1979 NATIONAL CONFERENCE

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The intercollegiate speech honorary society, Delta Sigma Rho-Tau Kappa Alpha, annually selects an American who represents the goals of this society in an exemplary way to receive its “Speaker of the Year” Award. These goals, as expressed in the society’s Constitution, are “to promote interest in, and to award suitable recognition for excellence in forensics and original speaking; and...to foster a respect for, and an appreciation of freedom of speech as a vital element of democracy.” The individual selected to receive this year’s DSR-TKA “Speaker of the Year” Award is the former Senator from Minnesota and current Vice-President of the United States, the Honorable Walter F. Mondale.

The selection of Vice-President Mondale as Speaker of the Year is testimony to the belief that the quiet, reflective voice can and will be heard amid the wrangle of the marketplace. Others may address issues more eloquently and more stridently, but few have fostered the respect for democratic ideals and the necessity for reasoned discourse more than the Vice-President. As a Senator from Minnesota, as a candidate for the Democratic Presidential nomination, and as a campaigner and Vice-President, Walter Mondale has consistently defended the rights of the oppressed and indigent while urging Americans to evaluate social and political policies in ways commensurate with democratic values. From this man’s concern with the problems of his constituency in Minnesota to his concern with the human rights of his constituency throughout the world, Vice-President Mondale has expressed the values of freedom and justice through the spoken word. Delta Sigma Rho-Tau Kappa Alpha is privileged to select Walter Mondale as the 1979 “Speaker of the Year.” In joining a distinguished group of predecessors including Barbara Jordan, Senator Moynihan and his political mentor and friend Hubert Humphrey, Walter Mondale epitomizes the classical ideal of the “good man speaking well” for contemporary times.

Dear Mr. Balthrop:

I am deeply honored to have been chosen as your Speaker of the Year and to join the ranks of such persuasive public figures as Martin Luther King, Barbara Jordan, Walter Cronkite, Daniel Patrick Moynihan, and my dear friend and mentor, Hubert Humphrey.

I recall with great fondness my days on the debating team at Macalester College. The years were 1946–48, my coaches were Mary Gwen Owen and Bess McPheeters, and the two national topics I debated were: that there should be established a world federal government, and that there should be a system of national health insurance. I understand you debated health insurance again just a few years ago. Since we still do not have a
program of national health insurance after thirty years of debate, perhaps
we are not the effective advocates we would like to think!

Debating is one of the most valuable academic exercises in which I have
ever engaged. It taught me to speak on my feet, to organize my thoughts,
to defend and refute a point. And it taught me something about critical
decision-making and public policy analysis.

I have always tried to speak truthfully and responsibly, to advance the
cause of greater understanding among our people, and to promote honest,
responsible and compassionate government.

If the national traumas of the last decade have taught us anything, it is
this: with the powers of high office comes the duty to communicate re
sponsibly. Without responsible communication, the public trust on which
high office depends is soon eroded. I do not take lightly this duty. As
Theodore Roosevelt put it, "To admire the gift of oratory without regard
to the moral quality behind the gift is to do wrong to the republic."

These is no more precious, no more inviolate human right than free
speech. It is the one right through which all our other rights are protected.
It is essential to a free and open society, to democratic government itself.
As Mr. Justice Douglas wrote: *"[A] function of free speech under our
system of government is to invite dispute. It may indeed best serve, its
high purpose when it induces a condition of unrest, creates dissatisfaction
with conditions as they are, or even stirs people to anger, Speech is often
provocative and challenging. It may strike at prejudices and preconcep-
tions and have profound unsettling effects as it presses for acceptance of
an idea. That is why freedom of speech ... is ... protected against cen-
sorship or punishment ... ."

I regret that I cannot be with you this evening to receive personally this
important award. To the debaters in attendance, I urge you to use your
powerful skills for responsible advocacy. To the coaches present, congrat-
ulations on a job well done. And to all of you, thank you very much.

Sincerely,

Walter F. Mondale

DELTA SIGMA RHO-TAU KAPPA ALPHA
DISTINGUISHED SERVICE AWARD

KENNETH E. ANDERSON

The Delta Sigma Rho-Tau Kappa Alpha Distinguished Service Award is presented to individuals currently making an active contribution to the forensic profession. Nominees from the past have made outstanding contributions to argumentation theory and practice. And this year is no exception. This year we are proud to honor a truly distinguished individual—Kenneth E. Anderson. Professor Anderson's service to DSR-TKA is especially noteworthy because of his impact upon our national conferences, our publications, and our student congresses.

