

Mass media is biggest factor in sophistication

By YVONNE S. DEVLIN

It is much more difficult today for an unethical or illogical politician to be accepted by the electorate because of the increasing sophistication of the American public, according to Joan Leininger, associate professor of the speech department at the Orchard Ridge Campus of Oakland Community College.

The mass media has been the highest contributing factor to this increasing sophistication, she said.

"Since Aristotle's day, a good man speaking well had both logical and ethical appeal," said Leininger.

The success of Jimmy Carter in the 1976 presidential race is evidence of a political speaker who will only speak to the public about immediate concerns to get votes, she said.

"Research in speech shows that political speaking only reinforces what people already believe," she said. "The electorate only wants to hear that which is of immediate concern to them," said Leininger. Jimmy Carter plays on the crowd that he is speaking to, she said, referring to a recent Associated Press article. "In the speech field we call this audience adaptation," she added.

"The setting of a candidate is legitimate as long as it is honest propaganda and the listener or reader is not deliberately deceived," said Leininger.

CONCERNED POLITICIANS don't consider this propaganda unethical because what they say is true to the crowd they are speaking to, she said. Even in delivery the speaker must

"It's doubtful if Abe Lincoln would be elected president if he was running for office today."

—Joan Leininger

adapt, she explained. Leininger gave the example of Gov. George Wallace who when speaking to northern audiences has less of a southern accent than when speaking to southerners.

"Colloquialisms and regional dialects tend to make the speaker seem more down-home," she said.

Carter and LBJ are typical of men whose delivery is heavy with southern accent. There are those who feel that LBJ was not adequately recognized for his civil rights achievements because of his Texas drawl, according to Leininger.

President Ford has fought to keep his basically all-American type of delivery although when he became president, there was the attempt to give him a more conservative look, she said.

"Ford is quite an independent speaker," she added. "At a recent address to the Japanese, he was advised by his speech writers to be non-controversial, but he deviated from the text to say that he's not in favor of forced busing because the audience looked receptive."

The electorate is harder to persuade and just won't accept the same things that our forefathers have, she continued.

Herbert Hoover was once in a newspaper that depicted him as a fisherman wearing a white shirt, jacket, tie and hat. Today's audience would just laugh at that, said Leininger.

Candidate Mo Udall has prided himself on what he feels is being direct. He's less vague on the issues but has had a more limited audience than Carter who's trying to talk to a broader spectrum of people," she said.

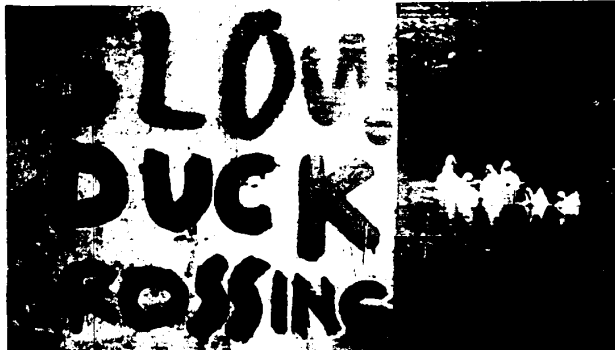
Ronald Reagan has a natural advantage because he has been trained to communicate effectively, she said. He has presence, a strong effective voice and is a big man—impressive looking to a lot of people.

"Persuasion is most effective when it is directed to the speaker's own followers. If the speaker tells us what we want to hear, we are pre-conditioned to accept it," according to Leininger.

IN FACT, HITLER conquered the Ger. (Continued on page 4A)

Meet the new neighbors

Mrs. Karen Murany, with daughters Kelly and Jill (right) and friend Stacy Slater, feeds bread to a group of ducks which residents in the Fourteen Mile and Farmington Road area have taken under their wing.



Ducky friends

Duck-loving residents of the 14 Mile and Farmington area took it upon themselves to erect a sign warning motorists to watch for wayward ducks which have found a home in a pond along Farmington Road.

Grabby gander

Three-year-old Jill Murany gets a first hand look as this aggressive gander snatches a piece of bread from her hand.

Library image changes with today's community

By CURISNE ABATT

Remember the story about the kid who asked an expert a question and remarked he found out more than he ever wanted to know?

Librarians, those experts at cataloging and disseminating massive amounts of materials, have begun to realize they sometimes have the same effect on inquisitive individuals.

James Lyons of the St. Louis, Mo. Public Library commented on this problem at a seminar he led this week at the Farmington Community Library.

The seminar was one of 25 held throughout the country to explain a pilot program librarians Advisory Service. The programs were sponsored by the College Entrance Examination Board of New York. The St. Louis library was one of 10 in the pilot project.

Lyons said that a person seeking information from the library to take an exam on the history of western civilization could be just overwhelmed by the information available.

THE THREE-YEAR pilot program was designed to develop public libraries into community learning centers. Train librarians to help adults design and implement their own independent learning projects and eventually become test centers for college credit.

This examination for college credit is called CLEP (College Level Equivalency Program). It is possible to pick up sufficient credits for a degree through CLEP exams. There is no pass or fail on the CLEP exams; each college has a minimum score they will accept for granting credit.

The librarians' Advisory Service trains librarians to interview a CLEP exam candidate, assess his background knowledge of the subject, decide what learning methods are best suited to his needs and suggest appropriate materials.

This is part of what Lyons called, a new, in-depth relationship between the librarian and the adult self-directed learner.

James Michael of the St. Louis library staff told the 30 librarians at the seminar. "We feel the librarian who points out all the books on Western Civilization to a person and then says 'you choose' is coping out."

That way, the librarian doesn't have to deal with the individual. Librarians don't grant college credits, but we have the resources to help people prepare for the exams.

In the seminar discussions, the self-directed adult learner was the prime concern.

For adults involved in nontraditional learning, Michael said, librarians must be involved as planners as well as reactors.

CLEP exams are one of many alternatives open to adult learners. There is a vast number of options available—night or daytime classes, credit and non-credit courses, television courses—the list is long and frequently baffling.

"In our area," Lyons said, "there are more than 1,000 non-credit courses available. There are so many alternatives people are overwhelmed. The librarians must become centers for learning the alternatives—places where people can become aware of the options. If the public doesn't know the options, then they are not free to choose."

Michael added, "It may be the only thing you librarians will do is give options—but that's all right."

Lyons admitted most high school counselors are unfamiliar with all options for students, but counselors can at least pass some on to the students.

"The adult, self-directed learner has no counselor at all," he said.

IT IS POSSIBLE that the success of the pilot programs, grouped under the title Consortium for Public Library Innovation, will stimulate librarians to assume the counselor role for adult learners.

Farmington Community Library director G. Gordon Lewis said, "A Librarians' Advisory Service here is a consideration for the future."

Staff photos by Harry Mauthe

Farmington libraries have information on CLEP exams when and where they are given and subjects covered.

"We also have information on educational grants, college catalogues and lists of books to study for high school completion exams," Lewis said.

Classroom meetings for a Wayne State University television credit course also are held at the Twelve Mile library.

Much to the surprise of the St. Louis library staff, a Saturday morning course on how to find and use materials in the library proved very popular with adults.

Michael summed up the feelings of those involved in the pilot programs. "There are learners out there who can't use ordinary educational institutions, we must provide services for them."

The agencies that supported the experiment, in addition to the College Entrance Examination Board, were: Council on Library Resources, National Endowment for the Humanities and USOE Office of Library Research and Demonstration.



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• Van Conversion Accessories from Farmington Van Shoppe

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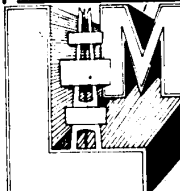


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