The Society for Critical Exchange, Inc.
Founded 1975; Incorporated 1976

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Salutations!

This edition of News and Notices comes to you at the close of a year of extensive activity and growth for the Society for Critical Exchange. Once again, the newsletter consists largely of narrative reports on the SCE’s projects, both long-standing and new or revivified. This format allows us to present the bare-bones information about the doings of the SCE and many of its members, and also to gather some sense of the significance of those projects. Indeed, what emerges from an overview of these activities is a sense both of the emerging issues confronting theoretical inquiry and of the multidisciplinarity with which those issues are being addressed. In this respect especially, the 1996-97 academic year has been an exciting one for the Society.

The intrepid researches of Peter Jaszi led us in a nother new direction, as the annual SCE party at the MLA was held at the Yenching Restaurant. Its history includes a role in the averion of the Cuban Missile Crisis (as a regular meeting site for President Kennedy and the Emissary of the Soviet Premier Kruschev, Yenching was the site for the final agreement of terms), as well as a role in the legal history regarding intellectual property (an unfair-competition dispute over its former name, “Peking Palace,” in which “Pelung” was found to be an “arbitrary or fanciful” description). Appropriate, then, for an annual gathering of an organization running projects on Intellectual Property, New Economic Criticism, and Nationalism. Not to mention the fact that it was a terrific party. Any members who know of equally storied (or otherwise appropriate) places to hold a similar gathering in Toronto should contact the SCE directors with their suggestions. At the very least, we can spare ourselves yet another generic hotel suite.

In this newsletter you’ll also find information regarding the SCE’s electronic arms (ECOT and a website). And you’ll find a membership information form/dues notice. Please to return the latter to us with your dues and with the information filled out, to facilitate our record-keeping and membership rolls.

1997-98 promises to yield even more SCE activity, including new publications, new conferences, and extensive presence at both regional and national conferences. We hope to see you there, and in Toronto in December.

Yours most sincerely,

Martha Woodmansee
Director

Max Thomas
Associate Director
Current Projects of the SCE

The SCE runs several standing projects which operate through meetings at the national and regional MLA conventions, through special conferences, and through publication initiatives. In addition, the SCE sponsors sessions at the MLAs devoted to members’ interests. Because the SCE is an affiliated organization at many of the regional MLAs, it is possible for members to organize and carry out sessions on a wide variety of topics. The SCE will assist in coordinating such sessions, and in expanding them into continuing projects when appropriate. There is no limit to the number of concurrent projects; please do contact the directors with initiatives and ideas.

The following pages include reports for each of the continuing SCE projects, for SCE-related panels at conferences, and other SCE activities both present and future. The SCE’s website will continue to accumulate information about these projects; for more information, contact either the SCE Directors or the Coordinators for the individual projects.

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Intellectual Property and the Construction of Authorship Project Report

Coordinators: Peter Jaszi, Martha Woodmansee

Work on the SCE’s Intellectual Property and Construction of Authorship project is proceeding on several fronts. Peter Jaszi reports:

Perhaps most significantly, some of the central perceptions of the SCE project (like the notion that less is sometimes more in the field of intellectual property) seem to be proving influential in current debates about the direction of intellectual property legislation. Among the highly controversial issues facing the Congress these days are copyright term extension and the adaptation of copyright laws to the digital networked information environment. On these issues and others, some of the most active lobbyists for the interests of not-for-profit institutions and the larger community of “users” are veterans of the SCE intellectual property project. For more information on the domestic politics of intellectual property, and about opportunities for grassroots involvement in the debate, you can consult the websites of the Digital Future Coalition (http://www.dfc.org/dfc/) and the Intellectual Property Committee of the Conference on College Composition and Communication (http://tempest.english.purdue.edu/cccc-ip/welcome.html), along with the “Opposing Copyright Extension” site put up by Dennis Karjala (http://www.public.asu.edu/~dkarjala/). Many of the same issues are also being debated at the international level as well. Pam Samuelson’s lively account of the recent Diplomatic Conference of the World Intellectual Property Organization appears as “Big Media Beaten Back,” in the March 1997 issue of Wired magazine.

