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Periodical publications
Yenta Journalism News
1934

YENTA JOURNALISM NEWS

燕大報務之聲

北平燕京大學新聞學系

Peiping, China, January, 1934

No. 7

英文部第七期
Department of Journalism

民國二十三年一月
Yenching University



Greetings From Yenching

"Missouri Model" is Aim Of Journalism Department

Comprehensive, adequate training for the profession of journalism is still a comparatively new feature in educational institutions anywhere. In China it is still considered to be in the experimental stage but rapidly finding its proper place and function. Mr. Hin Wong, now in his fifth years with Yenching's work, has had the highly interesting comparative experience of being a part of the early work of the first undertakings to provide such training in both the United States and in China.

He was a member of the first classes in journalism at Missouri, and in 1912 became the first Chinese to receive a professional degree in journalism. He recalls the days when he and two or three others constituted a class, meeting with Dean Walter Williams in his office which also served as their class-room. In his work in Yenching, Mr. Wong has constantly had the "Missouri Model" in mind. Competent observers through all the years have placed large emphasis upon the existence of practical laboratory publications as a major factor in Missouri's success in turning our successful newspapermen and women. Yenching at times has had as many as three laboratory publications—a daily vernacular paper, a daily in English, and a monthly journal of opinion.

Personal Relationships Stressed

Our department has agreed with Garfield that the best university is "Mark Hopkins on one end of a log and a student upon the other." Personal relationships from the very hour of registration have been frequent and close. Consultations and advice concerning courses to be taken and later concerning the work which is being done is a permanent and continuous feature of our work. We have thus been able to learn much about the individual aptitudes and interests of students which has been valuable not only in guiding their work as students but also in finding suitable places for them after graduation.

Much attention has been given to the friendly, constructive criticisms we have received. Again, as elsewhere, editors and publishers have expressed acute dissatisfaction with the command which students have over language and the alleged superficiality of their general knowledge. While doing what we can toward improving this situation, we have pointed out our inherent dependence upon other departments for such training. We have also urged that employing editors bear always in mind that they are dealing with immature youths. One of the great difficulties which schools of journalism have always had to face is that newspaper executives, while expressing scepticism over the practicality

of training for journalism in schools, persist in treating graduates in journalism as experienced workers. We make no claim other than that we can provide a helpful preliminary training for the profession.

Co-operation With Yenching

We are feeling our way in the difficult problem of integrating our work, essentially vocational and professional in character, with the academic practices, procedures and regulations of a university which is essentially still a liberal college of arts and sciences. In this intriguing task, we have received much helpful cooperation from many associates in other parts of the University and also an inevitable portion of misunderstanding and misapprehension.

This year, in particular, we have enjoyed the opportunity of stressing an unusual amount of individual work and reading by students in the advanced courses, carried on in connection with seminar-type of class meetings and frequent, regular individual conferences with each student. The theses which each senior must write, under university regulations, have provided a method by which important reading and research on Chinese phases of typical journalistic problems have been carried out. These papers have included studies in the prevailing practices of Chinese newspapers and other periodicals, surveys and histories.

Cultural Courses Urged

Students are urged and required to concentrate their non-journalistic studies upon those courses in other departments which seem best designed to create a clearer understanding of the social order and of world affairs. It is strongly recommended that they do not take more technical journalism courses than the number of hours in a subject required for a major under University regulations. It is our belief that it is at least quite as important that a student shall know what to write as it is that he know how to write and edit.

Chinese journalism has advanced rapidly in recent years. At the same time, there has been a wider and deeper interest among the people in local, national and international questions. It is natural therefore that there has been an increased demand for college men and women on the professional staffs of newspapers. The many and varied relationships of China recently with the various bureaux of the League of Nations is creating a heightened demand for such individuals. All of which broadens the opportunity for journalistic education. The Yenching department of journalism has attempted to readjust its policies and programs to meet this need.

JOURNALISM DEPARTMENT FIFTH IN SIZE IN YENCHING

Since 1931 the enrollment of major students in the department of journalism at Yenching University has grown steadily. This year there are three post-graduate and 52 undergraduate students registered in the department. Last year there were 58 students in the department. However, there are more students actually in journalism courses this year because there were 24 freshmen students last year who did no formal work in journalism. The large group of Sophomore students this year are enrolled in the introductory courses.

Ranks Fifth In Yenching

The undergraduates this year are divided as follows: five seniors, fourteen juniors, fifteen sophomores and seventeen freshmen. There are also several special students and auditors and five from other departments who are taking one or more of our courses. This total gives us fifth ranking among the University's twenty departments.

Five were graduated from the Department last June. Every one is engaged, three in newspaper or publicity work, one in teaching, and one is enrolled in the graduate division of the School of Journalism of the University of Missouri.

Many Cantonese Students

Not until the fall of 1932 had any large number of South China students enrolled for studies in journalism. Today twelve students are from Canton, Kwangtung, the native province of the late Dr. Sun Yat-sen, the Father of the Chinese Republic.

Registration by provinces and foreign ports in the Department shows that twelve are from Kwangtung; seven from Hopei, Peiping's province; five each from the provinces of Shansi, Kiangsi, and Fukien; three each from Shantung, Chekiang, Liaoning, and Hunan; two each from Honan, Hunan, and Szechuan; and one each from Hupeh, Anhwei, and Kirin. Three have come from Java, two from Honolulu, and one from the United States. Altogether fifteen Chinese provinces and three foreign territories are represented in the journalism student body.

