

RECEIVED
JUL 21 1980
M.T.S.U. LIBRARY

**THE JOURNAL OF THE
TENNESSEE SPEECH COMMUNICATION ASSOCIATION**

published by
THE TENNESSEE SPEECH COMMUNICATION ASSOCIATION

Spring 1980

Volume VI

Number I

THE JOURNAL OF THE
TENNESSEE SPEECH COMMUNICATION ASSOCIATION
published by
The Tennessee Speech Communication Association

VOLUME VI

NUMBER 11

CONTENTS

THE DISTORTED "INTELLECTUAL MERCANTILISM" OF THE RADICAL RIGHT Craig Allen Smith	1
TSCA DIRECTORY	15
NEWS AND NOTES	27

We especially appreciate our Patron Memberships:

AUSTIN PEAY STATE UNIVERSITY

CUMBERLAND HIGH SCHOOL

EAST TENNESSEE STATE UNIVERSITY

MIDDLE TENNESSEE STATE UNIVERSITY

SOUTHERN MISSIONARY COLLEGE

TENNESSEE TECH UNIVERSITY

TREVECCA NAZARENE COLLEGE

UNIVERSITY OF TENNESSEE--KNOXVILLE

VANDERBILT UNIVERSITY

Sustaining Members:

AMBLER, ROBERT S.

LESTER, LORAYNE W.

MCDANIEL, STANLEY K.

OSBORN, MICHAEL

ROSS, RACHEL

THE JOURNAL OF THE
TENNESSEE SPEECH COMMUNICATION ASSOCIATION

published by

The Tennessee Speech Communication Association

Robert Woodland, President	Tennessee Tech University
Stan McDaniel, Vice-President	Johnson Bible College
Ralph Hillman, Executive Secretary	Middle Tennessee State University
Jim Brooks, Past President	Middle Tennessee State University
David Walker, Journal Editor	Middle Tennessee State University

Interest Group Chairpersons

Kathy Sawyer Theatre	Central High School, Shelbyville
John Heston, Forensics	Craigmont Senior High School, Memphis
Valerie Schneider, Curriculum	East Tennessee State University
Walter Kirkpatrick, Rhetoric & Public Address	Memphis State University
Craig Smith, Interpersonal	Memphis State University
Marvin Bensman, Broadcasting	Memphis State University
Joan Gardner, Interpretation	Dupont High School, Hermitage

JOURNAL STAFF

Debbie Zimmerman, News Editor	Tullahoma High School
----------------------------------	-----------------------

THE DISTORTED "INTELLECTUAL MERCANTILISM"

OF THE RADICAL RIGHT

Craig Allen Smith

The economic theory of mercantilism rests on four basic premises. The first is that wealth is the accumulation of money or precious metals. Second, wealth is attained through a favorable balance of trade with foreign countries. Third, strength can be measured by the density of population available to produce goods for export. And finally, authorities were expected to encourage a favorable trade balance lest the nation fall behind others.¹

Although mercantilism is no longer a dominant economic paradigm, the underlying rationale has become a paradigm of social knowledge. Reputable "Intellectual Mercantilism" values knowledge as the accumulation of facts and information through communication with opposing viewpoints. Ideas which become popular in an open marketplace are valued over those which are unpopular. And finally, intellectual mercantilism values demonstrated expertise when facts conflict or when quick action is necessary.

But like its economic forerunner, intellectual mercantilism has its flaws. Like money, there is no finite supply of information to hoard. Furthermore, knowledge involves the appraisal of facts (their validity,

reliability and applicability) and reasoned analysis. The emphasis on popularity can lead to an acceptance of poorly reasoned ideas through improper scrutiny, unnecessary reliance on authority, or reliance on unqualified authorities.

On balance, intellectual mercantilism has served us well. But its weaknesses become especially apparent when the paradigm is pushed to its limits -- as when a low credibility speaker argues an unpopular thesis before a hostile audience. One such instance is the American Radical Right -- those individuals who believe that America is increasingly in the grip of an overwhelming conspiracy to destroy our way of life.²

The Accumulation of Facts

Historian Richard Hofstadter has noted that the paranoid style of the Radical Right is characterized by a gigantic inferential leap from an abundance of facts to a fantastic conclusion.³ John Birch Society founder Robert Welch musters a 72 page bibliography to support his charge that Dwight D. Eisenhower was a conscious, dedicated agent of the Communists for all his adult life.⁴ The 300 page argument is supported (or weighted down) by 74 pages of footnotes -- a full page of notes for every four pages of text. Yet that support relates to details of Eisenhower

life, communist strategy, and American foreign relations. Little if any of it directly relates to the inferential leap which Welch asks his readers to take.

Welch is not alone in his concern with verifiability. John Stormer's None Dare Call It Treason relies heavily upon extrinsic support, with 791 footnotes for 230 pages.⁵ Alan Stang's 550 notes for 214 pages seems to contradict his thesis that It's Very Simple.⁶ The late Nazi leader George Lincoln Rockwell supported his claim that Senator Joseph McCarthy was too easy on Communists by noting that he had read all the transcripts of the hearings.⁷

There is nothing generic about this kind of painstaking documentation. Welch, Stormer, Stang, and Rockwell were all in low credibility positions. Schooled in the intellectual mercantilist tradition, each learned that documentation and verifiability strengthens an argument.

