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## ABSTRACT

A survey of 1971 journalism enrollments in 162 colleges and universities in the United States showed that 36,697 students were journalism majors, an increase of 10.8 percent over the 1970 figure of 33,106. Enrollment figures are given for (1) the top 20 schools in number of journalism students; (2) the top 10 schools in number of doctorate students; and (3) the top 20 schools in terms of graduate students. A total of 7,968 bachelor's, master's, and doctor's degrees were granted during 1970-71, compared with 7,601 during the 1969-70 period, an increase of 4.8 percent. The 14 schools that granted more than 100 BA/BS degrees during 1970-71 are listed. A total of 45 doctorates were granted by 14 of 162 schools. Other schools granting 20 or more graduate degrees are named. All enrollments for each undergraduate year were up over the 1970 figures; only graduate student enrollments declined in the 1971 tabulations. A table presents the enrollment data obtained from separate questionnaires as to journalism enrollments in colleges and universities throughout the United States; it also provides upperclass and graduate figures for 1970 and 1971 and lists degrees awarded in 1970 and 1971. (DB)

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## Journalism growth continues at hefty 10.8 per cent rate

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In the fall of 1970 it appeared that the great growth which has characterized journalism enrollments in the United States was showing some signs of slowing down. And indeed figures compiled especially for this survey indicated that the rate of growth was 5.9 per cent over the 1969 figures, while the 1969 total represented a growth of 13.7 per cent over that of 1968.

But a survey of fall 1971 journalism enrollments shows that 36,697 students now claim journalism as a major, compared to the 1970 figure of 33,106. And that is a growth rate of 10.8 per cent.

And, as has been the case in previous surveys, there are undoubtedly many students majoring in journalism who have not been reported. For example, of the slightly more than 200 colleges and universities offering majors in journalism, 162 replied to this survey. And since the survey requested statistics only on students who are administratively under the control of the school or department of journalism, it is possible a fairly large number of persons oriented towards the mass media (such as those majoring in speech or education) do not show in the final figures herein.

Texas at Austin again leads the list of total journalism majors, with 1,128 students. This is the first time that a single school has topped the thousand mark, although Texas at Austin almost did it last year when it led the total enrollment list with 997. Florida, with 922 students, is second, a spot it also held last year.

Others in the top 20 include, in rank order: (3) Georgia, 911; (4) Missouri, 879; (5) Michigan State, 812; (6)

Minnesota, 677; (7) Ohio, 642; (8) Northwestern, 607; (9) Brigham Young, 596; (10) Houston, 595; (11) San Jose, 586; (12) Illinois, 584; (13) Kent State, 584; (14) Tennessee, 574; (15) Indiana, 553; (16) Nebraska at Lincoln, 549; (17) West Virginia, 538; (18) Oregon, 521; (19) South Carolina, 517; and (20) Oklahoma, 507.

These 20 schools account for 39 per cent of the total enrollment in all 162 schools. If all schools which enrolled 300 or more during the fall of 1971 are considered, they account for 22,355, or 61 per cent of the total. Forty-three schools reported 300 or more majors.

In terms of doctorate enrollments, Minnesota with 52 topped all other reporting schools, followed by Illinois with 50, and Iowa with 46. Others reporting more than 20 such majors are: Southern Illinois, 35; Indiana, 29; Stanford, 27; Syracuse, 22; Texas at Austin, 21; and Wisconsin at Madison, 21.

But in terms of total graduate enrollments, Missouri with 200 students topped the slate, with Northwestern reporting 153, Syracuse 147, and Minnesota 144. Others in the top 20 include: (5) Illinois, 143; (6) Ball State, 134; (7) Columbia, 125; (8) Texas at Austin, 108; (9) Indiana, 105; (10) Stanford, 95; (11) Wisconsin at Madison, 94; (12) Iowa, 85; (13) Ohio State, 81; (14) Oregon, 80; (15) Georgia, 76; (16) San Jose, 75; (17) Cal State, Fullerton, 69; (18) Michigan State, 69; (19) Temple, 69; and (20) Florida, 68.

Some educators feel that a better indication of the actual number of students potentially entering the field of journalism is the tabulation in which only juniors, seniors and graduate stu-

TE 002 950

dents are counted. When this yardstick is applied, Florida, as in 1970, heads the list with 922 students, followed by Missouri with 879, and Texas at Austin, 616. Others with enrollments in this category exceeding 400 are: Illinois, 584; Georgia, 571; Ohio, 569; Minnesota, 507; Michigan State, 501; Ohio State, 497; Syracuse, 460; Kansas, 459; and Northwestern, 403.

