A longtime Governors State University personality will have a new assignment effective Sept. 1.

Dr. Melvyn M. Muchnik of Park Forest has been named "special assistant to the president for new communications technology" by Dr. Leo Goodman-Malamuth, university president.

Dr. Muchnik currently serves as chair of the Division of Communication in the university's College of Arts and Sciences. The new assignment is being viewed as a "one to two-year" task, according to Dr. Muchnik.

"The university is ideally suited to extend its instructional and service capability throughout the region and beyond by using new communications technology," Dr. Goodman-Malamuth said in making the appointment.

"We are already marketing a GSU-produced telecourse on a national scale and have enrolled more than 800 students this year in telecourses covering an impressive breadth of knowledge," he continued. "This fall we will be interconnected live into nine communities via cable television."

The university president said Muchnik's major assignment will be to establish Governors State University as a leader in the use of telecommunications in higher education.

"He will be working as a liaison between the university and individual groups such as business, industry, government, and telecommunications organizations and systems."

Dr. Goodman-Malamuth said Muchnik's background in media, cable development, production, public broadcasting, and with the university, makes him uniquely suited for the job assigned him.

"Dr. Muchnik will be developing the structure and resources to allow us to extend our instructional delivery capability using exciting new technologies, including satellite, telelearning and videotext."

Dr. Muchnik came to Governors State from the University of Denver to serve as the institution's first director of communications. He joined the faculty in 1974 and was responsible for the development of the media communications major programs. He has served as division chair for the past five years.

He also served as chair of the University Dedication Committee in 1975.

His background includes experience in directing federally-funded educational media programs, in producing two documentaries for NBC television in Chicago, and in producing more than 100 feature programs for the Voice of America's worldwide English language service.

During sabbatical leave in 1978 and 1979, Dr. Muchnik made numerous news and feature broadcasts from the Middle East for "All Things Considered," an award-winning program of the National Public Radio network.

He has received numerous awards at Governors State and at the University of Denver for faculty work and for leadership contributions. He also has been involved as a member and advisor for area task forces on cable television.

Feminist scholar and author will be July 11 GSU speaker

Judith Arcana, nationally prominent feminist scholar and author, will present a free public lecture on "Mothering: The Image, the Experience, the Impact" at Governors State University at 7:30 p.m. on July 11.

Arcana is the author of Our Mothers' Daughters and Every Mother's Son. Since publishing the second book, she has appeared on several national television programs, including "The Phil Donahue Show," "Hour Magazine," "Alive and Well," "BBC Women's Hour" and "CBS Morning News."

She has analyzed mother-son and mother-daughter relationships, rules by which men live, and violence and motherhood. A question and answer session will follow her lecture.

The program is sponsored by the Women's Resource Center at Governors State. Further information is available from the center at (312)354-5000, extension 2435.

Governors State University is located on Stuenkel Road East of Governors Highway in University Park.
Lincoln Mall donates sculpture to GSU

By Bob Jaynes

Anyone walking into the Hall of Governors at Governors' State University these days is likely to have a feeling of deja vu. There, standing some 40 feet high, is a brown sculpture which looks exactly like one that stood for a decade in the central courtyard of the Lincoln Mall in Matteson.

The explanation is simple. They are one and the same work of art by Holland-born sculptor Jan de Swart. When the Lincoln Mall management redecorated the public areas this past year, it decided to remove the laminated wood sculpture. Charles Cope, manager, was familiar with the interest which the university has shown in works of this nature. He asked university officials if they would accept this one as a gift. The answer, of course, was affirmative. The piece is valued at $25,000.

The 1,400-pound work was trucked to University Park last fall and placed on supports until it could be installed. Shortly after, bad weather set in and prevented movement to the interior of the quarter-mile long Governors State University main building. Not until the university was closed for President's Day in February were conditions right to move the work inside.

That was no easy task. The piece was loaded by crane on a flatbed truck and towed up an incline to the front patio of the university building. Plate glass floor-to-ceiling windows were removed, and the sculpture was winched—very carefully—into the Hall of Governors. It was an engineering feat to lift the work upright to fit into one of the skylights in the atrium area of the hall. It then was set into a concrete base.

University maintenance personnel made minor repairs and refinished the work with Indian bronze paint.

Cope and university officials recently noted the acceptance and installation of the piece by attaching an appropriately worded bronze plaque which reads "Given by Lincoln Mall to Governors State University, February 1984."

