# Zoltan P. Majdik

North Dakota State University Department of Communication Fargo, N.D. 58102 U.S.A.

email: zoltan dot majdik at ndsu dot edu ORCID: https://orcid.org/0000-0002-3851-4694

OSF: https://osf.io/5q8ya/

RG: https://www.researchgate.net/profile/Zoltan-Majdik

# Current position

2023-present Professor, Department of Communication, North Dakota State University

# Past positions

2014-2023	Associate Professor, North Dakota State University
2008-2014	Assistant Professor, North Dakota State University
2003-2008	Graduate Teaching/Research Assistant, University of Southern California

# Areas of specialization

Computational Rhetoric • Language Modeling • Deep Learning ☒ AI

## Education

2008 Ph.D. in Communication, Annenberg School for Communication and Journalism, University of Southern California

Dissertation: The Gene is out of the Bottle: The Communication of Genetic Complexity in Direct-to-Consumer Genetics

to-Consumer Genetics

M.A. in Communication, Annenberg School for Communication and Journalism, University of

Southern California

2006

2024

2022

2022

2003 B.A. in Communication and in English, University of Southern California

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### **Peer-Reviewed Journal Articles**

Majdik, Z. P., Graham, S. S., Shiva Edward, J., Rodriguez, S. N., Karnes, M. S., Jensen, J. T., Barbour, J. B., Rousseau, J. F. (forthcoming) Sample size considerations for fine-tuning Large Language Models for Named Entity Recognition Tasks: Methodological study." JMIR AI. http://dx.doi.org/10.2196/52095. Majdik, Zoltan P., and James Wynn. "Building Better Machine Learning Models for Rhetorical Analyses: The Use of Rhetorical Feature Sets for Training Artificial Neural Network Models" [in en]. Technical Communication Quarterly 32, no. 1 (2023): 63–78. https://doi.org/10.1080/10572252.

2022.2077452

Graham, S. Scott, et al. "Associations Between Aggregate NLP-Extracted Conflicts of Interest and

- Adverse Events By Drug Product." *Studies in Health Technology and Informatics* 290 (2022): 405–409. https://doi.org/10.3233/SHTI220106
- Graham, S. Scott, et al. "Evidence for stratified conflicts of interest in research contexts: A methodological review." *BMJ Open* 12 (2022): e063501. https://doi.org/10.1136/bmjopen-2022-063501
- Graham, S. Scott, et al. "A content analysis of self-reported financial relationships in biomedical research." *AJOB Empirical Bioethics* 14, no. 2 (2023): 91–98. https://doi.org/10.1080/23294515.2022. 2160509
- Graham, S. Scott, et al. "A Dashboard for Exploring Clinical Trials Sponsorship and Potential Virtual Monopolies." *JAMIA Open* 4, no. 4 (2021): ooab089. https://doi.org/https://doi.org/10.1093/jamiaopen/ooab089
- Majdik, Zoltan P. "Five Considerations for Engaging With Big Data From a Rhetorical-Humanistic Perspective." *Poroi* 16, no. 1 (2021)
- Duchsherer, Amy, et al. "Immunized against science: narrative community building among vaccine refusing/hesitant parents" [in en]. *Public Understanding of Science* 29, no. 4 (2020): 419–435. https://doi.org/10.1177/0963662520921537
- Graham, S. Scott, et al. "Relationships Among Commercial Practices and Author Conflicts of Interest in Biomedical Publishing." *PLoS ONE* 15, no. 7 (2020). https://doi.org/https://doi.org/10.1371/journal.pone.0236166
- Graham, S. Scott, Zoltan P. Majdik, and Dave Clark. "Methods for Extracting Relational Data from Unstructured Texts Prior to Network Visualization in Humanities Research." *Journal of Open Humanities Data* 6, no. 8 (2020). https://doi.org/10.5334/johd.21
- Majdik, Zoltan P. "A Computational Approach to Assessing Rhetorical Effectiveness: Agentic Framing of Climate Change in the Congressional Record, 1994–2016." *Technical Communication Quarterly* 28, no. 3 (2019): 207–222. https://doi.org/10.1080/10572252.2019.1601774
- Platt, Carrie Anne, and Zoltan P. Majdik. "The Place of Religion in Habermas's Transformed Public Sphere." Publisher: Taylor ⊠ Francis, *Argumentation and Advocacy* 49, no. 2 (2012): 138–141
- Majdik, Zoltan P., and Carrie Anne Platt. "Selling Certainty: Genetic Complexity and Moral Urgency in Myriad Genetics' BRAC Analysis Campaign." Publisher: Taylor ⊠ Francis, *Rhetoric Society Quarterly* 42, no. 2 (2012): 120–143
- Majdik, Zoltan P., and William M. Keith. "Expertise as argument: Authority, democracy, and problem-solving." *Argumentation* 25, no. 3 (2011): 371–384
- Majdik, Zoltan P., and William M. Keith. "The problem of pluralistic expertise: A Wittgensteinian approach to the rhetorical basis of expertise." *Social Epistemology* 25, no. 3 (2011): 275–290
- Majdik, Zoltan P., Carrie Anne Platt, and Mark Meister. "Calculating the Weather: Deductive Reasoning and Disciplinary Telos in Cleveland Abbe's Rhetorical Transformation of Meteorology." Publisher: Taylor ⊠ Francis, *Quarterly Journal of Speech* 97, no. 1 (2011): 74–99
- Majdik, Zoltan P. "On Delimiting Rhetorical Invention in Biopolitics: A Rejoinder to Lynch." Publisher: Michigan State University Press, *Rhetoric* № *Public Affairs* 14, no. 2 (2011): 379–389
- Majdik, Zoltan P. "Judging Direct-to-Consumer Genetics: Negotiating Expertise and Agency in Public Biotechnological Practice." *Rhetoric* № *Public Affairs* 12, no. 4 (2009): 571–605
- Majdik, Zoltan P., John M. Kephart III, and G. Thomas Goodnight. "The Presidential Debates of 2004: Contested Moments in the Democratic Experiment." *Controversia* 6, no. 1 (2008)

