**SPORTS**

**Rams punch out Curry, 9-7**

Christianian sparkles in relief

**Women's softball to open April 3rd**

**OPEN HOUSE**

**GRADUATE PROGRAMS**
- Advertising and Public Relations
- American Literature
- Business and Organizational Management
- Communication and Media Studies
- Computer Science
- Literature
- Native American Studies
- Writing and Publishing

**EMERSON COLLEGE**

**SGA election results**

**KEVIN HAMPTON**

**Soviet study group returns**

**Liddy to lecture at Suffolk**

**THE SUFFOLK JOURNAL**

**SPRING 1986**

**Volume 4 Number 26**

**April 7, 1986**
MEDIA POSITIONS AVAILABLE FOR 1986-87
EDITOR — VENTURE MAGAZINE
EDITOR — SUFFOLK JOURNAL
PROGRAM MANAGER — WSFR
GENERAL MANAGER — WSUB
EDITOR — SUFFOLK EVENING VOICE

Suffolk University
Int'l Students Assoc.
PRESENTS
ITS ANNUAL
INTERNATIONAL NIGHT
CELEBRATION
International Entertainment
International Cuisine
FRIDAY, APRIL 11, 1986
SAWYER CAFETERIA
7:30 p.m. - 11:30 p.m.
$1 Suffolk Students, 55 Guests
Tickets sold in SAB and at the door
ALL INVITED

ATTENTION GRADUATING SENIORS
INSTANT CREDIT ON
ALL NEW LEASE CARS
NO PAYMENTS FOR 90 DAYS
WE LEASE ALL MAKES AND MODELS
call JOE KELLY or JOHN WILBUR
431 Washington St. Newton Corner
Ext 17 Mass. Pkwy. 964 3066

To Protest Against
Suffolk University's
Investment In South Africa

3:30 - 5:30
Bring Signs and Enthusiasm!
SIDETRACKS

White Noise
tops reading list

A N O V E L BY
DON DELILLO

The Student Angle

With mounting pressure on universi-
ities across the country to divest
of South Africa, the Student Angle
this week asked if SUs make should
be divesting holdings in South
Africa.

Patti McCarty
Assistant Professor

"I think SU should divest its
money from South Africa because I
don't think SU should support
the apartheid system. Since they
make money through sales, I think
SU should divest.

Jared Walsh
Finance

"I think SU should divest its
money because of the human
right violations. I don't know
how much money is being
divested."

Sarah Bennett
PKF Public Student

"I think SU should divest its
money because of the
human rights violations."

Chris Barish
Communications

"I think SU should divest its
money because of the human
right violations."

Calendar Announcement

Spam 414 - BOSTON EYE CLINIC: a comprehensive eye
exam, including contact lens evaluation available at
160 S. Huntington Ave., Boston. Free vision screening
at the Federal Detention Center, 900 Mass Ave.,
Cambridge, MA. For information, contact

BOSTON EYE CLINIC

A comprehensive eye exam
Contact lens evaluation
Free vision screening

672 Commonwealth Ave.
Boston, MA 02215
(617) 566-3300

A canary goes on strike

A canary goes on strike

THERE'S A light in the window that says "Scottish Pub"...and inside it's
more than an authentic British experience. It's 50% off your food bill.
Friday nights! Only at our South End location. Watch for the sign or call
us for more information. 50% off your food bill. Dine in only, dinner
Tuesday through Saturday.

SAVE UP TO $50 EVERY RING ON SALE

Information

Link

Between

the

Federal

c
government

and

you

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• Books, periodicals, maps, and more
• Reference and research collections
• More than 1400 locations across the US
• Free access

For more information, contact your local library, or write to the

A canary goes on strike

A canary goes on strike
ARTS

Heartwarming *Lucas* is a triumph

April Fool's is a surprise

The Money Pit *it's the pits*

Homemakers

Home Health Aides

Full and Part Time

Needed immediately we are a fast growing health care service company looking to expand our direct care staff. We seek individuals who are reliable, compassionate, and flexible.

We can offer you:

- Earn $11.00 per hour
- Guaranteed 40 hours
- Top pay
- Paid vacation
- Paid transportation
- Health insurance
- Free training programs

For more information or to arrange an interview call the office nearest you today...

MEDICAL RESOURCES Health Care Services
The Bangles on The Bangles

On Thursday, March 27, The Cult appeared at the Howard Theatre. The band performed a variety of songs, including their hit single "Love Hurts." The audience was energized and enjoyed the performance.

This Cult is a mystery

By Diana Wu

The Cult, a band formed in 1984, has been influential in the alternative rock genre. Despite their popularity, little is known about the band's origins or members.

Weekly Meetings of the Gay Men and Lesbian Alliance, a social and support group at Suffolk University. For further information, contact Paul Korn, Ext. 226.

