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office on top of the Stuart Bldg. for over 50 years.

"I love my work," he said.
"Sam," Phil and "Doc" are a few examples of the dedicated American worker. They all practice a similar more-faithfulness to their job.

What else do Americans value in work?
"Self-esteem is a pretty important thing to people," Landkamer believes. "We have a caste system here in America. We ask a person 'Who are you?' and then 'What do you do?' and when they tell you, and maybe where they live in town, you start putting them in a class."

Pride in work is still important, especially to someone like a carpenter.

"In the carpenter's trade you do take pride because you can stand back after you're done and say 'I worked on that building'..." said a spokesman for the Carpenters Union (Local 1055). For those who work with hammer and nails, the creed is: A day's work for a day's pay. Take pride in your work.

work

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solution. It's a do-nothing, "accept it" kind of policy...

"Carter I'm not sure of—he hasn't said what he will try, specifically. He will try something to get us going again, but I'm not sure even he knows just what that will be. He is in a position with more to gain and less to lose with promises."

Although fortune telling is difficult these days, the prospective job seeker should seek out information in advance. The *Occupational Outlook Handbook, 1976-77* edition, published by the U.S. Department of Labor Bureau of Labor Statistics, is in most libraries and the UNL Placement Office. You can send for a copy for \$7 from the U.S. Government Printing Office, Washington, D.C. 20402. It summarizes over 800 occupations and lists working conditions, earnings and future job prospects. It also points out some general trends.

The largest single field that will show expansion is health services, including doctors, dentists, nurses, medical technicians, paramedics, veterinarians, and health care administrators in rural and urban areas, according to the handbook. Other fields, such as law, journalism, and teaching will remain overcrowded. Increases in federal government jobs are expected to continue. Approximately one out of every six citizens now works for the government.

According to Jean Keenan, a worker in the Nebraska Department of Labor, we can expect steady upward economic growth for the state through 1985.

"We are becoming a heavily service-oriented economy," she said. She expects agriculture to be more or less stable, with a slight downward employment trend. The loss of employment is due to the increasing influence of agribusiness. About one in seven people in Nebraska work in agriculture.

Frank Hallgren, UNL placement director, said it is extremely difficult to make valid projections about future job markets.

"People go to college for a variety of reasons, but some get enmeshed in the idea that college leads to a job. There are many fields where personal qualities are more important than an academic discipline.

"We have developed an elitist attitude about higher education, and the implication has been that college leads to success. But in the future, people may not be able to do what they want to do—they will have to negotiate through a constantly changing society," he said.

In the future we may see people doing things they like to do, rather than what pays the most money. We may see responsible, qualified, dedicated persons in positions where they actually can do some good, rather than become buried under a heap of high-level bureaucratic garbage. And perhaps most importantly, we may see people trying for quality of life, rather than the rat race for quantity of life prevalent in American society for so long.

Other blue collar work requires a similar attitude.

"You have to like it to be an iron worker," said a spokesman for the Iron Workers (Local 21).

To enjoy one's work is a modern-day must and typifies the emergent American work ethic, said Keith Prichard, UNL history and philosophy of education professor. This compares to working long hours, doing rigorous labor and seeking success—marks of the traditional American work ethic, Prichard said.

New society

The traditional worker strives for power, also, by working up the corporate ladder. He is after wealth and looks to the future.

"A society of this type produces a high gross national product," Prichard said.

Working fewer hours, enjoying the work, and seeking happiness are the emergent worker's dreams, he said. That worker is sociable and a pleasure-seeker. He looks to the present.

This society "is non-competitive. It stresses entertainment and recreation," Prichard said.

Rader said the American work ethic is a mixture of these values. The varying traits of the ethic are products of a history of social change and a fluctuating economy.

"Making money in the 20th century is a means of obtaining power and influence," Rader said. "The money produces the class, the power and the status."

"Americans traditionally have been hard-working because of the great economic opportunity to be exploited and the Protestant work ethic."

Seventeenth and 18th century Puritans believed they were commanded by God and obliged to work hard at their calling. They worked hard for God's glory. Yet they knew that wealth did not get you to heaven.

Later Americans considered accumulation of wealth an end in itself. We will make money for ourselves, they thought.

Individual opportunity was valued more than community welfare. People soon were obsessed with work. The work ethic helped undermine family and community.

The mass production and consumption of the 1920s made society consumer-oriented and led to producing quantity, rather than quality, goods.

The 1960s counter culture "was trying to reshape the work ethic, denying that happiness could be found in consumer products," Rader said. The hippies taught, "Do only what you enjoy."

