
This collection of abstracts is part of a continuing series providing information on recent doctoral dissertations. The 20 titles deal with a variety of topics, including the following: (1) the campaign communication during the Carter-Ford television debates; (2) apprehensiveness and performance in public speaking; (3) a history and criticism of the Vietnam anti-war movement; (4) a case study of institutional rhetoric and radical change (the contemporary Roman Catholic Church in America); (5) synthesizing methodologies used in the study of political communication during the 1976 United States presidential election campaign; (6) the audience effects of apologetic discourse; (7) rhetorical vision and black social reality; (8) a case study of organizational apologia (the American Federation of Labor, 1945-1956); and rhetorical analyses of the speeches/discourses of (9) Dorothy Day for the Catholic Worker movement, (10) British Conservative Party leader Margaret Thatcher, (11) Charles Betts Galloway, (12) Carl Schurz, (13) Cleveland mayoral candidate Arnold Pinkney, (14) Richard Nixon on Vietnam, (15) United States Senator Wayne Morse on Vietnam, (16) Supreme Court Justice William O. Douglas on the First Amendment, (17) U. S. presidential candidate George McGovern, (18) Hu Shih on the Chinese Literary revolution (1915-1920), (19) selected women speakers during 1850-1860, and (20) the American conservation movement, 1865-1913.
Rhetoric and Public Address:

Abstracts of Doctoral Dissertations Published in Dissertation Abstracts International, January through June 1980 (Vol. 40 No. 7 through 12)

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Abstracts of the following dissertations are included in this collection:

Anderson, Ruth Diana
THE CHARACTER AND COMMUNICATION OF A MODERN-DAY PROPHET: A RHETORICAL ANALYSIS OF DOROTHY DAY AND THE CATHOLIC WORKER MOVEMENT

Brydon, Steven Robert
THE CARTER-FORD TELEVISION DEBATES: A STUDY IN CAMPAIGN COMMUNICATION

Bunetta, Teresa Hicks
MARGARET THATCHER, BRITAIN'S SPOKESMAN FOR A NEW CONSERVATISM: A RHETORICAL ANALYSIS OF THE PARTY CONFERENCE SPEECHES (1975-1978) (VOLUMES I AND II)

Frye, Paul Arthur
APPREHENSIVENESS AND PERFORMANCE IN PUBLIC SPEAKING

Handford, Charlene Jeanette
A RHETORICAL STUDY OF SELECTED CEREMONIAL SPEECHES OF CHARLES BETTS GALLOWAY, 1893-1908

Harwood, Glenn Reid
THE MOVEMENT FOR ASSIMILATION: A CRITICAL ANALYSIS OF THE RHETORIC OF CARL SCHURZ

Hensley, William Edward
THE VIETNAM ANTI-WAR MOVEMENT: HISTORY AND CRITICISM

Hunter, Deborah Frances Atwater
ARNOLD PINKNEY AND THE 1971 CLEVELAND MAYORAL CAMPAIGN: THE CASE FOR THE STRATEGY OF FLEXIBLE RESPONSES

Jablonski, Carol Jean

Kay, Jack
A SYNTHESIS OF METHODOLOGIES USED IN THE STUDY OF POLITICAL COMMUNICATION APPLIED TO THE 1976 PRESIDENTIAL ELECTION CAMPAIGN

McCleary, Kevin Eamon
AUDIENCE EFFECTS OF APOLOGIA: A SOCIAL SCIENCE ANALYSIS OF FOUR SUBGENRES OF APOLOGETIC DISCOURSE

Mead, Judith Lee
A RHETORICAL ANALYSIS OF REPRESENTATIVE SPEECHES OF SELECTED WOMEN SPEAKERS IN AMERICA: 1850-1860

Murphy, William Francis
RHETORICAL PROCESSES AND PATTERNS IN THE NIXON ADDRESSES ON VIETNAM AND RELATED NEWS COVERAGE

Neal, William Patrick

Oravec, Christine
STUDIES IN THE RHETORIC OF THE CONSERVATION MOVEMENT IN AMERICA, 1865-1913
Ribeau, Sidney Allen
Rhetorical Vision—Black Social Reality

