

September 20, 1973
AIR MAIL

Dr. Kaarle Nordenstreng
Director
Institute of Journalism & Mass Communication
University of Tampere
33100 Tampere 10
FINLAND

Dear Kaarle:

Thank you very much for your letter of September 11, and the very quick response and shipment.

We are now working to construct a version of the Varis study that is not repeated in the same form in the UNESCO report. If we are successful, we would like to carry this along with Schiller's original article, maybe Tom Guback's paper on film, and anything else that might be relevant and unpublished. In this connection, you make reference to your paper in Nicosia; I don't know what paper that is and whether it would be relevant to the general subject of international exchange. Please let me know and if you think it relevant, send it to me right away by air mail.

If we have time, we will send you a copy of what we work up from the Tampere material for your comment. If not, we will just have to send it for your information.

Enclosed is a money order for the 65 F.MK. with our thanks and appreciation for your help.

Please give my regards to friends and let me hear from you soon. I will be out of town when this is typed so I cannot sign it myself but am sending you my best personal regards anyway.

Sincerely yours,

George Gerbner,
Professor of Communications
and Dean

GG:kas
enclosure

AIR MAIL October 25, 1973

Dr. Kaarle Nordenstreng
Institute of Journalism & Mass Communication
University of Tampere
33100 Tampere 10
FINLAND

Dear Kaarle:

Enclosed is our summary version of the report by Tapio Varis. I suppose I could send it to him directly, but since I have corresponded with you about this before, and am not sure of Varis' address, may I ask you to forward it to him. If he has any urgent or important corrections to make, he should write immediately because this copy is going to press.

With best regards.

Sincerely yours,

GG:kas
encl.

George Gerbner,
Editor
Journal of Communication

BCC: Ms. Susie Schmidt
(Susie has her copy)

UNIVERSITY OF CALIFORNIA, SAN DIEGO

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SANTA BARBARA · SANTA CRUZ

COMMUNICATIONS
THE THIRD COLLEGE

POST OFFICE BOX 109
LA JOLLA, CALIFORNIA 92037

December 12, 1973

Professor George Gerbner, Dean
The Annenberg School of Communications
University of Pennsylvania
Philadelphia, Pennsylvania

Dear Professor Gerbner:

We are considering the possibility of appointing Dr. Kaarle Nordenstreng to a Visiting Professorship in the Communications Program in the Third College.

We would appreciate your frank opinion of him in order to help us arrive at a decision. Within your general appraisal, we would like to know your opinion of him as a teacher, and a scholar, particularly in relation to Communications. Also, we would like an assessment of Dr. Nordenstreng's stature relative to others engaged in Communications.

We appreciate that this is an imposition on your time. Needless to say, your replies will remain confidential.

Sincerely,

A handwritten signature in dark ink, appearing to read "John Waterhouse", written over a faint, illegible stamp or background.

Dr. John Waterhouse
Coordinator of the Communications
Program

JW:bjc

Nordenstreng

December 21, 1973
AIR MAIL

Dr. John Waterhouse
Coordinator of the Communications Program
The Third College
University of California, San Diego
Post Office Box 109
La Jolla, CA. 92037

Dear Dr. Waterhouse:

I am writing in response to your letter of December 12 concerning Dr. Kaarle Nordenstreng. I have known Dr. Nordenstreng for 5 or 6 years. He has lectured for us here, he has been a contributor to several books I have edited, and I have seen him in action in several international conferences. I have also had the opportunity to discuss him and his work in communications with several other leaders in the field.

The consensus is that Dr. Nordenstreng is one of the most active and respected European researcher, writer and teacher in communications. His critical and provocative analyses have long been a vital feature of scholarly publications in communications. He is also at home in the world of professional organizations.

I have no doubt that he would be a major asset to any communications program.

Sincerely yours,

George Gerbner,
Professor of Communications
and Dean

GG:kas

UNIVERSITY OF TAMPERE

KALEVANTIE 4

33100 TAMPERE 10

FINLAND

Dr. George Gerbner
Dean,
The Annenberg School of Communications
University of Pennsylvania

3620 Walnut St.
PHILADELPHIA, Pa. 19104
U.S.A.

April 4, 1974

Dear George:

I am ashamed to be this late and even breaking the extended deadline (end of March). Hope you excuse. (I was somewhat pacified by hearing that also the Swedes were late.)

As to the chapter enclosed, I am ready to make (almost) any changes you may wish (dare) to suggest. I have sent a copy also to Herb, Dallas, Jim and of course my Scandinavian colleagues for their possible comments. Anyway, let me say that - in spite of the hectic times - I have really enjoyed writing this piece. - I shall eagerly look forward to your comments, Mr. Editor and friend!

To compensate my sins of delay in this case, and - also from a general motivation, I shall promise to seriously consider writing to J. Communication an article on the "Third basket" if you are interested in one. I might deliver at least a small piece for the winter 1974-1975 issue (deadline in September). How about that?

With all best wishes,

Cordially,

Kaarle

Kaarle Nordenstreng
Professor of Communications

vs. 1974
4/19/74



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Telegram

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PROFESSOR GERBNER

ANNENBERG SCHOOL 3620 WALNUTSTREET

PHILADELPHIA

EDITORIAL PROSPECTS LOOK FINE

PERSONALLY VOLUNTEER REVIEWING SEYMOUR AND BARRON VARIS

OLUNTEERS TUNSTALL AND COHENYUNG

REGARDS

NORDENSTRENG

1974 MAY 1 PM 3 17



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Telegram

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May 2, 1974
AIR MAIL

Dr. Kaarle Nordenstreng
Director
Institute of Journalism and Mass
Communication
University of Tampere
33100 Tampere 10
FINLAND

Dear Dr. Nordenstreng:

In response to your cable to Dr. Gerbner I am sending you, under separate cover, the book by Colin Seymour-Ure.

The book by Barron has already been assigned to another reviewer.

The deadline for the Winter issue is September 15. Thank you for undertaking this assignment.

Sincerely yours,

Kiki Schiller

book sent under separate cover 5/2/74
THE POLITICAL IMPACT OF MASS MEDIA by Colin
Seymour-Ure. Beverly Hills, CA.: Sage Publications,
1974, 296 pages, \$15.00

May 2, 1974
AIR MAIL

Dr. Tapio Varis
Institute of Journalism and
Mass Communication
University of Tampere
33100 Tampere 10
FINLAND

Dear Dr. Varis:

In response to a cable that Dr. Gerbner received from Dr. Nordenstreng I am sending you, under separate cover, the books you agreed to review.

The deadline for the Winter issue is September 15. Thank you for undertaking this assignment.

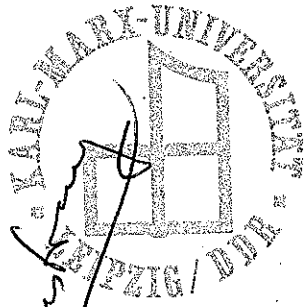
Sincerely,

Kiki Schiller

books sent under separate cover 5/2/74

THE MANUFACTURE OF NEWS: A READER by Stanley Cohen and Jock Young. Beverly Hills, Ca.: Sage Publications, 1973, 383 pages.

JOURNALISTS AT WORK. SPECIALIST CORRESPONDENTS: THEIR NEWS ORGANIZATIONS, NEWS SOURCES, & COMPETITOR-COLLEAGUES by Jeremy Tunstall. Beverly Hills, Ca.: Sage Publications, 1971, 304 pages, \$12.00



Internationale wissenschaftliche Konferenz

Sektion Journalistik, VDJ der DDR, AIERI

IX. Generalversammlung der AIERI

Leipzig · DDR · 17. 9. - 21. 9. 1974

Tampere, Oct. 15, 1974

Dear Georg:

Enclosed issue may interest you.

Re the Mauton project: ~~do~~ you think I could have my piece ("From mass media to mass consciousness...") duplicated (200 copies) and "published" in the report series of our Institute? This would, of course, make a reference to the forthcoming book ("To be published in..."). I just would not like to "ban" this paper (or any contribution, for that matter) for a lengthy time. May I ask you to give a quick reply!

Cordially,

Kaerll

P.S. Enclosed also my Leipzig paper!

October 22, 1974

File

Dr. Kaarle Nordenstreng
Director, Institute of Journalism & Mass Communication
University of Tampere
33100 Tampere 10
FINLAND

Dear Kaarle:

Thank you for your letter of October 15 and for sending me the papers, which I am looking forward to reading very soon.

As to your chapter in the Mouton book, in view of the delay and the probable necessity to forego the honorarium, I cannot blame you for wanting to circulate this piece, although I wish you would not "exhaust" the local interest in it. As you should infer from my previous note, I followed up our conversation in Leipzig and talked to the Mouton management, offering to negotiate about the honorarium. So it now seems that the book project is back on the track, and naturally I would like to safeguard the demand for the book. Therefore, circulate as few copies of your chapter as possible, give credit to the forthcoming book, and when your initial supply runs out, ask those interested to wait for the book.

This is in hopes that the book will really materialize, about which I will provide you with further news as soon as possible.

With best regards.

Sincerely yours,

George Gerbner

GG:kas

UNIVERSITY OF TAMPERE

KALEVANTIE 4

33100 TAMPERE 10

FINLAND

June 19, 1975

Professor George Gerbner
Editor, Journal of Communication
The Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street
Philadelphia, Pennsylvania 19174
U.S.A.

Dear George:

Enclosed you will find first of the two book reviews I committed myself while meeting you in the US (the second on Merrill's Imperative of Freedom will come in August). I hope you manage to get this into the issue under processing as we agreed (the second is waiting for the following one). However, as you may see, I have been unable to properly finalise this piece: it needs an editorial touch, both linguistically and "typistically". I am ashamed for this, but these days (in the middle of Nordic summer when universities and the whole country are practically closed) it is impossible to get these things done with a short notice (naturally I left writing of this text to the last moment). So may I ask your bureaucratic help, with apologies?

Re the "free flow" paper by Herb and myself (an extended version of my Stanford talk), we are seriously planning to produce it in August (if Herb only makes it to come here for a couple of weeks). We shall let you know (and have the product) as soon as possible - the high time for this article is right at hand because the European Security and Cooperation Conference finally is coming to an end (the article analyses issue of its "Third Basket").

We missed you in Rostock - but still managed to have a successful meeting. I am tomorrow leaving for Moscow for three days. Why don't you do the same and make a stopover in Helsinki?

Kindest regards,

Yours sincerely,



Kaarle Nordenstreng
Professor of Communications

November 11, 1975

Dr. Kaarle Nordenstreng
Director, Institute of Journalism & Mass Communication
University of Tampere
33100 Tampere 10 FINLAND

and

Dr. Herbert I. Schiller
Communications Program
Third College
University of California, San Diego
La Jolla, CA 92037

Dear Kaarle and Herb:

After much editorial work and juggling, the enclosed article went to press as the key piece of our mini-symposium on Detente to appear in the Winter 1976 issue. The other part is an East-West dialog excerpted from the Tampere colloquium of last spring. Following your article we shall print a facsimile of the information section on the "Final Act," and a page of signatures of heads of states. Printing the copy of the Act made it possible to cut out some quotes from your article.

