

First off....

This is the second newsletter I have perpetrated in my tenure as DGS. There is much new information I can share. Please keep me informed of your doings, so that I can include them in issue # 24.

Job news

Well, we are still batting a thousand, and our graduates are leaving Lexington for exciting jobs in exotic locations. (Switch to Aussie accent...)

Overlooking the campus of Southern Connecticut State University from the windows of her plush, well-appointed New Haven office, assistant professor Tracy Banks is getting ready to receive the president of the university to talk about improving the organizational communication program.

Meanwhile, another newly-appointed assistant professor, Chris Foreman, has made contact with local industry leaders in Ypsilanti, home of Eastern Michigan University, to continue her work with organizational narratives.

(Switch back to regular programming...)

Other people out of here

Since the last newsletter, several students have completed their degree work. All of them are

Master's students: Mary Boguslaw, Susan Colon (now in the Ph.D. program here), Terry Johnson, Jack Lewis, David Meagher and Diane Moore. Well, not all of them, after all: Just yesterday Garvin Quinn defended his dissertation on "Local radio news and public affairs programming: Perceptions and attitudes of Kentucky listeners." So now we know! Some other Ph.D.s are in the pipeline, so you shouldn't be surprised if I'll have something to report in the next knufletter.

Also, Maki Takahashi, now in the doctoral program, was inadvertently left off the previous list of Master's. Her thesis is entitled: "Shoojo--Japanese androgynies: Femininity, masculinity and androgyny in Japanese television commercials." If you are at all in doubt about gender categorizations, please see her as she is now the world's leading expert!

Promotions and other good things

Our alumnae and alumni are also doing very well indeedly.

Ted Zorn, one of our first Ph.D.s, has been tenured and promoted to Associate Professor at the University of North Carolina, Chapel Hill.

Trish Amason, a Kentucky MA who finished her Ph.D. at Purdue, has received an early promotion to Associate Professor at Ferris State University.

Rosemary Booth, a UK Ph.D. now at the University of North Carolina at Charlotte, received two grants totaling \$ 8,200 from the university's Faculty Development Program to fund longitudinal studies, one on "Leadership in a changing environment," the other on "Women's presence in employee communications."

House news

As everyone knows by now, Jim Applegate has received a very prestigious American Council on Education Fellowship, which will allow him to gain further experience in higher administration. At the rate he is going, he'll make president at a very nice university within the millennium (i.e., soon)!

In the meantime, Dean Boyd has appointed Enid Waldhart as acting chair of the Department of Communication for the 1994/1995 academic year.

Hal Bronson has been approved for associate membership in the Graduate Faculty and is now available to serve on graduate student advisory committees. One of his interests is organizational communication. Don't you go pouncing on him all at once now--try to spread it out over several days!

Dr. Kalbfleisch will be leaving the University of Kentucky at the end of the semester. She tells me she has offers to make her home either on the range (University of Wyoming) or on the river (Memphis State University). Please note that she will continue as an associate member of the UK graduate faculty for another year, allowing her to serve on graduate student committees.

Dr. Scheiner will also be leaving us after this semester. He tells me that he will probably stay in the neighborhood. Dr. Scheiner will also continue to be able to serve as an associate graduate faculty member for one more year.

Wandering scholars

Conference attendance was really involved these past months (not that that

is in any way unusual). Let me give you some of the presentations that I have heard about, mainly from the--very well attended--SSCA meeting in Norfolk, Virginia. Please remember that the deadline for submissions to the next SSCA conference, to be held in New Orleans, is this September.

Al-Makaty, S. (1994). "Media imperialism and Direct Broadcasting Satellite (DBS) in the Third World: The reaction to the advent of DBS in the Arab world." 64rd Annual Convention of the Southern States Communication Association, April 7-10, 1994, Norfolk, VA.

Al-Makaty, S. S., Van Tubergen, G. N., Whitlow, S. S., & Boyd, D. A. (1994). "Television advertising in a conservative Islamic society: A Q-study of Saudi Arabian Men's perspectives." Annual Meeting of the Broadcast Education Association, March 18, Las Vegas, Nevada.

Banks, T., & Applegate, J. (1994). "The usefulness of multiple measures of behavior in cross group comparisons of communication." 64rd Annual Convention of the Southern States Communication Association, April 7-10, 1994, Norfolk, VA.

Bonnell, K. (1994). "Mentoring nontraditional students in a traditional university environment." 64rd Annual Convention of the Southern States Communication Association, April 7-10, 1994, Norfolk, VA.

DeSantis, A. D. (1994). "Selling the American dream: The *Chicago Defender* and the Great Migration of 1915-1919;" & "Breaking the generic rules: A textual analysis of Frederick Douglass' 'The meaning of the Fourth of July to the Negro.'" 64rd Annual Convention of the Southern States Communication Association, April 7-10, 1994, Norfolk, VA.

Gillotti, C. (1994). "Shooting the messenger: Health care providers and the delivery of bad news." 64rd Annual Convention of the Southern States Communication Association, April 7-10, 1994, Norfolk, VA.