Field Excursion Trips

For several years it has been the practice of Mr. Wong to take students to different parts of China for field work or excursion trips when he was not spending his holidays on cultivating missions for the Department. The trips have included journeys to Inner Mongolia, and to the North and the North-western provinces. One of the things the students had to investigate on these trips is the circulation of near-by big city papers in the small towns and cities visited and the possibility of starting publications there, always looking in advance over the

ALL JOURNALISM GRADUATES EMPLOYED ON NEWSPAPERS

So far the Department has not appealed to the Chinese public for any support other than moral, and the responses from the journalistic profession has been all that could be desired. Newspaper offices and agencies to which applications were made on behalf of students for temporary positions as a try-out have extended the courtesy, and thus far no graduate of the Department is unemployed. In fact, a number of applications from the South for men are unfilled, and it is doubtful whether the Department will be able to supply enough suitably trained men in the very near future.

Four graduates of Yenching are now cable news editors of Chinese dailies. Their ability to handle foreign news and interpret it should have no little effect on their readers and international relations.

Newspapers Visited Annually

Students, through the activities of their journalism club are encouraged to visit organizations with the working of which a journalist should be familiar, in preparation for their covering assignments in the future. The first places they usually call on the leading newspaper offices and printing plants in and around Peiping.

Try-outs lasting from several days to as long as two months were often arranged through the Department for the students so that they may be actually employed in a newspaper or news agency service. Several of the young men have later joined institutions to which they had been once assigned for trial service. Such practice work has also served as an excellent "sifter" of unsuitable candidates.

Several students at present, including some who are taking but one course in journalism, are serving as local correspondents for papers, gaining experience and confidence as well as a small income for their service.

City Papers Co-operate

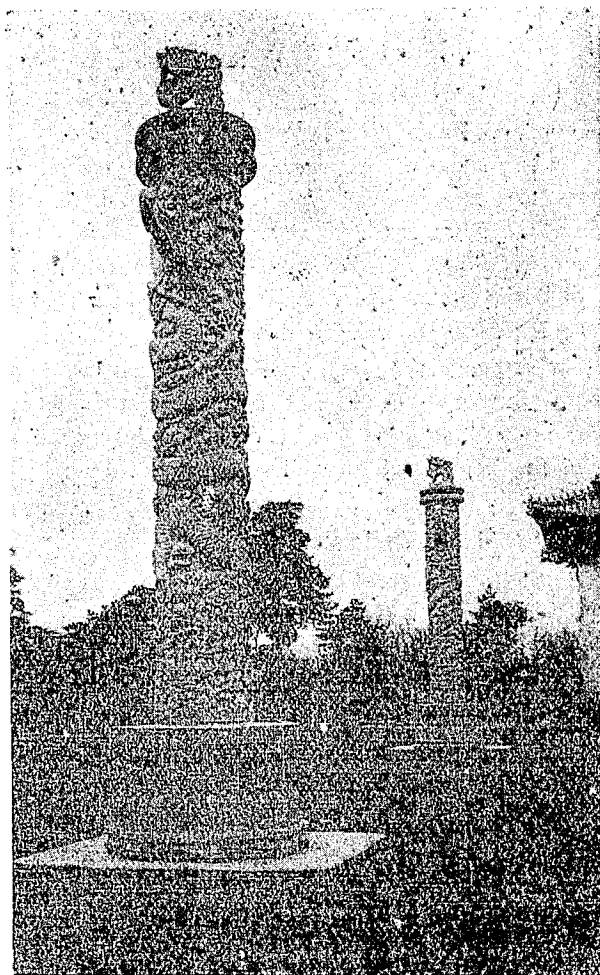
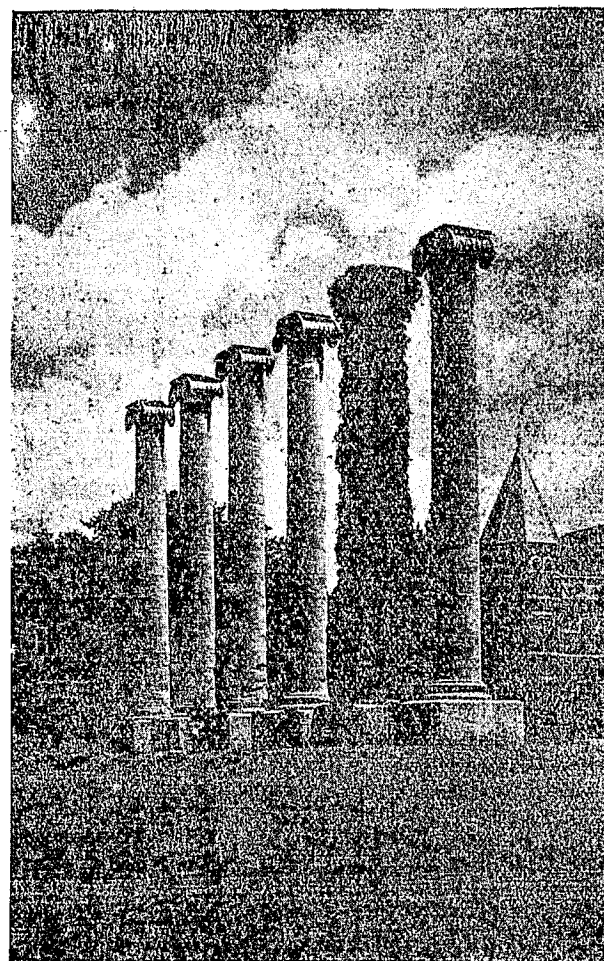
The Department still follows the policy of co-operating with local newspapers and news agencies in the formation of the professional faculty. Mr. Hsu Hsing-kai, on the editorial staff of the *Peiping Morning Post*, Peiping, is assisting this semester in the courses of Journalistic Writing and News Editing, while Mr. J.C. Sun, of the Reuter's Service, Mr. Kuan Yi-hsien on the *Shih Wen News Agency* and Mr. Chang Hsiang-ting, of the *World Daily News*, are always ready now, as in the past, to be called upon for temporary part-time service.

