

AIR MAIL

January 24, 1972

Dr. Elizabeth Noelle-Neumann
Institut für Demoskopie
Allensbach am Bodensee
GERMAN FEDERAL REPUBLIC

Dear Dr. Noelle-Neumann:

I was very pleased to receive your very imaginative New Year's Poll-card, even though it shows diminishing hopes since 1969 (I wonder why?), and I was especially glad to get your note about your forthcoming international travels.

Our plans for an international communications publication are slowly progressing. We will probably start with a newsletter by and for communications researchers and scholars in different countries, and would appreciate your sending me a few brief sample items for the first issue, which we hope to put out on a trial basis in a few months.

I am enclosing information about some of our activities. It would be nice if you could attend our international symposium in March. Please let me know if there is any chance for that, or if there is a chance of our visiting again some other time to discuss plans of mutual interest.

Sincerely yours,

George Gerbner,
Professor of Communications
and Dean

GG:kas
enclosure

Wolke
Stiles -
SG reports

INSTITUT FÜR DEMOSKOPIE ALLENSBACH GMBH

Deutsches Mitglied der International Research Associates (INRA)

LEITUNG

7753 ALLENSBACH AM BODENSEE

February 15, 1972

Prof. George Gerbner,
University of Pennsylvania,
The Annenberg School of Communications,
3620 Walnut Street,
Philadelphia 19104,
USA

Dear Dr. Gerbner,

I was very pleased to hear from you, and especially to receive the information about your symposium that is to take place from March 23rd to 25th.

It is, at all events, too late this time for me to participate, but perhaps if we succeed to keep in touch more regularly it will be possible to arrange for me to join you for such interesting events.

Might I ask you for some advice? It is to be read in our press that your content analysis on violence in the mass media has been followed up by the publication of a 3-volume report by a committee of experts. As I have to go into this subject intensively - a bill has been brought before the German parliament to restrict the presentation of violence, and I have to deliver an expert opinion on this - I would be very grateful if you could advise me as to how I can get to know this report as soon as possible. Do you think that it is already available somewhere in Germany?

With many thanks in anticipation for any suggestions,

Yours sincerely,



(Prof. Dr. Elisabeth Noelle-Neumann)

AIR MAIL

February 22, 1972

Prof. Dr. Elisabeth Noelle-Neumann
Institut fur Demoskopie Allensbach GMBH
7753 Allensbach Am Bodensee
WEST GERMANY

Dear Dr. Noelle-Neumann:

I hasten to reply to your letter of February 15, even though I cannot give you much useful information at the moment. You have no doubt seen the BBC report on Violence and Television, recently published, which was largely based on our studies. The publication to which you refer is in press, and there are no copies available as yet.

A selective summary of these studies has been published in the form of a report of the Scientific Advisory Committee to the Surgeon General, even that is difficult to obtain; I only have one copy, and it takes a long time to secure additional copies from the U.S. Government Printing Office. Nevertheless, there is a growing controversy about this summary, which will probably lead to Congressional hearings in Washington in March.

The full reports (actually 5 volumes) are now supposed to be published in March. Until then, it will be impossible to secure copies; I am afraid that even then it will be difficult because these government publications are often very slow to arrive.

I am sure that you are already familiar with the previous major report, that of the Mass Media Task Force to the Violence (Eisenhower) Commission, published in November 1969. That is entitled Mass Media and Violence, edited by Baker and Ball, and also available (more or less) from the U.S. Government Printing Office, Washington, D.C.

If you let me know about the dates of your presentation (and can make them as late as possible), I will attempt to secure a copy of the latest reports available in March, and send them to you.

AIR MAIL

-2-

February 22, 1972

That will at least assure that we keep in touch.

Sincerely yours,

CC:kas

George Gerbner,
Professor of Communications
and Dean

P.S. I am enclosing a summary of one of my reports, incorporated in the general publications.

N. Neumann

October 16, 1973
AIR MAIL

Prof. Dr. Elisabeth Noelle-Neumann
Institut fur Demoskopie Allensbach
7753 Allensbach Am Bodensee
West Germany

Dear Elisabeth:

Thank you for your letters of October 2. It was good to have you here and I am glad that you had a chance to visit the Art Museum before your departure.