Your article will make an excellent contribution. Please let me know if you have any comments or suggestions. Also, this symposium should get good circulation in East as well as West. Therefore, I would appreciate your calling it to the attention of our friends and acquaintances, and suggesting ways of publicizing and circulating it after the publication of this issue at the beginning of January.

With best regards.

Sincerely yours,

George Gerbner

GG:kas
enclosure

UNIVERSITY OF TAMPERE

KALEVANTIE 4

33100 TAMPERE 10

FINLAND

Professor George Gerbner
The Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street C 5
PHILADELPHIA, Pa. 19174
U.S.A.

November 19, 1975

Thanks for your letters of November 11-12. You are such an efficient correspondent (unlike me), besides being a superb operator. Thank God you are pursuing the right course (and be not another Ithiel de Sola Pool!).

Glad you liked Elina Suominen's paper. Elina is a post-graduate student of mine (one of the best), so you could have corresponded through our Institute as well. She is living in Helsinki where her address is: Pikkukoskentie 5, 00650 Helsinki 65, Finland.

Re the "Mouton" book: I should have checked some references to bring them up-to-date before final printing. Is it possible to get the proofs for minor editing?

As far as the communication policies project is concerned, I do hope you help us materializing this idea, regardless of your possible involvement in the editorial work. I have met a great interest among European (progressive) scholars in such a book.

The cultural indicator project continues to be in our interest although we have not managed to proceed too much with our national front (as I understand is the situation in most participating camps). Particularly my colleague Professor Veikko Pietilä is active in the area (would appreciate all relevant recent material on this). Naturally we would be honoured to arrange the meeting you are considering for next summer(s). You may understand we are unable to subsidize such an occasion from domestic sources (over and above providing physical facilities, including sauna - and maybe some vodka) but it would

be a pleasure for us to provide a forum for this important meeting (as Finland did for the Security Conference).

Your editing/cutting of Herb's and my article on the "Helsinki Equation" looks OK to me - if and as it really had to be shortened so drastically (but this gives us good grounds to let the original be published on other forums). The only minor remarks I want to make at this stage are these:

- The official Conference documents spell the term co-operation with dash, and I think you should stick with that style at least in quotations (on p. 4 and References 2).
- Herb may have himself pointed you out that his piece for the "Mouton" book has recently been published by the international journal of the Tampere Peace Research Institute (with limited circulation), and to my opinion this is something that should be referred to on p. 6, along with his piece in your Journal (References 6).

I hope you are publishing soon my review of Hiebert-Ungurait-Bohn, sent to you in June. I am sorry to be late with my other review of Merrill's The Imperative of Freedom; that will follow sooner or later.

We are enjoying this week the visit of Yassen Zassoursky. According to him there might be a chance for you and me to meet in Moscow next Spring. Regardless of timing, I hope you reserve a day or two to drop in here on your way.

All the best.

Sincerely,

Kaarle

Kaarle Nordenstreng
Professor of Communications
Director,
Institute of Journalism and
Mass Communication

** Sat The Autumn issue
while this was being
typed - thanks!*

*Best regards and I hope to see
you in Moscow in April.*

19. XI. 75

December 2, 1975

File

Professor Kaarle Nordenstreng
Director, Institute of Journalism and
Mass Communication
University of Tampere
Kalevantia 4
33100 Tampere 10
FINLAND

Dear Kaarle:

Thank you for your letter of November 19. I am enclosing a copy of your edited chapter for the "Mouton" (now Wiley) book; it is going to press soon, so please return it with your corrections as soon as possible.

I saw Herb in San Diego last week and discussed with him our book project. It sounds good, but we need a prospectus of a page or two plus a tentative list of authors and the titles. Then I think we can find a publisher.

As to the possibility of a Cultural Indicators research meeting at Tampere, I would try to raise funds for the expenses, but I would need to know what "providing physical facilities" (whether or not it includes sauna and vodka) means in terms of costs, if any, or whether I would have to raise funds primarily for meals, lodging, etc., and how much that might cost per person for say a four or five day meeting.

The Detente articles have gone to press, but I will try to make the correction you suggest, if possible.

I don't know what Yassen Zassoursky meant by my visiting there in April. He's very vague, and nothing ever comes through in writing so I doubt that anything will happen unless Yassen changes his long-range communication behavior. In any case, however, I do expect to spend a few weeks in Europe this summer, even if not before, so I hope we can meet somewhere.

At any rate, I look forward to hearing from you soon.

Sincerely yours,

George Gerbner

GG:kas

November 16, 1976

Dr. Kaarle Nordenstreng
Institute of Journalism and Mass Communication
University of Tampere
33100 Tampere 10
FINLAND

Dear Kaarle:

A few interested persons from Washington and the West Coast joined some of us at the University of Pennsylvania on November 4 for an informal and open-ended meeting to explore new needs and directions for significant activities in communication scholarship and policy.

The meeting concluded that a series of activities culminating in an international research symposium and policy conference (and subsequent book publication) on WORLD COMMUNICATIONS FLOW: A REASSESSMENT would make a needed and useful contribution.

The enclosed draft is my first attempt to sketch some of the background, issues, and activities that might be included. I am asking for your immediate response in terms of corrections, additions, suggestions for organizations and people to be involved, and particularly the Planning Conference in the spring of 1977 (please include your own time constraints, if any).

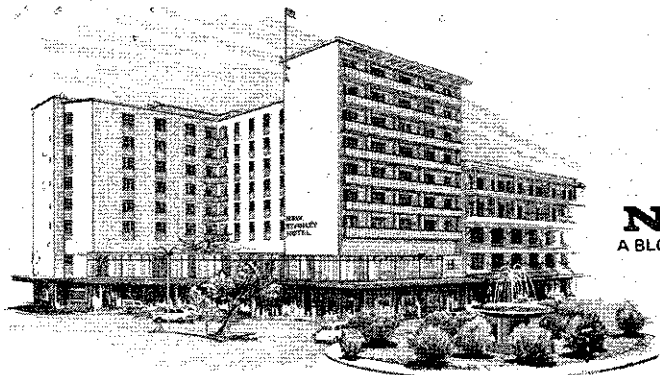
I look forward to hearing from you soon.

Sincerely yours,

George Gerbner

GG:kas
enclosure

London (not foggy), December 14, 1976



NEW STANLEY HOTEL

A BLOCK HOTELS ENTERPRISE



P.O. BOX 30680 & 40075, NAIROBI, KENYA

TELEPHONE: 333233 · CABLES: SNUGGEST · TELEX: 22223

Dear George:

Regards from Nairobi - over London. (Meanwhile I have naturally been in Finland for some days not to lose my Finlandized approach. Incidentally, best regards to the Ambassador.)

Seriously speaking: many thanks for your letter of Nov. 16 and again forgive my late answer. We did discuss your proposal with Tapio on the very day when it arrived and it was only because of inefficiency that I have failed to reply earlier. Hope this is not too late.

Not surprisingly, we welcome your overall approach and consider this a very important project. On the other hand you hardly may characterize it as the only "coherent series of activities of lasting significance" since e.g. Unesco itself is quite involved in this issue, on a long-term basis, although we may question the seriousness and depth of their politically slippery approach. Accordingly, it might be more proper to call this a parallel activity of a whole ~~XXXXXXXXXXXX~~ generation of analyses having a more global approach than earlier studies and/or political statements. What precisely is involved in this new approach - among "our" project as well as in other similar movements - should be separately spelled out; in fact that should be the first task to do in the planning conference to come.

Your list of organizations (point 2) might be prolonged by such as the Hammarstiöld Foundation-related institute that held the conference in Mexico City where Herb and Tapio attended in May. On the other hand, I wonder what sort of interest has the ICA indicated in this sort of matters. But in general terms we agree with your points under A.

As far as B is concerned, we take this list is very preliminary and not based on a systematic theoretical analysis of the problem (at this stage we couldn't present a better one). Our interests fall mainly in topics 1 (part of our current TNC project for Unesco is to map out the flows), 2, 4 (relating to my book project on press theories and freedom of information),² and naturally 7 and also 3 as general areas of interest. You might observe that already commenting of these topics one is run into further questions on the substance involved...

Re C, I am ready for the Phila conference but only at the very end of March or preferably first days of April. Berlin Workshop does not suit me since I'll not be there on that occasion. (Incidentally, if I'm not mistaken you

(over)

indicated in Chicago early 1975 that you are not going to contribute this enterprise of creating an American "objective" substitute to the "political" IAMCR.) May I wonder what substantial can be achieved in such a short time and suggest that the first Workshop be held only in October or even later. If you take this really as a major effort with lasting significance, we shouldn't aim at a scoutboy or firemen pace. Furthermore, I wonder whether we should aim at getting "final" results by Warshaw - even well-set agenda with preliminary ATTEMPTS would do good. So I'm suggesting not to be too ambitious and perhaps to reduce the number of occasions (i.e. need of resources). But again in general terms I fully agree with you on the method: meetings for joint planning and coordination, one major symposium in Warshaw and finally a book.

Then another thing: enclosed resolution was officially included in Unescos programme for 1977-78. (This is how my mafia dictates first Finnish position then Scandinavian front and finally Unesco stand.) But as you see it doesn't grant any Unesco funding, just coordination in terms of perhaps two meetings of project leaders. I'm currently involved in getting the study underway (Finland and Sweden are surely participating, and Halloran is also interested both as Leicester and as IAMCR - the latter might even become an arm to which Unesco delegates the whole thing). Are you/Annenberg interested in this enterprise? Could it even serve as a sub-project, pertaining to actual contents and not just the overall flows, of your own plan? Maybe some other participants of your flow project would be interested to participate (we only need one team per country as you may appreciate). Please comment and advice and feel free to distribute this resolution to any relevant colleagues.

Have a peaceful X-mas and a productive (and progressive) 1977!

Yours truly,

Kaarell

December 22, 1976

4

Dr. Kaarle Nordenstreng
Institute of Journalism and Mass Communication
University of Tampere
33100 Tampere 10
FINLAND

Dear Kaarle:

I have yet to receive a letter from you while not in motion to, from, or over someplace. Anyway, I was glad to receive your letter and hasten to reply to your points and questions.

The UNESCO involvement may be of lasting significance but can hardly be described as "coherent." Nevertheless the draft resolution you sent me is ingenious. It fits very neatly into our international Cultural Indicators design as a possible sub-project or perhaps even as the main project. I want to express my definite interest, and willingness to invest some funds, if necessary, in getting it started. As you might know, the international Cultural Indicators project which I discussed at Leicester is not a "flow" project but a comparative analysis of certain aspects of mass media content and the social perspectives such content cultivates. Therefore, it is addressed to the same basic issue as the draft resolution. Let me know what the next step is, and when the resolution will be acted upon. I have the commitment of about a dozen researchers in as many different countries to collaborate in such a comparative mass media research project if funds for coordination and two or three meetings can be obtained. So please keep me posted on that.