Other new publications by individuals involved in the project include a major article on rights in information by Pamela Samuelson and Jerome Reichman, “Intellectual Property Rights in Data?,” Vanderbilt Law Journal 50.1 (1997), and an article by Peter Jaszi and Martha Woodmansee drawing on the experience of the 1993 Bellagio Conference on Cultural Agency/Cultural Authority: “The Ethical Reaches of Authorship,” in the Fall 1996 issue of the South Atlantic Quarterly. (The first footnote of the latter article, incidentally, constitutes a mini-bibliography of the larger project.) Forthcoming publications related to the project include Martha Woodmansee’s “The Cultural Work of Copyright: Legislating Authorship in Britain, 1837-1842,” which will appear in a book called Law in the Domains of Culture edited by Austin Sarat, from University of Michigan Press in 1997.


The MLA has continued to serve as a venue for the IPCA project. The SCE sponsored two panels under the rubric of this project at the 1996 MLA in Washington. The two sessions were:

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New Economic Criticism Project Report

Coordinators: Mark Osteen, Martha Woodmansee

Mark Osteen reports:

The Society for Critical Exchange sponsored a mini-conference on the New Economic Criticism at the 1996 Midwest Modern Language Association convention in Minneapolis. Three sessions were held on Friday, Nov. 8, 1996, beginning at 8:30 in the morning and continuing into the afternoon. The three sessions were:

New Economic Criticism I: Testing Markets
Chair: Mark Osteen, Loyola College
1. “Shakespeare and the Types of the Market.” Donald K. Hedrick, Kansas State U.
2. “From Entrepreneur to Employee: The Descent of the New Woman in Edith Wharton’s The Custom of the Country.” Martha Patterson, U of Iowa.
Discussant: Howard Horwitz, U of Utah.

New Economic Criticism II: Marketing Texts.
Chair: Martha Woodmansee, Case Western Reserve U; Mark Osteen, Loyola College
Discussant: Linda M. Austin, Oklahoma State U.

New Economic Criticism III: Pedagogies.
Co-Chairs: Martha Woodmansee and Mark Osteen
Panelists: Charis Bower, Tiffin U; Cathy Birkenstein-Graff, Loyola U—Chicago; Mary Beth Combs, U of Iowa; Russell Reising, U of Toledo; Andrew Herman, Drake U. The panelists offered syllabi and commentary, and provoked stimulating discussions of courses they have taught that involve the intersections of economics, literature, and writing.

The first panel’s papers all centered on depictions of female commodification or merchandising. However, the discussion ranged widely, and eventually focused on the conflicts between humanistic and business education, and the disparate forms of value in each. This discussion carried
over into both the second and third panels. Each of the papers in the second panel addressed specific and general problems in the economics of authorship: to what degree do authors create their own audience? How do wider cultural forms and systems affect the economics of publishing? What conflicts between aesthetic and exchange value do authors negotiate?

In the wake of the 1994 conference on New Economic Criticism and several fruitful sessions at M/MLA and MLA, we believe that much of the preliminary work—discovering and charting paradigms, testing their viability, understanding the history of economic criticism—has been completed. We now aim to stake out specific territories that demand further exploration and mapping. One of these is consumption, treatments of which have long been dominated by polarized thinking. On the Left hand, Frankfurt School notions of interpellation continue to prevail; on the Right, Panglossian ideas about the democracy of goods predominate. To attempt to find new paradigms with which to consider consumption and our role as citizens, the SCE is sponsoring a panel at the 1997 MLA convention in Toronto entitled “Rethinking Consumption.” Here is the program:

1. Deirdre Lynch, SUNY—Buffalo. “Counter Publics: Shopping and Women’s Sociability.”

Respondent: Mark Osteen, Loyola C.

Each of these papers promises to offer a thoughtful reconsideration of consumption that transcends the tired totalizations of Right and Left.

Those interested in the Economics of Authorship might wish to attend the Literary Criticism Division panel at MLA, which will feature papers by Regenia Gagnier, Martha Woodmansee, and Mark Osteen that discuss the changing economic, legal and social conditions of authorship from the 18th to the 20th centuries.

