

Dec 19-23, 1983

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1-12-19-83

LUBBOCK--The Museum of Texas Tech University is a place to be involved, for the senior citizen, Lubbock newcomers, working men and women, the unemployed, college students -- for anyone seeking to learn and grow.

"This is a most versatile, challenging and rewarding place for volunteers," said Bettie Mills, coordinator of education for The Museum.

Senior citizens like Phil Nickel, a retired railroad conductor, and Harvey Owen, a former school superintendent, "have so much knowledge in their heads, readily available to share with school children" touring The Museum, Mills said.

"Mr. Owen enjoyed his work so much this fall that his wife, a former school teacher, decided she wanted to volunteer also," Mills said.

College volunteers get first-hand experience working with school students, learn about museums or explore their favorite subjects, Mills said.

For newcomers, as Mills was a few years ago, The Museum offers a place to meet people and learn more about the area.

"I moved here from Columbus, Ohio, and read about The Museum in the newspaper," Mills said. "I came over to see what it was all about and learn more about Lubbock."

She has been part of The Museum since, first as a volunteer and then, as a staff member.

Working men and women volunteer for the Ranching Heritage Center on weekends. Those who don't have jobs are invaluable too, because most tours take place weekdays, Mills said.

"Occasionally, we get VIP tours, too. Foreign visitors and other dignitaries who come to Lubbock, usually come to The Museum," she said.

Imogene Bowman, a museum volunteer for more than 20 years, was in the right place at the right time when author James Michener visited The Museum this fall. She was his tour guide.

Mills said there are 55 volunteers, but more are needed. Some 25,000 to 30,000 students from Lubbock and area schools are expected for museum tours from January through May.

Museum volunteers can schedule their work, choosing to give one or two 50-minute tours one day a week, giving tours every other week or working every day.

Training usually requires three hours. Sessions include a lecture, by a museum curator or Texas Tech professor, and a demonstration tour. Volunteers receive an information packet for home study, and individual practice tours are arranged.

"There are certain concepts that have to be covered, but the tour guide can inject his or her own personality and feeling into the material," Mills said.

January and February tours with third graders will deal with the Comanche and South Plains Indians. Dr. Kristine Fredriksson, curator of history for The Museum, will give the training lecture.

From February through April, volunteers will give The Museum's first-time art tour for first graders. Lectures and training will be done by Mills and Dr. Marvin Platten, Texas Tech art education professor.

Dr. John Nevius, Texas Tech education professor, will help with training for kindergarten tours, also from February through April. These tours will be of the Discovery Room, including scientific objects and other artifacts from The Museum's collections.

Betty J. Mills, curator of costumes and textiles, and Museum Registrar Rose Montgomery, will train guides for sixth grade orientation tours in March and April.

Fredriksson and Alvin Davis, executive vice president of the Ranching Heritage Association, will help direct training for seventh grade April-May tours on pioneer Texas.

Mills said volunteers can sign up for all tours or select those of special interest. They may also train to work with planetarium tours, scheduled periodically through the spring, or present shows on Thursday nights or weekends.

Special training is given when traveling exhibits, such as the one on Guatemalan textiles at The Museum through Jan. 29, come through. Visiting lecturer Suzanne Baizerman, who presented public workshops on Guatemalan weaving, conducted the tour training.

Persons who want to volunteer as tour guide can call the Education Division of The Museum at 742-2456.

CONTACT: Cheryl Duke

2-12-19-83

ATTENTION: Arts and Entertainments Editors

LUBBOCK--Video art will be the subject of a symposium, "TV on TV: Television Art for the 80s" at Texas Tech University in April.

Six leading video artists from the United States and Canada will spend three weeks on campus producing original video art for public showing locally and later, national and international broadcast via satellite.

April 9-13, the artists will be involved in panel discussions and other public presentations on their art and work with art students.