As to the communications flow project, that I see as an umbrella for the bringing together of a number of related activities, even including Cultural Indicators (and perhaps now including the UNESCO "Joint Study").

As to the inclusion of ICA, I have included it because for the moment it is easier to include than to exclude. However, it has no further significance. The same for the Berlin conference. It may (or may not) provide a convenient time and place to meet with people who might wish to attend anyway. My comments in Chicago in 1975 still hold. The Berlin conference is likely to be a fiasco in every way, so we need not worry about that. The meeting of "our" group in Berlin, if any, would be only a matter of convenience, as I have already noted.

December 22, 1976

-2-

I would like you to reserve March 31, April 1, and April 2 for the Philadelphia meeting, and let me know whether you have a budget to cover part or all of your travel, or we should try to raise the money.

May 1977 be not only productive and progressive but also pleasant for all of us.

With best regards.

Sincerely yours,

George Gerbner

GG:kas

October 5, 1977

Kaarle Nordenstreng
Institute of Journalism
& Mass Communication
University of Tampere
33100 Tampere 10, FINLAND

Dear Kaarle:

The enclosed proposal is the outcome of our planning sessions and consultations. I am sending it to you and others who have contributed to its development for final comments, suggestions, and an expression of your own willingness to participate.

The principals on each panel will be leading scholars and policy-makers prepared to contribute a paper and to engage in a discussion within and across panels. The coordinators for each panel will be selected from among those who have participated in the planning and consultations leading to this proposal and/or those who can best assist with the organization of a panel. Right now we need a list of principals and some information about the areas and titles of potential contributions so that we can complete the proposal and submit it for funding.

I would appreciate it, therefore, if you would advise me on the following:

1. Your comments on wording, timing, other details of the proposal.
2. If we have to reduce the number of panels to 6, which two would you recommend that we omit or combine?
3. When we are in a position to make firm commitments, which panel would you be prepared to join and what would be the topic or title of your contribution?
4. Who else would you recommend (not already represented on our list of planning session participants) as a major contributor, and on which panel(s)?

I want to thank you for your help so far in our planning, and look forward to hearing from you soon.

With best regards.

Sincerely,

George Gerbner
Professor of Communications
and Dean

CG:ab
Enclosures

March 7, 1977

Dr. Kaarle Nordenstreng
Institute of Journalism and
Mass Communication
University of Tampere
33100 Tampere 10
FINLAND

Dear Kaarle:

I am pleased that you can attend the Philadelphia planning session for the International Research Symposium and Policy Conference on World Communications Flow. A preliminary schedule is enclosed.

The agenda will include essential questions relating to the conference (and activities leading to it), particularly the selection of emphases, approaches, and experts. We see the Research Symposium and Policy Conference as a unique opportunity to explore the implications of relevant communications research and to confront the issues that will increasingly shape national and international communications policies.

We shall begin with brief initial statements by participants. This may be a general reflection or a specific recommendation. It would be most helpful if you would send me a written statement of about one type-written page as soon as possible for circulation prior to the meeting. (If you have already sent a substantive comment, and have no objection to my circulating it, I will include that in a set of comments I will send all participants.) In this way, the opening plenary session can take stock of initial reflections and suggestions more swiftly and effectively. The "live" statements at our first session can then just refer to or summarize the initial written comments. In any case these opening statements will be limited to no more than three minutes per participant.

I look forward to receiving your initial statement and to seeing you here on March 28.

Sincerely,



George Gerbner
Dean

GG/md

Call me upon arrival Home number is 642-7479

P.S. We have made a reservation for you at the International House at 3701 Chestnut St., Phila., for March 27 through to the 29th.

TAMPEREEN YLIOPISTO

TIEDOTUSOPIN LAITOS

February 8, 1977

UNIVERSITY OF TAMPERE

DEPARTMENT OF JOURNALISM

AND MASS COMMUNICATION

As Done

Wire sent
2/7/77

Dear George:

Received just your memo of January 25. Thanks also for your letter of January 10 with the revised plan, as well as an earlier personal note. You are over-efficient in correspondence (besides other things) - and I regret being so slow to match. This time my reply is instant!

Anyway, I am most interested still in this enterprise, on behalf of the "Tampere school". The final dates March 28-29 are not most convenient for me but OK in the circumstances. In fact, it might be easier for me to attend this Phila session than the Berlin one, because very probably I shall be in La Jolla in early June.

But I wonder whether you have means to transport me over (maybe it was a hint to wonder whether I might better attend Berlin) - it will be about \$ 500 from here to your place and back. Please let me know. Also inform me who others will be attending - particularly these from Europe.

I'm very much looking forward to this occasion, not only because of the flow stuff but also because of another opportunity to discuss with you on various matters (for this purpose I shall reserve some time either before or preferably after the meeting - hope you'll be available).

All the best,

Kaarle

Kaarle Nordenstreng

Professor of Communications

and Chairman

January 10, 1977

Dr. Kaarle Nordenstreng
Institute of Journalism and Mass Communication
University of Tampere
33100 Tampere 10
FINLAND

(4) X
Kaarle
Berlin

Dear Kaarle:

Many thanks for your helpful response to the Communications Flow conference proposal. Enclosed is a revised plan reflecting the suggestions I have received. I am also sharing this with a larger group of potentially interested persons in several countries.

We would greatly appreciate your further comments and suggestions, and an indication of your availability for the planning session in March.

That session is now scheduled for March 30-31 or March 31 - April 1, whichever is better for more people. Please let me know if you can take part in the planning session, which of the dates would be more convenient for you, and if you will require reimbursement of travel expenses.

I hope that you can join us and other key advisors to assist with the final design of the conference, and look forward to hearing from you soon.

Sincerely yours,

George Gerbner,
Professor of Communications
and Dean

GG:kas
encl.

April 19, 1979

Ms. Marsha Siefert
Associate Editor,
Journal of Communication
The Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street C5
Philadelphia, PA. 19174
U.S.A.

Dear Marsha:

Thanks for your efficient cooperation. Enclosed I return the copyright form (for reprints I don't care and the deadline is over anyway). Also for your information (also to George's attention) an extensive version of my "Strategic design" piece which I have been distributing among colleagues home and abroad.

While reminding you to send me by air mail a fresh copy of the forthcoming issue, may I also ask you to kindly send me the Autumn 1978 issue of the Journal. You see, my copy of that opening symposium of the "Great debate" was given to colleagues in the Soviet Union during my recent visit there - they were hungry to read it and I thought I can always find another spare copy for my own use. But returning home I learned that even the Department library copy of this very issue was gone (God knows whether it will ever come back), and now I am practically lost. And you know how long it will take to order these things through normal bureaucratic way. Warmest thanks if you can help!

And anyway best greetings, also to George. Sorry I shall miss you in early May. Maybe I'll swing by in late June, and in any case I am looking forward to meeting George in Leicester in July.

Sincerely yours,



Kaarle Nordenstreng
Professor of Journalism and
Mass Communication

Encl.

December 21, 1979

Professor Kaarle Nordenstæng
Institute of Journalism and
Mass Communication
University of Tampere
33100 Tampere 10
FINLAND

Dear Kaarle:

I am very pleased to invite your participation in and contribution to our conference on WORLD COMMUNICATIONS: DECISIONS FOR THE EIGHTIES to be held in Philadelphia May 12-14, 1980. Enclosed is a general announcement of the conference.

We would like you to address the following topic as a member of a conference panel:

1. New Developments in the International Flow of Television Programs. (Please supply brief description.)
2. The Role of the IOJ.

You are welcome to revise this title and description as you see fit, or to suggest another if you are now working in another area that fits the framework of the conference. In any case, we should have your reply before January 15, 1980, so that we can complete and announce the program.

If you agree to give a 15-minute oral presentation, we will be pleased to waive the conference fee, reimburse the cost of round trip economy class travel to Philadelphia, and pay for your accommodations and meals during the conference. If you choose to prepare a paper of 10-12 double spaced pages and we receive it here before May 1, we will provide an honorarium of \$300.00. If your paper is selected for subsequent publication, we will pay an additional \$200.00 for the publication rights.

Please indicate in your response the exact title and description of your conference talk (if different from the above), and the exact and full title (or other description) of your position and institutional affiliation as you want it to be listed on the program.

Further information about accommodations and program will be sent after we receive your reply. We are enthusiastic about the prospect of your contribution to this conference and hope to hear from you as soon as possible before January 15, 1980.

With best wishes for the holiday season.

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

G/M
bye

May 4, 1979

Kaarle Nordentstren
Professor of Journalism and
Mass Communication
University of Tampere
PO Box 607
SF-33101 Tampere 10
FINLAND

Dear Kaarle:

This is to let you know that copies of both the Autumn 1978 and Spring 1979 issues are being airmailed to you under separate cover today.

Thank you for sending the copy of your paper, "Struggle Around 'New International Information Order'" which I will also share with George. We were pleased to have had the opportunity to publish your article based on an earlier version.

Best regards,

Marsha Siefert
Associate Editor

MS:jf

August 20, 1980

(written in Hamburg while on transit
from Berlin to Helsinki!)

Professor George Gerbner
Dean, Annenberg School of Communications
University of Pennsylvania
Philadelphia, USA

Dear George:

Please excuse me for neglecting to thank you (1) for the generous hospitality and stimulating atmosphere in Philadelphia, (2) for your early recognition of my participation (letter of May 19), (3) further circular information concerning the results of the conference, and finally (4) for your "official" letter of July 11 together with the personal note of July 14 concerning invitation to the new adventures of 1981. I have been once more much on the move this summer and furthermore tried to spend some days off with my family; immediately after returning from Philadelphia I suffered from injury of my right (!) arm after too much luggage carrying in USA. As you see, my excuses are abundant.

Anyway, my appreciation of the conference is quite positive; I'm really pleased after being present, and I am sure it has greatly contributed to our field. As to my paper, the "publication version" still remains to be sent to you, and you certainly will receive it after Caracas - if not already there, if you are coming. I shall not intend to change it very much; just minor editing. Can you tell me more about the publishing prospects: when, by whom, how, etc. (this would be good among other things in preparing my seasonal bibliography).

Enclosed a fresh personal letter to you by Enrique Gonzales Manet who happened to attend the same seminar with me in DDR these days. The paper he refers in the beginning of his letter will be sent to you from Tampere after xeroxing the copy he gave to me. The other paper he obviously will send to you directly (but hardly by the "boat people" across Key West!).

Also enclosed is a page of the Helsinki evening paper (circulation over 100 000) which I carried already to Philadelphia in May (the date is May 5) in order to show you and Larry how we are publicizing your studies, but at that time I was too busy writing my conference contribution to remember giving it to you. The little summary of the Journal article is entitled "Old people are peculiar and funny in the US television" and it is written by my wife (she uses as a journalist her maiden name). As you see, she also has a column of TV criticism (daily) on the same page.

