects selected from Sections IV and VII, and Business and Advertising subjects selected from Section III.....	9
Humanities: Subjects selected from Sections IV and VIII, and Literature subjects selected from Section V.....	9
Health and Physical Education.....	5
Electives from English, Science, Social Science, and Humanities, described above.....	6
Educational Psychology—(See Section IX).....	3-4½
Methods of Teaching Speech—(See Section IX).....	3-4½
American Education—(See Section IX).....	3
Student Teaching—(See Section IX).....	8
Electives in Education—(See Section IX).....	7
Electives—(To be selected from curriculum at large) Sections I through IX.....	52
TOTAL	180

## 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 T.V.-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 champion 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.

**SECTION I****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.

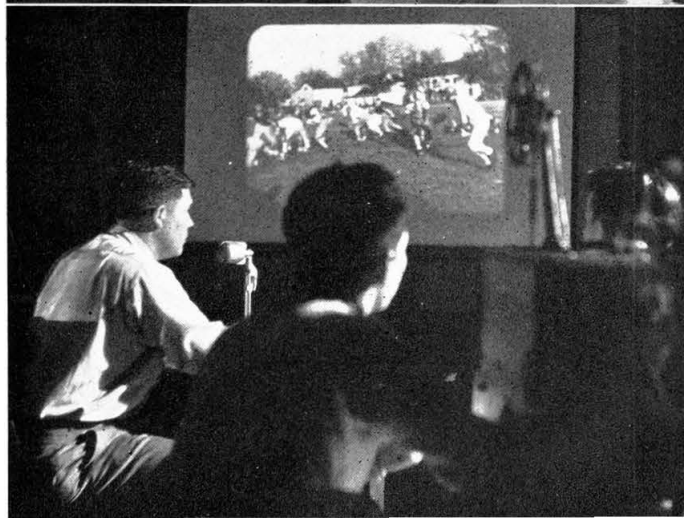


**Student homemaker  
show produced in the  
Television studio work-  
shop**

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



**Movies provide realism  
for student learning TV  
sports announcing**



FUNDAMENTALS OF TELEVISION (A): 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. 2-6 Quarter Hours

TELEVISION ANNOUNCING-COMMERCIAL (A-1) (A-2) (A-3)\*: 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. 2-6 Quarter Hours

TELEVISION ANNOUNCING-COMMERCIAL (B-1) (B-2) (B-3): A continuation of Television Announcing-Commercial (A-1) (A-2) (A-3). 2-6 Quarter Hours

TELEVISION ANNOUNCING-COMMERCIAL (C-1) (C-2) (C-3): A continuation of Television Announcing-Commercial (B-1) (B-2) (B-3). 2-6 Quarter Hours

TELEVISION ANNOUNCING-COMMERCIAL (D-1) (D-2) (D-3): A continuation of Television Announcing-Commercial (C-1) (C-2) (C-3). 2-6 Quarter Hours

TELEVISION ANNOUNCING-FEATURE (A-1) (A-2) (A-3): Instruction in television "emceeing" for audience participation, variety, interview, quiz type, fashion shows and newscasting. 2-6 Quarter Hours

TELEVISION ANNOUNCING-FEATURE (B-1) (B-2) (B-3): A continuation of Television Announcing-Feature (A-1) (A-2) (A-3). 2-6 Quarter Hours

TELEVISION ANNOUNCING-FEATURE (C-1) (C-2) (C-3): A continuation of Television Announcing-Feature (B-1) (B-2) (B-3). 2-6 Quarter Hours

\* Suffix letters A thru C indicate the first, second or third year of study in each course. Suffix letter D indicates that course is being taken for graduate credit; \*\* after a course has same significance.



TELEVISION ANNOUNCING—FEATURE (D-1) (D-2) (D-3):  
A continuation of Television Announcing—Feature (C-1) (C-2)  
(C-3). 2–6 Quarter Hours

TELEVISION ACTING (A-1) (A-2) (A-3): Adaptation of acting  
to the medium of television. Bodily movements, gestures, camera  
“consciousness.” Training in memorization and characterization.  
2–6 Quarter Hours

TELEVISION ACTING (B-1) (B-2) (B-3): A continuation of  
Television Acting (A-1) (A-2) (A-3). 2–6 Quarter Hours

TELEVISION ACTING (C-1) (C-2) (C-3): A continuation of  
Television Acting (B-1) (B-2) (B-3). 2–6 Quarter Hours

TELEVISION ACTING (D-1) (D-2) (D-3): A continuation of  
Television Acting (C-1) (C-2) (C-3). 2–6 Quarter Hours

TELEVISION WRITING—COMMERCIAL (A-1) (A-2) (A-3):  
Creation and scripting of visual commercials for spot, film and  
“across the table” selling. Integrating camera angles, trick photog-  
raphy, slides, film, cartoons, and studio settings into commercials.  
2–6 Quarter Hours

TELEVISION WRITING—COMMERCIAL (B-1) (B-2) (B-3):  
A continuation of Television Writing—Commercial (A-1) (A-2)  
(A-3). 2–6 Quarter Hours

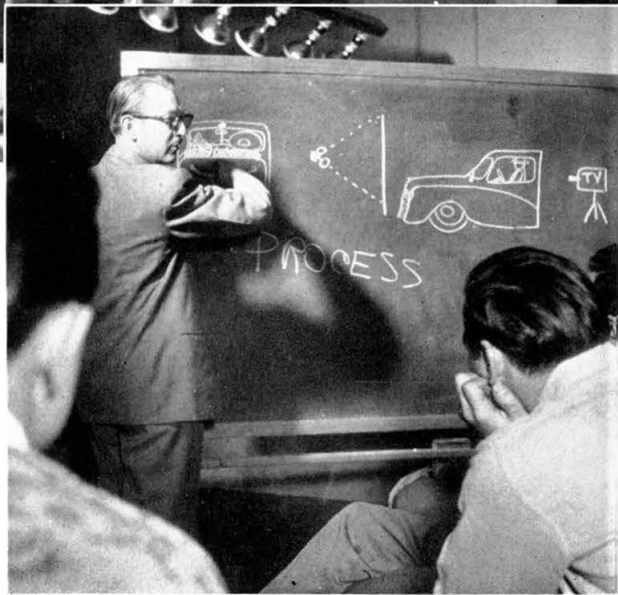
TELEVISION WRITING—COMMERCIAL (C-1) (C-2) (C-3):  
A continuation of Television Writing—Commercial (B-1) (B-2)  
(B-3). 2–6 Quarter Hours

TELEVISION WRITING—COMMERCIAL (D-1) (D-2) (D-3):  
A continuation of Television Writing—Commercial (C-1) (C-2)  
(C-3). 2–6 Quarter Hours

