

Texas State University | SAN MARCOS

News from University News Service
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Common Experience showcases ‘Rhetorical Power & Legacy of LBJ’

SAN MARCOS – The Common Experience program at Texas State University-San Marcos in cooperation with the Department of Communication Studies will highlight “The Rhetorical Power and Legacy of Lyndon Baines Johnson” with a two-day symposium on campus Oct. 5-6.

The symposium--held in observance of the 100th anniversary of Johnson’s birth--will feature scholars from around the country providing a rhetorical retrospective on the LBJ presidency. This panel will examine Johnson’s rhetorical arguments and legacy relating to the civil rights movement and the Vietnam War.

On Sunday, Oct. 5, David Zarefsky will deliver a lecture, “Reassessment and Renunciation: Lyndon Johnson and Vietnam, March 31, 1968.” Zarefsky is the Owen L. Coon Professor of Communication Studies at Northwestern University. He authored the book, *President Johnson’s War on Poverty: Rhetoric and History*. The lecture will be held 1-2:15 p.m. in Centennial Hall room G02 on the Texas State campus.

Two scholars will speak on Monday, Oct. 6. Kathleen Turner of Davidson College will discuss “Vantage Points on Vietnam: Lyndon B. Johnson and the Press” from 9:30-10:45 a.m. in the LBJ Student Center, room 3-14. Turner is a professor of communication studies and director of oral communication at Davidson. She also wrote the book, *Lyndon Johnson’s Dual War: Vietnam and the Press*.

*Reasonable accommodations for persons with disabilities will be provided upon request. Requests for accommodations should be made to the sponsoring office a minimum of seventy-two (72) hours in advance.
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From 11 a.m.-12:15 p.m., Garth Pauley will speak on “Lyndon Johnson and the Civil Rights Revolution” in the LBJ Student Center, room 3-14. Pauley is the author of the book, *LBJ’s American Promise*.

The events are free and open to the public. For additional information, contact Ann Burnette at (512) 245-2165 or ab11@txstate.edu, Wayne Kraemer at (512) 245-2165 or wk02@txstate.edu or Steven Beebe at (512) 245-2165 or sb03@txstate.edu.

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