The sculptor, de Swart, has lived in California since coming to the United States in 1930. He specializes in wood sculpture, although he has many works in other materials throughout the country. Examples of his work may be found at the Winthrop Rockefeller Winrock Center in Albuquerque, and in California at the Kaiser Center in Oakland, an office building in Los Angeles, the Aeronautical Lodge in Glendale, and the Fresno Mall.

De Swart has had numerous one-man shows in the United States and has contributed articles on sculpture to many worldwide art and design publications.

GSU president with Thailand tour group

The president of Governors State University is one of 11 educators from the United States currently on a mission to Thailand.

Dr. Leo Goodman-Malamuth is participating in a program sponsored by the American Association of State Colleges and Universities (AASCU). The organization also is sponsoring missions to Korea and Taiwan.

Dr. Goodman-Malamuth and other participants in the AASCU missions also are attending the VII Triennial Conference of the International Association of University Presidents being held in Bangkok.

Theme for the conference is "Higher Education for International and National Development."

According to an AASCU announcement, "the purposes of the three missions are to acquaint the delegation with higher education trends and issues in the host country that can provide them with additional insights relating to the internationalization of their own institution."

The announcement explained that participants will visit a number of selected universities and institutes in each country visited.

In addition to Governors State, other institutions represented in the delegation to Thailand are Central Michigan University, State University College at New Platz, Moorhead State University, California State University-Long Beach, California State University of Pennsylvania, Northern Arizona University, Westfield State College, Missouri State University, the University of Wisconsin-Parkside and the University of Wisconsin System.

Earlier during the summer, Dr. Goodman-Malamuth was commencement speaker for the 35th graduation of the School of Humanities at California State University-Long Beach.

He had enjoyed a 20-year relationship with that institution prior to becoming chief officer at Governors State, and had held positions of vice president for academic affairs, chair of the Department of Speech, and professor of speech communication and communication disorders.

"You who are philosophers, linguists, mathematicians, communicators, historians, students of comparative religions, and others, can singularly and collectively recite a litany of events and the spirits of events which are fashioning the tomorrows of your future," he told the graduates.

"In recent decades that expression of the human spirit has focused upon hunger, poverty, religious and political freedom, and most importantly, the equality of and the human rights of all men and women," Goodman-Malamuth continued. "And so it should be and will be for you."

He told the graduates that every person makes a difference. "Each one of you must create events which will enhance the survival of the human spirit," he said.
Former GSU administrator is BOG chief

A former Governors State University administrator is the new executive director of the Illinois Board of Governors of State Colleges and Universities (BOG).

Dr. Thomas D. Layzell, currently the BOG’s deputy executive director for administrative and fiscal affairs, begins his new duties on Aug. 1. Before joining the BOG staff, Dr. Layzell had served as vice president for administration at Governors State, one of five universities governed by the BOG.

Layzell also served as a professor at the university’s college of Business and Public Administration, and as acting vice president for administration, assistant vice president for administration, and assistant to the vice president for administration.

In his new post, Layzell will serve as chief operating officer for the nine-member board, which governs Governors State and Chicago State University, Eastern Illinois University, Northeastern Illinois University, and Western Illinois University.

Layzell succeeds Dr. Donald E. Walters, who will become president of Montclair State College in New Jersey. Dr. Walters served in the executive director’s post for nine years.

An attorney, Dr. Layzell received his legal training at the University of Illinois. He received his degree in public administration from the same institution.

Dr. Layzell began his present work with the BOG in 1976. He is responsible for administrative and fiscal affairs, as well as employee relations at the five BOG universities. The system institutions have an enrollment of more than 45,000 persons and employ approximately 5,000 persons in faculty and staff posts. They have a total operating budget of $144 million.

Dr. Layzell’s background also includes employment as budget associate and administrative assistant at the Illinois Board of Higher Education, and as an attorney for the Joliet firm of Galowich & Galowich.

He is a member of the National Public Employer Labor Relations Association, the National Association of College and University Attorneys, the National Association of College and University Business Officers, and the Academy of Academic Personnel Administrators.

Student organization to hold screenings

Children ages two to six have the opportunity for free speech, language and hearing screenings at Governors State University on July 19.

The National Student Speech, Language and Hearing Association (NSSHLA) chapter at the university will conduct the screenings from 9 a.m. to noon in the E Lounge area of the main university building.

“This is a community service being provided to help identify preschoolers who might have speech, language and hearing problems,” explained Dr. Mary Eleise Jones, a professor in the university’s Division of Communication Disorders and the faculty advisor for the student group.

“Graduate students in the Division of Communication Disorders will conduct the screenings,” Dr. Jones added. She explained that the students will work under her supervision.

