

M E R E D I T H H E R A L D

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Major in Speech Approved by Academic Council

On Tuesday, Sept. 5, the Academic Council met and approved a new major in Speech. The proposal was presented for its final reading by Dr. John Creagh, coordinator of Speech and Theater, and, after considerable discussion, the motion was carried.

"It's been a long time coming," said Dr. Creagh, who has been working on this particular proposal for two years. "I think the reason that it has taken so long, is that a lot of people just didn't know what a speech major is. So the biggest part of the job was informing the members of the council about typical speech majors at other institutions and then showing them that this proposal follows their example. I did a comparison of the requirements for speech majors at 14 other schools, including most branches of the University of North Carolina, Ohio State University, Louisiana State University, South Florida, Wake Forest, and the University of Texas at Austin. There are more requirements and fewer electives in Meredith's major than in these model schools, but the overall content of the coursework is almost identical."

Some of Meredith's requirements are taught in departments such as Business, Psychology, and Politics, but Creagh says that "Speech should not be considered an interdisciplinary major. There has been a strict rationale for the inclusion of each of the courses from other departments. Each course has been included because it focuses on the process of human communication in some particular context: interpersonal, public, political, social, organizational, or aesthetic."

The major in Speech is designed to develop skills in public and interpersonal communication, as well as the clear, logical, and creative expression of ideas. But a major in speech requires the student to do a lot more than develop communication skills. There is a tremendous and growing body of theory and research in the field, and students must become acquainted with this knowledge in order to understand the way communication functions in society, culture, business, and the arts.

The requirements for the major are printed below as they will appear in next year's catalogue.

SPEECH

The courses in Speech are designed to develop skills in public and interpersonal communication, critical thinking, as well as the clear, logical, and creative expression of ideas. Courses also impart a thorough understanding of the way communication functions in society, culture, business, and the arts.

A major in Speech prepares a student for many different careers including public relations, advertising, management and administration, personnel work, counseling, radio and television, politics, or any other career that emphasizes effective communication. Speech is recommended as pre-professional training for graduate work in business, law, and advanced degrees in communication. Speech is also an ideal second major for students pursuing degrees in Business, Education, English, Politics, Psychology, or Sociology.

REQUIREMENTS FOR THE B.A. IN SPEECH:

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Phonathon Raises over \$200,000 in Pledges

by Susan Worley

The results are in for the 1989 Phonathon. During the month of October, the Phonathon obtained over \$200,000 in pledges.

"It was a great success," according to Paula Puckett, Vice President of annual giving for the Student Foundation. 6,126 parents and alumnae were contacted and there were 3,407 pledges. The average pledge was \$60.33. Participants included

100 student volunteer callers, 16 alumnae volunteers and 15 faculty hosts.

The money raised from parent pledges will go toward a new security system. Money from reunion classes will go toward the refurbishment of the residence hall parlors. Money from non-reunion classes will go either to the General College fund or any place the alumna designates the money.

Raleigh businesses provided gift cer-

tificates as incentives for callers. Harris Teeter provided pizza and soft drinks. Alumnae provided top caller beach and mountain weekends. U.S. Air provided the total top caller tickets.

Overall class totals are as follows:

Seniors	\$60,222
Juniors	\$54,221
Sophomores	\$48,055
Freshmen	\$43,045