

Newspapers Look For New Image

Today American newspapers are on the threshold of a new metamorphic era. That is, they are changing their role in society to coincide with the changes in society itself.

When social norms and mores change enough to accept boys wearing shoulder-length hair, girls wearing less-than-knee-length skirts and waitresses wearing little or nothing at all, the newspaper must update its style also in order to maintain its status as a mold of public opinion in this youthful world.

Twenty years ago only one-third of the high school graduates went to college. Now more than half do.

Ninety per cent of all the scholars and scientists who have lived are alive and working today. Their reports and discoveries are pouring in faster than any editor can hope to read and understand them.

Within five years, half the people of the United States will be under twenty-five.

So the problem facing today's newspapers is how to report to this increasingly youthful, well-educated and highly sophisticated readership.

The new role of the American newspaper may be that of thoughtful analysis, synthesis, and explanation — not just one of giving facts.

According to William B. Dickinson, former president of the Associated Press Managing Editors, most columns of "our newspapers" are "filled with spot news — much of it trivial to the point of absurdity. We deluge our readers with undigested facts. We report the events — we overlook the causes and the consequences of those events.

"We cover the violence in the streets, but not the conditions that are responsible for that violence," he continues. "We cover the wars, but not the threats to peace."

The newspapers now find that they must redefine the meaning of news. They must somehow take a broader view, see events and people in a larger sense, and paint their words and pictures on a wider canvas according to Dickinson.

As the newspapers move through this period of transition, they begin to fit more comfortably into their even more responsible and demanding new role — the role of increasing man's understanding of man.



"Our outfit decided this was the medicine he needed!"

Company H-2 Wives Present Panel

The Company H-2 Wives Club is presenting again this year a panel discussion and coffee for all wives, girl friends and fiancées of Army junior and senior ROTC students March 4, at 10:00 a.m. in Room 201 of the Military Science Building Annex.

The discussion, entitled "Imagine Life as an Army Officer's

Wife," will include such things as the first day on base, party giving, and in general, some of the requirements of an Army officer's wife.

The panel, composed of four Army officers' wives, Mrs. G. J. Harber, Mrs. C. W. Zipp, Mrs. C. K. Simmons and Mrs. R. L. Brooks, will be available for a question-and-answer session following the discussion.

Mrs. D. L. Baker will be the guest of honor.

The dress is Sunday dress (no hat or gloves) and there is no charge. For more information contact Mrs. David M. Honeycutt or Mrs. Ronald L. Amox.

A \$9,900 matching grant from the U. S. Atomic Energy Commission will be used by the Chemistry Department to add nuclear instructional equipment for courses in radiochemistry and special problems, announced Dr. A. E. Martell, department head.

Two multi-channel analyzers, Mossbauer drive spectrometers and related components will be installed, noted Dr. Fred Sicilio, grant director.

"Procurement of this fairly sophisticated equipment is part of expanded department efforts to upgrade chemistry programs and give students more up-dated experimental work," Dr. Sicilio said.

Radiochemistry is a branch of the discipline dealing with radi-

Engineers Council Elects Officers, 2 New Members

Officers and two new members of the Engineering Faculty Advisory Council at Texas A&M have been elected, announced Dr. D. R. Tidwell, chairman.

New members elected for three-year terms are J. H. Caddess, mechanical engineering professor, and Dr. M. G. Rekkoff, electrical engineering professor.

Other officers to serve during 1967 are Vice Chairman Dr. James H. Earle, head of engineering graphics, and Secretary Dr. T. J. Kozik, mechanical engineering professor. Prof. S. H. Lowy of aerospace engineering was elected to fill out the 1967 term of John Denison, acting head of electrical engineering.

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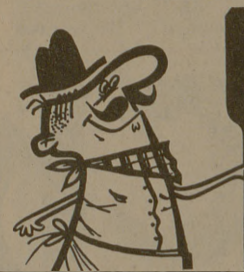
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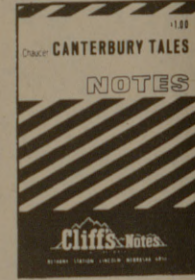
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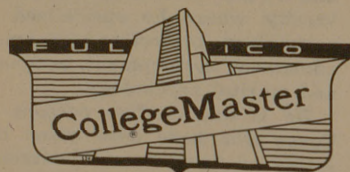
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