Today the labor unions, the trendsetters for how much a person produces, have slowed down. Workers don't produce as much, although they still put in the time.

Loyalty thrives

"We like to work real hard," said a spokesman for the iron workers union. "The way prices are, we have to work every day to meet costs."

And in construction, "You get paid only for when you work. It tends to make people go to work even when they don't feel the best."

Sometimes pay is not enough satisfaction. Boredom and clock-watching in the factory in some cases are being replaced by job satisfaction and better production. For example, Volvo automobiles is changing its old assembly-line system of production, Rader said.

"A group of men produce a car from beginning to end (instead of repeatedly making one part.) The worker is happier because he can see what he is doing (the finished product)."

Pure worker loyalty has not bid America adieu.

"There are a lot of people that still carry the work ethic. There are people that firmly believe that if a person is good enough to give you a job you should stay with it as long as it's there. That's why we have the working poor. They're working under their ability but... they are faithful workers... they are working full time and stay there because the work ethic says 'you can't make that change,'" Landkamer said.

Change does not seem to frighten the newcomer to the job market, who often goes from job to job seeking meaning in work. Today's recent graduate is also willing to sacrifice money for a meaningful job, even though the market may be grim, Rader said.

Randy Gordon, 24, a May, 1976 news-editorial graduate in journalism, one of the most crowded fields, works for the Department of Agricultural Communications on East Campus. As editorial assistant, Gordon travels throughout Nebraska collecting agricultural news.

He earns \$11,000 a year. He hopes to become a politi-

cal columnist for the Omaha World-Herald and wants to enter the U.S. Senate by 1985.

"I would take a pay drop to get something I may want more," Gordon said.

However, he added: "My job fascinates me. There are more new things happening in agriculture... basic consumerism which will affect the way we live."

Gordon's personal work ethic: "I have pride in what I do." The ethic today, he said, is a trend toward "too much money and too little pride."

He said his attitude toward work was shaped by his family and the New Frontier logic of John F. Kennedy: The world is there, you just have to grasp it.

Unlike in President Kennedy's time, America's weak leadership today reflects in some people's mediocre work attitudes, Gordon said.

White-collar crime

Despite union creeds, shoddy workmanship still surfaces.

As an undergraduate, Gordon once worked on construction of a Lincoln apartment complex.

"We just threw it up. We used warped wood... Workers were betting among themselves it wouldn't last five years. The idea is to work fast, cheap, make money, and get out... I felt guilty doing it."

A less evident result of a poor attitude toward work is white collar crime.

"We do have white collar crime in Lincoln," said Roger La Page, assistant chief of Lincoln Police. But it is hard to define and pinpoint, he said.

Embezzlement by top company managers is the most prevalent and detectable form. Four have occurred in the last six months: one involving a county employe, one a service club manager, and two, local department store managers.

"Employee theft makes up a large percentage of the money loss. But it is hard to detect and is handled internally. You don't hear about it."

"Consumer fraud—such as packaging a 10 lb. steak in a 12 lb. package and selling it at a 12 lb. price—is a loss to the public, also."

However, integrity still exists in our job world. And the newer work ethics seem to reflect more than the mere idealism of youth.

"The evolving work ethic seems to be to put more art back into work," Rader said.

But a May, 1976 UNL business administration graduate is finding many companies "have no use for creative people."

Foot in the door

Ron Wheeler, 22, creator of the Daily Nebraskan comic strip "R-ph", has spent \$500 and sent out 200 resumes since graduation.

He seeks a job in advertising, drawing or marketing. The job hunt has included a trip to Chicago, interviews and correspondence with CBS, Rand McNally Publishing Co., Kodak and the Rafston Purina Co.



"I'd be happy to get a foot in the door" at one of those places," he said.

Sixty-percent resume returns have given Wheeler what he calls "flattering refusals," and stamped him "not suitable" for certain jobs.

While some graduates are willing to start at the bottom and work up, others feel their degree should immediately put them at the top.

"Too many people are impatient about getting further up," Landkamer said. "Most of us, in spite of our training, have to start somewhere lower than that level."

Yet, he said, the emphasis on making it big is often just to say one did it.

"We are really a bunch of snobs when you come down to it. How do you look at the dishwasher, the garbage hauler, two jobs that have to be done? These people are probably doing more to prevent disease than one doctor does in a lifetime."

Even though trade workers start from the bottom, the degree holder often moves in above him.

"Carpenters still come in as apprentices, then work up

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