



Journalism
at
Texas Tech

Texas Technological College Bulletin

BULLETIN OF TEXAS TECHNOLOGICAL COLLEGE

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Lubbock, Texas

What You Will Learn . . .

The Department of Journalism at Texas Technological College offers courses leading to the Bachelor of Arts Degree in the Division of Arts and Sciences.

These courses prepare the student for the broad field of journalism, and most of them combine practice with theory. For example, certain courses in reporting and news editing are taught in laboratories producing *The Toreador*, official student newspaper. Students in photography take news pictures that are printed in *The Toreador* and other publications. Advertising copy and layouts for newspapers are produced in advertising classes. Radio news and radio advertising and continuity are written for actual presentation.

In other words, instruction in Journalism at Texas Tech embraces more than newspaper production. Courses are offered also in the fields of radio, magazines, teaching, advertising, typography, photography.

You can *study* and *practice* journalism in several of its phases when you attend Texas Tech.



Background for Your Career . . .

Preparation for work in journalism requires a broad general education. Before you specialize, you need a broad foundation of general knowledge. Why? Before you can write well about a topic, you must know enough about it to understand it.

You will study economics in order to understand business and labor, which are important in our system of living.

You will study government, because you must understand politics and our governmental systems of city, county, state, and nation.

You will study history, science, literature, and other fields which open windows on the modern world.

In fact, about seventy per cent of your work will be done in these foundational fields. Most of this study will come in your first two years. But you can study journalism, too, in the first two years—and you will continue your study of other fields during your last two years.

Texas Technological College offers hundreds of courses in the Divisions of Arts and Sciences, Business Administration, Agriculture, Home Economics, and Engineering that students of journalism may take with profit.

Texas Tech is a *complete* university, offering work in some fifty departments in five separate Divisions.

Tied in with the “general” courses will be specialized work in journalism. You will learn the basic principles of news writing for newspapers and radio, or of writing magazine articles, or advertising—whatever your interest may be.

You may take courses in editorial writing, critical writing, copyreading and news editing, typography, photography, and others (listed on another page in this booklet) which will give you specialized instruction as well as basic fundamentals.



*Students
edit
copy
and
write
headlines
for
THE
TOREADOR*

Where You Will Train . . .

All classrooms, laboratories, and offices of the Department of Journalism are in the Journalism Building, conveniently located on the beautiful campus of Texas Tech.

This building also houses the office and shop of the Texas Tech Press—a complete newspaper and commercial printing plant often used as a “laboratory” for many courses in journalism.

Offices and workrooms of *The Toreador*, student newspaper, and *La Ventana*, student yearbook, are located in the building, as is the office of the Department of Public Information of Texas Technological College.

Journalism laboratories and facilities are complete and modern. Reporting students use the news room shown on page five. The copyreading laboratory, illustrated on page six, is used by students in news editing. Photography facilities include four air-conditioned darkrooms and a studio. A reading room is maintained for the convenience of journalism students. Leading newspapers and professional magazines are found in the reading room, which is used by students studying and writing class assignments.

All facilities housed in the Journalism Building,

even those of the Texas Tech Press, the student publications, and the public information office, are available for instruction in courses offered by the Department of Journalism.

Your Teaching Staff . . .

All journalism teachers at Texas Tech have been selected for their skill as professional journalists, as well as their ability to teach. All have studied journalism at leading colleges and universities; all have had several years of newspaper, photography, magazine, and other journalistic experience, and all have done college graduate work in the field of journalism.

Each instructor is a sponsor of at least one student organization in journalism, including a Press Club for all those interested in the profession, a chapter of Theta Sigma Phi (women's national honorary journalistic fraternity), and a chapter of Kappa Alpha Mu (national photography fraternity for both men and women).

Enrollment in journalism classes is small, giving the student an opportunity for individual assistance and guidance by the instructor.



Journalism Courses at Texas Tech

230 Introduction to Journalism. Cr. 3.

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

231. Newspaper Reporting and Writing. Cr. 3.

Problems and methods of gathering and writing news. Practice assignments. Prerequisite to all higher journalism course numbers for majors and minors.