Harris, T. (1994). "Mentoring African American students." 64rd Annual Convention of the Southern States Communication Association, April 7-10, 1994, Norfolk, VA.

Kalbfleisch, P. J. (1994). "Women in science and engineering: Facilitating mentoring relationships and increasing social support." 64rd Annual Convention of the Southern States Communication Association, April 7-10, 1994, Norfolk, VA.

Knuf, J. (1994). "From Duckburg to Entenhausen: Discourse and narration in German Disney comics." 64rd Annual Convention of the Southern States Communication Association, April 7-10, 1994, Norfolk, VA.

Nall, R. B. (1994). "The development of media dependency in Hungary". 64rd Annual Convention of the Southern States Communication Association, April 7-10, 1994, Norfolk, VA.

Saidullah, J. K., & dSilva, M. U. (1994). "You funky: The arrival of MTV in India." 64rd Annual Convention of the Southern States Communication Association, April 7-10, 1994, Norfolk, VA.

Takahashi, M. (1994). "American companies' commercials aired in Japan: The description of Japanese cultural and historical values." 64rd Annual Convention of the Southern States Communication Association, April 7-10, 1994, Norfolk, VA.

Truitt, J. (1994). "Structuring a mentoring program to maximize the honor student potential." 64rd Annual Convention of the Southern States

Communication Association, April 7-10, 1994, Norfolk, VA.

Warren, D. (1994). "Covering and communication: The symbolism of dress among Muslim women;" & "The gendering of prayer: An ethnographic study of Muslim women in the United States." 64rd Annual Convention of the Southern States Communication Association, April 7-10, 1994, Norfolk, VA. *The first paper is a top four competitive paper in the Gender Studies Division, the second a Top Student/Debut paper in Intercultural Communication! Way to go!*

Things to read

Students and faculty members have been busy hitting the keyboards. In reverse alphabetical order, they are the following (they would be the following anyway, of course):

Zhu, J.-H., Milavsky, R., & Biswas, R. (1994): Do televised debates affect image preception more than issue knowledge? *Human Communication Research*, 20: 3, 302-333.

Lorch, E. P., Palmgreen, P., Donohew, L., Helm, D., Baer, S. A., & dSilva, M. U. (1994): Program context, sensation seeking, and attention to televised anti-drug public service announcements. *Human Communication Research*, 20: 3, 390-412.

Knuf, J. (1994). Reading *Playboy* as ethnography: Lexical indices of some naive male gender theories. *Semiotica* 98-3/4, 301-339.

Money/Honor/Travel to exotic locations

This is lifted (without regrets) from the *Grehan Sheet*:

A national competition for student papers on journalism ethics has been announced by the Association for Education in Journalism and Mass Communications (AEJMC). The 10th annual Carol Burnett/University of Hawaii/ AEJMC Prizes will include two \$350 prizes, one undergraduate, one graduate. Entries are to be research papers or articles intended for professional publications focusing on ethical issues in journalism and mass communication (including advertising, broadcast and cable news, public relations, but not entertainment programming, professional wrestling, or astro- and metaphysics). Papers should be 2,000 to 5,000 words long (and no more than 35 words wide). All students enrolled in journalism programs are eligible to enter through their academic unit. Entries are limited to no more than two undergraduate and two graduate submissions per school. Deadline for the receipt of entries in June 1, 1994. Please contact Maria Braden in room 218 for further details.

Most excellent stuff!

If you are in the habit of perusing the *Kentucky Kernel*, you will have noticed, in the March 24, 1994, edition a report about the work of our Ph.D. student Tina Harris on interracial mentoring. To quote Tina from the interview:

"We are interested in matching students with faculty members who are genuinely interested in helping them out. Interracial pairing of mentors and protégés will aim to increase cultural sensitivity. The main goal is to retain the number of African-Americans and encourage them to graduate, and at the

same time provide them with networks and ways to be exposed to people in positions of power."

Just in case you could not remember, *Mentor* was the trusted counselor of that wayward sage, Odysseus. This is more tricky, however, even deceptive: Athena, the Greek goddess of wisdom (same as the Roman *Minerva*--I am italicising, for your convenience, all related Indo-European roots referring to qualities and states of mind and thought), took on the role of Mentor as a persona to instruct Telemachus, Odysseus' son. Odysseus and Telemachus, suitably instructed, then jointly slew Penelope's (i.e. wife's and mother's) suitors. Thought I'd just remind you...

In other news... Lynda Thomas will moderate a panel discussion at a conference on "Reinventing Kentucky," sponsored by the Kentucky Science and Technology Council on March 2, 1994, at the Lexington Hyatt Regency. The emphasis of the conference is the impact of telecommunications technology in the workplace and in schools. Presenters/moderatees include Thomas Boysen, the Commissioner of Education, and Virginia Fox, Executive Director of KET.

Well, that's it for now. Talk to you soon...

PS: The Dean wants his picture in this publication: Since he did not give me one in timep, please draw your own!