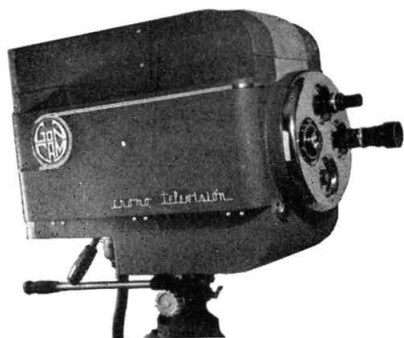
TELEVISION WRITING—CREATIVE (A-1) (A-2) (A-3):  
Analysis of TV script treatment, as differing from all other  
mediums. Adaptation of radio, motion picture and vaudeville  
techniques to TV. Creation and writing of dramatic, audience par-  
ticipation, quiz type, fashion, educational, musical, and variety  
programs. 2–6 Quarter Hours



Learning camera operation

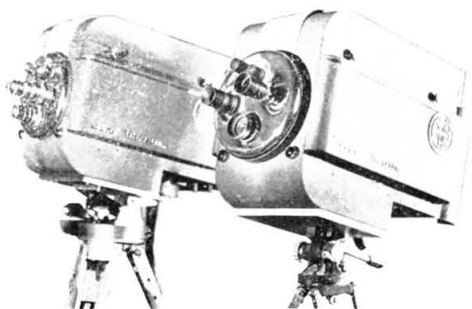


Plotting camera angles



## PROFESSIONAL SKILLS OF TELEVISION PRODUCTION

Professional equipment used  
in television classrooms



Title Cards

Arranging scenery



TELEVISION WRITING—CREATIVE (B-1) (B-2) (B-3): A continuation of Television Writing—Creative (A-1) (A-2) (A-3).  
2—6 Quarter Hours

TELEVISION WRITING—CREATIVE (C-1) (C-2) (C-3) A continuation of Television Writing—Creative (B-1) (B-2) (B-3).  
2—6 Quarter Hours

TELEVISION WRITING—CREATIVE (D-1) (D-2) (D-3): A continuation of Television Writing—Creative (C-1) (C-2) (C-3).  
2—6 Quarter Hours

TELEVISION PRODUCTION (A): 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—6 Quarter Hours

TELEVISION PRODUCTION (B): A continuation of Television Production (A).  
2—6 Quarter Hours

TELEVISION PRODUCTION (C): A continuation of Television Production (B).  
2—6 Quarter Hours

TELEVISION PRODUCTION (D): A continuation of Television Production (C).  
2—6 Quarter Hours

TELEVISION PRODUCTION—DRAMATIC (A) 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—6 Quarter Hours

TELEVISION PRODUCTION—DRAMATIC (B): A continuation of Television Production—Dramatic (A). 2—6 Quarter Hours

TELEVISION PRODUCTION—DRAMATIC (C) : \*\* A continuation of Television Production—Dramatic (B). 2–6 Quarter Hours

TELEVISION PROGRAMMING: Problems in program management and scheduling. 2–4 Quarter Hours

TELEVISION DIRECTION (A) : 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. 2–6 Quarter Hours

TELEVISION DIRECTION (B) : \*\* A continuation of Television Direction (A). 2–6 Quarter 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 Quarter Hours

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

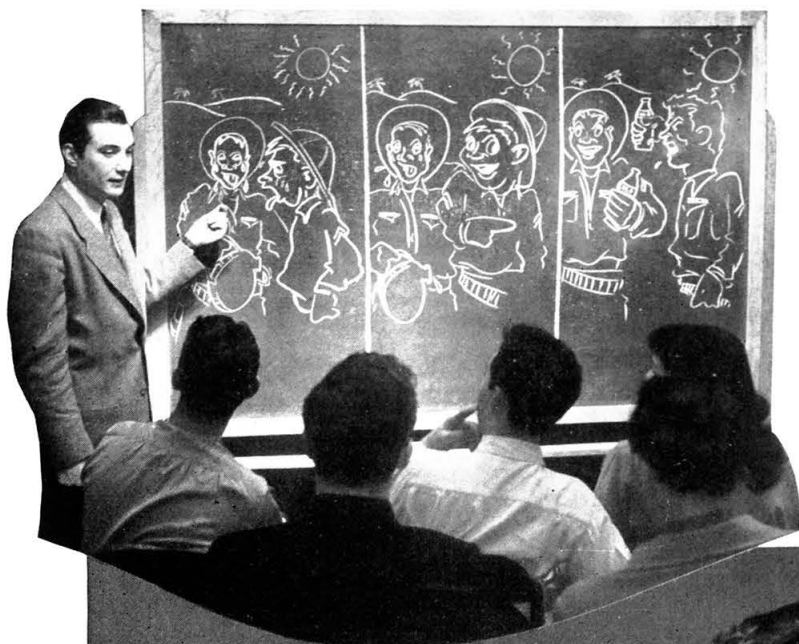
SPECIAL EFFECTS FOR TELEVISION (1) : The use of music, sound effects, film. Adapting various visual and audio materials in the production of television programs. 2 Quarter Hours

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

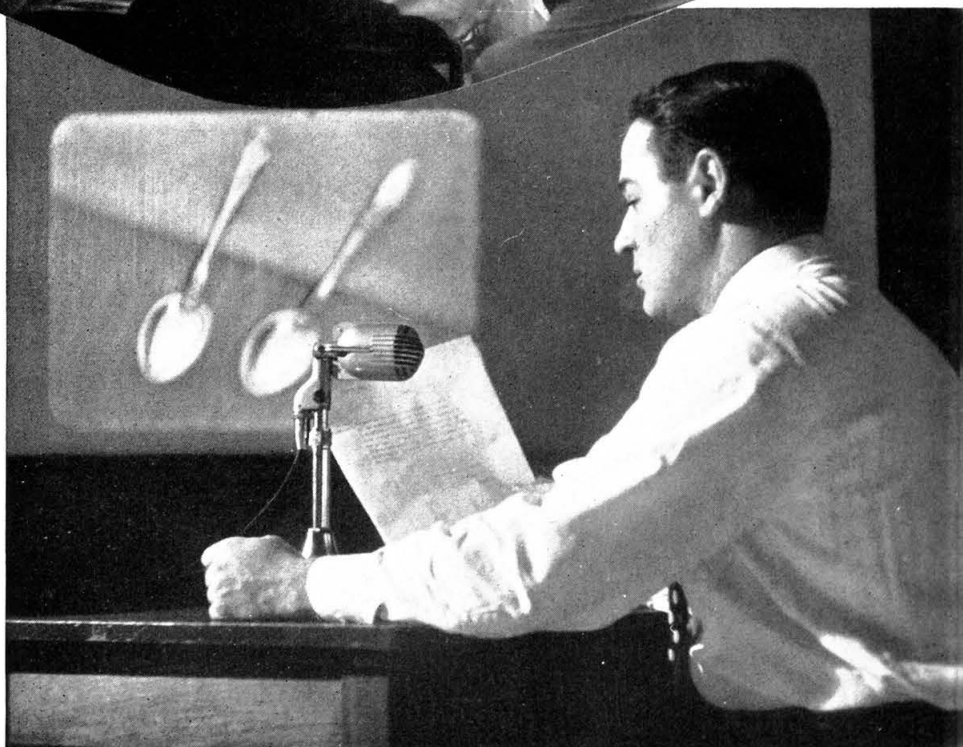
TELEVISION CAMERA TECHNIQUE (A) : Analysis of the technical and photographic principles involved in camera use and operation. Problems of picture composition and camera angles. Intensive practice in camera technique. 2–6 Quarter Hours