1. He has served as a principal administrator of DSR-TKA National Conference for over a decade. From 1968 to 1978 he served on the National Conference Planning Committee, functioning as Chairman from 1973 to 1975. He was the director of the 1973 conference and host of the 1978 conference, both of which were held on his own campus—the University of Illinois. And he controlled everything perfectly—except for an unanticipated ice storm!

2. He has served in major editorial roles within DSR-TKA and within the entire forensics community. As editor of Speaker and Gavel, he initiated a series of essays which set forth representative college debate programs so that university administrators and forensic educators would have a better understanding of the wide variety of model programs. He was also one of the early editors of the Journal of the American Forensic Association; his efforts helped to establish that journal as the major scholarly journal in the area of forensics and argumentation. As a participant in the National Developmental Conference on Forensics (1974), he served on its editorial board and helped to edit the landmark
volume, *Forensics as Communication*. He is the author, co-author, or editor of three books and over 15 articles which are related (directly or indirectly) to forensics and argumentation.

3. **He has been instrumental in developing the student congress activity within DSR-TKA.** Because of this event, many students—and many schools—who would otherwise have discontinued debating have remained involved in DSR-TKA. Ken has served as director and co-director of the DSR-TKA student congress for nine years during the 14 year period from 1965 to 1977. He has also written several articles on the concept and operation of a student congress as a forensic activity.

Ken's work deserves the very special recognition of the Distinguished Service Award. His contributions to DSR-TKA are all the more commendable because they have been made after he completed his years as a debate coach. Instead of abandoning forensics when he gave up coaching, he has been of invaluable assistance to DSR-TKA, and this is why we honor him for this distinguished service this evening.
Delta Sigma Rho-Tau Kappa Alpha has produced many distinguished alumni during its history, but few have been able to combine a dedication to speech education and forensic practice with a commitment to public service as has this year's recipient, Professor Franklin R. Shirley. Professor Shirley has served his discipline with more than thirty-five years of teaching which ranged from the public school systems of Kentucky, Ohio, and private schools in Tennessee to Carson-Newman College and Wake Forest University. Professor Shirley received his Bachelor of Arts from Georgetown College in Kentucky in 1938, spent one year at the University of Cincinnati in the School of Supervising and Administration, and received his Master of Arts and Doctor of Philosophy from Columbia University and the University of Florida respectively.

In addition to his teaching responsibilities, Dr. Shirley served for several years as the Director of Debate at Carson-Newman College and at Wake Forest University. During these years, his debate teams were recognized consistently as among the most successful both regionally and nationally. He has served as Chair of the Department of Speech Communication at Wake Forest University, as a member of the American Forensic Association since 1948—holding the office of First Vice-President from 1961 to 1963, and as a member of the editorial boards of the Southern Speech Communication Journal and The Forensic. Professor Shirley has also authored numerous books, articles and convention papers on rhetoric and forensics.

Although one might think that this active career would leave little time for other activities, Professor Shirley has accumulated a record of public service which is indicative of his concern for others and of the fulfillment of his responsibilities as an active citizen. He was elected to the Winston-Salem Board of Aldermen in 1963 and served as Mayor from 1970 through 1977. Other examples of his public involvement are his service as Chair
of the Piedmont Triad Council of Government, Chair of the North Carolina League of Municipalities and his work on many commissions and committees including the National Environment Committee of the National League of Cities.

It is on the basis of this commitment to the ideals of this organization and his unique capacity for merging the scholarly and pragmatic to the mutual benefit of each that Delta Sigma Rho-Tau Kappa Alpha bestows its Distinguished Alumni Award upon Professor Franklin R. Shirley.
1979 DELTA SIGMA RHO-TAU KAPPA ALPHA
NATIONAL CONFERENCE AWARDS

DEBATE

Open National Topic Debate
First Place: Morehead State University
Second Place: Mercer University
Third Place: Mercer University
Wayne State University

Off-Topic Debate
First Place: Vanderbilt University
Second Place: Duke University
Third Place: Butler University

Affirmative Teams
First Place: Duke University
Second Place: Vanderbilt University
Third Place: Butler University

Negative Teams
First Place: Rose-Hulman Institute
Second Place: Texas Tech University
Third Place: Vanderbilt University

Affirmative Speaker Awards
First Place: Lee, Duke University
Second Place: Brannan, Vanderbilt University
Third Place: Becker, Butler University

Negative Speaker Awards
First Place: Kratsch, Vanderbilt University
Second Place: Lanier, Texas Tech University
Third Place: Dively, Rose-Hulman Institute

INDIVIDUAL EVENTS

After Dinner Speaking
First Place: Lamb, University of Mississippi
Second Place: Mace, Ball State University
Third Place: Kirk, Ball State University

Dramatic Duo
First Place: Kirk/Mace, Ball State University
Second Place: Raiford/Harrington, Auburn University
Third Place: Brown/Wilson, Ball State University

Dramatic Interpretation
First Place: Wilson, Ball State University
Second Place: Raiford, Auburn University
Third Place: McBride, Mankato State University
Section 1. That the existing STARPAHC system be extended to 50 units.

