
ERIC Clearinghouse on Reading and Communication Skills, Urbana, Ill.

80

11p.; Pages may be marginally legible.

MF01/PC01 Plus Postage.

Adults; Annotated Bibliographies; Black Culture; *Communication Research; *Doctoral Dissertations; Film Criticism; Health; Justice; Medicine; Mexican Americans; Models; Poetry; *Public Speaking; *Rhetoric; *Rhetorical Criticism; *Speech Communication

This collection of abstracts is part of a continuing series providing information on recent doctoral dissertations. The 16 titles deal with the following topics: (1) a psycholinguistic analysis of the rhetoric of Abba S. Eban; (2) synergetic tetrahedral communication models; (3) a form critical approach to the oral traditions of the black church as they relate to the celebration of death; (4) the rhetoric of Afro-American poetry; (5) rhetoric in the English educational system, 1520-1550; (6) rhetorical visions of medicine of Mexican-American and Anglo patients and practitioners; (7) film criticism and economically successful films; (8) an analysis of internal rhetoric in the health care system; (9) the judicial opinion as a rhetorical performance; (10) rhetorical theory and the free clinic movement; (11) a rhetorical study of chicanismo in selected poetry from 1969 to 1972; (12) the grammatical structure of oratory; (13) the rhetoric of social justice, legal justice and moral justice; (14) evaluation of noncontent speech accommodation; (15) the rhetoric of Henry A. Wallace; and (16) a dramatistic perspective on the rhetoric of Holocaust survivors. (MKM)
Rhetoric and Public Address:

Abstracts of Doctoral Dissertations Published in Dissertation Abstracts International, July through December 1980 (Vol. 41 Nos. 1 through 6)

Compiled by the staff of the

ERIC Clearinghouse on Reading and Communication Skills

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY

University Microfilms International

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."
The dissertation titles contained here are published with permission of the University Microfilms International, publishers of Dissertation Abstracts International (copyright © 1980 by University Microfilms International), and may not be reproduced without their prior permission.
This bibliography has been compiled as part of a continuing series designed to make information on relevant dissertations available to users of the ERIC system. Monthly issues of Dissertation Abstracts International are reviewed in order to compile abstracts of dissertations on related topics, which thus become accessible in searches of the ERIC data base. Ordering information for the dissertations themselves is included at the end of the bibliography.

Abstracts of the following dissertations are included in this collection:

Adler, Richard Kenneth
A PSYCHOLINGUISTIC ANALYSIS OF THE RHETORIC OF ABBA S. EBAN

Carr, Marion Mona Odell
THE DISCOVERY AND APPLICATION OF SYNERGETIC TETRAHEDRAL COMMUNICATION MODELS

Craggett, Foster T.
A FORM CRITICAL APPROACH TO THE ORAL TRADITIONS OF THE BLACK CHURCH AS THEY RELATE TO THE CELEBRATION OF DEATH

Edwards, Michael LeRoy
THE RHETORIC OF AFRO-AMERICAN POETRY: A RHETORICAL ANALYSIS OF BLACK POETRY AND THE SELECTED POETRY OF MARGARET WALKER AND LANGSTON HUGHES

Freedman, Roselyn Lee
RHETORIC IN THE ENGLISH EDUCATIONAL SYSTEM, 1520-1550

Gangotena-Gonzalez, Margarita
RHETORICAL VISIONS OF MEDICINE COMPARED AND CONTRASTED: CURANDERISMO AND ALLOPATHIC FAMILY PRACTICE AS HELD BY MEXICAN-AMERICAN AND ANGLO PATIENTS AND PRACTITIONERS

Hillwig, Jack Leonard
FILM CRITICISM: ITS RELATIONSHIP TO ECONOMICALLY SUCCESSFUL FILMS AND AN APPLICATION OF RHETORIC TO IMPROVING THE CRITIC'S METHODS

Knupp, Ralph Edward
PUBLIC KNOWLEDGE AND PRIVATE DISCOURSE: AN ANALYSIS OF INTERNAL RHETORIC IN THE HEALTH CARE SYSTEM

Makau, Josina M.
THE JUDICIAL OPINION AS A RHETORICAL PERFORMANCE

Mechling, Elizabeth Walker
FROM PARADOX TO PARODY: A SOCIO-RHETORICAL THEORY OF COUNTER-INSTITUTIONAL MOVEMENT ORGANIZATIONS, APPLIED TO THE FREE CLINIC MOVEMENT