The New Economic Criticism, a volume of essays deriving from the 1994 conference at CWRU, edited by Woodmansee and Osteen, is forthcoming in early 1998 from Routledge. In addition to an historical introduction that outlines the history of economic criticism, delineates current controversies, and calls for new work in specific areas (such as consumption and gift-exchange theory), the volume features important new essays by economists such as M. Neil Browne, Jack Amariglio, David Ruccio, and Susan Feiner, along with contributions by literary and cultural critics, including Marc Shell, Jean-Joseph Goux, Regenia Gagnier, Richard Gray, Howard Horwitz, Christina Crosby, and others.

Finally, another conference, tentatively entitled “Cultures of the Market,” is in the early stages of preparation. The conference, to be hosted by Regenia Gagnier and John Dupré and held at the University of Exeter, England, is tentatively scheduled for August, 1998. Watch for the official Call for Papers, coming soon.

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Revisiting Anderson (formerly Woman, Nation, Narrative) Project Report

Coordinators: Wendy Kozol, Mary Layoun, Anuradha Dingwaney Needham

Wendy Kozol reports:

Reviving the project “Woman, Nation, Narrative” (though no longer under this title, or necessarily under the rubric of its initial, exclusive focus on gender and nationalism), we are interested in pursuing the following:

Although nationalism continues to inform, indeed determine, material conditions in the world, why does it appear to have stalled as a subject of scholarship? Is this because the terms and framework for discussion—including Benedict Anderson’s influential concept of “imagined communities”—envision narrative as the most appropriate modality? Has this focus on narrative become disabling for discussions that need to be anchored in materialist explanations?

If you are interested in this project, contact Anu Needham, English Department, Oberlin College, Anuradha_Needham@qmgate.cc.oberlin.edu; Wendy Kozol, Women’s Studies, Oberlin College, fkozol@oberlin.edu; or Mary Layoun, English Department, University of Wisconsin, layoun@lss.wisc.edu

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Cultures of Writing Project Report

Coordinators: Larry Needham, Andrea Lunsford, Martha Woodmansee

In response to the changing demographics of PhD employment, and to the realignment of priorities regarding the humanities in the academy, it is becoming clear that the intersection of “theory” and “composition” is an emerging intradisciplinary need. Its potential importance is hard to overestimate, since it allows for the kind of cross-fertilization that could produce not only PhDs better equipped for the difficult job market, but also an academic culture better able to respond to the changes that it faces. Thus, the SCE has launched a new project, Cultures of Writing.

In practice, Cultures of Writing examines writing and writing instruction in diverse, often interrelated contexts; specifically, it investigates economies and technologies of writing—materials, practices, places, and uses, including ideological ones—at academic and non-academic sites. Inside the academy, it treats writing and writing instruction within various spaces (e.g., electronic sites and interfaces), places (the classroom, the computer lab, the writing center, etc.) and institutions (the community college, professional school, liberal arts college, research university). Outside the academy, it studies the production, circulation, and dissemination of writing and writing instruction in the “extracurriculum,” the marketplace, the community, and elsewhere. In addition to qualitative studies, Cultures of Writing draws on historical studies of the material and cultural conditions of the production and dissemination of writing. It thus explores how such studies might affect our professional and disciplinary histories; the design of curricula and programs in preparing future faculty; the content and delivery of instruction; and “working” relations between composition/ rhetoric, literary studies, cultural studies and “creative” writing programs.

The kickoff event in this project was a conference entitled “Cultures of Writing: Places, Spaces, and Interfaces of Writing and Writing Technologies” and held from 28 February to 1 March at Case Western Reserve University. Amy Stephenson reports:

The aim of this conference was to explore the various “cultures” of writing—that is, the purposes writing serves both inside and outside of the academy, the ways in which those purposes and cultures are constructed, and the possibilities which lie ahead as the academy, technology, and society change (and are changed by) writing, texts, and literacy.

Throughout the weekend, participants discussed the future(s) of writing and writing instruction within the academy; the historic constructions and uses of writing, texts, and authorship; the role ideology and technology play in relation to writing; and the issue of subjectivity both inside and outside the classroom. The conference began with an examination of academic writing sites, such as the computerized writing center and the freshman composition classroom, and the problems academic writings present, such as the issue of “faithful” translation and the relationship of the composition and literature branches of English departments.

