

TENNESSEE COMMUNICATOR

A NEWSLETTER PRODUCED BY THE
TENNESSEE SPEECH COMMUNICATION ASSOCIATION

November 1997

<http://www.utm.edu/research/tsca/>

Volume 4, Issue 1

From Morristown to Memphis They Came

From Morristown to Memphis, some 70 TSCA members traveled to Nashville's David Lipscomb University on September 26-27 for TSCA's annual conference.

Outgoing President Paul Prill (David Lipscomb University) hosted the gathering that celebrated a wide array of academic interests. From mass communication to rhetoric, from the electronic classroom to interpersonal teaching tips, or from Readers Theatre to performance studies, TSCA continues to offer something for everybody — or as one colleague remarked, "Diversity-R-Us."

Among the plethora of interesting presentations came Dorothea Norton's (UT Martin) call for preservation of indigenous or "family" language. The idea sparked quite a discussion, which in turn prompted formation of a committee to examine ideas for a preservation project.

Of special interest were two panels of competitive papers coordinated by Faye Julian (UT Knoxville) and Kevin Trowbridge (Union University). Winner of the graduate student paper award was Katja Pinkston (Austin Peay State University) whose topic was *Gender Differences in Communication Behavior of Saturday Morning Cartoon Characters*. Simon Shelton's (UT Knoxville) *The Gag Rule: John Quincy Adams' Battle for Free Speech*, and Maureen O'Brien's (Vanderbilt University) *William Jennings Bryan's Oratorical Victory for the Populist Party with the "Cross of Gold"* shared undergraduate honors. Other student participants included Smith Sipes from Union University; Apamu Bulusu and Marcelene Thompson, University of Memphis; Robin Hardin and Kelley Nicely, University of Tennessee, Knoxville; and Amber Shaver and Brinlea Johnson, Vanderbilt University.

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Office walls lined with books, pictures, and plaques chronicle the academic career of Dr. Michael Gotcher — from novice debater to his latest honor of being named "Educator of The Year" by the Tennessee Speech Communication Association.

Other plaques denote the 1989 John Franklin Mee Memorial Award for Outstanding Scholarship in Management History presented by the Academy of Management; the Daniel Rohrer Researcher of the Year presented in 1990 by the American Forensic Association; the 1994 Richard M. Hawkins Award for achievement in scholarship presented by his peers at Austin Peay State University, and the 1995 Tennessee Educator of the Year presented by the Tennessee Junior Chamber of Commerce.

These honors are sturdy indicators of what is happening in Dr. Gotcher's classroom. His enthusiasm for learning and the

Gotcher Named Educator Of the Year

by Reece Elliott

high energy of his lectures are contagious. He guides students in discovering their own intellectual abilities through personal example of his own curiosity and research. His own personal goal of publishing at least one article per year has resulted in nineteen publications and twice as many conference presentations.

I remember Mike coming to Austin Peay State University on a debate scholarship in 1976. Even at that time, he had one of the most analytical minds I have encountered in my 30 years of teaching. I have seen a freshman kid, still wet behind the ears, develop into a master teacher, a personal friend, and chairman of our department.

Congratulations are in order to Mike Gotcher for recognition of his dedication to students, to the field of communication, and to his continued pursuit of knowledge.

Speech Joins College of Communications at UT Knoxville

Speech Communication at University of Tennessee, Knoxville has a new home!

As of August 1, 1997, UT's Speech Communication Department officially merged with the College of Communications. The department had been allied with the College of Arts and Sciences since 1981 when it separated from Theatre and Dance and became an autonomous department.

Speech Department Head John Haas says he is "very excited" about the merger,

and he expects the department to be "strengthened" as a result — a sentiment echoed by Dwight Teeter, Dean of the Communications College. Teeter declared that a "real community of interests (exists) between the department and the college" and noted "with pride" that Dr. Faye Julian (Professor of Speech Communication, currently UT's Dean of Undergraduate Affairs, and longtime TSCA member) was the Communication College's first doctoral graduate.

1997-98 Officers

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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 Chaffers and redesigning by Olivia Miller of the College of Communication and Fine Arts).