#### Peer-Reviewed Chapters, Encyclopedia Entries, ☐ Proceedings

- Majdik, Zoltan P. "When Expertises Clash: (Topic) Modeling Stasis About Complex Issues Across Large Discursive Corpora" [in en]. In *The Routledge Handbook of Language and Science*, 1st ed., 308–318. New York: Routledge, 2019
- Majdik, Zoltan P. "Biological citizenship." In *Encyclopedia of Health Communication*, 105–106. Thousand Oaks, CA: Sage, 2014
- 2009 Majdik, Zoltan P. "Between Morality and Ethics: Risk and Argument in Direct-to-Consumer Genet-

ics." In Concerning argument: Selected papers from the 15th Biennial Conference on Argumentation, edited by Scott Jacobs and Marc Zarefsky, 495–505. Washington, DC: National Communication Association, 2009

Majdik, Zoltan P. "Quo Vadis, Political Debate? Truth-Telling Through Comedy in Jon Stewart's Crossfire Appearance." In *Engaging Argument: Proceedings of the Nca/Afa Conference on Argumentation*, edited by Patricia Riley and Marc Zarefsky, 394–401. Washington, DC: National Communication Association, 2006

#### **Other Academic Publication Genres**

- Majdik, Zoltan. "Expertise as Practice: A Response to DeVasto." Social Epistemology Review and Reply Collective 5, no. 11 (2016): 1–6
- Majdik, Zoltan P. "On rhetoric between science and society [lead review essay]." *Rhetoric*  $\boxtimes$  *Public Affairs* 19, no. 1 (2016): 91–108
- Majdik, Zoltan. "Reply to Derek Ross' "Ambiguous Weighting and Nonsensical Sense"." Social Epistemology Review and Reply Collective, 2012, 1–5
- Majdik, Zoltan P. "Power Without Persuasion: The Politics of Direct Presidential Action [book Review]." *Rhetoric* ☑ *Public Affairs* 8, no. 3 (2005): 532–534

