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# TENNESSEE COMMUNICATOR

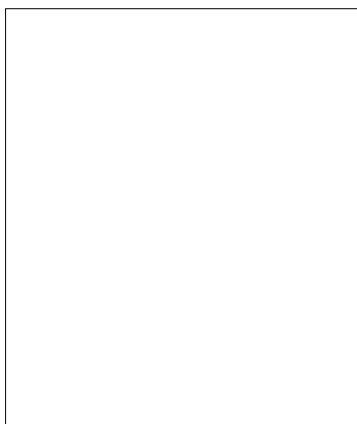
A NEWSLETTER PRODUCED BY THE  
TENNESSEE SPEECH COMMUNICATION ASSOCIATION

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November 1996

Volume 3, Issue 2

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*Gray Matthews*

## Matthews Is Educator Of the Year

Gray Matthews of The University of Memphis was named "1996 Communication Educator of the Year" at the TSCA Annual Conference in September. Dr. Matthews also is the 1996 recipient of the U. of Memphis Distinguish Teaching Award. He is a graduate of Covenant College with a master's degree from the U. of Memphis. He earned his doctorate at Pennsylvania State University and joined the U. of Memphis faculty in 1990.

"Gray is an outstanding teacher," wrote Dr. John P. Bakke, professor of communication. "The courses he teaches are vital to the department as well as to the general education program."

In 1995, Dr. Matthews was a runner up for the Dean's Faculty Advisor Award. In addition, he has been instrumental in putting together an Urban Communication Conference at the U. of Memphis. The purpose of the conference is to explore the communication problems and needs of the urban community.

## Past President Faye Julian Says Thanks!

Our recent TSCA meeting in Nashville attracted representatives from 17 institutions including several community colleges. We shared interesting and provocative programs and had time to share information on our programs, our faculty and students, and our adjustments to budget constraints. Large contingents were present (UT-Martin must have had its entire faculty present, and the University of Memphis brought its usual large group), and student participation gave an additional dimension to our meeting. Many thanks to all of you for contributing so willingly and enthusiastically.



*Faye Julian congratulates undergraduate award recipient Simon Shelton of the University of Tennessee, Knoxville*



*Union University's Kira Mallard (center) and Valerie Howell handling registration with a smile.*

See You at the  
67th Convention of the Southern States Communication Association  
Savannah, Georgia  
April 2 - 6, 1997

## 1996-97 Officers

### President

**Paul Prill**

David Lipscomb University

### Executive Secretary

**Kina Mallard**

Union University

### Mass Communication Chair

**Brooke Quigley**

University of Memphis

### Interpersonal Communication Chair

**Teresa Collard**

University of Tennessee, Martin

### Rhetoric Chair

**John Campbell**

University of Memphis

### Organizational Communication Chair

**Michael Gotcher**

Austin Peay State University

### Forensics Chair

**Sue Wenzlaff**

Austin Peay State University

### Performance Studies Co-Chairs

**Carla Gessell**

University of Tennessee, Martin

**Lynn Rinehardt**

Walter State Community College

### Student Panel

**Kevin Trowbridge** (west)

University of Memphis

**Reece Elliott** (middle)

Austin Peay State University

**Faye Julian** (east)

University of Tennessee, Knoxville

### Editor

**Richard Ranta**

The University of Memphis

*Tennessee Communicator* is published by the Tennessee Speech Communication Association through the generosity of The University of Memphis (layout by Diane Calmes and news gathering by Olivia Miller of the College of Communication and Fine Arts). It is printed on paper donated by International Paper.

The purpose of the *Tennessee Communicator* is to inform the membership about news and issues of the association. Submit materials to: Dr. Richard R. Ranta, Editor; 232 Communication and Fine Arts; The University of Memphis; Memphis, Tennessee 38152

## Notes From TSCA Conference 1996

by Richard R. Ranta, University of Memphis

The 1996 annual TSCA conference was held at the Ramada Inn Airport Hotel in Nashville, Tennessee beginning at 12:30 p.m. on Friday, September 13. Registrants were welcomed by Kina Mallard of Union University, the Executive Secretary of TSCA. The \$30 conference registration fee provided a continental breakfast and lunch on Saturday, September 14. Despite the "unlucky date" of Friday the 13th, a record number of individuals attended the conference.

