

November 29, 1960

Prof. David Riesman
Department of Social Relations
Harvard University
Cambridge, Massachusetts

Dear Professor Riesman:

I read that you are among the signers of a declaration supporting the manifesto of French intellectuals. Friends at the University of Paris asked me last summer to do what I could -- I think the least I can do is to help circulate such a statement here, unless someone else is already doing it. If this is desirable and feasible, could you have your statement (plus any related literature) sent to me?

Let me, also, take this opportunity to send you a brief description of my current research project. If you know of any relevant studies (aside from a few mentioned in your Constraint and Variety) or other leads in the U.S. or abroad that might be fruitful, I would be grateful for your advice. Regards from Dallas Smythe, Bennet Berger et al.

Sincerely yours,

George Gerbner

GG/vmb

Enclosure

December 1, 1960

Dear Mr. Gerbner:

Mr. Riesman has asked me to let you know that he will answer your letter in full in a short time, but that meanwhile he is having sent off to you a copy of the declaration by air mail. He wanted me to tell you that it was only circulated to tenure faculty, although many others were interested.

Sincerely yours,

Sally Valentini

Secretary

HARVARD UNIVERSITY
DEPARTMENT OF SOCIAL RELATIONS

EMERSON HALL
CAMBRIDGE 38, MASSACHUSETTS

December 8, 1960

Professor George Gerbner
Institute of Communications Research
University of Illinois
Urbana, Illinois

Dear Professor Gerbner:

My colleague, Stuart Hughes, has already sent you the declaration supporting the manifesto, and I will see what else I can find in the way of literature for you. After some discussion, we followed the policy here of asking only senior faculty members to sign, although some of the younger ones would happily have signed and took an active part in circulating the manifesto.


Doc. of
acc. p.
I do think that in connection with your research, you would not want to look only at the portrayal of teachers and education, but also at other occupational and institutional imagery, as I am sure you realize. Lipset makes the point over and over that teachers fare no worse in this country than other members of the professional strata in a non-deferential society. Thus, comparisons may be misleading if one doesn't get a wider gamut. Naturally, you can't study everything! But I do think that some comparisons on at least an impressionistic basis would help. *What?*

Rolf Meyersohn, whose work in the field of leisure you may know of from Bennet Berger, is now at the University of Frankfurt. (His address is Georg Voigt Str., 4, Frankfurt am Main.) He might give you some useful European material or look around for them. And with respect to Soviet patterns, I suggest that you write my friend, Professor George Bereday of Teachers College, editor of the Journal of Comparative Education, and a specialist on Soviet education. He would in any case be interested in your work. *Write*
SD
revised
Z.F.

I am not clear from your statement whether you also propose to look at discussions of schools, and school boys, and college and college boys, even where it doesn't directly involve teachers -- though I would gather that you do from your description of Phase I. Do you think that any historical comparisons would be important here? I have wished students here would make a study of boy's fiction from Storer of Yale to Catcher in the Rye, for instance, or A Separate Peace, to show the different forms of treatment of schools and colleges.

I am sending you a reprint and also a squib from Daedalus bearing on the teaching profession.

Sincerely,

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

David Riesman

DR:sv

P.S. I am also sending you a little piece from PROD on the press and academic freedom which bears obliquely on your concerns.

December 14, 1960

Professor David Riesman
Department of Social Relations
Emerson Hall
Harvard University
Cambridge 38, Massachusetts

Dear Professor Riesman:

Thank you very much for having the declaration sent to me and for your letter. I am looking forward to receiving the reprint and other pieces.

We will go slowly and handle the declaration here the same way as you did, probably for the same reasons.

Your comments on the research were useful and stimulating. I just wrote to Professor Bereday (whose book on The Changing Soviet School I just noticed on my shelf!), and to Rolf Meyersohn -- I didn't know he was in Frankfurt. If their reply indicates substantial interest and/or access to materials relevant to our research, I will try to arrange to see them late January when I go East and to Europe for a brief visit.

Regarding your point of occupational comparisons, we already have some comparable data on the portrayal of the mental health professions in this country (from a previous study). Also, our analysis procedures requires the assessment of other professionals and non-professionals along with teachers and in the same context. We want to know what happens when people in different occupational, etc. roles encounter each other in the same story, play, etc. Direct association on common terms might be more meaningful than comparisons of imagery presented in different contexts. I believe that Lipset's point is well taken, so I am not as interested in establishing occupational hierarchies as I am in defining profiles, in finding out the consequences of attributing occupational and other roles upon images of people as human beings in different societies. In all this I also make the assumption that different mass media systems operate differentially as systems; that mass-produced images are as much functions of media systems as of either consciousness or of other aspects of social existence.