TELEVISION CAMERA TECHNIQUE (B) : A continuation of Television Camera Technique (A). 2–6 Quarter 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 Quarter Hours

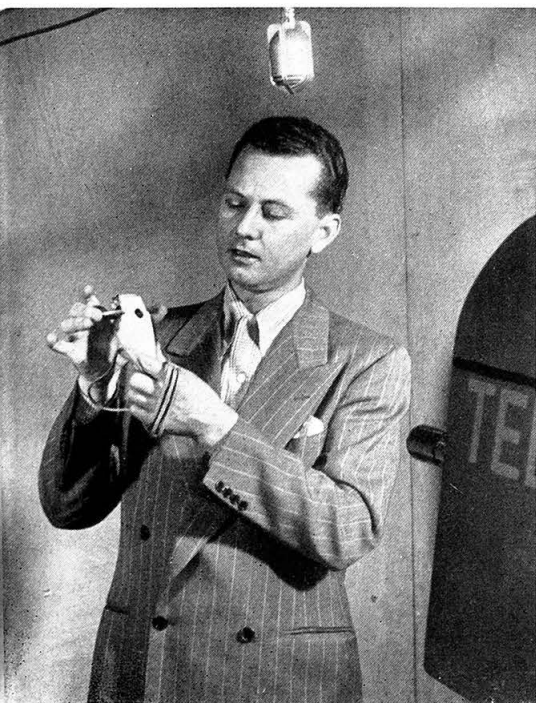
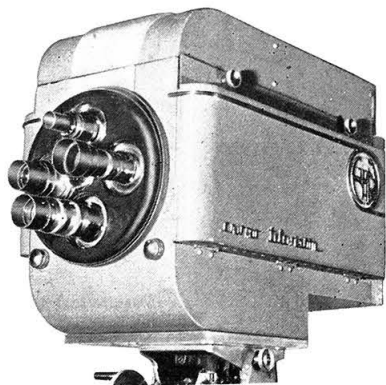


"The Animated  
Salesman"



Using slide film for TV selling

**DEVELOPING  
THE  
TELEVISION  
COMMERCIAL**



**Demonstrating a product**



**The cosmetic commercial**

TELEVISION SALES AND PROMOTION (2): Special problems in Television Advertising. 2 Quarter Hours

TELEVISION IN EDUCATION: An analysis of various types of educational programs that are adaptable for television. Methods of preparation and presentation. 4 Quarter Hours

FUNDAMENTALS OF SPEECH (A): Phonetics, voice projection, tone production, voice placement, breathing, articulation, and enunciation. Emphasis on the development of appropriate diction. 2-6 Quarter Hours

FUNDAMENTALS OF SPEECH (B): A continuation of Fundamentals of Speech (A). 2-6 Quarter Hours

INTERPRETIVE SPEECH (A-1) (A-2) (A-3): Practice in the oral communication of ideas and emotions. Analysis, emphasis, color and inflection. Mood and personality interpretation are stressed. 2-6 Quarter Hours

INTERPRETIVE SPEECH (B-1) (B-2) (B-3): A continuation of Interpretive Speech (A-1) (A-2) (A-3). 2-6 Quarter Hours

INTERPRETIVE SPEECH (C-1) (C-2) (C-3): A continuation of Interpretive Speech (B-1) (B-2) (B-3). 2-6 Quarter Hours

INTERPRETIVE SPEECH (D-1) (D-2) (D-3): A continuation of Interpretive Speech (C-1) (C-2) (C-3). 2-6 Quarter 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 Quarter Hours

DIALECTS (2) \*\*: A continuation of Dialects (1). 2 Quarter 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 Quarter Hours



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

CHARACTER INTERPRETATION (A-1) (A-2) (A-3): 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.  
2-6 Quarter Hours

CHARACTER INTERPRETATION (B-1) (B-2) (B-3): A continuation of Character Interpretation (A-1) (A-2) (A-3).  
2-6 Quarter Hours

CHARACTER INTERPRETATION (C-1) (C-2) (C-3): A continuation of Character Interpretation (B-1) (B-2) (B-3).  
2-6 Quarter Hours

CHARACTER INTERPRETATION (D-1) (D-2) (D-3): A continuation of Character Interpretation (C-1) (C-2) (C-3).  
2-6 Quarter Hours

FUNDAMENTALS OF WRITING (A): 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.  
2-6 Quarter 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 Quarter Hours

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

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

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



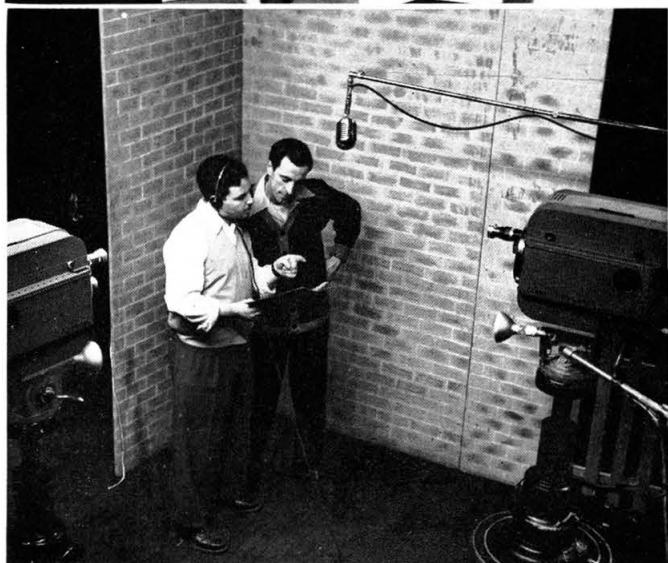
## THE TELEVISION PRODUCTION WORKSHOP

In the Television Production workshop the various skills which students have acquired in other specialized courses are combined. Here students deal with the integrated production involving scenery, lighting, direction, studio control, sound, film, etc. Working under professional conditions, with equipment and facilities paralleling that of actual Television stations, the student gains experience in programming and producing various types of shows, ranging from the simple interview or commercial to the complex dramatic or variety show. This experience is designed not only to afford them realistic practice in those aspects of the field for which they are specifically preparing, but to thoroughly familiarize them with the variety of important responsibilities and activities involved in the overall Television production operation.

"Rehearsal"



"More Directions"



"On Camera"



**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 Quarter Hours

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

2 Quarter 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 Quarter Hours

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

2 Quarter Hours

**TELEVISION ACTING WORKSHOP (A, B, C, D):** In this course students deal with advance type productions. The College's regular productions for studio audiences are organized from this class. Prerequisite: Previous acting experience or course work.

2-6 Quarter Hours

**TELEVISION STUDIO TECHNIQUES (A, B, C, D):** The course is designed to familiarize the student with the nature and operation of all types of television studio equipment, including the camera, the consoles, the audio equipment, lights, etc.

2-6 Quarter Hours

**TELEVISION FILM (A) (B):** This subject deals with the preparation, editing and utilization of film, slides, strip films and associated materials for television.

2-6 Quarter Hours

**TELEVISION NEWS AND SPECIAL EVENTS (A):** A course in gathering, selecting, writing and editing news and special events features for television.

