

First off....

Welcome to the end-of-semester graduate newsletter, number two dozen. This maaaarvelous-darlink publication graces newsstands college-wide at this time of year for two reasons: First, December is when we're mostly finished with doing newsworthy things, such as conferences, degrees and other fit-to-printables, and second, your graduate director finally finds a few moments away from the hustle-bustle of the office to put this newsletter together. Funny as it sounds, my distribution of effort agreement with the University forbids me to expend more than 25% of my time as Director of Graduate Studies, so if you have seen me around for more than the legal ten hours each week, please don't tell anyone out there in the university--I know that I, like my predecessors in this office, can rely on the discretion of our immediate colleagues!

Well, having said that, there is quite a bit to report. Skipping the news of broadcast journalism colleague Howard Stern's heroic rescue of a suicidal man in the Big Apple, let us get to what interests us most--student accomplishments.

The Seal of Approval

The past few weeks have seen great activity at the examination frontier (where no one goes more than once or twice). We have had a very nice collection of Master's degrees. Plan B was again the

most popular option, and we now count among our alumni Sissy Bertino, Chih-Pyng Chen, Brian Malloy, Charla Jane Hylton Thoben (or CJT, if you skip the 'Hylton'), and Kathryn Wong.

Two graduate students chose to write a Master's thesis: Shafie Ahmad-Zin on "U. S. college students' perceptions and images of other nations and nationalities: Effects of interpersonal and mass communications" and Li-Han Chang on "Rethinking the National News Council." Thanks and a special round of applause go to Dr. DeSantis for co-chairing Mr. Chang's committee and to Maria Braden for serving as the committee's resident newspaper ethics expert!

With tears in my eyes I also report the departure, with Ph.D. in hand, of a whole cohort of graduate students of whom we have become so fond. Let me record here, for the life time of acid-free copier paper, their names, along with the titles of their dissertation, in order of title (not construct) complexity:

Karen Bonnell, "Second generation mentoring relationships;"

Judi C. Truitt, "The communication of self-helping skills to children;"

Freda Lewis, "Getting by: Race and parasocial interaction in a situation comedy;"

Sally M. Vogl-Bauer, "The impact of perceived equity and adolescent autonomy on parent/ adolescent communication strategy usage and relational outcomes."

Autumn Grubb-Sweetnam, "Women's use, negotiation and interpretation of women's service, fashion and beauty magazines: Generating gynesoteric tales through standpoint epistemology;"

Chris Foreman, "Conducting a critical-interpretive communication analysis of an organization: Identifying subcultural differences in the ideological meaning structure of a manufacturing company;"

J. Mark Prather, "The application of sensation seeking theory to a public communications campaign in Kentucky: The prevention of birth defects due to substance abuse."

Mark narrowly wins this semester's dissertation race by cleverly using lots of short words in the subtitle! Congratulations to all of you from all of us, and may tenure at your new institutions be swift and painless!

Circuit City

The graduate program was very busy on the conference circuit. As always, we had a great turnout at the Speech Association Conference in New Orleans. I counted twenty-six of our students and faculty there, and I may not even have run into everybody. The Kentucky party was a roaring success, and for days Maker's Mark pulsed through the veins of our colleagues from around the nation (myself, I prefer single malt over red-eye). Tasteless jokes about the football season were, of course, stifled instantly with chunks of cheese and globs of white mystery dip by the conversation police.

