

# Syracuse Scholar (1979-1991)

---

Volume 10  
Issue 1 *Syracuse Scholar* 1990

Article 1

---

1990

## Cover & TOC

Follow this and additional works at: <https://surface.syr.edu/suscholar>

---

### Recommended Citation

(1990) "Cover & TOC," *Syracuse Scholar (1979-1991)*: Vol. 10 : Iss. 1 , Article 1.  
Available at: <https://surface.syr.edu/suscholar/vol10/iss1/1>

This Front Matter is brought to you for free and open access by SURFACE. It has been accepted for inclusion in Syracuse Scholar (1979-1991) by an authorized editor of SURFACE. For more information, please contact [surface@syr.edu](mailto:surface@syr.edu).

# SYRACUSE SCHOLAR

*An Interdisciplinary Journal of Ideas  
Published by Syracuse University*



**MASS COMMUNICATIONS  
AND HIGHER EDUCATION**

**A TEACHING AND  
RESEARCH PERSPECTIVE**

# SYRACUSE ❖ SCHOLAR

*An Interdisciplinary Journal of Ideas*

VOLUME 10, NUMBER 1

## MASS COMMUNICATIONS AND HIGHER EDUCATION

*A Teaching and Research Perspective*

MELVIN L. DEFLEUR  
*Guest Editor*

## Contents

VOLUME 10, NUMBER 1



*Page 5*

MELVIN L. DEFLEUR

*Guest Editor*

***Introduction.***

*Page 7*

EVERETTE E. DENNIS  
***Communication Education  
and Its Critics.*** Communication schools and their faculties strive to satisfy both the scholarly demands of the university and the practical requirements of the communication industry. The dynamics and prospects of these efforts are discussed.

*The challenges raised in this issue of the Syracuse Scholar face all communication schools, including the S. I. Newhouse School of Public Communications, housed in a distinctive I. M. Pei complex.*

Page 14

MELVIN L. DEFLEUR

***How Massive Are the Mass Media: Implications for Communications Education and Research.*** The U.S. mass media have a complex history of quantitative growth, inter-media adjustment, societal dependency, and influences on the individual. It is in the best interests of our democracy to have the professional training of those who operate these powerful and significant social systems directed by its colleges and universities.

Page 35

FRANCES FORDE PLUDE  
***Technological Change: A Challenge for Universities, Students, and Communication Professionals.*** Urging interdisciplinary collaboration among university faculty, the author documents the challenge introduced by rapid *technological* change in the field of communications. A model of information technologies is introduced.

Page 45

JOHN PHILIP JONES

***Advertising: Strong Force or Weak Force? A Dilemma for Higher Education.*** This essay examines two theories about the effects of advertising—the Strong and Weak Theories. The Strong Theory receives the greater support in professional and academic circles, yet there is plausible evidence that the Weak Theory has the wider application in the real world.

Page 57

FRANK WINSTON WYLIE

***The Challenge of Public Relations Education.*** The author considers the nature of public relations practice and suggests measures of its achievements; reviews and responds to the controversies and criticisms of the field; and discusses the challenges of public relations education.

Page 67

JOAN DEPPA

***Media Sensitivity to the Needs of People: An Unfinished Academic Agenda.*** Academics of all disciplines, not just those in communications, can play a positive role in helping the media perform their roles with greater sensitivity.

Page 80

LUCINDA D. DAVENPORT

***A Question of Journalism Ethics.*** A complex and critical relationship exists between mass communications and human beings in modern society. Thus, it is important that every new generation of journalists be provided with a strong sense of ethics through a solid exposure to liberal arts and ethics courses.

# SYRACUSE ♦ SCHOLAR

VOLUME 10  
NUMBER 1

**Editor**

John Philip Jones

**Guest Editor**

Melvin L. DeFleur

**Editor** (effective July 1989)

Paul F. Theiner

**Art Director**

C. W. Pike

**Copy Editor**

Kay Steinmetz

**Editorial Assistants**

Priscilla M. Carter

Jennifer Masters

**Board of Editors**

Sally Gregory Kohlstedt, *Chair*

James Wiggins, *Chair*

(effective July 1989)

Norman Balabanian

JoAnn Cannon

Gerardine Clark

Gerald Grant

Nahmin Horwitz

Richard Levy

Carol Lipson

Roderick Surratt

John Ucci

**ex officio**

Melvin A. Eggers, *Chancellor*

Gershon Vincow, *Vice-Chancellor*

*for Academic Affairs*

Benjamin R. Ware, *Interim*

*Vice-President for Research*

***We at Syracuse Scholar thank the following members of the Syracuse University faculty and friends of the university for their generous assistance as manuscript reviewers:***

Norman Balabanian

Simon Broadbent

JoAnn Cannon

Gerardine Clark

Andrew Ehrenberg

Gerald Grant

Nahmin Horwitz

Sally Gregory Kohlstedt

Richard Levy

Carol Lipson

William Weilbacher

James Wiggins

*Cover photograph courtesy of Anthony R. Golden, Associate Professor of Photography, Newhouse School of Public Communications.*

*Syracuse Scholar* invites submissions from present or past members of the Syracuse University faculty, alumnae and alumni of the graduate schools, and distinguished visitors to the campus. The editors are interested in essays on matters of scholarly or public interest, scientific articles, discussions of controversial issues, poetry, and short fiction. Artists are invited to submit original work.

*The Chicago Manual of Style* (University of Chicago Press) and *Elements of Style* by Strunk and White (Macmillan) should be consulted as guides to the presentation of written material.

Art submissions (including photography) should be unpublished work intended for the print medium. Whenever possible, reproductions will be made directly from the original art.

Queries and submissions should be addressed to the Editor, *Syracuse Scholar*, 220 Sims 3, Syracuse University, Syracuse, New York 13244-5610.

**Editorial Office**

220 Sims 3

Syracuse University

Syracuse, New York 13244-5610