Yes, we are also looking at schools, students, and student life, from primary schools through college. A student of mine is completing a comparative study of all this in children's and youth magazines of the 1870's such as Chatterbox

and Saint Nicholas and contemporary ones such as Jack and Jill. She is fired up by your suggestion and wants to continue to boys' fiction -- more power to her. If by any chance you have an opportunity to stimulate student interest there in such or other relevant studies, please let me know.

Any further comments or suggestions are most welcome. I follow your other reflections and activities through our C of C.

Sincerely yours,

George Gerbner

GG/vmb

HARVARD UNIVERSITY
DEPARTMENT OF SOCIAL RELATIONS

EMERSON HALL
CAMBRIDGE 38, MASSACHUSETTS

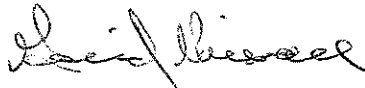
December 19, 1960

Mr. George Gerbner
Institute of Communications Research
University of Illinois
Urbana, Illinois

Dear Professor Gerbner:

I am down with the flu, so this must be brief. All you say in your letter makes good sense, and I am delighted with the student who is doing a comparative study. If I think of leads, I'll send them along.

Sincerely,



David Riesman

DR:sv

HARVARD UNIVERSITY
DEPARTMENT OF SOCIAL RELATIONS

EMERSON HALL
CAMBRIDGE 38, MASSACHUSETTS

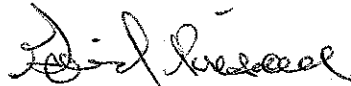
January 17, 1961

Mr. George Gerbner
Institute of Communications Research
University of Illinois
Urbana, Illinois

Dear Professor Gerbner:

Recovered now from the flu, I have come back to your letter of December 14th. Adele Smith, who was in our Freshman Seminar last year, did a term paper on children's fiction, working out of the Boston Public Library. Your own student might want to be in touch with her, and could reach her through Radcliffe College. I hope to publish her paper in a volume of student papers coming out of the General Education course I give, and which this year will have many pieces on popular culture. I am sending you last year's volume under separate cover, as an indication of the kind of thing I have in mind.

Sincerely yours,



David Riesman

DR:sv

did not get it yet,
neither that promised in
last letter,

March 3, 1961

Professor David Riesman
Department of Social Relations
Emerson Hall
Harvard University
Cambridge 38, Massachusetts

Dear Professor Riesman:

Thank you for your letter of January 17. Our teacher-school-image studies are progressing nicely. I have not yet received the materials indicated in the January 17 letter, nor those mentioned in your letter of December 8. Within the limits of the logistic capabilities of your personal communication and supply network (which must be formidable), I would be grateful for those materials, as well as for any further leads.

Sincerely yours,

George Gerbner

GG:ps

HARVARD UNIVERSITY - UN 8-7600, 605
DEPARTMENT OF SOCIAL RELATIONS

EMERSON HALL
CAMBRIDGE, MASSACHUSETTS 02138

December 31, 1963

Professor George Gerbner
Institute of Communications Research
University of Illinois
Urbana, Ill.

Dear Professor Gerbner:

Thanks for sending me your material. Has your colleague, and my friend, Joe Gusfield, seen it? I know he would be interested. Also could you send a copy to Christopher Jencks, 530 Greenwood Road, Towson 4, Md.?

With good wishes,


Sincerely,

David Riesman
David Riesman

K17-8928

DR/mah

Vermont: 802
AL4-5344

Sent 
1/3/64

HARVARD UNIVERSITY
DEPARTMENT OF SOCIAL RELATIONS

EMERSON HALL
CAMBRIDGE, MASSACHUSETTS 02138

May 18, 1964

Professor George Gerbner
Institute of Communications Research
University of Illinois
Urbana, Ill.

Dear Professor Gerbner:

I had heard from a mutual friend that you were going to the Annenberg School and while I know you will be missed in Urbana I am glad for your sake.

One possibility of a historian is Roger Hagan of whom, of course, you know. If he can keep The Correspondent alive he wouldn't want an academic job. But if it fails, as is all too conceivable, then he might be in the market for something at the last minute. Another possibility is a friend of mine, Professor Cushing Strout, who teaches American history at Caltech. He has wide interests and has written a book on the Oppenheimer case among other things.

Among social scientists, one possibility is my friend, Rolf Meyersohn. Did you ever meet him at the Bureau or at Chicago? He's back at the Bureau now.