I have written to Mansurow inviting him to join us as Consulting and Contributing Editor.

Believe it or not, we cannot get a full set of all the volumes of the Surgeon General's report. Those volumes which were available were mailed to you some time ago. Eli Rubinstein has agreed to edit the material for a single volume; he has definite ideas about what he wants to select, but I am sure that anything you might want to suggest to him would be welcome.

I was glad to read that you found the Budapest meeting interesting, and am looking forward to the AAPOR/WAPOR meeting in the spring.

Yes we want to publish your article in the spring issue of the Journal of Communication; please send us your revisions before the end of November.

With best regards,

Sincerely yours,

George Garbner,
Editor
Journal of Communication

GG:kas



Telegram

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PROFESSOR GEORGE GERBNER THE ANNENBERG SCHOOL OF COMMUNICATIONS

UNIVERSITY OF PENNSYLVANIA

PHILADELPHIA/PENNSYLVANIA/19174

REVISED ARTICLE ON SPIRAL OF SILENCE WILL BE MAILED THIS

WEEK CORDIALLY

ELISABETH NOELE - NEUMANN

COL LT 19174

NNN

com

November 21, 1973

Prof. Dr. Elisabeth Noelle-Neumann
Institut fur Demoskopie Allensback GMBH
7753 Allensback Am Bodensee
West Germany

Dear Dr. Noelle-Neumann:

This note is just to remind you that we are expecting your revisions and additions to your article "The Spiral of Silence." We are looking forward to publishing the article in our Spring 1974 issue, but we need your additional data before we can complete work on it. If you have not already sent us the material, please do so as quickly as you can.

In the meantime, we will be editing it, and making a few necessary cuts in order to shorten it. We will send you the edited version as soon as we receive your material.

Thank you very much for your help.

Dr. Gerbner sends his greetings.

Sincerely,

Susan Schmidt
Susan Schmidt
Associate Editor

You'll get this
article for
editorial work
after the vacation.
J

December 10, 1973
AIR MAIL

Dr. Elisabeth Noelle-Neumann
University of Mainz
Institut für Demoskopie Allensbach GMBH
7753 Allensbach am Bodensee
WEST GERMANY

Dear Elisabeth:

Thank you very much for your manuscripts. I had hoped that you would cut it to our needs. However, we will be pleased to do it here and send it for your approval in a few days. It will have to be about one-third or less of its present length. Nevertheless, I think your thesis and its demonstration will emerge even more clearly. I have already done the major editing and am asking Associate Editor Susan Schmidt to work some more on the revised manuscript and to send you the new version (with any questions she may have) as soon as possible.

We need the final version early in January (Susan will give you the exact date) because we would like to publish your article in the Spring issue.

Thanks again for the opportunity to publish this important work in the Journal. Let me now also hear from you in your role as CCE.

Best wishes for the holiday season.

Sincerely yours,

George Gerbner,
Editor

GG:kas

CC: Ms. Susan Schmidt

George
Went out

December 12, 1973

Dr. Elisabeth Noelle-Neumann
University of Mainz
Institut für Demoskopie Allensbach GMBH
7753 Allensbach am Bodensee
WEST GERMANY

Dear Dr. Noelle-Neumann:

I am enclosing the edited manuscript of your paper which Dr. Gerbner mentioned in his recent letter to you. As he also mentioned, we had to shorten it quite a bit, but we think it reads well in its present form.

I have not yet located the translation of Tocqueville which you asked for, but the book should be coming here from another library. The English version now used for the quote at the beginning of the paper is the same as the one you use on the body of the paper. I will substitute the Patterson translation when I get the book.

The sentences which are boxed in on your copy will be set in bold type, with space around them, to serve as dividers and attention-getters.

Please check this manuscript over carefully, and return it to us with any comments or changes. We should have it by January 15 to meet our printers' deadlines for the Spring issue. If you approve of it, this will be the final edited version of the article; we will read the proofs here, and will not send them to you.