But in each case the accumulated evidence (or sign thereof) is used to support the wrong portion of the argument. None of the authors help the audience with the difficult inference. In Toulminian terms, they provide Data when Warrant-Backing is needed. But for intellectual mercantilists who have lost some of their critical abilities this technique can be quite convincing. The ability to verify, and the quantity of verifiable evidence becomes persuasive in its own right. Each message is supported

with a plethora of verifiable facts, which may or may not be accurate or valid. But just as the economic mercantilists exchanged money, so the intellectual mercantilists trade facts. Whereas currency is acceptable because it is guaranteed legal tender by the government, Welch's facts and interpretations are guaranteed tender by the John Birch Society. Radical Right literature is often promoted as "carefully researched" or "thoroughly documented." but it is rarely if ever advertised as thoughtfully reasoned.

The Balance of Information

The mercantilist economy sought to export more than it imported, thereby accumulating a favorable balance of payments. The communicative parallel suggests that the intellectual mercantilist engage in communication with outgroups and receive more information than he/she sends.

First, the mercantile emphasis on foreign trade suggests that "in-group" communication is ordinarily pointless. Domestic trade was only valued as a part of the foreign trade process. The reputable intellectual mercantilist reads and listens to both in-and-out-group viewpoints to enhance his/her understanding. Once the I.M. forms a judgment and begins to speak out, rhetorical efforts are directed toward the out-group -- those people capable of

altering the exigence. The reputable I.M. sees only limited value in in-group persuasion.

A second element of this balance of information is the reputable I.M.'s desire to learn more than he/she says -- to create a warehouse of facts to be drawn upon if necessary. This favorable balance of information is the I.M.'s measure of knowledge -- the repository of facts unknown to others.

Both principles are evident in the discourse of the Radical Right, but in altered form. The Rightists do study their opponents. They read Marx, Lenin, Stalin, Pravda, the Daily Worker and the works of 'villains' like Alger Hiss. The John Birch Society distributes Communist pamphlets like "The Negro in a Soviet America"⁹ and "American Negro Problems"¹⁰ to their followers. Rockwell shows his audience a copy of a "secret" pamphlet from the American Jewish Committee.¹¹

But whereas the reputable intellectual mercantilist studies out-group messages to refine a worldview, the Radical Right studies out-group messages to drive the enemy into intellectual bankruptcy. Facts, goals, and strategies are seen as precious metals to be accumulated. The Right hopes to devalue the Communists supply by revealing them to all, thus destroying the monopoly.

For this same reason the Radical Right does not address the Communist out-group. Although they read out-group materials, they will not exchange materials with

the out-group. They take great pains to maintain the secrecy of their membership lists and financial condition.

One of the Radical Right's major problems over the years has been an inability to move from the consolidation of forces to a confrontation with the enemy. This difficulty is understandable within the framework of their distorted version of the intellectual mercantilist paradigm. In their effort to attain a favorable balance of information they do not engage in profitable exchanges with the out-group. Instead they shoplift in the marketplace of ideas, taking ideas without giving anything, fearful that the enemy already has a tremendous advantage.

The Value of Population

The mercantilists valued dense population because it meant that many people were available to produce goods for export. The reputable intellectual mercantilist similarly values ideas and facts which become popular through rational consideration in the democratic marketplace of ideas. Popular ideas are respectable because a large number of people have reflected upon the known facts and accepted the claim. This presumes that receivers are knowledgeable, critical, and able to reach decisions freely.

But the Radical Right follows a different model of human interaction -- one of control. Their discourse is replete with the "mindless metaphors of control" discussed by Bonnie McD. Johnson.¹² They view communication as the physical manipulation of audiences, as physiological ingestion, or as magic. Senders control their receivers. Popular ideas are, for them, an indication of demonic control and infection. And the only way to supplant those ideas is to supplant the sources of control with new sources of control -- the Right.

From their perspective, ideas are not found in a marketplace but on a battlefield. Competing rhetors do not rationally induce; they cure disease and they break spells. Since "bad" ideas can easily infect, receivers should be insulated from, or inoculated against, those ideas. In a large circle, the Right seeks to prevent the foreign, trade of ideas -- precisely the opposite of proper mercantilism. But this is difficult without assistance, hence their reliance upon authority.

The Role of Authority

The mercantile economy was pitted against all other economies in an effort to accumulate as much as possible of a finite substance. Anything short of total commitment resulted in loss. Thus the mercantilists secured the help

of the state to organize and support them in a veritable economic jungle.

In much the same way, the reputable intellectual mercantilist looks to experts for assistance in the quest for knowledge. But since he/she values a personal warehouse of facts, the reputable intellectual mercantilist turns from personal study to expert testimony only when necessary -- as when facts conflict or when quick action is necessary.

For the Radical Right quick action is always necessary. Faced with a "gigantic conspiracy to enslave mankind"¹³ which already controls 80% of America, there is no time to lose.¹⁴ Americans need a quantity of facts, but they must be the "true facts." So the Radical Right turns to authorities who provide them with a package of authoritative analysis, extensive recommended readings, and verification.

Autocratic leadership is, from their point of view, understandable. If America really were 80% Communist dominated, we would probably need the Welch/Rockwell brand of leadership to overthrow it. But to the extent that we do not face that danger a refusal to consider diverse viewpoints endangers our ability to compete effectively in either the battleground or marketplace of ideas.