Sincerely,

David Riesman
David Riesman

DR/mah

See also: Herb Gans
Leo Lowenthal

Hagan | 491-0274 — AC 617

Cor 39 K1 7-4817

December 11, 1967

Professor David Riesman
Department of Social Relations
Emerson Hall
Harvard University
Cambridge, Massachusetts 02138

Dear Professor Riesman:

As you probably know, Rolf Meyersohn is not coming back to us. Reappointment on tenure was the only other alternative, and this presented us with a difficult decision. We are a small graduate faculty, and have been fortunate so far in filling tenure positions with the most effective teachers and researchers in their respective areas. I had high hopes for Rolf, and my warm feelings toward him have not changed, but perhaps time was too short to convince our faculty (and, in fact, myself) that he was our man.

Now we are searching for a sociologist of communications. I would like to attract Herb Gans back to Philadelphia, but he likes New York too much. He has an institutional approach and an interest in popular culture that would fit well into our program. We are also looking for an historian and an economist interested in communications. Harold Innis and Dallas Smythe come to mind as possible types, even if not necessarily models. Page 4 of the enclosed draft of our new Ph.D. program (now approved) will give you a brief description of the three areas of communications study stressed in our program.

I am writing to you in hopes that you might have some suggestions.

In another connection, what do you think of William Stephenson?

I would be grateful for your advice.

Sincerely yours,

GG:kaf
enclosure

George Gerbner,
Dean

HARVARD UNIVERSITY

DEPARTMENT OF SOCIAL RELATIONS

*William James Hall 280
Cambridge, Massachusetts 02138*

16 March 1970

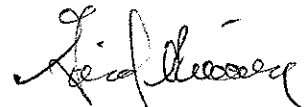
Professor George Gerbner
The Annenberg School of Communications
University of Pennsylvania
Philadelphia, Pennsylvania 19104

Dear George Gerbner:

The most recent issue of "Communications" that I have for February speaks of your work on the portrayal of violence on network television. I have just been reading Urie Bronfenbrenner's book, Two Worlds of Childhood, in which he reports studies of the effect of violence on television on children in America--experimental studies--and I wonder whether you've seen the work he refers to and whether you think it reliable? Bronfenbrenner who, as you probably know, is a Cornell psychologist, is convinced that television violence has almost immediate effects on viewers in making them more violent-prone. I would like to see things you have written on this if I may--and could you ask your colleague, Bob Scholte, to send me the article on Levi-Strauss in semiotica.

With good wishes for your work,

Cordially,



David Riesman

March 20, 1970

Dr. David Riesman
Department of Social Relations
Harvard University
Cambridge, Massachusetts 02138

Dear Dr. Riesman:

I received your letters of March 16 and am sending you, enclosed, a copy of Bob Scholte's article in Semiotica. In this connection, let me call your attention to a monograph by Tim Moore entitled "Claude Levi-Strauss and the Cultural Sciences" (Occasional Papers No. 4, Centre for Contemporary Cultural Studies, Birmingham University, England) which I found particularly lucid, considering the subject matter.

I have not read Bronfenbrenner's book, but will try to look at his references in a few days. A good recent summary of the psychological literature on the effect of mass media violence is in Appendix IIIA of Violence and the Media, the Staff Report to the National Commission on the Causes and Prevention of Violence by Baker and Ball, available from the Government Printing Office (\$2.50). There are a few other interesting papers and sections in that report, although the book as a whole is a hodge-podge. I am sending you the latest summary of our own studies ("The Risks of Life on Prime Time etc."), from which you can infer that I do not believe that experimental studies can be very helpful in this respect. Another article, also enclosed, contains a somewhat different version of our findings in the context of a scheme for "Cultural Indicators" about which I would welcome your comments. (This piece is coming out in the March 1970 issue of The Annals of the American Academy of Political and Social Science.)

My own belief is that even if television violence makes children (and others) more violent-prone (an effect that can be and has been relatively easily demonstrated in the laboratory), this is not as important as violence making people more prone to accept or support violent actions and policies. But even more important than what the portrayal of violence teaches about violence is what it teaches about life. If, for example, violent media portrayals tend to make people define and structure situations in life in such a way that violence becomes more attractive or more "logical," this will increase the likelihood of violence regardless of personal aggressiveness or disposition. We are continuing our studies, and I hope to formulate some well-developed conclusions within a year. But the last two pages of "The Risks of Life" piece sum up my current feelings on the "meaning" of TV violence - which is as far as I believe we can speculate about "effects." (I don't like the word "effect" and prefer to use the term "cultivation." The

March 20, 1970

reason is that I believe that the meaning of an act lies not in its "causes" but in the symbolic context which mass media help cultivate and from which we derive such meanings as we attribute to acts. In this connection, I found Kenneth Burke's discussion of the nature of symbolic action, and distinction between "motion" and "action" very helpful. There is a summary of this on page 447 of the International Encyclopedia of the Social Sciences.

