

Melvin DeFleur Was a Pillar in Communications

Melvin DeFleur, 93, a former College of Communication professor of mass communication, advertising, and public relations, died on February 13, 2017.

DeFleur was on the COM faculty for 10 years and was chair of the mass communication, advertising, and public relations

department. He was the author of more than a dozen books; his textbook *Theories of Mass Communication*, coauthored with Sandra Ball-Rokeach, has been translated into 10 languages.

“Dr. DeFleur is credited with infusing theory into the field of mass communication, and by doing so, setting the research agenda for generations of scholars and as a result fostering the emergence of the scientific facets of our field,” says Michael Elasmr, a COM associate professor of communication. “For many decades, *Theories of Mass Communication* was widely used as the required textbook in communication theory classes throughout the United States and around the globe. Faculty members young and old recall reading his books during their years of graduate study. DeFleur’s contributions to our field are too numerous to list.”

As department chair, he fostered “a collegial and collaborative work environment and strengthened the academic rigor of the various academic concentrations,” Elasmr says.

In 2011, COM Communication Research Center faculty members named the center’s lecture series in honor of DeFleur and his contributions to mass communication and to the center. Each year the Dr. Melvin L. DeFleur Distinguished Lecture Series brings two distinguished speakers from outside of the University to share their scholarship, expertise, and experience with the BU community.

DeFleur earned a bachelor’s from St. Louis University and a master’s and a doctorate from the University of Washington. He served in the US Marine Corps during World War II.



Melvin DeFleur wrote over a dozen books.

Joseph Gifford danced in Broadway musicals.



Joseph Gifford: Dancer, Teacher, Author, Spiritualist

Joseph Gornbein Gifford, 97, a College of Fine Arts School of Theatre professor emeritus, died on September 12, 2017.

Born on May 14, 1920, in Niagara Falls, N.Y., and raised in Michigan, Gifford lived most of his life in New York City and Boston with his life partner, the late Talbot Waterman, and his African gray parrot, Hero.

After graduating from the University of Michigan, Gifford began his performing career in New York City as a member of the Doris Humphrey and Charles Weidman Dance Company. He later formed his own company, the Joseph Gifford Dance Theater, which performed throughout the United States. He danced in several Broadway musicals and taught at the New Dance Group Studio.

Gifford later joined the CFA School of Theatre faculty and established a curriculum in movement training for actors. He remained on the faculty for 25 years. Following his retirement from BU, he developed movement workshops for conductors through the League of American Orchestras and, until his death, continued to teach musicians and conductors to use their body to master their art.

He was a spiritual man, attaining the seventh degree in Authentic Reiki, studying transcendental meditation, and meditating every morning.

In a recent *Bostonia* profile, stage actor Paula Plum (CFA’75) recalls the influence of Gifford and another faculty member, Rose Shulman. “Joe was my movement teacher,” Plum says. “He was always on the cutting edge, and he led us all to meditation. He became my Reiki teacher. They really kind of believed in the power of the body to tell you what you’re doing

onstage...the body has a sort of wisdom of its own that has nothing to do with your mind or what you think about a role. Your physical impulse comes first.”

Gifford was the subject of a documentary, *The Legacy of Joseph Gifford* (2015), and a recently completed video series, *Music of Life* (2017).

In Memoriam

1930s

BARBARA B. BUCKE (SED'38)
Buzzards Bay, Mass.
BENEDICT F. FITZGERALD
(LAW'39)
Cambridge, Mass.

1940s

LOWELL V. KINGSLEY
(CAS'40, SED'43)
Dorchester, Mass.
PRESCOTT C. CRAFTS
(QUESTROM'42)
Rancho Bernardo, Calif.
MARY E. CROWLEY (PAL'43)
Tinton Falls, N.J.
ALBERT B. ACCETTOLA
(MED'44)
Flemington, N.J.
MILLER C. LOVETT
(QUESTROM'44, STH'46,
GRS'64)
Meredith, N.H.
MARY J. O'CONNOR (PAL'45)
Worcester, Mass.
CHARLES A. GEORGE
(LAW'47)
Holbrook, Mass.
VICTORIA SEARS O'GORMAN
(SSW'47)
Needham, Mass.
MURIEL L. SCOTT
(SARGENT'47)
Marco Island, Fla.
HERMAN I. SOLOMON
(QUESTROM'48)
Boynton Beach, Fla.
MARJORIE G. ALLEN
(PAL'49)
Clinton, Md.
EDWIN P. DESROSIERS
(QUESTROM'49)
West Lebanon, N.H.
WILLIAM T. FINN
(QUESTROM'49)
Greenfield, Mass.
PRISCILLA BERRY "PAT"
MCDUGAL (SARGENT'49)
Springvale, Maine
MARJORIE D. MOERSCHNER
(SED'49)
Boston, Mass.