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; The University of Memphis; College of Communication and Fine Arts; Campus Box 526546; Memphis, Tennessee 38152-6546

Secretary's Notes

By Linda Lyle

Upon winning the "draw" for Teresa Collard's lovely "gratitude journal," my first thought was -- "Cool! I never win anything!"

This year's conference certainly proved me wrong. Not only did I come home with this magnificent book of art, but also with the honor of serving as your Executive Secretary for the next three years. I am grateful for the opportunity, and I am delighted by the prospect!

Thanks to Faye Julian's invitation and mentorship, I joined the association in 1992



TSCA President: Kina Mallard

Education includes a B.S. in Speech & Theatre from Middle Tennessee State University and both an M.A. in Speech Communication and a Ph.D. in Communication from University of Tennessee, Knoxville

Teaching Experience includes four years as an Instructor in the Fine Arts Department of North Greenville College in South Carolina; three years as a Graduate Teaching Assistant in the Department of Speech Communication at the University of Tennessee, Knoxville; one year as an Instructor of Communication at Bluefield College in Virginia; and seven years as an Associate Professor of Communication Arts and Department Chair at Union University in Jackson, Tennessee

Related Professional Experience includes serving as Partner and Consultant with Aaron Communications, Inc., a training and consultant business dedicated to improving workplace communications

Professional Honors & Recognition include serving as Vice Chair of Leadership Jackson and President of Faculty Forum at Union University for 1996-97; and being named Faculty of the Year in 1995 at Union University

Recent Presentations include *The Team's Next Step: The Use of Peers in the Evaluation Process*, *Preparing for Academic Performance Appraisals*, and *An Analysis of Gift Exchange at Funerals*

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when I began pursuing a Ph.D. Those first couple of years (when I was even more of a rookie than I am now!), all of you made me feel both welcomed and valued. Ever since, you have not only been attentive to my research, but also have indulged my foibles – acts of long-suffering generosity, both! To paraphrase Frost (and Dorothy!), TSCA is like a family who will always take me in!

In fact, what I like most about this group is that we actually care enough to spend a weekend supporting each other and bolstering our state organization. I've always been impressed with the quality of folks who attend TSCA from graduate students and other newcomers to some of the "stars" in our professional galaxy. I hope that never changes, and in fact, I'd like to see a good thing grow. So, one of my goals will be to increase our membership – to spread the good news about our association. Will you help? If each of us would encourage just one other colleague to become active in TSCA, I think we would be amazed at the results.

Most of all, however, I want to serve the association in any and every way that I can. It will always be my pleasure to hear from you, so please be in touch.

In the meanwhile, have a great year – and thank you for this opportunity.

More about the new Executive Secretary... Lyle earned both a B.S. in English Education and an M.A. in Speech & Theatre Education from UT Knoxville. In her early career, she taught high school speech, theatre, debate and English while coaching several championship forensics students and teams. She also practiced public relations in the student travel industry as director of Regional Marketing and Public Relations for ALSG in Worcester, Massachusetts before returning to teaching at Walters State Community College. Lyle's publications and presentations include SSCA (Bostrom Panel 1996); TSCA; UTK Communications Symposium; and *Free Speech Yearbook* as well as several commercial publications. Her professional interests include organizational culture, curriculum issues, business and professional communication, and forensics. Linda currently has a split appointment at UTK where she is the communication specialist for Graduate Business Pro-

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Conference from page 1

Following a sumptuous lunch buffet, Paul Prill introduced newly-elected officers Kina Mallard, President, (Union University) and Linda Lyle, Executive Secretary (UT Knoxville).

Graduate Assistantships Available At The University of Memphis

On February 1, 1998, The University of Memphis Department of Communication will begin considering graduate assistantships for both M.A. and Ph.D. degrees. M.A. assistantships pay up to \$5,412 per year plus a waiver of tuition and fees. Ph.D. assistantships pay up to \$10,000 per year plus a waiver of tuition and fees. Graduate students with over 18 hours of graduate work in communication will also be considered for summer teaching.

Interested students should write c/o Department of Communication; The University of Memphis; Campus Box 526522; Memphis, TN 38152 or contact John Campbell at (901) 682-2565.