I would also appreciate if you would send some information about yourself, to be used in a short paragraph "about the author."

Thank you for your help.

Sincerely,

Credit line?

Susan Schmidt
Associate Editor

INSTITUT FÜR DEMOSKOPIE ALLENSBACH

GESELLSCHAFT ZUM STUDIUM DER ÖFFENTLICHEN MEINUNG MBH

Deutsches Mitglied der International Research Associates (INRA)

LEITUNG

7753 ALLENSBACH AM BODENSEE

January 3, 1974

Professor George Gerbner
Editor
Journal of Communication

The Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street C 5

Philadelphia, PA. 19174

U. S. A.

Dear George,

I have received the edited manuscript of my paper from Miss Schmidt. I had understood you to say that the paper would have to be cut "by one third". It now has been cut to about one third of the original length and has also been rewritten in parts. Even the five hypotheses (your pp. 7,8) have been cut and rewritten. Perhaps I misunderstood you.

Do you think it would be worthwhile to publish this paper with most of the documentation left out? Of the 33 tables in my paper only 5 remain now. Of the 17 references to the literature 8 remain with one (3) added which I deem inappropriate. As Miss Schmidt says, the paper "reads well" but, I would say, more like an abstract for popular consumption. To my mind, the whole point of putting forward the theory is that much of it can now be documented step by step and that more will be proved or disproved as we continue with our research. The reader of the shortened version can hardly see that a long-term, continuing field experiment in survey research is going on.

*Should be here
alt. 0?*

May I suggest two possibilities to proceed:

- a) You might perhaps consider leaving somewhat more space for the paper in one of the next issues of the Journal of Communication. In that case I would edit and rewrite it to the specified length.
- b) I agree to the publication of the paper in its present form provided you can make at least the following four changes:

1. Replace pp. 2 - 3, 11 lines, by the following paragraphs. (Since there is not enough room to develop the history of the theory, I prefer to leave it out altogether).

"Returning to classical statements on the concept of public opinion, I have tried to substantiate empirically the process of public opinion formation through the individual's observation of his or her social environment.

Of the pertinent statements by Tocqueville (), Tönnies (), Bryce (), and Allport (1), I can here mention only Allport's example of a process of public opinion: the shovelling of snow from the sidewalk (1, p.18). This means that he includes social conventions, customs, and norms, in other words, the domain of social control, and not only political questions with which governments and legislatures are concerned, among the "situations" or "proposals of significance" to which a large number of people express their agreement or disagreement with intensity and constancy.

If public opinion arises from an interaction of individuals and their social environment, we should find the processes at work which Ash () and Milgram () have confirmed experimentally. To the individual, not isolating himself ..."

(cont. p.3 line 12)

2. The five hypotheses are restored to their original wording.

3. A list of 'topics' is inserted on p.8 before last line:

"So far, twelve themes or topics of a more or less controversial nature were presented:

0.8 per mill blood alcohol limit for car drivers (April 1972)

Capital punishment (June 1972)

Unmarried couples living together (September 1972)

Bringing up children with or without corporal punishment (November 1972)

Foreign workers in the Federal Republic (May 1972)

The 'achievement oriented society' (August 1972)

The treaties of Moscow and Warsaw (May 1972)

Recognition of the GDR (January 1971)

Ban on Communist Party (September 1972)

Abortion-law (April 1972)

More political influence for Franz Josef Strauss (October/November 1972)

Wish to keep Willy Brandt as Chancellor (October 1972) "

4. Instead of the footnote (now on p.14) the following note is inserted on the first page of the article:

"This article is based on a much longer paper published in German in Forsthoff, Ernst and Reinhard Horstel (Eds.): Standorte im Zeitstrom. Festschrift für Arnold Gehlen. Zum 70. Geburtstag am 29.1.1974. Frankfurt am Main. Athenäum. 1974.

The longer version documents in detail (33 tables) the results of surveys conducted to test the propositions contained in the five hypotheses listed in the text. The propositions are either confirmed or refuted, or they are tentatively supported by the data, or they await further testing.