#### **Presentations**

2006

- Majdik, Zoltan P. "Distant Reading through the Looking Glass: Language Modeling as a Mode of Rhetorical Analysis." Paper presented at the Rhetoric Society of America conference, Denver, CO, 2024.
- Majdik, Zoltan P., and Emmanuel Dadzie. "The Meteoric (but Maybe not Metaphoric) Rise of ChatGPT: An Experimental Approach to Testing RLHF-Based LLMs' Ability to Persuade with Metaphors." Paper presented at the Annual Meeting of the National Communication Association, National Harbor, MD, 2023.
- Majdik, Zoltan P. "Adaptability in Rhetorical Ecologies." Paper presented at the Rhetoric Society Europe conference, Tübingen, Germany, 2023.
- Yang, Misti, and Zoltan P. Majdik. "Pathological Buyers: Algorithmic Knowing and Sense-making in the Rhetorical Ecology of Wallstreetbets." Paper presented at the Annual Meeting of the National Communication Association, New Orleans, LA, 2022.
- Majdik, Zoltan P. Roundtable discussion contributor to "Re-Parsing Public Address: Computational Objects, Methods, and Ethics in Rhetorical Studies." Presented at the Annual Meeting of the National Communication Association, New Orleans, LA, 2022.
- Majdik, Zoltan P. "Rhetorical Patterns of Global Health Crises." Paper presented at the ARSTM@RSA Pre-Conference, Baltimore, MD, 2022.
- Majdik, Zoltan P. "Metaphor Progression in Public Discourses about COVID-19." Paper presented at the Annual Meeting of the National Communication Association, Seattle, WA, 2021.
- Majdik, Zoltan P., and James Wynn. "Machine/deep Learning of Complex Rhetorical Structures in Scientific Discourses: Is it Doable?" Paper presented (virtually) at the Annual Meeting of the National Communication Association, Baltimore, MD, 2020.
- Majdik, Zoltan P. "Computational Approaches to Rhetoric: What are they Good for?" Paper presented at the Annual Meeting of the National Communication Association, Baltimore, MD, 2019.
- Graham, Scott S., Dave Clark, and Zoltan P. Majdik. "Transparency to Visibility (T2V): Digital Resistance and the Medical-Industrial Complex." Paper presented at Digital Frontiers, Austin, TX, 2019. Non-presenting author
- Majdik, Zoltan P. "Computing the Grotesque." Paper presented at the European Society for Rhetoric's Rhetoric in Society 7 Conference, Gent, Belgium, 2019. Competitive paper
- Majdik, Zoltan P. "Replication in the Humanities. (More Why than How.)" Presented at the Annual Meeting of the Central States Communication Association, Omaha, NE, 2019. Panel submission:

- "Replication: A Dialogue about a Necessary Practice in Communication Research"
- Majdik, Zoltan P. "Summary Remarks: On Trust in Science." Presented at the Annual ARSTM NCA Preconference, Dallas, TX, 2017.
- Majdik, Zoltan P. "Rhetorical Dynamics of Framing Agency and Choice in Climate Change Policy Discourse." Paper presented at the Annual Meeting of the National Communication Association, Las Vegas, NV, 2015. Competitive panel
- Majdik, Zoltan P. "Distributed Agency and Disembedded Expertise in an Age of Applied Genetics."