A free public premier of their productions is planned for April 28. On-camera host for the premier will be Willoughby Sharp, New York, organizer of pioneering art exhibitions in the late 1960s and 1970s and founding editor of Avalanche Magazine. The premier will be videotaped by KTXT-TV, Texas Tech University's public broadcasting station, for later dissemination in an edited version.

Texas Tech art Professor Kim Smith, co-director of the symposium, said video art makes use of various television formats -- game shows, commercials, soap operas, newscasts, situation comedies -- and provides its own form to the formats.

It makes possible the realization of the surrealistic component of modern art through the manipulation of colors and images, enhanced by the use of sound, he said.

Video art works produced at the Texas Tech event will all deal with television in some way and make use of West Texas locations and themes, Smith said.

Participating artists were selected on the basis of their production proposals, reputation and performance in video art. They include Judith Barry, Jaime Davidovich and Michael Smith, all from New York City.

Barry has had numerous installations, performances and video exhibitions in California and New York and in major cities in Europe, Canada and Australia.

Davidovich's video art exhibitions have shown throughout South America and the United States. Smith has had video exhibitions in New York, Chicago, Los Angeles and in major European cities.

California participants include Lynn Hershman, San Francisco, and Bruce and Norman Yonemoto, Los Angeles. Hershman wrote and directed the videodisk, "DUCHAM C'EST LA VIE", produced in 1982, and winner of awards from the National Endowment for the Arts and National Endowment for the Humanities. The Yonemotos have had video exhibitions in major U.S. cities.

Marcella Bienvenue of Calgary, Alberta, Canada, has had video art performances in Canada and California and produces film and video art in Canada.

The symposium is sponsored by the Texas Tech Art Department and its Electronic Arts Archives and Research Institute, where master tapes of the six video performances will be permanently stored. Additional sponsors include KTXT-TV.

Co-director of the event is Carl E. Loeffler, founding director of La Mamelle, Inc., a contemporary art center in San Francisco, specializing in video and performance art.

Funding for the Texas Tech video art project, amounting to about \$60,000, has been provided in part by the Texas Commission on the Arts and Lubbock Cultural Affairs.

A documentary will be developed throughout the project and will include taped interviews of the artists. The documentary will be stored in the archives and available for research.

In addition to the satellite broadcast next fall, the Texas Tech Art Department will develop a program for museums, art centers, or college-level art departments.

With the symposium, there will be an exhibition featuring recent video art produced in Texas and the Southwest.

The Southwest Alternative Media Project is developer of the exhibit, with support from the Texas Commission on the Arts and the National Endowment for the Arts.

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3-12-19-83

COMANCHE LESSONS--Senior citizen volunteer Phil Nickel of Lubbock, center, practices his Comanche lessons for a school tour on Comanches and South Plains Indians at The Museum of Texas Tech University. Bettie Mills, left, education coordinator for The Museum, and Jennifer Stafford, right, museum science student from Rockport, assist. (TECH PHOTO)

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4-12-19-83

COMANCHE LIFE--Museum volunteers and education staff, preparing for spring school tours at The Museum of Texas Tech University, begin with the South Plains Indian Comanche tour given third graders in January and February. At The Museum's tepee are, from left, Phil Nickel, senior citizen volunteer from Lubbock; Jennifer Stafford, Texas Tech museum science student from Rockport; and Bettie Mills, education coordinator for The Museum. (TECH PHOTO)

Texas Tech News

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5-12-20-83

LUBBOCK--"Matt Houston" television star Lee Horsley and "Knots Landing" star Donna Mills will be among celebrities traveling to Lubbock in April for Texas Tech University's Celebrity Tennis Tournament benefiting the Texas Tech University Foundation.

Sponsored by the foundation, the tournament is scheduled for April 27-29 at Texas Tech Student Recreation Center tennis courts.

A goal of \$250,000 has been established for general scholarships, endowments and other areas of support for Texas Tech.

Weekend activities are being produced by Noval/Bucks Productions, Inc. of Los Angeles. Producer Charles Bucks is a longstanding member of the Texas Tech President's Council and was named Distinguished Alumnus in 1970.