Sedano, Michael Victor
CHICANISMO IN SELECTED POETRY FROM THE CHICANO MOVEMENT, 1969-1972: A RHETORICAL STUDY

Smith, Milicréd Cassandra Foster
THE GRAMMATICAL STRUCTURE OF ORATORY

Street, Nancy Lynch
Street, Richard Lewis, Jr.
EVALUATION OF NONCONTENT SPEECH ACCOMMODATION

Weiler, Richard Michael
STATESMANSHIP, RELIGION, AND THE GENERAL WELFARE: THE RHETORIC OF HENRY A. WALLACE

Weisman, Eric Robert
THE RHETORIC OF HOLOCAUST SURVIVORS: A DRAMATISTIC PERSPECTIVE
A PSYCHOLINGUISTIC ANALYSIS OF THE RHETORIC OF ABBA S. EBAN

The purpose of this study is to apply to the speeches of Abba S. Eban, the rhetorical-theoretical concepts of cognitive dissonance from the point of view of rhetorical psycholinguistics. Specifically, the study is designed to discover whether or not the psychology of Eban is habitually cognitively congruent in its operation. A person who is committed to the principle of congruity inherently is also committed to the theory of cognitive consistency.

In the literature of cognitive consistency, commitment usually refers to an individual's resistance to any change in behavior. Therefore, if Eban is committed to the principal of congruity, and he is an interdisciplinarily relevant person, his behavior would be psychologically uncomfortable, motivating the person to try to reduce the dissonance and achieve consonance.

The criteria for Eban's behavior comparisons were drawn from Festinger's dissonance theory, the literature of belief action congruity, and rhetorical psycholinguistics. The evidence to prove or disprove that Eban behaved as predicted was drawn from his rhetorical behavior as exemplified through nine speeches and letters written and presented before, during, and after the Six-Day War with the Arab Nations during the period October, 1966 through November, 1967.

According to the literature, certain behaviors were predictable in Eban. These became apparent when Eban, in an attempt to resolve the dissonance that had been aroused, the behaviors included: projections, implicit labeling, and forced compliance. It was predicted that an examination of Eban through his speeches and letters should reveal, in a known dissonance situation, extensive use of each rhetorical behavior. And when Eban was found to be in a consonant situation, there should be very little or an absence of these devices throughout his speeches and letters.

The findings reveal new insights into the study of Abba S. Eban and into the study of rhetorical analysis from dissonance and psycholinguistic theories.

This study proposes that synergetic tetrahedral communication models incorporate the above findings. In 1974 I discovered that the late Chancellor Konrad Adenauer's rhetorical methods of cultivating international understanding manifest synergetic tetrahedral systems. Adenauer's rhetorical Concept, or rationale for persuasion, is comprised of three subjectively functioning media whose respective elements modify the elements of three objectively functioning media. The subjectively functioning media (or means of persuasion) are Adenauer's perceived ethos, his philosophical tenets, and the objective functioning media are his concept of might, substantive goals, and procedures for achieving them: these three modified media present his "message."

Adenauer's "message" is further modified by perceived influences of physical setting, cultural-political setting, and by audience responses. While these modifications may be anticipated by the speaker, they are actualized by the audience through their interpretation, perception, and response. Adenauer's Realization in the bitetrahedral structure of my original model whose nine vectors accurately manifest the juxtaposition of Concept's six media, plus the perceived influences of physical setting, cultural-political setting, and audience responses.

Fuller calls the tetrahedron "the first and simplest subdivision of Universe... whose self-stabilizing energy-event complex" presents the mindset as the following of the "message." By this device of realizing and communication model research are functions of "synergetics." My research is meant to extend the concept of synergetic tetrahedral systems to the analysis and understanding of communication.

I have accepted the excellent suggestion of Edward J. Applewhite, Fuller's collaborator for Synergetics, that the tetrahedron's six vectors more efficaciously project the six juxtaposed media of Adenauer's Concept than the bitetrahedron with nine vectors. Consequently, the two-way syntropic process, wherein participants experience simultaneous exchanges of "feedback" in respect to the continually modified "message."

Applying these models to President Carter's March 12, 1979 Address before the Knesset, I show that Adenauer's persuasion media are integral also to Carter's address, as are their synergetic tetrahedral projections of Concept and Concept-Realization.

These studies suggest that rhetorical events, generally, are characterized by synergetic tetrahedral relationships and that synergetic tetrahedral systems are consistent with a closed circle of interdisciplinary concepts and structures.