commercial, and other conditions favorable to a small country newspaper.

During the Sino-Japanese conflict near Peiping last year, a number of students were given the privilege of assisting foreign correspondents going to the "front" as interpreters and assistants in response to applications to the Department from visiting newspaper-men. At the same time, groups were formed among the students themselves for visits to war zones still being held by Chinese troops.

During 1932-1933, the Department assisted in the publication of a country weekly and a workmen's club house organ so as to provide laboratory work for a number of students interested in rural social service through the institution of the public press.

Eight Significant Columns



The six historic columns at the University of Missouri have their counterpart in the two columns on the Yen-ching Campus, just in front of the building which houses the Department of Journalism. The Chinese columns are products of the classical school of Chinese art, and used to be in the Yuan Ming Yuan, the old Imperial Summer Palace which is not far from the present location of Yen-ching University. The Yen-ching, Missouri Association has selected these eight columns as representing the eight columns on the page of an ordinary newspaper and signifying the fusing of Western and Eastern methods of journalistic technique as typified in the work of the Department of Journalism.

Missouri Journalists Active In China

Among the Missourians who saw early opportunity in China, came over, and stayed are Thomas F. Millard, Carl Crow and J. P. Powell. The three have all been active in journalism and publicity service.

Thomas Millard was honored by the University of Missouri with the degree of LL.D. in 1929. He attended the University in 1889 and was also enrolled for a time in the Missouri School of Mines and Metallurgy at Rolla. His career began as reporter and editor on several St. Louis newspapers. Following this he became a war correspondent for a number of American and British newspapers and magazines which task eventually took him to China to cover the Boxer uprising and the Russo-Japanese War.

He founded the *China Press* and the *Millard's Review* in Shanghai. Later he was called to the Chinese government service as an adviser in which capacity he was attached to the Chinese delegation at the Paris Conference after the Great War, at the Washington Disarmament Conference in 1921-1922, and recently with the Chinese Delegation in Geneva.

Carl Crow assisted Mr. Millard in the organization of the *China Press* in 1911 and later helped start the *Shanghai Evening Post and Mercury*. In his own business he is general manager of the Carl Crow, Inc., which is one of the leading advertising agencies of the Orient with head offices at Shanghai.

J. B. Powell first came to China in 1917 as business manager and assistant editor of the *Millard's Review*. He later took entire charge of this well-known magazine, changing its name to the *China Weekly Review*. He also is correspondent for the *Chicago Tribune* and the *Manchester Guardian*.

It may be of interest to note that Hin Wong, the first Chinese graduate from the School of Journalism of the University of Missouri who returned to China in 1912, has at time been associated with Mr. Millard, Mr. Crow, and Mr. Powell. Mr. Wong was for several years correspondent in Canton for the *China Press* and the *Review* and for a time acted as Mr. Crow's advertising agency representative in the South.

The Missouri alumni in journalism in China have been increased by the recent arrival of Mr. and Mrs. John R. Morris of the United Press, stationed at Shanghai. Mr. Morris, until several months ago in charge of the United Press Bureau in Mexico, was with the Japan Advertiser for a number of years.

Y. P. Wang, another graduate of Missouri, sometime manager of the *Shun Pao* and *China Times* at Shanghai, has been appointed by the Chekiang Provincial Government

as secretary of the Public Highway Commission at Hangchow, where the famous West Lake of China is located.

P. Y. Chien, secretary of *Shun Pao*, Shanghai, one of China's leading newspapers is also on the staff of the *Kuo Min News Service*.

J. D. White, second Missouri-Yenching Exchange Fellow in Journalism, is serving his second year as instructor in advertising at Yen-ching University. His classes this year are among the largest in the Department of Journalism, indicating the increase in interest of Chinese young men and women in this subject.

David C. H. Lu, first Yen-ching-Missouri Exchange Fellow who studied in Missouri, 1930-1932, is on the staff of the *Peiping Chronicle*, in addition to his duty as a lecturer in Yen-ching.

Mr. Tang Teh-chen, second Yen-ching-Missouri Exchange Fellow who was in Columbia, Missouri, 1932-1933, has been on the staff of the *China Press* since his return from America last summer.

Thomas Min-heng Chao is manager of the *Reuter's Service* in Nanking, the Chinese capital where S. W. Chang is with the Central University.