Several variations of the tests were tried out: Twelve more or less controversial topics or themes were presented. Respondents were asked to imagine several different 'public situations'. Variations for the conduct of the imagined conversations were tried. In some cases split ballot techniques were used.

Research is being continued.

A complete English translation of the paper is available to interested scholars upon request."

I trust that one or the other of my suggestions will meet with your approval. I also want to thank Miss Schmidt for her efforts. May I add that I am allergic to the term "pollster". I am professor for communication research at the University of Mainz and director (and Founder in 1947) of the public opinion research institute "Institut für Demoskopie Allensbach".

I am forwarding under separate cover a list of my more important publications.

Wishing you a very good new year,
I am, sincerely yours,

Egon Zinn

E.N.N./Ml.

January 17, 1974
AIR MAIL

Prof. Dr. Elisabeth Noelle-Neumann
Institut fur Demoskopie
7753 Allensbach am Bodensee
WEST GERMANY

Dear Elisabeth:

Thank you very much for your letter of January 3. We have made all the corrections you suggest and are very pleased with the results. Incidentally, in my letter about your article, I said that we would have to cut it to one-third rather than by one-third.

The article now not only reads better but your central point emerges more clearly. Please remember that one should not try to make a single article do what a monograph or book alone can do. Besides, the longer version appeared not only in German but also in English in the Japanese Broadcasting Research Journal.

Soon I will be sending you a copy of our Winter issue. Your article will be in the Spring issue, and I am delighted that we can publish this important contribution.

I am dictating this just before going out of the country for a few days and will not be able to sign it myself. However, I am sending you my best personal regards.

Sincerely yours,

George Gerbner

GC:kas

INSTITUT FÜR DEMOSKOPIE ALLENSBACH

GESELLSCHAFT ZUM STUDIUM DER ÖFFENTLICHEN MEINUNG MBH

Deutsches Mitglied der International Research Associates (INRA)

LEITUNG

7753 ALLENSBACH AM BODENSEE

January 18, 1974

Professor George Gerbner
Editor

Journal of Communication

The Annenberg School of Communications

University of Pennsylvania

3620 Walnut Street C 5

Philadelphia, PA. 19174

U. S. A.

Dear George,

In an attempt to become active in Germany as one of the Consulting and Contributing Editors of the Journal of Communication I now wish to make use of your offer to send me some stationary.

Your report on the Journal's future program was highly interesting. For a later issue I suggest that we do a survey on the present situation of the analysis of latent functions in communications research. This approach has been taken up again in recent years, particularly in England where Denis McQuail and Blumler are working with it. Also to be mentioned is the work of Rosengren; and of course our own work at the University of Mainz over the last four years has focussed heavily on the analysis of latent functions. The approach thus has become relevant again for communications research and is a topic to be included in our Journal.

Sincerely yours,

E. N. N. / M.

E. N. N. / M.

Fernruf: Allensbach Sammelnummer (07533) 777 Fernschreiber: 0733 292

Geschäftsführer: Prof. Dr. Elisabeth Noelle-Neumann · Registernummer: Amtsgericht Konstanz HRB 16

NEUM

INSTITUT FÜR DEMOSKOPIE ALLENSBACH

GESELLSCHAFT ZUM STUDIUM DER ÖFFENTLICHEN MEINUNG MBH

Deutsches Mitglied der International Research Associates (INRA)

LEITUNG

Professor George Gerbner
Editor
Journal of Communication
Editorial Office
The Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street C5
PHILADELPHIA, PA. 19174
U.S.A.

Worse PS in letter 01/30
7753 ALLENSBACH AM BODENSEE
January 29, 1974
*You now have a
version & interesting
article - please
write to*

Dear George,

Attached I send you the promised list of my publications. From ca. 150 publications I have made a selection for you. The items are grouped according to their availability in English. I also enclose some copies which you may not have in your files as yet.