Besides Horsley and Mills, other stars who have announced they will participate include Cornel Wilde, Dallas native Trini Lopez, Lloyd Bridges, Steve Kanaly of "Dallas," Cathy Lee Crosby of "That's Incredible," and Lyle Waggoner.

Celebrities will play against or be partners with former Texas Tech students, friends of the university and members of the general public who "buy into" the doubles draw at varying donation levels.

Contribution levels include court sponsorships, \$6,000 to \$8,000; Golden Raiders, \$1,500; Silver Raiders, \$1,000; and Super Stars, \$5,000 or more to the foundation.

Money also will be generated through tournament tickets, dinner show tickets and the sale of souvenir programs. Dinner show tickets are priced at \$12 for the public and \$10 for students. Tournament tickets are \$5 per day for the public, \$3 for students, or \$7.50 for the entire weekend for the public, \$5 for students. Programs are \$3.

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Tournament organizers, April 27, will welcome the celebrities at a VIP reception.

Tournament play will begin April 28 at Texas Tech's courts. That night, a Las Vegas-type dinner show in which the attending celebrities will perform, is planned at the Exhibition Hall at the Lubbock Memorial Civic Center.

Tournament play will conclude Sunday (April 29).

The organization of the tourney has been a volunteer effort with more than 300 persons helping, backed by the organizing Committee of Twenty-Five. Also, 7,800 Texas Tech students are working on campus preparations.

Horsley, a native of Muleshoe, is best known for his starring role in the "Matt Houston" series, but he also has appeared in TV movies of the week, "No Man's Land" and "Ridin' the Rails," and in the "Nero Wolfe" series. His credits also include theatrical movies, "The Sword and the Sorcerer," "The Runaway," "The Road Is For Sharing," and "Raspberry High," a short feature, and stage performances in "Oklahoma," "Forty Carats," "George M," "West Side Story," "Finian's Rainbow" and "Lion In Winter."

Mills, a Chicago native, appeared in several off-Broadway productions before landing a part in Broadway's "Don't Drink the Water." Later, she appeared in the soap operas, "The Secret Storm" and "Love Is a Many Splendored Thing." Her lone theatrical movie credit has been "Play Misty For Me," but she has had starring roles in 21 movies for television.

All contributions to the tournament are tax deductible.

Persons wanting more information about the tournament or contributions should contact Pat D. Taylor, director, Texas Tech Development Office, (806) 742-2128.

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6-12-20-83

LUBBOCK--As American industry retools in the coming years, the mechanical reach of robotics will extend far beyond factory walls, says a Texas Tech University industrial engineer.

Dr. William M. Marcy said, "Jobs are being done today that will never again be done by humans."

Not only people, but also their systems of education, law, labor and insurance will be affected by industrial automation, he said.

Marcy, director of the Center for Applied Research in Industrial Automation and Robotics at Texas Tech, said many blue-collar manufacturing jobs will be lost to automation, while new jobs will evolve to perform service functions within the world of robotics.

"How many jobs that will be, whether a net positive outcome or a negative outcome, is hard to predict," Marcy said.

Society undergoes these transitions periodically, such as America's shift toward mechanized agriculture which began around the turn of the century, he said.

"What happened to the people who used to have farm occupations? They moved to the cities and worked in factories, or other opportunities opened up," Marcy said.

But the transition toward automation of industry will be a more difficult shift than farm mechanization. The reason, he said, is time.

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"Several generations were allowed for people to make the adjustment to mechanized farming," he said. "The father's job wasn't at stake, though maybe the son's was. With generations to adjust, the dislocations were not so noticeable."

Within this generation American industry will be forced to move into industrial automation if it is to remain competitive with foreign industry. Marcy said it is a popular misconception that the price of labor in Japan, for instance, is substantially lower than in the U.S.

"The cost of labor is comparable between the U.S. and Japan," Marcy said, "but the cost of production is significantly lower in Japan. Labor costs will continue to rise everywhere, so the United States must lower its production costs through industrial automation to become more competitive."