And now to Philip Morris. Your invitation is of course once more very attractive, especially concerning the cultural impact of the media under which topic I could think of my contribution. But what do you mean by "a principal speaker"? And furthermore, being committed anti-commercialist I naturally feel a bit uneasy with such a sponsor, and in fact, if you had not been the organizer to invite me, I think I would have turned the offer down as an attempt to be "used". But now it seems to me to be an acceptable affair, especially if Herb, Ceas, etc. are also coming. I shall meet them in Caracas and discuss this over. If you are not coming there, I'll let you know my definite answer right after this conference (perhaps I try to call you from Mexico City on my way back home - this time I shall not come via USA).

PL 607
33101 TAMPERE 10

Best,

PUH/TEL 931-156 111
TELEX 22263 tayk sf

P.O. BOX 607
SF-33101 TAMPERE 10
FINLAND



*I assume for such a sponsor it does not make any difference to transport me from Dar-es-Salaam instead of Tampere! Seriously, we shall move there in December for 2 years.

August 26, 1980

Professor Kaarle Nordenstreng
Professor and Chair
Department of Journalism &
Mass Communication
University of Tampere 10 FINLAND

Dear Kaarle:

Thank you for your letter of August 12, written in Hamburg and unusually responsive and informative! It seems that you have to get stuck in some airport while in transit to write a real letter. You are still a better correspondent than some of our mutual friends, so I shouldn't complain.

I hope you have fully recovered now from your injury (how did you do it?) and the rigors of Caracas, which I am sorry I had to miss. In fact, I had a lot of urgent and productive things to do here, and nothing to do in Caracas except to sit around and perhaps enjoy myself. Tempting though that prospect might be, I have to relate it to some concrete need or business before I can justify being away even for a day or two from my home base.

The publishing prospects for the conference book are good; we are now editing the selected manuscripts and should go to press within 1981, probably published by Longman, with whom we have an arrangement for a book series. So please send me the revised version of your paper as soon as you can. We certainly need it latest by October 1.

The conference results and repercussions are excellent. My only disappointment has been the reaction of some of my friends who might have had unrealistic expectations and did not understand what was involved in arranging a conference of such complexion under our circumstances.

Thank you for sending me Manet's letter; I have written to him to Havana, and look forward to receiving his paper from you and the other one from him directly.

Thank you also for the page of the Helsinki evening paper. Despite the well-known family relationship between the Finnish and Hungarian languages, I cannot understand a word of it, except the few English words and names. But please give your wife my thanks and best regards.

cont. ...

August 26, 1980

By now you will have talked to Herb, and possibly to me also, about the Philip Morris conference. I do not see how you can be "used" as long as you deliver your own message. This will be a conference of high corporate executives. The reason I agreed to assist its organization is to make sure that they hear from some people that they otherwise would ^{not} think of inviting. So that I hope that you will be willing to speak to a group that may not like what you have to say but needs it all the more. There should be no problem in transporting you from Dar-es-Salaam. What will you do there?

With best regards,

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG:ab

Paris (Unesco), 24 November 1983

Dear George:

I have spent the last 10 days around here following Unesco's General Conference and running parallel IOJ affairs. Enclosed follow some goodies for you, possibly to be used in INTERCOM. (The draft report was adopted with minor changes, recommendations accompanying it without changes).

Before leaving for Paris I held for weeks on my desk your/Marsha's letters of October 18, July 25 and July 19 (plus announcement of the World Communications Handbook, of October 6) - without ever really getting down to even drop you a line of reply. I cannot find words to excuse this delinquent behavior, so just add that to the minus account of my record...

Anyway, many thanks for all the materials you have sent to me. I shall let you know by the beginning of 1984 what I shall do with the Ferment (one idea was to reflect upon it as a contribution to another round, to be considered as an attachment to the final volume, if such will be produced still after the special issue of the Journal).

Now, let me respond to your remarks on the paper for the news symposium. The Master's Thesis by Rand is not yet ready, unfortunately, and indeed I could use this fact as one of the excuses to be so slow... Yet I wish you could use that illustration with brief reference to the evidence. I am awfully sorry that a legend to accompany ~~it~~ it had been lost in the process. The piece was finalized by my clerical assistants and I recall leaving in their hands also a legend - but cannot find it now even in my own files. So here are the basics to explain the figure:

Units of analysis were news items or stories with the theme indicated as the dominant theme. The volume of each theme (dominant in each item) was counted by column centimeters, the total volume across all themes in the 2-week period under the image study being 1 965 cm for the NY Times and 1 089 for Pravda. Figures in the circles and the corresponding size of the circles indicate the percentage of total volume devoted to each theme. The arrows and lines are not based on exact statistical measures but on a subjective account of the substantial relationships between the themes.

This may sound somewhat arbitrary but I believe it is equally or more revealing and objective as some of the more conventional ways of doing content analysis. As to the use of "qualitative" and "quantitative", I hope you see what I mean, but if you don't like to encourage this usage of the terms, feel free to edit my text as appropriate - just indicating that it is the deeper and more delicate meaning that I am after, instead of counting gross categories.

Enough as an ~~ex~~planation? If not, just bombard me ^{in Tampere} with letter/telegram/telephone, preferably before 6 December when I shall leave for New Delhi (a big non-aligned conference on media called NAMEDIA - shall inform you after returning home in mid-December). SEE ENCL.

Cordially but hastily,

Kalle

BEST REGARDS AND CONGRATULATIONS AT HEART BY LIFE
ACCORDING TO TV, WHICH I HAD USED AS AN IMPORTANT REFERENCE DOCUMENT.
I WAS VERY GLAD TO LEARN ABOUT YOUR RESEARCH WORK AND THE CREDIT GIVEN
TO IT. YOURS TRULY, E. G. MANNIST

You don't know me personally, but we have communicated through your journal and I am a great admirer of your work. I hope someday we will have the occasion to meet. Collect each.

January 4, 1984

Will send
2 papers on
NAMEEDIA
Marsha
Boach
JOC file

Dr. Kaarle Nordenstreng
Professor of Communications
University of Tampere
Department of Journalism &
Mass Communication
33100 Tampere 10
FINLAND

Dear Kaarle:

There was not time to reach you before December 6 so I am writing in the expectation that you will receive this after your return from NAMEEDIA in New Delhi some time early in the New Year.

Thank you for sending me the interesting materials which I will try to put to good use. Apropos UNESCO (bad news these days), did I send you my study of its coverage in the American press? If not, let me know and I'll send you a copy.

I hope you have by now both the World Communications Handbook and the "Ferment" issue of the Journal. We hope you can review the "Ferment" issue in some Finnish or other Scandinavian periodicals. If you need more copies, please let me know.

Marsha will respond separately to your comments about the paper as we are doing the editorial work on the news symposium.

I am enclosing some materials about our very important new project, The Encyclopedia of Communications. I mentioned this to you briefly when we talked in Helsinki. Now I would like to ask you more formally to help us obtain the broadest possible coverage geographically and ideologically. We are looking for writers who can contribute authoritative pieces from the point of view of their own social system on major theories and communications topics. I am especially asking you to help us recruit authors from the Second and Third Worlds. As you know, we have great difficulty communicating with and obtaining contributions on time from certain authors. Can you help us with this encyclopedia not only truly international but also comprehensive in its coverage and lasting in its world-wide influence? This would be paid work for all concerned, and we can discuss the rate of compensation once I find out how much and what kind of help you can give us, including of course your own contribution. Please let me know quickly some general outlines, and the type of suggestions you might be able to make.

We can then try to follow up in person. It would be best if you could visit us here in the near future. If not, I will be at the Salzburg seminar for the

January 4, 1984

first two weeks in June and may be able to spend a few days elsewhere in Europe before and/or after. Perhaps we can meet there during that time. Let me know what the prospects are.

With best wishes for a Happy New Year to you and the entire family.

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG:ab

Enclosures

June 13, 1984

Professor Kaarle Nordenstreng
Institute of Journalism and Mass Communication
University of Tampere
33100 Tampere 10
FINLAND

Dear Kaarle:

George sent me a message that you were interested in the ANNENBERG/LONGMAN COMMUNICATION BOOK entitled Agents of Power: The Role of the News Media in Public Affairs by J. Herbert Altschull.

I enclose a copy of the brochure describing the contents of the book along with a catalogue from the publisher which includes all of the books published thus far. Should you wish to order a copy, order forms are included in the catalog. I believe that the book is being issued in paperback soon, if that is a consideration.

I know that the publisher gives a complimentary copy of the book if it is adopted in a class of ten or more, so perhaps if you intend to consider the book as a text you might ask for an examination copy.

I hope this information is useful. Please let me know if you have further questions.

Sincerely yours,

Marsha Siefert

cc: George Gerbner
enc

**THE ANNENBERG SCHOOL FOR
COMMUNICATION**

UNIVERSITY of PENNSYLVANIA

3620 Walnut Street Philadelphia, Pennsylvania 19104-6220

February 11, 1993

Dr. Kaarle Nordenstreng
Professor of Communications
Director, Institute of Journalism and
Mass Communications
University of Tampere
Box 607
SF-33101 Tampere 10
FINLAND
FAX: 011 358 31 134 473
E-mail tikano@kielo.uta.fi

Dear Kaarl:

This letter is going by both e-mail and fax. Finally I got some price information about possible trip to Helsinki in April. The best price for less than 7 days (but with a Saturday layover) is KLM, whose round trip from New York is \$793, round trip. Philadelphia-NY is a (ridiculous) \$224 additional, bringing the total to \$1,017 plus local transportation.

Inasmuch as Saturday layover is necessary, for me it would be best to leave Thursday, arrive Friday pm, have the seminar Saturday, and leave Sunday. Otherwise it would take an additional day which is difficult, especially at that time, the last week of the semester, exams, etc.

Please let me know what you plan to do.

With best regards --


George

PS: > have to buy the ticket by Feb. 19
to get this price

TAMPEREEN YLIOPISTO
TIEDOTUSOPINIAATOS

12 February 1993

UNIVERSITY OF TAMPERE
DEPARTMENT OF JOURNALISM
AND MASS COMMUNICATION

011 358 31 134 473

Dr. George Gerbner
The Annenberg School of Communications
University of Pennsylvania, Philadelphia
FAX +1-215-898-2024

Dear George:

Please find enclosed a "prospectus" of the seminar (2 pages).

Confirmed to come are Christians, Gillmor, Glasser and McQuail (who come already for the earliest weekend in order to specify the "press theories" project for which I got sabbatical leave during academic year 1993-94). Chomsky is also confirmed but only to drop in after the American Studies conference that actually brings him over (on his way to Ireland...). Galtung is not yet sure. Cees cannot make it because he will be that time in Ohio State. Also Yassen is excused due to a visit in USA (don't recall where).

