

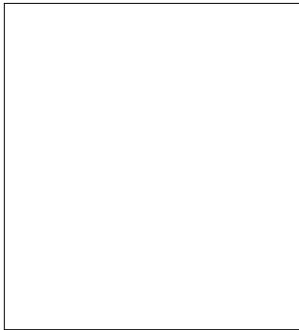
TENNESSEE COMMUNICATOR

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TENNESSEE COMMUNICATION ASSOCIATION

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Volume 6, Issue 2



Thanks For A Great Conference

by Linda Lyle, Executive Director
UT-Knoxville

Despite the fact that U. of Memphis was playing football against UT-Knoxville in Neyland Stadium even as we spoke, some 40 hearty souls (and dedicated TCA members!) gathered at Henry Horton for what I think proved to be one of our most productive conferences in recent years. I want to thank everyone who made that possible, and I want to applaud Dick Ranta's lively description of the proceedings (see page 3). I don't know about you, but I can hardly wait to see what he comes up with from year to year!

As most of you know, this year begins the end of my tenure as your Executive Secretary/ Director. I cannot believe the time has flown

by so quickly. I have been so very honored to serve you and have been more than gratified by your generous support. Thanks to you, we've managed to accomplish a great deal during the last couple of years, not the least of which has been the Constitutional overhaul and its unanimous approval! For a bunch of naturally argumentative folks, we can really get a job done when it needs doing!

On that note, I wish to encourage everyone to read the Resolutions of the Tennessee Communication Association. Since I personally did not have a hand in composing it, I'm allowed to praise it without bragging — and I think it's masterful. I hope you feel the same way. I'm proud of TCA for responding so eloquently to this issue, and on behalf of the organization, I extend our thanks to Russell Church, MTSU, for "Paul Revere-ing" this one through. We'll have an impact, no doubt about it.

Finally, I wish to ask for your help in my "swansong" project for the year. Norma Cook (UTK) recently came across and passed along to me several valuable historical documents dating to the birth of this organization, and Janine Dunlap (FHU) sent me an old journal, c. 1986. We must have tons of similar artifacts "scattered"

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Rosss Named Communicator of the Year

Steven J. Ross, professor of communication at The University of Memphis, is the 1999 recipient of the "Communicator of the Year Award" sponsored by TCA. The award recognizes excellence in the use of communication for the advancement of the common welfare.

Ross was recognized for "emerging as one of the leading independent filmmakers in the South." In 1994, *At the River I Stand* by David Appleby, Allison Graham, and Ross was nominated for an Emmy and an NAACP National Image Award. The documentary premiered na-

tionally on PBS in 1993 and is about the 1968 Sanitation Strike and Assassination of Dr. Martin Luther King. It won the Erik Barnouw Award for being an outstanding documentary on American history. Ross' *Black Diamonds, Blues City* was voted Best Regional Film by the Nashville Film Festival and received a Silver Apple Award in the National Educational Media Awards Competition.

In 1997 through a highly competitive program sponsored by the Southern Arts Federation and American Academy of Rome, Ross received the prestigious Rome Prize Fellowship and spent a semester in Rome. He was one of four artists chosen from a field of 390 applicants

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Resolutions of the Tennessee Communication Association

Members of the Tennessee Communication Association, meeting at the annual business meeting of the Association at Henry Horton State Park, September 25, 1999, discussed state initiatives that would mandate the use of the rubric "spch" to represent the courses they offer in institutions across the state. Members also discussed what they feel often to be arbitrary actions regarding the content and curriculum placement of the courses they offer. In response to these discussions, the following motion was approved.

Whereas, the Tennessee Communication Association includes members from academic institutions across the state of Tennessee, ranging from two year colleges to research universities, and is recognized by the National Communication Association as the official state organization for the range of studies sponsored by that Association, and

Whereas, the term "speech," while valid within a specific range of application, nevertheless often misrepresents the nature of many course offerings in our departments when used as a generic descriptor, and may represent the range of our discipline in a restrictive, distorted, and antiquated way, and

Whereas, the national and regional professional associations that represent us all have now removed the term "speech" from their titles and use in its place the term "communication," and

Whereas, we are concerned that the official use of the term "speech" in abbreviated form may communicate a false impression to accrediting agencies concerning the sophistication of our programs and may misrepresent the education of our students to their disadvantage when they apply for positions or for highly competitive graduate programs, and

Whereas, the proposed imposition of the term "speech" on our discipline without regard for faculty opinion or the above considerations raises fundamental questions of academic respect and freedom, therefore we offer the following resolutions:

- (1) Resolved, that faculty decisions regarding discipline names, including the names of majors, concentrations, minors, department

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1999-2000 Officers

Executive Committee

President-Suzanne Osborn
The University of Memphis

President-Elect -Len Assante
Volunteer State Community College

Executive Secretary-Linda Lyle
University of Tennessee, Knoxville

Newsletter Editor-Richard Ranta
The University of Memphis

Webmaster-Kevin S. Trowbridge
Methodist LeBonheur Healthcare

Immediate Past President - Kina Mallard
Union University

Interest Group Chairs

Curriculum & Instruction-Faye Julian
University of Tennessee Knoxville

Mass Communication-Janice Wood and Steve Beverly both of Union University

Interpersonal & Group -Mike Gotcher
Austin Peay State University

Rhetoric & Public Address -John Campbell
University of Memphis

**Organizational Communication-
Michelle Violanti**
University of Memphis, Knoxville

Argumentation/Forensics-Virginia Thigpen
Volunteer State Community College

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From the President-Elect

by Len Assante
Volunteer State Community College

Greetings TCA members! This is my first newsletter article as President-Elect of our organization. Thank you for the vote of confidence. I want to use this space to give you some information on our next conference and to present some relevant issues to provoke discussion on the web page or at the annual meeting.

As you probably know, our next meeting will be held September 29-30, 2000 at the Rochelle Center on the campus of Volunteer State Community College in Gallatin, Tennessee. Gallatin is about 15 miles northeast of Nashville and easily accessible from east or west. We'll distribute directions to campus and to the hotel later. If you want to check out the college, point your browser to www.vscs.cc.tn.us

We have confirmed a block of rooms at the Holiday Inn-Hendersonville -- 5 minutes from campus. Rooms are \$69/night for single or double occupancy. Suites are available as well. The phone number is 615/824-0022. Mention Volunteer State or TCA when making the

reservations. The college is helping fund the conference, and so most meals will be included.

I hope we can continue some of the discussions started in September in Henry Horton State Park. Interest group chairs should start getting together ideas for panels. Let me know what you come up with.

Finally, I think that becoming more active in advocating our discipline is a positive step for TCA. Although we do not have the clout of NCA, we should have a voice on issues that impact our work in Tennessee. The discussion began at the last meeting on issues we need to face in the new century and was an excellent starting point, although no one agrees with me on my concerns about graduate education! In future articles, I would like to briefly present an idea to stimulate discussion within the organization. I'd like to have at least one of these become the focus for a roundtable forum at the 2000 conference.

I hope everyone has a productive and rubric-free Fall semester. See you next year.

Thanks from page 1

around the organization.

What I propose is a scrapbook or some similarly appropriate historical file to be maintained by the Executive Director and passed along as part of that office. Eventually, we may want to elect an historian, but that's a matter for another day. In the meanwhile, I plan to spend this year gathering whatever artifacts can be located and to compile them into our "history book" — or whatever it turns out to be. Any and all suggestions are welcome.

But just as welcome are your CONTRIBUTIONS! Even if you want to send copies rather than originals, please check your files to see if you have anything of interest -- conference programs, newsletters, journals, meeting minutes, lists of award winners, anything. Ask our retirees if they have anything to contribute as well. (I'd rather have duplicates than to miss anything!) If you find any artifacts, please send or e-mail me, and I'll forward instructions. Your help with this project will be greatly appreciated. The bottom line: I'm very proud of this organization's illustrious history and heritage, and I want to leave my post this year knowing that it's been well-preserved. Will you please help me?

As fall rushes into winter like a runaway train, may we nonetheless pause long enough to be thankful for our good fortune — including the fates that brought us together as colleagues in this corner of space and time. Happy Holidays!



Ranta's Convention Notes

Around noon on Friday, September 24, Linda Lyle greeted all at the registration in the lobby of the Park Inn. She also passed out copies of the election results. They are Suzanne Osborn, President; Len Assante, President-Elect; Linda Lyle, Executive Director; Richard Ranta, Newsletter Editor; Kevin Trowbridge, WebMaster; Virginia Thigpen, Argumentation/Forensics Chair; Michelle Violanti, Organizational Communication Chair; Faye Julian Curriculum & Instruction Chair; Mike Gotcher, Interpersonal & Group Chair; Janice Wood & Steve Beverly, Mass Communication Chairs; John Campbell, Rhetoric & Public Address Chair; Kina Mallard, Immediate Past President.

Two other items passed out were the financial report (below is the report as of October 1) and a sheet about the 2000 TCA Annual Conference scheduled for September 29-30. Len Assante of Volunteer State Community College is conference planner. The convention hotel is Holiday Inn in Hendersonville, Tennessee.