Ideas Sought For Family/Folk Speech Project

by Dorotha Norton

A vital part of the culture of any region is the language. Definitely, a colorful part of the culture of Tennessee is the language. Having had an agriculture-based history, the Tennessee of the past has been slow to lose many of the fascinating aspects of its language. Although Nashville's Grand Ole Opry and Tennessee's country music performers and fans will continue to keep the language of country music alive, much of Tennessee's unique language (makin' a far in the farplace; hope a neighbor with pickin' his com; a fixin' to go, etc.) is fast passing into oblivion.

As multiple generations continue to grow up in homes with family conversations limited by eyes and ears focused on television and computer screens, family stories shared through unique family vocabulary, syntax, and pronunciations are fading into oblivion — and into oblivion with those stories go the family vocabulary, syntax, and pronunciations.

Additionally, as the small family farm in Tennessee has yielded to the large land

owner and to the world of business, the resulting increase in education has brought increased attention to the use of standard English — to "sounding educated." With pressures to "sound educated" and with technologically-provided ear role models comes language usage shedding many of the Appalachian dialect influences that have walked west across the state.

In a 1997 TSCA Conference paper, "Disappearance of a Heritage: Dying Family Language," I encouraged the preservation of family language before it goes to the grave with the older generations of family members. Discussion following the paper indicated shared interests in developing a project to preserve family/folk language.

Anyone with ideas and interests relating to involvement in a family/folk language project is asked to please contact: Dorotha Norton, Department of Communications, The University of Tennessee; Martin, TN 38238; phone 901-587-7552; fax 901-587-7550; e-mail: dnorton@utm.edu.

Michael Osborn to Inaugurate Lecture Series in His Honor

Michael Osborn, University of Memphis Professor Emeritus, will deliver the inaugural lecture for a lecture series established in his honor by The University of Memphis Department of Communication and devoted to the practice of communication arts.

The lecture, scheduled for April 26, 1998 in the Fogelman Executive Center, will focus on the public rhetoric of Dr. Martin Luther King Jr. who was assassinated in Memphis on April 4, 1968.

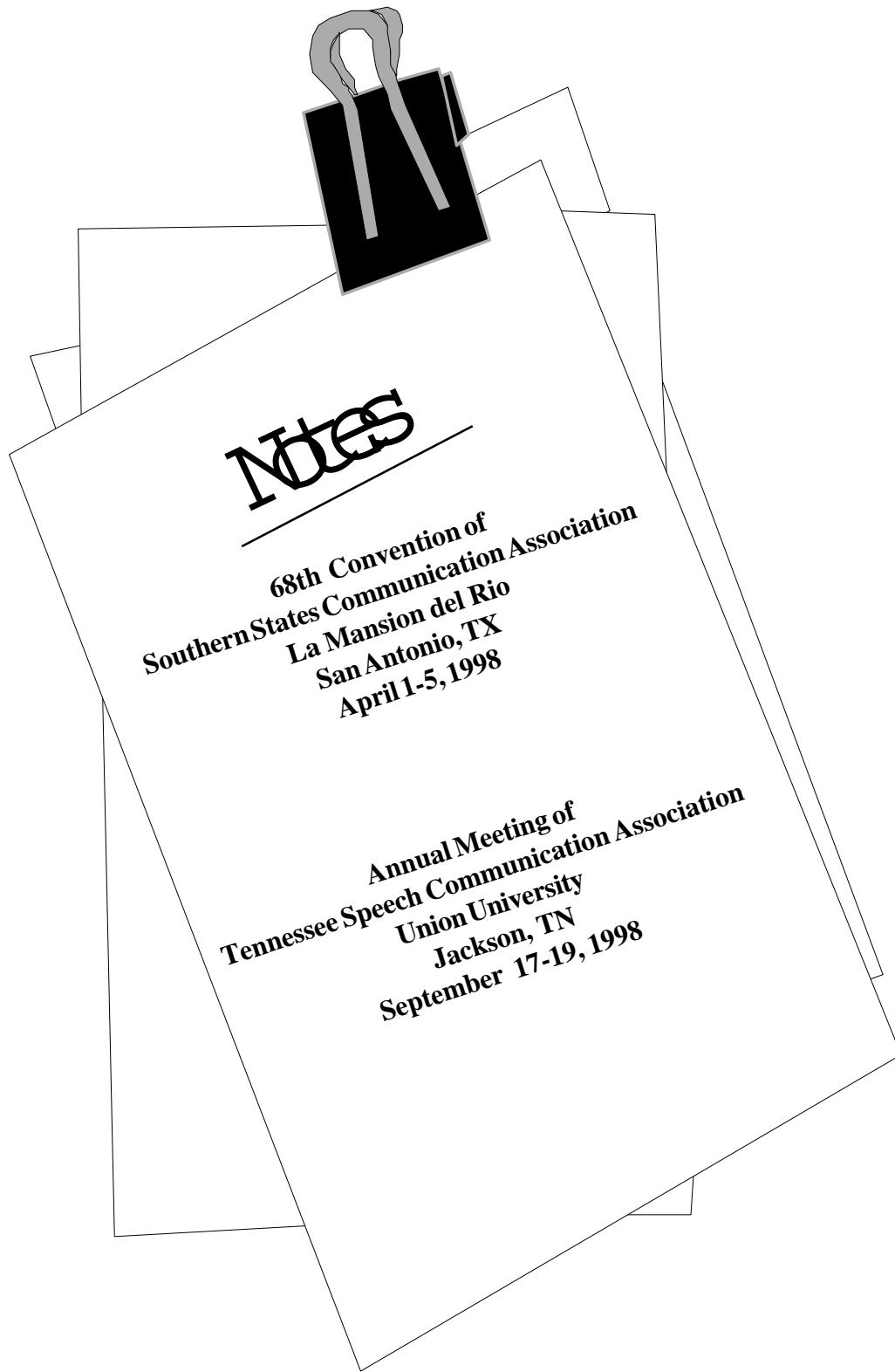
Osborn was a professor at The University of Memphis at the time of the assassination and was involved in activities both on and off campus that surrounded the sanitation strike that brought King to Memphis. He also has lectured and published on both King and the strike since that time.