Y. C. Jao is managing-editor of the *Hankow Herald* in Central China.

Chin-jen Chen has in charge a department in Nankai University, Tientsin.

Morris J. Harris, with headquarters in Shanghai, is manager of the *Associated Press*, China office.

Victor Keen is representing the *Herald-Tribune* of New York in Shanghai.

Chinese and English Newspaper

Technical Terms Compiled

David C. H. Lu and Sun Min Hsin, lecturer and student assistant respectively of the Department of Journalism of Yen-ching University, are compiling a desk and style book for use by newspaper offices. It is hoped that it will be published soon.

While as much practice work as possible is done by students in the Chinese language, it is necessary and desirable under present conditions that most assigned readings be in books using English. Their command of this foreign language is sufficiently good that the shortage of text and reference material in Chinese is not a serious handicap to students, but it has been found very helpful to understanding to have professional and technical terms explained in Chinese or translated literally into Chinese, or their equivalent, as used in vernacular newspapers.

AN EDITORIAL LETTER

(The following is what I should say if able to write personally to each reader.)

Dear Friends:

Herewith another issue of our Yenta Journalism News which we try to make an account and an accounting of our work to you. The rest of the copy herein, prepared largely by Mr. Hin Wong and our other associates, seeks to present the matter objectively. What I shall say in this personalized letter is dominantly subjective.

The Nash family got back to China in early August of this year after an absence from our work here of almost two years. We not only find the numbers of students enrolled in journalism very much increased but it seems to me that their average caliber is decidedly higher than previously.

It is good to report also that we do not have a single journalism graduate unemployed.

Two great questions, uppermost in the minds of all of us in inaugurating education for journalism in this country, have therefore already been answered beyond peradventure. An adequate number of Chinese students are planning to enter the Fourth Estate as a life-work and will enroll in our courses in journalism; suitable and attractive places are awaiting them upon graduation.

Our future is assured beyond question, I think, save for the vital question of finances. It was our hope that the demonstration of the practicability and value of our work which might be given during this first five-year period would make it possible for us to obtain a permanent endowment fund of not less than U. S. \$250,000 in 1934 when our present resources shall have been exhausted. This of course now seems a remote dream, if this quarter of a million dollars must be secured by a large number of small gifts.

We can hope, as we still do, that cooperating friends at home may "happen upon" some individual of large means who will perceive the strategic potentialities of our undertaking vividly enough to give the endowment. Meanwhile, we propose to carry on as best we may until financial conditions improve, if this continuance from year to year is made possible by old and new friends in America and China.

We have good grounds for hope that the work has already commended itself sufficiently to the Chinese public that we shall be able to secure in China the permanent support of a Chinese faculty member at least. Yen-ching as a whole is entering just now upon its first comprehensive effort to secure funds in China with a million dollars (Chinese currency) as its goal. We of the department of journalism shall have our responsibility and part in this pioneering task.

Financial conditions in our Missouri-Yenching Journalism Fund are grave during this fifth year of the enterprise. A considerable number of pledges have steadily become in arrears since the dark days of 1929; we have been saved from difficulty heretofore by the fact that most of the contributors of large amounts have paid their pledges more rapidly than in five annual installments. This leaves us with resources, this year largely composed of pledges already in arrears.

The difficulty is intensified by the fall of the dollar in international exchange so that our drafts from the United States to meet budget requirements now produce much smaller amounts in Chinese currency. Our ability to get through this present year successfully depends, in large measure therefore, upon the ability of supporting friends to pay their pledges and probably upon our success in finding new and additional gifts this year to supplement these pledges.

You will doubtless have heard that the Missouri-Yenching Journalism Fund (heretofore an informal cooperative relationship between our University and the School of Journalism of the University of Missouri) is being formally incorporated in the state of Missouri under the name of the Missouri-Yenching Journalism Foundation. Outstanding publishers and friends of the work have already agreed to serve upon its board of directors under the chairmanship of President Walter Williams.

Despite superficial appearances, especially in the account of overt happenings which necessarily constitutes so large a part of cable dispatches, the undersigned is optimistic with reference to ultimate conditions in the Far East, and faces the future eagerly. May I close by assuring you again that I know of no task for which I am fitted, or to which I might ever reasonably aspire, that I would exchange for this opportunity to have a part in the training and development of the future journalists of China and of Chinese communities throughout the Pacific Basin.

Sincerely,

Vernon Nash

December 1933.

Journalism Student Translates

Pearl S. Buck's "Good Earth"

The *Good Earth*, a novel on Chinese rural life, written by Mrs. Pearl S. Buck, a China born American woman, has been translated into Chinese by Chang Te-sheng, a senior in the Department of Journalism of Yen-ching University, Peiping, and is published by the Chi Yuen Book Company, also of Peiping, the price being \$1.55, Chinese currency.

MANY CHINESE NEWSPAPERS BECOMING "AMERICANIZED"

According to latest statistics there are nearly 3,000 newspapers and periodicals in China today. This figure does not include news agencies. With the recent improvement of air-mail service, increase in the number of radio and telegraph stations, the building of more public highways, the rapid development of a common public school system supplemented by the mass education movement for adults, the demand for more and better newspapers is a natural consequence.