Thank you for telling me about Gerald Grant. We do have an opening, but we are looking for a person with solid accomplishment in communications research - either social or economic aspects of mass communications. I am also sending you a copy of our current Bulletin. Incidentally, Charlie Wright is doing very well here. Percy Tannenbaum is leaving for the New Policy Studies Institute at Berkeley.

We are thinking of starting a new journal (perhaps a cross between a journal and a magazine) in communications. This project now has some promise of realization in the near future. I am enclosing a prospectus drafted last November; I would formulate it somewhat differently now, but it still reflects the general conception. One essential requirement would be a good writer with an understanding of social science materials and a critical intelligence. I wouldn't start such a journal without being assured of a full-time position for such a person. Your comments and suggestions would be of great value.

With best regards.

Sincerely yours,

GG:kaf
enclosures

George Gerbner,
Dean

X-1
HARVARD UNIVERSITY
DEPARTMENT OF SOCIAL RELATIONS

William James Hall 280
Cambridge, Massachusetts 02138

30 March 1970

Dean George Gerbner
The Annenberg School of Communications
3620 Walnut Street
University of Pennsylvania
Philadelphia, Pennsylvania 19104

Dear Dean Gerbner:

I have not had a chance to look at the materials you sent me along with your clarifying letter of March 20, but I do have two, or perhaps better, one and a half suggestions for a possible writer-editor of the journal you are thinking about. I have in mind Roger Hagan whose name you may perhaps recall as the editor of The Correspondent, the journal of disarmament and foreign affairs I started a few years ago here and then perished chiefly because Roger Hagan went off to work for King Broadcasting Company in Seattle. There he first edited the journal, Seattle, one of the city magazines, and since then has been a producer of television documentaries, doing things for the Peace Corps and things like that. He was a graduate student in History here, enormously knowledgeable about the social sciences, an excellent writer, thoughtful and inventive. I rather think he would like to leave Seattle and he would seem to be highly qualified for what you have in mind.

A second person is Gerald Grant whom I already suggested for the Annenberg School as a faculty member. This is because Grant hasn't entirely decided as between returning to editing and journalism and going on in academic life--probably, but not certainly, he wants to do the latter. I am going to try to keep him on here--but he should have every chance.

To turn to other things in your letter, I also have found Kenneth Burke stimulating, and like your use of the term "cultivation" instead of the term "effect." More another time about your letter and the things you sent.

With good wishes,

Sincerely yours,


David Riesman

*Mr. Roger Hagan
King Broadcasting Company
320 Aurora Avenue North
Seattle, Washington 98109

DR:nm

HARVARD UNIVERSITY

DEPARTMENT OF SOCIOLOGY

*William James Hall 280
Cambridge, Massachusetts 02138*

12 January 1971

Dean George Gerbner
The Annenberg School of Communications
University of Pennsylvania
Philadelphia, Pennsylvania 19104

Dear George Gerbner:


I don't have a moment now to look at the document you sent, but I have been on the point of writing you about a junior colleague here who would be a helpful reader. This is Edward Epstein whose writings in the New Yorker and elsewhere you may already have come across and who has been finishing a dissertation under Professor Banfield on some of the demographic and logistical controls on television news. He has just taken over "The Wayward Press" column or piece in the New Yorker.

I was going to write you about him because when he gets his degree at the end of this academic, he will want an academic connection in addition to his regular writing for the New Yorker--perhaps on a half-time or term basis. I don't think of him as especially focusing on Annenberg School constituencies, but rather as someone who would like to teach bright students of any range and character. He is working now in the large General Education course on American society that I direct. If you had any leads where he could find a place, you might write him directly and in any case, send him a copy of your monograph on violence in television drama since his comments might come more rapidly and more cogently than mine. His address is 295 Harvard Street, Cambridge, Mass. 02139.

That's marvelous news that Ray Birdwhistell has at last found his niche--it speaks well for him and for you. Also good news about Charlie Wright.

Good wishes.

Sincerely,


David Riesman

DR:pp

HARVARD UNIVERSITY
DEPARTMENT OF SOCIOLOGY

WILLIAM JAMES HALL 280
CAMBRIDGE, MASSACHUSETTS 02138

17 May 1971

Dean George Gerbner
The Annenberg School of Communications
3620 Walnut Street
University of Pennsylvania
Philadelphia, Pennsylvania 19104

Dear George Gerbner:

That's a lovely idea, and I wish Evey and I could do it. We'd love to see Ray Birdwhistell and I'd love to catch up with Charlie Wright and meet other colleagues and you. But the fact is we are set to return on a 4pm plane on Monday, May 24. It's really a hellish time for me to be away from here during end-of-term urgencies, and so to our regret, we can't stay on. We'll just about have time for the ceremonies.

