

It's Better To Talk Plain, Profs Tell College PR Men

The simpler way to say it is the better way.

That's the conclusion reached in a discussion "On Being Understood" held here yesterday by the American College Public Relations Association at its national institute.

Whether a writer is dealing with abstract ideas, technical discoveries or just writing about the weather, Professors Wayne A. Danielson, James Gaskins and

Kenneth Byerly, and A. G. "Pete" Ivey agreed that simplicity is the key to success.

Danielson, dean of the School of Journalism, mentioned that the English language has gaps which make being understood difficult, if not sometimes impossible.

"For example, we have no single word in English meaning brothers and sisters," he said. "Similarly, English has so many cause and effect relationships that it is difficult to describe certain situations in which we do not wish to state a casual connection."

Successful communication depends on the strength of the weakest link in the process, according to Dr. John B. Adams.

Outlining basic factors influencing communication and persuasion, Adams told the group that communication is a continuing process.

"It is going on all the time, and there must be an aware-

ness of change over time," he said. "There is a leakage in the process. No single element is perfect. In a real sense, successful communication depends on how strong the weakest link in the process is."

Adams observed that "noise" of all kinds is always present in communication situations. He defined noise as anything in the signal other than what the source intended.

"Noise always distorts and it must be taken into account by any source," Adams warned. He then noted that as a rule, the more channels used to communicate, the better the chances of success.

"Man's apparatus for receiving communication is far from perfect in the physical sense. It is influenced to a great degree by psychological and social factors as well," he continued. "To achieve his purpose, a communicator must get attention, be understood and believed, arouse a need and induce behavior."

Adams is one of 16 speakers being featured during the three-day national institute of the American College Public Relations Association.

Today's Campus Calendar

All Campus Calendar items must be submitted in person at the DTH offices in GM by 2 p.m. the day before the desired publication date (by 10 a.m. Saturday for Sunday's DTH). Lost and Found notices will run on Wednesdays and Saturdays only.

Committees—7 p.m., 203 Alumni.
WAA Tennis Club—3:30 p.m., Woman's Gym.

MOVIES

Carolina—Hud.
Varsity—Guns at Batasi.
Rialto (Durham)—Lilith.

FRIDAY

Honors Committee—4:30 p.m., 216 Davie Hall, fix-up party for honor students.
Order of the Old Lampshades—5 p.m., Nurses Dorm Lobby.
Gravely and Memorial Hospital

Carolina Christian Fellowship—6 p.m., Lenoir Hill, speaker, Rev. Roy Putnam.
Hillel Services—8 p.m., Judea Reform Congregation, Alexander St., Program, "Young Jewish Intellectuals Speak Out."

Baptist Student Union—5:45 p.m., speaker W. R. Grigg on "N. C. Baptists and Race."

NOTICE

October reports for all organizations receiving student government funds must be turned into

the student government treasurer's office immediately.

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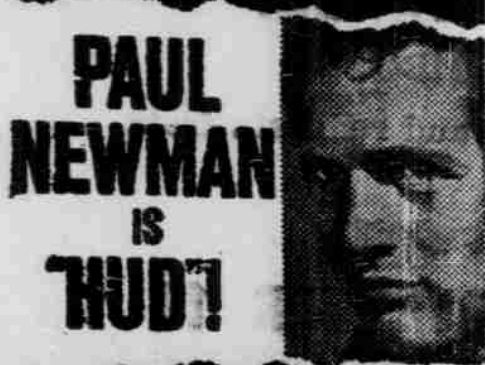
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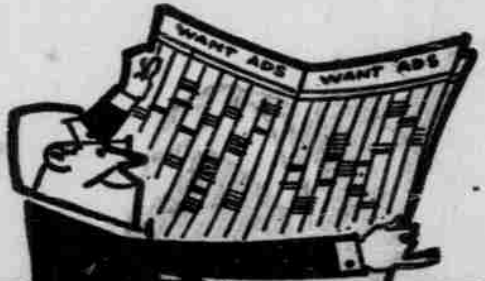


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