From there discussion moved to a consideration of the histories of writing and of writing instruction, and the ways in which our understandings of the past inform what we do today or are anachronistically reconstructed to conform with our present agendas for writing and literacy. Attention then shifted to sites of writing outside the academy, examining legal, medical, and business sites and the ways in which texts function within them. And from there it was a short step to the consideration of culture clash and the way writing is used to establish relations among different groups as well as to problematize those relations. Finally, participants examined the impact of technology on teaching writing, managing textual sharing and property rights, and establishing what constitutes “good” writing in different contexts. Perhaps the most important result of the weekend was to complicate how we envision the purpose and practice of college-level writing instruction. The writing-intensive classroom may serve as a site for enforcing discipline, exploring cultural relations, promoting new norms of intellectual property ownership, or adapting technology to fit diverse needs, as well as for shaping the creation of polished prose. By acknowledging these multiple (sometimes contradictory) purposes, we can better understand what goes into our efforts to write or to shape curricula, and what resistances may arise.

Conference Program

Sites of Writing Within the Academy

Friday, February 28

Valerie Balester, Texas A&M U: The Computer Lab & Writing Center
Jim Henry, George Mason U: Professional Internships
Leonard Podis, Oberlin College: Peer Tutoring
Gregory Shreve, Kent State U: The Translation Center at Kent State
Sharon Scinicariello, CWRU: Virtual Sites
Larry Needham, Lakeland Community College: Moderator

New Series #11
Cultures of Writing & Futures of English Studies
Martha Woodmansee, CWRU, & Larry Needham, Lakeland Community College: Cultures of Writing
Gauri Viswanathan, Columbia U: The Language-Literature Opposition in English Studies
Sharon Crowley, Penn State U: Freshman English & Composition Studies
Patricia Harkin, Purdue U: Articulating Between Cultural Studies & Composition Studies
Andrea Lunsford, Ohio State U: Moderator

Saturday, March 1
Historical Research on Diverse Cultures of Writing, Including Their Ideologies, Economies, & Technologies
Christopher Flint, U of Michigan: Author-Printer Symbols
Jay Grossman, Amherst College: Emerson's Compositions
Simon Stern, UC Berkeley: Legal Writing
Max Thomas, U of Iowa: Inscription & Writing
Kathleen Welch, U of Oklahoma: Ancient Greek Rhetoric & Video Technology
Jean Ferguson Carr, U of Pittsburgh: Moderator

The Place of Historical Research in the Study of Writing & Writing Instruction
Discussion: Jean Ferguson Carr; Christina Crosby, Wesleyan U; Julie Bates Dock, Independent Scholar; Kathleen Welch; Martha Woodmansee, Moderator

Sites of Writing Outside the Academy
Patricia Dunnire, Kent State U: The Writing of Practitioner Nurses
Claudia Greenwood, Kent State: A Community Action Agency in Ashtabula
Christina Haas, Kent State: Abortion Centers
Matthew Willen, U of Pittsburgh: Inside/Outside & Other Oppositions
Steve Witte, Kent State: The Workplace Literacy Center at Kent State
Jack Selzer, Penn State U: Moderator

Writing & Writing Instruction at “Contact Zones”
Michelle Corwon, Lakeland CC: Teaching Across Cultures
Valerie Balester, Texas A&M U: Ethics & Cross-Cultural Contacts
Jean Ferguson Carr, U of Pittsburgh: Textbook Culture & Cross-Cultural Instruction
Anna Agathangelou, Oberlin C: Representational Practices
Carol Maier, Kent State U: Translation
Anuradha Dingwaney Needham, Oberlin C: Moderator

Sunday, March 2
New Technologies & Cultures of Writing
Julie Bates Dock, Independent Scholar: Media & Authority
Greg Shreve, Kent State U: Virtual Communication
Louis Ulman, Ohio State U: Computer-Aided Instruction
Raymond K. Neff, Vice President for Information Services at CWRU: Remarks & Discussion of Computer Technology at CWRU
Raymond Craig, Kent State U: The Workplace Literacy Laboratory at Kent State
Eric Meyer, CWRU: Hypertext
Michael Rectenwald, CWRU: Constructions of Authorship in the Chat Room
Jack Selzer, Penn State U: Constructing Web Sites as Class Publication