At 1p.m., the panel discussion "Distance Education: Meeting the Challenge of Access via Technology" chaired Virginia Thigpen of Volunteer State Community College (VSCC) began. The discussion featured Len Assante, David Warner, and Shellie Michael all of VSCC talking about distance education including their field observation of how distance education is working in South Africa especially at the University of South Africa where there are 18,000 communication majors. Warner told of his experiences at VSCC and Roane State Community College

with students and computer technology. His survey of both schools showed that 78 percent of the students had computers at home, 59 percent had internet access, 51 percent had an email account, and 43 percent had been part of an online chat room/group discussion. Only 27 percent have never taken a computer course, 20 percent had taken a telecourse, 13 percent a video course, and 6 percent a web course.

About 2 p.m., Ray Harris of the University of Memphis got the Graduate Student Scholarship Showcase underway. The first paper was "Understanding Communication Law: Child Pornography in the 21st Century" by Todd Muldrew of UT Knoxville. Using Supreme Court decisions, the paper reviewed laws affecting freedom of speech as it relates to obscenity and considered freedom of speech as it relates to child pornography and non-protected speech pertaining to child protection and pornography. Muldrew also talked about where the law may go in the next century and how it may relate to digital/virtual people/children being used in child pornography.

Aparna Bulusu's paper "The Mennonite Community: An Exploratory Qualitative Inquiry" addressed this neglected community. The University of Memphis student had interviewed members of a Mennonite Community northeast of Memphis and the paper exposed some basic information relating to them.

Matthew Doggett of The University of Memphis presented the results of an extensive review of the last 20 years of the three communication journals -- *QJS*, *Philosophy and Rhetoric*, and *Rhetorica* -- in his paper "Twenty-First Century Perspective on Modern Rhetoric: Trends and Influences." His paper had an extensive annotated bibliography of the articles dealing with modern rhetoric from the Renaissance to the end of the 19th century.

Top Paper Award Recipient Cyd Ropp of The University of Memphis showed how the rhetoric of science/medicine basically eliminated the traditional female position of the midwife. Her paper titled "The Abrogation of Midwifery: How the Conversable Art of the Midwife was Dethroned by Modern Obstetrics" chronicled and analyzed how male midwives and obstetric doctors used laws based on "science" and witch fears to steal the midwife profession.

Sally Paulsen of The University of Memphis explored Marty Astel's conversational rhetoric of caring through "Jane Austen's Persuasion: A Paradigm of 18th Century Conversational Rhetoric."

She contrasted the rhetoric with Hume's Rhetoric of Eloquence and Polite Salon Conversation in which the woman's role was silence.

Houghton-Mifflin sponsored a "Coffee Break" for the convention from 3:00 - 3:30 p.m., and everyone was very grateful for their generosity. Houghton Mifflin's book exhibitor was David Read.

After the break, John Campbell of The University of Memphis chaired a panel called "On the Cutting Edge in Rhetoric: Rhetoriography." He defined rhetoriography as "the application of rhetorical methods to the study of historical objects, agents, movements, arguments, ideas or ideographs." He went on to say that "While rhetoriography holds much in common with historiography, it is distinguished by its persistent emphasis on problems of communication and persuasion. He offered seven topics of rhetoriography -- ethics, accounting for novelty, establishment of genre, kiores and kronos, problem of the text and the fragment, agency, and reception. He indicated that there are three main varieties of rhetoriography -- 1. humanism 2. formalism and 3. a mixture of the two.

Ray Harris of The University of Memphis led into his paper "School Psychology: The Quest of and Construction of a Professional Identity" with a story about a 1969 birth in St. Louis. The metaphorical birth was of the National Association of School Psychologists, the organization of school psychology including clinical psychology and education. He explained how the organization defines itself rhetorically, how it is seek-

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Our Website Has Moved

The website of the Tennessee Communication Association has moved to www.uu.edu/tca/. Formerly the site was hosted by Webmaster Kevin Trowbridge. Now, Union University's server hosts the TCA site. Trowbridge continues to serve as the site administrator.

The new site features a new design as well as updated general information about the organization as well as access to TCA's official electronic group where members may participate in real-time chat as well as post messages.

Suggestions for website content should be directed to Trowbridge at ktrowbri@uu.edu.