Rogers, Raymond Sinclair
Justice William O. Douglas on the First Amendment: Rhetorical Genres in Judicial Opinions

Rosenthal, Robert Edward
A Rhetorical Analysis of the 1972 Presidential Campaign of George Stanley McGovern

Rybacki, Karyn Charles
A Case Study of Organizational Apologia: The American Federation of Labor, 1945–1956

Wei, Shulun
A Study of Hu Shi’s Rhetorical Discourses on the Chinese Literary Revolution: 1915–20
The debates performed several functions. The debate format forced the candidates to address policy issues, although the issues raised did not reflect major public concerns. The debates functioned as a catalyst for viewers, bonding policy issue positions, party preferences, and candidate personalities into overall images of the candidates. Most voters were reinforced rather than converted by the debates, and it is unlikely that the election's outcome was altered by the encounters. Audience perceptions were influenced mainly by media-created expectations and post-debate interpretations.

The debates attracted and retained large audiences, although viewers did not find them entertaining. The debates stimulated campaign interest and interpersonal discussion, but had little effect on voter turnout. The encounters contributed marginally to the legitimization of the electoral process through the use of historical sites and the use of debate. The agreement by the candidates to debate did, however, signal a significant belief in the validity of fair democratic processes.

Panelists asked about issues, forced clarification, and provided refutation of candidate claims. Panelists failed to reflect major public concerns and demonstrated bias in the final debate.

Jimmy Carter identified himself with the people and the people with the presidency. He reaffirmed in the people's ability to govern and offered himself as a vehicle to do their will. Carter promised to unify a divided people. His strategy was to demonstrate that he was knowledgeable and specific about issues, competent, and willing to apologize for past mistakes. Carter subverted Gerald Ford's image by identifying him with Richard Nixon and the Republican party, and disassociating him from the people. Carter accused Ford of distortion in a number of his statements.

Ford identified himself with the institution of the presidency, which he claimed had been returned to a position of integrity and trust under his administration. A major obstacle for Ford was the way he came into office and his pardon of Nixon. Ford argued that he had earned a full term as President by doing a good job, unifying the people, and reaffirming basic American values. Ford's attempt to demonstrate his competence was undermined by his misstatement about Soviet domination of Eastern Europe, which was widely publicized in the media. Ford's attempts to subvert Carter's image were largely unsuccessful. His identification of Carter with the Democratic majority in Congress was inappropriate for a minority party candidate who needed Democratic support.

The debates were successful in presenting voters with information about the candidates, their issue positions, and their images of the presidency. Unlike the 1960 presidential debates, neither candidate suffered from an inferior television image. Although the 1976 debates contributed to the legitimization of the democratic process, the attempts by both men to subvert their opponent mitigated the legitimization of the presidency and the men who sought it.

The results of this study were compared to findings from studies of the 1960 presidential debates. Recommendations were proposed for future presidential debates. Implications for theory and research were discussed.
with the social democrats and what some regarded as "a palatable brand of British Socialism"; the Conservatives under Margaret Thatcher became proponents of free enterprise and de-nationalisation.

On Wednesday, March 28, 1979, Prime Minister James Callaghan's minority Government fell. The vote was 311-110 on a motion of no confidence. After his defeat Callaghan went to Buckingham Palace to propose that Queen Elizabeth dissolve Parliament. As usual the essential business was finished and the election of a new House of Commons for May 3.