Synergetic tetrahedral communication models are applicable to peace negotiation, diplomacy, conflict resolution, to teaching and learning about communication and message design, to analysis and criticism of rhetoric, theatre, ritual, and oral interpretation of literature.

THE DISCOVERY AND APPLICATION OF SYNERGETIC TETRAHEDRAL COMMUNICATION MODELS

Recent research in speech communication and related disciplines is expanding our knowledge of the complex nature of human communication. A cumulative body of research begun in the late nineteen-twenties by an expanding group of scholars shows substantial agreement among them on the foci of their studies as well as on the properties of human communication. Their findings call for new communication models that emphasize the holistic nature of symbolic events, and focus on observed and inferred phenomena—on human speaking and thinking, with word meaning and verbal concepts as the unit for analyzing the content of a symbolic event. In addition, multidimensional structures should model interdependent relationships, revealing the hierarchy of processes in events; and communication models should reflect a rationale that went with the development of a closed circle of concepts, plurally relevant.

A FORM CRITICAL APPROACH TO THE ORAL TRADITIONS OF THE BLACK CHURCH AS THEY RELATE TO THE CELEBRATION OF DEATH

This project will study the extent to which the methodology of form criticism can be applied to the oral traditions of the Black church. The particular aspect of oral tradition to be examined in this project will be that related to the celebration of death as viewed from the context of Black culture.

It is felt that the celebration of death by the Black church reflects a distinctive acculturation similar to the distinctiveness of Black speech, Black music, and Black worship; nevertheless we are concerned with the antecedents of cultural experiences and their origins.

Form criticism has served as a most useful tool in Old and New Testament scholarship. Analysis of structure, genre, setting, and intention have provided a most illuminating awareness of the meaning of particular texts, and the history related to these texts.

In the use of form criticism wailing and lament have been found to have commonality. Yet within that commonality there are significant differences in the performances by various cultures. Herein we shall use the genre of the dirge to note the similarities and differences. First, we shall examine the Old Testament period; second, an African tribe's dirges will be reviewed; third, the "dirge" of the Black church will be scrutinized.

THE DISCOVERY AND APPLICATION OF SYNERGETIC TETRAHEDRAL COMMUNICATION MODELS

CARR, Marion Momy Odell, PH.D. Temple University, 1979. 161pp.

Recent research in speech communication and related disciplines is expanding our knowledge of the complex nature of human communication. A cumulative body of research begun in the late nineteen-twenties by an expanding group of scholars shows substantial agreement among them on the foci of their studies as well as on the properties of human communication. Their findings call for new communication models that emphasize the holistic nature of symbolic events, and focus on observed and inferred phenomena—on human speaking and thinking, with word meaning and verbal concepts as the unit for analyzing the content of a symbolic event. In addition, multidimensional structures should model interdependent relationships, revealing the hierarchy of processes in events; and communication models should reflect a rationale that went with the development of a closed circle of concepts, plurally relevant.

A FORM CRITICAL APPROACH TO THE ORAL TRADITIONS OF THE BLACK CHURCH AS THEY RELATE TO THE CELEBRATION OF DEATH

CRAIGGETT, Foster T., D.MIN. School of Theology at Claremont, 1980. 80pp.

This project will study the extent to which the methodology of form criticism can be applied to the oral traditions of the Black church. The particular aspect of oral tradition to be examined in this project will be that related to the celebration of death as viewed from the context of Black culture.

It is felt that the celebration of death by the Black church reflects a distinctive acculturation similar to the distinctiveness of Black speech, Black music, and Black worship; nevertheless we are concerned with the antecedents of cultural experiences and their origins.

Form criticism has served as a most useful tool in Old and New Testament scholarship. Analysis of structure, genre, setting, and intention have provided a most illuminating awareness of the meaning of particular texts, and the history related to these texts.

In the use of form criticism wailing and lament have been found to have commonality. Yet within that commonality there are significant differences in the performances by various cultures. Herein we shall use the genre of the dirge to note the similarities and differences. First, we shall examine the Old Testament period; second, an African tribe's dirges will be reviewed; third, the "dirge" of the Black church will be scrutinized.
Following the introduction, which defines the terms, scopes, and goals of the project, will be a form critical study of a prophetic dirge by Jeremiah. Close attention will be given to themetrical forms of the qinah and mashal.

Chapter one will analyze the funeral dirges of a West African tribe, namely, the Akan tribe of Ghana. We shall examine the typology related to these dirges.

