

Leaders of Speech Communication in the State of Texas:

The Texas Speech Communication Association's annual convention is October 4-6, 2018 at the Omni Bayfront Tower in Corpus Christi. The theme of this year's convention is **“Combating Truthiness: Teaching in a Post-Truth Era.”** Here is some background as to why I thought that this theme was timely:

In 2006, the dictionary people at Merriam-Webster performed a great public service by bestowing its "Word of the Year" award to "truthiness." A phrase coined by Stephen Colbert just moments before airing an episode of The Colbert Report. Colbert explained that truthiness is not about "truth, we're talking about something that seems like truth - the truth we want to exist." A decade later, the Oxford Dictionaries chose "post-truth" as its word of the year for 2016. Oxford describes post-truth as "relating to or denoting circumstances in which objective facts are less influential in shaping public opinion than appeals to emotion and personal belief."

We can assume that neither Merriam-Webster nor Oxford was thinking about teachers and students when choosing the words, but the dawning of a truthiness/post-truth era illuminates a number of major challenges for progressive-minded teachers. As Communication professionals, these facts demand that we reevaluate how we teach media literacy, but it also makes clear the work we must do to reinvigorate our approaches to inspiring students. We must ask ourselves some very important questions: How will we adapt to this new era? How will we inspire them to become more patient, open-minded readers? How will we inspire them to become more patient, active listeners? How will we inspire them to become more patient, critical thinkers? How will we teach them to identify and respond to the truth?

I encourage all of you to attend this year's convention and to bring a colleague from your institution. A draft of the program will soon be on the website. For additional information about the convention, and how TSCA can be beneficial to you, please see the flyer [http://www.etsca.com/docs/2018-19/TSCA\\_Flyer\\_2018.pdf](http://www.etsca.com/docs/2018-19/TSCA_Flyer_2018.pdf) as well as visit our website at: <http://www.etsca.com>

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