



March 13, 1990

Roy L. Moore, Director of Graduate Studies

No. 10

Welcome back from spring break. The end of the semester is now in sight!

I was extremely pleased to see that so many of you -- students and faculty -- participated in one or more of the sessions conducted by our spring graduate seminar speaker, Dr. Ronald E. Rice, Associate Professor of Communication, Information and Library Studies at Rutgers University. More than 60 people heard Dr. Rice discuss "Principles of Successful Communication Campaigns" on Friday morning, and approximately 25 graduate students and faculty members attended the afternoon seminar on "Recent Research on New Media."

The Network Analysis Workshop on Saturday morning was clearly the highlight of Dr. Rice's visit. A dozen graduate students and faculty spent three hours (an hour more than the original allotted time because of the intense interest of the audience!) getting a practical, "hands-on" look at this innovative communication methodology, including actual examples and available software. If you weren't there, you missed an outstanding seminar!

Thanks to Dean Daniel R. Reedy and the Graduate School for providing an annual allocation for these seminars and for additional support provided by Dean of the college, Dr. Douglas A. Boyd. Also thanks to all students and faculty who participated.

The report of the Faculty/Student Committee for reviewing the graduate program should be available soon. The committee, chaired by Dr. John Van Willigen of the Department of Anthropology has done a very thorough and comprehensive job of reviewing and evaluating the strengths and weaknesses of the program. As the DGS for the next two years, I will be working closely with the graduate faculty and Dean Douglas A. Boyd to implement the appropriate changes recommended by the committee. Two outside consultants have also been asked to visit the campus and provide their evaluations. Two of our graduate students, Ms. Rosemary Booth from the Ph.D. program and Ms. Lynda Thomas from the M.A. program, served on the committee and provided invaluable input gathered from the graduate students.

Ms. Booth, by the way, is working with other graduate students to write a "Ropes" manual that will be provided to all graduate students, but especially new students, to guide them through the program. It will include information on orientation, setting up a computer account, the Graduate Student Association (which Ms. Booth is helping organize), how to find an adviser, etc. If you have suggestions on information to include, please contact her.

One of the suggestions from the graduate students on the review committee was that minutes from each of the three graduate committees (Admissions and Financial Aid; Review; and Program) be disseminated. This is an excellent idea, and thus I am now posting copies of all minutes on the graduate bulletin board on the second floor of the Grehan Building. If you need a personal copy, please let me know.

By the way, copies of Dr. Rice's materials (including the new second edition of his Public Communication Campaigns, a chapter on "Principles of Successful Communication Campaigns: A Summary from Recent Research" to appear in a forthcoming book, and other publications) are now available on reserve in the College Reading Room.

There is no room for questions/answers this month, but please send some along for next month.

## NEWS

Six graduate students admirably represented the College of Communications at the Seventh Annual International and Intercultural Communication Conference in Miami in late February. Dr. Ramona R. Rush also presented a paper at the conference. Kathy Barber, Mary Boguslaw, Jim Gibson, Sonia Gutierrez y Villalobos, Marilyn Hunt, and Mary Moore had one of the best attended sessions at the conference. The session was co-moderated by Hunt and Rush. Gibson was awarded the Group Travel Award (GTA) for riding 56 hours by bus in order to attend the conference.

Graduate student J. Mark Prather has an article (co-authored with Roger C. Saathoff and Jerry C. Hudson) in the Spring 1990 issue of Southwestern Mass Communication Journal.

Sonia Gutierrez y Villalobos, Marilyn Hunt, and Dr. Ramona Rush will be presenting papers at the Third World Conference in April in St. Louis. The theme is "New International Order in the 1990's: Impact on Third World Development."

Professor Lisa McLaughlin will be presenting a paper, "Re-form Culture and Representations of Prostitution" to the Feminist Scholarship Interest Group at the annual International Communication Association Convention in June in Dublin, Ireland.

Dr. Ramona Rush, who will be on sabbatical leave during Fall Semester 1990, is looking for graduate students or faculty members to rent her house during her absence. The house can hold three persons comfortably and is fully furnished. She especially would like to find a person(s) who loves (big) yard work. Arrangements can be made for shared occupation this summer.

Dr. Ramona R. Rush is one of six persons nominated for four seats on AEJMC's Standing Committee on Professional Freedom and Responsibility.

Dr. Rush would appreciate your support if you are a member of AEJMC. Election ballots must be postmarked by April 2 and received by April 9, 1990

Dr. Pamela J. Kalbfleisch was elected to the position of Chair of the Interpersonal Division of the Western States Communication Association. This is a two year commitment. Interpersonal is the largest division of the Western States Communication Association. This association discourages the election of members from outside of the Western States, so election to this position is a double honor. Next year the convention will be in Phoenix, the following year it will be in Boise. People should see Dr. Kalbfleisch if they are interested in a membership in the Western Association.