Thank you all the same. With good wishes to all of you,

Sincerely yours,


David Riesman

DR:llp

May 19, 1971

MEMORANDUM

TO: Executive Committee
Professors Birdwhistell, Gross, Worth, Wright

FROM: Dr. George Garman

For your information.

GG:ks
enclosure

HARVARD UNIVERSITY

DEPARTMENT OF SOCIOLOGY

*William James Hall 380
Cambridge, Massachusetts 02138*

28 August 1973

Professor George Gerbner
Annenberg School of Communications
3620 Walnut Street
University of Pennsylvania
Philadelphia, Pennsylvania 19104

Dear George Gerbner:

Earlier this summer I was talking about the long-run impact of television in a casual conversation at the Russian Research Center and someone made reference to your own work in this area, who had apparently read a newspaper story on your project, indicating the difference in perception of crime and other phenomena among heavy viewers and light viewers. In thinking about this, I wondered whether there were ways to control for level of culture and education, apart from the usual socioeconomic categories? Perhaps this could be done by looking at people in areas still sparsely covered by television--are there any such? Otherwise, heavy viewers and light or non-viewers may be different kinds of people--a thought of course quite familiar to you.

This is a hasty note, en route to taking off for Vermont; I will study your Proposal on my return, but wanted to get off this interim note at once.

With good wishes,

Sincerely yours,

David Riesman
(llg)

David Riesman

DR/mg

(Signed in his absence at his request)

D. RIBSIAN

September 5, 1973

Larry:

For your information I sent him a copy of the abstract, but obviously he had not read it. At any rate, what do you think we should answer?

George

~~Census Unit~~
~~Report~~

HARVARD UNIVERSITY
DEPARTMENT OF SOCIOLOGY

WILLIAM JAMES HALL 380
CAMBRIDGE, MASSACHUSETTS 02138

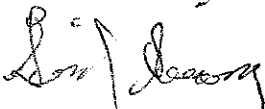
6 December 1973

Mr. George Gerbner, Editor
Journal of Communication
Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street C5
Philadelphia, Pennsylvania 19174

Dear George Gerbner:

I have a suggestion for a reviewer of the book by Martin Jay on the Frankfurt School, namely Professor Everett C. Hughes, Professor of Sociology at Boston College, who was the first exchange professor from Chicago to go to Frankfurt right after the Second World War, who is thoroughly at home in German and in the impact of the Frankfurt School on social thought and social science, and who writes with distinction. Indeed, he follows literature in French and German as few of our fellow sociologists do.

Sincerely yours,



David Riesman

DR/mf

*Write note to DR about
Cult med., reply —*

December 13, 1973

Professor Everett C. Hughes
Department of Sociology
Boston University
Boston, Massachusetts 02215

Dear Professor Hughes:

David Riesman suggested that I ask you for a review for the Journal of The Dialectical Imagination: A History of the Frankfurt School by Martin Jay (Little, Brown, 1973), and I think it is a brilliant idea.

The contribution of the "Frankfurt School" to the study of communications (among others, of course) has never been pointed out. Our readers would be most interested in your evaluation of this book and, by extension, of the people and work it represents.

Incidentally, the "new" Journal of Communication is indeed a new departure so, in case you have not seen it, do not take the existing issues as indicative. I am enclosing a list of major articles in press for the Winter issue (out in January).

Please let me know if you are willing to undertake this review, and when I might expect it (our next deadline is March 15), and I will send you the book.

Sincerely yours,

George Gerbner,
Editor

GG:kas
encl.

CC: Dr. David Riesman

W. W.

12/16/73

Dear Prof. Priesman -

Thank you for the suggestion.

Appropos your August 28 note on our "Cultural Indicators" TV drama effects study, (I sent you our abstract of prelim. findings some months ago.) This study is being renewed by NIMH for another 3 years.

The issue you raised was whether light (or non-) viewers are different kinds of people (even though demographically matched). We're looking into that in the next round. But even if they are - the fact remains that TV drama (i.e. heavy viewing) attracts, supports, and has cultivates certain personality types and not others. That, if true, is a profound effect - even if not the "campaign" or "attitude change" type (which is trivial, anyway).