Following up on the conference, the SCE has organized a panel on the Cultures of Writing project for the 1997 Midwest MLA meeting in Minneapolis. As has been the case in past years, the SCE's two sessions are being combined to yield a mini-conference on the topic. The program, co-chaired by Larry Needham and Max Thomas, will include:

Cultures of Writing I: Inscription
"Reading Rogues and Valuing Vagabonds: City Handbooks and the Construction of Hegemony in Early Modern London," Craig Dionne, Eastern Michigan U
"Inventing London," Crystal Bartolovich, Syracuse U
"Book, Archive, Net: Layered Technologies Creating 17th Century Quaker Women," Katie King, U of Maryland
Discussant: Max Thomas, U of Iowa

Cultures of Writing II: Implementation
"Ideologies in Business Writing Instruction: An Historical Perspective", Mike Rectenwald, Carnegie Mellon U
"CommonSpace" in Uncommon Spaces: Interrogating Collaborative Writing Software," Kevin LaCamera, CWRU
Discussant: Larry Needham, Lakeland CC

**Cultures of Writing III: Sites**

"Students in/of Print Culture: the History of the Book in the Nontraditional Classroom," Lisa Maruca, Wayne State U
"Writing and Reading the New York Review of Books in the 1960s," Monique Dufour, Syracuse U
"Satirizing Print," Christopher Flint, U of Michigan
Discussant: Anuradha Dingwaney Needham, Oberlin College

Inquiry into the diverse "cultures of writing" will be carried forward at the forthcoming MLA in Toronto, where Larry Needham will moderate a panel devoted to "Historical Perspectives–Contemporary Applications." The following papers will be presented:

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**Continuing Project and Conference Activities**

Modern Language Association

Contact: Martha Woodmansee, English, Case Western Reserve University

The SCE sponsored two related panels at the 1996 MLA in Washington, "Literary Properties 1: Production" and "Literary Properties 2: Circulation." These panels were part of the Intellectual Property and the Construction of Authorship project, and are described in that project report.

In 1998, the SCE will again sponsor two MLA panels, one under the rubric of Cultures of Writing, the other under the NEC project. Information about these panels is included in the reports on these projects.

Midwest Modern Language Association

Contact: Max Thomas, English, University of Iowa

The SCE maintains two standing panels at the M/MLA conventions. In 1996, those panels were dedicated to the New Economic Criticism project. For the 1997 convention in Minneapolis, the panels are operating as part of the Cultures of Writing project. The SCE's practice at the M/MLA is to sponsor a "mini-conference," running over two consecutive sessions, in which extensive and productive discussion can take place. Please see the descriptions of the past and upcoming sessions under the respective project reports.

Northeast MLA

Contact: SCE Directors

NEMLA underwent a restructuring in 1996 which eliminated all standing sessions. Although the SCE no longer has a running session as an affiliated organization, SCE members are still encouraged to submit either papers or panel proposals. The SCE will be pleased to coordinate members' submissions; please contact either director for further details.
Pacific Ancient and Modern Language Association
Contact: Marilyn Edelstein, English, Santa Clara University

Marilyn reports:

I chaired the Critical Theory session at last year's PAMLAn meeting, held at UC Irvine, Nov. 8-10, 1996. The papers were: (1) "Deleuze, Cinema, Bergson" by Paul Douglass, San Jose State University; (2) "Bakhtin's Irony," by Bernadette (Bernie) Meyler, University of California, Irvine; (3) "Borderland Theories: Women of Color and Issues of Hybridity and Resistance" by Sandra Kuwamoto Stanley, California State University, Northridge.

The session was lively and well-attended (and, I think because the conference was at UC Irvine, there were more theory papers and panels than are usual at PAMLA: sessions on "Psychoanalysis and Religion," "Lacan Today," "Gender and Narrative Theory," "Literature and Cultural Criticism," "Politics of New Historicism," and "Literature and Ethics," etc.).