As a nation, the U.S. is at least five years behind Japan and some Western European countries in automation, Marcy said, even though the country remains a world leader in its ability to innovate and develop new technologies.

The ultimate automation of U.S. industry will change not only the work environment but also the social environment of the factory, Marcy said. Employees may have to look outside the job for satisfactory social interaction.

"There may not be enough production line employees for a bowling team, much less a bowling league," Marcy said.

The difficulties in increasing industrial automation nationally will manifest themselves in several other ways, Marcy said.

First, the relationship between unions and management will change as automation gives industry more clout in dealing with labor. Marcy said he expects many companies will go out of business rather than meet union demands. Further, new companies will use non-union employees.

Second, the nation's legislators will face difficult choices -- whether to slow down the rate of automation or to assure that certain numbers of jobs are available to handle displaced workers.

Third, the unemployment insurance structure will be strained to cover displaced workers. The scope of unemployment insurance may broaden to include benefits for training, retraining and vocational redirection.

Fourth, a re-evaluation of the nation's educational system will be in order with particular attention on continuing education. Adapting educational programs to mesh with job market needs will be more economical to society than expanding welfare rolls.

"The students coming out of high school today will have to be retrained once and maybe twice during their careers," Marcy said. "What they do today may be only distantly related to what they will be doing 20 or 30 years from now."

To date American industry has been slow to move into industrial automation, though it will come out of necessity, if nothing else, Marcy said. Drawbacks have been that this nation's capital and tax structures are not as conducive to a changeover as it is in some countries, particularly Japan. Further, Marcy said, many U.S. companies are reluctant to be the first to move wholly into automation.

"Once industrial automation begins en masse," Marcy said, "the changes will be far-reaching."

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7-12-20-83

LUBBOCK--As the complexity of modern living increases, the job of translating technical to practical terms requires special writing skills.

Dr. Donald H. Cunningham, director of the technical and professional writing program in the Texas Tech University English Department, says the professional writer provides the connection for consumers.

Writing product instructions, business training manuals, professional reports, governmental documents and grant proposals, requires some skills different from writing short stories, poetry or even business letters.

Technical and professional writing, by Cunningham's definition, is transactional writing -- writing that moves information to those who need to make a decision.

"It has strict standards, but flexible forms and processes," he said. "The most restrictive type of writing is for the military; yet civilian personnel do much of the military writing."

Specialists in technical writing are in high demand by business, industry and government today and will be even more so in the future as the nation moves deeper into the age of information, he said.

And rewards for technical writers can be substantial.

"Technical writers can find jobs in a tight economy, earn salaries after a few years that are comparable to those of engineers, and they gain seniority quickly," Cunningham said.

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In the work world technical writers may be called anything but "writer," but writers are what business, industry and the government are looking for to fill a need, he said.

Technical writing may be taught in a variety of academic disciplines in the fewer than 25 programs available in the nation's 400-plus colleges and universities, but Cunningham said it is most at home in an English curriculum.

"Like any writing, the kind of writing needed for the world of work has its basis in traditional rhetoric -- grammar and composition," he said.

After 20 years' experience as a technical and professional writer, editor and teacher, Cunningham came to Texas Tech because, he said, he saw the program's potential to be among the best in the nation.

He said strengths at Texas Tech include a Microcomputer Learning Laboratory in the English Department and a university environment with an emphasis on technical and scientific fields.

He said a good math aptitude is recommended; some knowledge in a technical or professional field is helpful; and a foreign language knowledge is a valuable asset for the technical and professional writer.

Good interviewing and communication skills will assure the writer's ability to learn the technical material and communicate it to the person who needs to understand it.

In addition to versatile language skills, technical and professional writers must know graphics skills necessary for putting publications together and how to work with computers.

Access to an English Department computer lab helps students gain practical experience and learn principles and skills of data processing needed for success as technical writers and editors.

