

Columbus discovers use for press agent

By DICK WEST United Press International

WASHINGTON — The first serious challenge to Christopher Columbus' No. 1 ranking came from historians who claimed the Vikings were the first Europeans to reach the new world.

Then, as the nation was celebrating Columbus Day this week, up cropped evidence that Chinese sailors got here even before the Vikings

before that Offinese states of before the Vikings.

Despite all the detraction, however, credit for discovering America still is generally given to Columbus, a consensus that caused Roll Call, the Capitol Hill weekly, to conclude that "Columbus had a better press agent."

Actually, there is nothing in the logs of the Nina, the Pinta and the Santa Maria to confirm that the crews Columbus recruited for his 1492 voyage included a public relations consultant. Therefore, I think we can safely dismiss any suspicion that his achievement was in part a public relations job.

Indeed, the very fact the Columbus was willing to tackle the project without the services of a media adviser is further testimony to his fortitude.

There is, however, no doubt that the situation was ripe for a hype, as modern publicity gimmicks are called.

Knowing what we do now about the art of exploitation, let us try to visualize what the discovery of America might have been like if Columbus had had a flack aboard. For the sake of hypothesis, we shall call him Sammy.

CC: According to my charts, we are now less than two nautical miles from the jumping-off place. I guess it's about time we were turning around and heading back to Spain.

Sammy: Chris, baby, those network news directors are all big world-is-round freaks. If you turn back now, you won't even get so much as a five-second mention after the 27th commercial on the evening news.

CC: Round, smound. The important thing is that I have lived up to my commitment to the queen. In return for her financial support, I vowed to keep sailing westward until I found a new trade route to Asia or reached the jumping-off place, whichever came first.

Sammy: I know that, Chris, but this is your big chance. Put yourself in my hands, big guy, and I'll have you in history books all over the world.

CC: What profits it a man to go down in history if he also goes down the jumping-off place?

Sammy: I never promised you a rose

Reagan has hazy foreign policities bike

By HELEN THOMAS
United Press International

WASHINGTON — President Reagan is a pragmatist on foreign policy. He creates it as the need arises.

as the need arises.

There is little cohesion and most of it is articulated by his diplomatic and defense advisers rather than Reagan himself. His aides say that is the way it is going to be. It will not be so clearly stated as to bar flexibility.

White House spokesman Larry Speakes told reporters they will never see a foreign policy address by Reagan per se. He indicated that the building blocks are speeches by Secretary of State Alexander Haig before the United Nations, and Reagan's address to the International Monetary Fund, a broad brush exhortation to the underdeveloped nations to put their houses in order and to return to a heavier reliance on free enterprise.

But other than laying down a hard line against the Soviet Union, with ample threats to boot, Reagan's foreign policy in many areas of the world has yet to be articulated. It is negative and offers no new roads to peace and improving the quality of life in

To the friends of the United States abroad, there is usually a promise of military assistance. Such is the case in bolstering the government in El Salvador against the rebels.

The Senate has approved the administration's proposal to repeal the Clark amendment, which barred the United States from supporting any faction in Angola with aid, or covert CIA intervention. It still must be acted on in the House.

In a recent interview, Sudanese President Jaafar Nimeri said that he had a commitment from Haig that the United States will defend his government against attack by Libya. Within hours, Haig stressed to American television audiences that promise did not include complet treeps

ise did not include combat troops.

In the Middle East, the United States will show the flag with demonstrations and maneuvers involving B-52s aiming at targets in the desert. The aim also is to scare off Libyan strongman Moammar Khadafy from attacking the Sudan or any other neighbor.

A show of force does not a peace make, although it might temporarily deter aggression.

Over and beyond the outbreaks in the Middle East, and the patchwork that follows, is the lack of a coherent policy for all to see and understand. It also keeps possible opposition off balance.

The assassination of Anwar Sadat pointed up the fallacy of depending on personal relationships in place of policy, although there is every expectation that his successor, Hosni Mubarak, will follow in his footsteps in continuing the Camp David

peace process. Israel's Menachem has promised the same.

The promised the same.

The promise of the sale of sophic radar planes to Saudi Arabia has put Reagan's ability to make good on a ment. He has an uphill battle in the to block defeat of the sale and it make either way.

Meanwhile, Reagan has put in impus chips, including his personal present the

win this foreign policy initiative.