The programs began at 1:15 p.m. with the first of two mass communication panels chaired by Ralph Donald of the University of Tennessee at Martin. Sarah Regan of the University of Tennessee at Chattanooga was the conference's first presenter with a paper entitled, "Rental Videos Encourage Family Communication: A Lifestage Perspective."

Carla Gesell of the University of Tennessee at Martin followed with, "It's All a Game of Poses and Disguises: Howard Stern and the Performance of Shock Talk Radio." Mark Giese of the University of Tennessee at Martin concluded the presentations before almost two dozen people with the paper, "Place Without Space: Virtual Geography and Community in Cyberspace."

Len Assante from Volunteer State Community College chaired the curriculum panel which began at 2:20 p.m. following the coffee break. Dortha Norton of the University of Tennessee at Martin got the second panel off to an enthusiastic start by asking the question, "Why Are You Teaching?" Linda Lyle of the University of Tennessee at Knoxville followed with "Throw Out the Baby: A Cross-Functional Curriculum Model for Graduate Education in Communication."

David Walker, from Middle Tennessee State University emphasized that his paper was somewhat out of place amongst the curriculum panel, pointing to the place, "God In Politics: The Rhetoric of the Christian Coalition." The panel concluded with Michelle Vilante of the University of Tennessee at Knoxville presented the "Charting the Business Professional Course." This could have been subtitled, "How To Get to Know People at a Cocktail Party."

From 3-5 p.m., the assembly of almost three dozen individuals was treated to "Grandpa" Mike Osborn's workshop which was centered around his and Suzanne's very successful public speaking book. The workshop was entitled, "Old Values, New Concepts and New Technology in the Basic Public Speaking Course." The program provoked quite a bit of discussion which lapsed over into the reception hosted by Houghton Mifflin publishers of Drs. Osborn's book.

Following an independent dinner hour in which it was proven that you could not go to Opryland on Friday night in two hours without reservations, the group reassembled for a mini film festival. After a brief showing of the excerpts of the Southern Speech Communication Association's convention site in Savannah, Julian Williamson of Union University presented his film on the Hatchie River. Julian completed this film as his Master's thesis at the University of Memphis.

The Hatchie River film was followed by a film by Steven Ross and John Haddock of The University of Memphis which was presented by Richard Ranta. The film entitled, "Black Diamonds: Blues City," is an award winning look at the Memphis Red Sox which was the Memphis Negro League Baseball team from the 1920's to the 1960's.

The evening concluded with a traditional TSCA party in Mike Osborn's suite with refreshments provided by the University of Memphis and the University of Tennessee, Knoxville.

For many, the September 14 Continental Breakfast came all too early at 7:45 a.m. However, most participants were awake and joined the second mass communication panel at 8:25 a.m. Chair Ralph Donald had entitled this, "Perceptions in the Corporation, the Community and the Classroom." No, the assembly was not seeing a mirage from yesterday; Linda Lyle of the University of Tennessee at Knoxville did lead off this panel with a paper entitled, "Corporate Lit 101: Agenda Setting and Corporate Culture." Steve Beverly of Union University and a former news director, next gave a very informative view of

*continued on page 4*

## An Undergraduate's Perspective on TSCA

*by Valerie Howell, Senior*

*Communication Arts Department, Union University*

As a communication arts student, I have learned about the model of communication, the characteristics of a good speech, and the journalistic conventions. However, the Tennessee Speech Communication Association offers a broader, more fascinating insight into the area of communication.

I just attended my third TSCA conference and have enjoyed each visit. It has been a great learning experience that I would recommend to any student. I would like to take this opportunity to offer my opinion and encourage undergraduate and graduate students to attend.