2-6 Quarter Hours



"Misters vs. Misses"

**STUDIO SCENE**



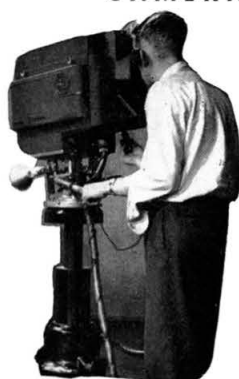
## THE PRODUCTION



Directing the Show

**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.

**AUDIO****CAMERA****LIGHTING CONTROL****FLOOR MANAGER**

**SECTION II****RADIO BROADCASTING — SPEECH — STAGE****RADIO BROADCASTING**

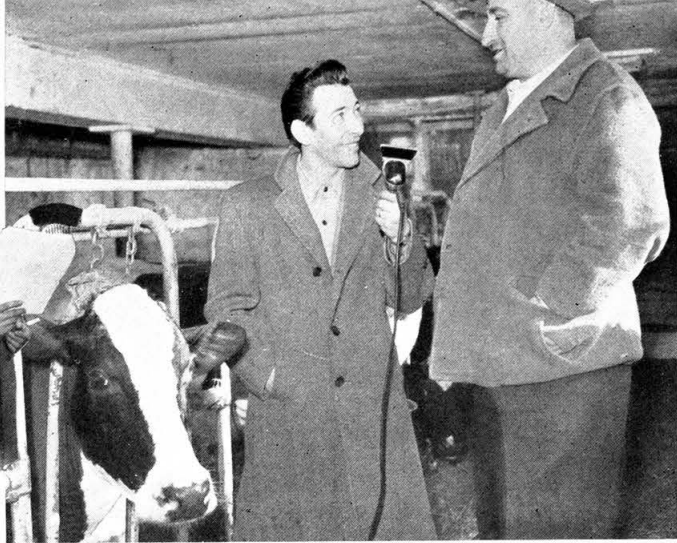
Radio Broadcasting, today, is a gigantic industry, employing thousands of trained men and women. While in many of its phases it demands a high degree of specialization, in general it requires versatility and a broad background of training. The Radio Broadcasting professional must be fully prepared to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





**FARM PROGRAM**



**WOMAN'S PROGRAM**

**RECORD PROGRAM**



**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 Quarter Hours

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

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

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

**RADIO ANNOUNCING—COMMERCIAL (A-1) (A-2) (A-3):** 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. 2-6 Quarter Hours

**RADIO ANNOUNCING—COMMERCIAL (B-1) (B-2) (B-3):** A continuation of Radio Announcing—Commercial (A-1) (A-2) (A-3). 2-6 Quarter Hours

**RADIO ANNOUNCING—COMMERCIAL (C-1) (C-2) (C-3):** A continuation of Radio Announcing—Commercial (B-1) (B-2) (B-3). 2-6 Quarter Hours

**RADIO ANNOUNCING—COMMERCIAL (D-1) (D-2) (D-3):** A continuation of Radio Announcing—Commercial (C-1) (C-2) (C-3). 2-6 Quarter Hours

**FEATURE ANNOUNCING (A-1) (A-2) (A-3):** This course covers such phases of radio announcing as newscasts, interviews, special events, descriptions, etc. Broadcast conditions are simulated throughout. 2-6 Quarter Hours

FEATURE ANNOUNCING (B-1) (B-2) (B-3): A continuation of Feature Announcing (A-1) (A-2) (A-3). 2-6 Quarter Hours

FEATURE ANNOUNCING (C-1) (C-2) (C-3): A continuation of Feature Announcing (B-1) (B-2) (B-3). 2-6 Quarter Hours

FEATURE ANNOUNCING (D-1) (D-2) (D-3): A continuation of Feature Announcing (C-1) (C-2) (C-3). 2-6 Quarter Hours

RECORD PROGRAMS (A-1) (A-2) (A-3): 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. 2-6 Quarter Hours

RECORD PROGRAMS (B-1) (B-2) (B-3): A continuation of Record Programs (A-1) (A-2) (A-3). 2-6 Quarter Hours

RECORD PROGRAMS (C-1) (C-2) (C-3): A continuation of Record Programs (B-1) (B-2) (B-3). 2-6 Quarter Hours

RECORD PROGRAMS (D-1) (D-2) (D-3): A continuation of Record Programs (C-1) (C-2) (C-3). 2-6 Quarter Hours

PROGRAM BUILDING (A-1) (A-2) (A-3): Methods of developing, producing and presenting various types of programs, including interviews, introductions of speakers, "Man on the street" programs, quiz programs, round-table discussions, "live" musical and tape recorded programs, etc. 2-6 Quarter Hours

PROGRAM BUILDING (B-1) (B-2) (B-3): A continuation of Program Building (A-1) (A-2) (A-3). 2-6 Quarter Hours

PROGRAM BUILDING (C-1) (C-2) (C-3): A continuation of Program Building (B-1) (B-2) (B-3). 2-6 Quarter Hours

PROGRAM BUILDING (D-1) (D-2) (D-3): A continuation of Program Building (C-1) (C-2) (C-3). 2-6 Quarter Hours



Using tape recorder



Student edits the news



In the record library

## LEARNING THE FUNDAMENTALS

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

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.

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.



Selling spot radio time



Learning studio controls

RADIO ACTING (A-1) (A-2) (A-3): 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. 2-6 Quarter Hours

RADIO ACTING (B-1) (B-2) (B-3): A continuation of Radio Acting (A-1) (A-2) (A-3). 2-6 Quarter Hours

RADIO ACTING (C-1) (C-2) (C-3): A continuation of Radio Acting (B-1) (B-2) (B-3). 2-6 Quarter Hours

RADIO ACTING (D-1) (D-2) (D-3): A continuation of Radio Acting (C-1) (C-2) (C-3). 2-6 Quarter Hours

STATION OPERATION AND PROCEDURE (A). Prerequisite: 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. 2-6 Quarter Hours

STATION OPERATION AND PROCEDURE (B): A continuation of Station Operation and Procedure (A). 2-6 Quarter Hours

STATION OPERATION AND PROCEDURE (C): A continuation of Station Operation and Procedure (B). 2-6 Quarter Hours

STATION OPERATION AND PROCEDURE (D): A continuation of Station Operation and Procedure (C). 2-6 Quarter 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 Quarter 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 Quarter Hours

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

2 Quarter Hours

FUNDAMENTALS OF WRITING (A) : 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.

2-6 Quarter 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 Quarter Hours

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

2 Quarter Hours

RADIO WRITING—COMMERCIAL CONTINUITY (A-1) (A-2) (A-3) : 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 Quarter Hours

RADIO WRITING — COMMERCIAL CONTINUITY (B-1) (B-2) (B-3) : A continuation of Radio Writing—Commercial Continuity (A-1) (A-2) (A-3).

2-6 Quarter Hours

RADIO WRITING — COMMERCIAL CONTINUITY (C-1) (C-2) (C-3) : A continuation of Radio Writing—Commercial Continuity (B-1) (B-2) (B-3).