During the last few years a great many Chinese newspapers have gradually adopted the American system of headlines and make-up. Although the bigger metropolitan papers are still holding to the British style of make-up with advertisements on the outside pages, there are an increasing number of tabloids, known as "mosquito papers" that have big headlines and news stories published on the front page. Instead of the old label heads that were formerly characteristic of Chinese headlines one can see headlines today full of action, telling the most important news of the story and artistic and attractive, thus increasing the street sales of such papers.

The Chinese people, it is claimed by many, are never in a hurry. They read newspapers as if they were books on physics and philosophy. They take their time, scanning carefully the news, editorials, and also advertisements. It is stated by a newspaper publisher that 10,000 copies of his paper are read one day later and many thousands copies three or four days later.

However, the increase of speed in the larger cities and the interest in national and international affairs have caused the rapid growth of evening papers. Although the bulk of such evening papers have monthly subscribers, many copies are sold on the streets. American style headlines and make-up are particularly popular in such papers. In Shanghai some newspapers use red ink for important headlines to boost their street sales. During the Sino-Japanese hostilities in Jehol province last spring the sales of the evening papers in North China increased by leaps and bounds. The Chinese people have now cultivated the speed-sense for news.

Chinese advertising methods are still in their infancy. Few, if any, newspapers can get 60 per cent of their revenue from advertisements. However, advertisements in Chinese newspapers are increasing and merchants and business concerns are gradually realizing the benefits of such publicity and promotion through the dailies. While most of the movie ads are printed from mats sent from the moving picture companies in America with Chinese captions put on after they get here other ads are also turning more to the display type to attract the attention of the readers. The old Chinese saying that "One picture is worth ten thousand words" is well indicated by the number of display ads in both magazines and daily papers. Because it is expensive to make blocks there

Message From Dean Of University Of Missouri School Of Journalism

Frank L. Martin, dean of the School of Journalism of the University of Missouri, Missouri-Yenching Exchange Professor, 1932-1933, before leaving China for the United States last academic year, issued the following statement:

As exchange professor from the School of Journalism of the University of Missouri, I am glad of the opportunity to take advantage of the *Yenching Journalism News* to express the genuine satisfaction that Missouri feels over the real progress made by the Department of Journalism at Yen-ching toward the aim of aiding the press of China through the medium of special training and education.

With the special needs of China in mind the Department has steadily developed this newer form of professional training along the tested lines that have proved successful in the western world. Journalism is taught in limited manner at a few other institutions of higher learning in China. At Yen-ching, however, there is provided for the first time a full, four-year curriculum, carefully selected by men of real standing in the profession, by means of which we have every assurance the Department is now sending men and women to the staffs of newspapers and periodicals equipped to render the highest service. It is the aim of the Department to have its graduates leave Yen-ching with the proper background of knowledge necessary for successful journalistic work, with a full realization of the idealistic mission of the press, and with the modern methods of best professional practice.

That such education will not be confined to Yen-ching but that it will spread generally throughout the Republic with the end that China in the future will present to the world a greatly improved Journalism, a Journalism which in turn will render high service to the nation, is also the general aim of this Department.

Frank L. Martin.

are only a few newspapers that have pictorials. However, pictorial weeklies, printed in one color are getting very popular and it is estimated that there are about 200 different kinds in the country. These pictorials carry little advertisements but run longer stories on romance and drama.

The department of journalism at Yen-ching is making a scientific study of the Chinese headlines, which are not standardized in any form, and also the make-ups of the various papers in the country. Students have collected more than a hundred different kinds of pictorials. The graduates of the department who are now working on big Chinese newspapers have no doubt improved their papers. Good schools and departments of journalism with no other ambition than the training of men and women to publish better newspapers without doubt have their valuable place in the educational systems of this country.

Circulation Of Newspapers in China Daily Exceedingly Small At Present

Only 242 persons among every 10,000 subscribe to a daily newspaper in China? This is the estimate made by one concern.

According to the authorities of the Department of Journalism of Yen-ching University in Peiping, there were at least 2565 publications under the classification of newspapers and magazines registered in the Ministry of Interior at Nan-king up to middle of 1933. Quite a number of publications have not yet been registered, according to the Department, which is preparing the second edition of the Newspaper Directory of China, the first of which appeared early in 1933, compiled with the aid of the Chinese Post Office which keeps a record of all newspapers registered for transmission with special privilege.

In the opinion of Carl Crow, Inc., advertising and merchandising agents, at Shanghai, the number of papers printed each day in China is less than 2,000,000, varying from 900 copies in the province of Kansu to 810,000 in Kiangsu. Most of the daily newspapers are read in the treaty ports and foreign concessions. In Dairen, according to the same authority, there are 3,000 newspapers circulated daily per 10,000 population, while in Hongkong, 1697. In the provinces of Kansu and Kweichow, only one paper for every 10,000 population.

The number of readers per copy published has been variously estimated at from 5 to 10 so that the number of daily newspaper readers is somewhere between 9,000,000 to 18,000,000. These figures do not include the many weeklies, monthlies and other periodicals nor the dailies published in various foreign languages.



