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A. Cheree Carlson
Editor

Emily T. Cripe
Editorial Assistant

Dale Kunkel, U of A
Consulting Editor

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Professor Joshua Gunn
Dept. of Communication Studies
University of Texas at Austin
One University Station A1105
Austin TX8712

Dear Professor Gunn:

I have now received all the editorial reviews of the manuscript "Hystericizing Huey (#05-106)" which you submitted to the *Western Journal of Communication*. Although this was sent to three reviewers, I only received two back. Since the delay was getting ridiculous, I decided to proceed with what I had.

The reviewers are somewhat divided on the essay. One believes that the core is strong, but that a solid extensive rewrite will be needed to bring it up to par for publication. The other was less optimistic and suggested rejection. After my own reading of the piece, I came to the conclusion that revising for reviewer Z will take care of the most salient issue reviewer X has with the piece. Therefore, I invite you to revise and resubmit.

As you can see, the reviewers were very diligent. Thus, I will refrain from repeating their excellent advice. But I strongly agree with reviewer Z that the piece suffers from conflicting desires, which lead you to pursue neither as well as you could.

Please do not get insulted by what I am about to say. I know that it is very important to you to establish the psychoanalytic model as a rhetorical method. The Reviewers had issues with that, but mine is more basic than theirs. You simply do not need it to do the criticism of Long that you have produced. Lacan, especially, is a perfectly respectable theorist. The discussion of desire and the other folks you cite, make it perfectly clear that you are following the psychoanalytic tradition. Using this perspective to shed light upon the power of demagoguery is a good thing. And you do it very well. But you can do it without all the defensiveness. Besides, one good analysis does not a new tradition make. Save that for the book that you ought to write.

If you are wedded to fulfilling your grand purpose in this essay, you will have to take it somewhere else. If you want to produce an excellent study of demagoguery that could become a step toward your grand purpose, read the reviewers comments and rewrite the piece. At this time there is no guarantee that the essay will be accepted for publication, because the changes are so extensive. However, I have high hopes for this.

Along the way, do some thinking about the photos you use. First, I am going to assume that you have permission to use them, as our publisher does not chase those down for us. Second, photos are still very expensive to print, and three full pages of them are three pages against my annual limit. I don't think you need the full page photo of the Capitol building, as its reproduction is clearly visible in the smaller version flanking the statue of Long. People will get the point. The others seem vital, I'd go for those.

When you submit the essay, it will be sent to the same two people who read it before. When you are ready to resubmit, go through and make certain everything conforms to MLA (6th edition). Write a cover letter that details how you responded to the reviewers' suggestions, including those you did not incorporate. Also enclose a disk with the essay in Word format.

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Thank you for sending your work to the *Western Journal of Communication*.

Sincerely,

A Cheree Carlson

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Editor