According to Dr. Jones, each child will be screened individually for receptive language, auditory memory, expressive language, articulation, intelligibility of spontaneous speech, voice and fluency, visual motor, oral motor development, and hearing.

Parental permission will be required before children will be tested, Dr. Jones said.

Persons interested in more information regarding the screenings, or in making an appointment for their child to participate, may contact Elaine Zioli, chapter president, at (312)799-0562, or they may call the division office at (312)534-5000, extension 2408.

Logistics group gives scholarship

Governors State University is accepting applications until Aug. 1 for a $900 scholarship awarded annually by the American Logistics Association (ALA). The award will apply to the 1984-85 academic year beginning on Aug. 7.

To be eligible, an applicant must be enrolled in a degree-seeking program at Governors State. He or she must also be a member of a household located within a 50-mile radius of Chicago, must be a veteran with an honorable discharge or a federal civil service employee or a dependent of such persons, and must intend to utilize his or her skills in the practice or promotion of such logistical fields as business administration, accounting, procurement, or distribution.

In addition, applicants for the scholarship must show evidence of an associate degree from an accredited community college or the equivalent of 60 credit hours from an accredited university or college. Governors State University is an upper division university, serving junior, senior and master-level students.

The university’s Office of Financial Aid recommends at least three applicants to theALA for consideration each year. Final selection is made by the association.

Applications may be obtained from the Office of Financial Aid at Governors State University, Stuenkel Road east of Governors Highway in University Park. Further information may be obtained by calling (312)534-5000, extension 2161.

July business series planned

The Small Business Series at Governors State University continues in July with four Wednesday evening seminars aimed at helping small business managers develop the knowledge and skills essential for success.

All sessions run from 7 to 9:30 p.m. and are held in the third floor conference room of the College of Business and Public Administration.

“Obtaining Financing for the Small Business” is the first offering on July 11. Sheri Neeley, director of the Prairie State College Center for Economic Development, will be the instructor.

On July 18, the subject will be “Cash Flow Analysis,” and the program will be taught by Dr. Paul O’Brien, university professor of accounting at Governors State.

Dr. Richard Shreve, director of the Small Business Development Center headquartered at the university, will teach the third session on “Going Into Business” on July 25.

The fourth session on Aug. 1 will be on “Recordkeeping and Budgeting,” taught by Steven Homberg, of Wilkes Besterfield and Co., Ltd., an Olympia Fields public accounting firm.
INSCAPES

SP&CE staffers commit 'insecticide'

Mosquitoes can be a problem, no matter where you might live...or work. Just ask the folks from the Special Programs & Continuing Education area. But, alas, no six-legged flying critters are about to get our gang down!

After trying the "Swat Team" approach with minimal results, the SP&CE crowd decided that more dramatic action was needed: enter the SP&CE Mosquito Abatement Staff.

According to information received at the Inscapes office this week, several SP&CE employees have added skills in mosquito elimination to those talents they already enjoyed. The list is impressive, if nothing else!

B.J. Yates is in charge of the Mosquito Information Center, Brenda Chapman is the Mosquito Medic, Polly Bernd is the Mosquito Coordinator, Sandy Mensch is the Temporary Mosquito Coordinator, Linda Moses is Mosquito Procedures & Systems Planner II, Bural Wilkerson is Mosquito Abatement Control Officer, Carol Perkins is Chief Investigator for the Mosquito FBI, Joyce Newman is Mosquito Abatement Coordinator, and Grace Lefebvre is in charge of the Mobile Unit and claims to have an M.A. in Mosquito Smoke Abatement.

Incidentally, the information provided said that Tom Deem is the mosquito. We have no idea what that means!

'Veterans of Innovation'

1970
Virginia Burghardt, UA 7-13
1971
Ron Brubaker, CAS 7-1
Andrew Petro, CBPA 7-1
Virgino Piucci, A&P 7-9
Jean Singer, UL 7-16
1972
Hugh Rank, CAS 7-1
1973
Mary Schellhorn, UL 7-16
Barbara Clark, Pers. 7-30
1974
William Dodd, UR 7-1
Richard McCreary, CAS 7-1
John Payne, CAS 7-8
Bethany Harms, BO 7-19
1976
Josephine Wiater, UL 7-1
Tom Stepke, BO 7-1
1977
Arlene Hylander, BO 7-5
Linda Salazar, UL 7-18
1979
Grace Hopkins, CE 7-1
Allison Surdyk, CHP 7-2
Robert Jaynes, UR 7-9
Geraldine Kezis, SP&CE 7-9
Evelyn Georgiadis, BO 7-23
Bonnie Winkofsky, SA 7-31

GSUings...