But assuming for the moment that the threat of an internal Communist conspiracy is sufficient to warrant

extensive reliance upon authority, we must consider the Radical Right's basis of expertise. Again the Radical Right distorts the paradigm of intellectual mercantilism. Dale Leathers has noted that fundamental mistrust is endemic in the worldview of the Radical Right.¹⁶ Everyone is mistrusted until they prove otherwise. The best proof of trustworthiness for the reputable intellectual mercantilist is a favorable balance of evidence -- indications that the individual has, more often than not, been worthy of trust. Ideally, one should show an extensive record of trust without any incidence of fault.

But since the Radical Right mistrusts everyone, the best way to prove oneself is to admit that one has been untrustworthy. This confirms the Right's worldview and establishes a common bond of trust. Thus, the Radical Right, over the years, has emphasized the revelations of admitted former Communists like Louis Budenz, Whittaker Chambers, and Manning Johnson who testified against people who proclaimed their innocence. In view of the Right's standards for expertise, it should not be surprising that much of these converts' testimony was later disproven.¹⁷

In short, since they are in constant danger the Radical Right relies heavily on authorities. Their suspicious nature leads them to evaluate expertise according to a questionable standard.

Conclusions

This paper has suggested that the logic underlying economic mercantilism functions today as a paradigm of social knowledge, and that the pitfalls of this paradigm are particularly evident in the discourse of the American Radical Right.

Specifically, the reputable intellectual mercantilist sees knowledge as the accumulation of facts from communicative exchange with diverse others. Through rational consideration of these facts in a free marketplace, good ideas become popular. When quick action is needed or when facts conflict, one turns to authoritative expertise for assistance. Expertise is determined through the accumulation of credentials.

But the Radical Right operates in a distorted form of this paradigm. They pilfer facts from the opposition without engaging them, and they use the facts they can muster regardless of their validity, reliability, or applicability. This evidence is usually misapplied, leaving the receiver to inferentially leap across the wide chasm of implausibility with the false confidence of facticity. Receivers are expected to take that leap because they are incapable of rationally considering the alternatives. Receivers are always controlled by someone, and the Radical Right thinks it better to encourage a major

leap than to allow people to remain in the dangerous grasp of the Communist conspiracy. This danger is so serious that reliance upon authoritative expertise is a necessity. But that expertise is determined on the basis of admitted failure rather than proven wisdom.

The foregoing discussion has been designed to suggest the influence of an Intellectual Mercantile paradigm of social knowledge, and the dangers of disassociating the elements from the paradigm. Indeed, it seems that the reputable I.M. paradigm is less significant than its perversions. The perversions help us understand not only the Radical Right, but our aggravation with college debaters and their evidence files, tenure and promotion processes which rely upon the quantification of productivity, and journalism which reports disparate pieces of trivial information. It remains for us to consider the relative value of reputable intellectual mercantilism and the potential challenges to it from, perhaps, an Intellectual Keynesianism.

NOTES

Craig Allan Smith is Assistant Professor of Theatre and Communication Arts at Memphis State University.

¹Since the term "mercantilism" was coined to describe a set of continuing economic practices, these principles of mercantilism have been distilled from a number of sources. Charles Wilson's pamphlet "mercantilism," (London: The Historical Association, 1971) provides a brief overview of the historical importance of mercantilism. Brief treatments are provided in Edmund Whittaker, Schools and Streams of Economic Thought, (Chicago: Rand McNally, 1960), pp. 31-54; and Eduard Heimann, History of Economic Doctrines, (New York: Oxford University Press, 1945), pp. 24-36. For more detailed discussions see Philip W. Buck, The Politics of Mercantilism, Rev. 2nd ed., (New York: Macmillan, 1955); Laurence B. Parker, The commercial Revolution, 1400-1776, (New York: Henry Holt, 1927), pp. 39-71; and the classic indictment of mercantilism, Adam Smith, The Wealth of Nations, (New York: J. M. Dent and Sons, 1957), especially Volume I, pp. 375-397. As one reads this material, it is well to recall Hecksher's introductory comments: "Mercantilism . . . is only an instrumental concept which, if aptly chosen, should enable us to understand a particular historical period more clearly than we otherwise might. Thus everybody must be free to give the term mercantilism the meaning and more particularly the scope that best harmonize with the special tasks he assigns himself. To this degree there can be no question of the right or wrong use of the word, but only of its greater or less appropriateness." (p. 2). I have tried to use the term economic mercantilism to embrace the general principles discussed by the above authors without offending any of them. More important is the rhetorical/economic parallel. Although "mercantilism" has been disdained since Adam Smith, Wilson points out its contribution: "It was the embodiment of enthusiasm for economic gain, and its relentless systematic pursuit of material ends constitutes, it may be, one of the factors which help to explain the more rapid material progress of the West as compared with the stagnation of, say, Asia." (p. 27). This paper takes the position that the same may be said of intellectual mercantilism and the pursuit of knowledge.

²What I term the "Radical Right" has also been called the Far Right, the Extreme Right, and Ultra-Conservatism. I prefer Radical Right because it captures the anti-Leftist position, while stressing the distinction from the more passive conservatives. These groups seek to change the Establishment more in the fashion of the Radical Left than Conservatives. For further discussions of the Radical Right, see James McEvoy, Radicals or Conservatives?: The Contemporary American Right, (Chicago: Rand McNally, 1971); Daniel Bell, ed., The Radical Right, (Garden City, N.Y.: Anchor Books, 1964); Donald Janssen and Bernard Eismann, The Far Right, (New York: McGraw-Hill, 1963); Brooks R. Walker, The Christian Fringe Peddlers, (Garden City, N.Y.: Doubleday, 1964).