Section 2. That administration and supervision shall be by Health Systems Agencies through the Department of Health, Education and Welfare in conjunction with local health service departments.

Section 3. That highest priority for service be given to regions with the lowest doctor to populace ratio and the greatest distance from nearby professional medical service assistance.

Section 4. That aerial support be given through Military and Service Transport (MAST).

Section 5. That STARPAHC units be maintained by NASA.

Section 6. That funding shall be through general revenue.

Section 7. That during periods of serious national disaster as determined by the President, STARPAHC shall be placed under the direction of the Army National Guard in order to provide medical assistance to a primarily civilian populace.

Section 8. That 10 regional reception stations be constructed on hospital sites to be designated by the administrative authority.

CONGRESS BILL #3

By Hamil Harris and Lynne Barrett, Florida State University, Douglas Ramey, Murray State University, Scott Merrill, Duke University, Lee Ann Coutier, Wayne State University, and Tricia McCarthy, St. Anselm's College.

AN ACT to abolish the presence of detailmen in the operating room.

BE IT ENACTED BY THE STUDENT CONGRESS OF DELTA SIGMA RHO-TAU KAPPA ALPHA:

Section 1. That henceforth selling, training, and demonstration of medical apparatus and instruments used in surgery shall take place outside the operating room, thus barring all detailmen from the operating room.

Section 2. That all violations of the above shall be subject to a fine of $5,000.00 and/or loss of license and/or a prison sentence not to exceed 3 years.

CONGRESS BILL #4

By Edward Sileo and Anthony Griffin, Emory University. Co-sponsored by the Research and Development Committee.

AN ACT to guarantee NASA significant funds for medical research.

Whereas, high technology research is vital to guarantee a healthier people; and

Whereas, NASA currently utilizes less than one percent of its research budget for directed medical research; and

Whereas, one dollar placed into NASA research and development yields fourteen dollars' benefit; therefore

BE IT ENACTED BY THE STUDENT CONGRESS OF DELTA SIGMA RHO-TAU KAPPA ALPHA:

Section 1. That establishment of a national commitment be made to medical research in the National Aeronautics and Space Administration, specifically to employ NASA's technology, expertise, and space capabilities.
Section 2. That initial directives will be toward: (a) biological processing, for example Urikinaise, (b) X-ray technology, and (c) advanced communication systems.

Section 3. That NASA medical research budgets will be increased to one hundred million dollars yearly.

Section 4. That coordination between medical research and other scientific fields within NASA be mandated. Annual reports (tech briefs) on NASA’s techniques, advancements and cooperation will be prepared for public dissemination.

CONGRESS BILL #5

By James Cast, DePauw University.

AN ACT to provide funds for research of in vitro fertilization.

Whereas, two known eggs have been fertilized outside the human body and transplanted into the uterus successfully; and

Whereas, research will increase knowledge of the technique and potential benefits and/or disadvantages; therefore

BE IT ENACTED BY THE STUDENT CONGRESS OF DELTA SIGMA RHO-TAU KAPPA ALPHA:

Section 1. That funds be provided to research the scientific process of in vitro fertilization.

Section 2. That no more than two million dollars be spent on said research over the next five years.

Section 3. That said federal funds shall be allocated to the HEW Department to award grants as they see fit.

CONGRESS BILL #6

By Brooks Lide, Auburn University.

AN ACT for the control of psychosurgical procedure.

BE IT ENACTED BY THE STUDENT CONGRESS OF DELTA SIGMA RHO-TAU KAPPA ALPHA:

Section 1. That all psychosurgical procedures performed without proper consent which involve permanent and irreversible changes in the natural brain structure and function shall be outlawed in all health care institutions under federal jurisdiction. Consent can only come from a responsible recipient before surgery except in the following cases.

Section 2. Only under the following conditions shall said surgery be allowed without the recipient’s consent: When said surgery will result in saving the life of the recipient except in cases where the recipient is in a rational state of mind and wishes to forego surgery.