Missouri-Yenching Gathering in China: Back row left to right, Y. Y. Chang, Editorial Writer, The Peiping World; James Shen, Shanghai China Press; Hin Wong, Department of Journalism, Peiping; Tang Te-chen, Shanghai China Press; Su Liang-ke, Yen-ching; Dean Frank L. Martin, School of Journalism, Missouri; Kao Ching-hsiao, Editor, Peiping Shih Pao; Kuan Yi-hsien, Manager, Shih Wen News Agency; Front, J. C. Sun, Peiping Reuter's Service; Mrs. Sun; Samuel D. Groff, First Missouri-Yenching Fellow in Journalism; Mrs. Hin Wong; Mrs. Martin; Master Kuan; Mrs. Kuan.

"YENCHING-MISSOURI" SOCIETY IS ORGANIZED IN CHINA

Friends in China interested in the promotion of education for journalism are organizing themselves under the name of Missouri-Yenching Society in China. They will second the effort now being made by President Walter Williams, Dean Frank L. Martin and other friends of the University of Missouri who are incorporating the Missouri-Yenching Journalism Foundation to maintain the educational underking for journalism now in progress at Yen-ching University, Peiping, China.

The purpose of the society is to do everything within power to promote education for the profession of journalism in China. It is expected that the society will serve as a medium for closer relations among those in China and America who are interested in the advancement of education for journalism particularly with the Missouri-Yenching Journalism Foundation.

The society will publish from time to time information concerning all matters bearing upon its broad objective and specific projects and co-operate with the Department of Journalism of Yen-ching University in the promotion of its annual Journalism Week.

It will cooperate in the policy of exchange of journalists between the U.S. and China being promoted by the School of Journalism of the University of Missouri and Yen-ching University.

MISSOURI JOURNALISTS AT YENCHING UNIVERSITY

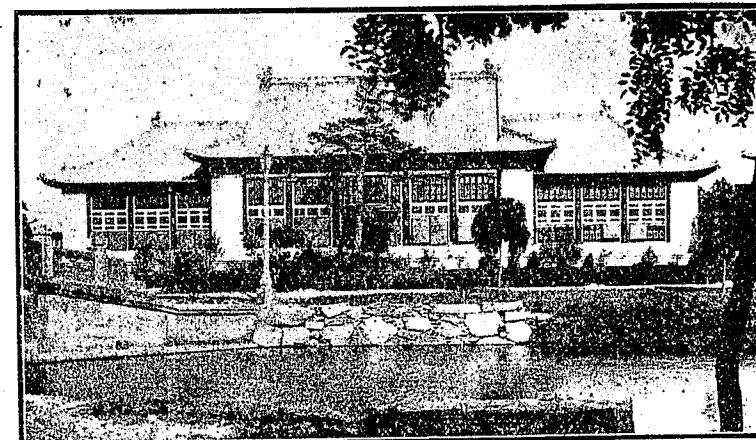
Vernon Nash, Yen-ching-Missouri Exchange Professor at Missouri in 1932 while Dean Frank L. Martin of the School of Journalism of the University of Missouri was in Yen-ching in a similar capacity, returned to Peiping in August, 1933. He has relieved Hin Wong of the chairmanship of the department so that Mr. Wong may resume his duties as director of laboratory work and give more time and attention to cultivation and general public relations.

J. D. White, second Missouri-Yenching Exchange Fellow, is giving courses in advertising while completing his work for an M.A. degree. David C.H. Lu, first Yen-ching-Missouri Exchange Fellow, who returned to China in 1932, is again offering courses in Journalistic Writing and News Editing, while continuing his Chinese editorial work in the Peiping Chronicle. Su Liang-ke, a graduate in the class of 1932 has been re-appointed assistant and secretary for the department this year.

For financial and other reasons, no regular Yen-ching-Missouri Exchange Fellow was appointed last spring to study in Missouri. However, a graduate of the class of 1933, Kao K'e-yi, who has gone to Missouri to undertake further study of journalism on his own account, has been appointed as an honorary Fellow. Tang Teh-chen, the second Yen-ching-Missouri Exchange Fellow, since his return from America, has joined the China Press, of Shanghai, of which the publisher is Hollington H. K. Tong, an alumnus of Missouri in journalism.

Mr. Nash, in addition to his usual duty in the Department of Journalism at Yen-ching, is a member of the athletic council of the University.

Mr. Wong is serving his fourth term as secretary of the faculty of the College of Arts and Letters of Yen-ching University. On several occasions Mr. Wong has been asked to take charge of the dean's office of the College during the absence of the dean of the Arts and Letters faculty.



Bashford Hall, Administrative Building of Yen-ching University, Peiping (Peking), China, in which Offices of Department of Journalism are also housed.

Society In China to Encourage Education For Journalism

With leading Chinese journalists in Peiping (Peking) and Tientsin as promoters, a society is in process of formation in China to encourage education for journalism, according to announcement made during the reception to journalists by Yen-ching December 2 at the Yen-ching Alumni Club in Peiping.

Hin Wong, for a time chairman of the educational committee of the Chinese Institute of Journalism at Hongkong, is acting as secretary of the group enlisting membership for the proposed organization.

More than 40 representatives of Peiping newspapers and news agencies were present at the reception including a number of foreign correspondents. Vernon Nash, chairman of the Department of Journalism; Chang Te Sheng, president, and Chang Yin-en, secretary of the Yen-ching Journalism Club; Kuan Yi-hsien, publisher of Shih Pao, and An Huai-yin, editor of the North China Daily Press, spoke during the gathering.



Hin Wong, Seen While on A Visit to Taishan.

