

Professor to tell 'America's story'

By Stan Nelson
Of the Emerald

A University professor has the opportunity to be a liaison between our nation and the world.

As resident scholar for American studies with the United States Information Agency's Bureau of Cultural Affairs, Barbara Mossberg will represent American culture and scholarship to foreign scholars and academic institutions during her two-year appointment.

A major focus of her first year's work will be to coordinate programs throughout the world that celebrate the bicentennial of the American Constitution.

"It's a wonderful opportunity," Mossberg said. "I'll act as a liaison between academic institutions and the USIA, whose mission is to tell America's story to the world." She will work to generate general and academic interest in American studies abroad as well as respond to the needs of countries by recommending curricula, speakers and other teaching materials.

"American culture is unique — it's what Americans share in common with each other," Mossberg said. Because our nation's heritage and ancestors immigrated from a different country, a different culture, "we as a people have a common rationale, belief and hope that a better life is possible," she said.

"Our experience coming over (to the United States) has given us a psychological and cultural heritage on moving, self-reliance and doing it ourselves. It's an urgency, made possible by one's own effort and hard work," she added.

The nation's past history still can be seen in the present — in films, advertisements, work and leisure habits and other areas, she said. By studying these characteristics, one can obtain a historical and cultural context by which American culture may be more easily understood, she said.

"Dallas (the TV show) is not a misconception of American life," she said. It shows movement of people over a geographical area, a sense of social distancing and the belief in the American dream, where wealth is always a possibility, and the battle between good and evil is ever present, she said.

Serious examination of American programming can provide a "window to American culture," such as what the Marlboro Man means to America and what the attraction of "a whole



Barbara Mossberg

new world" is, Mossberg said.

Mossberg said she will try to maintain a balance between lecturing to university professors and presenting more practical material to secondary teachers when speaking overseas. Mossberg's present office is in Washington, D.C.

She will be missed along with other former American studies co-director Alan Winkler, said L.H. Edson, present director of the American studies program. However, the program will continue.

"She's just an outstanding teacher," Edson said. "Vivacious, entertaining, commanding, stimulating, energetic and interesting. She is someone who is dedicated to teaching."

Mossberg has earned several distinguished academic awards including a Danforth fellowship and an award from the National Endowment for the Humanities.

A distinguished faculty member of the University since 1976, Mossberg and Winkler co-directed the University's undergraduate American studies program when it was formally established in 1985.

Laurels

Four dozen University faculty members have received either promotions in rank, were awarded tenure, or both, effective for the 1986-87 academic year.

Those promoted to professor include **Thomas Bellamy**, special education and rehabilitation; **Francoise Calin**, Romance languages; **Lorraine Davis**, school and community health; **Thomas Dyke**, chemistry; **Richard Finke**, chemistry; **Robert Hurwitz**, music; **Gloria Johnson**, English; **Peter Jusczyk**, psychology; **Richard Mowday**, management; **Charles O'Kelley**, law; **William Orr**, geology; **Guntis Plesums**, architecture; **Nancy Shurtz**, law; **Joe Stone**, economics; **James Terborg**, management; **Harve Waff**, geology; and **Jerry Williams**, speech.

Those promoted to associate professor with indefinite tenure include: **John Baldwin**, planning, public policy and management; **Elizabeth Bressan**, physical education and human movement studies; **Juan Epple**, Romance languages; **Lynn Kahle**, marketing; **Sergio**

Koreisha, decision sciences; **Alan Meyer**, management; **Gregory Retallack**, geology; **David Vala**, landscape architecture; and **Jeffrey Williams**, music.

Russel Gersten, teacher education, was promoted to associate professor without tenure.

Five associate professors have been granted indefinite tenure. They are **Christopher Bolton**, gerontology; **Dennis Howard**, leisure studies and services; **Robert Melnick**, landscape architecture; **Wayne Mikkelsen**, finance; and **Don Tucker**, psychology.

Faculty members promoted to senior instructor include: **James Blanchard**, physical education and human movement studies; **Janet Brougner**, mathematics; **John Duncan**, English; **Michaela Grudin**, English; **Lani Loken-Dahle**, physical education and human movement studies; **Coral Mack**, English; **Margaret McBride**, English; and **Richard Troxel**, physical education and human movement studies.

Seven administrators with

non-teaching appointments also received promotions in rank.

Lawrence Smith, Career Planning and Placement Service, was promoted to the rank of professor.

Promoted to the rank of associate professor were: **Lawrence Crumb**, library; **Joanne Halgren**, library; **Gregg Lobisser**, student affairs; and **Bruce Mason**, Outdoor Program.

Keith Nelson, Outdoor Program, and **Paul Primak**, international services, were promoted to the rank of assistant professor.

Michael Moravcsik, University professor of physics, has been awarded the Derek de Solla Price Memorial Medal for his pioneering work in the study of science as a human activity.

Mervyn Loya has been appointed assistant dean for administration of the University law school.

Alexander McBirney, University geology professor, has been elected a fellow of the American Association for the Advancement of Science.

Come and Help Us CELEBRATE!

The University of Oregon Fall Convocation

The University of Oregon is celebrating the beginning of another academic year with a very special event. Fall convocation is the time when the University welcomes all our new and returning students and faculty through a series of special events organized around a very special theme.

This year's convocation invites the entire University community to join in **Celebrating Racial and Ethnic Diversity in Contemporary Society**. The convocation events begin with a keynote speech by a distinguished guest, Dr. Rayna Green, nationally-known folklorist and Director of the Native American Collection in the Smithsonian Institution's National Museum of American History.

Dr. Green's talk — **Goodbye, Columbus: The Rediscovery of an Indian America** — will be presented at 2:30 p.m. in the newly remodeled EMU Ballroom. Immediately following her speech, a dozen special seminars will be offered at locations around campus dealing with topics ranging from legends and myths of Northwest Indians to the effects of American foreign policy on various ethnic groups. A complete schedule will appear in the *Emerald* on convocation day.

As an added bonus, Convocation '86 includes an open dress rehearsal premier of the Eugene Ballet Company's new production, "Children of the Raven" at 8 p.m. on convocation day at the Hult Center for the Performing Arts. The performance will be followed by a panel discussion. All UO students, faculty and staff are invited to attend. Free tickets are available at the EMU Ticket Office.

Please join us in celebrating this very special theme. Remember, convocation begins at 2:30 in the EMU Ballroom, Wednesday, October 8. We look forward to seeing you there!

These activities are made possible, in part, by the University Forum with funds from the National Endowment for the Humanities; for additional support, we thank the Oregon Committee for the Humanities, Professor Virgil Bockelheide, President Paul Olum, and Mr. Joe Romania.

University of Oregon
Convocation 1986:
*Celebrating Racial and Ethnic Diversity
in Contemporary Society*