1950s

RICHARD B. FRENCH
(SED'50,'51)
Norfolk, Va.
EVELYN M. HALLAS
(SARGENT'50)
Las Vegas, Nev.
MARTIN J. KEAVENEY
(QUESTROM'50)
Waltham, Mass.
HORACE SCHERMERHORN
(QUESTROM'50)
East Sandwich, Mass.
MERNA P. LIPSITT (COM'51)
Cambridge, Mass.

ISABELLA C. FUSCO (PAL'52)
Branford, Conn.
ANITA M. HOOD
(SARGENT'52)
Hilton Head, S.C.
WILLIAM S. KIMBALL
(QUESTROM'52)
Merrimack, N.H.
ROSE MURATORE VICTOR
(SARGENT'52)
Meriden, Conn.
STEPHEN H. BARMAKIAN
(COM'53, GRS'54)
Watertown, Mass.
RAYMOND H. CARIGNAN
(CAS'53)
Dover, N.H.
STANLEY LIPP (DGE'51,
COM'53)
Boynton Beach, Fla.
HERBERT W. SANDERSON
(CFA'53, SED'70)
Melrose, N.Y.

WILLIAM J. STEFANEY
(CAS'53)
Weymouth, Mass.
SIDNEY A. GOODMAN
(CAS'54)
Lake Worth, Fla.
CHARLES L. "JOE" WARD
(MED'54)
Concord, N.H.
OTIS H. MCCORKLE (SED'55)
Abington, Mass.
PATRICIA A. ZALENSKI
(SARGENT'55)
Hudson, Mass.
NORMAN O. BARRIS
(QUESTROM'56, COM'58)
Keene, N.H.
WALTER OAKFORD CRAIG
(CFA'56,'72)
Prairieville, La.
PAUL M. "GUS" HURD
(QUESTROM'56)
Leesburg, Va.

JOHN J. KIRK (SED'56)
Newton, N.J.
HOWARD C. BEANE (MED'57)
Camp Hill, Pa.
ROBERT M. BUTLER (CGS'55,
COM'57)
Trumbull, Conn.
THOMAS K. KELLY
(QUESTROM'57)
Simsbury, Conn.
RICHARD J. UNDERWOOD
(COM'57)
Milton, Mass.
ROBERT L. ANDERSON
(QUESTROM'58)
Attleboro, Mass.

GENNARO BIBBO (CAS'58)
Hampstead, N.H.
ELVIRA "SPATZ"
EIZENHOEFER (SON'58)
Reno, Nev.
ROBERT C. CLOW (CAS'59)
Mashpee, Mass.
HENRY J. MARKOWITZ
(CAS'59)
Sharon, Mass.
WILLIAM H. ROBINSON
(CFA'59)
Hopkinton, Mass.
RUBY D. VIPLER (CAS'59)
West Hartford, Conn.
JAMES M. WILLIAMS
(SED'59)
Middletown, R.I.