This year, PAMLA will be held November 7-9, at San Jose State University. I am chairing the session on Literature and Ethics; Aldon Neilsen, of San Jose State's English Department, is chairing the session on Critical Theory. Also, last year PAMLA approved the creation of "affiliated organization" status, so it may be possible to petition to have SCE become one in the next year or two. I'll have to look up the rules; I suspect we'd have to have special sessions one or two years in a row before applying for such status.

Members interested in future SCE activities at PAMLA should contact Marilyn Edelstein at Santa Clara University, or by email (medelstein@scuacc.scu.edu)

( Please note: PAMLA and NEMLA have a reciprocal membership agreement.)

South Atlantic MLA
Contact: Mark Osteen, English, Loyola College

The 1996 SCE session at SAMLA was chaired by John Clifford of the University of North Carolina, Wilmington. Entitled "Postmodern Ethics—Theory and Practice," it included the following papers: "Ethics after Postmodernism," John Clifford; "The Shipping News and the Viability of Communal Ethics," Janet Ellerby, UNC Wilmington; "Keeping all the Parts: The Ethics of Rehabilitation in Contemporary Nature Writing," Dan Noland, UNC Wilmington; "Postcolonial Pluralism: An Ethical Engagement with the Subject as Personal and Cultural Matrix," Lindsay Pentolfe Aegerter, UNC Wilmington.

John Clifford is also chairing the 1997 SCE session at SAMLA.

Rocky Mountain MLA
South Central MLA

SCE presence at RMMLA and SCMLA is open at the moment; members interested in coordinating panels under the Society's auspices should contact the Directors. The SCE is eager to re-establish an active presence at these regional conferences, and welcomes all proposals and inquiries.
The SCE’s electronic components include a discussion group, the Electronic College of Theory (ECOT) and a website, maintained at Case Western Reserve University’s server.

ECOT was established as an electronic discussion group and conference for all aspects of literary theory, from matters of professional interest to matters of theoretical debate. In the past year, its role has been largely the former, as it distributes, with varying frequency, calls for papers and conference announcements. It remains a viable means for discourse on other levels as well, and the SCE encourages contributions, speculations, and/or queries.

Much of the space for discussion may well be taken over by the website as we inaugurate a number of interactive forums during the 1997-98 academic year. In addition to forums for each of the major SCE projects, there will be a general forum for any other matters. As our website emerges from its slow infancy, we welcome the input of SCE members on aspects of its organization, design, implementation, and purpose.

In addition to providing an archive of SCE project materials (conference programs, working documents, ECOT logs), the website will feature abstracts and/or papers, and discussions, both synchronous and asynchronous. Thus the site not only provides information about the SCE and its activities, but provides a dynamic site for SCE members and non-members to engage in dialogue and to initiate new projects.

For both ECOT and the website, please direct suggestions and questions to Max Thomas. To access either of these services, please follow the procedures below:

To subscribe or contribute to ECOT: Send email to: sce-ecot@uiowa.edu. New subscribers should include brief information about themselves (name, mailing address, institution, areas of interest) in their post. While ECOT is intended for SCE members, we will welcome lurkers for at least a brief period. Contributors should signal the content of their message in the subject line.

To access the SCE’s website: Point your favorite browser to http://www.cwru.edu/orgs/sce/sce.html for the SCE’s homepage.

Name:
Mailing Address:

Departmental/Institutional Address (if different from above):

Telephone  Work:  Home:

Email Address: (Please include your address even if you are already enrolled in ECOT)

Areas of Research and/or Projects of Interest:

Check here if new membership: ___

Dues for (check appropriate year):
1997 ______
1996 ______
other past due ______

Remittance $ ___

Dues are: $15 regular; $20 joint; $10 student, part-time, retired or unemployed; $20 outside North America. On your address label, you will notice a year in the upper right-hand corner. This is the last year for which you paid dues. If you are in arrears, please do send dues for 1996, on the same fee schedule. The SCE is funded largely by your contributions, and without them we will be unable to host the conferences, oversee the sessions, and produce the publications that sustain our activities. Thank you for keeping current in your dues.

Please remit to: The Society for Critical Exchange, Guilford House, Case Western Reserve University, Cleveland OH 44106-7117