Dr. Robert B. Donaldson II (BPA), being appointed as a member of the Public Building Commission of Chicago for a term ending Sept. 30, 1987.

Dr. Zam Malik (BPA), participating in the Annual Workshop on the Crawford Slip Method presented in Los Angeles by Dr. C. C. Crawford, distinguished lecturer at the University of Southern California. "The purpose of the workshop was to discuss experiences with the method and to exchange ideas for future research, publications and other scholarly activities," Dr. Malik explained. "The Crawford Slip Method is a 'think tank' technology to assemble, cross-feed, organize and recycle the composite know-how of a group of people which improves performance and productivity," he added.

Dr. Richard Shreve (BPA), speaking at the University of Illinois at Urbana-Champaign for a four-day seminar on the topic "Destroying the Myths of Accounting Information for Small Business." Dr. Shreve said the program was designed for community college faculty members. He also participated in a recent program in Frankfort on the topic "Advertising & Sales."

Dr. David Matteson (CE), serving as a panelist at Chicago's first Fatherhood Forum, a conference attended by more than 400 fathers.

John Ostenburg (UR) and wife Jacqueline, being named "Friends of the College" by the Prairie State College Foundation at Prairie State's recent commencement exercises.

Dr. Harriet Gross (CAS), being called by the legal firm of Jenner & Block and by the Illinois Commission on Domestic Violence to be an expert witness at a trial on the legality of using a $10 marriage license fee to fund shelters for abused women. "My call was to testify to the historical and contemporary evidence about the connection between the institution of marriage and domestic violence," Dr. Gross said.

Mary Hughes (SD), critiquing resumes at the recent Women's Career Conference held at the Hyatt Regency Hotel in Chicago.

Dr. George Michel (CE), attending a regional meeting of the Illinois Principals Association at Itasca.
Speaker stresses need for 'scientific literacy'

EDITOR'S NOTE: The following is the text of the commencement address delivered at Governors State University on June 3 by Dr. Bernard Roizman, the Joseph Regenstein Distinguished Service Professor of Virology at the University of Chicago. It is being presented here in order to allow all members of the university community to share in Dr. Roizman's thoughts.

In what is now known as the Middle East, there existed between 6,500 and 3,500 years ago a civilization known as Summer. A major contribution of Summer was a pictorial writing known as cuneiform. The writing was done with a pointed stylus on clay tablets. Excavations of layers dating 4,500 years ago revealed the existence of schools. Teaching was a recognized profession. Summerians taught writing by inscribing text on one half of the tablet and the pupils copied it into the other half. The records which emerged from excavations of these schools indicate that most of the students were male; they came from families of governors, priests, army officers, ambassadors, city officials, land surveyors, wealthy merchants and teachers and therefore education was neither universal nor compulsory. Tablets excavated from individual homes reveal that the teachers complained to parents that the students were unruly, that they refused to study and were truant. The discipline was rigid and failure was punished by canning. The picture that emerges is very clear. Even in that very primitive society centered in relatively small city states where most inhabitants knew each other on sight, education was a key to communication and therefore essential for power and wealth. Summer ceased to exist 3,700 years ago. The fundamental structure of the educational system that is, the elitist character of the education, the classroom, the stylized educational process were retained by subsequent invaders and perpetuated for many centuries.

The remarkable aspects of these documents is how very much and yet how little progress we have made in human education in 4,000 years. This university is witness to the fact that higher education is accessible and could be universal. Wealth is no longer the sole criterion for admission to even the most prestigious universities and illiteracy defined simply as the ability to read and write has largely disappeared in developed countries and is on its way out even in developing countries. This literacy serves a useful but very restricted function. The Summerian records show that the literate population was concerned with taxes, division of estates, religious rites, weights and measures, and with the calendar. There was little influx of new technology and what little did evolve was hardly integrated. The most remarkable example of technological transfer, is that when Akkadianas conquered Summer, they borrowed the Summerian symbols for words although their language was totally different. The literacy demanded today is totally different, largely because of the rapid pace of scientific discoveries and their commercial exploitation. The impact of scientific technology on our lives is extraordinary. For instance, it took less than one generation for the television to permeate into nearly every household. Television does not affect solely what we do with our leisure time. Because the industry can monitor what we watch and advertise accordingly, television affects our taste, the products we buy, and even whom we elect to our highest offices.

We are in the midst of the computer penetration. It already affects our places of employment and will soon affect our daily activities to no lesser extent than does television. Other technologies which will have an even greater impact are not too far in the future. The most significant of these is the rapidly emerging biotechnology, a product of barely one human generation of basic research.

