

Advertising

Continued from Page 4

the areas where these two ideas converge has to take into account the reality of an ad language that James Madison could never have imagined," said Pope.

After their brief opening remarks, the two invited comments from the audience of about 20 and received extensive input from the faculty who attended.

Professor Bob Smith pointed to the ability of newspapers to refuse to run advertisements that they object to and asked why the government is denied that power by the Constitution. Arnold Ismach, dean of the journalism school, responded that "the constitution was set up as a watchdog of government," not private business.

"If free speech is designed to allow individuals to participate freely, why should corporations have that protection?" Pope asked.

"If free speech is grounded in personal liberty," Pope said, "it should be an individual and not an institutional right."

Ismach responded, "You seem to advocate parcelling out freedom in a very stingy way, as if we have a little box of freedoms to draw from."

"In judging whether a corporation should have protection of its speech, I feel an absolutist protection under the First Amendment should not apply," Pope said.

Women

Continued from Page 4

In conjunction with this idea, Associate Professor Barbara Corrado Pope, director of the women's studies department, spoke on "The Struggle to Amend." She stated that the view that women are different and need different, protective laws is a tradition carried on by men.

Pope said though the founding fathers used gender-neutral language under the auspices of possibly making changes in the Constitution later, she emphasized that to get an amendment through it takes a full consensus, which is not easy.

Because of their efforts in campaigning for others, women saw more and more men getting the vote along with the passing of the 13th, 14th and 15th Amendments, while their rights were still being oppressed.

According to Pope, this is where the failure and split of the women's movement occurred.

They believed if they could get the vote, they could get everything else, said Pope. But by the time they came together, valuable years were lost.

Leslie J. Harris, an associate professor of law, addressed the issue, "Can Equality Be Gender-Neutral?" She said that equality is so ill-defined in a society where the differences are so obvious between men and women.

Harris added that the rules today are based on stereotypes that underlaid old laws. They may appear to be neutral on the face, and the state doesn't have to justify the reasons behind their existence.

Is a new Constitution the answer? Harris believes it is inevitable that a separate set of rules be created for women because to develop conclusive policies for both men and women would be impossible.

Oregon Daily Emerald



Photo by Andre Ramieri

Daniel Pope, a University law professor, discusses the issue of free speech in relation to advertising and the First Amendment at one convocation seminar on Monday.

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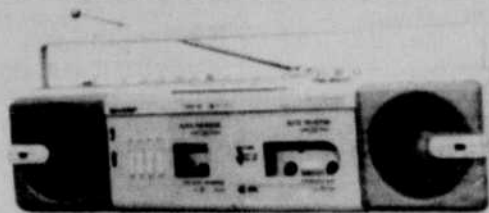


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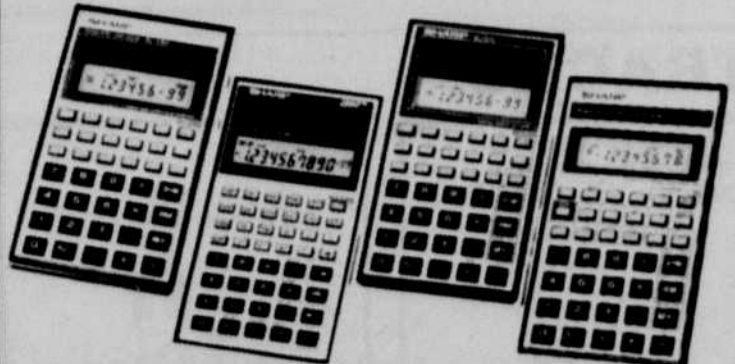
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