2-6 Quarter Hours

RADIO WRITING — COMMERCIAL CONTINUITY (D-1) (D-2) (D-3) : A continuation of Radio Writing—Commercial Continuity (C-1) (C-2) (C-3).

2-6 Quarter Hours

## THE EFFECTIVE SPEECH PROGRAM

Among the subjects offered by Columbia College are a series of specially designed speech subjects to give students who are or expect to be engaged in executive, professional, business and organizational endeavors a speedy, direct and practical approach to Effective Speech and greater self-confidence.

Subjects are based on extensive and continuous survey and research which has determined the most common and indispensable elements of effective speech.

The subjects are organized to provide students with carefully directed experience in those phases of speech which they are most likely to encounter and need in their everyday affairs. Consideration is given not only to effective speaking for the special occasions when a person is called upon to speak before various audiences and groups, but, equally important, for the usual speaking situations which are met in the work, interests, and activities of the student.

Close attention is also given to proper breathing, volume, pitch, and voice quality. Emphasis is placed on developing an easy, natural manner of speaking, a more powerful vocabulary, and improved speech habits. The student learns how to understand people and to hold their attention. He is taught to think logically and through proper speech organization, to present his ideas quickly, simply, and directly.

Students at Columbia College have the added advantage of having available to them not only the basic speech subjects, but also a large variety of specialized subjects (found elsewhere in the catalog), that will aid them in achieving more polished, professional levels of speech.

The instructional staff reflects the basic conviction that speech must be realistic and functional. Instructors are not only experienced teachers of effective speech, but they also have a regular and extended contact with the business and professional worlds and they know first-hand the demands placed upon people who function there.

Overall, the Columbia College speech program is based upon a recognition that effective speech is a decisive requisite for successful personality and for more satisfying, everyday living.



EFFECTIVE SPEAKING (A-1) (A-2) (A-3): These courses concern themselves with the preparation, organization and delivery of speeches of all kinds for varied occasions. They consider also the development of more effective speaking for everyday occasions in the business and social worlds. 2-6 Quarter Hours

EFFECTIVE SPEAKING (B-1) (B-2) (B-3): A continuation of Effective Speaking (A-1) (A-2) (A-3). 2-6 Quarter Hours

FUNDAMENTALS OF SPEECH (A): Phonetics, voice projection, tone production, voice placement, breathing, articulation and enunciation. Emphasis on the development of appropriate diction. 2-6 Quarter Hours

FUNDAMENTALS OF SPEECH (B): A continuation of Fundamentals of Speech (A). 2-6 Quarter Hours

INTERPRETIVE SPEECH (A-1) (A-2) (A-3): Practice in the oral communication of ideas and emotions. Analysis, emphasis, color, and inflection. Mood and personality interpretation are stressed. 2-6 Quarter Hours

INTERPRETIVE SPEECH (B-1) (B-2) (B-3): A continuation of Interpretive Speech (A-1) (A-2) (A-3). 2-6 Quarter Hours

INTERPRETIVE SPEECH (C-1) (C-2) (C-3): A continuation of Interpretive Speech (B-1) (B-2) (B-3). 2-6 Quarter Hours

INTERPRETIVE SPEECH (D-1) (D-2) (D-3): A continuation of Interpretive Speech (C-1) (C-2) (C-3). 2-6 Quarter 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 Quarter Hours

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

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



**Sign On**



**Morning News**



**Breakfast Melodies**



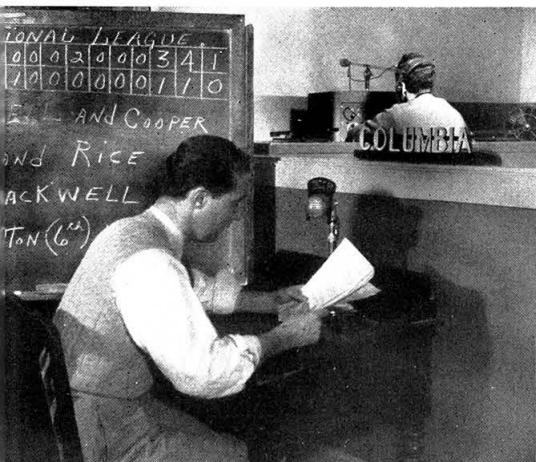
**Soap Opera**

**"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

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

RADIO WRITING—DRAMATIC SCRIPT (A, B, C, D): 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—6 Quarter Hours

SPORTS ANNOUNCING (A-1) (A-2) (A-3): Training in all phases of sports broadcasting, including play by play recapitulation from wire copy, interviews, and various types of sports programs. 2—6 Quarter Hours

SPORTS ANNOUNCING (B-1) (B-2) (B-3): A continuation of Sports Announcing (A-1) (A-2) (A-3). 2—6 Quarter Hours

SPORTS ANNOUNCING (C-1) (C-2) (C-3): A continuation of Sports Announcing (B-1) (B-2) (B-3). 2—6 Quarter Hours

SPORTS ANNOUNCING (D-1) (D-2) (D-3): A continuation of Sports Announcing (C-1) (C-2) (C-3). 2—6 Quarter 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 Quarter Hours

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

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

CONTEMPORARY AFFAIRS (1): 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 profession. 2 Quarter Hours

CONTEMPORARY AFFAIRS (2): A continuation of Contemporary Affairs (1). 2 Quarter Hours

CONTEMPORARY AFFAIRS (3): A continuation of Contemporary Affairs (2). 2 Quarter Hours

CONTEMPORARY AFFAIRS (4): A continuation of Contemporary Affairs (3). 2 Quarter 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 Quarter Hours

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

CHARACTER INTERPRETATION (A-1) (A-2) (A-3): 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. 2-6 Quarter Hours

CHARACTER INTERPRETATION (B-1) (B-2) (B-3): A continuation of Character Interpretation (A-1) (A-2) (A-3). 2-6 Quarter Hours

CHARACTER INTERPRETATION (C-1) (C-2) (C-3): A continuation of Character Interpretation (B-1) (B-2) (B-3). 2-6 Quarter Hours

CHARACTER INTERPRETATION (D-1) (D-2) (D-3): A continuation of Character Interpretation (C-1) (C-2) (C-3). 2-6 Quarter Hours

STAGE ACTING (A-1) (A-2) (A-3): 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.

2-6 Quarter Hours

STAGE ACTING (B-1) (B-2) (B-3): A continuation of Stage Acting (A-1) (A-2) (A-3).

2-6 Quarter Hours

STAGE ACTING (C-1) (C-2) (C-3): A continuation of Stage Acting (B-1) (B-2) (B-3).

2-6 Quarter Hours

STAGE ACTING (D-1) (D-2) (D-3): A continuation of Stage Acting (C-1) (C-2) (C-3).

2-6 Quarter 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.

2-4 Quarter Hours

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

2-4 Quarter 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 Quarter Hours

DIALECTS (2) \*\*: A continuation of Dialects (1).