Chapter four will then focus on the Black celebration of death and present a dirge model congruent to the Black church. Particular emphasis will be placed upon the dual streams of tradition, i.e., the Old Testament and African precedents which helped shape the practices of the Black church in terms of the celebration of death.

The concluding chapter will indicate the feasibility of the use of form critical method, and will state a reemphasis of the term "celebration" from the Black perspective.

THE RHETORIC OF AFRO-AMERICAN POETRY: A RHETORICAL ANALYSIS OF BLACK POETRY AND THE SELECTED POETRY OF MARGARET WALKER AND LANGSTON HUGHES


The poetry of Black America is part of the Afro-American's oral cultural tradition and reveals NOMMO—the power of the spoken word which manipulates all forms of raw life. It is the purpose of this study to view black poetry as a medium of persuasive communication and examine the rhetorical heritage inherent in black poetry. The thesis of the study is that Afro-American poetry traditionally functions as a means of communication insomuch as it reflects black people's environmental thinking at particular points in time and strategies for dealing with the situational realities of that environment.

The methodology is based on an historical-critical review of literature associated with Afro-American poetry. Chapter I, introductory in nature, discusses the value of understanding that poetized situations represent in concrete form what the poet regards as significant rhetorical events. Chapter II investigates the concept of NOMMO and explores the oral African heritage inherent in black poetry. African religious and philosophical thought pertaining to NOMMO are considered. The development of NOMMO as the historical genesis of the Afro-American's appreciation for the spoken word and its manifestation in the verbal behavior of blacks are analyzed. Chapter III investigates significant rhetorical characteristics of poetry and specific variations in Afro-American poetry. These characteristics are not limited to, but include: (1) connotation, (2) imagery, (3) figurative language, (4) sound symbolism, (5) rhythm, and (6) direction. Chapter IV examines both the roles of the Afro-American poet as communicator and the rhetorical aims of black poets. This chapter goes on to identify the major rhetorical strategies of vilification, objectification, legitimation, mythification, self-polarization, moral suasion, self-definition, and race glorification inherent within Afro-American poetry. The tenets of the seven interrelated principles of the Black Value System are explored as a basis for identifying recurring themes in black poetry. These seven principles are: (1) Umoja (Unity), (2) Kuujichagulia (Self-determination), (3) Ujima (Collective work and responsibility), (4) Ujamaa (Cooperative economics), (5) Nia (Purpose), (6) Kuumba (Creativity), and (7) Imani (Faith).

Chapter V and Chapter VI treat in order, Margaret Walker and Langston Hughes as poet-communicators. Using the strategies and themes found in Chapter IV, these chapters examine the selected poetry of Walker and Hughes. In Chapter VII, it is claimed that Afro-American poetry, as part of a long and oral tradition, functions as a body of rhetorical discourse. Reflected in that discourse are the ideas, values, opinions, and beliefs of black people.

Rhetorical Visions of Medicine Compared and Contrasted: Curanderismo and Allopathic Family Practice as Held by Mexican-American and Anglo Patients and Practitioners


This dissertation compares and contrasts the rhetorical visions of medicine held by two systems of healing coexistent in the Midwest of the United States: allopathic medicine and curanderismo. This allopathic sample consisted of ten male family practitioners working at private hospitals and clinics, and of ten male and female patients of family physicians. The curanderismo sample included six male and female practitioners of curanderismo (curanderos and curanderas) and ten male and female patients of curanderismo. The data was gathered by interviews following the showing of a stimulus videotape consisting of a family physician healing a client and a curandera treating a patient. The trained interviewers were of Anglo culture for the allopathic sample, and of Spanish speaking background for the curanderismo sample. The order of presentation of the healing sessions was reversed for half the sample. Interviewers sought to elicit real or fictitious stories about healing and the patient-healer communication in the focused interviews.

The data was analyzed using fantasy theme analysis as developed by Bormann (Quarterly Journal of Speech, Vol. 58, No. 2, 1972). The critical method involves identifying the major themes, plots, scenarios, and personae within the stories of the interviews. From this material the critic constructs a composite rhetorical vision for each group of interviewees. The final step in the study was comparing and contrasting the views of all four groups.