Don't invest in this Firm

UPDATE FROM THE OFFICE OF FINANCIAL AID

The Office of Student Financial Aid is proud to announce the availability of two new scholarship programs. One program provides $2000 per student to talented junior and senior students interested in graduate study in the biological sciences. The other program is designed to support talented junior and senior students interested in business administration.

The Cult

This band is known for their unique sound and style. They have been described as a combination of rock, punk, and new wave influences. Their music is characterized by their use of synthesizers and electronic instruments.

How to buy shades.

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SPORTS
Lady Rams victorious over Tufts

Rams split at Framingham

SGA SPRINGWEEK
Meeting April 8, 1986
2:00 p.m. - 4:43

Events
Brunch for Parents - April 27, 1986
Harbor Cruise - (daytime) May 11, 1986
Buzzarde Oulch - May 14, 1986
Commencement Ball - May 16, 1986
Leadership Nomination Papers
available in SGA April 3 - April 11

Awards will be given out at the
SGA Leadership Banquet
SGA Leadership Banquet - May 12, 1986

COMMUNICATIONS WEEK
Sponsored by Sigma Delta Chi
Society of Professional Journalists
MONDAY, APRIL 7
11 a.m. Kay Abel, WBCN, FM News Director
Sawyer 1021
12 p.m. Robert Jordan, Globe Columnist
Sawyer 1022
WEDNESDAY, APRIL 9
12 p.m. Edward L. Gengenbach, "Father of PR"
Sawyer 450

All students, faculty welcome. Seating is limited.

NEW & EXCITING SUMMER COURSES
AT SUFFOLK
EC 50 The Political Economy of India,
SS1 1906, Dr. S. Sawhney, 3 credits

EC 508 Passage Through India: A Study
Trip to the Majestic Lands of India
and Kashmir, SS1 1906, Dr. S.
Sawhney, 3 credits

TRIP DETAILS
July 16, 1986 to August 8, 1986
Total Trip Cost $1950.00
- Roundtrip Air Transportation
- Air Travel within India
- Hotel Accommodations
- All Excursions within India
- All Fees
- Daily Breakfast and Dinner

Regular Tuition Less $150 Rebate
Dr. Saroj Sawhney, Department of Economics
Room SI 223, 8 Ashburton Place
Boston MA
02108 Phone 723-4700, ext. 127
Limited to 15 Students

Nirvana Tours, Ltd New York
1300 Deposit is Required by
April 15, 1986, with Fully Completed Registration Forms
Attached

*The cost per day will be about $99.00, which is only half
the cost of flying to New York and spending a day and a third the
cost of flying to Washington, D.C. and spending a day.
Program Council Presents
Movie - PRIZZI'S HONOR
in Auditorium at 1:00
starring: Jack Nicholson & Kathleen Turner
Thursday, April 17th
LIP SYNC RAT
Friday, April 18th
in the Cafe
Sign up in Student Activities
prizes:
1st prize - $100 • 2nd prize - $75
3rd prize - $50

Hawaiian Party
April 20th, Sunday
Marriott Long Wharf
9:00 p.m. - 1:00 a.m.
come dressed as a Hawaiian and get
FREE gifts at the door
Students $2 - Guests $3
Shorts are $1 with every ticket bought (limited shorts)

Board of Trustees votes down divestment, 10-8

Bernays: Father of public relations

By Mary Gadiri

Edward L. Bernays, the father of modern publicity, is said to have been the inspiration behind the term 'public relations' as we know it today. Bernays was a pioneer in the field of PR, and his work continues to influence the industry today. He believed that the key to effective PR was to control the flow of information to the public.

Bernays's work was based on the idea that public opinion could be shaped by controlling the information that was made available to the public. He believed that the media was a powerful tool, and that by controlling the media, he could control public opinion.

Bernays's most famous work was his role in shaping public opinion during the 1920s, when he was hired by the Tobacco Institute to counteract the growing public health movement that was calling for a ban on cigarettes. Bernays's campaign was successful, and he was able to convince the public that smoking was not harmful.

Bernays's work was groundbreaking, and it marked a significant shift in the way that PR was practiced. He believed that PR was not just about getting the public to accept a product or idea, but about changing public opinion altogether.

Bernays's ideas have continued to influence the field of PR, and his work is still studied by PR professionals today. He was a true visionary, and his contributions to the field of PR cannot be overstated.

Bernays's legacy lives on, and his work continues to shape the way that PR is practiced today. He remains a true pioneer in the field, and his contributions to the field of PR will never be forgotten.

Bernays's ideas were not without controversy, however. His work was often criticized for being manipulative, and for manipulating public opinion. But despite the criticism, Bernays's ideas continue to influence the field of PR, and his work remains a cornerstone of the industry.

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Bernays, who died in 1995, left a legacy that continues to inspire PR professionals to this day. His work has been widely studied, and his ideas continue to shape the way that PR is practiced today.