  Paper presented at the Annual ARSTM NCA Preconference, Las Vegas, NV, 2015. Competitive paper
- Majdik, Zoltan P. "How to Make Rhetorical Analyses Salient to Practicing Scientists: A Few Suggestions." Paper presented at the Annual Meeting of the National Communication Association, Chicago, IL, 2014. Panel submission: "Who Gets to Show Up and What Should Happen When They Get There? Rhetorical Assessments of Normative Models in STEM-Policy Deliberation"
- Platt, Carrie Anne, and Zoltan P. Majdik. "Digital Voices in an Age of Artificial Intelligence: IBM's Watson and the Disturbance of Traditional Apodictic/Phronetic Sources of Argument." Paper presented at the Biennial NCA/AFA Conference on Argumentation, Alta/Snowbird, UT, 2013. Competitive paper
- Majdik, Zoltan P., and Carrie Anne Platt. "Fight or Flight: X-Ray Backscatter Scanning and the Question of Expertise." Paper presented at the Annual ARSTM NCA Preconference, New Orleans, LA, 2011. Competitive paper
- Majdik, Zoltan P., and Don Waisanen. "The Challenge of Institutional Incoherence to the Idea of Reasoned Argument: Argumentation as and in Institutional Contexts." Paper presented at the Biennial NCA/AFA Conference on Argumentation, Alta/Snowbird, UT, 2011. Competitive paper
- Majdik, Zoltan P., and Carrie Anne Platt. "Rhizomic Rhetoric in the Key of Aristotle and Vico: Moral Argument in the Institutional Domains of Science and Technology." Paper presented at the Annual Meeting of the National Communication Association, San Francisco, CA, 2010. Panel submission: "Breaking Bridges and Building Networks: Explorations of Rhetorical Agency in Chaotic Textual Ecologies"
- Majdik, Zoltan P., and Carrie Anne Platt. "Selling Certainty: Genetic Complexity, Moral Urgency, and the Gendered Body in Myriad Genetics' BRACAnalysis Campaign." Paper presented at the Annual Meeting of the National Communication Association, San Francisco, CA, 2010. Competitive paper
- Majdik, Zoltan P. "Broken Heart' Models and Gaussian Copulas: Implications of Vico's View of Mathematics for Rhetorical Criticism." Paper presented at the Biennial Meeting of the Rhetoric Society of America, Minneapolis, MN, 2010. Competitive paper
- Platt, Carrie Anne, Zoltan P. Majdik, and Mark Meister. "Spending for a Rainy Day: Latent Polysemy and the Rhetoric of Consumerism in Contemporary Weathercasting." Paper presented at the biennial meeting of the Rhetoric Society of America, Minneapolis, MN, 2010. Competitive paper
- Majdik, Zoltan P. "Looking for Legitimacy: Deficiencies of Justification in Direct-to-Consumer Genetics." Paper presented at the Annual Meeting of the National Communication Association, Chicago, IL, 2009. Competitive paper
- Majdik, Zoltan P. "The Myriad Problem(s) of Genetic Biotechnology: Problematizing 'Expertise' in Commercial Genetic Biotechnology." Paper presented at the Biennial NCA/AFA Conference on Argumentation, Alta/Snowbird, UT, 2009. Competitive paper
- Majdik, Zoltan P. "Shaking the Genetic Foundation: Translating Complex Genetic Science into Everyday Biotechnological Practice." Paper presented at the Annual Meeting of the National Communication Association, San Diego, CA, 2008. Competitive paper
- Majdik, Zoltan P. "Fortuna's Threat: Machiavellian virtù vs. the Recalcitrance of an External Reality." Paper presented at the Annual Meeting of the National Communication Association, Chicago, IL, 2007. Competitive paper
- 2007 Majdik, Zoltan P. "Between Morality and Ethics: Argument in Direct-to-Consumer Genetics." Pa-

per presented at the Biennial NCA/AFA Conference on Argumentation, Alta, UT, 2007. Competitive paper

Goodnight, G. Thomas, Zoltan P. Majdik, and John M. Kephart III. Presidential Debates as Public Argument." Paper presented at the NCA/AFA Conference on Argumentation, Alta, UT, 2007. Competitive paper

Majdik, Zoltan P. "Mystification v. Mystery: Burke's Poetic Rationalization as a Rhetorical Mode

of Ethical Action." Paper presented at the Annual Meeting of the National Communication Association, San Antonio, TX, 2006. Competitive paper

Majdik, Zoltan P. "From Abstraction to Application: On the Deliberate Controlling of Controversy in the Human Genome Project." Paper presented at the Annual Meeting of the National Communication Association, San Antonio, TX, 2006.

Majdik, Zoltan P. "The Virtue of Argument: Discourse Ethics as an Axiological Foundation of Informed Consent for Genetic Services." Paper presented at the Quadrennial Meeting of the International Society for the Study of Argumentation, Amsterdam, 2006. Competitive paper

Majdik, Zoltan P. "To Live or Let Die: A Narrative Ethics Approach to Decision-Making in the Terri Schiavo Case." Paper presented at the Annual Meeting of the National Communication Association, Boston, MA, 2005. Competitive paper - Top Student Panel Selection in Ethics

Majdik, Zoltan P. "Some Serious Fun: Truth-Telling and Comedy in Jon Stewart's 'Crossfire' Appearance." Paper presented at the Annual Meeting of the National Communication Association, Boston, MA, 2005. Competitive paper

Majdik, Zoltan P. "Powerful Publics: Public Discourse and Direct Democracy in Switzerland's 'Yes to Europe!' Referendum." Paper presented at the Annual Meeting of the National Communication Association, Boston, MA, 2005. Competitive paper

Majdik, Zoltan P. "Quo Vadis, Political Debate? Truth-Telling Through Comedy In Jon Stewart's Crossfire Appearance." Paper presented at the biennial NCA/AFA Conference on Argumentation, Alta, UT, 2005. Competitive paper

Majdik, Zoltan P. "Cross-Cultural Comparison of Speech Communication Studies in Europe and the United States." Paper presented at the Preconference on the History of Speech Communication at the Annual Meeting of the National Communication Association, Chicago, IL, 2004.