Dr. Douglas A. Boyd will be presenting a paper entitled, "The effects of New Media and Social Change on International Radio Listening Patterns," to the Challenges for International Broadcasting Conference during March 18-21 in Hamilton, Ontario, Canada. The conference is sponsored by McMaster University and Radio Canada International.

## ANNOUNCEMENTS

### JAPANESE INTENSIVE LANGUAGE INSTRUCTION FALL 1990

Through an agreement with the Hokkaido Foundation, the University will offer credit instruction in the fundamentals of Japanese beginning in the Fall, 1990 semester, according to Dr. Robert Hemenway, Chancellor of the Lexington Campus. Under terms of the agreement, the Hokkaido Foundation will provide an instructor trained to teach a four semester sequence in the Japanese language to U.K. students. The program will be aimed at oral proficiency and will accommodate a limited number of students. Instruction will be conducted by a trained teacher and native speaker of Japanese and will have two small

sections (a maximum enrollment of 10 per section). Sections will meet at 8:00 am M-W-F and a 12:00 pm M-W-F. The course is planned to continue through four semesters and is designed to provide a functional, working knowledge of spoken Japanese. The three intensive hours of classroom study each week will be supported by an accompanying package of audio-visual materials provided by the Language Laboratory.

Students from all colleges are invited to apply for enrollment. Applications from graduate students, and undergraduate students, at the sophomore level and above, who will be of Junior status next fall, as well as faculty, and staff, are welcome.

#### REPEAT OPTION

Since Fall, 1981, a graduate student has been able to elect to repeat a graduate course and count only the second grade as part of the graduate grade point average.

\*\*A student may exercise the Repeat Option only once in a particular degree program\*\*

Procedure: The student must obtain a Repeat Option Form from the office of the Associate Dean of the Graduate School. The student's request to repeat a course must be approved by his/her DGS. The Repeat Option form is then filed in The Graduate School and the change of grade is recorded when the course has been completed for the second time. The original grade does not figure in the new GGPA.

A request to exercise the repeat option should be made before the course is repeated, but in no case should the request be filed later than the last day for dropping a course without a grade (i.e. three weeks following the first day of classes in the regular semester).

#### UNIVERSITY OF KENTUCKY MINORITY POSTDOCTORAL FELLOWSHIP PROGRAM

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#### UNIVERSITY OF KENTUCKY LYMAN T. JOHNSON MINORITY POSTDOCTORAL FELLOWSHIP PROGRAM

Up to three postdoctoral fellowships, named in honor of the University's first African-American doctoral student, will be awarded for periods up to 2 years beginning Fall semester 1990. Postdoctoral fellows are expected to pursue an individualized program of advanced training in research under the mentorship of one or more UK professors. Fellows may teach no more than one course per semester.

Fields: Applications are welcome for study in any academic area in which the University offers a doctoral degree.

Support: \$25,000 stipend and \$3,000 research support including travel per calendar year, and up to \$2,000 relocation support.

Eligibility: Minority students who are American citizens or permanent U.S. residents and who will have completed the doctoral degree not later than September 1, 1990 or who have completed the doctoral degree within the past four years are eligible to apply. Selective criteria include evidence of scholarship potentially competitive for tenure-track faculty appointment in research universities and compatibility of specific research interests with those present in doctorate-granting units on campus.

Application Materials: Curriculum vitae, sample publications or dissertation chapters, 3-5 page research proposal, and three letters of recommendation (sent directly from the references). All materials are due no later than April 2, 1990 and should be sent to:

Office of the Vice President for  
Research and Graduate Studies  
207 Administration Building  
University of Kentucky  
Lexington, Kentucky 40506-0032

Awards will be announced by  
April 16, 1990

#### Summer Teaching Assistantships

The Department of Communication supports a large number (5 times that of 5 years ago) of graduate students with summer teaching assistantships. Teaching assignments based on those requests are made using the following priority system: active graduate students who are ENROLLED IN SUMMER SCHOOL first; active graduate students second; need as a third consideration; seniority as the fourth. Of course we offer only certain courses (e.g., public speaking, interpersonal) and the graduate student must be qualified to teach the courses that make for the summer. NO SUMMER TEACHING ASSIGNMENTS CAN BE FINALIZED (FOR GRADUATE STUDENTS OR FACULTY) UNTIL AFTER SPRING REGISTRATION FOR SUMMER. Interested students should contact Dr. James Applegate, Chair, after registration.

#### CONFERENCES

The Southeast Regional Colloquium for the History, Law and Newspaper divisions of the Association for Education in Journalism and Mass Communications is scheduled for Charleston on March 29-31. A lively and informative program is shaping up for this event.

ALTERNATIVE DELIVERY SYSTEMS: Several experiments are under way around the country to develop alternative delivery systems for news and information. Representatives of the Knoxville News-Sentinel will be present to discuss their one-month program of delivery by fax.