Cunningham's book "How To Write for the World of Work," published in 1978, was selected for the National Council of Teachers of English Writing Award for Excellence in Technical and Scientific Communication in 1981 as the best book published between 1975-1981. He has won several awards from the organization.

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8-12-20-83

LUBBOCK--Twelve astronauts have walked on the moon for a third of the money spent by Americans each year. . .on pizza.

And in 1982, video games took in enough quarters to finance four Voyager expeditions to Jupiter and Saturn.

These and other facts of American space research are explored in a new planetarium show, opening Jan. 4 at The Moody Planetarium of The Museum of Texas Tech University.

"All Systems Go" commemorates 25 years of America in space, from the 1958 National Aeronautics and Space Act to 1983.

Three months after the Russian Sputnik went into orbit, America sent its first Explorer One into space, making one major discovery: a belt of trapped electromagnetic radiation surrounding the earth.

Then, NASA was organized as an official arm of the government, adequately funded and given high priority. It picked a team from the nation's sharpest minds in research and education, skillful hands in engineering and industry and the highly experienced and determined military personnel.

The Russian-American space race was on. The Moody Planetarium show documents the efforts of the race. The Russians sent unmanned Luna space probes to crash-land on the moon. Americans had the first probe of interplanetary space between Earth and Venus.

The Soviet's Luna Three sent back the first photo of the moon's far side. Americans launched the first weather satellite, Tiros, and the first communication satellite, Echo.

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PLANETARIUM SHOW/ADD ONE

The Russians sent up experimental colonies of mice, insects, house plants and a dog.

Then, Russian Lieutenant Yuri Gagarin became the first man in space, followed shortly by the first of America's Original Seven, Alan Shepard, aboard the Mercury in 1961.

The show continues with John Glenn and the Friendship 7; Ed White, the first American to float in space; the successes of Gemini Four, Six and Seven; mapping of the moon; a 1967 disaster which set back the space program; the Christmas of 1968 when three Americans orbited the moon; and on July 20, 1969, Neil Armstrong's "one small step for man -- one giant leap for mankind."

From the successes in space, the show explains how NASA has helped expand American knowledge in such areas as agriculture, food processing, medicine, transportation, housing, pollution control, communications, computer processing, mapping and the surveying of space and oceans.

Prepared by Cosmic Craft and Loch Ness Productions for NASA, the planetarium show will be at the Texas Tech museum through Feb. 26.

Show times are 2:30 p.m. weekdays, 7:30 p.m. Thursday evenings; and 2 and 3:30 p.m. Saturdays and Sundays. Admission is \$1 for adults and 50 cents for students.

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9-12-20-83

LUBBOCK--The Museum of Texas Tech University will be closed for the Christmas holidays Friday (Dec. 23) through Sunday (Dec. 25).

The Museum will be open 9 a.m. to 4:30 p.m. Dec. 26 through Dec. 31.

The facility will be closed New Year's Day, Sunday, Jan. 1.

CONTACT: Preston Lewis

10-12-21-83

LUBBOCK--Oregon Senator Bob Packwood, who has worked to secure for the broadcast industry the same freedom of expression accorded the print industry by the First Amendment, has been named the 1984 recipient of the Thomas Jefferson Award.

The award honors a public official concerned with guaranteeing the freedom of the news media to gather and disseminate the news. Packwood will be recognized at the annual Thomas Jefferson Award Banquet Feb. 24 during Mass Communications Week at Texas Tech University.

Packwood chairs the Senate Commerce, Science and Transportation Committee which handles legislative proposals touching an array of areas, including communications.

In 1982 Packwood proposed amending the First Amendment to extend to broadcasters the same freedom of expression from governmental restraint allowed the press. He followed that proposal in 1983 by introducing in the Senate the "Freedom of Expression Act" which would eliminate the fairness doctrine, equal time provisions and other government regulations affecting broadcast freedom of expression.

Packwood's selection was announced by Texas Tech Mass Communications Department Chairman Billy I. Ross. The Award is sponsored by the Texas Association of Broadcasters (TAB), Texas Press Association and Texas Tech University.