Let me give you a brief account of my first visit. About two years ago, my professor Dr. Kina Mallard asked me if I would like to attend TSCA. I said yes, of course. How could I say no? Then I asked, what is TSCA? Even though I did not know what to expect, I looked forward to the trip.

As I arrived at my first TSCA conference, I felt the anxiety of not knowing hardly anyone and unknown expectations. I felt intimidated by all the professors and their extensive knowledge in the field of communication. However, I soon became at ease as everyone greeted me with friendliness and respect. Each visit has brought the same response.

TSCA is very important for any communication student, both graduate and undergraduate. There are so many opportunities and advantages to attending TSCA. Students, as well as professor, can gain more knowledge in the area of communication through the research discussed. TSCA offers students the opportunity to present papers and receive experience in research. Another important aspect is being able to talk with other communicators. This is rewarding and worth the trip.

As I prepare to graduate in May, I have contemplated several options. My first choice would be to attend graduate school. TSCA has been great help in deciding because it has helped me focus my interest in the field.

I encourage all professors to ask their students to attend TSCA and/or present papers. It is a beneficial experience that I will remember and utilize as I continue my education.

## Business Meeting Minutes of the TSCA Convention September 14, 1996

The business meeting of TSCA was held on Saturday afternoon. President Paul Prill expressed his appreciation to past president, Faye Julian, and executive secretary Kina Mallard for their hard work in making the 1996 conference a success.

The new interest group chairs discussed ways to improve participation and encourage members to submit papers early. This year's goal is to have all the panels planned by June 1997. The group further decided to divide the responsibility for student panels into three positions: an East Tennessee chair (Faye Julian), a west Tennessee chair (Kevin Trowbridge) and a Middle Tennessee chair (Reece Elliott). Student panel chairs will be contacting representatives from each school to help encourage student participation.

The group discussed the need to increase membership fees. Members will receive more information concerning the increase in the future.

The total cost of the conference including plaques and awards was \$1728.60. The balance for the budget is \$1833.75.

Submitted by Kina S. Mallard, Executive Secretary

## New Communication Doctoral Program Offered at University of Memphis

In July, the State of Tennessee approved a doctoral program in Communication Arts in the Department of Communication at the University of Memphis.

The program is built upon the department's nationally recognized master's program. The University of Memphis doctoral program will focus on rhetorical, communication and media theory as it applies to communication practices in a variety of communication contexts, especially in an urban environment. It is designed to prepare thinkers and researchers in non-academic as well as in academic fields.

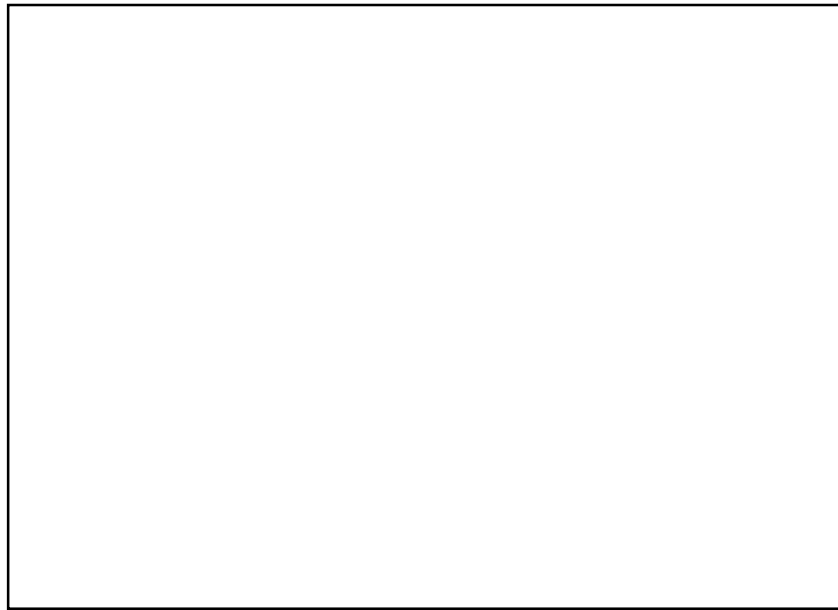
Graduate assistantships will be available

for the 1997-98 academic year and will carry a stipend of \$10,000 per year plus tuition and fees.