232. Newspaper Reporting and Writing. Cr. 3. (1-6)

Prerequisite: Journalism 231. Reporting and writing for college newspaper. Putting into practice principles learned in Journalism 231.

330. Typography. Cr. 3.

Mechanics of printing and publishing; choice of types and their arrangement; type harmony and readability; copy fitting; make-up of newspaper and magazine pages; engraving, duplicating processes, and presses. Individual study and research.

331. Special Feature Articles. Cr. 3.

The newspaper feature story. Sources for subjects, collection of facts, writing and slanting the story for particular markets.

332. Magazine Article Writing. Cr. 3.

Techniques and procedure in writing for current magazines; what to write about; where and how to get facts and how to arrange them; preparation of the whole article; study of markets.

333. Problems of the Community Newspaper. Cr. 3.

Weekly and small daily newspaper property values, organization, sources of income, operating expense, news-editorial policies, production, records, promotion, and commercial printing. Individual study and research.

*Students take, develop, print
and enlarge their own photographs*

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336, 337. Advanced Reporting. Cr. 3. (1-6).

Reporting and writing for college newspaper. Consideration of complex news stories, interpretive pieces. In second semester, reporting of public affairs.

338, 339. News Editing. Cr. 3. (1-6).

Laboratory course in newspaper copy desk work, including copyreading, headline writing, make-up, and proofreading. Desk assignments on college newspaper.

3310. Agricultural and Home Economics Journalism. Cr. 3.

Prerequisite: Junior standing. A course designed to give agricultural and home economics students preparation in the principles of gathering and writing news and feature stories and magazine articles in their respective fields. Lectures on editing and marketing copy, and on use of radio by county agents included

3312. Basic Photography. Cr. 3. (1-6).

History of photography. Lecture and laboratory course covering the fundamentals of photographic processing, including developing, printing, and enlargement. Introduction to news and feature pictures.

3313. Press Photography. Cr. 3. (1-6).

Varied assignments of picture coverage, stressing staff photography work. Lecture and laboratory course covering picture processing and technical training in the use of the press camera. Practice and study in picture editing.

3318. Radio News. Cr. 3.

Prerequisite: Junior standing and completion of Journalism 231 and 232. Training in radio news writing and practice in preparation of copy for both wire and local news reports; interviews; news dramatizations. Speech 335 recommended.

3319. Radio Advertising and Continuity Writing. Cr. 3.

Prerequisite: Junior standing. A study of network and station organiza-

tion. Application of techniques of advertising to radio presentation. Preparation and presentation of radio advertising copy. Speech 335 recommended.

430. Principles of Journalism. Cr. 3.

Freedom of the press, laws affecting publications, ethics of publishing, the relation of the press to society.

431. Critical Writing. Cr. 3.

Lectures and class discussions on critical standards as they relate to writing about books, music, painting, plays, motion pictures, and other art forms for periodical publications. For students seeking general culture as well as for those preparing for newspaper departmental work.

432. High School Publications. Cr. 3.

Prerequisite: Senior standing. The problems confronted by a publications supervisor in organizing and maintaining high school newspapers and yearbooks, functions of high school publications, organization and training of the staff, and editorial and business problems.

434. Editorial Writing. Cr. 3.

Theory and practice of editorial writing; a study of contemporary editorial pages and of editorials, with analysis of style, content, and purpose; technique and much practice.

435, 436. Newspaper Advertising Problems and Methods. Cr. 3.

Advertising and a free press; selling and servicing newspaper advertising; rate structures; newspaper advertising make-up; procedure in newspaper advertising departments.

437. Industrial Publications. Cr. 3.

Survey of newspapers and magazines serving special interests, including house publications and trade journals; editorial techniques and business procedures.

*Students take, develop, print
and enlarge their own photographs*

Suggested Courses of Study . . .

All students majoring in journalism are required to take the following six three-hour courses:

- Introduction to Journalism
- Newspaper Reporting and Writing (theory)
- Newspaper Reporting and Writing (theory and practice)
- Advanced Reporting
- News Editing
- Principles of Journalism

In addition, *one* of the following two three-hour courses must be taken:

- Problems of the Community Newspaper
- or
- Editorial Writing

At least five elective courses of your choice must be taken in addition to the seven courses listed above. The following suggested groupings of elective courses are listed for those with interests in specific fields.