³Richard Hofstadter, "The Paranoid Style in American Politics," in The Paranoid Style in American Politics and Other Essays, (New York: Alfred A. Knopf, 1965), esp. pp. 37-38. Studies by Sanders and Newman and by C.A. Smith have explored Hofstadter's suggestion that there is a clear distinction between the evidence one uses and the inferences one draws. Sanders and Newman's analysis of Stormer's None Dare Call It Treason led them to conclude that Hofstadter had underestimated the role of selective exposure and selective perception, thus, indicating a faulty diagnosis. Smith's comparative analysis of two paranoid and two non-paranoid books about the same subjects supported Hofstadter's position. See Keith R. Sanders and Robert P. Newman, "John A. Stormer and the Hofstadter Hypothesis," Central States Speech Journal, 22 (1971), 222-225; and Craig Allen Smith, "The Hofstadter Hypothesis Revisited: The Nature of Evidence in Politically 'Paranoid' Discourse," Southern Speech Communication Journal, 42 (1977), 274-289.

⁴Robert Welch, The Politician, (Belmont, Mass.: Belmont Publishing Company, 1963), xxxviii-cx. For an analysis of evidentiary practices in The Politician, see Smith, 281-288.

⁵John A. Stormer, None Dare Call It Treason, (Florissant, Mo.: Libert Bell Press, 1964). For an analysis of Stormer's evidentiary practices see Sanders and Newman.

⁶Alan Stang, It's Very Simple: The True Story of Civil Rights, (Boston: Western Islands, 1965).

⁷George Lincoln Rockwell, "Minority Forum Address," (audio tape, University of Kansas, n.d.).

⁸The rhetorical impact of verifiability is discussed more fully in Paul I. Rosenthal's "Specificity, Verifiability and Message Credibility," Quarterly Journal of Speech, 62 (December, 1971), 393-401. ("In short, verifiability is the primary linguistic factor enforcing a statement's credibility, not because the listener will verify the statement but because he or anyone else can verify it." (p. 400).

⁹James W. Ford and James S. Allen, "The Negroes in a Soviet America," (New York: Workers Liberty Publishers, 1935), distributed by American Opinion.

¹⁰John Pepper, "American Negro Problems," (New York: Workers Library Publishers, 1928), distributed by American Opinion.

¹¹Rockwell, "Minority Forum."

¹²Bonnie McD. Johnson, "Images of the Enemy in Inter-group Conflict," Central States Speech Journal, 26 (Summer, 1975), 84-92.

¹³Robert Welch, The Blue Book of the John Birch Society, (Boston: Western Islands, 1961), p. 21.

¹⁴"Scorecard," American Opinion, (December, 1979).

¹⁵Welch, Blue Book, p. 149.

¹⁶Dale G. Leathers, "Fundamentalism of the Radical Right" Southern Speech Journal, 33 (Summer, 1968), 245-258. Leathe finds a dilemma for the Radical Right persuader: "Thus, the reactionary persuader is faced with two alternatives, both of which are highly undesirable: (1) He can maintain, as he does that appearances are so uniformly deceiving that anti-Communism cannot gather the necessary facts on which to base wise decisions....(or) (2) He can maintain that appearances are uniformly liable to attract the larger 'uncommitted' audience..." (p.2) The present analysis suggests two additional alternatives: (3) that appearances are so uniformly untrustworthy that only a trustworthy authority can help gather the proper facts and values together, and (4) that appearances are so untrustworthy that people who affirm their untrustworthiness should be trusted.

TSCA DIRECTORY

This information is taken from forms completed when members joined TSCA this past year. Entries show member's name, profession, areas of concentration, mailing address, and telephone number. We apologize in advance for any omissions or mistakes, but we have tried to make this directory as accurate as possible from the information on file.

AMBLER, Robert S. Teacher. Speech Communication.

202 McClung Tower; Department of Speech and
Theatre, University of Tennessee, Knoxville,
TN 37916. 974-2395.

ARNOLD, David. Associate Professor. Speech, Speech
Pathology, Audiology. Box 364, Middle Tennessee
State University, Murfreesboro, TN 37132. 898-2661.

BOUTWELL, Lane. Professor Emeritus. 618 Fairview Avenue,
Murfreesboro, TN 37130.

BRIODY, David M. Department Chairman, Teacher. Speech/
Broadcasting/Journalism/Theatre. Humanities Building,
University of Tennessee at Martin; Martin, TN 38238.
587-7550.

BROOKS, Jim. Teaching, Forensics. Box 309, Middle
Tennessee State University, Murfreesboro, TN 37132.
898-2640.

BRYANT, Paula R. Teacher. Speech and Drama. Central
High School, Route 4, Blountville, TN 37617. 323-5119.

- CAMPBELL, William B. Teacher. Speech and Drama. Washington College Academy, Washington College, TN 37681. 257-5151.
- DAVENPORT, Robert Lee. Student. 908 S. Wilson Boulevard, Nashville, TN 37215. 269-4763.
- DEAN, Richard L. Professor. Forensics. P. O. Box 21760-A, University Station, Johnson City, TN 37601. 929-4284.
- ELLIOTT, Reece. Associate Professor. Speech. Box 4488, Austin Peay State University, Clarksville, TN 37040.
- FILIPPO, Joe. Teacher. Speech Communication and Theatre. Department of Speech Communication and Theatre, Austin Peay State University, Clarksville, TN 37040. 648-7378.
- FOTT, Galen. Theatre. 117 Talton Drive, Clarksville, TN 37040. 647-6223.
- GANN, Hazel. Unicoi High School, Erwin, TN 37650.
- GARDNER, Joan K. Teacher. Speech/Forensics, and Debate. Dupont High School, 306 Tyler Drive, Hermitage, TN 37207. 889-9031.
- HARTER, Judy. Teacher. Speech and Drama. Greenwood Annex, Greenwood Avenue, Clarksville, TN 37040.