Certainly the best measure of the number of journalism students available for positions in the mass media is the number of actual graduates. A total of 7,968 bachelor's, masters and doctor's degrees were granted during 1970-71, compared with 7,601 during the 1969-70 period, or an increase of 4.8 per cent. Growth from 1968-69 to 1969-70 represented 16.6 per cent.

Leading the school in bachelor degrees, again, was Florida, with 392, followed by Missouri with 313, Georgia with 234, and Ohio with 209. Other schools granting more than 100 BA/BS degrees, were (5) Texas at Austin, 190; (6) Illinois, 188; (7) Washington, 172; (8) Michigan State, 168; (9) Minnesota, 120; (10) San Jose, 114; (11) Syracuse, 110; (12) Maryland, 108; (13) Southern Illinois, 108; and (14) Northwestern, 103.

Northwestern again granted the most graduate degrees, 121. All were master's degrees. But Iowa and Southern Illinois topped the list of schools granting doctorates with six each, followed by Minnesota with five, and

Illinois, Indiana, Syracuse and Wisconsin at Madison with four each. A total of 45 doctorates were granted by 14 of the 162 schools reporting during 1970-71.

Other schools granting 20 or more graduate degrees included: Columbia, 113; Missouri, 76; Syracuse, 50; Ohio State, 49; Ball State, 47; Illinois, 43; Wisconsin at Madison, 40; Stanford, 39; California, 36; Iowa, 35; Alabama, 24; Penn State, 24; Texas at Austin, 24; Oklahoma, 23; Minnesota, 21; and Michigan State, 20.

A few final statistics: freshman enrollments are up 874 over last year (in 1970 they were down 97); sophomore registrations were up 792 (versus only up 34 a year ago); junior figures are up 1,352 (in 1970 they were up 808); senior totals were up 752 (as against 682 in 1970); and only grad students as a general category is down in the 1971 tabulations, down 179. In the 1970 poll, graduate students were up 424 over the previous year's figures.

Thus it appears that journalism programs will continue to turn out record numbers of students for the mass media, at least for the next several years. Whether or not the figures will begin leveling off only time will tell.

*A table compiled by Peterson on enrollment data from campuses throughout the United States begins on page 56.*

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ENROLLMENT  
DATA BY CAMPUSES