TCA in the Black

Financial report as of October 1, 1999 with all convention expenses paid and no additional debits anticipated for the rest of the calendar year:

Beginning balance	1247.22
Deposits, Dues & Fees	+745.00
Subtotal	1992.22
Debits	
Awards	-123.61
Convention expense	-345.30
NCA, Speech Teacher	-260.00
Total debits	-728.91
Ending Balance	\$1,263.31

Ranta's Notes from page 3

ing to define itself, and how it communicates by looking at landmark incidents.

Jerome Mahaffey of The University of Memphis also used rhetoriography to draw from his dissertation on George Whitefield. For the panel discussion, he presented the paper "George Whitefield's Oratorical Development: A Rhetoriographic Analysis." The paper traces Whitefield's life and attempts to account for his amazing rhetorical powers during the Great Awakening. He argues that Whitfield's success was more than just great delivery as critics have charged and "acting from the pulpit." Although skilled as an actor, his power was increased by reading to the poor, getting an Aristotelian classical education at Oxford, and practicing true conviction.

Next, Tim Viner of The University of Memphis presented "Alexander Campbell: Restorian Rhetorician." He read about Campbell's life and ministry from early to mid 19th century America to show that Campbell did not really shift his early position for appropriate Christian unity, but rather used different rhetorical strategies to attain this end. These rhetorical strategies often confused historians and others who took them as ends and not means to his consistent end.

Then Russell Church of Middle Tennessee State University led an articulation and course standardization discussion with Len Assante of Volunteer State Community College, Malcolm McAvoy of Walters State Community, Mike Gotcher of Austin Peay State University, and Richard Ranta of The University of Memphis. Resolutions to the Tennessee Communication Association business meeting were also presented.

"Tent Revival" was the title for the Film Production Showcase I. Mike Osborn introduced Julian Williamson who showed his film about the sensitive exploration of the values and folkways of an ol-timey Southern religious tradition. Williamson thanked Union University and University of Memphis and then talked about the influences on his film and the effort to show the spiritual and the common man. He said the film was visually constructed before any sound added. There was an extended discussion.

Dinner followed in the Henry Horton Dining Room, and then Ranta introduced Steve Ross of The University of Memphis for Film Production Showcase II. Ross discussed the process and problems of making his latest film *Oh Freedom After While*. After the showing of the film, Suzanne Osborn presented Ross with TCA's Communicator of Year Award. After the discussion, confer-

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Constitution Updated

Although the membership received a copy of the proposed Constitution in July, for the benefit of new members (and old!), the highlights of these changes are outlined below.

First, the association voted to change its name from *Tennessee Speech Communication Association* to *Tennessee Communication Association*.

The Executive Committee was also expanded and patterned after our regional and national associations to include a President-Elect, an Immediate Past President, a Newsletter Editor, and a non-voting WebMaster, in addition to the current positions of Executive and President. Their duties are as follows:

- **President-elect:** plan the upcoming conference
- **President:** preside at meetings, appoint nomination and awards committees and administer both the election and awards procedures, in conjunction with the Executive Director.
- **Executive Director:** changed name of position from Executive Secretary
- **Immediate Past President:** chair the student paper panel and head the membership committee.
- **Newsletter Editor:** (appointed by the Executive Committee, as needed)
- **WebMaster:** (non-voting member, appointed by the Executive Committee as needed)

Interest group designations were also updated and consolidated to reflect the time frame of the meetings. These now include:

- Argumentation and Forensics
- Corporate and Organizational
- Curriculum and Instruction
- Interpersonal and Small Group
- Mass Communication
- Rhetoric and Public Address

Finally, deadlines were set for nomination and election processes:

- The President shall appoint a nominating committee who will report its slate of nominees to the Executive Director by no later than March 1 of each year.
- Voting shall take place during the month of April; thus, the Executive Director shall mail ballots to the membership by no later than 01 April. Only ballots postmarked by 01 May shall be counted.
- The (incumbent) Executive Director shall notify the membership by mail of the results of balloting by no later than 15 May.

Overall, the Amendments committee wishes to thank the membership for its vote of confidence in these changes as witnessed by their unanimous approval.

Business Meeting Minutes
Tennessee Communication Association
September 25, 1999

President Suzanne Osborn called the meeting to order following a delicious buffet luncheon in the dining room at Henry Horton State Park.

Officers' Reports

Kina Mallard, Immediate Past President, asked that association members be on the lookout for and actively solicit undergraduate papers for next year's conference. Since we were unable to have an undergraduate panel this year, Kina is especially anxious to resume that tradition next year. She is also anxious to get a membership drive underway and asks for volunteers to help in the effort. Linda Lyle noted that Kina should be in touch with Virginia Thigpen who already has an effort underway to recruit more community college members.