Although several biographies of Margaret Thatcher are in print, none analyses the rhetorical skill which she had demonstrated throughout her career. The period of this study is of particular interest in the context of the four year period (1975-1978). Mrs. Thatcher rose in prominence within her own party and gained a wider acceptance by the public as a prospective Prime Minister. As leader of the Conservative Party, Mrs. Thatcher became the voice and standard bearer for a new conservatism within her own party and gained a wider acceptance by the public as a prospective Prime Minister. As leader of the Conservative Party, Mrs. Thatcher became the voice and standard bearer for a new conservatism. To a great extent she was the one responsible for convincing the public that the Conservatives were able to govern more effectively than Labour, and most importantly, that they would do so as a result of her leadership.

This study focuses on the party conference speeches delivered by Mrs. Thatcher from 1975-1978. On these occasions Margaret Thatcher spoke to both the members of the Conservative Party in the immediate audience and to the general public through the medium of television, thus on these occasions, she spoke to considerably larger audiences than she did on any other occasions during the period. Those party conferences provided the leader of the Conservative Party with an opportunity to outline an alternative course for the nation and her party. The written transcripts of the speeches reveal Margaret Thatcher's dominant theme to be the necessity in leading Britain out of socialism and re-establishing a free market economy. These speeches offer the rhetorical critic an opportunity to evaluate the effectiveness of a speaker whose goal for each speech was to depict the plight of Great Britain to a widely diversified audience. The intellectual and emotional makeup of the audience presents the speaker with challenges, unlike any she encountered on other speech occasions.

Margaret Thatcher's party conference speeches from 1975-1978 are likely to have contributed to her credibility as a future head of state. This study examines her goals as a speaker, the way in which she sought to achieve them and the general effectiveness of her party conference speeches from 1975-1978.

**APPREHENSIONS AND PERFORMANCE IN PUBLIC SPEAKING**

**Frye, Paul Arthur, Ph.D. University of Denver, 1979** 162pp. Order No. 8003432

This empirical study was concerned with describing the relationship between communication apprehension (CA) and performance quality in public speaking. Previous research (McCroskey, 1976; McCroskey & Geisler, 1976) suggested that as an individual's level of fear or anxiety increased, his or her public communication effectiveness decreased. Research on "Panic-Fear" in asthma, however, suggested that for individuals with relatively strong ego controls a high level of fear or anxiety may be beneficial.

A theoretical model of CA in public speaking was derived from the literature on communication apprehension, reticence, speech anxiety, stage fright, the characteristics of good and poor speakers, the Panic-Fear research, and speech communication theory. The model suggested that the level of intensity of CA in conjunction with the individual's typical coping response style in stressful situations determined public speaking performance outcomes.

The research hypothesis predicted that individuals with high CA but adaptive or moderate Panic-Fear coping response styles would outperform others on classroom speeches. McCroskey's (1978) PRCA was used as a measure of CA and the MMPI Panic-Fear scores improved more across three speech topics than people who had moderate PRCA and moderate Panic-Fear scores. While only approaching statistical significance (between .05 and ,10), these results suggested that people with adaptive coping response styles may utilize high levels of communication apprehension productively.

Additional hypothesis testing indicated that women had higher PRCA scores than men (t = 7.29, p < .006). However, no difference was found between sexes on speech evaluation scores. Males tended to score lower than females on the MMPI Panic-Fear scale (t = 1.13, p = .001). This suggested that while women tend to experience more CA, men may tend to utilize counter photidal strategies to cope with feelings of fear or anxiety.

PRCA correlated negatively (r = -.54) with public speaking experience, but no significant relationship was found between PRCA scores and choral musical age. Speech evaluation scores were not significantly related either to public speaking experience or to PRCA scores. However, student scores on a mid-term examination correlated positively with public speaking evaluation scores (r = 21 on Speech 1, r = .54 on Speech 2, r = .45 on Speech 3). These findings suggested that higher public speaking performance was enhanced through exposure to rhetorical concepts related to public speaking. While the results indicated that CA decreased as public speaking experience increased, the lack of a correlation between either PRCA scores or public speaking experience scores and performance evaluations suggested that increased confidence does not necessarily mean improved public speaking performance.