The study found two distinct and complete visions of healing associated with the two historic traditions. The study explains each vision in detail. Among the important elements it was found that the allopathic vision's main persona in the scenario is a male family practitioner. The patients of...
The curanderismo sample knew the allopathic vision and made allowances in their vision for accepting the orientation to healing. The orientations that allowed the participants in different visions to relate, even if in sometimes antagonistic ways, are examined in detail. The followers of curanderismo accepted the allopaths, however, as long as they satisfied the communicative needs of their vision and achieved successful results. The vision of curanderismo is more complex and includes more scenarios than does the view of allopathy. Curanderismo supported a materialistic scenario to account for some diseases, but emphasized scenarios of spirit and mind over matter. The main persona was the female or male persona of the curandero or curandera. Both patients and practitioners are patient-oriented and concerned with preventive medicine and health maintenance.

The investigator discussed the causes for the lack of preventive and health maintenance orientation of physicians. The study examines the communicative problems likely to emerge in the clash of visions of healing. Each vision's ability or difficulty in accounting for patient healing by methods other than those recommended and sanctioned by its shared orientations is examined. The study concludes by discussing the implications of the findings for health care personnel working within multicultural and multiculturally complex environments. Based on the study, the investigator suggests changes in the communication training of medical personnel.

FILM CRITICISM: ITS RELATIONSHIP TO ECONOMICALLY SUCCESSFUL FILMS AND AN APPLICATION OF RHETORIC TO IMPROVING THE CRITIC'S METHODS

HILLMAN, JACK LEONARD, PH.D. The Ohio State University, 1980. 191pp. Adviser: Dr. Robert W. Wagner

This study examines the field of journalistic film criticism from a number of perspectives. Initially it presents film criticism—as written by major critics in national publications—as an area with numerous problems. Film criticism, as journalism, follows no journalistic guidelines. Critics write in a subjective manner too frequently basing their reviews not on facts and logic but on opinions, petty hatreds, and purely personal bias. Critics are found to disagree radically on what quality in film is.

The first section of the dissertation (Chapters I, II, and III) shows the state of film criticism from 1960 through 1975 and determines the worth of film criticism from an economic standpoint. The ten most economically successful films were studied each year from 1960 through 1975. These films were studied in relation to critical appraisal by major national critics writing in journalistic publications and in relation to major motion picture awards.

Conclusions included: (1) Most critics seem to have little concern about whether a film will be successful at the box office and there seems to be no relationship between positive critical reviews and the box office success of a film. As a result of this it was concluded that critics have very little influence over whether or not the public goes to see a film. (2) Critics, except in a few instances, disagree with each other over which films are good and which are not. Throughout most of the sixteen years a film stood an almost even chance of being reviewed positively or negatively by any given critic. Critics were found also to seldom consistently agree with each other. (3) Critics' reviews do not influence the award winning status of a film or an audience's perception of it.

The research in the first section of the dissertation indicates that film criticism is not serving the public journalistically. While much of the criticism is entertaining very little was found to be factually informative, and film critics are not serving the public journalistically. While much of the criticism is entertaining very little was found to be factually informative, and film critics are not serving the public journalistically.

Also as part of this communication pattern the rhetorical approach to criticism by Kenneth Burke is used and adapted to film as a logical, systematic, and critically sound method for the beginning journalistic critic to learn how to think through a film after he/she has seen it. The specific Burkean approaches adapted to film are the concept of identification and the dramaticatic person. This rhetorical approach allows for specific format for adapting with film critically rather than a specific formula for writing criticism. It allows for analyzing film using logic and facts rather than opinions. It allows for organization, relationships, details, and interpretations which can go beyond these critical attempts in describing the nature of film. And, the Burkean approach encompasses the elements of the communication process model of film and translates those elements into a tool most functional for journalistic film critics.

PUBLIC KNOWLEDGE AND PRIVATE DISCOURSE: AN ANALYSIS OF INTERNAL RHETORIC IN THE HEALTH CARE SYSTEM

KNAPP, RALPH EDWARD, PH.D. Purdue University, 1980. 191pp. Major Professor: Charles J. Stewart

This study examines the relationship between one social sub-system, health care delivery, and larger society. The health care system is no longer unquestioned guardian of the public's physical well-being. In recent years, there has been a change in public perception about health care delivery, a change which creates a new rhetorical situation for medical leaders. This study examines the relationship between the new rhetorical situation, the internal discourse of the health care system, to see how its members "make sense" among themselves of their social and political relationships. The exploration involves two fundamental questions: (1) As public perceptions of the health care system have changed, how, if at all, has the internal discourse of the system changed to maintain a "steady state?" (2) How do different professionals in the health care system view and discuss their socio-political relationships and responsibilities?