Biotechnology as I shall call it, has the ultimate capability of directly affecting virtually all human activity. Its potential to affect our health is enormous. Research on the mechanisms by which infectious agents and environmental factors cause disease has the potential of identifying the means to prevent them. Understanding the mechanisms by which such devastating disease as cancer are caused has already markedly affected treatment and will ultimately lead to prevention. More important, we already have the means for rapid diagnosis essential for effective treatment. The capability to transplant organs is in its infancy; it will not be too long when it will be commonplace.

Recombinant DNA technology can create effective vaccines, and it can also alter the capability of plants to withstand adverse climatic conditions, create new plants as a plentiful source food and increase the growth rate of economically important animals. Equally significant, recombinant DNA technology is already being tested for its ability to correct genetic defects. The immediate effect of all of these developments in the offing is to increase our lifespan and make food plentiful.

However, with increased lifespan there will be enormous economic problems. At the onset, the problem will be to make the fruits of our basic research available universally without regard to our capacity to pay for them. As the benefits begin to permeate every household, the economic adjustments required to deal with a population capable of working beyond the current age of retirement or surviving very much longer will be enormous.

All of this brings me back to the main topic of my address. For the ancient Summerians literacy was reading and writing; ability to calculate and keep records probably fulfilled their needs. The rich literature they left us indicates that their ability to express their feelings, thoughts, and highest aspirations were as important to them as it is to us. Today this literacy is no longer sufficient. What is neither universal nor compulsory is scientific literacy defined as familiarity with science, with its achievements, with its future prospects, with its promises and potential hazards. Scientific literacy is also an understanding of the impact of science on our destiny as individuals and as a society. Unless the public acquired understanding of scientific developments and potential benefits of new technologies, none of us will benefit fully from the fruits of basic research. We shall end up either rejecting the fruits of our huge investment in basic research or we shall by default create an elitist class which shall make the decisions for us. In either case, the participatory democracy to which we aspire will remain but an illusion.
## EVENTS

**Mark Your Calendar**

<table>
<thead>
<tr>
<th>Date</th>
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<tbody>
<tr>
<td>Wednesday, July 18</td>
<td>Treeside Cafe: The Minor Davis Quartet, HG*</td>
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<tr>
<td>Thursday, July 19</td>
<td>Civil Service Senate Meeting, HDR*</td>
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<tr>
<td>6-7 p.m.</td>
<td>Blood Pressure screening for the general community, conducted by the Department of Public Safety, HG*</td>
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<tr>
<td>Saturday, July 21</td>
<td>Special Programs: &quot;Grassroots Fund Raising for Nonprofit Organizations,&quot; room F1107</td>
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<tr>
<td>9 a.m.-2 p.m.</td>
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<tr>
<td>Monday, July 23</td>
<td>Special Programs: Motorcycle Riding Instruction, Section 5, Parking Lot A (classes meet Monday, Wednesday and Friday through August 10)</td>
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<td>6-10 p.m.</td>
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<tr>
<td>Wednesday, July 25</td>
<td>Withdrawal Deadline (Block 3)</td>
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<tr>
<td>Thursday, July 26</td>
<td>Faculty Senate Meeting, EH*</td>
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**Last Minute Reminder**

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<th>Date</th>
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<tr>
<td>Monday, July 9</td>
<td>Photo Exhibit: Students works in silver and positive silver processes (through July 27)</td>
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<td>Art Exhibit: GSU Visual Arts Permanent Collection (through July 27)</td>
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<td>Special Programs: &quot;Geological Field Study: Upper Mississippi Valley; hours to be arranged (through July 13)</td>
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<tr>
<td>Tuesday, July 10</td>
<td>Local 743 Monthly Meeting, EH*</td>
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<tr>
<td>Wednesday, July 11</td>
<td>Advance registration for fall trimester (through August 15)</td>
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<tr>
<td>Friday, July 13</td>
<td>Psych Club Meeting, room D3301</td>
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<td>Special Programs: &quot;Counseling for Family Recovery,&quot; F Lounge</td>
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<td>(through July 14)</td>
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*(EH) Engbretson Hall
(HG) Hall of Governors
(HDR) Honors Dining Room
(IG) Infinity Gallery
(MD) Media Dome
(MRH) Music Recital Hall
(UAG) University Art Gallery
(UT) University Theatre

DIAL "INFO LINE" 534-0033 FOR RECORDED UNIVERSITY ANNOUNCEMENTS.

GSU LANDSCAPES
Office of University Relations
Governors State University
University Park, IL 60466-3184

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