Implications of the theoretical model and empirical findings for the teachings of public speaking, CA intervention strategies, and communication apprehension theory were discussed.

**A RHETORICAL STUDY OF SELECTED CEREMONIAL SPEECHES OF CHARLES BETTS GALLOWAY, 1893-1908**

**Handford, Charlene Jean, Ph.D. The Louisiana State University and Agricultural and Mechanical College, 1979** 276pp. Supervised by Dr. Harold Mason

This dissertation analyzes six ceremonial addresses delivered by Charles Betts Galloway between 1893 and 1908. Of the six discourses the occasions included the dedication of Millsaps College, the dedication of a new state capitol, the Seventh Annual Conference for Education in the South, a commencement day address, and two lecture series. Dedicated to a variety of causes, Galloway utilized these ceremonies to express his personal sentiments regarding the value of Christian education, the role of the New South educational and legal justice for blacks, the actions of Jefferson Davis and the South before and during the Civil War, the church's support of missions, and the influence of Protestant Christianity over government.

The study produced five conclusions. First, Galloway apparently took great care in researching and preparing his speeches. Often stating or clearly implying his theme and purpose, the orations suggest that the speaker followed a carefully thought-out plan. His personal scrapbook contains clippings of quotations, lines of verse, etc., which he possibly employed in his public discourses, and his oratory occasionally contained ideas employed by other speakers such as the separate but equal theory of race relations previously advocated by Booker T. Washington in his "Atlanta Exposition Address." Not totally dominated by unrealistic idealism, Galloway's orations reveal a practical strategist who worked as best he could with what opportunities were available and utilized his knowledge of his region, his education, and his extensive travels as sources.

Second, Galloway took up the New South cause as a result of his experiences in the South before, during, and after the Civil War. Undoubtedly his years as a student at the University of Mississippi among such Confederate veterans as L. Q. C. Lamar made a lasting impression. As a young minister he took up such controversial causes as prohibition, and during his years as a bishop he was outspoken on behalf of equal opportunities for black and other progressive ideas, defying powerful leaders such as James K. Vardaman. Unlike the politician who was forced to worry about the next election and the minister who could be relocated, Galloway's secure position within the church and his high level of ethos enabled him to speak out on political and social ideas. These circumstances combined to make him a logical person to assume the role of a New South spokesman in Mississippi.

Third, through his oratory of the South's great past and heroic leaders, Galloway encouraged a feeling of self-confidence within that region, thereby paving the way for the advocacy of the New South creed.

Fourth, in some ways Galloway was similar to other New South advocates who were too young to have served in the Civil War but reached maturity during Reconstruction. Specifically, Galloway held other traits in common with spokesmen such as Walter Hines Page of North Carolina and Richard Hahway Edmons of Virginia who wanted educational benefits.
for blacks and Bishop Atanas Green Haygood of Georgia and Henry Watterson of Kentucky, who sought to end sectionalism. Although the South possessed a majority of New South advocates, largely centered in the southeastern states, Galloway was apparently the major spokesman in Mississippi.  

In spite of the limited circumstances of his time and region, Galloway was immensely popular and managed to assert influence over social and political issues and to determine the course of events within his state. However, his primary significance seems as a founder of others who were to follow with more liberal ideas, his oratory marking the beginning of a long and arduous campaign for progress and civil liberties in Mississippi.
Institutional Rhetoric and Radical Change: The Case of the Contemporary Roman Catholic Church in America, 1947-1977

Order No. 800549

Institutional rhetoric and radical change have been studied in sociology and rhetoric. This study examines the relationship between institutional evolution and public discourse. It proposes a model for studying institutional rhetoric, which reflects the power relationship between institutional leaders and their constituency. Specifically, it explicates the functional relationship between institutional evolution and public discourse, identifies rhetorical strategies, and explains how rhetoric reflects the power relationship in a given situation.