For sample copy of:

P'ing Hsi Pao (Peiping West Gazette)

and the New China Please address:

The Department of Journalism,
Yen-ching University,
Peiping (Peking) China.

PRACTICAL WORK PROVIDED IN JOURNALISM LABORATORY

The Department of Journalism of Yen-ching University is performing services other than class room and laboratory work for the students.

Foreign and Chinese works on journalism, including advertising, are being collected. There are now in the General Library at Yen-ching and in the offices of the Department several hundred volumes, mostly in the English language. The Department itself had edited several Chinese publications in the form of series of studies and kept on file printed lecture notes of some of its own teaching staff and the senior theses of all of its graduates.

The publication of a deskbook for newspaper office is being undertaken under the supervision of a member of the faculty.

Students in the reference library class are indexing three well-known newspapers, the *China Press*, the *Tu Kung Pao*, and the *Shun Pao*. This is being done as an experiment to test the efficiency of a recently advanced method and system.

A collection of different types and classes of publications in China is being made, and it has been the practice of the Department to provide an exhibition of newspapers during its

Journalism Week held annually in the spring since 1930.

The service of the Department has been called upon by friends abroad, including the New York Public Library, to collect old and missing numbers of periodicals and other publications desired and also to gather data for special subjects related to things Chinese.

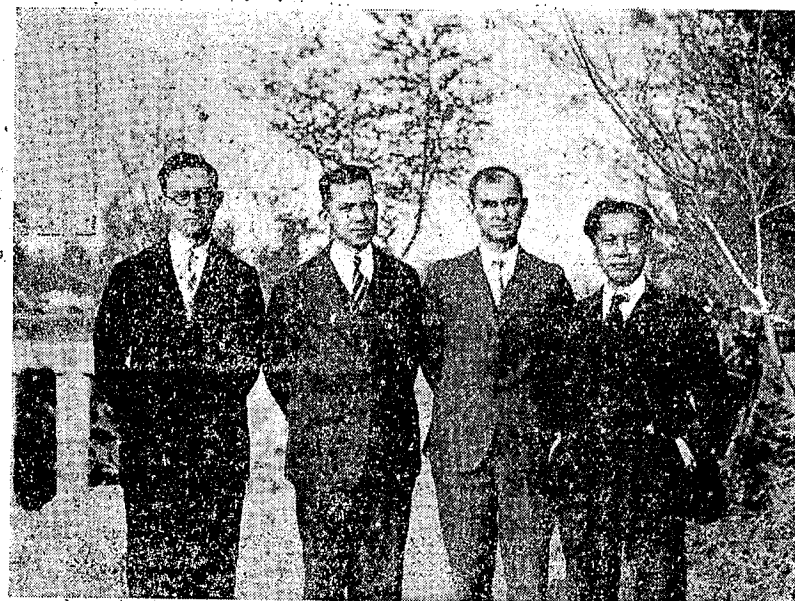
Students connected with the correspondence classes have been called upon several times to prepare pamphlets for patriotic and other purposes, and at one time the entire report of a Chinese government bureau on an important issue to be translated into English for presentation to an international inquiry commission was entrusted to the students of the Department under the supervision of a teacher.

The "morgue" kept by the Department for the laboratory practice of the students has enabled teachers and students to gather information for the preparation of publicity matters for patriotic purpose and general information.

A news service has been maintained at times for the supply of school news to Peiping newspapers. Students have served as correspondents for journals elsewhere in China.



A monument in Canton in honor of the late Dr. Wu Ting-fang, statesman and diplomat, sometime Chinese Minister at Washington. Dr. Wu was a member of the staff of the *Wah Tze Yat Po*, a Hongkong daily, in its early days.

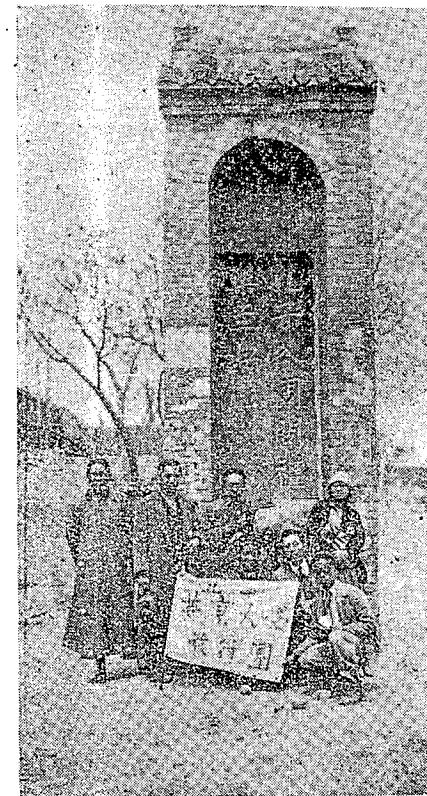


A Pioneer Missouri-Yen-ching Group: Left to Right, Samuel D. Groff, First Missouri-Yen-ching Fellow in Journalism; Vernon Nash, First Yen-ching-Missouri Exchange Professor; T. E. Breece, First M. U. Graduate to join the Yen-ching Faculty; and Hin Wong, First Chinese Graduate in Journalism from the University of Missouri.

