IN MEMORIAM

J. J. VILLARREAL

Jesse J. Villarreal, 74, Professor Emeritus of Speech Communication and Education at The University of Texas at Austin, died Monday, August 22, 1988. He is survived by his wife, Betsy Pomeroy Villarreal; daughters, Carol Slocomb of Houston and Moxie Martin of Corpus Christi; mother, Phoebe Villarreal of San Antonio; grandchildren, Marta, Steven, Douglas and Bobby Robertson and Shannon and Jessica Martin; and sister, Geraldine McVay of San Antonio.

Born on October 22, 1913, Professor Villarreal grew up in San Antonio, Texas, where he attended public schools, including Joel Chandler Harris Junior High and Brackenridge High School. At The University of Texas he received his B.A. and M.A. degrees in English. The B.A. was awarded with high honors in 1935. As an undergraduate, he was elected to Phi Beta Kappa. He was also one of the University's outstanding debaters and orators. Among many speaking accomplishments, he won the Missouri Valley and the Battle of Flowers oratory contests. Although his major field became communication disorders, his interest in forensics continued throughout his teaching and administrative life.

The thesis for his M.A., awarded in 1937, was The Idea of Creative Evolution in the Writings of James Branch Cabell. In 1947, Villarreal was awarded a Ph.D. in Communication Disorders from Northwestern University. The title of his dissertation was A Test of the Aural Comprehension of English for Spanish-Speaking Children. The test was later modified to measure the aural comprehension of English by international students entering The University of Texas and was used for over thirty years in various foreign student programs.

Professor Villarreal's teaching was done almost exclusively at UT Austin. He was appointed a full-time instructor in 1937, Assistant Professor in 1943, Associate Professor in 1947, and Professor of Speech and Education in 1965. He served as professor until his retirement in 1985, at which time he was named a Professor Emeritus.

His major administrative posts were: Director, University of Texas Speech and Hearing Clinic, 1940-1961; Chairman, Department of Speech, 1961-1968; Acting Director, Center for Communication Research, 1968-1969; Graduate Adviser in his department from 1967 to 1973.

He was associated with several honorary societies and was active in the major professional groups in speech communication and communication disorders. He was a member of Delta Sigma Rho, honorary forensics fraternity, as well as of Phi Beta Kappa. He was listed in Who's Who in America.

Professor Villarreal was a Fellow of the American Speech-Language-Hearing Association. He served as member or chair of many committees of that organization: Program, Research, Clinical Standards, Minimum Requirements for Hearing Clinics, Honors, Ethical Practice, and others. He also served as a member of the House of State Delegates.

He was an active member of the Speech Communication Association, serving as chairman of the Interest Group on Speech and Hearing Disorders, member of the Legislative Assembly, member of the Legislative Assembly Committee on Credentials, and the Committee on Ethics and Standards.

He served as president of the Texas Speech Association and as president of the Texas Speech and Hearing Association, receiving from the latter the Jack L. Bangs Award, the highest award given by that Association. Professor Villarreal was also an active member of many important boards and administrative committees at UT and in Austin. He was a long-time member of the State Executive Committee of the University Interscholastic League, a member of the Advisory Committee of the Center for Communication Research at UT, a member of the UT Faculty Council, the Legislative Assembly, and the Graduate Assembly. In Austin, he served on the Board of Directors of the Austin Cerebral Palsy Center, the Texas Society for Crippled Children, and the Austin Evaluation Center.

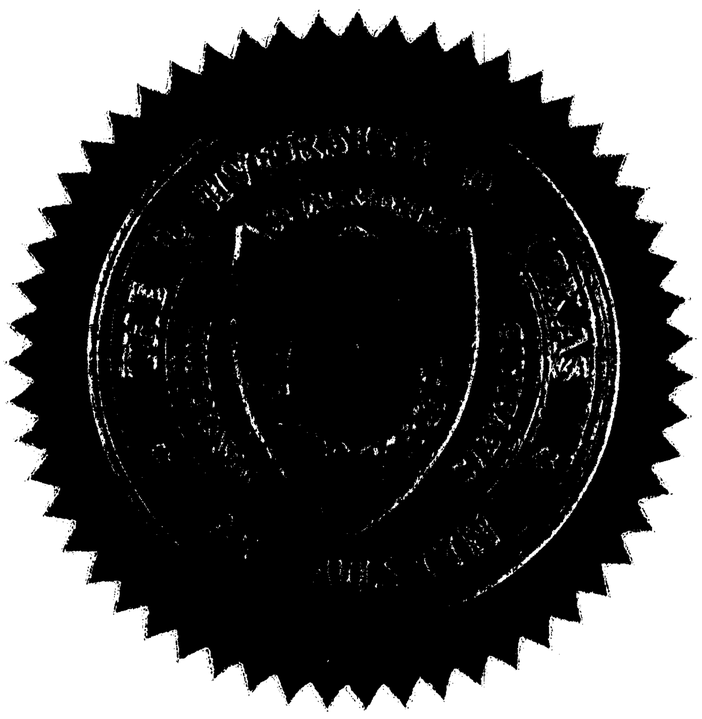
He served as a consultant to many organizations. He was Consultant in Speech Pathology and Audiology to the Brown Schools. He also served as consultant to the Texas State Department of Health, Division of Maternal and Child Health, planning a program of speech and hearing therapy for children with repaired cleft palates and for children with hearing disorders. He was also consultant to the International Office at UT for its programs in teaching English as a second language in Cairo and in Saudi Arabia. He was consultant for Peace Corps programs in Brazil, Iran and Afghanistan. For the Ford Foundation, he examined foreign language instruction (including English) at Al-Azhar University in Egypt.

Professor Villarreal published in the professional journals of his field: the Quarterly Journal of Speech, Speech Monographs, Southern Speech Journal, and the Journal of Speech and Hearing

Disorders. His important publications included "The Role of the Speech Pathologist," Chapter 6 in Dominick A. Barbara (ed.) The Psychotherapy of Stuttering; "A Measure of Oral Output: A Test to Measure the Ability of Non-Native Speakers of English to Articulate English Speech"; (with Martin T. Todaro) "Distinctive Features and Articulation Disorders," in Linguistic and Literary Studies in Honor of Archibald A. Hill, S. Winter, M. Jazayery, and E. Polome (eds.). He was editor of dsh Abstracts for three two-year terms.

Under his leadership, the Department of Speech Communication developed nationally recognized programs in Interpersonal Communication, Performance of Literature and Communication Disorders. Clearly one of his major contributions to The University and to the Department of Speech Communication was his leadership role in the establishment of a College of Communication at UT Austin. He was joined in this task by DeWitt Reddick (Journalism) and Robert Schenkkan (Radio-Television-Film). In 1982, the Lillie Hage Jamail Centennial Professorship in Speech Communication was established to honor Professor Villarreal. In 1983, the Jesse J. Villarreal Centennial Fellowship in Speech Communication was established in his honor.

A colleague of his recently wrote: "He has probably had more influence over the area of Speech Pathology and Audiology in Texas than any other individual. His graduates have established this field throughout the state."



William H. Cunningham, President
The University of Texas at Austin

H. Paul Kelley, Secretary
The General Faculty

This Memorial Resolution was prepared by a special committee consisting of Professors Emeriti Martin Todaro (chairman), Lear Ashmore, and Lennart Kopra.