2 Quarter 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 Quarter Hours

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

2 Quarter 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 Quarter Hours

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

MODERN DRAMA (A): 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. 2-6 Quarter Hours

MODERN DRAMA (B): A continuation of Modern Drama (A). 2-6 Quarter Hours

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

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

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

RADIO BROADCASTING (A-1) (A-2) (A-3): A course which combines and provides specific training in various phases of radio broadcasting. Prerequisite: Consent of the Dean. 2-6 Quarter Hours

RADIO BROADCASTING (B-1) (B-2) (B-3): A continuation of Radio Broadcasting (A-1) (A-2) (A-3). Prerequisite: Consent of the Dean. 2-6 Quarter Hours

RADIO BROADCASTING (C-1) (C-2) (C-3): A continuation of Radio Broadcasting (B-1) (B-2) (B-3). Prerequisite: Consent of the Dean. 2-6 Quarter Hours

RADIO BROADCASTING (D-1) (D-2) (D-3): A continuation of Radio Broadcasting (C-1) (C-2) (C-3). Prerequisite: Consent of the Dean. 2-6 Quarter Hours







### SECTION III

## ADVERTISING—JOURNALISM

### 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.

2-6 Quarter Hours

RETAIL AND NATIONAL ADVERTISING PROCEDURES (1).

Prerequisite: Advertising (1) 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 Quarter Hours

RETAIL AND NATIONAL ADVERTISING PROCEDURES (2):

A continuation of Retail and National Advertising Procedures (1).  
2 Quarter Hours

RETAIL AND NATIONAL ADVERTISING PROCEDURES (3):

A continuation of Retail and National Advertising Procedures (2).  
2 Quarter Hours

RETAIL AND NATIONAL ADVERTISING PROCEDURES (4):

A continuation of Retail and National Advertising Procedures (3).  
2 Quarter Hours

ADVERTISING COPY WRITING (1). Prerequisite: Advertising (1) 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 Quarter Hours

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

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

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

ADVERTISING LAYOUT CONSTRUCTION (1). Prerequisite: Advertising (1) 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 Quarter Hours

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

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

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

ADVERTISING PRODUCTION (A). Prerequisite: Advertising (1) 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. 2-4 Quarter Hours

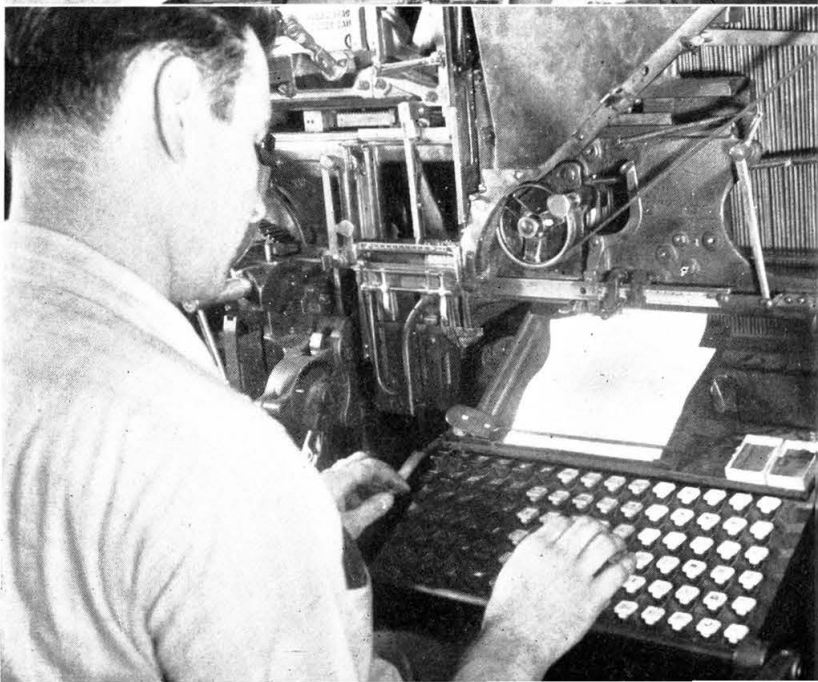
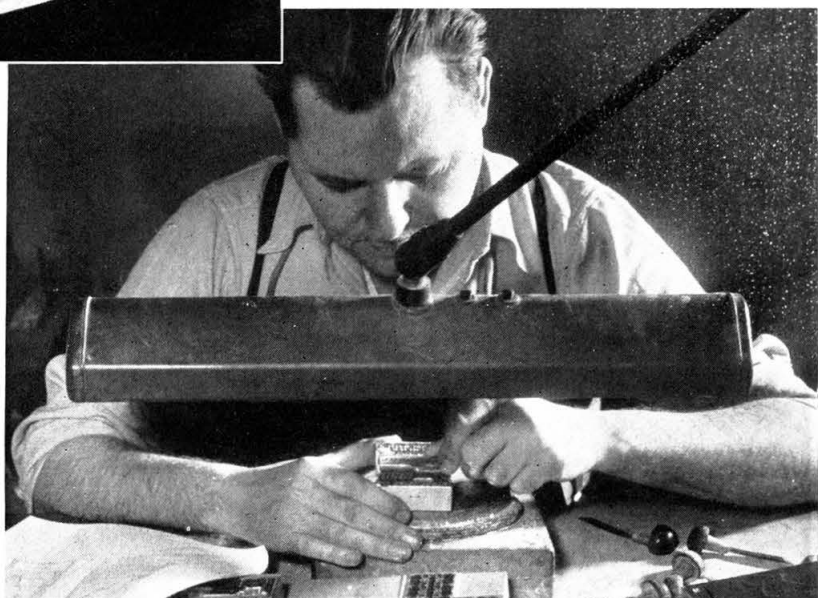
ADVERTISING PRODUCTION (B): A continuation of Advertising Production (A). 2-4 Quarter Hours

ADVERTISING AGENCY PROCEDURES (1). Prerequisite: Advertising (1) 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 Quarter Hours



Students learn selection of appropriate type styles and sizes

Advertising classes study the various printing and engraving processes



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

DIRECT MAIL ADVERTISING (A). Prerequisite: Advertising (1) 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. 2-4 Quarter Hours

DIRECT MAIL ADVERTISING (B): A continuation of Direct Mail Advertising (A). 2-4 Quarter 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 Quarter Hours

PRINCIPLES OF MARKETING (2): A continuation of Principles of Marketing (1). 2 Quarter 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 Quarter Hours

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

2 Quarter Hours

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

2 Quarter Hours

ECONOMICS (2): A continuation of Economics (1).

2 Quarter Hours

RADIO SALES AND PROMOTIONS (1) (2): 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.