HILLMAN, Ralph E. Teacher. Speech Communication. Box 373,
Middle Tennessee State University, Murfreesboro, TN
37132. 898-2640.

HOLM, James N., Jr. Teacher. Debate, Public Address.
Department of Speech Communication and Theatre,
Austin Peay State University, Clarksville, TN 37040.
648-7378.

HOWELL, Ron. Instructor. Speech, Drama, Forensics. Roane
State Community College. Harriman, TN 37748. 354-3000,
Ext. 288.

ISHMAEL, Jean D. Teacher. Speech and Drama. 401 E.
College Street, Dickson Jr. High. Dickson, TN 37055.

KASH, Bettye. Teacher. English, Speech and Drama. English
Department, Tennessee Tech, Cookeville, TN 38501.
582-3340.

KELLEY, Martha. Student. Speech Communication. Country
Place Apartments 520, Edmondson Pike, Nashville, TN
37211.

KENDRICK, Darryl. Theatre, Music. 112 Eight Street,
Clarksville, TN 37040.

KENNER, Freda. P. O. Box 102, Bells, TN 38006.

KIRKPATRICK, Walter B. Teacher. Communication. 340 S. Whitestation, Memphis, TN 38117. 685-7987.

LESTER, Lorayne W. Teacher, Administrator. Speech and Theatre. Department of Speech and Theatre. McClung Tower T-206, University of Tennessee-Knoxville, Knoxville, TN 37916. 974-6011.

LIND, Alice. Teacher. English. Rt. 11, Box 25A, Crossville, TN 3855. 484-2005.

MASHBURN, Betsy. Teacher. Speech and Drama. 1625 Arrow Wood, Knoxville, TN 37919. 691-0143.

MASHBURN, Robert R. Teacher. Theatre. Speech and Theatre, University of Tennessee, Knoxville, TN 39716. 974-4419.

MCCULLOCH, Linda B. Teacher. Theatre Director and Speech. L.L.C. Arts Department, Belmont College, Nashville, TN 37203. 383-7001, Ext. 235.

MCDANIEL, Stanley K. Teacher. Speech, Preaching, Philosophy. Johnson Bible College, Knoxville, TN 37920. 573-4517.

MOON, Helen. Graduate Assistant. English. Rt. 4 Box 329, Livingston, TN 38570. 823-6831.

MOSSER, B. J. Teacher. Speech and Drama. Cumberland County High School, W. Stanley Street, Crossville, TN 38555. 484-5930.

MURRAY, Kim. Teacher. Speech. P. O. Box 12606 East
Tennessee State University, Johnson City, TN 37601.
926-9393.

NORTON, Dorothea. Teacher. Speech Communication. Depart-
ment of Communications and Fine Arts, University of
Tennessee-Martin, TN 38238. 587-7552.

NUGENT, Cynthia. Student. P. O. Box 59472, Tennessee
Tech University, Cookeville, TN 38501. 528-4535.

OSBORN, Michael. Teacher. Department Chairperson.
Rhetoric and Speech. Department of Theatre and
Communication Arts, Memphis State University,
Memphis, TN 38152. 454-2565.

PAGE, Donald Calvin. Teacher. Radio and Television.
510 Heritage Drive #5, Madison, TN 37115. 868-6424.

PRIDEMORE, Nancy N. Teacher. Speech and Drama. Dobyns
Bennett High School, 1800 Legion Drive, Kingsport, TN
37664. 246-7171, Ext. 40.

PUGH, Kathryne H. Teacher. Theatre Teacher, NFL Coach.
Dupont Senior High, 360 Tyler Drive, Hermitage, TN
37076. 889-9031.

QUEENER, Lea G. Professor. Oral Interpretation, Voice
& Articulation, Theatre. Department of Theatre and
Communication Arts, Memphis State University,
Memphis, TN 38152. 454-2572.

QUIGGINS, Jim. Chairperson, Department of Communication Studies. Chairperson and Professor - Communication and Human Relations. Department of Communication Studies, Trevecca Nazarene College, Nashville, TN 37210. 244-6000, Ext. 325.

RANTA, Richard R. Dean, College of Communication and Fine Arts. Office of the Dean, College of Communication, Memphis State University, Memphis, TN 38152. 454-2350.

ROBERTS, Marie. Teacher. Speech and Drama. Rt. 1, Elmwood, TN 38560. 897-2958.

ROSS, Rachel. Assistant Professor. Speech and Drama. Box 7706, Bryan College, Dayton, TN 37321. 775-2041.

SCHNEIDER, Valerie L. Professor. Speech. Box 24,429, East Tennessee State University, Johnson City, TN 37601. 929-4284.

SHUMATE, Nancy E. Teacher. Speech, Drama, English. Clarksville Academy, N. Second Street, Clarksville, TN 37040. 648-6311.

