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Contributors

Faye D. Julian is Professor of Speech Communication at the University of Tennessee, Knoxville. She received her Ph.D. in communications at UTK, and her dissertation was an experimental study of the nonverbal determinants of a television newscaster's credibility. Her primary teaching and research interests are nonverbal communication and oral interpretation. She has also written, adapted, and directed numerous Children's Theatre productions.

Kathryn M. Lamond was recently awarded an M.A. degree in communications from Austin Peay State University. Her home is in Australia and her Bachelor of Science degree is from Newcastle College of Advanced Education in that country. Her Master's thesis was titled, "News retention as a Function of Newscast Format Presentation." She plans to work in the television industry in either Australia or the United States.

Kina S. Mallard is Instructor of Oral Communications at North Greenville College in Tigerville, South Carolina. She earned the B.S. degree from Middle Tennessee State University in Murfreesboro, Tennessee, with a major in theatre. The M.A. degree in Speech Communication was awarded in May 1983 by the University of Tennessee. Her thesis was titled "The Evolution and Contemporary Production Techniques of the One-Person Show." Mrs. Mallard is involved in research in the area of synthesized literature for performance. She plans to pursue the Ph.D. in Communications at the University of Tennessee in the Fall of 1988.

Stephen J. Pullum is a doctoral candidate in speech communication at Indiana University, Bloomington. He has major interests in the areas of public address, rhetorical theory and criticism, and religious rhetoric. Presently, Mr. Pullum is engaged in work on a dissertation entitled, "Explicating the Pentecostal-Charismatic Movement Via Three Televangelists: A Rhetorical Analysis of Ernest Angley, Kenneth Copeland, and Jimmy Swaggart." Mr. Pullum received his B.S. degree in Speech Communication in 1979 from Middle Tennessee State University and his M.A. degree in Speech Communication from the University of Tennessee, Knoxville, in 1981. He currently serves as the assistant course director for the business and professional communication course and co-directs the communication apprehension project for speech anxious students at Indiana University.

Paul D. Shaffer serves as director of Television Studies at Austin Peay State University, Clarksville, Tennessee. He has a Doctorate in Higher Education from the University of Arkansas in Fayetteville. Dr. Shaffer has published articles in both academic and commercial publications. His most recent article, "Face to Face With Mass Media," was published in the September 1987 issue of Nashville's business monthly magazine, **ADVANTAGE**. His research interests are concerned with mass communication internships as well as the area of curriculum development for mass communication programs at colleges and universities. He also serves as a consultant in mass media matters to corporations and government agencies.

Judith Thorpe, Assistant Professor of Speech Communication, is in her first year at the University of Wisconsin Oshkosh, Oshkosh, Wisconsin. In 1986, Ohio State University awarded her the degree of Ph.D. She studied the persuasive arguments of Lee Iaccoca in the repositioning of Chrysler Corporation in the market place. She focuses her research primarily on the area of media aspects of persuasive organizational communication.

James R. Walker (Ph.D., University of Iowa, 1984) is an assistant professor of communication in the Department of Theatre and Communication Arts at Memphis State University, where he teaches courses in communication research methods, mass media and society, and American broadcasting. His current research interests concern broadcast programming, exposure to mass media, and political communication.

Editorial Comment

The *Journal of the Tennessee Speech Communication Association* reflects the stimulating diversity that characterizes its writers and readers. The variety of interests and perspectives you will find in the five articles and one essay of this issue came from four females and three males, four living in Tennessee, one each in South Carolina, Indiana, and Wisconsin, who direct graduate study, who teach and research full time, or who study as full time graduate students, in both public and private colleges.

The topics these authors selected for their writing demonstrate even more vividly the breadth and diversity of interests within the speech profession. Faye Julian reviews research that has focused on gender differences in communication. Faye wants to raise more questions than she answers, and she achieved her goal. Her article should, therefore, stimulate you to consider serious research into the questions raised. Kina Mallard's essay addresses questions that are both current and ancient—the place of communication education in higher education and how best to deliver that education. Many of you will identify with the struggles Kina shares with us, and I invite your responses to her essay. How did you, how have you resolved in your institution the conflicts she describes in her essay?

Stephen Pullum takes us back to the first century A.D. for a neo-Aristotelian analysis of Christianity's inaugural address. Steve's analysis provides you with suggestions for similar treatment of pulpit speaking in your hometown, or of sermons delivered via television. I suggest an analytical comparison and contrast of the Pentecost sermon Steve examined and a sermon by a contemporary television evangelist would provide provocative and informative reading.

Paul Shaffer and Kathryn Lamond have done us a great service by providing an empirical basis for curriculum decisions and development in mass communication education. Similar documentation about the value of presentational skills, group discussion techniques, and interpersonal communication skills in business, industrial and governmental organizations would provide additional data needed for educational planning.

Judie Thorpe has brought us into the electronic age. Reading her article will extend your ethical concerns about communication from the ancient prohibition, "Thou shalt not bear false witness," to the latest prohibition, "Thou shalt not steal from thy neighbor's electronic mailbox." Jim Walker has also focused on the contemporary by documenting what some voters will and will not tolerate in "dirty political communication."

Reading this issue of *The Journal of the Tennessee Speech Communication Association* will involve you in communication issues, problems, theories, and practices beginning with the Apostle Peter in 1 A.D. to the latest flap about Gary Hart.

Please let these authors stimulate your professional and intellectual curiosity and growth. Then, let us hear from you. Happy reading!