Best wishes for the holiday season
George

HARVARD UNIVERSITY

DEPARTMENT OF SOCIOLOGY

*William James Hall 380
Cambridge, Massachusetts 02138*

17 January 1974

Professor George Gerbner
Journal of Communication
Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street C5
Philadelphia, Pennsylvania 19174

Dear George Gerbner:

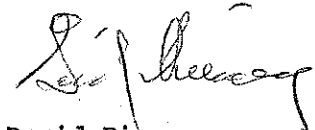
Everett Hughes has been in England for a month, so you may not have had an answer to your excellent letter to him, but he ought to be back any day now.

I havethought of a possible writer for you, and that is my friend and colleague, Laurence Wylie, who has just spent a year in Paris studying the art of mime; perhaps you know him from the days in which he re-educated himself as an anthropologist at Penn while teaching French at Haverford? His address is 1540 William James Hall, Harvard University, Cambridge, Massachusetts 02138.

I was fascinated by what you said in your letter of December 16 concerning television drama attracting and hence cultivating certain personality types and not others. I agree that these "steady state" effects are much more important than campaign effects. I also think that steady football or boxing or wrestling watchers would be different from, let us say, baseball or tennis, probably less steady, watchers.

With good wishes,

Sincerely,



David Riesman

DR/mf

HARVARD UNIVERSITY
DEPARTMENT OF SOCIOLOGY

WILLIAM JAMES HALL 380
CAMBRIDGE, MASSACHUSETTS 02138

20 February 74

Mr. George Gerbner
Editor, Journal of Communication
Annenberg School of Communications
University of Pennsylvania
Philadelphia, PA 19174

Dear George Gerbner:

Everett Cherrington Hughes, Professor of Sociology at Boston College would be a good reviewer for "The Sociology of the Work Place" and a good person to add to your stable of reviewers--I may have written you about him before and you can bear in mind that he follows literature in French and German and is not just an American provincial. He writes with real elegance.

~~I like what you say about foreign subscriptions.~~
Could I get an early galley of the symposium on the image of women, which is relevant for my current teaching?

Sincerely,


David Riesman

Sent 3/12/74

DR:mh

HARVARD UNIVERSITY

DEPARTMENT OF SOCIOLOGY

*William James Hall 380
Cambridge, Massachusetts 02138*

11 December 1974

Dean George Gerbner
University of Pennsylvania
The Annenberg School of Communications
3620 Walnut Street C5
Philadelphia, PA 19174

Dear George:

Your letter of November 21 which I found on returning after some time away - I am on leave this year - does not give me enough clues as to the sort of people you were looking for. But let me give you a couple of examples of people who come to mind and test in this way whether you would be interested in pursuing the matter further.

(1) Marshall Meyer is Professor or Associate Professor of Sociology at the University of California-Riverside. He is a virtuoso - I will dig up a letter written about him for his promotion and send a copy of it along as a way of saving time. His wife is a lawyer; hence he would only move to a place which would offer her opportunities which Philadelphia would - they live in Los Angeles and he commutes out to Riverside. Among the young sociologists I know, he is one of the most serious and capable.

(2) John Helmer is lecturer in Sociology at the University of Melbourne and this is his address: 51 Grey St., Melbourne, Victoria, 3002, Australia. He did his graduate work here. I did not work with him directly but rather on a project concerning coverage of the Vietnam War - he is an Australian and had that vantage point - and knew him as an Assistant Senior Tutor at Quincy House, the residential House with which I was affiliated. He has written a book on Vietnam War veterans; another more recent one published by Seabury Press whose title I cannot recall, he has one coming out on gun control. He wants to return to this country and also to a major city since his wife is an actress and wants to be where there are theaters.

(3) Another young sociologist, who I know would like to move is Edwin Harwood, whose vita I enclose; he is Chairman of the new Department at the new University of Texas-Permian Basin; they are under University of Texas System-wide control, and he feels that there is no leeway at all for his innovative ways of thinking and working. I enclose a reprint on which we worked together; the revision was mostly his; you may have seen articles of his in The Public Interest - he is a superlative teacher and a fine and generous colleague.

(4) I have not thought of sociologists only as potential recruits for you. I know that when our son Paul Riesman attended the conference on film and ethnography held at Temple University several years ago, he met many anthropologists with an interest in communication - of the Ray Birdwhistell sense and in other senses, too. Unfortunately, I do not really know them, so cannot help on that front.

Again: I am not exactly sure what the context is from what I know has been an all too hasty look at your catalogue, for as you can imagine on returning from a considerable time away, I have communication overload to catch up with!