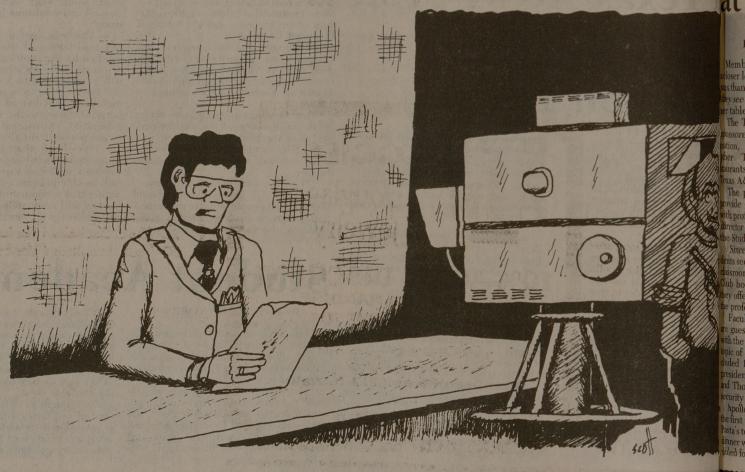
A defeat of the sale could discrete rice.

ability to conduct foreign policy in the rices dle East, and may embarrass the bandy in who need friends to walk a so-called aid, and ate line in that troubled area.

Former Presidents Jimmy Carts free and Gerald Ford have called for a dialogs to be the Palestine Liberation Organization gress in the PLO recognizes Israel's right to Student Carter said the two could go hand in the the in a simultaneous gesture.

Carter also told reporters that he turbed by the "military" image of U.S. ign policy with no "balancing" with taneous efforts for peace and human and to block proliferation of me weapons.

So far, there has been no big dema Reagan to explain his overall foreign and the time will come when he are rally the country behind him.



THE SUPREME COURT TODAY DECLARED GUN CONTROL UNCONSTITUTIONAL ON THE BASIS THAT IF ONLY CRIMINALS HAVE GUNS, ONLY THEIR WIVES AND CHILDREN WOULD DIE IN ACCIDENTAL SHOOTINGS...

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Warped

POWER

OH NO, NOT ANOTHER

FAILURE ...

The Battalion also serves as a laboratory newspaper for students in reporting, editing and photography classes within the Department of Communications. Questions or comments concerning any editorial matter should be directed to the editor.

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Letters to the Editor should not exceed 300 words in length, and are subject to being cut if they are longer. The editorial staff reserves the right to edit letters for style and length, but will make every effort to maintain the author's intent. Each letter must also be signed, show the address and phone number of the writer.

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AND THE RADIO WAS RIGHT

IN THE MIDDLE OF ONE

OF MY FAVORITE SONGS.

It's your turn -

Society protests engineering article

Editor

Pursuant to your article, "New Engineering Degree Offered" on October 2, we, the Telecommunications Society, feel short lived by your standards of excellence pertaining to journalism.

We do not feel the impulse to patronize your inauspicious rhetoric. If we, being astute and indigenous in professional prose and academics, had uttered such assonant nonsense, we would have been run out of Texas A&M University and the Lone Star State of Texas with wet towels. We have been educated to be competent.

No professional journalism staff has ever assaulted the analytical sensibilities as much as these blossoms of academic prose and professionalism, who stand as living rebuke to John Stuart Mill's proposition

NEVER UNDERESTIMATE

THE POWER OF A WOMAN ..

By Scott McCullar

that universal literacy would bring eudaemonia. The rhetoric is gruesomely consistant.

Are we not and are you not people of reputation? The most reputable telecommunications consultant in the industry is a man by the name of James Martin...not "Lewis Martin." We, therefore, protest vehemently about the impetus of our specialty degree

To set the record straight, you will find no aberration in our exegesis of our specialty program. The specialty degree in telecommunications emphasizes students' understanding in the engineering, design, and management of telecommunications systems. The program asserts itself in dealing with the correlation of voice, data and facsimilie as a function of transmission engineering, satellite communications, teleprocessing, and other modes of the communication media. We, therefore, cannot dispel our feelings.

This is not thrown upon you personally, but we feel your readers and general public were impolitic as to the article of October 2. Let us all strive for "quality" not "quantity." Write that down lest you forget. As you introspect your mind, you will find subconsciously that we are people of high moral standards and academic excellence.

The Telecommunications Society

Liddy response

Editor:

It is unfortunate that we have among us

those right wing idiots who totally supplian admitted felon, G. Gordon Liddy, and label those who disagree with him as a the path to communism and moral decay. I'm referring to an editorial in the Battion in which Cleon E. Dean invites all blooded moral American Aggies to join "Aggie Youth for a Moral America."

The purpose of the organization according to Dean is to "put back moral fibering American spine and to eradicate those ments which would try to tear-documents are according to the control of the contro

Dean is under the misconception something is morally wrong with Americ One of the basic problems with this count today is people like Jerry Falwell and Deawho try to force their Victorian more down the throats of the "majority" of Americans who believe morals should be up the individual person.

Dean, suppose I am an "immoral of munist" who deserves to be eradical (death in a Nazi concentration camp we be fitting) because I disagree with Falve Liddy and you.

I do have one last wish that I hope can granted before I am eradicated and that for God to save this great country and unique system of government, whit guarantees freedom for all, from mor idiots who are trying to legislate their idea onto us all.

Frank Full

(PIUG

HOLD ON JUST A MINUTE,

(SCUSE ME CAROLINE ...)