### **Invited Talks**

2005

2005

2004

2019

2022

2019 Guest lecture, NDSU BIOL 491

Title: "Communicating Science"

NDSU College of Arts, Humanities, and Social Sciences Research Conversations

Title: Poster presentation of current research

Panel presentation, NDSU Graduate Student Council event Title: "Networking: How to Build Professional Connections

Colloquium presentation, NDSU Communication colloquium series

2009, 2010 Guest lecture, NDSU POLS 115 (American Government)

Title: "Arguing and Argument in Politics"

## Grants

2023 Co-PI, with Shuning Lu (PI)

Summer Institute in Computational Social Science - NDSU

Amount awarded to grant: \$10,700

**Co-PI**, with Shuning Lu (PI)

Summer Institute in Computational Social Science – NDSU

Funded by SICSS (with core sponsors: Alfred P. Sloan Foundation, Russell Sage Foundation, Face-

book, and SSRC (Social Science Research Council))

Amount awarded to grant: \$15,000

2020-2024 MPI (NDSU), with S. Scott Graham (Contact MPI, UT-Austin), Justin F. Rousseau (MPI, UT-Austin),

☑ Joshua Barbour (MPI, UT-Austin)

A Network Science Approach to Conflicts of Interest: Metrics, Policies, and Communication Design Funded by National Institute of General Medical Sciences/National Institutes of Health (NIH)

Award No. R01 GM141476

Amount awarded to grant: \$832,304

2020-2022 Senior personnel/Lead, Communication 
☐ Dissemination Group

NDSU EPSCoR Track-1 (ND-ACES)

National Science Foundation (NSF EPSCoR Research Infrastructure)

Amount awarded to grant: \$20,000,000

2018-2019 Consultant

Contract paid from National Endowment for the Humanities (NEH) Grant HAA-261070-18

Transparency to Visibility (T2V): Network Visualization in Humanities Research

PD: Scott Graham, ⊠ co-PD: Dave Clark

Primary consulting responsibility: build computational framework for automated relationship ex-

traction from unstructured text data Amount awarded to grant: \$80,649

2016-2019 Senior personnel/Lead, Communication 

Dissemination Group

NDSU EPSCoR Track-1 (INSPIRE-ND)

National Science Foundation (NSF EPSCoR Research Infrastructure)

Amount awarded to grant: \$20,000,000

### Grant applications not funded

2019 Co-PI (NDSU PI), with S. Scott Graham (PI, UT-Austin) and Dave Clark (co-PI, University of Wisconsin, Milwaukee)

Text to Visualization (T2V): Network Modeling with Humanities Data

National Endowment for the Humanities (NEH)

Amount requested: \$323,184

PI, "The Problem of Citizen Decision-Making In and About Politics"

NEH grant proposal, selected by NDSU as one of two proposals to be submitted to the NEH Summer Stipend competition. [Not funded.]

Teaching

2013

### **Undergraduate Courses:**

- Rhetoric (various foci)
- Persuasion
- · Public Speaking
- Data Visualization Across Communication Industries
- Communication Ethics Law
- Argumentation  $\boxtimes$  Advocacy
- Rhetoric of Ideas, Ideology, 🛭 Propaganda
- Communication Criticism

#### **Graduate Courses:**

- Rhetoric (various foci)
- Communication Theory

## Graduate advising

#### As Advisor:

i/p	Wangari Githua
i/p	Melissa Bartels
i/p	Halah Jost-Mahunik
2023	Ian Berry
2022	Ezzat Haider

Thesis: The Use of Rhetorical Frames to Create Hope during Wars and Genocides: The case of the Yezidi Women

Malcolm Jason, Ph.D.

2020

2018

i/p

Thesis: A Rhetorical Consideration of Christian Nationalism, Secular Society, and the Need for a Civic Religious Pluralism

Lora Meredith, M.A.