With good wishes,

Sincerely,


David Riesman

HARVARD UNIVERSITY
DEPARTMENT OF SOCIOLOGY

WILLIAM JAMES HALL 380
CAMBRIDGE, MASSACHUSETTS 02138

November 9, 1977

Professor George Gerbner
The Annenberg School of Communications C5
University of Pennsylvania
Philadelphia, Pennsylvania 19174

Dear George:

An undergraduate first-year student consulted me several days ago who has an interest in mass communications, and could I point her to any courses in the Sociology Department with a bearing on this field. I said to her I was afraid she had come to the wrong place: she should have gone to the Annenberg School! But I also suggested that through cross-registration she might find people at MIT. I mentioned my colleague, Thomas Pettigrew, who does work on race relations and the media, generally from the polemical perspective of a Southerner who got "right on race" early, but I could not think of people at Harvard who worked in this field.

But since I do not follow it closely, am I missing any bets right around here whom you would know about? It is a good example as to how people choose colleges for status or because they want to live in Boston or other reasons, without inquiring but just assuming that a big research university will have programs geared to their interests.

I see in the issue of "Communications" of October, 1977, that you continue to be fantastically active--more power to you.

Cordially,



David Riesman

DR:er

November 15, 1977

David R. Riesman
Henry Ford II Professor
of Social Science
Department of Sociology
Harvard University
William James Hall 380
Cambridge, MA., 02138

Dear Dave:

Your undergraduate first-year student should consult Aimee Dorr Leifer and Gerald Lesser of the School of Education at Harvard, Ithiel de Sola Poll of MIT Political Science Dept. and my former student now Prof. F.E. Barcus of the School of Public Communication of Boston University. Among them they will know everyone who is doing anything in mass communications in the Boston-Cambridge area, which is not very much.

I am enclosing a few pieces of possible interest.

Any time I am tempted to believe that I am "fantastically active" I only have to think of you to gain a more modest perspective on my activity.

With best regards,

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

Enclosures

GG:ab

HARVARD UNIVERSITY
DEPARTMENT OF SOCIOLOGY

*William James Hall 380
Cambridge, Massachusetts 02138*

February 16, 1978
(Dictated February 6)

Professor George Gerbner
The Annenberg School of Communications C5
University of Pennsylvania
Philadelphia, Pennsylvania 19174


Dear George:

Many thanks for your letter and enclosures of November 15. I did mention Ithiel de Sola Pool of MIT but I did not realize that Gerald Lesser whom I know did work in this field and Aimee Dorr Leifer and F. E. Barcus are new names I am glad to have.

Thanks for the pieces you sent; I am just too swamped, having just barely recovered from a month-long bout of flu, to manage anything but the obligatory, but I did not want to delay longer before thanking you.

With good wishes,

Cordially,


David Riesman

DR:er

HARVARD UNIVERSITY

DEPARTMENT OF SOCIOLOGY

*William James Hall 380
Cambridge, Massachusetts 02138*

3 July 1979
(dictated 29 June)

Professor George Gerbner, Dean
The Annenberg School of Communications
3620 Walnut Street C5
University of Pennsylvania
Philadelphia, Pennsylvania 19104

Dear George:

I am sorry that, as my secretary wrote you, I cannot leave here and attend a conference which seems to me of great importance and interest in many different ways. But I do have two suggestions of people to consider inviting, one of whom may already have occurred to you; the other, almost certainly, would be unknown to you.

1) Michael Maccoby, Ph.D., is a practicing psychoanalyst who has been studying high-technology corporations and government service, and has been head of the Washington School of Psychiatry. He has had a lot of experience with physicians; he taught at the National University of Mexico training psychiatrists there, as well as teaching psychology at Santa Cruz and earlier than that, here at Harvard. You probably know his book, The Gamesman. Perhaps you even know the essay-review I wrote of it in Change Magazine which I argue that there are more jungle fighters in academic life than in high corporate business life. This is his address: Harvard Project on Technology, Work, and Character, 1710 Connecticut Ave., N.W., Washington, D.C. 20009. He has had lots of experience both with doctors and lawyers, and has just been here for his 25th reunion where he was a featured star, having been President of the Crimson as an undergraduate, and I had a chance to talk with him about the many people who are his classmates who have entered journalism, medicine, and law, including government service.

2) Jeff Goldsmith. Jeff Goldsmith is a young meteor, rather brash, and I guess some people would think of him as arrogant--he has moved very fast. I met him when he was a Reed College senior in 1968, trying to save Reed from destructive fellow students. He then got his doctorate in sociology at the University of Chicago, and I persuaded him not to enter academic life, as he could easily have done since he is one of their ablest recent graduates, so he went to work for Governor Dan Walker in Springfield as a member of the Budget Bureau where he was the only sociologist, surrounded by lawyers and accountants. He soon found himself doing all sorts of things involving both legal and medical matters, including Medicaid issues, etc.