I was rather startled to read that you thought an extended version of my paper had already been published in "Studies of Broadcasting". The largest part (25 pages!) of the paper in "Studies of Broadcasting", 1973, has absolutely nothing to do with the Silence Hypothesis. What was published then was only a very tentative first treatment: the paper was not founded in theory and only attempted a preliminary verification on the basis of four meagre cases. The long version of the paper now submitted to you is concerned with the Silence Hypothesis; it is theoretically and empirically well-founded (the conclusions are based on 13 cases now) and very

definitely is a paper in its own right.

Naturally I am distressed to find that the two articles seemed so similar to you.

Enclosure

Sincerely,

Colby de S

E.N.N./fr.

INSTITUT FÜR DEMOSKOPIE ALLENSBACH

GESELLSCHAFT ZUM STUDIUM DER ÖFFENTLICHEN MEINUNG MBH

Deutsches Mitglied der International Research Associates (INRA)

LEITUNG

7753 ALLENSBACH AM BODENSEE

May 28. 1974

Professor George Gerbner
Editor
Journal of Communication - Editorial Office
The Annenberg School of Communication
University of Pennsylvania
3620 Walnut Street C 5
Philadelphia, PA. 19174
U. S. A.

Dear Professor Gerbner,

This letter concerns your suggestion that I propose suitable authors for book reviewing. Dr. Hans Mathias Kepplinger, a young scientist with whom I work together at the University of Mainz, is a very successful and sought after reviewer of the leading German sociological periodical "Kölnische Zeitschrift für Soziologie und Sozialpsychologie", and if you are interested I could send you copies of his two most recent critiques on the new publications in the field of science theory of the last 5 years.

Dr. Kepplinger is interested in reviewing the following 3 books:

The Political Impact of Mass Media, by Colin Seymour-Ure,
Beverly Hills, Cal.; Sage Publications, 1974

New Models for Mass Communication Research, by Peter Clarke,
Beverly Hills, Cal.; Sage Publications, 1973

Interracial Communication, by Andrea L. Rich,
New York, Harper + Row, 1974.

Please decide which of these titles you would like to commit to his care.

His address:

Dr. Hans Mathias Kepplinger
Institut für Publizistik
der Johannes Gutenberg-Universität
D-65 Mainz
Jakob-Welder-Weg 20

By the way, I hope you will make his acquaintance at our session in Leipzig in September. I consider him a very promising scholar of the younger generation. He could well become author of the Journal of Communication.

I trust you received many positive judgements on the Journal of Communication in its new design. Issue No. 2 has arrived, and I must confess that you were right regarding the shortened version of the "Spiral of Silence". This conciseness will cause a number of people to read the article who otherwise could not have been induced to do so. Layout and general appearance are so tasteful that I wish to compliment the editorial team for excellent work. If I may add a remark, please do not think that I am doing this because I am grieving about any deleted thought, as some authors do. However, I regret that the context with POQ's first issue in 1937 cannot be recognised now. This reference was meant as a homage to the vigorous shapers Allport, Gallup, Cantril who started a new discussion on the phenomenon of public opinion.

I shall take the next opportunity to inform my German colleagues of the new editorial team, and of the changed character of the periodical.

Sincerely,

Elinor W. Newman

E.N.N./MI.

JP

June 6, 1974
AIR MAIL



Prof. Elisabeth Noelle-Neumann
Institut fur Demoskopie Allensbach
7753 Allensbach Am Bodensee
WEST GERMANY

Dear Elisabeth:

Thank you for your letter of May 28. As you will see from the copy of the enclosed letter to Dr. Kepplinger, the books requested are unfortunately all out on assignment. However, I am sending him a copy of the current book list (am also enclosing a copy for you).

Thank you for your kind remarks. I especially value them from you. It was good to see you at the Sagamore.

Sincerely yours,

George Gerbner

GG:kas
encl.

June 6, 1974
AIR MAIL



*File
Noelle-Neumann*

Dr. Hans Mathias Kepplinger
Institut für Publizistik
der Johannes Gutenberg-Universität
D-65 Mainz
Jakob-Walder-Weg 20
WEST GERMANY

Dear Dr. Kepplinger:

Professor Elisabeth Noelle-Neumann requested some books for review by you. But, unfortunately, the books have already been assigned to other reviewers.