College/University	Fr.				So.				Jr.				Sr.				Grad		Total		Upperclass-Graduate		Degrees Awarded			
	1971		1970		1971		1970		1971		1970		1971		1970		1971		1970		1971		1970		1971	
	Fr.	So.	Jr.	Sr.	Grad	1971	1970	1971	1970	1971	1970	1971	1970	1971	BA/BS*	Grad	BA/BS	Grad	BA/BS*	Grad	BA/BS	Grad	BA/BS*	Grad	BA/BS	Grad
Alabama	0	0	57	53	26	136	130	136	130	136	130	136	130	33	24	40	13	33	24	40	13	NR	NR	NR	NR	
Alaska	10	4	9	10	2	35	NR	21	NR	2	35	NR	21	NR	3	0	NR	0	3	0	NR	0	NR	NR	NR	
Angelo State	30	19	13	12	0	71	128	22	29	0	71	128	22	29	8	0	4	2	8	0	4	2	NR	NR	NR	
Arizona State	97	101	92	78	4	372	334	174	127	4	372	334	174	127	38	3	51	3	38	3	51	3	NR	NR	NR	
Arizona	53	41	40	44	17	195	191	101	85	17	195	191	101	85	38	0	21	0	38	0	21	0	NR	NR	NR	
Arkansas State	55	45	44	40	0	194	159	84	74	0	194	159	84	74	37	0	30	0	37	0	30	0	NR	NR	NR	
Arkansas	44	39	25	25	0	133	95	50	50	0	133	95	50	50	18	0	31	0	18	0	31	0	NR	NR	NR	
Auburn	20	20	26	16	0	82	53	42	29	0	82	53	42	29	18	0	10	0	18	0	10	0	NR	NR	NR	
Ball State	164	132	91	49	134	570	458	274	225	134	570	458	274	225	42	47	38	22	42	47	38	22	NR	NR	NR	
Baylor	26	18	22	25	0	91	125	47	52	0	91	125	47	52	26	0	46	0	26	0	46	0	NR	NR	NR	
Bethany (W. Va.)	0	4	22	19	0	45	56	41	28	0	45	56	41	28	14	0	10	9	14	0	10	9	NR	NR	NR	
Boston	NR	NR	NR	175	67	242	190	242	211	67	242	190	242	211	NR	18	45	35	NR	18	45	35	NR	NR	NR	
Bowling Green State	85	91	100	89	0	365	366	189	192	0	365	366	189	192	75	0	47	0	75	0	47	0	NR	NR	NR	
Bradley	48	32	26	18	0	124	81	44	31	0	124	81	44	31	14	0	16	0	14	0	16	0	NR	NR	NR	
Bridgeport	30	14	19	10	1	74	82	30	27	1	74	82	30	27	NR	NR	5	NR	NR	NR	5	NR	NR	NR	NR	
Brigham Young	136	106	150	158	46	596	600	354	345	46	596	600	354	345	136	16	137	13	136	16	137	13	NR	NR	NR	
Butler	20	11	8	8	0	47	NR	16	NR	0	47	NR	16	NR	10	0	NR	NR	10	0	NR	NR	NR	NR	NR	
California	0	0	0	42	52	94	99	94	99	52	94	99	94	99	24	16	13	15	24	16	13	15	NR	NR	NR	
California, Los Angeles	0	0	0	0	50	50	50	50	50	50	50	50	50	50	0	36	0	30	0	36	0	NR	NR	NR	NR	
Cal State, Fullerton	58	51	156	142	69	476	NR	367	336	69	476	NR	367	336	94	7	NR	NR	94	7	NR	NR	NR	NR	NR	
Cal State, Los Angeles	13	13	75	24	0	125	173	99	101	0	125	173	99	101	38	0	44	0	38	0	44	0	NR	NR	NR	
Cal State Poly, San Luis Obispo	25	42	42	29	0	138	118	17	49	0	138	118	17	49	17	0	15	0	17	0	15	0	NR	NR	NR	
Central Michigan	62	47	58	39	14	220	148	111	74	14	220	148	111	74	19	1	32	1	19	1	32	1	NR	NR	NR	
Central State (Okla.)	52	33	23	32	4	144	155	59	82	4	144	155	59	82	31	0	15	0	31	0	15	0	NR	NR	NR	
Chico State	23	26	43	57	0	149	130	100	96	0	149	130	100	96	23	0	24	0	23	0	24	0	NR	NR	NR	
Colorado State	77	56	41	36	0	210	NR	77	62	0	210	NR	77	62	27	0	NR	NR	27	0	NR	NR	NR	NR	NR	
Colorado	0	0	128	83	25	236	198	236	198	25	236	198	236	198	75	14	74	12	75	14	74	12	NR	NR	NR	
Columbia	0	0	0	0	125	125	128	125	128	125	125	128	125	128	0	113	0	95	0	113	0	NR	NR	NR	NR	
Creighton	46	24	12	12	0	94	111	24	36	0	94	111	24	36	25	0	17	0	25	0	17	0	NR	NR	NR	
Detroit	0	0	76	72	0	148	NR	148	NR	0	148	NR	148	NR	51	0	NR	NR	51	0	NR	NR	NR	NR	NR	
Drake	72	116	79	88	0	355	315	167	139	0	355	315	167	139	76	0	62	0	76	0	62	0	NR	NR	NR	
Duquesne	0	54	52	34	0	140	109	86	72	0	140	109	86	72	28	0	28	0	28	0	28	0	NR	NR	NR	
East Carolina	0	10	13	9	0	32	40	22	17	0	32	40	22	17	3	0	2	0	3	0	2	0	NR	NR	NR	
East Tennessee State	19	27	30	24	0	100	85	54	19	0	100	85	54	19	17	0	18	0	17	0	18	0	NR	NR	NR	
East Texas State	55	46	63	34	33	231	250	130	103	33	231	250	130	103	21	14	19	10	21	14	19	10	NR	NR	NR	
Eastern Kentucky	23	7	11	3	0	44	NR	14	5	0	44	NR	14	5	1	0	0	0	1	0	0	0	NR	NR	NR	