This study explores the effects of radical social and institutional change on the ongoing public communication addressed by institutional leaders to their constituency. It examines the rhetorical patterns of institutional continuity throughout the thirty years examined. The study identifies authoritarian, absolutistic, defensive, and esoteric in their pronouncements, but also demonstrates their ability to adapt to changing circumstances.

The purpose of this study is four-fold:
1. To provide a comprehensive framework for studying institutional rhetoric.
2. To synthesize current methodologies into a coherent approach for studying institutional rhetoric.
3. To evaluate the strengths and weaknesses of current theories and methodologies.
4. To apply the newly proposed model to several aspects of the 1976 presidential election campaign.

Four methods of political communication analysis are identified as dominant in academic research: demographics, survey research, agenda setting, and evaluation of campaigns. Each method is reviewed and evaluated in terms of its usefulness and adequacy in depicting, interpreting, and evaluating political campaigns. The conclusion reached is that each method provides valuable, although limited, insight into the nature of political campaigns.

In order to pull together material on campaigns and to better understand election campaigns, a synthesis model is proposed. The model is applied to a 1976 presidential election campaign as a form of ongoing communication between the bishops and the diocesan following, the letters provided a basis for informing the rhetorical patterns of institutional continuity and change.

For the most part, the bishops consistently employed rhetorical patterns of institutional continuity throughout the thirty years examined. They were authoritarian, absolutistic, defensive, and esoteric in their pronouncements, but they also demonstrated their ability to adapt to changing circumstances.

The study concludes that the dramatic changes in the 1960s and 1970s resulted in a greater emphasis on the people's needs, their common rhetorical situation, and the rhetor's view of liber shared social reality. Moreover, it is suggested that the rhetoric reflects the power relationship shared by leaders and members of institutions and should thus reveal alterations therein.

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AUDIENCE EFFECTS OF APOLOGIA: A SOCIAL SCIENCE ANALYSIS OF FOUR SUBGENRES OF APOLOGISTIC DISCOURSE

Order No. 8002758


(1) Statement of the Problem While critics of rhetorical communication have identified subgenres of apologistic discourse through isolating recurrent language strategies of rhetors, little is known about the pragmatic effects of discourses in these subgenres and how those effects might alter perceptions of the rhetorical situation. The study therefore sought to assess the effects of four speeches (each on a different subgenre of apologia) on an audience's perceptions of the moral character, competence, and culpability of a rhetor whose moral character had been attacked.

(2) Procedure One hundred eighty subjects read a counterfeit set of charges against a rhetor's moral character and then (depending upon group assignment) either read a full or partial apologia responding to the charges or served as control group members. They then responded to four dependent measures assessing their perceptions of the culpability, credibility (character and competence), and rhetorical stance of the apologist. Eight null hypotheses were tested by using factor analysis, analyses of variance, and chi-square contingency tables.

(3) Results It was found that (a) each of the apologists heightened significantly perceptions of moral character and reversed effectively perceptions of culpability, (b) audience members responded to strategies inherent in the discourse, not to the rhetorical situation of the apologia, and (c) audience members could identify accurately, nevertheless, the rhetorical stance of the apologist.

(4) Conclusions It was argued that rhetorical strategies, rhetorical stances, and audience effects are complex and subjective. It was further argued, that evidence from social science research is to be brought to bear meaningfully upon investigations of rhetorical genres, and that the nature of political campaigns.

The study concludes that the dramatic changes in the 1960s and 1970s resulted in a greater emphasis on the people's needs, their common rhetorical situation, and the rhetor's view of liber shared social reality. Moreover, it is suggested that the rhetoric reflects the power relationship shared by leaders and members of institutions and should thus reveal alterations therein.