I am sending you, enclosed, the current book list. Please return it with several books marked in the order of your preference. I hope to find a suitable book for you to review, and want to thank you for your willingness to do so.

Sincerely yours,

George Gerbner,
Editor

GG:kan
encl.

August 16, 1974

File
↓

Prof. Dr. Elisabeth Noelle-Neumann
Institut für Demoskopie
7753 Allensbach Am Bodensee
WEST GERMANY

Dear Elisabeth:

Thank you for your letter of August 9. I will be pleased to publish a review by you of the Sultan and Bradburn book on Response Effects in Surveys: A Review and Synthesis. Fortunately, we have not yet assigned this book to anyone else.

We look forward to receiving your review.

Sincerely yours,

George Gerbner

GG:kaz

January 8, 1979

Dr. Elisabeth Noelle-Neumann
Institut für Demoskopie Allensbach
Gesellschaft zum Studium der
Öffentlichen Meinung MBH
7753 Allensbach am Bodensee
FEDERAL REPUBLIC OF GERMANY

Dear Elisabeth:

We have completed editorial review of your article entitled "Mass Media and Social Change in Developed Societies," and have found several problems that make this article not suitable for publication in the Journal of Communication in this form.

Enclosed is the review of one of our readers. In addition, many of your references are out of date; half of them (other than to work of your own) are from before 1969. Most importantly, no reference is made to the largest single source of empirical and theoretical studies on television since 1974, many of which are highly relevant to your research, that appeared in the Journal of Communication. It would be difficult to present to our readers a study that ignores much relevant research with which they are familiar.

Your paper contains several important findings and arguments and could make a valuable contribution to the literature of media effects. However, it would have to be more tightly organized, and placed in the context of the latest relevant theories and research literature.

I hope you will make these revisions and send me a new version for publication in the Journal.

With best regards and many thanks for your interest.

Sincerely yours,

George Gerbner
Editor

GG:ab

Enclosure

INSTITUT FÜR DEMOSKOPIE ALLENSBACH

GESELLSCHAFT ZUM STUDIUM DER ÖFFENTLICHEN MEINUNG MBH

Deutsches Mitglied der International Research Associates (INRA)

LEITUNG

7753 ALLENSBACH AM BODENSEE

Professor George Gerbner
Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street
Philadelphia, Pennsylvania 19003
USA

September 4, 1981

Dear George:

I recently reported in one of my lectures about your paper of 1969: "Toward 'Cultural Indicators': The Analysis of Mass Mediated Public Message Systems" (in: AV Communications Review, Vol. 17, No. 2, Summer 1969, pp. 137-148). I still feel that the description of the concept you gave at that time is of the greatest interest. Your essay is one of the few which have really succeeded in coming to terms with the dimension "public." This is why I felt very much in agreement with your statement in your paper of 1969 that instead of studying media effectiveness using individual programs it should be studied for the entire media system.

Today I would simply like to ask whether you have continued to work on this concept and on clarifying the concept "public." I have become increasingly interested in just this element in connection with the concept of "public opinion." I am sending you the book Die Schweigespirale under separate cover; I think you will be able to read it, even if the German language is generally somewhat removed from your interests at present. Chapters such as the one about the pillory are attempts to elucidate the element public in its social-psychological dimension--the individual knows he is being seen and judged.

Sincerely,



(Elisabeth Noelle-Neumann)

E.N.N./hs/mls

November 23, 1981

Prof. Dr. Elisabeth Noelle-Neumann
Institut für Demoskopie Allensbach
Gesellschaft zum Studium der Öffentlichen
Meinung MBH
7753 Allensbach am Bodensee
FEDERAL REPUBLIC OF GERMANY

Dear Elisabeth:

Let me apologize for the long delay in responding to your letter of September 4 but time slipped by while I was thinking about the best way to respond to you.

Unfortunately, although I develop the concept of public and public opinion in my teaching, I have never done so in writing much beyond the 1969 article. I am enclosing a copy of an article in Scientific American, September 1972, which contains a slight revision (pages 155 - 156) but I am not sure it is an improvement.

I agree that such conceptual development is central to our field and look forward to reading your own thoughts on it.

