

Cast Chosen for 'Loosebough the First' Specialization Has Become A Block in English Language

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Appearing in the leading role as Lieutenant Lawrence Loosebough is Clint Jakemen, graduate student from Fremont. His companions on a mistaken flight to the moon are: Sergeant Elderwood, Mike L. Messmer, senior from Kansas City; Sergeant Finney, David Peterson, Lincoln junior; and Sergeant Sokolski, William Turek, senior from Geneva.

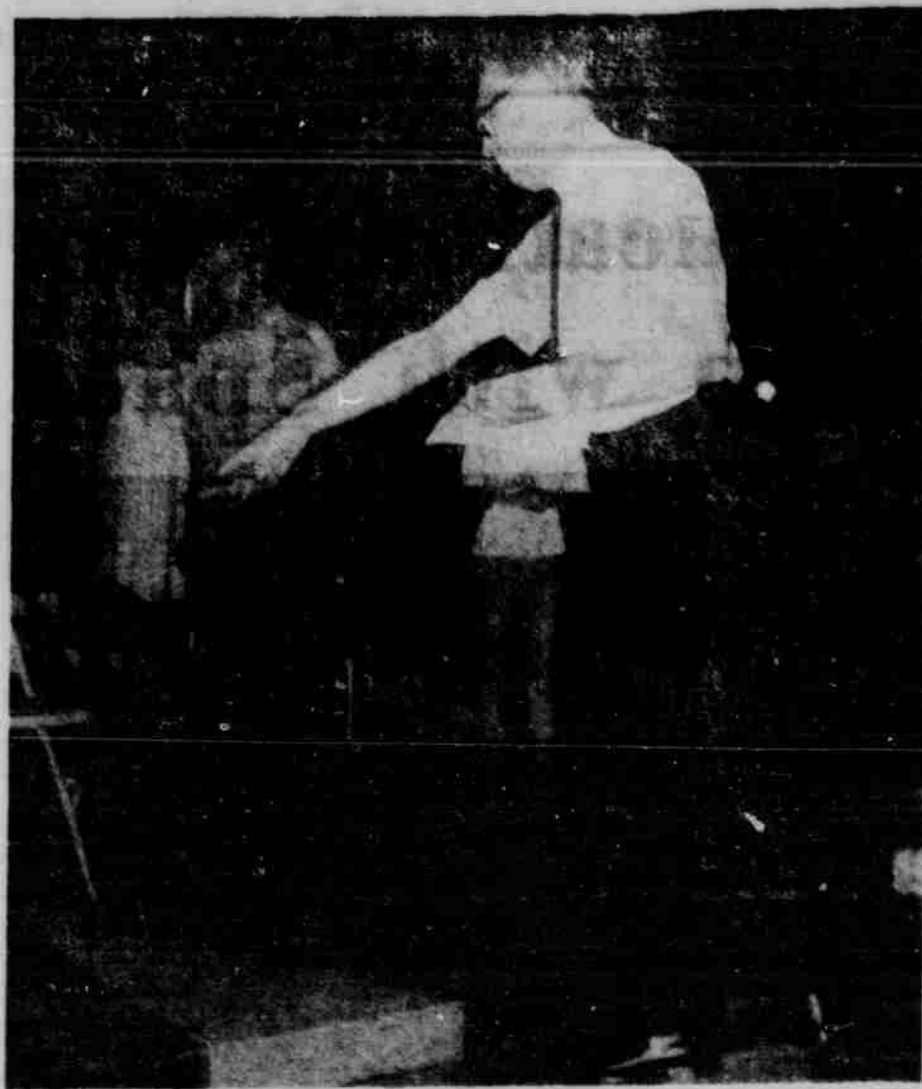
"Earth people in the fantastic comedy are T.V. commentators and army personnel. Huey Rowe-Anderson, graduate student from Baton Rouge, La., will be seen as "First T.V. Face." The "Second T.V. Face" is Everett Lawton, Syracuse senior. Sara Christiansen, a junior at Lincoln Northeast High School, will appear as a W.A.C. Sergeant. Her commander, role of Jan Johnson, grad-Colonel Robbins, is the wife student from Portage, Wis.

Lt. Loosebough, the "first man on the moon" in this improbable comedy, soon finds other groups are joining him and his men in setting up a hardly manageable colony on the satellite.

Leading a group of glamorous Russian actresses turned spacemen is Conrad L. Udilla Krepkina, played by Sara Boatman, graduate student from Peru. Members of her party are: Anya, Mary Meckel, Lincoln senior; Natasha, Linda Essay, junior from Alliance; and Olga, Pamela Moore, senior from Tulsa, Okla.

Leading a party of U.S. Air Force Women to the moon is Lt. Betty Burns, played by Cherylene Ann Schick, junior from Grand Island. Members of the W.A.F. party are: Sue Ellen, Linda Bawcom, graduate of Lincoln Northeast High School; Henrietta, Julie William, Wood River graduate student; and Wilma, Rita Benesch, graduate student from Omaha.