NEWSPAPER REPORTING AND WRITING:

- Special Feature Articles
- Basic Photography
- Press Photography
- Critical Writing
- Second semester of Advanced Reporting
- or
- Second semester of News Editing

GENERAL MAGAZINE FIELD (writing):

- Special Feature Articles
- Magazine Article Writing
- Critical Writing
- Basic Photography
- Second semester of Advanced Reporting

SPECIAL MAGAZINE FIELD (editorial and business phases):

- Special Feature Articles
- Magazine Article Writing
- Typography
- Basic Photography
- Industrial Publications

RADIO

- Radio News
- Radio Advertising and Continuity Writing
- Special Feature Articles
- Critical Writing
- Newspaper Advertising Problems and Methods

NEWSPAPER PUBLISHING:

- Typography
- Newspaper Advertising Problems and Methods (two semesters)
- Basic Photography
- Problems of the Community Newspaper
- or
- Editorial Writing

ADVERTISING:

Typography
Newspaper Advertising Problems and
Methods (two semesters)
Basic Photography
Radio Advertising and Continuity
Writing

PUBLIC INFORMATION (as a phase of public
relations):

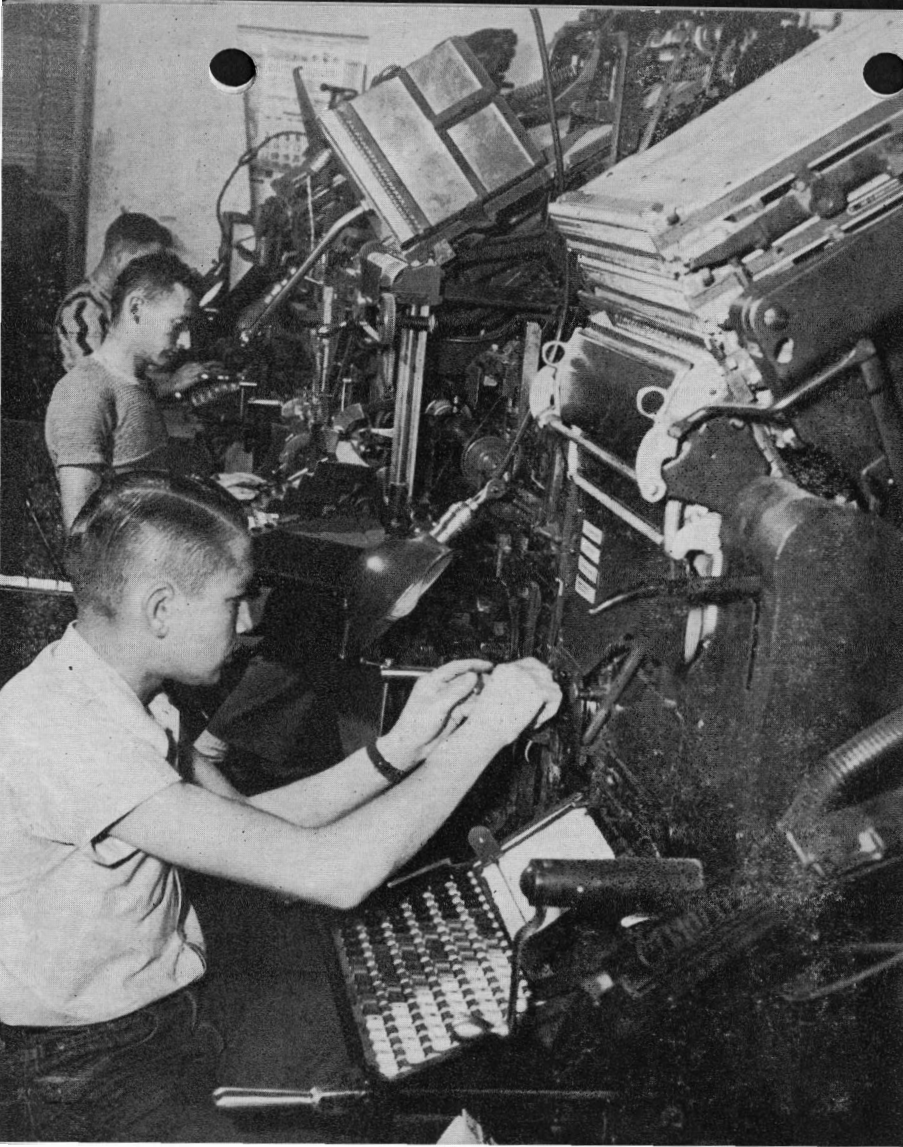
Special Feature Articles
Magazine Article Writing
Second semester of Advanced
Reporting
Basic Photography
Press Photography