From this position he moved to becoming Associate Provost for Hospitals of the Pitzker School of Medicine, i.e., the University of Chicago Medical School [Division of Biological Sciences and Pitzker School of Medicine, 950 E. 59th Street, Chicago, Illinois 60637]. He thinks a lot about public issues and the way doctors appear, and he has had a lot of experience in negotiating problems of health costs and hospital care in the State and in Chicago. He has been teaching

Prof. George Gerbner

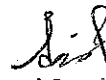
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3 July 1979

a course this year at the Graduate School of Business at Chicago, and all this when he is not much more than thirty years old.

With good wishes for the conference,

Sincerely yours,



David Riesman

DR:llm

July 12, 1979

David Riesman
Henry Ford II Professor
of Social Science
Harvard University
Department of Sociology
William James Hall 380
Cambridge, Massachusetts 02138

Dear Dave:

I am also sorry that you cannot attend our conference but grateful for the excellent suggestions you have made. I will follow them up soon.

I hope I am not pressing my luck if I ask for some more advice. Enclosed is a draft prospectus of another conference we are planning for May. I am looking most for "headline" keynoters and for the often more substantial contributors in any of the areas indicated. I would also appreciate some indication of your own interest and availability for participation and contribution.

We have of course many names and could fill the conference several times over, so I am not so much interested in a list as in that serendipitous and extraordinary suggestion that you are so likely to make.

With best regards.

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG;db

HARVARD UNIVERSITY

DEPARTMENT OF SOCIOLOGY

William James Hall 380
Cambridge, Massachusetts 02138

23 July 1979

Professor George Gerbner
The Annenberg School of Communications
3620 Walnut Street C5
University of Pennsylvania
Philadelphia, Pennsylvania 19104

Dear George:

Of course you are right in your assumption that I could not participate in the conference you are planning--this in spite of the fact that I remain what I have been since my days at Penn Charter School in your city: namely, a convinced internationalist who feels that the United States has become, as I have sometimes put it, the Great National Parish, or Parish of Parishes.

I do have several suggestions of individuals whom you probably do know, and one or two whom perhaps you do not.

- 1) Professor Hidetoshi Kato is someone you almost certainly have been in touch with; he is probably the leading Japanese expert on mass communications, has taught at the East-West Center in Hawaii and in this country, and is an old and close personal friend. His address is 5-11-9 Shiroganedai, Minato-ku, Tokyo, Japan.
- 2) Less directly connected with your subject matter, but obliquely well connected is another distinguished Japanese, Michio Nagai, former Professor of Sociology at Tokyo Tech, a graduate in sociology and anthropology of Ohio State, also often in this country and now back in private life. His address is 20-12 Kamiyama-cho, Shibuya-ku, Tokyo, Japan.
- 3) But you probably do not know the name of Bernard Cazes, a French official in the ministry of planning to whom I was introduced many years ago by our mutual friend, Stephen Graubard, the editor of Daedalus, and who keeps up with American publications in the social sciences and has run a small journal which covers international cultural as well as economic and political events with a list of international contributors. The difficulty is that he would not make a "headline" keynoter, partly because he is shy and partly because he is not well-known in this country.
- 4) I wonder whether the anthropologist Edward Hall, author of The Silent Language and The Hidden Dimension and one of the founders of the State Department Foreign Service Institute, would come out of retirement to attend your conference, and whether people would still know his work well enough so that he could be a headliner? I thought of him because it seemed to me important to have an anthropologist represented who concerned himself primarily with these issues, especially with "the silent language." This is his address in retirement but by no means, so I gather from his letters, "out of it" in other terms: 1017 Grove Street, Evanston, Illinois 60201.

* Address: Commissariat Général du Plan
18, rue de Martignac
Paris 75007
FRANCE

23 July 1979

5) On the third item, and perhaps also in search of an anthropologist of distinction, I would consult your colleague and my close personal friend, Renée Fox.

With good wishes for the conference--and of course the people I have mentioned are people who would need some stipend, as you suggest in your last paragraph--and with personal regards,

Sincerely yours,



David Riesman

DR/mf

August 8, 1979

David Riesman
Dept. of Sociology
Harvard University
William James Hall 380
Cambridge, MASS 02138

Dear Dave:

Many thanks for your letter of July 23
and the excellent suggestions. I do know
Kato and of course Rene Fox.

But I did not think of Ned Hall or the
others. So the suggestions are most welcome.
If you have any more, please forward them to
me.

With best regards.

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG:db