Linda Lyle, Executive Director, noted that the financial report as of July 1999 had been distributed at registration and promised an update following the conference. She also reviewed constitutional changes that went into effect in July as a result of the amendment vote.

Len Assante, President-Elect, announced that our next annual meeting will be held September 29-30, 2000 at Rochelle Center, Volunteer State Community College in Gallatin. The convention hotel is the Holiday Inn, Hendersonville which has set a \$69 rate for TCA members. As of now, the rate includes a continental breakfast. Len urged all interest group chairs to work early and often in putting together a good program for next year and said that he plans to be in touch shortly.

Richard Ranta, Newsletter Editor, asked to please send any and all news, including position announcements which are published free of charge as a service to member institutions.

President Osborn noted that Webmaster Kevin Trowbridge could not be with us, but extended the organization's thanks for his great work on the website.

Old Business

The next agenda item was to discuss TBR's course-number standardization proposal, and specifically, what TCA's response should be.

Following a good bit of discussion of the basic situation, as well as of the merits of Russell Church's proposed amendments, Len Assante suggested that the discussion might best be carried on using the website before making a response. Richard Ranta said that TCA should respond in an official manner, but wondered whether the proposed amendments, as written, were what we needed. John Campbell then moved (1) that the resolutions be posted on the website; (2) that a month's time be set aside for members to provide input; and (3) that upon completion of the set time, the Executive Committee be empowered to draft TCA's official response, incorporating the will of the membership, as set forth through the website. Paul Prill seconded. Motion passed unanimously.

Don Page noted that our sister disciplines are also affected by TBR's proposal and might be motivated to take similar action. President Osborn asked that members carry TCA's discussion back to their department chairs and to urge them to contribute to the response. She charged Linda Lyle with procuring a list of department chairs so that TCA might contact them individually to motivate their involvement.

Awards

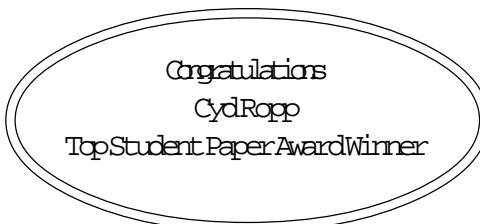
Paul Prill, Chair of the Review Committee, presented the Top Student Paper Award to Cyd Ropp, University of Memphis, whose topic was *The Abrogation of Midwifery: How the Conversible Art of the Midwife was Dethroned by Modern Obstetrics*."

Following the presentation of his award-winning film, *Oh Freedom After While*, Steve Ross, University of Memphis, was named TCA's Communicator of the Year.

Kina Mallard, Union University, was named Communication Educator of the Year. She was nominated by her faculty.

Linda Lyle expressed appreciation to Susie Osborn for her dedicated year of service as President, but noted that due to the Constitutional changes, Osborn had another year to serve and is therefore promised one "big" plaque of appreciation at the end of her term instead of two smaller ones!

There being no further business, Richard Ranta moved to adjourn. John Campbell seconded. Meeting was adjourned at approximately 1:15 p.m.



TennesseeKudos

Thanks and kudos to our 1999-2000 Sustaining Members:

John Haas
Ralph Hillman
Linda Lyle
Mike Osborn
Suzanne Osborn
Paul Prill
Michelle Violanti



Note that it's not too late to become a sustaining ember! We'll print an updated list in our spring newsletter. If you've already paid regular dues of \$15 and wish to upgrade, simply send in the additional \$35.

If you attended the conference and paid \$30, you may upgrade for only \$20. Please send any upgrade requests to Dr. Linda Lyle, TCA Executive Director, 5903 Magazine Road, Knoxville, TN 37920. Thanks for your support!

Steve Beverly, Union University, was quoted in the April 12 edition of *The Washington Post* in "Let's Make a Duel," a story about the changes in television game shows in the late 1990s from the classic era of the 1960s and 1970s. The Union Broadcasting Society provided the production for the 35th annual West Tennessee Cerebral Palsy Telethon March 15 that raised a record \$139,000 for the local center. Union's "I've Heard That Song" show will be picked up by the Troy State University television network that covers 22 cable systems in Alabama and Georgia beginning in July.

Richard R. Ranta, The University of Memphis, is the 1999 recipient of The American Communication Association (ACA) Award for Outstanding Service to the discipline. He received the award in October at the 5th Annual Convention of ACA in Lafayette, Louisiana.

Ross from page 1

for the fellowship. The following year, he received the University of Memphis Eminent Faculty Award and gave the commencement address at the August U of M graduation.

