

Spectra

Sciences • Public Address • Education • Communication • Theatre • Radio-TV-Film • Arts

COMMUNICATION EDUCATION

EDITOR NOMINATIONS SOUGHT

A major responsibility of the SCA Publications Board is to nominate editors for the Association's quarterly journals. When the Legislative Council meets in Chicago in November, the Board will present a nomination for editor of *Communication Education*, 1988-90.

Members of the Association are invited to submit nominations by June 15, 1986 for this editorial post. Self-nominations are welcome. Candidates are encouraged to submit their plans and projections for the journal, if named editor. Letters and supporting vitae may be channelled to the Publications Board through the Executive Secretary: William Work, SCA, 5105 Backlick Rd., Suite E, Annandale, VA 22003. The willingness of nominees to serve will be assumed. Evidences of institutional support for editorial work (e.g., released time, secretarial assistance, postal and telephone subsidies) should be supplied.

The 1986 Chairperson of the Publications Board is James Chesebro, Communication Arts Dept., Queens College, Flushing, NY 11367. Inquiries may be directed to him or to William Work.

AMENDMENT PROPOSED

The Amendment to the SCA Constitution that appears below was adopted by the Legislative Council, meeting in Denver November 9, 1985. Ratification will require a two-thirds majority vote in an all-member mail ballot. The ballot will be distributed in the spring.

In the Constitution, delete Article V, Section 5. Substitute the following for Article VI, Section 5: "In the event of the incapacity of an officer, the Administrative Committee shall be authorized to fill the vacancy or call for a mail ballot of the Legislative Council or the general membership." Old Article VI, Section 5, now becomes Article VI, Section 6.

CALL FOR NOMINATIONS

The 1986 SCA Nominating Committee (listed elsewhere in this issue) solicits from any member of the Association names of possible nominees for the positions of Second Vice President and Member-at-Large of the Legislative Council.

The person elected SCA Second Vice president for 1988 will be in charge of member recruitment and will serve as liaison to Sections, Divisions, and affiliate organizations. Upon succeeding to the office of First Vice President in 1989, the person selected will be in charge of plans for the program at the annual SCA meeting. Upon succeeding to the SCA presidency in 1990, this person will preside over the Legislative Council and its Administrative Committee for that year.

The at-large members of the Legislative Council will serve on the principal policy-making body of the Association for three years, beginning in 1988. Three persons will be elected as members-at-large.

Any member of SCA may submit names for consideration by the Nominating Committee. The deadline for submitting information is April 1, 1986. The committee will decide the roster of nominees through a balloting process over the course of the summer and early fall and complete its deliberations at the 1986 convention in Chicago.

Suggestions should be submitted to the committee in the following form: _____ (name) is suggested for consideration as a possible candidate for _____ (position) and has agreed to serve if elected to this position. _____ (name of member making suggestion) _____ (date of submission of name).

Attach to the above for any person being recommended for Second Vice President a one-page vita and a statement of goals for SCA and objectives for carrying out these goals. For at-large members of the Legislative Council also include a one-page vita for the person(s) nominated.

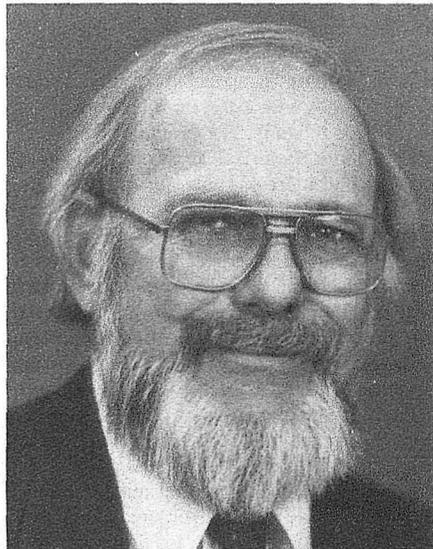
Send all information to the Committee Chairperson:

Professor Linda Putnam
Communication Dept.
Purdue University
West Lafayette, IN 47907

PRESIDENTIAL MESSAGE Wayne Brockriede

Last September the man who was to become President of the Speech Communication Association passed away. We mourn the death of Don Ecroyd. We also celebrate the life of someone who made such important contributions to the advancement of his profession, the growth of his students, the nurture of his colleagues, the enlightenment of his readers, and the joy of his friends. The SCA convention in Denver was a memorial to his insightful planning.

The Administrative Committee nominated me as President of SCA, and the Legislative Council endorsed the nomination. I am proud of their confidence, encouraged by offers of support from many, grateful to my department for making possible my acceptance of the office, and determined to do the best I can during the coming year.



Wayne Brockriede

From time to time I shall send you messages in the pages of *Spectra* and elsewhere. My general theme for 1986 is *pride*. We should be proud of our discipline, our Association, our work as teachers and practitioners, and our scholarly research. We can combine pride in what we do with the aspiration to exceed those accomplishments.

What is our discipline? Twenty-five years

or more ago, when a new acquaintance asked you what you did, you might have responded, "I teach speech." The reaction to that might be, "Oh." Or it might provoke a second question, "And what is that?" What then? Trying to explain clearly what "speech" was led to a discussion of some of the studies of oral phenomena under that umbrella: rhetorical theory, public address, argumentation and debate, discussion, oral interpretation of literature, theatre, broadcasting, speech pathology, audiology, voice and diction, speech science, and conversational speaking. As a teacher at a small college in 1952-1953 I taught most of those courses. A high school teacher taught most of those subjects, together with a few sections of English composition.

The new term is "speech communication" and has been for over fifteen years. Last year the SCA membership voted to continue with that title for the association. Although some departments in their title feature "speech" (often with something else added) and others emphasize "communication" (often followed by "arts and sciences" or "studies"), a plurality of departments put those two titles together: speech communication.