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A RHETORICAL ANALYSIS OF REPRESENTATIVE SPEECHES
OF SELECTED WOMEN SPEAKERS IN AMERICA: 1850-1860

Order No. 8003445

Mead, Judith L., Dr. University of Denver, 1979 119pp

This dissertation is an exploratory, descriptive study of how political
rhetoric effects the legitimation or delegitimation of the policies and actions
of a particular authority figure, former President Richard M. Nixon. A
rhetorical analysis is made of both the Nixon addresses to the nation on
Vietnam during 1969 and 1970 and the news coverage of those addresses, in order to determine how the relevant actors (referring to persons,
institutions, nations, or socio-economic groupings) are characterized in
dramatic terms. These characteristics are then interrelated as patterns for
the mobilization of support for Presidential policy, the quelling of
opposition to that policy, and the skeptical interpretation of Presidential acts
as motivated by partisan interests. In the conclusion, the patterns and actor
characterizations are discussed with reference to their impact on
conceptions of legitimate authority and opposition in contemporary
American political culture.

In addition to the authority figure of President Nixon, a list of generic
types of actors is presented. It includes the following: the nation and the
people as a whole, past Presidents, experts, American soldiers, foreign
enemies, foreign allies, supporters of the President, and domestic
opponents. The following classification scheme is used to determine
how the actors and/or their relationship to Nixon's policies are presented:
(1) Motivational constitution attribution: reference to purposes and goals
set down by past leaders as the source of motives for a Nixon policy;
(2) Personal or partisan attribution: reference to personal or partisan
interests or to Nixon's psychological characteristics as the source of motives
for a policy; (3) Personification and identity validation: reference to the
characteristics of a national identity which must be validated; (4) Alien vs.
empathic: the definition of foreign or domestic opponents as either
fundamentally malevolent or as potentially sharing common goals with us;
(5) Authoritarian vs communicative: presenting policy alternatives toward
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RHEORICAL PROCESS AND PATTERNS IN THE NIXON
ADDRESSES ON VIETNAM AND RELATED NEWS COVERAGE

Order No. 8004870

Murphy, William Francis, Dr. University of Pittsburgh, 1979 265pp

The speeches and addresses to the nation on Vietnam during 1969 and 1970,
and the news coverage of those addresses, are analyzed to determine the
characterizations of the relevant actors. A common pattern is elicited for the November 3, 1969, and April
30, 1970, addresses, as follows: (1) A motivational constitution attribution: reference to purposes and goals
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These are the main conclusions of the study:

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fundamentally malevolent or as potentially sharing common goals with us;
(5) Authoritarian vs communicative: presenting policy alternatives toward
enemies in terms of strength and weakness or

6. The speeches and addresses to the nation on Vietnam during 1969 and 1970,
and the news coverage of those addresses, are analyzed to determine the
characterizations of the relevant actors. A common pattern is elicited for the November 3, 1969, and April
30, 1970, addresses, as follows: (1) A motivational constitution attribution: reference to purposes and goals
set down by past leaders as the source of motives for a Nixon policy;
(2) Personal or partisan attribution: reference to personal or partisan
interests or to Nixon's psychological characteristics as the source of motives
for a policy; (3) Personification and identity validation: reference to the
characteristics of a national identity which must be validated; (4) Alien vs.
empathic: the definition of foreign or domestic opponents as either
fundamentally malevolent or as potentially sharing common goals with us;
(5) Authoritarian vs communicative: presenting policy alternatives toward
enemies in terms of strength and weakness or
JUSTICE WILLIAM O. DOUGLAS ON THE FIRST AMENDMENT: RHETORICAL GENRES IN JUDICIAL OPINIONS

This study examined two hundred and seven of William O. Douglas' Supreme Court opinions on first amendment issues in an attempt to determine (1) whether judicial opinions could be generally classified according to their jurisprudential/rhetorical bases, (2) what generic clusters typified Douglas' first amendment opinions, and (3) if such generic clusters varied between majority and non-majority opinions.