	Total		Upperclass-Graduate		Degrees Awarded		1970	
					1971		1970	
Evangel (Mo.)	0	3	9	NR	NR	NR	NR	NR
Florida Southern	13	8	74	15	NR	NR	NR	NR
Florida Tech	0	0	266	155	23	0	22	0
Florida	0	0	922	871	392	19	376	16
Franklin (Ind.)	10	13	36	47	7	0	8	0
Fresno State	29	21	201	156	151	3	27	0
George Washington	0	0	49	39	18	0	13	0
Georgia State	74	69	266	230	123	0	36	0
Georgia	164	176	911	809	571	20	284	26
Grambling	9	9	29	14	7	0	0	0
Hardin Simmons	8	3	21	18	10	0	2	0
Hawaii	0	0	48	52	48	NR	13	0
Henderson State	6	8	21	11	7	0	2	0
Houston	145	157	594	502	292	0	57	0
Humboldt State	17	15	78	49	46	0	11	0
Idaho State	18	12	51	43	21	0	11	0
Idaho	28	26	82	94	37	0	14	0
Illinois	0	0	584	598	584	43	198	81
Indiana State	39	28	171	NR	104	0	NR	NR
Indiana	88	127	553	855	338	15	153	17
Iowa State	90	80	368	354	198	9	52	10
Iowa	66	69	409	452	274	35	58	29
Kansas State	41	45	268	357	182	17	43	9
Kansas	0	26	485	416	459	14	149	6
Kent State	162	150	584	527	272	5	58	0
Kentucky	92	95	359	365	172	10	73	11
Lehigh	0	4	11	11	7	0	3	0
Lincoln	13	6	32	25	13	0	3	0
Long Island	31	33	99	97	35	0	10	0
Louisiana Tech	24	22	74	69	28	0	9	0
Louisiana State	0	26	200	202	129	6	39	3
Loyola, New Orleans	14	16	44	38	14	0	8	0
Maine, Orono	0	0	51	31	51	0	6	0
Marquette	91	115	374	427	168	6	77	3
Maryland	24	48	405	503	333	1	99	0
Marshall	81	80	304	304	143	8	23	4
Memphis State	0	0	138	125	138	0	29	0
Michigan State	158	153	812	801	501	20	200	19
Midland Lutheran (Neb.)	11	12	42	NR	19	0	NR	NR

4



	10	160	178	185	144	677	602	Upperclass-Graduate		Degrees Awarded		1970
								507	455	1971	1970	
Minnesota	10	160	178	185	144	677	602	507	455	21	131	16
Mississippi State	5	3	5	2	0	15	12	7	6	0	0	0
Mississippi	56	31	23	21	8	139	125	52	46	1	16	2
Missouri	0	0	362	317	200	879	801	879	801	76	302	65
Montana	80	65	50	53	13	261	243	116	92	3	27	2
Moorhead State (Minn.)	35	45	45	28	0	153	NR	73	61	0	NR	NR
Murray State	32	25	32	30	28	147	137	90	82	3	14	3
Nebraska, Lincoln	200	129	122	98	0	549	536	220	196	0	54	0
Nebraska, Omaha	16	29	22	13	0	80	81	35	33	0	19	0
Nevada, Reno	53	29	30	23	14	149	143	67	48	1	25	2
New Mexico State	115	52	40	23	0	230	180	63	67	0	14	0
New Mexico	0	19	21	12	0	52	103	33	42	0	24	0
New York	37	59	60	61	0	217	188	121	99	0	27	0
North Carolina	0	0	101	78	24	203	175	203	175	9	52	10
North Dakota	16	36	29	27	0	108	93	56	44	0	15	0
North Texas State	88	58	58	36	21	261	228	115	108	0	22	0
Northeast Louisiana	35	13	20	11	0	79	NR	31	20	0	NR	NR
Northeastern	32	43	41	25	0	141	146	66	35	NR	12	0
Northeastern State (Okla.)	18	15	26	20	0	79	42	46	32	0	7	0
Northern Arizona	43	48	41	25	0	155	115	64	47	0	14	0
Northern Colorado	18	47	26	14	0	105	NR	40	NR	0	NR	NR
Northern Illinois	80	81	93	72	36	362	322	201	148	5	46	5
Northwestern	112	92	127	123	153	607	568	403	366	121	99	132
Northwestern Louisiana	21	13	9	7	0	50	NR	16	NR	0	NR	NR
Ohio State	0	0	287	129	81	497	344	497	344	49	73	35
Ohio	0	73	218	310	41	642	785	569	645	10	202	8
Ohio Wesleyan	0	0	10	18	0	28	28	28	27	11	10	0
Oklahoma Baptist	14	3	6	6	0	29	20	12	7	0	4	0
Oklahoma State	106	108	103	88	47	452	347	238	193	4	32	3
Oklahoma	141	94	100	123	49	507	431	272	243	23	76	14
Oregon State	17	20	27	12	0	76	81	39	26	0	13	0
Oregon	107	93	150	91	80	521	534	321	322	14	99	26
Penn State	0	51	168	140	54	413	292	362	277	24	94	11
Point Park	130	60	63	57	0	310	232	120	85	0	52	0
Purdue	40	37	36	30	14	157	82	80	81	1	21	2
Radford	15	10	5	4	0	34	53	9	7	0	0	0
Rhode Island	20	27	28	21	0	96	80	49	30	0	8	0
Rutgers	0	28	70	50	0	148	96	120	96	0	39	0
Sacramento State	17	16	56	40	0	129	112	96	72	0	32	0