Section 3. That the Surgeon General shall investigate and compile a general report on the techniques and results of psychological procedures. The report shall be explained completely to the recipient or all held responsible for giving consent for the recipient. The explanation shall be provided by the surgeon prior to the surgery.

Section 4. That anyone under federal jurisdiction found in violation by performing said surgery without meeting these conditions will receive a minimum sentence of five years in prison and/or $10,000 fine. Maximum sentence up to life.
Section 5. Any state institution knowingly permitting violations of the mentioned statutes shall lose all federal funds expressly provided for these institutions.

Section 6. All brain surgery shall be registered with the National Institute of Mental Health prior to surgery. The NIMH shall be responsible for the investigation and report of any infraction against this bill.

CONGRESS BILL #7

By Gerald Sanchez, University of Florida.

AN ACT to terminate the use of “therapeutic privilege” in terminal cases of legal adults.

BE IT ENACTED BY THE STUDENT CONGRESS OF DELTA SIGMA RHO-TAU KAPPA ALPHA:

Section 1. That the employment of the “therapeutic privilege” will no longer be allowed in the case of terminal illness.

Section 2. That violation will result in fines not in excess of one hundred thousand dollars and revocation of license.

CONGRESS BILL #8

By Bruce Ventura, University of Illinois.

AN ACT to provide Medicaid abortions.

Whereas, every woman’s right to choose to have an abortion was affirmed in the Supreme Court’s Roe v. Wade decision; and

Whereas, indigent women frequently cannot afford the high cost of a safe surgical procedure; and

Whereas, such women are effectively denied abortions or resort to unsafe, unsterile, illegal abortive operations that can result in hemorrhaging, maternal bleeding and death; therefore

BE IT ENACTED BY THE STUDENT CONGRESS OF DELTA SIGMA RHO-TAU KAPPA ALPHA:

Section 1. That the Department of Health, Education and Welfare provide funds for abortions among the various other services that it provides for public aid patients.

Section 2. That these funds shall be allocated to state health departments under rules and guidelines determined by the Secretary of HEW.

Section 3. That all Medicaid abortions will be performed in public health clinics.

CONGRESS RESOLUTION #1

By Diane McBride, Mankato State University, Mike Rogers, DePauw University, Gerald Sanchez, University of Florida, Hamil Harris, Florida State University, and Kenric Port, Clemson University.

A RESOLUTION to commit the delegates to the 1979 Delta Sigma Rho-Tau Kappa Alpha Student Congress to support the necessary and worthwhile goals of study in all areas of medical ethics.

Whereas, significant and rapid advances are being made in the areas of medical research, improved health care opportunities, and the financing of such projects in the United States today; and
Whereas, these developments require a careful examination of their ethical implications for the present and the future; and
Whereas, the area of medical ethics is too broad to be adequately or totally considered in the short duration of this congress; therefore
BE IT RESOLVED BY THE STUDENT CONGRESS OF DELTA SIGMA RHO-TAU KAPPA ALPHA:

That this Congress expresses its support of further study in all areas of medical ethics and increased attention to the moral implications of all actions pertinent to research, public health care, and medical funding in the United States.

CONGRESS RESOLUTION #2

BE IT RESOLVED BY THE STUDENT CONGRESS OF DELTA SIGMA RHO-TAU KAPPA ALPHA:

That the following people be thanked for their contribution to this event:
(a) Dr. Robert Weiss (DePauw), Director of the Student Congress.
(b) Melissa Wade, coach at Emory University and tournament hostess, Emory University and its representatives, President James Laney, Dean Donald Jones, faculty, staff, and administration.
(c) Mike Turner (Duke), Speaker of the Assembly, and Ken Port (Clemson), Clerk of the Assembly.
(d) Roseann Mandziuk (Wayne State), Majority Leader, and Bruce Ventura (Illinois), Majority Whip for the Liberal Party.
(e) Joe Erwin (Clemson), Minority Leader, and Louis Acanio (St. Anselm’s), Minority Whip for the Conservative Party.
(f) Jan Pucket, typist and secretary to the Congress.
(g) Delegates to this Congress and their coaches.
(h) Bobby Kahn, Liberal Caucus Chairman pro tem.

CONGRESS RESOLUTION #3

By the Resolutions Committee.

Whereas, Student Congress is an event of unparalleled significance and value educationally, politically, and forensically,
BE IT RESOLVED BY THE STUDENT CONGRESS OF DELTA SIGMA RHO-TAU KAPPA ALPHA:

That more time should be allotted to student congress at subsequent Delta Sigma Rho-Tau Kappa Alpha National Tournaments.
Be it further resolved that more emphasis and importance be placed on this competitive event.
MINUTES OF DELTA SIGMA RHO-TAU KAPPA ALPHA
NATIONAL COUNCIL MEETING

Atlanta, Georgia
March 22, 1979

Present for all or part of the meeting: Kane, Gross, Clark, Balthrop, Lynch, Kovalcheok, McGuire, Schnoor.