SMITH, Craig Allen. Professor, Theatre and Communication Arts. Department of Theatre and Communication Arts, Memphis State University, Memphis, TN 38128. 454-2600.

- THIGPEN, Laura. Teacher. Freshman Speech, Church Drama.
3508 Murphy Road, Nashville, TN 37205. 297-0327.
- TRIGG, David R. Minister, Student. General. 132 1/2
W. 6th, Cookeville, TN 38501. 526-8266.
- TURNER, Elizabeth. Student. Speech and Drama. Country
Place Apartments, 520 Edmondson Pike, Nashville, TN
37211.
- WALKER, David. Teacher, Minister. Speech Communication.
Box 111, Middle Tennessee State University,
Murfreesboro, TN 37132. 898-2640.
- WEBB, Tom. Teacher, Speech and Drama. Richview Road,
Clarksville High School, Clarksville, TN 648-2213.
- WHITE, Anne. Teacher. Speech and Debate. Overton High
School. 4820 Franklin Road, Nashville, TN 37220.
832-2213.
- WHITE, Helen. Associate Professor. Speech, Drama, Mass
Communications. Motlow State Community College,
Tullahoma, TN 37388. 455-8511, Ext. 237.
- WOODLAND, Natalie. Teacher. 2185 Massa Avenue, Cookeville,
TN 38501. 526-8066.
- WOODLAND, Robert H. Teacher. Speech. 2185 Massa Avenue,
Cookeville, TN 38501. 526-8066.
- YATES, Bill. Associate Professor. Speech and Drama. Roane
State Community College, Harriman, TN 37748. 354-3000.

CURRICULUM INTEREST GROUP

Richard L. Dean
Ralph Hillman
Lorayne W. Lester
Linda McCulloch
Stanley K. McDaniel
Dorothea Norton
Jim Quiggins
Valerie L. Schneider
David Walker
Helen White
Robert H. Woodland
David Arnold

BROADCASTING INTEREST GROUP

David M. Briody
Linda McColloch
B. J. Mosser
Donald Page
Jim Quiggins
Helen White

FORENSICS INTEREST GROUP

Jim Brooks
William Campbell
Richard L. Dean
Joan K. Gardner

FORENSICS INTEREST GROUP (Con't)

Judy Harter
James N. Holm, Jr.
Ron Howell
Bettye Kash
Betsy Mashburn
Linda McColloch
B. J. Mosser
Kim Murray
Kathryne H. Pugh
Jim Quiggins
David R. Trigg
Anne White
Helen White
Robert H. Woodland
Bill Yates

INTERPERSONAL INTEREST GROUP

Robert S. Ambler
David M. Briody
Paula R. Bryant
Judy Harter
Ralph Hillman
James N. Holm, Jr.
Ron Howell
Linda McColloch

INTERPERSONAL INTEREST GROUP (Con't)

Dorotha Norton

Jim Quiggins

Craig A. Smith

David Walker

Tom Webb

Helen White

Natalie Woodland

Robert Woodland

INTERPRETATION INTEREST GROUP

William Campbell

Galen Fott

Judy Harter

Ralph Hillman

Ron Howell

Bettye Kash

Darryl D. Kendrick

Lorayne W. Lester

Betsy Mashburn

Linda McColloch

B. J. Mosser

Dorotha Norton

Lea G. Queener

Jim Quiggins

INTERPRETATION INTEREST GROUP (Con't)

Laura Thigpen
David R. Trigg
Tom Webb
Anne White
Helen White
Natalie Woodland
Robert H. Woodland

RHETORIC & PUBLIC ADDRESS INTEREST GROUP

David Arnold
Danny Champion
Richard L. Dean
Ralph Hillman
James N. Holm, Jr.
Ron Howell
Walter B. Kirkpatrick
Stanley K. McDaniel
Dorothea Norton
Michael Osborn
Jim Quiggins
Craig A. Smith
Laura Thigpen
David R. Trigg
David Walker

RHETORIC & PUBLIC ADDRESS INTEREST GROUP (Con't)

Helen White

Robert H. Woodland

THEATRE INTEREST GROUP

William Campbell

Paula R. Bryant

Joe Filippo

Galen Fott

Judy Harter

Ron Howell

Bettye Kash

Darryl D. Kendrick

Lorayne W. Lester

Betsy Mashburn

Robert R. Mashburn

Linda McColloch

Helen Moon

B. J. Mosser

Kathryne H. Pugh

Lea G. Queener

Jim Quiggins

Marie Roberts

Rachel Ross

Laura Thigpen

Tom Webb

Helen White

Natalie Woodland

Bill Yates

NEWS AND NOTES

Austin Peay State University

Forensic activities: TIFA: Sweepstakes
 1st Varsity Debate
 1st Extemporaneous
 1st Persuasion
 1st Poetry
 Host THSSDL State Championships

Theatre activities: P.O.W. October 24-27.
A Raisin in the Sun December 5-8.
Twelfth Night February 20-23.
A Delicate Balance May 21-24.

East Tennessee State University

Dr. Valerie Schneider, Professor of Speech, wrote and coordinated a newspaper course entitled, "Persuasion: The Art of Influencing Others" which appeared in the Johnson City Press Chronicle on eight consecutive Thursdays--October 4-November 22, 1979. It was offered for one C.E.U. It had 23 registrants and a survey showed that 4% of Press-Chronicle readers also studied the course at the level of reading all or almost all the articles (this translated to 1100 students). The latest national newspaper course studied had comparative figures of 22 registrants per city and 3% reading all or almost all articles. ("Death and Dying" was the CBN (courses by newspaper) item yielding comparative data.) In addition about one-fourth of the Press-Chronicle readers read at least one article in the persuasion series. This was the first locally-produced newspaper course to be done in the state or region.