I am also enclosing some other recent publications of possible interest.

With best regards,

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GC:ab

Enclosures

INSTITUT FÜR DEMOSKOPIE ALLENSBACH

GESELLSCHAFT ZUM STUDIUM DER ÖFFENTLICHEN MEINUNG MBH

Deutsches Mitglied der International Research Associates (INRA)

LEITUNG

Professor George Gerbner
Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street
Philadelphia, Pennsylvania 19003
USA

7753 ALLENSBACH AM BODENSEE

April 5, 1982

Dear George:

On September 4, 1981 I sent you a letter saying that you would be receiving under separate cover a book on the theory of public opinion bearing the title which was originally chosen for an article contained in your magazine, i.e. "The Spiral of Silence." Today you are receiving the promised book. The "separate cover" in this case was the reason the book was never sent out at all.

Sincerely yours,

Elisabeth Noelle Neumann

Enc.

E.N.N./MI./mls

Fernruf: Allensbach Sammel-Nummer (0 75 33) 7 77 · Fernschreiber: 07 33 292

Geschäftsführer: Prof. Dr. Dr. h. c. Elisabeth Noelle-Neumann · Registergericht: Amtsgericht Konstanz HRB 16

Signed George E. Gerbner

April 26, 1982

Prof. Dr. Elisabeth Noelle-Neumann
Institut für Demoskopie Allensbach
Gesellschaft zum Studium der Öffentlichen
Meinung MBH
7753 Allensbach am Bodensee FEDERAL REPUBLIC OF GERMANY

Dear Elisabeth:

Thanks for your note of April 5 and the book, "The Spiral of Silence." If we can find a competent reviewer, we would like to review it in the Journal. If you have any suggestions, please let me know.

I will be out of town when this is signed and mailed but I am sending best regards,

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG:ab

June 29, 1982

Prof. Dr. Elisabeth Noelle-Neumann
Institut für Demoskopie Allensbach
Gesellschaft zum Studium der Öffentlichen
Meinung MBH
7753 Allensbach am Bodensee
FEDERAL REPUBLIC OF GERMANY

Dear Elisabeth:

Since receiving your letter of May 10 we called the University of Chicago Press and learned that they could not yet tell us when the English edition of Spiral of Silence will be published. We have requested an advance review copy and will send it to one of the reviewers as soon as available.

With best regards,

Sincerely yours,

George Gerbner
Editor

GG:ab

Susan
Ph.D.
George

INSTITUT FÜR DEMOSKOPIE ALLENSBACH

GESELLSCHAFT ZUM STUDIUM DER ÖFFENTLICHEN MEINUNG MBH

Deutsches Mitglied der International Research Associates (INRA)

LEITUNG

Professor George Gerbner,
The Annenberg School of Communications,
University of Pennsylvania,
3620 Walnut Street C5,
Philadelphia, PA 19104,
U.S.A.

7753 ALLENSBACH AM BODENSEE

August 6, 1983

Dear George:

You have announced a conference on the subject of literacy for the spring of 1984 at The Annenberg School. Is a program for this conference available at this time already? The two enclosed articles may indicate why I am particularly interested. In it, your special issue of 1980 on the subject of "Literacy and the Future of Print" is also quoted (page 39 of the article in the Gutenberg-Jahrbuch).

Yours sincerely,



(Professor Elisabeth Noelle-Neumann)

E.N.N. /hs/WoKo

September 2, 1983

Prof. Dr. Elisabeth Noelle-Neumann
Institut für Demoskopie Allensbach
7753 Allensbach am Bodensee
Federal Republic of Germany

Dear Elisabeth:

I have forwarded your letter of August 6 and enclosures to Susan H. Evans, Director of the Program in Communication and Contemporary Issues at The Annenberg School of Communications, University of Southern California, who, with Peter Clarke, is arranging the conference on the subject of literacy. I trust that you will be hearing from them in due time.

Many thanks for your interest. Let me also take this opportunity to tell you that your article in the "Ferment" issue of the Journal will make an excellent contribution.

With best regards,

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG:ab

CC: Susan H. Evans