After our telephone conversation yesterday I began to wonder whether it is worth your taking that long trip for such a short time and still relatively vague outcome. If you come, we should not miss the opportunity of exploiting you for more general communication research debate (at least one session on ferment revisited) and also for examining cultural indicators... But within the given time frame nothing else seems realistic than just the seminar, and even that perhaps incompletely.

Naturally it would be of great value for the seminar if you could personally participate, and you are certainly still most welcome. On the other hand, I wish we could find another time for your next visit to Finland, with 4-7 days, or perhaps even 2-4 weeks, for more focussed academic program - up to the standards of a 'living classic'.

If you finally prefer to drop the trip this time, you should send me any material on CEM you deem appropriate for this forum (in addition to the prospectus and survey I already received). Especially in that case, but perhaps even if you can make it to Tampere in April, we might stage a follow-up session (on the issue of these international mechanisms) in Dublin where we could also have Cees and many others attending. I can build it into my Section's program but it could also be a small working group of its own on the last day. Please advice!

Looking forward to hearing from you in the next few days,

With best regards,

Harri

International Seminar on Media Ethics and Criticism:**Examination of Ways and Means to Assess Media Performance**

Tampere (Finland), April 23-24, 1993

Ethics of mass media in general and journalism in particular is an expanding field in media debates and publications, both among media professionals and academics as well as citizen activists and associations. More recently, media criticism has also become a more and more popular and legitimate approach in professional, academic and social assessment of media performance - boosted by events such as the Gulf War and its reporting.

Media ethics and criticism have given rise to a number of non-official institutional mechanisms - either designed to safeguard the interests of parties concerned (press councils, codes of ethics, etc.) or simply to promote professionalism and social awareness of the role of the media (journalism education, media criticism columns and programmes, etc.). Most of these are national by their nature, but there is an increasing need for collaboration at the international level as well.

The present seminar is organized in order to promote the international debate on media performance - specifically to examine the ways and means to facilitate a consolidated international collaboration in this field. Most of those invited from outside Finland are academics, but the seminar will also cover various activities among journalists as well as those pursued by citizen associations.

The seminar is organized by the Department of Journalism and Mass Communication at the University of Tampere. The first day will take place in the "Tampere Hall" (conference centre and congress hall next to the University) and the second day in the University main building.

Preliminary programme:Thursday, April 22

Arrivals and accommodation in Sokos Hotel
Villa

(optional at 14.00 in the University festival
hall: American Studies conference keynote
address by Noam Chomsky)

Friday, April 23 (Tampere Hall)

- 09.15 - 09.30 Opening: rationale, participants,
practical arrangements
- 09.30 - 10.30 Media Ethics: Short Story of a Long Tradition
- Clifford Christians & Donald Gillmor
- Discussion
- 10.30 - 11.00 Coffee break
- 11.00 - 12.00 Media Performance in the Public Interest?
- Denis McQuail & Theodore Glasser
- Discussion
- 12.00 - 13.00 Media Criticism: Reflexions of Two Veterans
- Noam Chomsky & Johan Galtung
- Discussion
- 13.00 - 14.00 Lunch
- 14.00 - 15.30 Media Journalism as Media Criticism
- Raymond Snoddy & al.
- Discussion
- 15.30 - 16.00 Coffee break
- 16.00 - 17.30 Media Accountability Systems
- Claude-Jean Bertrand & al.
- Discussion
- 19.00 - 22.00 Concert by Tampere Philharmonic Orchestra

Saturday, April 24 (University main building)

- 09.15 - 12.00 Promoting Assessment of Media Performance:
Past and Present Mechanisms
- International Journalists' Tribunal of Honor
- International Tribunal of Media Enterprises
- World Association for Press Councils
- Cultural Environment Movement, etc.
- 12.00 - 13.00 Lunch
- 13.00 - 16.00 Proposals for International Collaboration
- European Journalism Review, etc.
- 17.30 - 22.00 Sauna and buffet in suburb Siivikkala, with
free discussion and closing

THE ANNENBERG SCHOOL FOR
COMMUNICATION

UNIVERSITY of PENNSYLVANIA

3620 Walnut Street Philadelphia, Pennsylvania 19104-6220

February 15, 1993

Dr. Kaarle Nordenstreng
Professor of Communications
Director, Institute of Journalism and
Mass Communications
University of Tampere
Box 607
SF-33101 Tampere 10
FINLAND
FAX: 011 358 31 134 473

Dear Kaarle:

This letter is going by both e-mail and fax, though I will be out of town for a day and will not get to the fax machine until Tuesday.

Thank you for your fax letter of 12 February, and for the various options. Let me explain the situation, though no doubt you are familiar with parts of it.

I lead a very tightly structured and scheduled life as I am sure you do. Am teaching 2 classes, have a series of research deadlines and writing commitments, work on CEM, and trips once or twice a month. There is a constant back-up of pressing tasks.

The trips must be very brief; I don't mind that, or the travel (time I put to good use) as long as it is more productive and rewarding than what I give up or postpone in its place. Recently I was in Budapest (1 1/2 days), West Coast (3 times, 1 day each), Seoul (2 days), Houston (1 day), Montreal (1 day), Frankfurt (twice, 1 day each), etc. The exceptions are businesslike arrangements made in advance and usually including Ilona also in a professional capacity. (She teaches a terrific theater workshop, always a great success.) The past year I taught a 5-day intensive course at American University in Cairo and a 10-day course at Salesian University in Rome, both in media analysis; Ilona taught her theater lab. Neither required more than a slight adjustment of my Penn course schedule, but were negotiated at least 3 months in advance.

As to your seminar. The vague outcome concerns me even more than the time. What will be the end product? I know that media ethics is a trendy term (we published Cliff's book by that title) but it's like honor among pirates -- a bit limited.

With that message in mind, I wouldn't mind going if I could leave on Thursday, arrive in Tampere before noon on

Friday, would share the noon discussion and/or be on the program in the afternoon and the next day. If you think that would be feasible and desirable, please inquire at Finnaire or your smartest travel agent how that would be possible and affordable.

We can consider other plans as well. Dublin section program sound better than the last day as I can be there only a short time. A longer visit to Finland is also possible along the lines I noted above. Once there I am of course available for whatever may be useful.

Please let me know what you plan to do.

With best regards --

A handwritten signature in cursive script, appearing to read "George".

George

PS: Also faxing a copy of the Ablex book announcement page.

TAMPEREEN YLIOPISTO
TIEDOTUSOPIN LAITOS

6 March 1993

UNIVERSITY OF TAMPERE
DEPARTMENT OF JOURNALISM
AND MASS COMMUNICATION

Dr. George Gerbner
The Annenberg School of Communications
University of Pennsylvania
Philadelphia
FAX +1-215-898-2024

Dear George:

I just learned from my e-mail screen that a message sent to you on Monday 1 March has not been sent through. Let me therefore repeat the text here - with double apologies for the delay!

Sorry for not responding earlier to your lengthy message of Febr 15. Considering what you wrote and also what I told in mine of Febr 12, it indeed seems to me we'd better forget bothering you this time. Instead

1) let's stage a follow-up meeting (more or less formal) in Dublin to see where we are in international mechanisms for media ethics and criticism, including CEM;

2) let's arrange your, and Ilona's (we've got theater schools also here...), visit over here later with a long-term perspective (e.g. September 1994 - after IIC convention in Tampere?).

Meanwhile, we'll distribute the CEM prospectus to the seminar participants to expose this initiative among others. If you think we should have more comprehensive or current stuff by mid-April, please mail me.

OK?

Anything new from Ablex? Did you notice that I am designated as Maryland person in the leaflet? I told about this to Carol Davidson's assistant Sharon a couple of weeks ago; at that time she could not tell when the book will be out. I have the feeling the old man is just sounding how many pay cheques will accumulate after these flyers and if not too many, he simply drops the printing. Why don't you now enter the harder line and start speaking to Walter Johnson about the authors' intention to sue him!

Best, as always,


Kaarle Nordenstreng

PS: My travel agent and Finnair could not find much better connections for you, and prices at this end for anything less than a week are still higher than what you hinted...



How!

5 April 1995

Dear George:

Thanks for the lunch & talk -- and showing me your new base!

Hereby my small contribution in support of CEM. But more important: we should join forces & concepts between your, Cees' and my great ideas. Let's try first round in Portoroz.

Hereby also latest from Council of Europe. You see how they follow up that Ministerial Declaration from Prague. Would you be around already at on 20 June -- you could represent IANCR (with its new NGO status!)? Please respond by e-mail. small

COUNCIL OF EUROPE

SECRETARIAT GENERAL

Please quote : HD/ADS/ar

Strasbourg, 24 March 1995

Dear Professor Nordenstreng,

The Steering Committee on the Mass Media of the Council of Europe (CDMM) has recently decided to carry out work on the portrayal of violence in the media, especially in response to the conclusions on this topic adopted at the 4th European Ministerial Conference on Mass Media Policy (Prague, 7-8 December 1994).

For this purpose, the CDMM has created a Group of Specialists which is now analysing the portrayal of violence in the media from a number of perspectives. So as to further the work of the Group, in particular by ascertaining the views of representatives of interested professional and other bodies, the CDMM will organise a hearing on the issues raised by the portrayal of violence in the media.

The hearing will begin on Tuesday 20 June 1995 at 9.30 am and end around 4.30 pm. It will be held in Room 11 of the Palais de l'Europe, Strasbourg.

Details on the substantive themes to be discussed and organisational arrangements for the hearing are appended.

Given your particular expertise in the issues raised by the portrayal of violence in the media, I have the pleasure to invite you to attend this hearing.

The Council of Europe cannot bear the travel and subsistence expenses arising from your participation in the hearing. You are requested to bring a passport or identity card as well as this letter. These will be required at the main entrance of the Palais de l'Europe.

I should be grateful if you would confirm, by 10 April 1995 at the latest, whether you will attend the hearing. The Secretariat responsible for the organisation of the hearing can provide you with any further information: Mr T. L. EARLY, Head of Media Section, Directorate of Human Rights, Tel: (33) 88 41 22 16; Fax: (33) 88 41 27 05; Mr A. DE SALAS, Administrator, Media Section, Directorate of Human Rights, Tel: (33) 88 41 23 29; Fax: (33) 88 41 27 05.

