

OU NEWS

March 6, 1979

Researchers test hypothesis

Modern psychologists and advertisers place great store in a phenomenon called the "mere-exposure hypothesis." It helps explain, they say, the kinds of music people like, the type of friends they make, and the brands of products they buy and consume.

Now Randal Hansen and David Ronis of the psychology department are conducting a year-long study to further test the hypothesis. Simply, it states that the repeated exposure of a person to a stimulus is enough to develop a liking for that stimulus.

Hansen and Ronis have won \$600 from the University Research Committee to support their work. They are two of eight faculty members cited by the committee in a recent round of research awards.

The "mere-exposure hypothesis" was first advanced in 1968 by a researcher named Zajonc. Since that date it has gained wide acceptance within psychology and advertising circles.

Critics of the hypothesis claim that some subjects in previous tests realized through intuition what responses were required. Other critics say earlier choices were too global and imprecise to support the mere-exposure theory.

The OU faculty members will conduct three separate studies with OU students in ways they feel will make it impossible to "intuit" the desired responses. The choices,

they say, will be very specific. They anticipate that overall evidence of the study will provide strong support for the "mere-exposure hypothesis" and help remove doubt of its validity.

In addition to Hansen and Ronis, award winners include Robert M. Schwartz, education, \$400 for a study of "Factors Affecting Comprehension of Expository Prose"; Gary Shepherd, sociology and anthropology, \$600 for a "Content Analysis of Religious Institutionalization in the Mormon Church"; Charles Franklin Sayre, art and art history, \$600 to study "The Painting and Connoisseurship of the Sumiyoshi School"; Daniel F. Ring, library, \$600 for research on "William Howard Brett, director of the Cleveland Public Library, 1884-1918"; Richard Mazzara, modern languages and literatures, \$600 for "A Study of the Life, Times, and Works of Erico Verissimo, 1905-1976"; and David Daniels, music, \$410, for work on "Orchestral Music, Second Edition."

Rock opera next for Studio Theatre

The acclaimed rock opera "Jesus Christ Superstar" opens March 16 in the Studio Theatre of Vamer Hall on the campus of Oakland University.

The contemporary interpretation of the last seven days of Jesus Christ's life will be performed on three weekends, March 16-18, March 23-25, and March 30-April 1.

The opera features lyrics by Tim Rice and music by Andrew Lloyd Webber. The music and dance, a complicated multi-level set, a variety of costumes, and the compelling theme all combine for a powerful evening. A **Time Magazine** writer said "'Jesus Christ Superstar' is abstract, intimate, capable of subtly engaging the mind and the imagination."

Student performers include Gary DeVar of Waterford as Jesus Christ, Dan Derkacz of Warren as Pontius Pilate, Shaye Woldt of Farmington Hills as Mary Magdalene, and Alan Spiller of Detroit as Judas Iscariot.

Curtain time is 8:30 p.m. on Friday and Saturday and 6:30 p.m. on Sunday. There are 2:30 p.m. performances on March 25 and April 1. Tickets are \$3 for general admission and \$2 for OU students. For reservations and group sales call 377-2245.

IN THE SPOTLIGHT

The difficult "Sonata for Two Pianos and Percussion" by Bela Bartok will be featured in a multi-media concert March 18 in Varner Recital Hall at Oakland University.

Soloists in the 3 p.m. concert will be Flavio Varani and Joyce Weintraub Adelson. The program will include the premier performance of the one-act opera "The Tiny Closet," and "Music for a Farce," originally written for a Buster Keaton screenplay.

Tickets are \$4.50 general admission and \$2 for OU students and senior citizens. For additional information call 377-2000.

Varani has been at OU since 1973. He is well known to local radio and television audiences and he has performed with the Detroit Symphony. He has also performed in Europe, South America, and in various cities in the United States.

Adelson is a native of Detroit who joined the OU staff in 1974. The artist has appeared with numerous symphony orchestras including the Eastman-Rochester Symphony and the Boston "Pops" with Arthur Fiedler. David Daniels will conduct the percussion players.

"Music for a Farce" was written by Paul Bowles for a Buster Keaton screenplay that was never produced. The music-comedy routine features students David Pfeiffer, Flora McIntyre, and Ann Reeves along with Stanley Hollingsworth, OU composer in residence. Hollingsworth is a past winner of the Prix de Rome and former student and assistant of famed composer Gian Carlo Menotti. Pfeiffer has been in the OU production of "Starting Here, Starting Now," McIntyre is a member of the Meadow Brook Estate, and Reeves has performed in "Jacques Brel" and with Michigan Opera Theatre.

"The Tiny Closet" offers original music by OU student Mark David Gottlieb set to a one-act play by William Inge. The guest conductor is John-Burton Yaffe of California. Yaffe has served as conductor for the New York City Opera and the Michigan Opera Theatre, among other companies. Gottlieb is a junior music major studying with Hollingsworth.