2-4 Quarter 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 Quarter Hours

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

2 Quarter 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 Quarter Hours

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

2 Quarter 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 Quarter Hours

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

2 Quarter Hours

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

2-4 Quarter Hours

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

2-4 Quarter Hours

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

2-4 Quarter Hours

**PUBLICITY (B) :** A continuation of Publicity (A).

2-4 Quarter Hours

**TELEVISION SALES AND PROMOTION (1) (2) :** 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 Quarter Hours

PUBLIC RELATIONS (A): Principles of public relations; creation of good will; employee, customer, stockholder, and community relations. 2-4 Quarter Hours

PUBLIC RELATIONS (B): A continuation of Public Relations (A). 2-4 Quarter 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. 2-6 Quarter 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. 2-6 Quarter Hours

BUSINESS PRINCIPLES AND PROCEDURES\*\*: A course which combines various units from the fields of economics, advertising, business organizations, marketing, etc. 2-6 Quarter Hours

## 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 (A): 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. 2-6 Quarter Hours

ADVANCED COMPOSITION (A): Intensive practice in expository writing. 2-6 Quarter Hours

CREATIVE WRITING (A-1) (A-2) (A-3): 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. 2-6 Quarter Hours

CREATIVE WRITING (B-1) (B-2) (B-3): A continuation of Creative Writing (A-1) (A-2) (A-3). 2-6 Quarter Hours

CREATIVE WRITING (C-1) (C-2) (C-3): A continuation of Creative Writing (B-1) (B-2) (B-3). 2-6 Quarter Hours

CREATIVE WRITING (D-1) (D-2) (D-3): A continuation of Creative Writing (C-1) (C-2) (C-3). 2-6 Quarter 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 Quarter Hours

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

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

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

FUNDAMENTALS OF JOURNALISM (A). Prerequisite: Fundamentals of Writing (A) 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 Quarter Hours

## THE MANY PHASES OF



Radio dramatic

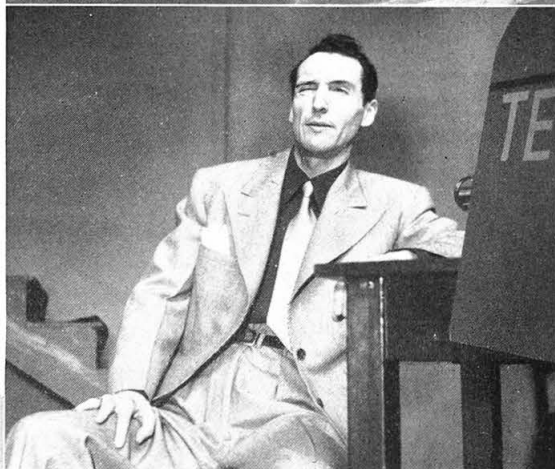


# PROFESSIONAL WRITING

Publicity



Television dramatic



News reporting



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

NEWS WRITING (1). Prerequisite: Fundamentals of Journalism (A) and (B), 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 Quarter Hours

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

2 Quarter Hours

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

2 Quarter Hours

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

2 Quarter Hours

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

2 Quarter Hours

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

2 Quarter Hours

RADIO NEWS EDITING (1). Prerequisite: Fundamentals of Writing (A) 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 Quarter Hours

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

2 Quarter Hours

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

2-4 Quarter Hours

PUBLIC RELATIONS (B): A continuation of Public Relations (A).

2-4 Quarter Hours

PUBLICITY (A): Practice in writing news releases; the course stresses writing lead paragraph under deadline conditions and various styles of writing to fit selected media. 2-4 Quarter Hours

PUBLICITY (B): A continuation of Publicity (A).

2-4 Quarter Hours

RADIO WRITING - COMMERCIAL CONTINUITY (A-1) (A-2) (A-3): 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.

2-6 Quarter Hours

RADIO WRITING - COMMERCIAL CONTINUITY (B-1) (B-2) (B-3): A continuation of Radio Writing-Commercial Continuity (A-1) (A-2) (A-3).

2-6 Quarter Hours

RADIO WRITING - COMMERCIAL CONTINUITY (C-1) (C-2) (C-3): A continuation of Radio Writing-Commercial Continuity (B-1) (B-2) (B-3).

2-6 Quarter Hours

RADIO WRITING - COMMERCIAL CONTINUITY (D-1) (D-2) (D-3): A continuation of Radio Writing-Commercial Continuity (C-1) (C-2) (C-3).

2-6 Quarter Hours

RADIO WRITING-DRAMATIC SCRIPT (A-1) (A-2) (A-3): 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.

2-6 Quarter Hours

RADIO WRITING-DRAMATIC SCRIPT (B-1) (B-2) (B-3): A continuation of Radio Writing-Dramatic Script (A-1) (A-2) (A-3).

2-6 Quarter Hours

RADIO WRITING-DRAMATIC SCRIPT (C-1) (C-2) (C-3): A continuation of Radio Writing-Dramatic Script (B-1) (B-2) (B-3).

2-6 Quarter Hours

RADIO WRITING-DRAMATIC SCRIPT (D-1) (D-2) (D-3): A continuation of Radio Writing-Dramatic Script (C-1) (C-2) (C-3).

2-6 Quarter Hours

TELEVISION WRITING—COMMERCIAL (A-1) (A-2) (A-3):  
Creation and scripting of visual commercials for spot, film and  
“across the table” selling. Integrating camera angles, trick photog-  
raphy, slides, film, cartoons, and studio settings into commercials.  
2—6 Quarter Hours

TELEVISION WRITING—COMMERCIAL (B-1) (B-2) (B-3):  
A continuation of Television Writing—Commercial (A-1) (A-2)  
(A-3).  
2—6 Quarter Hours

TELEVISION WRITING—COMMERCIAL (C-1) (C-2) (C-3):  
A continuation of Television Writing—Commercial (B-1) (B-2)  
(B-3).  
2—6 Quarter Hours

TELEVISION WRITING—COMMERCIAL (D-1) (D-2) (D-3):  
A continuation of Television Writing—Commercial (C-1) (C-2)  
(C-3).  
2—6 Quarter Hours

TELEVISION WRITING — CREATIVE (A-1) (A-2) (A-3):  
Analysis of TV script treatment, as differing from all other medi-  
ums. 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—6 Quarter Hours

TELEVISION WRITING—CREATIVE (B-1) (B-2) (B-3): A  
continuation of Television Writing—Creative (A-1) (A-2) (A-3).  
2—6 Quarter Hours

TELEVISION WRITING—CREATIVE (C-1) (C-2) (C-3): A  
continuation of Television Writing—Creative (B-1) (B-2) (B-3).  
2—6 Quarter Hours

TELEVISION WRITING—CREATIVE (D-1) (D-2) (D-3): A  
continuation of Television Writing—Creative (C-1) (C-2) (C-3).  
2—6 Quarter Hours

ADVERTISING PRODUCTION (A). Prerequisite: Advertising  
(1) or consent of instructor. Study of the various processes  
of mechanical reproduction, including letterpress, lithography and  
gravure. Typography, photography, drawing, engraving and electro-  
typing as essential parts of the process of producing printed work  
and magazines.  
2—4 Quarter Hours

ADVERTISING PRODUCTION (B): A continuation of Advertising Production (A). 2-4 Quarter 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. 4 Quarter Hours

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

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

CONTEMPORARY AFFAIRS (1): 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 Quarter Hours

CONTEMPORARY AFFAIRS (2): A continuation of Contemporary Affairs (1). 2 Quarter Hours

CONTEMPORARY AFFAIRS (3): A continuation of Contemporary Affairs (2). 2 Quarter Hours

CONTEMPORARY AFFAIRS (4): A continuation of Contemporary Affairs (3). 2 Quarter Hours

## THE WORLD WE LIVE IN

The purpose of the Columbia College curriculum is not only to provide the necessary professional skills required in Speech, Education, Television-Radio, Stage, 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**