Yours sincerely,



Pierre-Henri IMBERT
Director of Human Rights

Professor Karle NORDENSTRENG
University of Tampere
P.O. Box 607
SF - 33101 TAMPERE

cc: MM. C. Papadopoulos, T. Georgiou, I. Kosonen

MURDER STRENGTH (2 pages)

HEARING

POSSIBLE JUSTIFICATION FOR AND LIMITS TO THE PORTRAYAL OF VIOLENCE IN THE VARIOUS MEDIA, ESPECIALLY IN FICTION AND INFORMATION PROGRAMMES ON TELEVISION

Organised by
the Steering Committee on the Mass Media
(CDMM)

Tuesday 20 June 1995 (9.30 am - 4.30 pm)

Palais de l'Europe, Room 11

1. Context

The hearing is being organised by way of follow-up to certain of the conclusions of the 4th European Ministerial Conference on Mass Media Policy (Prague, 7-8 December 1994):

- The Ministers participating at the Conference included in their political Declaration a specific reference to their concern over "the undue prominence given to the portrayal of violence in some media, notably broadcast media, and of the impact thereof on the public". The Ministers noted "the need for guidelines at the European level on this issue" (cf. paragraph 9 of the Declaration).
- In the Action Plan appended to the Declaration, the Committee of Ministers of the Council of Europe was requested "to prepare, in close consultation with media professionals and regulatory authorities, possible guidelines on the portrayal of violence in the media" (cf. item 7 of the Action Plan).

The CDMM, in particular its Group of Specialists on the portrayal of violence in the media (MM-S-VL), has been entrusted with the follow-up to these conclusions.

2. Aim

The aim of the hearing is to allow the Steering Committee to ascertain the views of informed persons and organisations on the subject of the portrayal of violence in the media, so as to assist the Committee in the preparation of appropriate responses to problems identified.

3. Substantive themes to be treated

The themes of the hearing have been drawn up by the CDMM on the basis of proposals submitted by its Group of Specialists on the portrayal of violence in the media at its first meeting (31 January - 1 February 1995).

- 2 -

THEME: Possible justification for and limits to the portrayal of violence in the various media, especially in fiction and information programmes on television

QUESTION A: Taking into account:

- the content of the programme (information, education, entertainment, etc);
- the type of media (audio-visual/print, public, private, generalist/thematic, encrypted/in clear, etc),
- the kind of public targeted (public at large, specialised public, adults, youth, children, specific groups),

in which cases, and in what form, do you consider the portrayal of violence in the media to be justified/unjustified?

QUESTION B: If you are of the opinion that there should be limits on the portrayal of violence, what, in your view, would be the best way to achieve this ?"

As regards the second question, the CDMM decided that the hearing should not go into detail on matters such as the effective application of standards. However, CDMM experts who so wish may ask invitees about their experiences in this regard.

4. Invitees to the hearing

A limited number of representatives of interested media, and regulatory and self-regulatory authorities.

5. Organisational arrangements

Participants must use one of the working languages of the hearing (French and English).

Participants will be invited to submit their views on the various themes in accordance with the following order: morning session (9.30 - 1.00): question A ; afternoon session (2.15 - 4.30): Question B.

Speakers are requested to limit the length of their statements to a maximum of 6 minutes to leave sufficient time for questions from the members of the Steering Committee.

Speakers should submit the text of their statements to the Secretariat following the hearing, as well as any other documentation which they would like to forward for consideration by the Group of Specialists on the portrayal of violence in the media.

The Chairman of the CDMM will chair the hearing.

6. Practical information

You will find enclosed some practical information to assist you in your participation in the hearing (travel arrangements, hotel information, etc).

[113] From: Kaarle Nordenstreng <tikano@uta.fi> at SMTP-po 12/21/95 3:00PM (1539
5 bytes: 280 ln)
To: fgg at POST1
Subject: Re: Christmas (fwd)

----- Message Contents -----

Text item 1: Text Item

Received: by ccm ail from uta.fi
From tikano@uta.fi
X-Envelope-From: tikano@uta.fi
Received: (from tikano@localhost) by kielo.uta.fi (8.6.12/8.6.9) id VAA12558;
Thu, 21 Dec 1995 21:53:17 +0200
Date: Thu, 21 Dec 1995 21:53:17 +0200 (EET)
From: Kaarle Nordenstreng <tikano@uta.fi>
To: fgg@asc.upenn.edu
Subject: Re: Christmas (fwd)
Message-ID: <Pine.SOL.3.91.951221214614.8323S-100000@kielo>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

Dear George & Ilona:

Our traditional family curcular comes now (natureally) through Internet.
After its writing last week, Ullamaija's mother died (yesterday) -- good
for all parties...

Today I received Lent's book. I didn't have yet time to read it, but it
looks fine in general -- except that my inclusion in this guru gallery
is really out of place, I'm so much junior and minor. Intellectually, so
is Jim. Actually it is just Dallas, Herb and yourself that form the hard
core. But maybe the rest is OK as soft framing...

As you saw, I made it to Mike's Festschrift as well.
Shall send you a couple of other things by mail.

Best,
Kaarle

----- Forwarded message -----

Date: Tue, 19 Dec 1995 13:41:24 EET DST
From: Ullamaija Kivikuru <KIVIKURU@valt.helsinki.fi>
To: Kaarle Nordenstreng <tikano@uta.fi>
Subject: Re: Christmas

From: Ullamaija Kivikuru <kivikuru@valt.helsinki.fi> and
Kaarle Nordenstreng <tikano@uta.fi>
Subject: Merry Christmas
To: Dear Friend(s)
Date: December 1995 13:09:18 + 0200 (EET)

As it is generally agreed, there is life before and after
Internet. This is the first Christmas letter by the Kivikuru-
Nordenstreng family which is spread also via Internet e-mail.
More tradition-bound and conventional friends are approached by
the old-fashioned means of ordinary post -- but do not blame us,
if you receive the letter after New Year.

This is our 14th Christmas letter. The first one was produced by
a manual duplication machine in Kurasini, Dar es Salaam where
the Tanzania Journalism School was then located and where
Ullamaija then worked. We are media people, and media people
ALWAYS respect anniversaries. Hence preparations for the
production of the 15th Christmas letter are already under way. A
committee has been nominated, with due respect given

democratically to various gender, age and minority groups. The committee has suggested that a home page should be established for this crazy family. Another suggestion sounds extremely lucrative for the rapporteur of the family right now: an interactive network would facilitate any of our friends to assist in the production of the newsletter.

Committees usually have at least one dissident member who tends to ruin anything the others produce by doing something totally different. Our committee also has this kind of a member, our 3,5-year old Weimaraner dog Velvet. Velvet has refused to mature. She just ate up the Christmas garland which has been hanging on the door for 15 years. Now it is gone. The incident was discovered when we started wondering why the dog looked so guilty; perhaps one day she'll grow up. Somehow both our children were very upset about the garland, as if part of their childhood were gone. The very same young people want to change everything in the world, but obviously not Christmas traditions...

Anyway, you should be prepared for the Christmas letter 1996; this is an interim report only.

To be honest, year 1995 has not been very good for our family. Ullamaija even had a feeling for a while that whatever she decided to do was doomed to fail. The beginning of the year was dramatic, because Ullamaija's mother Laila (who has been member of the extended family quite intensively) fell sick due to falling down at home. She spent months in bed, and the future seemed quite dim. She is still in the hospital, but the quality of life has improved considerably for her, though there are occasional setbacks also, the last one took place just before Christmas. In general however, she moves around with walking aids, chats with her friends on the phone, easily available at her bedside, and she even occasionally meets these "girls" (age 80-90) in a cafeteria downtown Helsinki. Perhaps the most valuable experience for Laila has been that both of her grandchildren keep on visiting her several times a week and phone on a daily basis. Laila gave them time when they were small, and they want to keep her as part of their everyday life now, though she has to stay in the hospital.

For Markus year 1995 has been similar to the previous one; he still searches the purpose of life, to put it in a formal way. He spent the spring with his father in Texas, wondering what to do, if singing and playing guitar do not provide a living (in Austin one might have that illusion, because the music life there is so lively, but one is forced to reject the idea as soon as (s)he gets back home). Markus lives on his own but nearby now, he works in a guitar shop, plays and sings all nights. He claims to support himself, but somehow he visits home very frequently, taking full use of his mum's washing machine, fridge, and car.

However, after months of ardent thinking, Markus has come to a conclusion that if starmakers of the music world are not able to locate him by next fall, he is going to give up and move to Dublin -- to study communication! The older generation in the family had some difficulties to digest this, and the older generation also accepted the idea of thinking it over once more. Hence Markus will start at Dublin City University next September. We all agree that if one has such a last name as Nordenstreng and wants to study communication, it is definitely

better to do it abroad. Somehow Ullamaija is even more definite about this than Kaarle. Perhaps our experiences differ. Dublin is one of the avenues made available for the Finnish youth by our EU membership. However, the older generation suspects that the choice of Dublin has something to do with music as well, because as we all know, Dublin has a reputation as a music centre also. By the way, it is interesting that the few months spent in the US cured Markus of the fever for America. He is VERY European now.

The Nordenstreng boys have a tendency to slip out of difficult situations with admirable fluency. For example, considerate relatives do not ask about Markus' doings any more, though he finished high school two years back. The extended family has obviously accepted the idea that he is a full-fledged member of Generation X without any plans for the future and full capacity to enjoy the present. The politically correct Finnish ideology of Protestant ethics will never be able to touch these youngsters, who are quite a few in Finland now. They are lovely, gentle sunshine kids. Still, it is sort of difficult to think that one day these very kids will be responsible of running the world...

Markus is not a hedonist by any means. He wants to participate through Amnesty, Greenpeace, and non-compromizing music composition. He is willing to carry heavy amplifiers from one continent to another, if required for a purpose he finds meaningful. He plays in various bands which keep on changing names and members, he has performed on small underground type of stages on a continuous basis. The average age of the audience has been raised by a group of members of the Dept. of Communication, University of Helsinki -- Markus' mum has been accompanied by her colleagues voluntarily by these ladies who claim that they like "the clang of the 1970s" in his music. The ladies have also been very considerate and avoided loud talk of "it is incredible that Markus is grown-up already; I think it is yesterday when he was still hanging in our curtains".

Laura is in high school now, and appears as attending a programme totally different from her brother, though they have gone to a same school. Laura has piles of homework which keeps her busy for hours (no recollection of Markus ever doing this). Laura has still the dream of working as a veterinary one day. Hence she had, the fifth time in a row, a huge horse as our summer guest again. Velvet is Laura's dog, and she loves Velvet most of the time with great passion, with the exception of such incidents as the Christmas garland.

When Laura gets nervous, everything goes wrong, but 95% of the time she is charming, extrovert Miss Sunshine. Last spring she was elected "exceptional classmate friend" by her classmates, and she also received credit of her good social performance from Nokia Company where she worked as a summer practicant to earn own money.

Laura was responsible for her mother, while Kaarle and Markus were in Austin last spring. During the Easter holiday, Laura visited the male members of the family and her school of the previous year, when she had accompanied Kaarle in Austin. The young lady from the North was badly burnt by the southern sun at Barton Spring's in Austin; as usual, Kaarle and Markus were late to pick her up from the swimming pool, and she fell asleep there. She could not sleep on her back for weeks...

Laura is very independent and willing to accept

responsibilities, even to redistribute them. She and her mother tend to have disagreement over the timing of cleaning up the house. She does it eagerly, if she is allowed to do it exactly when she wants it, disregarding the fact that a dinner is under way. Laura also took the responsibility over her French exchange friend who spent two weeks with us last winter; Laura's class invited a French class to Helsinki and visited the French class in Lyon in May. Ullamaija hardly noticed that Marie-Caroline was in the house with the exception of late evening meals. The two girls took care of themselves finely.