The analytical procedures revealed that there exists (as reflected in Douglas' first amendment opinions) a characteristic nexus between jurisprudential warrant and rhetorical content. This independence of rhetorical substance upon legal philosophical warrant, combined with a conflux of institutional constraints inherent in the U.S. Supreme Court, led to a qualified affirmative claim that rhetorical genres exist in judicial opinions. Second, the analysis of opinions revealed that Douglas' generic tendencies ran toward legal positivism rather than the legal realism philosophy with which he has most often been identified. Natural law rhetoric accounted for 8.7% of his first amendment opinions, legal positivist rhetoric for 56.3% and legal realism for 34.8%. The domination of the "Argument from Rule" persisted in all opinion types, leading to the third conclusion that no statistically significant generic differences were found between majority and non-majority rhetoric.

A RHETORICAL ANALYSIS OF THE 1972 PRESIDENTIAL CAMPAIGN OF GEORGE STANLEY MCGOVERN

This rhetorical analysis examined the 1972 Presidential campaign of George Stanley McGovern. Several variations of dramaticistic methodology were utilized to criticize McGovern's campaign image. The analysis demonstrated that McGovern had become trapped by his non-political campaign image and by his moralistic rhetoric. This resulted in a "paradox of purity," a rhetorical problem which was the result of the candidate's failure to comprehend and use the inherent ambiguity of language.

The historical self image of the AFL was found to be that of a central and dominant liberal/conservative paradigm. The public image of the AFL was that of an organization imbedded in the American labor movement. Publicly, all labor organizations were seen as devoted to disrupting the economy through demands for higher wages, strikes, and organizing activities among non-union workers. Also, the public could point to "known" commitments in the labor movement; therefore, all unions were perceived as communists. By the year 1945, the self image and public image of the AFL reached a point of maximum differentiation. The AFL saw itself as dedicated to American principles. The public saw all labor unions as a threat to economic stability and national security. To correct this mismatching of self and public image, AFL leaders spoke out on behalf of their organization.

A CASE STUDY OF ORGANIZATIONAL APOLOGLA THE AMERICAN FEDERATION OF LABOR, 1945-1956

Three periods of AFL apologia were identified in this rhetorical self-defense. Between 1945 and 1950, AFL speakers attempted to respond directly to the charges by denying them. With the advent of McCarthyism, the focus of AFL argumentation changed as speakers attempted to redefine the organization's image between 1951 and 1955. Finally, as the AFL prepared to merge with the CIO, AFL speaker Meany strove to reaffirm the value of all organized labor to the nation in 1955 and 1956. This study suggests that in a rhetorical situation where an organization has been accused of being a threat to the society of which it is a part, it will engage in apologetic speaking to resolve belief dilemmas similar to that which an individual would undertake. The AFL conducted an apologetic campaign and met with partial success; key opinion leaders in society, industry, and government accepted the AFL's reestablishment of its image as a worthwhile member of society.
In the Literary Revolution, which marked a very important milestone in modern Chinese history, Hu Shih, an outstanding scholar, succeeded in substituting the vernacular for the long established and highly refined classical style of writing. The old ways had become an inefficient medium for modern communication. This study analyzed the ideational process in which Hu directed his rhetorical discourses toward the audience and the revolutionary operation by which he adjusted the audience to his ideas.

The study concluded that the nature of Hu Shih's discourses was "instrumental" in Dewey's meaning of the word. His achievement was in the changing of the linguistic tool. He did not create a literary tool. His rationale was built on a historical evolutionary theory which maintained that language and literature are a function of the time in which they are used. The ascertainable sources of his ideas are traced to Confucianism, Ibsenism as well as the thoughts of Darwin, Huxley, and Dewey. Particularly relevant to the Literary Revolution were Hu's speech background and his use of gradualism. It was further found that the significance of Hu's discourses was not confined to language and literature. The linguistic cognitive dissonance that Hu had aroused in the audience, was psycho-socio-cultural and would affect the future transformation of the whole Chinese linguistic symbolic system.