**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. 4 Quarter Hours

**GENERAL PSYCHOLOGY (2).** Prerequisite: General Psychology (1). A continuation of General Psychology (1). 4 Quarter Hours

**ABNORMAL PSYCHOLOGY.** Prerequisite: General Psychology (1) and (2). Behavior problems and abnormalities, hereditary and environmental factors in mental disorders, their symptoms and treatment. 4 Quarter 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. 4 Quarter Hours

**SOCIAL PSYCHOLOGY (2):** A continuation of Social Psychology (1). 4 Quarter 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. 4 Quarter Hours

**BUSINESS PSYCHOLOGY (2):** A continuation of Business Psychology (1). 4 Quarter 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. 4 Quarter Hours

**DEVELOPMENT OF PERSONALITY:** The growth of personality through adjustments to environmental pressure; normal and abnormal adjustments; theories of personality. 4 Quarter Hours

**ENGLISH****SECTION V**

**FUNDAMENTALS OF WRITING (A):** 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. 2-6 Quarter Hours

**ADVANCED COMPOSITION (A):** Intensive practice in expository writing. 2-6 Quarter Hours

**CREATIVE WRITING (A-1) (A-2) (A-3).** Prerequisite: Fundamentals of Writing (A) 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. 2-6 Quarter Hours

**CREATIVE WRITING (B-1) (B-2) (B-3):** A continuation of Creative Writing (A-1) (A-2) (A-3). 2-6 Quarter Hours

**CREATIVE WRITING (C-1) (C-2) (C-3):** A continuation of Creative Writing (B-1) (B-2) (B-3). 2-6 Quarter Hours

**CREATIVE WRITING (D-1) (D-2) (D-3):** A continuation of Creative Writing (C-1) (C-2) (C-3). 2-6 Quarter Hours

**RADIO WRITING—DRAMATIC SCRIPT (A,B,C,D).** Prerequisite: Fundamentals of Writing (A) 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. 2-6 Quarter Hours

**TELEVISION WRITING—CREATIVE (A,B,C,D).** Prerequisite: Fundamentals of Writing (A) 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. 2-6 Quarter Hours

**THE SHORT STORY (A):** A consideration of the techniques of the short story with particular emphasis on modern and contemporary writing. 2-6 Quarter Hours

VOCABULARY BUILDING (1) (2) (3) (4): 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. 2-8 Quarter Hours

SURVEY OF CONTEMPORARY AND CLASSIC LITERATURE (A): Significant writers in modern and classic literature in relation to psychological and social forces. Criteria of literary criticism, appreciation and enjoyment. 2-6 Quarter Hours

DRAMATIC LITERATURE (A): A survey of outstanding examples of the drama from the classical to the contemporary. 2-6 Quarter Hours

MODERN DRAMA (A): 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. 2-6 Quarter Hours

MODERN DRAMA (B): A continuation of Modern Drama (A). 2-6 Quarter Hours

WORLD LITERATURE (A): The reading and discussion of books which have had profound influence on modern thought. Selections from various fields. Literature, Social Science, Science, etc. 2-6 Quarter Hours

THE MODERN NOVEL (A): The anatomy of the modern novel; historical survey of types, principles of criticism. 2-6 Quarter Hours

CURRENT READING (A): A survey of leading works of contemporary fiction and non-fiction, designed to enrich individual reading programs. 2-6 Quarter 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. 2 Quarter Hours

**SCIENCE****SECTION VI**

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

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

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

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

**HEALTH AND PHYSICAL EDUCATION (A)** : The structure and functions of the human mechanism. Development and appreciation of health and of physical training necessary to sustain it.  
2-6 Quarter Hours

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

**APPLIED SCIENCE (A)** : 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.  
2-6 Quarter Hours

**APPLIED SCIENCE (B)**: A continuation of Applied Science (A) .  
2-6 Quarter 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. 2-6 Quarter Hours

**CONTEMPORARY SOCIAL PROBLEMS:** The world scene as a background for understanding and interpreting the many problems which now exist. 2-6 Quarter 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. 4 Quarter Hours

**INTRODUCTION TO THE STUDY OF CULTURE:** A preliminary study of the psycho-social environment; customs, mores, folkways, language. 2-6 Quarter 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. 2-6 Quarter 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. 2-6 Quarter 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. 4-12 Quarter 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. 4-12 Quarter Hours

**INTERNATIONAL RELATIONS:** Historical backgrounds of current international conflicts. International law and major treaties. Political philosophies of world powers. 4 Quarter 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 Quarter 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.

4-12 Quarter 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. 2-6 Quarter 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. 4 Quarter Hours

**WORLD GEOGRAPHY (2):** A continuation of World Geography (1). Prerequisite: World Geography (1). 4 Quarter 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. 2-6 Quarter 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. 2-6 Quarter Hours

**MUSIC IN TELEVISION AND RADIO (A)** A course dealing with the utilization of music in various aspects of television and radio. 2-6 Quarter Hours

**EDUCATION****SECTION IX**

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

4 Quarter 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.

4 Quarter 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.

4 Quarter 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.

3 Quarter 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.

4 Quarter 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.

4 Quarter Hours

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

4 Quarter Hours

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

2 Quarter 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.

4-8 Quarter Hours

**AUDIO-VISUAL EDUCATION:** Basic resources and source materials for audio-visual education. The use of motion pictures, slides, strip films, sound records, phonographs, etc., in classroom work as aids in achieving educational objectives.

4 Quarter Hours





## SCHOOL CALENDAR—1953-1954

### SUMMER QUARTER — 1953

Monday, June 1.....Classes begin  
Saturday, July 4.....Independence Day holiday  
Saturday, August 22.....Summer Quarter ends

### FALL QUARTER — 1953

Tuesday, September 8.....Classes begin  
Thursday, November 26.....Thanksgiving Day holiday  
Monday, November 30.....Fall Quarter ends

### WINTER QUARTER — 1953 - 1954

Tuesday, December 1.....Classes begin  
Thursday, December 24.....Beginning date Christmas  
vacation, through January 3  
Monday, January 4.....Instruction resumed  
Wednesday, March 3.....Winter Quarter ends

### SPRING QUARTER — 1954

Thursday, March 4.....Classes begin  
Thursday, April 15.....Beginning date of Spring  
recess, through April 21  
Thursday, April 22.....Instruction resumed  
Monday, May 31.....holiday, Memorial Day observance  
Wednesday, June 2.....Spring Quarter ends

### SUMMER QUARTER — 1954

Monday, June 7.....Classes begin  
Monday, July 5.....holiday, Independence Day observance  
Saturday, August 28.....Summer Quarter ends

## **TUITION AND FEES**

Tuition is determined by the number of quarter hours of instruction. A quarter hour is one class hour per week for twelve weeks. For students taking more than two quarter hours the tuition is \$12.50 per quarter hour.

A full time program of study consists of fifteen to sixteen quarter hours.

For students taking two quarter hours only the tuition is \$15.00 per quarter hour.

All tuition charges include registration fees, scripts and the use of library facilities.

The fee for diplomas is \$10.00.

Columbia College is approved for the training of veterans.

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