The University of Memphis Communication Department has nineteen members on its graduate faculty specializing in organizational communication, documentary filmmaking, interpersonal communication, rhetoric and media theory, group communication, and political communication.

For more information, contact John P. Bakke or John A. Campbell (901-678-2565), Dept. of Communication, U of Memphis, TN 38152. Fax 901-678-4331, e-mail [commun@ccMemphis.edu](mailto:commun@ccMemphis.edu).

*Sarah Regan of UT Chattanooga  
and Ralph Donald of UT Martin  
participating in the Mass Communication Panel*



*Award recipients (l-r) Gray Matthews, Scarlett J. Thomas, Faye Julian, and Richard Ranta*

#### Something To Brag About . . .

Linda Lyle, University of Tennessee, Knoxville had a paper selected for publication in Volume 35 of the *Free Speech Yearbook*. The paper is titled "Bad Tendencies: The Rehnquist Court and Sexually Explicit Expression."

### *Convention Notes continued from page 2*

"Media Coverage of Drunk Driving." This was followed by Janis Wood also of Union University who spoke of, "Teaching Diversity in Mass Communication Courses," so that individual instructors could have examples drawn from a wide sample of the population. The panel concluded with a paper by Jerald Ogg of the University of Tennessee at Martin on, "Religious Broadcasting and the '96 Election: How Did We Get Here from There?"

The 9:30 - 10:00 a.m. hour was filled by a mini panel under the joint leadership of Walt Kirkpatrick of The University of Memphis and James Schafer, the Quality Coordinator of the Youth Villages, Inc. The Organizational Communication Panel was entitled, "The Manager's Role in Organizational Change" and focused on the panelist's joint efforts and research with the FedEx Corporation.

At 10:10 a.m. Michelle Miller of the University of Memphis convened the Interper-

sonal Communication Panel. Due to time constraints, an abbreviated look at "Man to Man: The Private Talks between Judge Hardy and Son," was presented by Dr. John Bakke of the University of Memphis. Clips from the famous Hardy family films were unfortunately, hastily shown. Theresa Collard of the University of Tennessee at Martin spoke of not only, "Gender Bias or Gender Balance in the Classroom," but also punctuated it with examples of gender differences as drawn from the TSCA Conference. Christopher Howerton of the University of Memphis concluded the Interpersonal Communication Panel with, "Mediated Representations of Gender."

The student panel began at 10:45 a.m. under auspices of the hard working chair Linda Lyle of the University of Tennessee at Knoxville. Simon Shelton also of the University of Tennessee first presented a paper entitled, "Attorneys: Starving or Sincere." He was followed by Kevin S.

Trowbridge of the University of Memphis with his analysis of the "The Information Superhighway: Unconstitutional Driving Regulations in the Telecommunications Act of 1996." Shane Mercer of the University of Tennessee at Martin investigated Churchill's famous Iron Curtain Speech with the question, "What if Churchill were in Your Speech Class?: Monroe's Motivated Sequence and the 'Iron Curtain' Speech." As the conference was moving toward the lunch hour, two presentations of Darwin's Rhetoric were given by students from the University of Memphis. The first was Sally Bennett's "The Evolution of Darwin's Rhetoric," and the second was Scarlett J. Thomas' "Rebuttals, Imagery, and Coaching the Reader: Geological Argument and the Rhetorical Foundations of Darwin Origin."

The Award Luncheon and Business Session concluded the conference.





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July 30, 1996

SEND YOUR SUBMISSIONS FOR  
THE NEXT ISSUE

## Convention Information

Announcements

Research

Awards

Interest Group Reports

Officer Notes

Recruiting Notes

and

any other issues of interest to the membership

*Send submissions by August 9 to:*

*Richard R. Ranta  
The University of Memphis  
College of Communication and Fine Arts  
Campus Box 526546  
Memphis, Tennessee 38152-6546*