So how does one react today when asked, "And what is speech communication?" Among ourselves we may call it a discipline committed to the understanding of human communication. We are "speech" to remind us of our tradition and to reflect the special interest some persons have in the oral mode. We are "communication" to recognize our focus on how persons create and share symbolic actions with others.

But how do we respond to acquaintances and colleagues from other disciplines? One approach is to enumerate the kinds of things our discipline studies. Many of the items listed above as falling under the umbrella of speech are still with us in speech communication, though at times with different titles, concepts, and methods of study. For example, rhetorical theory is now rhetorical and communication theory; public address is now sometimes public communication; discussion is now small-group communication; oral interpretation of literature is now interpretation; speech science is now speech and language sciences; and conversational speaking, the most changed of all, is now interpersonal communication. Intercultural communication is new as a study and as a division of SCA. Speech pathology and audiology, although still a part of some departments of speech communication, no longer constitute a division of SCA and have their own organization. Theatre and mass communication also have their own organizations, and often their own departments, but those interests still are represented strongly in SCA.

Another change is that not all members of SCA are teachers. In 1960 almost all members of the Speech Association of America taught speech in one of its forms. We now do many other things. (Many persons in the section of applied communication in SCA, however, still are fundamentally teachers, although they do their work in settings other than formal elementary, secondary, and college classrooms.)

So when persons ask us what we do, we might respond as teachers, as practitioners, as managers, as directors of training and development, or as consultants. We still all share the discipline of speech communication, however, and we belong to a professional association that promotes our shared discipline and diverse interests.

When asked, "But what is speech communication," we can provide our clearest, most concise, and most forceful statement of our interpretation of our discipline, we can enumerate the phenomena we study, or we can put both parts of the definition together. I hope we have our responses ready, unweakened by undue hesitation. I hope we articulate our position with pride. The humanity and social science we have chosen to study deserves proud teachers, practitioners, and scholars.

COMMUNICATION ETHICS 1986 CONVENTION PAPER CALL

The Commission on Communication Ethics invites submissions of competitive papers and program ideas regarding communication ethics. Papers should be full-length, double-spaced with a separate 50-75 word abstract. The author's name, affiliation, address, and telephone numbers should appear on a separate title page of the paper. Program proposals should include a title, statement of purpose, names of participants with institutional addresses and telephone numbers. Four copies of the papers or program proposals should be sent by February 15, 1986, to Ken Andersen; Department of Speech Communication; University of Illinois at Urbana-Champaign; 702 S. Wright St., #244; Urbana, IL 61801.

ETHICS COMMISSION

The officers of the new SCA Communication Ethics Commission appear elsewhere in *Spectra*, as does a Commission call for papers for the 1986 convention.

A current list of members of the Communication Ethics Commission may be requested from: J. Vernon Jensen, Speech-Communication Dept., University of Minnesota, Minneapolis, MN 55455.

Items for the "New and Notes" column of the Communication Ethics Commission *Newsletter* should be sent to Ron Arnett, Department of Interpersonal Communication, Marquette University, Milwaukee, WI 53233.

INTRAPERSONAL

At the recent SCA convention a number of SCA members attended a seminar that focused on Intrapersonal Communication Processes. Enough enthusiasm was generated to warrant further meetings of members interested in this area at future SCA conventions. If you are interested in joining with us in this effort, please contact Charles Roberts, Communication and Theatre Department, McNeese State University, P.O. Box 1277, Lake Charles, Louisiana 70609, 318-437-5039.

HEALTH COMMUNICATION

The newly formed Commission on Health Communication encourages submissions of papers and program proposals for the 1986 SCA Convention. Research, theory, and practice oriented papers concerning any aspect of the role of communication in health or health care are invited for submission. Papers should not normally exceed 25 double-spaced typewritten pages. The names of paper authors should appear only on a cover-page. Four copies of each paper submitted must be received by February 15, 1986. All papers will be submitted for blind competitive review.

Proposals for health communication programs are also welcome. Program proposals should include: 1) Title of the Program; 2) Name and institutional affiliation of Program Chair/Moderator (the chairperson should not be a paper presenter or respondent on the program); 4) names and institutional affiliations of each of the program participants; 5) Titles and brief descriptions of each participant's presentation. Program Proposals must also be received by February 15, 1986.

Please send papers and program proposals to:

Dr. Gary L. Kreps, Coordinator
SCA Commission on Health Communication
National Cancer Institute
Operations Research Branch
9000 Rockville Pike, Blair Building
501D
Bethesda, Maryland 20892-4200

CONVENTION PAPER CALL

The Theatre Division is actively seeking program proposals for the 1986 SCA Convention to be held in Chicago, November 13-16th. Of special interest are those proposals that are concerned with "free speech or censorship," "acting techniques," "dialects," "non-verbal theatre," and "theatre administration." Debut and Contributed papers are also solicited in the areas of "modernism in theatre," including 8-10 page essays related to the dramaturgy of O'Neill, Williams, and Miller. Preliminary proposals should be forwarded to the primary program planner no later than 15 February. There are also opportunities to serve as Moderators or Respondents to the program sessions. For more information contact: Gerald Lee Ratliff, Speech/Theatre, Montclair State College, Upper Montclair, NJ 07043.

CALL FOR NOMINATIONS

Nominations are solicited from SCA members of distinguished teachers to be interviewed about philosophical and practical aspects of their work with students of speech communications. These interviews will take place in public programs during the 1986 convention. Nominations, with detailed supporting information, must be received by February 15, 1986, in the office of Dr. Andrew D. Wolvin, 8705 Streamview Road, Potomac, MD 20854. (301) 299-3195.