Tom Kane called the meeting to order at 2:15 P.M. The minutes of the previous meeting were approved as published in Speaker and Gavel.

The proposal to amend the By-Laws which had been considered at the previous meeting was introduced again. Balthrop/Kovalcheok moved to amend Article II, Section 5 of the By-Laws by deleting "at least fifteen and not more than twenty" and inserting "five." The amendment, which changes the number of members on the Speaker of the Year Awards Committee passed unanimously.

A proposal to amend the By-Laws to establish an advisory committee of former winners of the Speaker of the Year Award had been circulated prior to the meeting. In the absence of the proponent of the amendment, the Council tabled the motion.

Report of the Secretary, Bert Cross: Cross/Clark moved that at-large memberships be granted to Bernard Cassidy and Maria Kelly of St. John's University and to Michael Kidwell of the University of Alabama. The motion passed unanimously.

Cross distributed a summary of DSR-TKA memberships which indicates that 96 of 176 chapters currently meet the standard of initiating at least two members every three years. Cross also announced that ballots in the election of National Officers will be received until the conclusion of registration for the Conference. (Subsequently, it was determined that the following were elected:

President—Jack Howe, California State University, Long Beach
Vice President—David Thomas, Auburn University
Secretary—Bert Cross, Marshall University
Treasurer—Elaine Bruggemeier, Loyola University
Council At-Large—Al Johnson, Colorado College
Mike Overing, Fairmont State College

In the absence of Jack Howe, a written Treasurer's Report was received in which the Council's attention was called to a slowdown in memberships. A proposed budget was submitted and unanimously approved.

In the absence of David Zarefsky, a written report from the Standards Committee was received. The committee recommended, and the Council approved, that new charters be granted to Wingate College, Illinois State University, the University of Mississippi, and Augustana College (SD).

Zarefsky also suggested that the National Conference dates be moved so as to avoid conflict with the National Novice Tournament at Northwestern. The Council expressed a preference for retaining the present dates whenever possible.

Report of the National Conference Committee, Cully Clark. Clark reported that the expanded individual events offerings at the Conference were favorably received and that attendance at the Conference promised to be good.
In the absence of Ron Matlon, the Chair of the Alumni and Service Awards Committee, it was announced that Ken Anderson of Illinois was to receive a Service Award and Franklin Shirley was to receive a Distinguished Alumni Award.

Bill Balthrop, Chair of the Speaker of the Year Award Committee announced that Walter Mondale was the Speaker of the Year. Vice President Mondale was unable to attend the Conference as he was travelling in South America.

In his capacity as Editor of Speaker and Gavel, Balthrop reported that he had conversed with Allen Press and learned that printing costs could be cut by changing the type of paper that was used for the journal. He also learned that the size of issues could be expanded without appreciably raising costs. He plans to pursue such possibilities during his term. He also announced that he would form an editorial board which would include some student members; that he was interested in ideas for special issues of Speaker and Gavel; and that he urged interested parties to submit manuscripts for possible publication. Finally, he suggested that future editors be appointed as much as one year in advance of the time their term would begin in order to permit a more smooth transition.

Reports were received from the three Regional Governors who were in attendance, Kovalcheck, McGuire and Schnoor.

The meeting was adjourned at 3:20 P.M.

Respectfully submitted,
Bertram W. Gross, Secretary

DSR-TKA TREASURER'S REPORT

Please accept my apologies for not being present in person at this meeting. I am currently operating my forensic program without assistance of any kind, and this weekend came to one of those times when I was expected to be at two places simultaneously. I am hoping the reports I am sending will substitute for my actual presence at this meeting, as there was no way reports could stand in lieu of me at the tournament that must be attended. What these reports have to say is serious enough, however, that I regret not being able to emphasize them in person.

For the first time during my four years as treasurer of DSR-TKA, I am beginning to feel a tightening in our finances. Increasingly this winter, I have found myself wondering if we could meet major bills as they came due without drawing upon our savings.