Adding to the confusion on the moon is a group of Russian spacemen, led by Major Ranevsky, played by Don Mohr, graduate student from Bessemer, Ala. His companions are Dmitry, Phil Kite, graduate student from Auburn; Fyodor, James Sellmeyer, graduate student from St. Louis, Mo.; and Vladimir, Marcus Armstrong of Lincoln.



Dr. Harold C. Crain (above) directs the cast and tells them what positions to take as he blocks the scenes for "Loosebough the First." Below, members of the Russian delegation are about to kill each other in one of the final scenes.

Nebraska Steak Display Wins First at Convention

A Nebraska display tied, "High Quality Steaks Don't Just Happen," was awarded a blue ribbon rating in the 1967 communications contests held annually by the American Association of Agricultural College Editors.

Announcements of the awards were made July 10 on the University of Nebraska East Campus, where the Association held its national meeting.

The blue ribbon display was a cooperative effort of the Visual Aids Section of the NU Department of Information. Bart Stewart and Clifford Hollestelle, NU visual aids specialists headed up the project.

Runners-up with red ribbon ratings were in five classes.

A display prepared for the National Grasslands Conference being held in Nebraska, also developed by the Visual Aids Section, received a red award.

Several weekly press services of the Department of Information, spearheaded by Dan Lutz, Grant Johnson and Mrs. Janet Huss, assistant Extension editors, were among the red ribbons, as well as the entry in magazine press services also authored by Johnson.

Program Awarded
An educational television program titled "Fashion 1967-1967" produced and hosted by Mrs. Janet Huss and a series of slides on the home economics-journalist, photographed by Richard Dods, photographer, Department of Information, also rated a red ribbon.

The agricultural editor of the Kansas City Star was cited July 12 for his outstanding contribution to agriculture. Roderick Turnbull received the Reuben Brigham Award.
The Reuben Brigham award presented at the closing banquet Wednesday evening is given annually to a person in the fields of agriculture or home economics who is not an active AAACE member but who has contributed to either field through information,

It was first presented in 1947 and is named for the late Reuben Brigham, pioneer agricultural college and USDA editor and founder of the Division of Information Programs of the Federal Extension Service.

Turnbull began his journalistic career as a reporter for the Kansas City Star and then held many positions on the Weekly Star Farmer, the Star's farm publication. He became agricultural editor for the daily paper in 1961 where his job includes a report on the grain trade, coverage of important agricultural events and writing the Star's editorials on agricultural topics.

This year's Award recipient has been honored by many organizations. He received the first National Grange Award in recognition of distinguished and outstanding service to agriculture of the nation and was honored by the Kansas State Farmers Union for Service to Kansas Agriculture and the Farm Family.

Honorary Degrees
He holds honorary state farmer degrees from the Kansas and Missouri Future Farmers, in addition to an honorary American farmer degree from the Future Farmers of America. Turnbull is also an honorary member of the University of Missouri Agricultural Alumni organization in recognition of service to the

university and to agriculture.

Turnbull is currently serving his second term as president of the American Royal Livestock and Horse Show in Kansas City. He has also been president of the American Agricultural Editors' Association and the Farmers Club of Greater Kansas City.

The editor is a member of the Newspaper Farm Editors of America and the agriculture committee of the Kansas City Chamber of Commerce where he serves as chairman of the balanced farming subcommittee.

Over 350 agricultural college editors, their wives and children from across the nation attended the convention.
AAACE is composed of agricultural and home economics information workers from the Land Grant Colleges and Universities of the 50 states and Puerto Rico, U.S. Department of Agriculture information specialists and associate members including those representing the agriculture news media. Its total membership is about 550.

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By Mary Lea Wallace

The following was written for a NU School of Journalism depth reporting class.

With an estimated one million words in the English language, the average educated man uses three out of a hundred words and may recognize only as many as six in a hundred.

Even the best educated barely know one out of ten words in the language.

Why this great discrepancy between the words we could use and the words we can use?

In one word, specialization.

Specialization is the title awarded to the burgeoning growth of modern scientific studies. Each scientific field must borrow, adapt, combine, coin or create new words to describe its objects, concepts, qualities and forms of action, says Mario Pel of Columbia University in his book, Language of the Specialists.

Fields divide into sub-fields, and they divide — creating their own special languages with their own specialized meanings, until they specialize themselves completely out of the layman's comprehension, says Pel.

Dictionary Help

And does the average man meet the challenge with the latest comprehensive dictionary?

He does not. He cultivates the specialized vocabulary of his own occupation and ignores the language jungle of the rest of the world's specialists. Or at least he tries, although it comes at him daily in newspapers, magazines, radio, television,

even street corner conversations.