The National Institutes of Health (NIH) and the Public Health Service have made grants to the university over the past month. The funds were among some \$562,730 in gifts and grants accepted by the OU Board of Trustees at the recent February meeting.

From the NIH, Oakland University received: \$40,534 to be used in support of the program entitled, "Molecular Mechanisms in Cellular Immunology," under the direction of Denis M. Callewaert, chemistry; \$10,205 to be used for indirect cost related to the program entitled, "Molecular Mechanisms in Cellular Immunology," under the direction of Denis M. Callewaert, chemistry; \$9,644 to be used for indirect costs related to the program entitled, "Controlling Factors in Mammalian Sperm Mobility," under the direction of Charles B. Lindemann, biology; and \$9,988 to be used for indirect costs related to the program entitled, "Interaction of Nucleotides and Steroid Receptors," under the direction of Virinder K. Moudgil, biology.

Public Health Service grants were: \$3,000 to be used as a supplement to the original award for the program entitled, "Research Fellowship Award—Nalini M. Motwani," under the direction of Arun K. Roy, biology; and \$7,334 to be used for the purpose of granting Nursing Student Loans to qualified students (a financial aid program).

The Slavic Folk Ensemble of Oakland University will highlight the cultural heritage of seven lands in March 24-25 public performances at the university.

The student troupe will give three concerts in the Studio Theatre of Vamer Hall. Curtain time is 8 p.m. both days with a 2 p.m. matinee on March 25.

Tickets are available to the public at \$2 each. OU students and senior citizens will be admitted for \$1 per person. Tickets are available at the door or in advance by calling 377-2000.

The 30-member ensemble will perform songs and dances from Poland, Bulgaria, Russia, Croatia, Slovakia, the Ukraine, Slovenia, and other Eastern European countries.

The students wear handmade costumes representative of the regions whose music and dances they perform.

The ensemble was formed in 1961 by Russian language majors to perform at a university fine arts festival. Since that date the ensemble repertoire has expanded and concerts are held annually throughout Michigan and neighboring states.

The Slavic Folk Ensemble has toured Poland and several members have traveled to Yugoslavia for a workshop on Macedonian dance and culture. The troupe practices for as many as 150 hours during each fall semester and then opens its concert season during the winter semester. Students from any discipline are accepted in the ensemble through competitive auditions. The troupe's director is Helen Kovach-Tarakanov, professor of Russian.

FOR YOUR INFO

Munibur Rahman, modern languages, has published two notices in the **Encyclopaedia of Islam**, published from the University of Paris. One was on the subject of "khyal," a form of song used in northern Indian music and important to the development of Islamic music and literature in India; and a second one was on the Indian Muslim writer of the 17th century, Khalifa Sha Muhammad.

Dolores Burdick, modern languages, presented a paper at the annual conference on literature and film at Florida State University in Tallahassee. The conference, held January 24-27, featured the theme of "Ideas of Order." Burdick's paper was on "Lisa, Lola, and L: The Woman Unknown as the Woman Immortal in Ophuis and Robbe-Grillet."

The closing date for applications under the Comprehensive Program of the Fund for the Improvement of Post-secondary Education has been extended to May 21. Copies of program guidelines and assistance in interpreting them are available from the Office of Research and Instructional Services, 364 South Foundation Hall. The comprehensive program will support approximately 30 new projects this year. It is expected 15 of the awards will be in support of "better strategies for educating adults," and 15 dedicated to "examining the varieties of liberal education."

Entry blanks are due March 15 for the first "Spring Run," co-sponsored by the Graham Health Center and the Rochester Eccentric. The event begins at 10 a.m. April 7. The 5,000 meter (3.1 miles) and 10,000 meter (6.2 miles) courses, entirely on campus, start in the parking lot west of the Health center and finish at the Sports and Recreation building. The entry fee is \$4 and must be turned in to the Health Center with your entry blank by the deadline. Entry blanks and additional information are available at the Health Center, Sports and Recreation Building, CIPO, Charlie Brown's and the reception desks at Vandenberg and Hamlin. Registration will be in the following categories: under 35, 36 to 50, and 51 and over, with prizes being awarded in each category for men and women.

"Outlook '79" will discuss the body's immune system and how it interacts with cancer cells at 12:30 p.m., Saturday, March 10 on WPON-Radio, 1460-AM. Guest will be Denis Callewaert, bio-chemist and reseracher.

Presidnet O'Dowd will present his state of the university address at 3 p.m., March 19, in the Gold Room of the Oakland Center. Topics are expected to include the current and forthcoming fiscal year budgets, internships, staffing, enrollment trends, and other matters key to the future of Oakland.