Obviously, the budget submitted by me to the Council last spring and modified and approved by you was overly optimistic in terms of our income. When I set about analyzing the cause of the shortfall of income we are now experiencing, it was not a difficult job, for it stems essentially from lack of new applications for membership. A review of this current fiscal year as opposed to fiscal 1977-78 shows that from July 1, 1977–March 6, 1978, new memberships produced $895 in revenues, whereas from July 1, 1978–March 6, 1979, only $480 was generated. While this amounts to a difference of only $415, that is a significant sum for our treasury; more alarming, however, are the prospects that membership receipts for the remainder of this fiscal year (and most membership applications do appear between now and the close of the year on June 30) may also proceed at only slightly above 50% of the normal rate. Ostensibly
more alarming is the decline in dues payments from $1950 for the period July 1, 1977–March 6, 1978, down to $25 for the same period in this fiscal year. A major slump in this area had been anticipated in our budget in this respect, however, as our two-year program of assessing dues meant that no billing was done for them last summer, thus our current budget anticipated only $300 from this source. Even that figure, as noted above, was too optimistic, and our anticipated income is thus down $275 on this account. Nor have charter fees or publications, admittedly minor items in our overall planning, produced what was expected of them.

It is not my intention to sound alarmist in regard to our financial position in the current fiscal year. I believe we shall be able to reach June 30 without having to draw upon savings to pay current operating expenses, but we shall probably do so by virtue of the fact that the President, Vice-President, Treasurer and Student Council normally do not utilize all the funds allotted to them in the budget, by use of the $290 contingency fund that was originally destined as a potential addition to savings, and, hopefully, by not having to underwrite the National Conference to the extent of $200 as our budget for this year-authorized.

In light of the developments outlined in this report and revealed further in the report on back dues and membership initiation by chapter that is being submitted to you, I am suggesting a reduced budget for the next fiscal year, and urge two things in particular to the members of the council:

1) Be very cautious about adopting any measure that would place a further drain upon the treasury; and
2) Please do not upset our current arrangement that a school may retain membership in good standing in the fraternity either by initiating four members over a two-year period or by paying the equivalent in dues.

Jack H. Howe, Treasurer
Invested in Mutual Funds:

Putnam Income Fund
- 3,087.209 shares in name of DSR-TKA
- 63,000 shares in name of DSR
  \[3,150.209 \times 8.05\] = \$25,359.18

Selected American Shares
- 781.620 shares @ $6.90
  \[781.620 \times 6.90\] = \$5,393.18

Income Fund of America (formerly, Anchor Income Fund)
- 2,455.492 shares @ $8.70
  \[2,455.492 \times 8.70\] = \$21,362.78

Broad Street Investing Corp. (part of Union Service Group)
- 886.208 shares @ $11.36
  \[886.208 \times 11.36\] = \$10,067.32

Sub-total for investments: \$62,182.46

Currently in checking account (as of March 14)
- Sumitomo Bank, Long Beach, California
  \[1,791.81\]

In term savings account
- Fidelity Federal Savings, Long Beach, California
  \[4,410.16\]

In regular savings account
- Fidelity Federal Savings, Long Beach, California
  \[4,370.41\]

TOTAL ASSETS: \$72,754.84

Jack H. Howe, Treasurer
Delta Sigma Rho-Tau Kappa Alpha
discover an idea or experience which runs throughout the topic. Consider the following types of topics and the method for discovering the most important idea:

A. A quotation from literature or from a figure of history suggests a three-step strategy.
   1. Expression of the speaker’s belief of what the quotation implies.
   2. Explanation of the reasons why the speaker has gained a particular belief or impression.
   3. Listing of the major ideas growing out of the asserted idea which will be explained.

B. A political cartoon suggests a four-step approach.
   1. Explanation of the environmental context in which the cartoon is set; i.e., the social or political conditions surrounding the cartoon.
   2. Expression of the speaker’s belief as to the opinion represented by the cartoonist.
   3. Explanation of reasons why speaker has chosen a particular interpretation of the cartoon.
   4. Statement of agreement or disagreement with the cartoonist’s opinion or a listing of the reasons why the cartoonist adopted a particular position.

C. An editorial statement or paragraph suggests a two-step approach.
   1. Identification of the opinion presented by the editor.
   2. Statement of agreement or disagreement with the editor’s opinion or a listing of the reasons why the editor adopted a particular position.

D. A single word often embodies an ideal or experience—“freedom,” “love,” “peace”—and allows the speaker a direct transition to the major ideas. In the case of a speaker’s unfortunate encounter with cumbersome topics such as “toilet,” “wall,” “chalk,” or other unusual words, one may imaginatively derive any idea and discuss experiences which explain an asserted idea or opinion.