THE JUDICIAL OPINION AS A RHETORICAL PERFORMANCE


This dissertation examines how the perceivable expectations of the Court's varied audiences affect the writing of specific types of Supreme Court opinions. Chapter One is a detailed rhetorical analysis of the majority opinion in a particularly revealing landmark case on the questions of what constitutes a case and whether a case is justiciable. By illustrating the operation of rhetorical invention in an important case, this chapter provides a specific introduction to the more generalized discussions that follow.

Chapter Two applies the analytic perspective of Chapter One to a series of reidentical cases, namely, cases involving governmental regulation of an individual's access to business income and cases involving governmental use of private property. Through the Court uses different the exercise of the judicial role: that is, questions of justiciability. By illustrating the operation of rhetorical invention in an important case, this chapter provides a specific introduction to the more generalized discussions that follow.

Chapter Four presents the analytic perspective of Chapter One to reidentical cases, namely, cases involving governmental regulation of an individual's access to business income and cases involving governmental use of private property. Through the Court uses different the exercise of the judicial role: that is, questions of justiciability. By illustrating the operation of rhetorical invention in an important case, this chapter provides a specific introduction to the more generalized discussions that follow.

FROM PARADOX TO PARODY: A SOCIO-RHETORICAL THEORY OF COUNTER-INSTITUTIONAL MOVEMENT ORGANIZATIONS, APPLIED TO THE FREE CLINIC MOVEMENT


This study develops and applies a socio-rhetorical middle-range theory about one type of Social Movement Organization (SMO) which I label the "Counter-Institutional Movement Organization" (CIMO). The theory holds that (1) CIMOs face extraordinary internal contradictions as a result of having elected to oppose established institutions while providing services to beneficiaries akin to those offered by the opposed institution; (2) as a consequence of these contradictions, CIMOs more readily than other SMOs increasingly undergo institutionalization; (3) the ideological rhetoric of CIMOs changes concomitantly and predictably with increasing
institutionalization. In these respects, he argued, the CIMO is not altogether unlike other reformist SMOS; its problems are simply more severe. Hence, the CIMO may be viewed as a consummate case of the rhetorical problems of maintaining an anti-institutional stance while becoming increasingly similar to the institution one opposes.

The research phase of this study focuses on one of the CIMOs, the free clinic. Begin at Haight-Ashbury in 1967, its counter-cultural alternative to the much-despised system of institutionalized medicine, the Free Clinic Movement has nurtured hundreds of autonomous free clinic organizations. Yet, virtually all of them have become increasingly institutionalized and publicly less virulent in their opposition to the "medical establishment."

Utilizing field study methods as well as archival analysis of free clinic documents, this study illuminates the socio-rhetorical theory about changes in free clinics as a function of institutionalization.

The study focuses on the requirements and problems common to CIMOs, the alternative strategies open to CIMOs as they attempt to solve the problems and meet requirements, and on institutionalization as the predominant strategic choice. The study delineates three stages of institutionalization (Uninstitutionalized, Partially institutionalized and Fully institutionalized), based upon five major indices (established funding source; paid and trained administration staff; full and paid, trained general service staff; specialization of tasks; and career opportunities across and within organization type). These indices are applied to the Free Clinic Movement and to particular free clinic organizations in order to provide an illustrative example of a CIMO undergoing institutionalization.

The study additionally identifies and describes three rhetorics displayed by CIMOs as they evolve through the stages of institutionalization. The mid-range theory developed here states that the Uninstitutionalized stage is characterized by a Rhetoric of Division, the Partially institutionalized stage by a Rhetoric of Amelioration, and the Fully institutionalized stage by a Rhetoric of Respectability.

The study provides an analysis of the rhetorical artifacts of free clinics. Using Kenneth Burke's dramatistic model for analyzing ideological rhetoric, this analysis involves close textual readings of a sample of free clinic documents from the three stages of institutionalization and from different places and times. The bulk of this analysis is of documents displaying the Rhetoric of Amelioration, which turns out to be the most complex and interesting rhetoric because it must deal somehow with the protracted institutional strain and change. This study closes with a discussion of the implications for future interpretive analysis of other CIMOs.

CHICANISMO IN SELECTED POETRY FROM THE CHICANO MOVEMENT, 1969-1972: A RHETORICAL STUDY

SEDANO, MICHAEL, VICTOR. Ph.D. University of Southern California, 1980. Chairperson: Professor Walter R. Fisher

Mexican Americans settled uneasily into marginality as citizens until the 1960s when the Chicano Movement took shape to protest government policies that led to social, economic, educational, and political injustice.