The 1984 award recipient was jointly nominated by the Texas Association of Broadcasters and the University of Oregon School of Journalism.

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TAB Executive Vice President Bonner McLane said Packwood "is fighting for First Amendment rights for the broadcast industry -- to put them on par with the print media.

"He first looked to a Constitutional amendment; then, in the interest of time, moved to a straight legislative effort," McLane said. "If he can succeed, broadcasting, for the first time, will be loosened from its regulatory shackles, and will be enabled to editorialize on issues and candidates without the laborious equal time and fairness doctrine restrictions."

Everette E. Dennis, dean of the University of Oregon School of Journalism, said, "More than any member of the United States Senate, Bob Packwood has devoted himself to fashioning a new theory of freedom of expression that extends to all communication enterprises the freedom not guaranteed exclusively to the print media."

Packwood has said the framers of the U.S. Constitution could not foresee the development of broadcasting, but since their concern was freedom of expression it would be within their intent for broadcasters to be unfettered by government.

"Free expression, to be free, must be just that -- free," Packwood said in a speech to the National Association of Broadcasters last year. "And it cannot be free when government assumes for itself, or is granted, the power to regulate it, in the name of technological necessity, or for any other reason....If there is truly to be a free marketplace of ideas -- and that is the only intent of the First Amendment -- there must be a free marketplace of communications."

The Thomas Jefferson Award was initiated in 1973 to recognize public officials concerned with protecting the news media's role in this country. To be eligible for the award, nominees must hold elective or appointive office on the local, state or national level.

Previous award recipients have been Sen. Sam J. Ervin Jr. of North Carolina, Gov. Edwin W. Edwards of Louisiana, Rep. Robert W. Kastenmeier of Wisconsin, Leon Jaworski of Texas, Gov. Ella Grasso of Connecticut, Sen. Hubert Humphrey of Minnesota, FCC Chairman Richard Wiley of Washington, Sen. Lawton Chiles of Florida, Gov. Bruce Babbitt of Arizona and FCC Chairman Mark S. Fowler of Washington.

Last year a special world freedom of information award was presented to William G. Harley, U.S. senior media consultant to UNESCO.

Packwood is serving his third term in the U.S. Senate. He is a member of the Senate Finance Committee and chairman of its subcommittee on Taxation and Debt Management. He serves on the Senate Small Business Committee which oversees the Small Business Administration.

Packwood, 51, served three terms in the Oregon Legislature before being elected to the U.S. Senate in 1968. When first elected to each office, he was the youngest member of both legislative bodies.

Before seeking public office, he practiced law in Portland, Ore., for a decade and served two years as law clerk to former Oregon Supreme Court Chief Justice Harold J. Warner. Packwood holds a bachelor's degree from Willamette University in Salem and a law degree from the New York University School of Law.

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11-12-21-83

LUBBOCK--Destined to be the book and conversation topic of the new year, George Orwell's "1984" was meant as a general warning and never meant to be about a specific year, according to a Texas Tech University professor.

Its time will not come and go.

Dr. Leon Higdon, Horn professor of English and a specialist in the modern British novel, has assigned Orwell's novel several times and will teach from it in the spring 1984 semester because so many will be discussing it.

Orwell was issuing a general warning, a scenario for the future, Higdon said.

"It's not a prophecy linked to this date, but a warning linked to a future constantly receding, but constantly possible," Higdon said. "When 1985 comes, the book will not be invalidated."

He said some recently discovered original manuscripts of "1984" show that Orwell toyed with several dates for his title and setting, including 1980 and 1982.

As a futurist novel, the book voiced for English society what its future could be. He said Orwell is predicting what could happen any time man relinquishes his personal privacy, his right to independent thought, and his individuality to merge with a collective identity or for some form of security.

These conditions dealt with in "1984," he said, do exist today in more countries than Westerners can imagine, even if they are not universal.

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"It is pretty scary to see how right Orwell was on so many things," Higdon said.