In alphabetical order (hey, why not?), these were the Kentucky presentations:

Applegate, James, "Successful recruiting: Preparing the ground;"

Banks, Tracy V., "Cultural differences in person-centered regulative communication: An exploratory analysis;"

DeSantis, Alan D., "Frederick Douglass and the Prophet Amos: The 1852 Fourth of July address;"

Harrington, Nancy G., Palmgreen, Philip C., Donohew, Lewis, and Lorch, Elisabeth Puzgles, "Designing drug abuse prevention campaigns for the high sensation seeker: The role of exciting alternative activities;"

Harrington, Nancy G., Prather, James M., and Donohew, Lewis, "Sensation seeking as a targeting variable in designing a substance abuse prevention program for at-risk adolescents;"

Harris, Tina M., "Media portrayals of women's menstrual health issues;"

Knuf, Joachim, "Deixis and paradeixis in the talk of Alzheimer's patients with their caregivers;"

Lindlof, Thomas R., "Communities out of conflict: The cast of Scorsese's *The last temptation of Christ*;"

Peirce-Jones, Carol, "Transformational rhetoric and the 'feminine' style: Beverly LaHae hangs tough;" and

Prather, James M., and Einerson, Martha J., "Jill in a box: Figure-ground differences in magazine advertisement photographs."

Apart from the SCA convention, two international meetings took place on our own campus here in Lexington, the *Third Kentucky Conference on Narrative* in October and the *First International Colloquium on Deixis* in December. The Narrative conference brought together for three days nearly one hundred scholars from around the nation, Canada, Europe, South America, and Asia. The Deixis colloquium six weeks later had about forty participants from twelve countries and was the first time that an international gathering of scholars had convened (for a very long weekend) to

discuss issues around the encoding of time, space, and identity in discourse.

Presenters at the narrative conference were:

Phyllis A. Braun, "Narratives of women in oppression: From victimization to empowerment;" and

Michael W. Shelton, "You, me, and TV: References to popular television narratives in conversation."

Only one Kentucky presentation made it to the Deixis colloquium, "Some thoughts on deixis in the talk of Alzheimer's patients," by yours truly.

The next Narrative conference will take place on the second weekend in October in Lexington, and the call for papers will go out in January. There will again be a pre-conference workshop, probably on qualitative computing, as well as a famous keynoter and several round-table sessions.

The Deixis colloquium will move to either France or the Netherlands before returning to Lexington in 1996. Many thanks to all the graduate students who helped me organize these meetings and to the good Drs. DeSantis and Hertog for keeping the panels on time!

Miscellaneous student news

Tina Harris, one of our doctoral candidates, worked over the summer as supervisor and interviewer in phase 1 of a study how African-Americans perceive the role and practice of advertising in the United States. Phase 1 is part of a larger study on African Americans' attraction to a career in the advertising and integrated market industry. Tina's work was funded through a grant awarded to Scott Whitlow by the American Academy of Advertising.

The education corner

As of next semester, the graduate program will have a standing workshop on discourse analysis, the Discourse Analysis Group. This group will meet for two hours every Friday, this spring working on *The discourse of aging*. Students must register for independent work credit with me. The purpose of this project is to bring to our program a coherent effort in the study of language and social interaction, loosely arranged around the methodologies of conversation analysis and linguistics. Topics will change from semester to semester. Participants are expected to produce, singly or collaboratively, publishable papers focusing on the overall theme of that semester's DAG.

Finally...

In conclusion, let me share with you one of the many observations about the communication process we find in the work of the famous German communication theorist Gerold Ungeheuer:

"Die eingeführte Fundamentalkategorie 'Gespräch' [kann] als Definiens nicht die Bestimmung enthalten ..., daß mit sprachsystemrichtiger Formulierung der sprachlichen Äußerung auch schon ein sicheres Erreichen des Gesprächsziels, nämlich gegenseitige Verständigung, erwartet werden kann. Vielmehr muß im Grundbegriff des Gesprächs als bestimmendes Moment das Mißlingen der kommunikativen Anstrengung, d.h. das Nichterreichen von Verständnis systematisch und prinzipiell erhalten bleiben. Nur so kann überhaupt herausgearbeitet werden, daß es sich bei

Akten sprachlicher Kommunikation um risikoreiche Anstrengungen handelt und daß ein Effektivitätsproblem gestellt ist in der Form, wie in gegebener Situation kommunikativ optimal zu verfahren ist."

Well, so much for today. I hope you will find time to do all kinds of good things over the holidays and arrive here in January full of energy and joy!