"Specialized languages are increasing so fast that only specialists can understand specialists," says Dr. Robert L. Hough, assistant dean of the University of Nebraska College of Arts and Sciences.

Dr. Hough believes that part of the cause for this situation is the natural tendency for specialists to create an in-group, out-group atmosphere with their own private language. On the other hand, there are the newer sciences such as psychology and sociology that try to improve their academic image by emulating the hard factual terminology of the basic sciences with a specially created jargon of their own.

The result? Very little communication, but a lot of pretentious polysyllables about relatively simple concepts.

"A good science writer should write like Hemingway," Dr. Hough said. "—short paragraphs, short sentences, active voice. The scientific journalist must erase the idea that it is impossible for laymen to understand scientists," Hough pointed out.

Growth Problems

What specialized languages are posing the biggest growth problems today?

As the cold war grows hotter and the space race hastens, more military and space operations make the daily news. Vocabularies in these allied fields range from ABC (Atomic, Biological and Chemical weapons) to Zero G (weightlessness).

In Short Course Homemakers Receive Vacation, Education

Nebraska homemakers will get a "Vacation with an Education" at a Homemaker's Short Course, according to Ethel Saxton, University of Nebraska district extension supervisor.

About 40 women have registered for the course July 18-21 at the Nebraska Center for Continuing Education. The course is designed to stimulate, develop, train and cultivate the homemaker so she can improve the quality of her home, her community and the world she lives in.

This is the first year such a course has been offered and it is sponsored by the Nebraska Council of Home Extension Clubs and the University of Nebraska Cooperative Extension Service.

Miss Saxton said University of Nebraska faculty members will teach courses in Nebraska history and literature as well as the political economic situation of the state. There will also be classes offered in public speaking and youth community problems. Each homemaker will attend a two-hour class in the morning and one in the afternoon.

Evening activities include a poetry reading by Mrs. Joyce Urban and a concert by the Duane Shulz family of Lincoln. There will also be a Centennial Style Revue.

Homemakers will be taking tours of the State Capitol, Sheldon Art Gallery, Mueller Planetarium and Morrill Hall and the Nebraska State Historical Society. At Sheldon Art Gallery there will be a display of prints from the Library of Congress. Miss Saxton said these were specially obtained from the Nebraska Public Library Commission.

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According to Language of the Specialists, these related languages are a conglomeration of words derived from classic mythology (Project Apollo), abbreviated terms (Radio Detection and Ranging), and classic language roots (strategy from Greek).

Counterbalancing man's drive to dominate man and space is the growth of the medical profession and the science of biochemistry.

Medical terminology is as old as Hippocrates and as new as tomorrow. The Father of Medicine used words like "cranium" and "pharynx," but "streptomycin" was brand-new to the last generation. Fortunately, with the leaps in medical knowledge, has come some increasing sophistication in the layman's understanding.

Biochemistry, like medicine, owes most of its terminology to the ancient Greeks — methyl, for example, is from Greek methy (wine) and yli (wood).

As the chemistry of life becomes more important to man's struggle to gain control over himself, abbreviations like DNA for deoxyribonucleic acid, or ACTH for adrenocorticotropic hormone become vaguely comprehended household terms.

Computers

In the language of computers, well-understood household words like "garbage," "dummy," or "address" take on new meanings. This could be part of the reason that, according to Language of the Specialists, the new field of computer science is plagued with ambiguous words and misconstrued terminology.

Even scientists in a new communications-related field could not resist setting up esoteric terminology where "garbage" is meaningless computer information, "dummy" is repeatedly used storage words, and an "address" is a computer memory location.

For those of the in-group these terms are easy to understand. But even a background in classical language is little help to the out-group in the world of COBOL (Common Business Oriented Language), FORTRAN (FORmula TRANslation), and UNIVAC (UNiversal Automatic Computer.)

What's being done to help the layman understand the specialist?

Journalists are definitely waking up to the problem, and that's a hopeful sign," Dr. Hough stated, "but the problem is never-ending. Even broader education can only teach the non-specialist enough to know he's ignorant."

The answer to the growing understandability gap, Dr. Hough feels, may be schools to train journalists in the specific scientific fields.

"We need writers who are trained well enough to thoroughly understand the scientists," he said. "Writers who can then adequately and understandably explain the scientist's ideas to the laymen."

This type of specialist, he believes, can splice the broken communications link between scientists and the people whose lives they work to improve.

Conferences To Be Held

Economics of swine production and causes and treatment of pig scours will be two of the principal topics discussed during a pair of swine conferences here Aug. 3.

The Seventh Annual Nebraska SPF Swine Conference and Eighth Annual George A. Young Conference for Veterinarians on Advances in Swine Reproduction will meet jointly on that date.

Veterinarians convene for the Swine Reproduction Conference Aug. 2 and will join the Specific Pathogen Free (SPF) swine producers and co-operators for their conference Aug. 3.

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