Johnson Bible College

Promotions: S. K. McDaniel, from associate professor to professor (August 1979).

Memphis State University

Theatre activities: MSU Theatre has had a busy year, with 9 major productions. Spring productions include: Santa Fe Sunshine, by Preston Jones, February 20-23 and 27-March 1; Orchesis, a Dance concert, March 6-8; Carousel, by Rogers and Hammerstein, April 9-12 and 14-19; A Night Out and Tea Party, by Harold Pinter, April 24-28; Lysistrata, by Aristophanes, May 22-24 and 28-31.

In addition to the above, the Memphis Moving Line, a touring company taking Interpreters Theatre, Mime, and Dance productions to High Schools and Civic groups, is scheduling a busy six weeks in March and April. The theatre productions are Dr. Jeckyl and Mr. Hyde, by Robert Louis Stevenson, and Darkness Box, by Ursula K. LeGuin. Anyone interested in booking one of these productions should contact Dawn Bodnar, Department of Theatre and Communication Arts, Memphis, TN 38152.

Other: An organization called MATCH (Memphis Area Theatre and Communications Happenings) was initiated last year for the purpose of coordinating the strengths of high school and college teachers in theatre and communications.

Activities include quarterly dinner meetings with programs

and discussion, an annual festival (theatre and interpretation, and communications, alternating years), calendars of all the theatre and forensic events in Memphis and area, and newsletters. The organization is functioning not only to draw the college and high school teachers closer together, but also to strengthen their voices with the school board. In its infancy still, the organization creates high hopes for the future. If other places are interested in such an organization, more information about MATCH may be provided by Michael Osborn, Jack Sloan, or Lea Queener.

Middle Tennessee State University:

Appointments: David Steinberg, Instructor and assistant director of forensics.

Promotions: Jim Brooks, to professor.

Ralph Hillman, to associate professor (and received tenure).

Forensic activities:

Hosted annual Earlybird Varsity Debate Tournament, which at press time, was the largest varsity debate tournament held in the nation. Also hosted first annual Great Cosmic Country Breakdown -- a CEDA Tournament.

Overton High School of Nashville won sweepstakes honors for best overall performance in the Third annual Blue Raider Classic Forensic Tournament conducted on the MTSU campus November 9 and 10. Holt High School of Tuscaloosa and The

Don Hall and John Fanning from Holt
High School, Tuscaloosa, Alabama

Best Individual
Speakers in Varsity
Debate:

- 1st--Aaron Cowell of South Gwinett High,
Snellville, Georgia
- 2nd--John Cobb of Overton High School,
Nashville, Tennessee
- 3rd--Wes Tankersley of Overton High School,
Nashville, Tennessee

Novice Debate:

- 1st--Overton High School, Nashville, Tennessee
- 2nd--Montgomery Academy, Montgomery, Alabama
- 3rd--the combined team of Tuscaloosa County
High School and Holt High, Tuscaloosa,
Alabama

Best Individual
Speakers in
Novice Debate:

- 1st--John Sundock of Montgomery Academy,
Montgomery, Alabama
- 2nd--Dawn Lockhart of Oak Mountain Academy,
Carrollton, Georgia
- 3rd--Jackie Winter of Overton High School
Nashville, Tennessee

Oral Interpre-
tation of Prose:

- 1st--Scott Cunningham, Shelbyville High
School, Shelbyville, Tennessee
- 2nd--Dale Louie, Glencliff High School,
Nashville, Tennessee
- 3rd--Donna Foster, Shelbyville High School,
Shelbyville, Tennessee

- Oral Interpretation of Poetry: 1st--Lynell Howse, Brentwood Academy, Nashville, Tennessee
- 2nd--Angella Love, N.W. Clarksville High School, Clarksville, Tennessee
- 3rd--David Bogle, Dupont High School, Dupont, Tennessee
- Duet Acting; 1st--Maxwell and Cunningham, Shelbyville High School, Shelbyville, Tennessee
- 2nd--Grey and Lundsford, Tullahoma High School, Tullahoma, Tennessee
- 3rd--McCormick and Shipman, Dupont High School, Dupont, Tennessee
- Original Oratory: 1st--Pat Shoulders, N.W. Clarksville High School, Clarksville, Tennessee
- 2nd--Marion Little, Tullahoma High School, Tullahoma, Tennessee
- 3rd--Ben Styles of Holt High School, Tuscaloosa, Alabama
- Extemporaneous Speaking: 1st--Donna Foster, Shelbyville High School
- 2nd--Renee Atwood, Shelbyville High School
- 3rd--Mike Edmunds, N.W. Clarksville
- Sweepstakes: 1st--Overton High School (coached by Mrs. Ann White)
- 2nd--Montgomery Academy (coached by Dr. R. Roberts)

Holt High School (coached by Dr. Mike
Thompson)

3rd--Shelbyville High School

Other:

Richard Heun of Northeast Missouri State University, co-author of Public Speaking: A New Speech Book, directed a seminar on methods of teaching this text for the faculty of the basic Speech course.

David Walker directed two seminars on "Communication for Supervisors and Managers."

Results from the 1980 Tennessee Speech Communication
Association Ballot...