Ross' latest documentary is *Oh Freedom After While* that tells the story of roadside demonstrations in Missouri in 1939 by 1,500 evicted sharecroppers. The film, funded by the Missouri Humanities Council, the Tennessee Humanities Council, the Gateway Foundation, the Southern Humanities Media Fund, and private foundations, had a premier in Memphis in August. It already has won the 1999 Tennessee Independent Filmmaker Award and received a Juried Award of Distinction at the University Film and Video Association National Conference.

Deadline: January 8, 2000

Southern Communication Journal

Special Issue: Communication and Committed Couples

Creative and innovative submissions are invited for a *Southern Communication Journal* special issue on communication and marriages or other forms of committed couples. Submitted manuscripts should be article-length and meet two basic criteria (1) be data-based and (2) conceptualize marriages and other committed couples as unique, co-constructed entities, rather than merely as a context in which interpersonal communication constructs are examined. That is, in their submissions authors should recognize that there are idiosyncratic, private characteristics of marriages and other committed couples that have no corollary in other of dyads.

Especially desirable are submissions that emphasize family development theory. That is, although manuscripts on any topic related to the special issue theme are welcome, examples of especially desirable topics include studies that examine marriages/couples in a particular couple/family life cycle stage such as early marriage, mid-life, or later life; longitudinal studies of couples across several life cycle stages; research on couples' communication during transitions between life cycles stages.

The guest editor invites questions, including-queries about the suitability of a particular manuscript for submission to the special issue. Submissions must be postmarked on or before January 8, 2000. Include an e-mail address for each author. Manuscripts must comply with the "Notice to Contributors" in *SCJ* published in the most recent issue, except that five (5) copies should be submitted to: Gail G. Whitchurch; *SCJ* Guest Editor; Communication Studies Department; 309 Cavanaugh Hall; 425 North University Blvd.; Indiana University-Purdue University; Indianapolis, IN 46202-5140; 317/278-1155; whig@iupui.edu

New Orleans Offers Plenty for SSCA Tastes

by Dionne Chalmers

(reprinted from SSCA's *Connections*, Fall 1999)

Whether you say N'Awlins, New Orleans, or New Orleans (rhyming with queens), SSCA will be there Spring 2000. The convention site is the Hotel Monteleone located in the city's prime tourist attraction -- The French Quarter.

A mix of old and new, New Orleans is Mardi Gras floats, riverboat rides, fanciful, cast-iron balconies, moss-draped oak trees, pecan pralines, Victorian mansions and shot-gun houses, alligator-swamp tours, zydeco music, jazz bands, the French Quarter and Bourbon Street, Cajun and Creole cuisine, coffeehouses, and horse drawn carriages. It is a fascinating city with diverse architecture, cuisine, and culture that will provide something for everyone attending SSCA's 70th convention.

Architecture

New Orleans' architecture is a significant feature of the city. A streetcar ride down the tree-lined St. Charles Avenue leads to the historic mansions located in the Garden District. Shotgun houses and Creole cottages dominate many neighborhoods. According to historian Mel Leavitt, New Orleans did not enact a comprehensive zoning

law until 1930, and so saloons may be found on the same block as churches and some restaurants overlook cemeteries.

New Orleans' above-ground cemeteries provide a fascination to visitors who can take a "Cities of the Dead" tour. In the Metairie Cemetery is possibly the tallest privately owned monument in the U.S. Another famous statue is the one of Andrew Jackson in Jackson Square located in the French Quarter.

Anchored at the downriver end of the French Quarter is the French Market including restaurants, bistros, coffee stands, craft stalls, and shops for the whole family. Window shopping is a favorite pastime of visitors and locals.

Culture

New Orleans has a combination of African, Caribbean, French, and Spanish, Irish, German, and Italian influences. Leavitt makes a distinction between the original Creoles and Cajuns. He says: From the beginning, when New Orleans was founded in 1718, Creoles were strictly cosmopolitan
continued on next page

tan city dwellers; Cajuns on the other hand, were self sufficient country dwellers. They lived along the bayous and amid swamps of South Louisiana for two centuries, isolated, clannish, devoutly Catholic, French speaking and happily removed from city society. Today, both terms refer more to culture, cooking and the New Orleans attitude toward life rather than a specific group of people.

New Orleanians celebrate their heritage all year, but one of the biggest celebrations comes during Carnival season. The season begins January 6 and builds with parties, costume balls, and parades until Mardi Gras (Fat Tuesday) 46 days before Easter. The Modern day celebration began in 1857 and the official colors are purple for justice, gold for power and green for faith.