1960s

C. JAMES "JIM" ORSI
(COM'60)
Waterford, Conn.
DAVID L. WHIPPLE (CGS'58,
SED'60)
Ipswich, Mass.
MYRA BETH GROSFORD
COOPER (CFA'61)
New York, N.Y.
WILLIAM J. BUTTS (CGS'60,
COM'62)
Hanover, Pa.
J. PAUL SHENK (GRS'62,'72)
Laconia, N.H.
ELL G. DAVIS (CGS'63)
Lynn, Mass.
RONALD S. HANSON
(COM'63)
Dennis, Mass.
RICHARD ELWYN JENNESS
(ENG'63)
Warren, R.I.
THOMAS H. JOHNSON
(CAS'63)
Reno, Nev.
SARITA LERMAN (CGS'61,
SARGENT'63)
Framingham, Mass.
MARK J. APSEY (COM'64)
Sarasota, Fla.
NORMAN A. CARON (GRS'64)
Goffstown, N.H.
JOHN W. STEINER (CAS'64)
Lexington, Mass.
LYNN E. THOMAS (COM'64)
Boise, Idaho
RICHARD F. CALUSDIAN
(GRS'65)
Bridgewater, Mass.
MARTHA S. "MARTY"
DITMEYER (GRS'65)
Alexandria, Va.
RICHARD F. POWER (SED'65)
Norwood, Mass.

JOAN FIERER (DGE'65,
CAS'67)
Oakland, Calif.
SUSAN A. MARTIN (CAS'67)
Concord, Mass.
SHEILA R. SAXE (CAS'68)
Magnolia, Del.
RONALD L. VANDENBOSSCHE
(GRS'68,'71)
Seattle, Wash.
JUDITH R. GARFUNKEL
(SON'69)
Jamaica Plain, Mass.
WALTER ROBERT
HOLLOWAY (QUESTROM'69)
Skaneateles, N.Y.
MARLENE L. JOHNSON
(DGE'67, CAS'69)
Washington, D.C.
SALLY W. SCHMIDT
(SSW'69)
Milwaukee, Wisc.
ANDREW M. WITTSTEIN
(CAS'69)
Coventry, Conn.

1970s

MARGARET B. "PEG" GUYER
(GRS'72)
Beverly, Mass.
SEROUN MEI MEI WANG
(SED'72)
Charlottesville, Va.
KENNETH GERARD BOLES
(CAS'73)
Joliet, Ill.
LOUIS S. JOSSELYN (SED'74)
Durham, N.C.
MARCIA D. HORNE (SED'75)
Westfield, Mass.
PHILOMENE "PHIL"
MCGOURTY (MET'75)
Westborough, Mass.
LINCOLN A. DEMOURA
(SED'76)
Taunton, Mass.
LAYNE C. LAVIN (SSW'76)
Moorestown, N.J.
SARALEE V. SMITH
(SARGENT'76)
Gloucester, Mass.
TERRI F. KRUGER (COM'77)
Norfolk, Va.
JOYCE A. MILLER (SON'77)
Shrewsbury, Mass.
DIANNE FOSTER (CAS'78)
Newton Highlands, Mass.

1980s

ARTHUR M. KENISON
(GRS'80)
Hampton, N.H.
ROBERT C. COHN (MED'82)
Cleveland, Ohio
ROLAND J. COUTU (CGS'80,
QUESTROM'82)
Warwick, R.I.
ANTHONY DICENSO
(QUESTROM'83)
Roslindale, Mass.
LORI ANN THOM
(SARGENT'86)
Northwood, N.H.
MICHAEL R. CAREY
(SON'87)
Westford, Mass.
STEVEN E. SCHMIDT
(CAS'87, LAW'90)
Westborough, Mass.
J.D. DISALVATORE (CGS'86,
COM'88)
Sherman Oaks, Calif.
DENIS JOHN LAVOIE
(QUESTROM'88)
Seattle, Wash.
SHARON ANNE FOGGE-
SWANSON (SSW'89)
Marlborough, Mass.
ALAN SAIZ (CAS'89)
Palm Beach Gardens, Fla.
TIMOTHY HAGAN WHITE
(COM'89)
West Roxbury, Mass.

1990s

ANNE JULIA THRUENSEN
(QUESTROM'92)
Rowley, Mass.
JENNIFER LAUREN MAIOLA
(COM'97)
Brookline, Mass.
JACQUELINE THERESA KRAL
(SPH'98)
Littleton, Mass.

2000s

MARIA SOPHIA C.
URMENETA HARRIS
(GRS'02)
Fayetteville, N.Y.
BROOKE N. ERICKSON
(MET'07)
Muskegon, Mich.
MARLENES LUVINS
TEIXEIRA (CFA'10)
Linden, N.J.
RICHARD B. WELCH
(QUESTROM'11)
Newburyport, Mass.