Theatre: Lorayne W. Lester
Department of Speech & Theatre
McClung Tower T-206, UTK
Knoxville, TN 37916

Forensics: Joan Gardner
Dupont High School
306 Tyler Drive
Hermitage, TN 37207

Curriculum: Valerie Schneider
ETSU Box 24429
Johnson City, TN 37601

Rhetoric and
Public Address: Richard L. Dean
Box 21760-A
University Station
Johnson City, TN 37601

Interpersonal: Judy Harter
Greenwood Annex
Greenwood Avenue
Clarksville, TN 37040

Broadcasting: Tom Webb
Richview Road
Clarksville High School
Clarksville, TN 37040

Interpretation: Betsy Mashburn
1625 Arrow Wood
Knoxville, TN 37919

Religious Speech
Communication: Bill Yates
Roane State Community College
Harriman, TN 37748

Vice-President: Walt Kirkpatrick
340 South Whitestation
Memphis, TN 38117

MINUTES--EXECUTIVE COMMITTEE

September 21, 1979

10:47 Called to order...Opened by Robert Woodland,
President, at Cookeville-TN Tech.

Present: Robert Woodland President
 Stan McDaniel Vice President
 Ralph Hillman Executive Secretary
 Craig Smith Interpersonal Interest Group
 Dave Briody Chairing the Interpersonal
 Sessions at 1:00
 Walt Kirkpatrick Rhetoric and Public address

(Others came as the meeting closed)

Items of Concern: Committee assignments to take effect in
the Fall or Spring.

We need to have: Constitutional revisions formalized.

Raise and/or clarify dues figures

Have Vice President prepare a program for the
Fall so the responsibility is shared and the
experience is there when he becomes President.

(Mail constitution to members for their input (amend it first)).

Questions asked from the floor:

How large a membership? in TSCA (60 to 100)

How many really come each Fall? (25 to 45 regulars)

How can we generate more interest? (use retreat or
state recreational facilities for the Fall Conference.-
For attendance) ex. Fall Creek Falls.

Memphis area people meet to share communication ideas four (4) times a year.

Communication and Theatre people

Jr. High-High School-College-(this activity really helps to create interest and involvement.)

Maybe a short History of the organization would help!

Meeting for two (2) days is a good idea (possibly Saturday and Sunday) Maybe hold the first meeting after lunch on the first day--Most participants like workshop idea--rather than reading papers. Offer CEUs or points so that more High School people will show up.

Announcements and calls for papers need to appear earlier, possibly at the Fall Conference.

Officers and Officers elect--

Let's have interest group chairman do the program the year after their election. Maybe have all the officers take office at the Fall Conference.

Need a Business meeting at the end of the Fall Conference so the whole membership can participate--possibly a luncheon. Maybe present a call for papers at the luncheon Saturday Noon or Sunday Noon.

Alter Broadcasting interest group title to read radio, TV, film-change names of interest groups.

Add Religious Studies Interest Groups (are there any others?)

Awards Committees--these awards need membership approval! (\$47.50)

Business action taken--move that at the end of convention--we

authorize payment of \$47.50 for awards. passed.

Move \$200 into Journal Budget. passed.

The sustaining membership needs something extra.

Sustaining--means convention fee or something

Regular--means you pay in addition for the convention

Currently the only difference between regular and

sustaining is \$5.00.

Meeting Adjourned.

September 22, 1979

Saturday Morning 8:08 A.M.

We need mailing addresses for all committee members
Possibly a spring convention. Note for recreation meet

Place

Make a convention and election closer together.

Re-evaluate the need for and the procedure for awards:

Teacher of the year-Speaker of the year

Presentation at the luncheon

Start - 1:00 on Saturday 2:30 on Sunday

Time to arrive and leave

Consolidate meeting times so we can hold three (3)
meetings before dinner Saturday

Meeting Adjourned!

PUBLICATION INFORMATION

THE JOURNAL OF THE TENNESSEE SPEECH COMMUNICATION ASSOCIATION is published twice yearly in the Winter and Spring. Subscriptions and requests for advertising rates should be addressed to David Walker, Box 111, MTSU, Murfreesboro, TN 37132. Regular subscription price for non-members is \$4.00 yearly, or \$2.00 per issue. The TSCA JOURNAL is printed by the MTSU Print Shop, Middle Tennessee State University, Murfreesboro, TN 37132. Special fourth class postage is paid at Middle Tennessee State University, Murfreesboro, TN.

The purpose of the publication is to expand professional interest and activity in all areas of the field of speech communication in Tennessee. Articles from all areas of speech study will be welcomed, with special consideration given to articles treating pedagogical concepts, techniques, and experiments.

All papers should be sent to the editor. Authors should submit two copies of their manuscripts, each under a separate title page also to include the author's name and address. Manuscripts without the identifying title pages will be forwarded by the editor to a panel of reader-referees who will represent the varied interests within the discipline.

All papers should be double-spaced, typed in standard type with a dark ribbon, and on standard typing paper. Margins should be standard and uniform. Notes need to be typed single-spaced on separate sheets following the last page of the manuscript proper. The first footnote should be unnumbered and should contain essential information about the author. This footnote will be eliminated by the editor from the manuscripts sent to the panel of readers. Any professional style guide, consistently used, is acceptable. Accuracy, originality, and proper citing of source materials are the responsibilities of the contributors.

Institutions and individuals wishing to be patrons of the Journal may do so with a contribution of \$25.00 yearly.