Chicano protest against assimilation and oppression was grounded upon the concept of Chicanoismo, to awaken and develop that identity among Mexican Americans was the primary objective of Chicano movement rhetoric. One of its principal forms of expressing Chicanoismo was poetry. This study examined the nature and functions of that literature, focusing on themes, images, and language. Poetry was selected from anthologies of Chicano literature and publications associated with the movement.

Four dominant themes are detailed and analyzed: the movement, the barrio, the Anglo, and Chicanismo. The thematic emphasis was that Mexican Americans delayed their protest so long that their cultural survival was endangered. The image of the farmworker dominates this theme, symbolizing the essential humanity of all Mexican Americans. The farmworker was a positive model for the movement. The barrio theme concerned the lost and ruined homeland ofChicanos. The mythical image of Aztlán was used to symbolize Paradise Lost. The pachuco image symbolized the emergent Chicano spirit but it was a flawed image, the pachuco a tragic hero. Outside control of the source of the poetry, the conditions under which Mexican Americans lived. Aztlán, on the other hand, was a place lived in one's heart and provided hope. Chief images of the Anglo theme were the devastating effects of assimilation and the Anglo as Devil. The image of the vendido, the cultural sell-out, was seen as evidence of the devil's power. While the Anglo appeared unreadable, the vendido was considered a symbol of hope. The theme of Chicanoismo was pervasive throughout the poetry of the movement. Central to this theme was the Indianist image, symbolizing "a" Chicano identity and the necessity of cultural separation to ensure cultural survival. Chicanoismo was seen as requiring an act of faith which could only emerge from within individuals.

The language of Chicano poetry was characterized as a "mezcla," a style marked by code-switching. Mezcla was the instrument through which outgroup relationships were defined and created. Used separately to Chicanismo from tequichico voices, ideas, and values, to select its own audience by speaking the vernacular idiom which

THE GRAMMATICAL STRUCTURE OF ORATORY

Order No. 8021271

SMITH, MILDRED CASSANDRA FOSTER, PH.D. Georgetown University, 1980. 311pp.

This thesis represents the results of a computer-aided analysis of aspects of speeches of the Reverend Martin Luther King, Jr. Specifically, the analysis has investigated the occurrence of indicators of the efficiency function-tools facilitating the comprehension of a discourse by a hearer or reader-in four speeches of Dr. King.

Contrary to the expectations of many who anticipate complex grammatical structures in the discourse of those who are speechmakers, this study has demonstrated that the speeches of Dr. King are replete with simple structural devices-sequential clauses as opposed to embedded clauses, tenences in which there are clear linkages between clauses, and clear linkages between sentences, to name a few.

The analysis of the texts of Dr. King was accomplished in part by a computer program which used as input a surface semantic description of a sentence as a basis for predicting the syntactic function of elements of the sentence.


Order No. 8021641

STREET, NANCY LYNCH, Ph.D. University of Colorado at Boulder, 1980. 208pp. Director: Dr. Donald K. Darnell

Persons in communication hold the view that persons are choice-makers. Aristotle posited that the function of rhetoric was to present all sides of the question to assure that the better course of action would be selected. Choice exists as both the conceptual level-which philosophy does one adhere to; and, at the strategic level-how does one promote change? Presumably, choosing is also guided/based on one's operant value system. When people choose to change the dominant (societal) value system's conceptual premises or application, society experiences a social movement.

The social movement's rhetoric is concerned with two seminal terms: justice and equality. Society's rhetorical posture is consumed by the same two terms. However, the rhetoric of each group connotes two different concepts of justice and equality. The first position I call the "rhetoric of moral justice:" the latter position is designated the "rhetoric of legal justice." Each group tends to justify their interpretation by reference to the Constitution, resulting in a rhetorical by-past, negating the possibility of "talk" as they do not share a frame of reference.

Using the historical method, I conclude that the dominant value base in this society is Hobbit and individualistic, creating a private society. Social movements tend to urge a value perspective based on personhood (equal concern and respect for all) and a social union. Having identified these two positions, I analyze the various institutions responsible in this society for the conduct and implementation of public policies. I also discuss strategies and rhetoric available to each group, concluding that social change in the Eighties can only occur if the rhetoric of the social movement, concluding that social change in the Eighties can only occur if the rhetoric of the social movement is grounded in both legal and moral justice.