Other amusements in the city are the New Orleans Museum of Art in City Park, the Louisiana Children's Museum, the Audubon Zoo, and the Aquarium of the Americas that shows the aquatic works of the Caribbean, Amazon Rainforest and Gulf of Mexico.

Cuisine

Another main attraction of New Orleans is the cuisine. Wherever you go, good food seems to be around with sugar and spice and everything nice. Seafood is served in several of the local dishes. Other familiar foods are beignets, a sweet doughnut-like treat sprinkled with powdered sugar; cafe au lait, half and half mixture of strong coffee and hot milk; jambalaya; pralines, dirty rice, gumbo, and Po-Boy, a sandwich extravaganza.

With so many good things to taste, see and do in New Orleans, the SSCA staff looks forward to seeing you at the convention. See more about the SSCA 2000 Convention and the New Orleans Metropolitan area at www.sscenet. Look under "Convention Information." To make reservations for the Hotel Monteleone, call 1-800-535-9595 and ask for the SSCA convention rate.

Ranta's Notes from page 4

ence attendees adjourned to Room 102 for The University of Memphis Party.

The next morning after a big country breakfast at the Inn Restaurant, Walter Kirkpatrick of The University of Memphis introduced the organizational communication and learning panel. Linda Lyle of University of Tennessee at Knoxville began the discussion with the paper "What's in It for Me?" Student Perceptions of the Service Learning Experience in Non-Profit Organizations -- with Emphasis on Culture and Communication." She reported on a study done with her students to determine how well the standard advice for planning well and evaluating outcomes worked in a service learning approach. The students had studied information about a firm, accessed the firm's communication system and culture, and then made recommendations for change in the organization. Linda then reported on the results of survey research she did to determine students' perception of the service learning course. In short, the students were very favorable.

Walter Kirkpatrick then presented "Organization Learning and Developing Competencies of Organizational Communication Personnel." His experiences in organizational consulting has led him to question the learning of the communication professional. He presented Senge's Five Disciplines of a Learning Organization and Ten Top and Bottom Competencies of communication personnel as determined in his organizational communication study of a large union-involved company. He concluded that they have a product orientation

rather than a learning or process orientation and argued that communication professionals need to change that top down mouthpiece orientation; they need to be proactive rather than reactive communication professionals. A good discussion followed.

President Suzanne Osborn then introduced a discussion of "Communication Education in the 21st Century" with Len Assante of Volunteer State Community College, Larry Frey of University of Memphis, Paul Prill of David Lipscomb University, and Richard Ranta of University of Memphis.

Around 10:30, Dorotha Norton of the University of Tennessee at Martin introduced the panel on "Issues in Curriculum and Instruction." David Walker of Middle Tennessee State University told the convention about a new "Interdisciplinary Major in Organizational Communication" at Middle Tennessee State University.

Brooke Quigley and Elisabeth Silverman of The University of Memphis spoke about "Assisting International Teaching Assistants with Classroom Communication." They are conducting research and training to improve the communication skills of foreign, especially Chinese, graduate teaching assistants.

Dorotha Norton then presented a "A Class Act: Teaching as Theatre" built out of student complaints regarding teaching. She suggested that we look to theatre to give us insights to improve our teaching. A discussion followed.

Then the convention adjourned for lunch and a business meeting in the dining room.

Resolutions from page 1

and associated rubrics, should enjoy the presumption of expertise and should be respectfully consulted in all deliberations regarding such names by administrators at all levels of higher education in Tennessee.

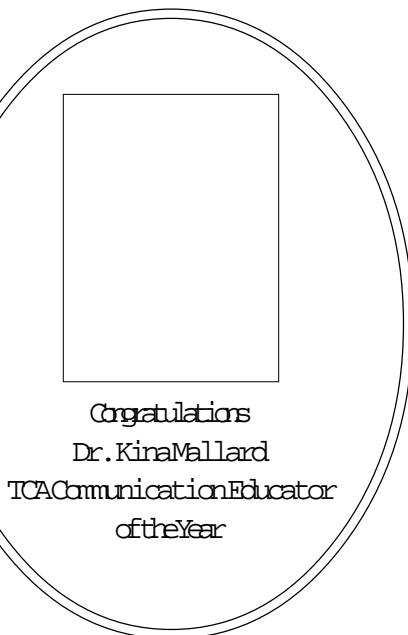
(2) Resolved, that faculty decisions regarding course content, upper or lower division status, course names and prerequisites should enjoy the presumption of expertise and should be respected in all related deliberations by administrators at all levels in higher education in Tennessee.