COMPUTERS AND THE VISUAL JOURNALIST: A demonstration of computer graphics and the illustration of news will be conducted by computer experts. In addition, time will be available for faculty members to discuss individual computer software packages used in their instructional program.

COVERAGE OF HURRICANE HUGO: Staff members from the Charleston News and Courier, WPAL Radio (Charleston) and the South Carolina Educational Television System will discuss their problems in covering "the storm of the century": Hurricane Hugo.

PAPER SESSION: At least three sessions will be set aside for faculty and student paper presentations from each of the three divisions. See DGS Roy L. Moore for more information.

#### BIG 10 CONFERENCE

For nearly two decades, both the Big Ten schools and the Communication Theory and Methodology Division of AEJMC have sponsored mid-year mini-conferences for graduate students in the midwest. The Institute for Communication Research at Indiana University will host both groups this year at a mini-conference, set for April 6-8, 1990 in Bloomington, Indiana. Students and faculty in our college, along with those from related departments across the midwest have been invited to participate.

The conference will open with an informal reception on Friday night and feature sessions all day Saturday. Students will present and students will moderate each session. Instead of the critiques that, at most conferences, normally follow presentations, student moderators will lead the ensuing question and answer/discussion period. The Institute will host a dinner on Saturday night. On Sunday, if enough students want to present papers, there will be a final student session opening

the morning's activities. Then, the Institute will feature three or four faculty from outside the attending schools to spend an hour or two talking about alternative ways of approaching the study of mass communications. The conference will wind up with a discussion about the topic. See DGS Roy L. Moore for more details.

The Mass Communication and Society Division of AEJMC announces its 1990 Open Research Paper Competition. Papers are sought on any topic within the general framework of the relationship of mass communication to society. Papers will be selected for presentation at the annual AEJMC national convention in Minneapolis, Minnesota, August 9-12, 1990.

No paper submitted simultaneously to any other AEJMC divisional competition will be eligible for the MC&S judging. Papers that are more appropriate to another division will not be judged. Papers that already have been published, accepted for publication, or presented elsewhere are ineligible.

Papers may be any length and must be postmarked no later than April 2, 1990. They must be typed or word-processed, double-spaced, and in a finished format. Send four copies of each paper submitted. The cover sheets of three copies should contain only the title of the paper. The cover sheet of the fourth copy should include the author's name, address, and university or institutional affiliation. Additionally, each copy must include two abstracts. One abstract must be no more than 75 words, the other no more than 250 words. The abstracts must be typed, single-spaced. Include a self-addressed, stamped postcard for acknowledgement of receipt of the paper.

Judging will be blind. Results will be reported by mail during June 1990. Authors whose papers are selected are expected to present their papers at the convention, and are responsible for duplicating their papers at their own expense and making those copies available for distribution at the convention.

Send four copies of papers and abstracts plus a self-addressed postcard by April 2, 1990 to Robert M. Ogles, Department of Communication, Heavilon Hall, Purdue University, West Lafayette, Indiana 47907.

#### 1990 MOELLER STUDENT PAPER COMPETITION

Papers authored by graduate and undergraduate students are sought on any topic within the general framework of mass communication to society. A \$75.00 first prize and a \$25.00 second prize will be awarded. Guidelines for submissions to the Moeller competition are the same as those for the open paper competition with the following exceptions: (1) papers submitted as a course requirement anytime after March 1, 1989 are eligible; (2) there is a 20-page limit (about 5,000 words) on papers submitted to the Moeller competition; and (3) students must submit a letter of certification from the supervising faculty member.

Send four copies of Moeller papers and abstracts plus a self-addressed postcard by April 2, 1990 to Margot Hardenbergh, North Hall, Room 211, University of Bridgeport, Bridgeport, CT 06601.

IMPORTANT DATES:

March 22 (Thursday) -- Last day to submit Notification of Intent to schedule a final examination in The Graduate School for doctoral candidates for a May degree

March 27-April 12 (Tuesday-Thursday) -- Registration for the 1990 Fall Semester and both 1990 Summer Sessions. The Registration Center, Alumni Gym Lower Level, and college registration sites, will be closed ALL Fridays during this period. Hours of operation are 8:30 a.m. - 12:30 p.m. and 1:30 p.m. - 5:30 p.m. (College sites close at 4:30 p.m.) The center is open Wednesday, March 28 until 8:00 p.m. and Saturday, March 31, 9:00 a.m. - 1:00 p.m. to serve Evening/Weekend and Graduate Students. See the Fall Schedule of Classes for more information.

April 5 (Thursday) -- Last day for candidates for a May degree to schedule a final examination in The Graduate School

April 19 (Thursday) -- Last day for candidates for a May graduate degree to sit for a final exam

April 27 (Friday) -- Last day for doctoral candidates for a May degree who wish to receive a diploma at Commencement to submit dissertation to The Graduate School.

May 4 (Friday) -- Last day for candidates for a May degree to submit a thesis/dissertation to the Graduate School

May 6 (Sunday) -- Commencement Day