EIGHT FOREIGN NEWS AGENCIES

COOPERATE WITH DEPARTMENT

One of the means for encouraging the study of world affairs as well as local and national questions was, the publication of a daily newspaper in English while Peiping was temporarily without such an organ and the subscription to international wired news services from which students would acquaint themselves with what the world is doing and thinking through the handling of "copy" thus received. For a time the *Yen-ching Gazette*, through the courtesy of foreign correspondents and other friends in China interested in the development of corps of Chinese journalists who would later be able to handle incoming and outgoing news such as the foreign agencies handle at present, was able to receive at nominal cost leased service from such agencies as the Reuters, United Press, Havas, Transocean, Tass, Anasta, Central News Agency, Rengo, Nippon Dempo, and a number of Chinese national and provincial services. Students editing or translating for the English and the Chinese editions have learned much concerning editing problem.



When Confucius, the great Chinese sage 551 B.C., was in need of knowledge on music and etiquette, he simply went from his own state, Lu, to another, Chou, to have interviews with people there. Sitting at the foot of the monument in Loyang, the ancient capital of Chou, in honor of his visit, may be seen others following the foot-steps of the great sage, some students of Yen-ching University, accompanied by teachers, who recently went all the way from Peking to look also for information.

AMERICANS RECEIVE M. A.

DEGREE IN JOURNALISM

So far only two Americans have received the degree of Master of Arts from Yen-ching University, and both are from Missouri. So far as can be learned these two are the only western students to receive graduate degrees from a Chinese university.

The first American to receive the honor of the degree of M. A. was Samuel D. Groff, the first Missouri-Yen-ching Exchange Fellow, who taught courses in Advertising in Yen-ching from 1929 to 1932. Mr. Groff was graduated from the University of Missouri School of Journalism previous to his coming out to China.

The first American woman student to receive the M.A. degree from Yen-ching was also a Missourian. She is Miss Ruth Rooker, a sister of Mrs. Vernon Nash. Miss Rooker has been in China since 1929, teaching first in schools connected with the American Board for Foreign Missions in Peiping and later in Yen-ching's school for the children of western faculty members.

Probably the third American to be so honored will also be a Missourian. Among the many candidates registered this year for the degree is J. D. White, the second Missouri-Yen-ching Exchange Fellow in Journalism, who is at present in charge of the advertising courses in Yen-ching.



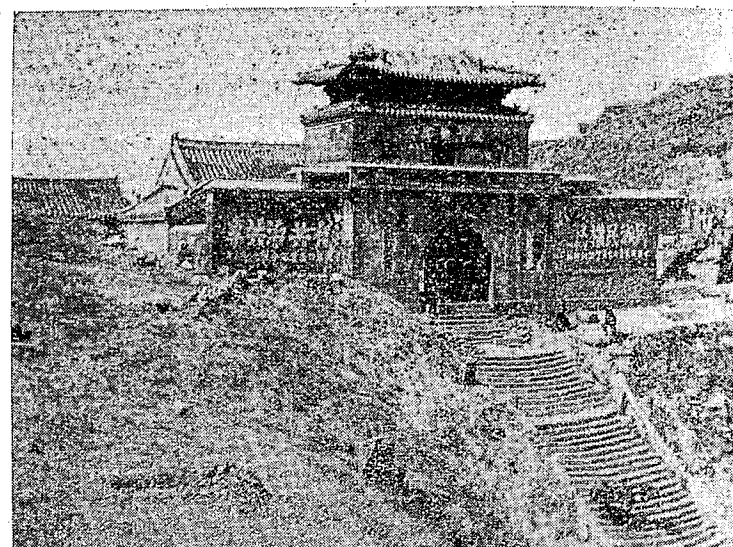
Outside the Meeting Hall of the Emergency Conference of the Chinese Republic held in Loyang, May, 1932, during the invasion of Shanghai by the Japanese. Yen-ching journalism students were represented in the press section of the Conference by staff correspondents of the *Yen-ching Gazette*, a laboratory publication.



Dr. Mei Lan Fang, a well-known Chinese actor who visited America several years ago, holding a copy of a *Tientsin* newspaper featuring Chinese music and drama.



Among the 1933 graduates of Yenching University, Peiping, were the first Chinese girl and the first American boy to receive a certificate for work done in journalism. Left to right: Li I, of Hupeh; F. M. Fisher, U.S.A.; and George Kao, of Shanghai; and Miss Jane Tang, (in the Center) of Java.



Nan Tien Men, the "South Gate to Heaven", on the summit of Taishan, China's Sacred Mountain in Shantung: See how the press agents grab space on its walls.



Missouri—Yenching Exchange Fellows and Professors: Left to right, J. D. White, Second Exchange Fellow; David C. H. Lu, First Exchange Fellow; Hin Wong, Former chairman, Yenching Journalism Department; Frank L. Martin, Dean, School of Journalism, University of Missouri; and First Missouri—Yenching Exchange Professor, 1932.



A Journalism Professor Seen with some Women and Children of North-western China.



Wang Ching-wei, President of Executive Yuan, in right, of the Chinese government: Like officials in other countries, the "prime minister" of China, President of the Executive Yuan of the Chinese Republic, Mr. Wang, often meets newspaper people. He is here seen with a Yenching student before the camera of a Yenching Gazette reporter. Before entering politics, Mr. Wang was also a journalist.



Journalism class of 1931 Visits the Great Buddha in Taihung, Shansi.