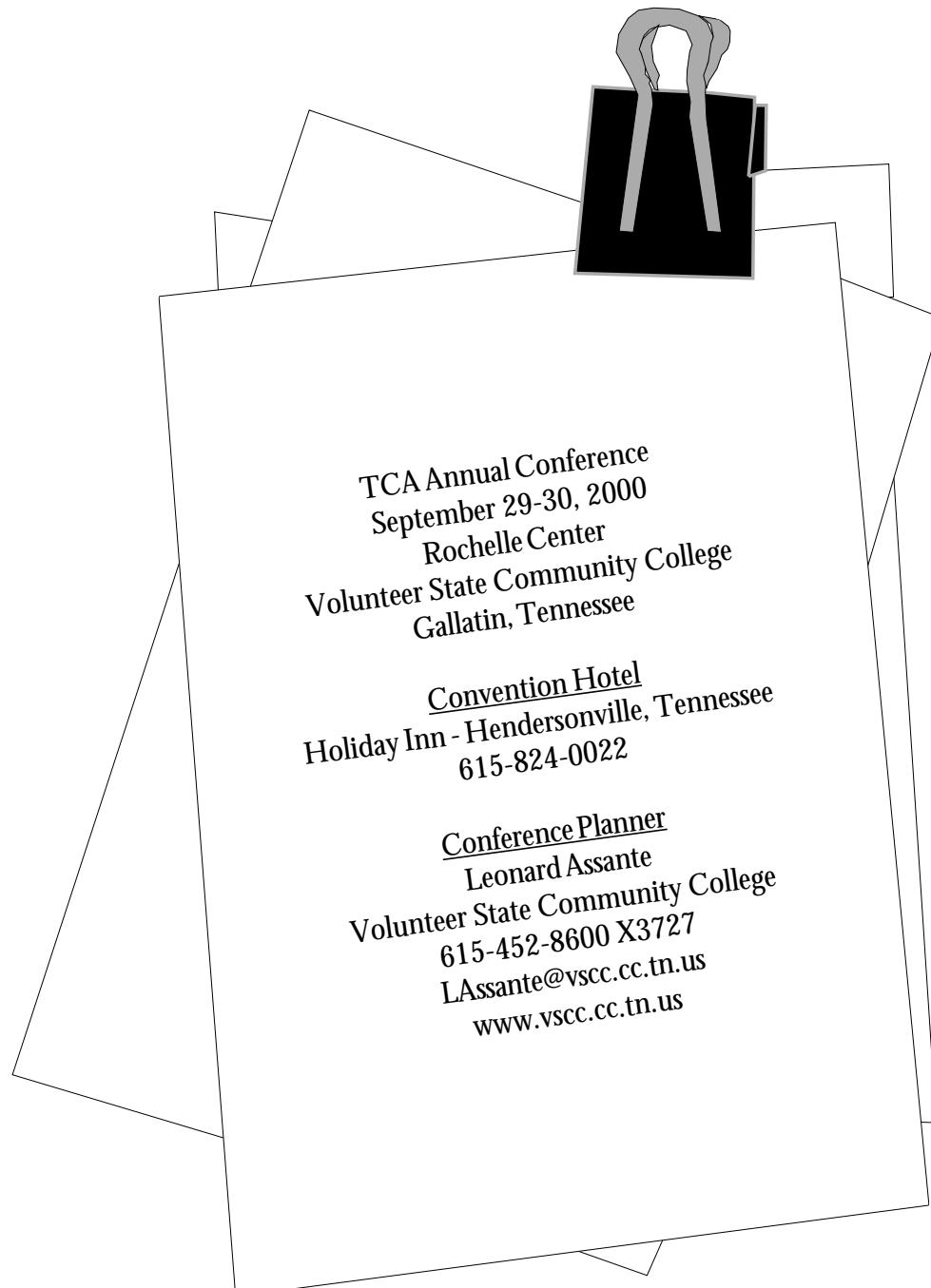
(3) Resolved, we express grave concern that administrative or governmental control or regulation of discipline names (including the names

of majors, concentrations, minors, departments and associated rubrics) and decisions about course content (including decisions about, upper or lower division status, course names and prerequisites), when made without proper deference to faculty judgment, represent significant and inappropriate interference with intellectual and academic freedom.

(4) Resolved, we offer the services of the Tennessee Communication Association in advising administrators at all levels in higher education in Tennessee concerning such issues as we have raised.

Respectfully submitted, Dr. Suzanne Osborn, President, Tennessee Communication Association





TCA Annual Conference
September 29-30, 2000
Rochelle Center
Volunteer State Community College
Gallatin, Tennessee

Convention Hotel
Holiday Inn - Hendersonville, Tennessee
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