EVALUATION OF NONCONTENT SPEECH ACCOMMODATION

Order No. 8021517

STREET, RICHARD LEWIS, Jr., Ph.D. The University of Texas at Austin, 1980. 102pp. Supervisor: Robert Hopper

The purpose of this study was to examine the evaluative consequences of noncontent speech accommodation. The accommodation perspective holds that communicators have motivational reasons for adjusting their speech toward one another. It also posits that moves toward similar speech styles (i.e., convergence) are more favorably evaluated than moves toward dissimilar (i.e., divergence) speech. The evaluation aspect of the accommodation hypothesis has received support primarily in content dimensions of speech (behaviors related to what is said such as degree of social distance, lexical choice, and content detail in explanations) as well as with language choice. However, research on evaluations of noncontent speech (behaviors related to "how" speech is made including speech rate, utterance duration, accent, pause length, vocal intensity, etc.), not only is sparse but offers contradictory results.

To further develop the accommodation perspective in the realm of noncontent speech, four levels of accommodation were identified-convergence, partial convergence, maintenance, and divergence. It was hypothesized that different levels of noncontent speech accommodation would produce significantly different evaluations. In particular, convergence would be perceived more positively than maintenance or divergence. In addition, it was predicted that there would be significant interaction effects as a function of various combinations of noncontent speech accommodation.
This work examines the memoirs of five Holocaust survivors in order to answer the question "What rhetorical strategies did concentration camp survivors employ in order to transcend the physical and symbolic abuse to which they were subjected?" A panalistic analysis of Viktor Frankl's "Man's Search for Meaning" and Primo Levi's "The Period of His Return" concludes that concentration camp survivors adopted a purpose-centered orientation, a profoundly symbolic and often mystical orientation that enabled them to redefine and thereby cope with the sheer and literal Hell that was their situation.

Each of Kenneth Burke's five pentadic elements serves as a distinct substantive frame for analyzing the situation and the discourse of concentration camp victims. It is observed that the Nazis were able to control only four of the pentadic elements. They were able to control the actions ("act"), environment ("scene"), identity ("agent"), and tools ("agency") of the concentration camp prisoners, having created what was almost a perfect deterministic box. What remained beyond their diabolically dominant reach, however, was the pentadic element "purpose." This was the only motivational resource that the Nazis were unable to manipulate directly. It is discovered that the pentadic term "purpose" characterizes the discourse of those victims who survived.

The survivors employed a rhetoric of transcendence in order to maintain their spiritual, moral, and physical selves in an unimaginably oppressive environment. Among the survival strategies employed by the survivors were such purpose-act counterstatements as Ritualistic Catharsis, Acts of Kindness, Religious Discourse, Commitment to Future Projects, Humor, dreaming, the Contemplation of Loved Ones, Unarmed Active Resistance and Antifascist Activism, Witness. Following a purpose-scene ratio were survival strategies herein labeled Evocations of the Homeland, Communion with Nature, and Universal Oneness. Purpose-agency strategies included "Organizing," Laws and Customs, and Primitive Ingenuity. Purpose-agent strategies included Comradeship and the Transcendent Self.

From a larger perspective, this dissertation involves a dramatic progression which is highlighted by two corresponding sets of Burkean terms: Chart-Prayer-Dream and Pollution-Guilt-Purification-Redemption. Chapters three and four feature the survivor's "charting" of the basic reality that was met at the concentration camps. It is at this stage that the prisoner experienced and described "pollution" and attributed "guilt" for this pollution. (It is the pollution chapter that explores the massive agony that the prisoners suffered as a result of Nazi control over their actions, environment, identity, and tools. The guilt chapter, employing an agent-centered perspective, assesses three parties: the executioners, the spectators, and the victims.) Chapter five features the prisoner's "prayer," his or her petition to a God figure, a request for support. It is at this stage that the survivor, by practicing a form of mysticism, attained "purification." (It is the purification chapter that assesses the prisoner's life-sustaining, purpose-centered discourse.) Chapter six features the survivor's "dream," his or her vision of a new order. It is at this stage that the survivor attempts to experience "redemption." The redemption chapter assesses several purpose-act counterstatements as Ritualistic Cada,. Isis, Acts of Kindness, Religious Discourse, Commitment to Future Projects, Humor, and discourse of those victims who survived.
Copies of the dissertations may be obtained by addressing your request to:

University Microfilms International
300 North Zeeb Road
Ann Arbor, Michigan 48106

or by telephoning (toll-free) 1-800-521-3042