Keith Stanovich and Dean Purcell, psychology, published a paper entitled "The Development of Word Recognition Mechanisms: Inference and Unitization" in the **Bulletin of the Psychonomic Society**.

Departments which wish to use students to drive motor pool vehicles must receive clearance through the business office. Offices should submit the driver's name (as it appears on their driver's license), birth date, and driver's license number to Addie Nowacki, 101 North Foundation, for clearance.

The Studio Theatre performance for the deaf of "The Rivals" will be shown on Channel 2's "PM Magazine" on March 22. The performance was held February 14 and interpreted in sign language for the deaf audience.

Five development seminars are planned at the university to improve the professional performance and productivity of secretaries, supervisors and managers. A 10% discount on the seminars will be given to OU faculty, staff, and APs.

"The Professional Secretary" on March 27 will help participants develop listening and communications skills, establish more effective priorities, and gain a better understanding of the power and effects of the professional secretary.

"Women Managers: the Potential and the Obstacles" on April 3 and 4 will focus on the practical ways to overcome the obstacles to success and how to identify and analyze problems.

"Performance Improvement Systems" on April 5 and 6 will provide an indepth view of ways to improve productivity and how to design strategies to maintain good performance.

"The New Supervisor" on May 3 and 4 will delve into the basic responsibilities of being a supervisor, the practical aspects of team building, and how to develop motivating and delegating skills.

"The New Manager" on May 16 and 17 will examine effective and ineffective communication techniques, determine the parameters of delegation decisions, and explore the difference between management and supervision.

The seminars were developed by R.M. Ames Management Consultants and are sponsored by the Division of Continuing Education. For more information, call the Conference Department at Oakland University, 377-3272.

Arthur Pope, author and traveler, will give a multi-screen slide presentation on his recent 3000 mile canoe trip throughout Alaska, at noon Wednesday, March 14, in Lounge II of the Oakland Center. Pope's presentation will reveal both the beauty of our final wilderness and the imminent threat civilization bears for the fragile environment.

For nearly three months, Pope and a companion paddled and portaged from the Dawson, Yukon Territory, to the foot of the Brooks Mountain Range and back. They traveled through hundreds of miles of isolated territory. At times, several weeks passed before they encountered other humans. The region was sometimes so infrequently traveled that U.S. Geological Survey maps of the area were listed as "Reconnaissance Series," meaning many details from tributaries to major lakes were often unmapped.

The presentation is co-sponsored by the Environmental Studies Program, CIPO, Honors College, and New Charter College. The program is free and the public is welcome.

JOBS

Assistant to the Dean, AP-4, a full-time position in the School of Engineering.

Research Assistant, AP-1, a full-time position in the Department of Chemistry.

The OU NEWS, an official publication of Oakland University, is published weekly during the year and distributed free within the university community. Its content is under the editorial control of the Office of Public Relations. Submit material to Nancy Liese, editor, 109 NFH.

CALENDAR

TUESDAY, MARCH 6

8:30 p.m. Meadow Brook Theatre presents, **The Deadly Game**, WH

WEDNESDAY, MARCH 7

2 & 8:30 p.m. Meadow Brook Theatre presents, **The Deadly Game**, WH

THURSDAY, MARCH 8

7:30 p.m. Ecumenical Worship, St. John Fisher Chapel, Campus Ministry

8:30 p.m. Meadow Brook Theatre presents, **The Deadly Game**, WH

FRIDAY, MARCH 9

8:30 p.m. Meadow Brook Theatre presents, **The Deadly Game**, WH

SATURDAY, MARCH 10

12:30 p.m. Outlook '79, Discussion of the Body's Immune System and How It Interacts with Cancer Cells by Dr. Denis Callewaert, Bio-Chemist, WPON, 1460 AM

6 & 9:30 p.m. Meadow Brook Theatre presents, **The Deadly Game**, WH

SUNDAY, MARCH 11

Winter Break Ends

9 & 11 a.m. Catholic Mass, St. John Fisher Chapel, Campus Ministry

1 & 5 p.m. Meadow Brook Hall Tours, Adm. \$2 OU students; \$3 general

3 & 7 p.m. Cinematheque presents Michael Balcon's **Dead of Night**, 201 Dodge Hall, Adm. \$1

3 p.m. Organ Recital featuring Peter Hurford, Varner Recital Hall, Music, Adm. \$4 general; \$3 students

6:30 p.m. Meadow Brook Theatre presents, **The Deadly Game**, WH

MONDAY, MARCH 12

8 a.m. Classes Resume

8-3 p.m. Bagel Sale, Table #6, OC, 5th Floor Hill House

8-10 p.m. Movie, **Ugetsu**, Gold A, B, OC, Manyokai

8:30-10 p.m. Bible Study and Prayer, 125 OC, Deeper Life