Laura was not very thrilled about the trip to Lyon in advance, but she came home as a thoroughbred fan of the French. Towards the end of the year Laura ended up into a dialectic situation, because of the boycotting against French nuclear tests. She is against, but she says that all her French friends are also against the tests. Laura plans a trip to Lyon again in the summer; perhaps she is going to study how to put up a demonstration. Laura is very practical, while her brother concentrates in planning and organizing other people's work. On the other side, the two Nordenstreng children resemble each other quite much, and they also come along excellent nowadays. They keep on laughing at the memories from the heroic family holiday in 1988, when we drove through Europe from Barcelona; the parents lost their temper once an hour because of the continuous fighting on the back seat. A good sense of humour is one of the shared qualities of our youth, though self-irony remains rare. Believe or not, but we have fun with each other. However, we do not come together very often, hence the fun-making is not excessive.

Not much can be said about Kaarle and Ullamaija. They still have too much work, they still have a tendency to ignore deadlines, they still have a tendency to become nervous about deadlines; sometimes Kaarle spends more time in rearranging his schedules than doing the actual work. Ullamaija instead reacts in a different way. She becomes somehow paralysed about her ineffectiveness and is able to carry out even less work.

Kaarle spent spring 1995 in Austin, Texas, and after coming home he has been on quite a few short trips, though he, according to his own interpretation, has stopped travelling. He keeps on commuting between Tampere and Helsinki, however. When Kaarle returned from the US, he swore that he does not want to go back to his stressing routines -- but he did, fast. Ullamaija has still dealt with the Finnish EU publicity, but she'll return to her teaching duties next semester. The report is naturally far from completed yet. Hence the stress will continue next year.

Both Kaarle and Ullamaija travelled on a train through Europe for 13 hours from Budapest to Slovenia, on successive dates of course. Kaarle sat in a over-priced restaurant wagon with a world-famous colleague and hardly noticed the sceneries, while Ullamaija took part in an international sandwich party with junior colleagues travelling in an ordinary compartment. Besides eating, ardent church-monitoring was exercised, because the mode of church towers indicate the various interest groups in former Yugoslavia.

The T-bird brought from the US brings some delight in Kaarle's stressing life. Kaarle does not care about any other high life qualities but cars! Ullamaija dislikes the thing which turns around in one swing of hand. Otherwise a recent student paper

tells something about Kaarle's outlook: students suggested suitable Christmas presents for their teachers in the paper. Kaarle had a full list, a suit, a tie, shoes... Happily enough, he has got a postmodern daughter who loves his wardrobe. Laura keeps borrowing Kaarle's coats, sweaters and caps from the 1960s and 1970s.

We have visited Africa also, Ullamaija even twice, in the spring in Mozambique and South Africa and in November in Zimbabwe. The trip to Zimbabwe was fantastic cure of Ullamaija's stress. She sat among piles of student papers in her hotel for more than a week, it was nice, peaceful and rainy (rainy season). Then Kaarle paid a visit from neighbouring Zambia where he happened to be. He obviously wanted to see his wife whom he sees so rarely at home. Kaarle brought a real change for 24 hours: visits, phone calls, extremely tight schedule. Ullamaija was happy when Kaarle returned to Lusaka.

Africa is a nice place also because one is able to exercise real discussions there: on structural adjustment programmes which try to strangle the most persistent being on the earth, the African woman, on leaders who have changed from visionaries to bureaucrats, on parties which have dropped socialism from their agenda, following alertly the European example, on the discovery of a winding radio which is going to bring delight to a higher number of people than the Internet, on the strength of South Africa, raising certain concern among people around. South Africa is an exiting but warning country as well: people's expectations are understandably high, while social changes are - also understandably -- progress on a slow pace. Also extremely sensitive and tough questions are discussed in Africa.

Back at home so much talk has been carried out on the civil society and the public sphere. However you measure it, the public sphere is far more easily found in Africa.

But still dear friends: Merry Christmas to the South as well as to the North, to the East as well as the West! Let's make a deliberate move to expand the public sphere, but let's do it next year! Ullamaija Kivikuru

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00014 University of Helsinki
Ullamaija.Kivikuru@Helsinki.FI
kivikuru@valt.Helsinki.FI
Tel 358-(9)0-1918906 (office)
358-(9)0-489348 (home)
Fax 358-(9)0-1918849

Date: Tue, 23 Dec 1997 16:43:50 +0200 (EET)
From: Kaarle Nordenstreng <tikano@uta.fi>
X-Sender: tikano@kielo
To: ggerbner@nimbus.ocis.temple.edu
cc: GGERbner@pobox.asc.upenn.edu
Subject: Season's Greetings! (fwd)
MIME-Version: 1.0

Dear George & Ilona:

Late as usual -- and objective as usual...

Best, Kaarle

----- Forwarded message -----

Date: Sun, 21 Dec 1997 11:38:20 EET DST
From: Ullamaija Kivikuru <KIVIKURU@valt.helsinki.fi>
To: dervin.l@osu.edu, gra@leicester.ac.uk, ingunnh@due.unit.no,
kleberg@jmk.su.se, kovatsildi@izab, ell.elte.hu@valt.helsinki.fi,
epp_l@madli.ut.ee, lsteeves@oregon.uoregon.edu, mear@ere.umontreal.ca,
v.nightingale@nepean.uws.edu.au, roach@qcvaxa.acc.qc.edu,
m-white@nwu.edu, CXRO@MUSICA.MCGILL.CA, as19@leicester.ac.uk,
trine.syvertsen@media.uio.no, jschoufour@inter.nl.net,
wartella@mail.utexas.edu, "att.vartanova" <dean@dean.journ.msu.su>,
jwasko@oregon.uoregon.edu, sventur@american.edu,
anita.werner@media.uio.no, harntsen@media.uio.no,
s-braman@ux1.cso.uiuc.edu, skaidra@fil.lu.lv, ulla.carlsson@jmg.gu.se,
iri@u.washington.edu, mdebruin@uwimona.edu.jm, hamelink@antenna.nl,
helger@media.uio.no, tore.slaatta@media.uio.no,
knut.lundby@media.uio.no, ragnar.waldahl@media.uio.no,
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kgecau@zimbix.uz.zw, pk@djh.dk, Mowlana@american.edu,
KarenR@chelt.ac.uk, Rino Zhuwarara <enguz@pci.co.zw>,
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ping1513@ping.be, cgomez@uibero.uia.mx, tufte@dlh.dk,
svennikh@media.uio.no, downing@emx.cc.utexas.edu, topaaz@knoware.nl,
tiiihe@uta.fi, galla@worldnet.fr, Sue Lion <info@wildscreen.org.uk>,
mensink@iiav.nl, adpc@lix.intercom.es, svaltone@valt.helsinki.fi,
DWpress@mink.it, malena.larsson@svt.se, johanna.jaasaari@yle.fi,
dorette.kuipers@klo.nos.nl, tolgyesi@izabell.elte.hu,
job1@leicester.ac.uk, ney@jmk.su.se, eli.skogerbo@media.uio.no,
fkasoma@hss.unza.zm, elina@zebra.uem.mz, ekejan@jmk.su.se,
DSpen1018@aol.com, stiehler@rz.uni-leipzig.de, d.t.brathen@media.uio.no,
P.Golding@lboro.ac.uk, helge@ronning.uem.mz, mukela@nsj.uem.mz,
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aggreyb@uwimona.edu.jm, mburkle@macluhan.aul.uia.mx, tfo@ur.se,
hthorbj@rhi.hi.is, aa55700@uta.fi, maarjal@jrnl.ut.ee,
maritha.jacobsson@medkom.umu.se, christensen.ut@mail.utexas.edu,
arild.fetveit@media.uio.no, boel.nilsson@medkom.umu.se, tikano@uta.fi
Subject: Season's Greetings!

Dear Friend(s),

It is time to concentrate to essential readings such as our annual family report, offered here in to different formats, the content remaining identical. This is a world full of options...


Merry Christmas & Happy New Year!

UmK

December 1997

Dear Friend(s),

It's again about time to give the annual report. But it is also perhaps proper to explain the background of this report, because every year a few new receivers join the audience; our standard 'clients' are reminded that redundancy is part of the core of journalism. Our family started to prepare an annual report around Christmas at the time when we lived in Tanzania and people at home wanted to know how we were. We had as examples the colourful Christmas letters which we received from abroad, above all from the US. According to these letters, everything was OK in the families who sent them. We instead decided to add some self irony to the narrative. Accordingly, the situation resembles a similar change of tone as in a Finnish TV entertainment programme called Napakymppi. It pays copyright fee to the American series Perfect Match, but in fact Finnish performers make the series genuinely Finnish (in the Finnish version, pair hunting appears as a very serious business).

It is much easier now to prepare a Christmas letter than a few years back, when the younger generation in our family wanted to check the manuscript quite carefully. These years of pre censorship are now over; the Christmas letter can now be considered as an independent medium which  Unesco loves. The letter comes out in two languages, Finnish and English, and the distribution takes place either in the paper form or via Internet. The number of languages might increase in the future due to latest professional developments (see later).

In Sweden a freely distributed tabloid called Metro has mixed up circulation trends, and the same phenomenon has now arrived in Helsinki. These tabloids offer the news in such a simple and short form that anybody is able to grasp the essence even when half asleep. We in Finland have made things more powerful by doubling the number of tabloids using this format. We have two, Sata asiaa (100 issues) and Vartti (Quarter). The loveliest thing about these papers is that while they supply audience with ingredients of proper citizenship with their extremely easily digested headlines (headline knowledge is enough to start an intelligent

discussion in the public sphere, isn't it?), it still allows the mind to rest in peace. Not a single thought is needed unlike comic books, which often require an alert mind.

We supply you a new ready-to-digest tabloid called The Christmas Delay. It publishes everything that is fit to print about the Kivikuru-Nordenstrengs. Hence rest with us!
Headlines:

Growth or backlash? Markus back to his roots from Ireland.
The tale of a young lady: Driver's licence, French with an American accent, and two second Class Honours to Laura.
Quality of life, found in the bathroom: This is how we modernized Kaarle.
Budget under threat: Markus moved out.
Velvet under threat: Laura moved around the corner.
The great narrative: How Kaarle bet the volcano.
The heat of bilingualism: How Ullamaija learned to know how to command the essentialities of life in Swedish... and guess what happened next!
Time bomb: While the world tries to figure out, whether the mad cow's disease can be spread to people, the Kivikuru-Nordentrengs ponder whether a broken toe can spread from a woman to a dog.

As you notice, The Christmas Delay has adopted the tabloid style -- drama and no surnames.
If you have more patience to rest with us, we can tell you more. If not, turn the last page with Christmas greetings.