HIGH SCHOOL TEACHING AND SUPERVISION
OF SCHOOL PUBLICATIONS:

Typography
Special Feature Articles
Basic Photography
High School Publications
Second semester of Advanced
Reporting
or
Second semester of News Editing

*Instructor demonstrates type setting
in Tech Press plant*





Activities, Awards, Jobs . . .

In addition to the student organizations mentioned on page seven, journalism students have opportunities to take part in other activities, to win awards, and to secure jobs in the various departments in the Journalism Building.

All Tech students may work as volunteers on *The Toreador* and *La Ventana*. Several of these jobs pays regular salaries.

Student assistants are hired by the Department of Journalism and the Department of Public Information, and students are hired to work in the plant of the Texas Tech Press. All of these jobs pay part, and sometimes most, of a student's expenses while in college.

Students often take part in programs of the South Plains Press Association, which meets yearly in Lubbock.

Awards of various kinds are made throughout the year to journalism students by the officials of Texas Technological College and by newspaper publishers in West Texas.

Classwork comes first in the Department of Journalism. Then in addition, the student may be as busy as he or she choses in campus and professional journalistic activities.

*Typesetting machines in plant
of Texas Tech Press*

To Get a B.A. in Journalism . . .

The Division of Arts and Sciences offers a four-year course of study leading to the degree of Bachelor of Arts in Journalism. A total of 127 semester hours, including four hours of physical education, band, or military science, must be completed for the degree.

General requirements for a B.A. in Journalism are as follows:

- 18 hours of English
- 6 to 18 hours of a foreign language (depending upon work completed in high school)
- Up to 6 hours of mathematics (depending upon high school work)
- 6 hours of government
- 6 hours of history
- 6 hours of economics
- 3 hours of philosophy or 3 hours of psychology
- 6 to 12 hours of a laboratory science (depending upon work completed in high school)
- 4 hours of physical education, band, or military science

Students majoring in journalism are required to complete 36 semester hours (but may not take more than 42 hours) in journalism, including the following seven required courses (21 hours):

Introduction to Journalism
Newspaper Reporting and Writing (two 3-hour courses)
Advanced Reporting
News Editing

Principles of Journalism
Editorial Writing or Problems of the Community
Newspaper

In addition to these seven courses, the student may select five elective courses in journalism.

Every student majoring in journalism must complete 18 hours in a minor subject, with the exception of a minor in English which requires 24 semester hours.

Any student at Texas Tech may select journalism for his minor field of study, in which case he must take 18 hours of journalism including the two three-hour courses in Newspaper Reporting and Writing.

All courses in journalism are three-hour courses. Most courses in other departments carry three hours of credit, but a few are one-, two-, and four-hour courses.

Some suggested fields with which journalism training may be combined, either as a major or a minor, are as follows:

Commercial Art and Design
Home Furnishing and
 Decoration
Social Welfare
Clothing and Textiles
Foods and Nutrition
Child Development
Family Relations

Teaching
Government
Agriculture
Engineering
Marketing
Public Relations
Home Management

Any high school student eligible to enroll at Texas Technological College may enter as a journalism major.

Junior college or college transfer students may apply for admission as journalism majors.

For complete information on enrollment procedure, write to:

Mr. W. P. Clement
Registrar and Director of Admissions
Texas Technological College
Lubbock, Texas