	Total		Upperclass-Graduate		Degrees Awarded	
	1971	1970	1971	1970	1971	1970
Sam Houston	31	20	53	34	22	NR
San Diego State	32	55	114	96	55	20
San Fernando Valley State	36	76	174	157	51	28
San Francisco State	16	24	63	63	25	16
San Jose State	92	168	393	416	114	129
South Carolina	133	82	228	190	60	84
South Dakota State	35	10	45	50	23	15
South Dakota	8	13	24	23	7	9
South Florida	118	33	250	NR	21	NR
Southern California	33	55	169	132	27	28
Southern Colorado State	46	26	55	41	16	18
Southern Illinois	6	121	327	370	108	83
Southern Methodist	9	33	73	46	18	9
Southeast Texas State	39	35	70	52	21	10
Stanford	1	40	171	193	35	33
St. Bonaventure	57	18	43	39	19	17
St. Mary's of the Woods	5	2	3	3	1	9
St. Thomas	21	19	38	26	29	16
Suffolk	49	34	65	38	14	NR
Syracuse	0	159	460	283	110	50
Temple	78	41	178	196	44	36
Tennessee Tech	16	5	7	7	2	NR
Tennessee	180	116	261	239	71	68
Texas A&M	28	32	65	46	15	21
Texas Southern	12	6	20	16	4	6
Texas Tech	128	24	110	124	29	29
Texas at Austin	233	207	616	645	190	135
Toledo	108	42	91	99	NR	18
Trinity	0	15	36	29	10	NR
Utah State	20	19	25	20	8	7
Utah	71	30	93	90	37	23
Virginia Commonwealth	51	20	61	NR	13	NR
Washington	18	121	333	281	172	129
Washington and Lee	0	17	30	21	7	7
Wayne State	40	67	134	95	40	38
Western Kentucky	80	NR	NR	NR	NR	NR
Western Washington State	31	10	21	9	4	0
West Texas State	12	8	30	21	9	NR
West Virginia	106	119	257	249	85	69

	1970		1971		1970		1971		1970	
	White Plains	Total	Upperclass-Graduate	Degrees Awarded						
Wisconsin, Madison	16	42	16	8	0	8	0	0	8	0
Wisconsin, Ag-Journ	0	463	340	60	40	60	40	40	73	29
Wisconsin, Milwaukee	6	104	97	10	14	10	14	14	12	15
Wisconsin State, Eau Claire	0	129	110	42	0	42	0	NR	NR	NR
Wisconsin State, La Crosse	78	200	69	23	0	23	0	0	16	0
Wisconsin State, Oskosh	55	108	28	4	0	4	0	0	NR	NR
Wisconsin State, River Falls	41	135	50	9	0	9	0	0	8	0
Wyoming	34	81	30	7	0	7	0	0	7	0
Grand Totals, 162 schools	24	82	38	11	1	11	1	6	6	0
Grand Totals, 162 schools	6482	36697	22997	6802	1166	6802	1166	6061	6061	1010
Grand Totals, 145 schools	5958	33106	21112	6524	1077	6524	1077	5439	5439	960
Grand Totals, 145 schools	6065	31251	19154	5573	946	5573	946	4217	4217	846

Footnotes: a) White Plains College was formerly Good Counsel College.

b) Although 162 schools replied to each of the 1970 and 1971 surveys, they were not the same schools each year. Thus, totals vary somewhat from year to year in various categories.

\* Some universities offer a B.J. (Bachelor of Journalism) degree.

*Enrollment figures in the above table and information in the Schools and Departments section beginning on page 16 were compiled from separate questionnaires. A few schools not listed in both places responded to only one of the surveys.*