For instance, Orwell presents Big Brother and The Party (the government) spying on individuals' actions and seeking a way to read their thoughts against their will.

There are more surveillance techniques now than Orwell could ever have dreamed, and much of our personal lives is recorded through banking and credit transactions, tax forms, medical records and other business-related files, Higdon said.

Big Brother's control includes the corruption of language. Connotations of words such as "free" are removed to limit meaning. Good-sounding words replace bad, such as "joycamp" for labor or concentration camp.

This political language corruption is very much a part of modern society, according to Higdon.

"Our missiles have names such as 'peacekeepers,' he said. "An invasion can be called a 'protection mission.' There has been doubletalk and doublethink in political speeches since the time of Eisenhower in America, and we've seen extremes of such language concepts in the rhetoric of the Ayatollah in Iran."

In Higdon's opinion, the role of human freedom and the role of the past in the future are the most important issues in the book.

He says the concern with the past is a major theme often overlooked. The main character, Winston, has a job re-writing history to falsify it and make it conform to Party doctrine.

"Orwell feels the past can save the future, a strong theme in post-war Britain brought out in the 1951 Festival of Britain which celebrated the nation's victory," Higdon said.

"The festival was being planned in the early 1940s when Orwell was developing ideas for the novel in which one Party slogan is: 'Who controls the past, controls the future'."

Orwell was actually digging into the past -- the totalitarian regimes of Hitler, Stalin and Mussolini when he was writing and warning the future, Higdon said.

Some of Orwell's ideas are even rooted in classicism, Higdon said. For instance, romantic love is prohibited and the only kind of love is for Big Brother and the State.

"This is important because it represents the total invasion of human personality. Not only are people forbidden to think, they are forbidden to feel," Higdon said.

Such an idea dates back to Plato who suggested we trash feeling and human emotions and destroy human relationships in order to advance as a society.

"Written in 1949 and translated into 62 languages worldwide, '1984' has a staying power, not so much as literature, but for its ideas," Higdon said, "because 20th century man realizes he is a political creature."

"If '1984' ever stops being read, it will fail. If we reach a point where one is forbidden to read it, it will be more true than ever," Higdon said.

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12-12-21-83

LUBBOCK--Nursing homes have a style of their own with special design considerations, including appropriate lighting, color and contrast, comfort, accessible seating, safety features and a homelike atmosphere.

Texas Tech University studio art students studying advanced interior design problems have investigated those needs and created applicable designs.

Three placed in a nursing home design competition sponsored by Four Seasons Nursing Centers Inc., an Oklahoma-based corporation which owns or operates more than 40 nursing homes in six states.

Sylphia McPherson of Lubbock, daughter of Alfred Burillo of 315 E. Broadway, San Gabriel, Calif., won first place and a \$250 scholarship for her design.

"I used a retirement resort motif," McPherson said. "I provided a central mall space where people could congregate in one wing for various activities and for interaction with one another."

Her design also included a botanical garden and duck pond within the nursing home grounds. Judges praised the resort theme and the central mall.

Marcie Guidry, daughter of Mr. and Mrs. David Guidry of 2531 Baycrest, Houston, a runner-up in the contest, said her design was for a renovation project, and included an atrium and gardening areas.

A second honorable mention went to Denise Mayward of 5205 94th St., Lubbock. Mayward designed the residents' activity areas around the nursing station.

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The interior design class was taught by Professors Margaret Nagy and Chris Burton.

Nagy said good care should not be confused with good design in a nursing home because good care is possible without good design. However, good design can help the morale of both patients and staff, she said.

"The better nursing home designs allow for a lot of activities, providing ample space for church, bingo, arts and crafts and other group activities," Nagy said.

Nagy said furniture in activity spaces should be arranged so wheelchairs and walkers can get through and handicapped persons can easily become part of the group. There should not be any barriers, crowded spaces or abrupt level changes.

"That may mean less chairs in the room or moving the coffee table from its traditional spot in front of the couch and using end tables on the sides instead," she said.

