

Contributors

John Bakke serves as Professor of Speech Communication in the Department of Theatre and Communication Arts, Memphis State University. John has presented papers at several conferences of the TSCA, and the membership always looks forward to his perceptive and humorous analyses of the human communication process. In Shelby County, John is probably best known for his work as a political campaign strategist.

Tully P. Daniel has an extensive and varied career as a teacher of English and Director of Performing Arts and Theatre. He is currently a member of the faculty of Germantown High School, Shelby County, where he teaches English and Introduction to Film and Video. The article he contributed in this issue resulted from his graduate study at Memphis State University, where he is enrolled as a non-degree student.

Lawrence James is an Associate Professor of Speech Communication and Theatre at Tennessee State University, Nashville. He earned a Ph.D at Wayne State University in 1976. His teaching areas are theatre and oral interpretation and his primary research interest focuses on performance in acting and oral interpretation. He has published articles and presented papers on numerous occasions. He directs a major play production annually, and has served in several leadership positions in the National Association of Dramatic and Speech Arts.

Ed Robertson serves as Manager of Employee Communications for the Federal Express Corporation, with offices in Memphis, Tennessee. During his time with Federal Express, Ed has led in the development of their organizational communication program. At the 1986 TSCA Conference, Ed directed a major session, in which he presented the essential components, design, and goals of the communication program at FEX.

Judy Thorpe, Assistant Professor of Speech Communication, is in her first year at the University of Tennessee, Knoxville. She teaches the basic speech course and is Director of Forensics. In 1986, Ohio State University awarded her the degree of Ph.D. Her dissertation subject was the persuasive arguments of Lee Iaccoca in the repositioning of Chrysler Corporation in the market place. She focuses her research primarily in the area of media aspects of persuasive organizational communication.