Here is the Christmas Delay in afternoon paper format:

Our son Markus came back from Ireland after a year. He fell in love with Dublin, but not necessarily communication studies. Surprisingly enough, he got into a polytechnic college specialized in either visual or sound engineering; he naturally chose sound, because he still is frantic about music. The family had hardly recovered of the surprise that he was accepted (more than 600 applied, 16 were selected, but the Nordenstreng men do usually have luck) when it had more to be astonished: Markus likes the school! In September he was surprised of the fact that the school required him to visit the place every day, but he has obviously made a deal with the administration, because at least a dozen small businesses have been carried out besides the studies: recording, guitar and record selling, playing for money.

And he misses Dublin. Lack of money has been an obstacle for

travelling there so far, but happily enough his roommate Dermot will pay a visit here around New Year. Dermot is the fellow who phoned us a year ago after Christmas (when Markus was visiting Finland) and asked, when Markus is going to return home...

Although Markus did not accomplish very much during the academic year in Ireland, the stay there paid off. The fellow matured a lot (oh, yes, there is still space for more of that, but still). And Ireland is a marvellous country! The rest of the family visited Markus in February, enjoying Dublin and especially the sceneries of the West coast. Markus' Irish friends prepared us travel plans, supporting their suggestions with such comments as "That is really a marvellous place" or "That you should not miss, it is really worth seeing". We started thinking, whether we ever have heard any Finnish city kid praise various sites of his or her own country.

Our daughter Laura turned 18 and got a driver's licence accordingly; she has the last year in high school to go -- and she is ready to go. Our problem is that we have two cars and two children with driver's licence, and still we parents also occasionally need the cars. Anyway, it is nice to have children who so eagerly seek contact with their parents, sometimes even several times per night. Regarding Markus, a special requirement should be taking into account. That is so-called Nordenstreng Amendment, which allows the following procedure: first we have to agree in detail how to do a thing, after that we should be prepared to exceptions to be made on the other partner's side to the agreement, and finally exceptions to the exceptions. The name for this procedure is called "flexibility". This rule applies to all male members of the Nordenstreng family (recorded by a woman member of the same family).

But back to business. In fact, Laura's expectations regarding the use of the car are quite modest compared with those of her brother, but the problem is that she does have some wishes anyway; this is almost too much. Markus inherited from Kaarle a 32-year-old Mustang a few years back, but the problem for this year has been money. The old car does not run without a series of major repairs, and the son cannot afford it. Hence the car has not been driven at all this year.

Laura spent the beginning of the summer in France -- and learned a lot of English with

Colorado accent. Because she is very eager to get rid of the school as soon as possible, she has already taken two final exams, one in English, the other in Swedish (this kind of procedure is nowadays possible in Finland). She tried English first in the spring and was almost at the edge to get the maximum grade. She decided to resit the exam in the fall -- and did not come quite as nearby, but remained still in the next-best category. She decided not to resit the exam once again... To her great surprise, she also got the next-best grade for Swedish, so one subject did not quite go according to expectations, but the other beyond expectations.

Miss Nordenstreng who has been dreaming of a veterinary future for years, has shown some of the famous Nordenstreng flexibility regarding plans for future. Now she wants to study law. According to university statistics, in the spring 1997 the departments which were the most difficult to get in were in Finland veterinary science, communication and journalism (true!) and law. Accordingly, it is not probable that Laura will get in the first year at least, if ever. But she is (unlike her brother) a very realistically oriented young lady, and she has various alternative plans also. But first she has to clear the final exams at the end of March.

A vulcano called El Popo tried to prevent Ullamaija and Kaarle from travelling to Mexico, but El Popo did not know Kaarle. Though the whole airport of Amsterdam tried to convince Kaarle that flying to Mexico is out of question, Kaarle did not give up. And alas, we did take off, via Washington (where we were cleared off our luggage) and Mexico City, entering finally to Oaxaca (our final goal) only two days behind the scheduled arrival (everybody knows that Kaarle is late anyway). Many turned back, but we did not. Ullamaija and her colleague benefitted, because Kaarle fought for them also.

In Oaxaca Ullamaija became acquainted with a Mexican hornet, and already on the way back (which also was quite adventurous) her left leg was double of its normal size. In Finland it was diagnosed as shingles. In Finnish, the name of the disease is "rose"; the person who has named it must have been a real lover of irony! The shingles stopped Ullamaija's summer activities for quite a while, and since then she has continuously been behind her schedule (just information for all those who have been expecting contributions from her side recently; she has not adopted Kaarle's behaviour but been unable to complete her normal work load).

Ullamaija has never commanded Swedish grammar. Let's see what happens next spring, when she has to start teaching in Swedish! The only thing Ullamaija knows is that her bilingual mother would be extremely pleased to see this happen, would she still be alive!

Although Ullamaija has frequently been in opposition at the Department of Communication, departure has still been quite difficult. It is not that easy to leave the colleagues and above all the students (though on Doctoral level the bond continues, because both institutions belong to the same University). And before Ullamaija is able to start in the new place, she has to leave the old one -- and she does have quite a lot of books, research materials, etc. A colleague already said: "Tell me, when you plan to move so I know to stay away then".

But it will be OK. Ullamaija cleared the European Commission, and this cannot be worse. For the first time in her life, Ullamaija participated in a EC research project covering all European countries. Ullamaija coordinated the cooperation of six national teams. The research proceeded beautifully, Brussels was the problematic part. After that experience Ullamaija cannot be very concerned about the join European cuurrency - - they'll missplace it somewhere anyway. The final report of "Images of Women in the Media" state-of-the-art-study was lost/misplaced four times at the EC, and every time the ladies there gave the impression that it was our fault that they misplaced it.

Both Ullamaija and Kaarle -- and especially Velvet, our dog -- have been strongly affected by the fact that both children moved away from home, Laura admittedly only behind the wall literary next door. But that is the worst part for Velvet: she knows that Laura is nearby, but not at home. Still, it might be so that the dog will get adjusted gradually, but what about the parents? They'll look at each other and try to find something to say to each other... Follow-up in the annual report next year.

Velvet -- a Weimaranian whose full name is Sinclair's Legacy Velvet and who has a very long list of noble forfathers and -mothers but is called "Vellu" among friends -- spends the Christmas season with one leg in cast. For an adventurous dog such as Vellu who has been bit by a snake and kicked by a horse the reason is somewhat humiliating. She kicked our own door and slipped down because the floor had been polished properly due to Christmas (the caretaker did it, not we!). The dog with three legs was brought

The treatment was over early fall, but first now the pain has decreased, though not disappeared. Doctors say that it will go away in 1-2 years... Still Ullamaija's leg is the best thermometer to tell us when a change in the weather can be expected.

Kaarle does still not travel at all any longer. However, once or twice a month he is detected in various places in Europe, and in the fall he spent a month in the US. On the other hand, we must admit that Kaarle has changed somewhat: he really tries to get rid of some responsibilities, he goes to the country place to read and concentrate, not only to reduce the stacks of undone work. The family hopes that one day Kaarle also realises that the globe does not fall apart, though he retreats from the arena. Presently he is (at least here at home) called upon always when a project demands a mentor or money or both or when hard administrative decisions must be made. Nobody is really pleased with the compromises which he ends up to, but still everybody keeps on asking him to continue -- because otherwise somebody else must do the dirty work.

Last Christmas Kaarle got as a present from the family the renovation of the bathroom in his small apartment in Tampere. In fact it was a necessity. One could not find spares for so old equipment any longer. The present was postponed to July -- but we did it, together. We washed, painted, fixed new furniture, we were even able to change a box of parts into a showercabin, though the manual was totally incomprehensible. One can hardly recognize the place.

Ullamaija has been very attached to the Swedish language this year, and she received her reward in December, when the President of Finland appointed her as professor of journalism at the Swedish School of Social Sciences (SSKH) at the University of Helsinki (the President still does such things, he does not obviously have much to do otherwise). The SSKH is a place where, among others, most Swedish-speaking journalists in Finland are trained. The language minority is well protected, and accordingly, Ullamaija had to show both her academic competence and her language ability. She had to take quite a demanding language examination, which she finally (after two fails, to be exact) managed to pass. It was quite tough, though Ullamaija has spoken Swedish in her childhood, because her mother was bilingual and her grandparents on her mother's side monolingual Swedish-speakers. But

to the Veterinary Hospital and treated in such a considerate manner that Ullamaija (who has a habit of breaking a toe once in two years) has decided to head to the Veterinary Hospital next time when a toe is broken again. Compared with the impolite health center she has been using the difference was enormous. While casting the leg, the veterinarian told stories about our previous African dog Malla who happened to frequent the hospital in her older age. So the consideration extend beyond death!

Have a peaceful Christmas Season, with or without the EMU (only Europeans understand how crucial issues we are here referring to)!

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November 21, 1980

Nordenstreng *Feb*

Joan D. Mebane
Philip Morris

*infernal
new point*

*→ Come with ^{should} professor who
is a really a professor
note: Prof. Nordenstreng is a diplomat,
& Professor in Prof.'s clothing.*

As a response to your kind letter of October 10, I should first like to suggest that you change the way my name is listed in the program. Just drop the second half of my "title", beginning Director, Institute. It is enough to state that I am Ph.D., Professor of Journalism and Mass Communication (obs. this formulation of my professorship) at the University of Tampere in Finland.

Enclosed you find a photo for the symposium program. As to the "brief biography", here are some basics (if it is insufficient, just ask for more):

- born in 1941 (June) in Helsinki, Finland
- studied at the University of Helsinki psychology, linguistics and philosophy, M.A. 1965, Ph.D. 1969
- active as freelance journalist with Finnish radio since 1956, editor of youth programs in 1962-63
- head of audience research and member of long-range planning at the Finnish Broadcasting Corporation in 1967-71
- junior teacher in journalism and mass communication at the University of Tampere in 1965-66, exchange scholar at Southern Illinois University in 1966
- professor of journalism and mass communication, especially on electronic media, at the University of Tampere since 1971
- visiting professor at Simon Fraser University (Vancouver, Canada) in Spring 1975; visiting professor at University of California, San Diego (La Jolla, Calif.) in Spring 1977
- consultant to UNESCO in matters of communication research and policies since 1969
- vice-President, International Association for Mass Communication Research since 1972
- President, International Organization of Journalists since 1976
- written or edited a dozen books, including National Sovereignty and International Communication: A Reader (with Herbert Schiller; Norwood, N.J.: Ablex, 1979) and Television Traffic - A One-Way Street? (with Tapio Varis; Paris: Unesco, 1974), plus several hundred research reports and articles
- member of several national commissions on communications and foreign policy, including an advisory committee on the ~~CONFERENCE~~ follow-up of the Helsinki Final Act on Security and Cooperation in Europe

Winter

*know and
what delicate
balance
Oct*

Looking forward to more materials and ultimately to meeting in Virginia.

Sincerely yours,

Kaarle Nordenstreng
Kaarle Nordenstreng