Burton said chairs should be designed so the elderly can get in and out of them without relying on assistance. They should also be sturdy because residents will use the arms as lifts.

Both said lighting is an important aspect of nursing home design because the elderly need much light but must avoid glare for safety.

Nagy said fluorescent light is used most often by designers because it is energy efficient, but it gives a blue cast to everything.

"Incandescent lighting, with its warmer glow, is much better light and makes the atmosphere more homelike. It is ideal to mix the two," she said.

Burton said corridors are the most notorious for glare, so carpeting tiles in the hallways and rooms can increase safety. Outside glare can be handled with window treatments, and ceilings can be treated with special lighting -- perimeter or cove lighting -- rather than the usual long run of direct lighting.

The aging process, they said, also affects color perception. The elderly can see warm colors better than cool colors.

"Contrast is more important than color," Burton said. "The residents need to be able to tell where the floor ends and walls begin."

She said no color should be used excessively and colors or design patterns should avoid the abstract.

Nagy said wild patterns on the walls can be disorienting. Residents may perceive them as animals or something crawling up the wall.

Both said the two main objectives for residents are safety and a homelike atmosphere. Other homelike features include decorative items which the patients can enjoy seeing like fish aquariums and plants.

For the staff, Burton recommends a special place or two such as a training room or lounge where they can go for emotional release from the patients.

"Areas where workers spend a lot of time need to be designed for task efficiency and accuracy. They should be well-lit, well-ventilated and comfortable," Burton said. "These spaces can be designed to decrease institutionalization, but some, such as a medication room, should not be too homey."

She said other areas may have a warm and friendly atmosphere to promote warm and friendly interaction between staff and residents.

"For workers, designers need to remember it is their workplace," Burton said. Design should fit the job.

caption-----

13-12-21-83

NURSING HOME DESIGN--This resort motif nursing home design by Texas Tech University student interior designer Sylphia McPherson was first place winner in a design contest sponsored by the Oklahoma-based Four Seasons Nursing Centers Inc. The design includes a central activities mall, botanical garden and a duck pond and was judged most creative. Designs were done as part of a university studio art class. Four Seasons owns or operates nursing homes in six states. (TECH PHOTO)

caption-----

14-12-21-83

NURSING HOME DESIGN--Texas Tech University student Sylphia McPherson has won a \$250 scholarship and first place in a nursing home design contest sponsored by the Oklahoma-based Four Seasons Nursing Centers Inc. Her design, including a central activities mall, botanical gardens and a duck pond, was judged most creative.
(TECH PHOTO)

caption-----

15-12-21-83

DESIGN WINNER--Texas Tech University senior interior design major Sylphia McPherson of Lubbock, won a \$250 scholarship and first place in a nursing home design contest sponsored by the Oklahoma-based Four Seasons Nursing Centers Inc. Her design was judged most creative and included a central activities mall, a botanical garden and a duck pond. The design project was part of a studio art class dealing with advanced problems in interior design and taught by art Professors Margaret Nagy and Chris Burton.
(TECH PHOTO)

caption-----

16-12-21-83

NURSING HOME RESORT--Texas Tech University student interior designer Sylphia McPherson has won first place in a nursing home design contest for her resort theme nursing home design, including a central mall for residents' activities, a botanical garden and duck pond. The contest was sponsored by the Oklahoma-based Four Seasons Nursing Centers Inc. and judged by Fort Worth residents Tod Mahoney, regional director for Four Seasons, and Kathy Peterson, administrator of North Richland Hills Nursing Center. (TECH PHOTO)

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17-12-21-83

NURSING HOME DESIGN--Sylphia McPherson, a Texas Tech University senior interior design major, won a \$250 scholarship as first place winner in a nursing home design contest sponsored by the Oklahoma-based Four Seasons Nursing Centers Inc. Her design was judged the most creative and included a central mall for residents' activities, botanical gardens and a duck pond. She is the daughter of Alfred Burillo of 315 E. Broadway, San Gabriel, Calif. (TECH PHOTO)