E. The presentation of a rhetorical situation in which the student is asked to imagine himself before a specific audience arguing a specified opinion offers an exciting change from traditional impromptu and suggests a three-step plan.
   1. Recognition of the particular audience given in the topic.
   2. Statement of position of philosophy advocated by the speaker.
   3. Listing of major reasons which support one’s position.

F. A visual image—photograph, artistic design, painting—is rare, but implies three steps for establishing a position or explaining a concept.
   1. Interpretation of the image—the action depicted, the people or objects presented.
   2. Statement of the speaker’s reaction to this image.
   3. Assertion of the undergirding idea or artist’s motivation which inheres in the image.

II. Identify several ideas which embellish or exemplify the idea or opinion.

After an idea or position has been posited, the speaker should quickly consider several ideas which clarify the idea and/or build an argument. If the topic states a position, the supporting ideas should be stated as arguments for that position. If the topic suggests a feeling or
ideal, the supporting ideas might be examples which clarify the feeling or ideal.

A topic which discusses various facets of an issue suggests supporting ideas which give a brief history of the issue as well as offer the pro and con arguments surrounding the issue. Supporting ideas should be limited to three or four per speech, and minimally two could adequately buttress an idea or position, depending upon the creativity of the speaker. Further, each idea should be distinct from all other major ideas and summarized individually as the speaker concludes discussion of that idea.

III. Place ideas into a traditional pattern.
Several standard procedures should be followed in organizing any impromptu speech.
A. Introduction
   1. Begin with an attention statement to bring the listener gradually into the topic (analogies, quotes, humor, illustration, a rhetorical question). Build a sense of expectancy for the point to follow.
   2. Develop your central idea, opinion, or position.
   3. List the major ideas which will be discussed as facets of the topic.
B. Body
   1. Main idea #1—expressed in one sentence.
      a. Subpoint #1—examples, illustrations, or supporting evidence.
      b. Subpoint #2—
   *internal summary of main idea #1
   2. Main idea #2
   *internal summary of main idea #2
C. Conclusion
   1. Summarize main ideas discussed in body.
   2. Restate the principal idea, opinion, or position.
   3. Employ a closing device which gradually leads listener out of the speech—humor, a startling statement, rhetorical question, or quotation is appropriate.

IV. Apply creative devices to buttress major ideas.
After one has decided upon the major ideas, one must create material to develop the ideas. The following are suggested devices to build the impromptu speech.7
A. Explanation: If a concept is confusing, offer a brief, simplified description to clarify meaning.
B. Hypothetical Illustration: Present a description of a scene in which your listener could conceivably be involved, with sufficient detail to help the listener visualize the scene realistically.
C. Factual Illustration: Describe a situation or experience which has occurred, with sufficient detail to help the listener visualize the situation as if he or she were there.

7Two of the most recent textbooks which explain support forms are: Douglas Ehninger, Alan H. Monroe and Bruce E. Gronbeck, Principles and Types of Speech Communication (Glenview, Illinois: Scott, Foresman and Company, 1978), chapter 7; and Wayne C. Minnick, Public Speaking (Boston: Houghton Mifflin Company, 1979), chapter 5.
Campbell noted that a rhetorical act has five typical characteristics: it is propositional, that is, it states ideas or propositions; it attempts to solve problems and, therefore, takes a position or judges; it is public; it is practical in that it attempts to alter the existing situation, attitudes, or behavior; and, finally, it is poetic in that it "displays ritualistic, aesthetic, dramatic and emotive qualities." The self-immolation was a carefully staged, ritualistic act performed in, and in fact designed for, the public stage. Duc's death was an attempt to influence the attitudes and behaviors of Vietnamese Buddhists, the Saigon government and others throughout the world who might bring pressure to bear upon the Diem government. And the act was problem-solving, too, in that it called attention to the "difference between what is wanted and what exists." What existed was a lack of religious freedom and what was desired was the free exercise of religious beliefs and customs.

At first glance, one might conclude that this act was not propositional. Still, certain situational factors—though they might also constitute component elements of the rhetorical act itself—make the propositional nature of the event clear. A fellow bonze called out over loudspeakers setup for the occasion, "A Buddhist priest burns himself to death. A Buddhist priest becomes a martyr." Further, American reporters were informed in advance. The Buddhists wanted words to spread the significance of the event. They wanted the action to be spoken about and written about both within South Vietnam and around the world. And they wished the immolation of Thich Quang Duc to become a unifying and generating symbol for the Buddhist protest. Thich Quang Duc, however, said nothing on the public stage of his death, not even crying out in pain or agony.

