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ELDON BAKER TO PRESENT PAPER
DURING SCIENCE MEETING IN EAST

MISSOULA--

Dr. Eldon E. Baker, associate professor of speech communication and director of the Center for Communication Studies and Services at the University of Montana, Missoula, will present a paper entitled "Organizational Communication in Relation to 'Future Shock'" during the 138th meeting of the American Association for the Advancement of Science on Dec. 29 in Philadelphia, Pa.

Utilizing some concepts related to the decline of organizational bureaucracy contained in Alvin Toffler's best-selling book "Future Shock," the paper demonstrates how many existing managerial systems and organizational communication programs are unable to cope with our rapid technological and cultural change.

Dr. Baker's presentation is part of a program sponsored by the International Communication Association on "Communicative Behavior and Public Welfare." The science meeting will be at the Sheraton Hotel in Philadelphia.

Dr. Baker is vice president and a member of the board of directors of the International Communication Association.

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