Thesis: Pentadic Analysis of a Wyoming TV Show: The Rhetoric of Scene and Agency and Its Impact on Native American Communities.

Benjamin Walton, M.A.

2016 Gunther-Michael Jaehnl, M.A.

Keith Bistodeau, M.A.

Thesis: A Historical Perspective Framed Content Analysis Investigation of Persuasive Shifts Present in Interstate Oratorical Association Final Round Speeches.

Jaishikha Nautiyal, M.A.

Thesis: Rhetorical Agency in the Baghavad Gita

Ramya Chandrasekaran, M.A.

Thesis: The Hindutva Movement: A Burkean Analysis of Violence as Retributive Justice

David Chaganava, M.A.

Thesis: Communication Technology and the Changing Face of Rhetorical Persuasion in Emerging Democratic Systems: The Case of Georgia.

### **As Committee Member:**

Note: may be incomplete Peter Lindmark

2022	Erik Gustafson, Ph.D.
2019	Curtis Sullivan, Ph.D.
2019	Robert Becker, Ph.D.
2017	Joshua Parcha, Ph.D.
2017	Bryce Tellmann, M.A.
2015	Megan Even, M.A. (English)
2014	Michael Jones, M.A.
2013	Marney Mathiasen, M.A.
2013	Kay Beckerman, M.A.
2013	Jessica Rick, M.S.
2013	Michelle Kramlich, M.S.
2012	Matthew Attansay, Ph.D.
2011	Shelly Stowman, Ph.D.
2010	Najla Ghazi Amundson, Ph.D.
2009	Jennifer Reierson, Ph.D.

# Administrative responsibilities

2022-present Public Speaking Course Director,

NDSU Department of Communication

2017-2023 Director of Graduate Studies,

NDSU Department of Communication

## Service to the university

### North Dakota State University

2023-present I.T. council, member

2023-present Task force on Graduate Health Insurance, co-chair

2021-present Graduate Council, member

2018-present Institutional Review Board, vice chair and member

2017 Provost Ad-Hoc Committee on Academic Misconduct, member

2016 Special Grievance Committee, chair 2014-2018 Institutional Review Board, member 2013-2014 Institutional Review Board, alternate 2013-2014 Diversity Committee, member

2011, 2012 NDSU Graduate Methods Conference, co-organizer

### NDSU College of Arts and Sciences

Task force on Graduate Tuition Waivers, chair

### NDSU College of Arts, Humanities, and Social Sciences

2019-2022 Promotion and Tenure Committee, member

2016-2017 Budget Advisory Group, member

2015-2016 Promotion and Tenure Committee, member

2014 Search Committee (Director for International Studies), member

2012-2013 Curriculum Committee, member

### **NDSU Department of Communication**

Search Committee, member

2017-2018 Promotion and Tenure Committee, member 2016-2017 Promotion and Tenure Committee, chair

2012-present Graduate Committee, member and chair (since 2017)

2015 Search Committee (tenure-line), chair 2014-present Curriculum Committee, member 2013-2014 Scholarship and Awards Committee 2011-2012 Curriculum Committee, chair

2011-2012 Search Committee (tenure-line), member

2010-2011 Assessment Committee, co-chair

2010-2011 DCE Committee, member

2009-2016 Lambda Pi Eta Communication Honors Society, advisor

2009-2010 Graduate Committee, member

2009-2010 Scholarship and Awards Committee, member 2008-2009 Search Committee (tenure-line), member

# Service to the profession

### **Editorial Work**

2016-2017 Editorial board member, CSTAND

2012-2013 Editorial consultant, Communication Studies

est. 2007 Editorial graduate assistant, *Argumentation \( \Delta Advocacy \)* 

### Reviewing, ad hoc

Argumentation ⊠ Advocacy Behavior Research Methods Communication Studies Communication Theory

**CSTAND** 

European Journal of Cultural and Political Sociology

Informal Logic

National Science Foundation (STS program)

Social Epistemology Rhetoric 🛭 Public Affairs Rhetoric of Health 🖺 Medicine Rhetoric Society Quarterly

Technical Communication Quarterly

Written Communication

#### **Reviewing, Conferences**

NCA, Association for the Rhetoric of Science, Technology, and Medicine (ARSTM) ARSTM, Preconferences at NCA, RSA

#### Other

2020-2022 NCA Doctoral Education Committee