Osborn retired from Memphis in 1995

but has continued a close association both with The University of Memphis and the Tennessee Speech Communication Association. The lecture series will be sponsored through a fund established by Michael and Suzanne Osborn for the enrichment of graduate education at The University of Memphis.

Contributions to that fund made payable to The University of Memphis Foundation are welcome. Send them to The Osborn Graduate Enrichment Fund; c/o College of Communication and Fine Arts; The University of Memphis; Memphis, TN 38152.

The Osborn lecture will be preceded by a reception at 6:30 p.m. at The Fogelman Center. Please attend and bring colleagues and students.



Lyle from page 2

grams (College of Business) and also teaches for the Speech Communication Department. She is a Ph.D. candidate in Communication at UT and hopes to defend her dissertation in April. Linda is a member of NCA as well as SSCA where she currently serves as Vice Chair of the Freedom of Speech Division. She is married to Kenny Roehr and has a ten-year-old daughter Madison.

Mallard from page 2

Professional Workshops conducted include "Motivating Your Staff on a Limited Budget," "Gender Communication: Understanding the Opposite Sex in the Workplace," "The Little White Lie: Communicating Ethically in the Workplace," "Avoiding Sexual Harassment Through Effective Communication," and "Fighting Within: Managing Conflict in the Workplace"

Professional Organizations include TSCA, SSCA, and NCA

Personal life includes husband Michael Mallard and two daughters Kaylen (age 11) and Amelia (age 8)

Conference To Explore Organizational Democracy

The Department of Communication at The University of Memphis will hold its fourth annual Urban Communication Conference February 20-21, 1998.

The focus of the conference is organizational democracy. The conference will explore ways in which organizations and their communities (internal and external) are linked, the possibilities of democracy in organizations, and the role of communication in both.

Issues to be explored during the conference include social and ethical responsibility of organizations, the organization as community, urban issues faced by organizations and responsible responses to these problems, democracy issues for nonprofit and volunteer organizations, diversity in organizations, civic participation in organizations, and methods for studying democracy in organizations.

For more information, contact Dr. Joann Keyton at (901) 678-3185 or jkeyton@memphis.edu.

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**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
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Campus Box 526546
Memphis, Tennessee 38152-6546*