While it is frequently difficult to identify a relatively clear relationship between a particular act and certain subsequent events, or effects, such is not the case with Thich Quang Duc's self-immolation. Fitzgerald documented the immediate impact upon the climate in Saigon and she continued that analysis: "The self-immolation of Thich Quang Duc in June was, of course, the central event of the entire Buddhist protest movement. It shocked the Americans as much as the Vietnamese: it had an important effect on American policy." It sparked nationwide protests in Vietnam and forced Diem to alter his government's policy toward religious freedom. American policy underwent a critical re-examination. This ability to identify effect with reasonable certainty seems to make psychological criticism of the event appropriate for, as Campbell noted, "psychological criticism is keyed to the rhetorician's effectiveness in achieving his goals." This critical system, she wrote, "focuses on analysis of the audience, the speaker and the ways in which the rhetorician uses his message to activate and direct the needs and motives of the audience." Taking this perspective, this critique will examine the audience Duc addressed, the relation between that audience and the rhetorician, Duc, and how the message, or act of self-immolation, functioned to direct the motives of the audience toward fulfillment of Duc's rhetorical goals.

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* "South Viet Nam," p. 32.
* Fitzgerald, p. 178.
* Campbell, p. 28.
* Ibid.
Thich Quang Duc addressed a vast audience. He directed his message to Diem, the people of Vietnam and of the United States. Again, Frances Fitzgerald wrote that "a young bonze with a microphone calls out over and over again in Vietnamese and English . . . ." The microphone, notices to American reporters and camera crews and use of English were designed to turn this protest into a media event that Americans and others could not miss.

Equally careful was the preparation for reaching the masses of Vietnamese Buddhists. While Duc's death may have shocked American audiences, it awakened the Vietnamese. Fitzgerald described another monk's immolation but it is applicable to Duc's as well:

[these immolations] seemed to call forth an intense, emotional reaction from the Vietnamese of the cities, and even from those who had never visited their pagodas before. The televised pictures of another monk's death by fire showed people running to the body to fall on their knees and weep. The reaction remained unexplained by the Vietnamese; it was as if the bonzes had touched a chord so profound that it lay beyond explanation. It is this type of behavior which William N. Brigance may have been describing when he wrote that "persuasion takes place not on an intellectual, but on a motor level."

Duc touched the audience in a powerful way and his own behavior contrasted strangely with the event itself, thereby lending greater persuasive force to it. Despite the headlines in Life magazine, "An Angry Buddhist Burns Himself Alive," the persona of the monk exemplified an idealized image of martyrdom and Buddhism. Time commented that, "An expression of serenity on his wizened face, Quang Duc suddenly struck a match. As flames engulfed his body, he made not a single cry nor moved a muscle. Westerners observing the event, on the other hand, cried over and over, "Oh my God, oh my God." Duc committed the ultimate in passive resistance with quietude and dignity. Even in his will, the monk stated, "I have the honor of presenting my words to President Diem, asking him to be kind and tolerant toward his people and to enforce a policy of religious equality."

Thich Quang Duc's ethos was positive for the Vietnamese Buddhists as well as with other parts of his audience. Though unknown before that day, he became a personification of the ideals of Buddhism by voluntarily dying to protest the inequities of Diem's regime. As Time phrased it, "The martyr is usually considered a holy man so close to nirvana that he is unaffected by pain." Thich Quang Duc reached close to the summit for a Buddhist holy man. And even for American audiences, unable to understand all aspects of the event, respect for those willing to make extreme sacrifices for fundamental rights produced a swelling of admiration for the strength and depth of Duc's religious beliefs while simultaneously creating concern and doubts about the policies of President Diem.

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9 Fitzgerald, p. 178.
10 Ibid., pp. 175-176.
13 "South Viet Nam," p. 32.
14 Ibid.
15 Ibid.
Campbell writes that one difficulty with psychological criticism and its corresponding emphasis upon effects is that “Many persuasive attempts are highly successful, but they have appalling social and ethical consequences.” One can, however, evaluate Quang Duc’s rhetorical effort from an ethical perspective and reach a verdict equally favorable. By bringing about concessions to the Buddhists from Diem, Duc’s act was instrumental in providing increased exercise of religious freedom to the people of Vietnam. Equally important was the consequence that Duc’s death shocked Americans into the realization that the United States government supported a regime which denied its people even the most basic of freedoms. Of course, since that June day in 1963, Vietnam has seen many governments, little peace and continued repression of basic freedoms. Yet many Vietnamese are still willing to take great risks in their search for freedom, and Thich Quang Duc’s action still shines as an example of humankind’s willingness to endure that others might be free.

16 Campbell, p. 29.
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