

THE ANNENBERG SCHOOL FOR
COMMUNICATION

UNIVERSITY of PENNSYLVANIA

3620 Walnut Street Philadelphia, Pennsylvania 19104-6220

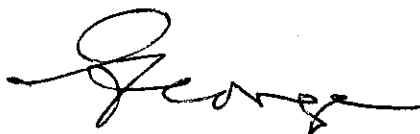
Jan. 2, 1990

Dear Jolán:

Here are my additions to your fine draft. I look forward to working further with you on this study. Let me know what you think may be the next step. My classes start soon and I will have very little time now until the summer.

Hope to see you again soon. Happy New Year!

Sincerely,

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

MODELS OF SOCIETY AS REFLECTED IN HUNGARIAN AND
U.S. PRESS ACCOUNTS OF THE POLITICAL TRANSFORMATIONS
IN EAST-CENTRAL EUROPE; A COMPARATIVE STUDY

I. Nature and Significance of the Research Problem

This is a research proposal for a comparative study of models of society reflected in U.S. and Hungarian press accounts of the political transformation taking place in East-Central Europe. By "models of society" we mean descriptions or projections more specific than "democratic," "free," "liberal," "private," etc., explicit or implicit in news coverage.

The problem underlying this study is the unpredictability of long-range social development in East-Central Europe. The collapse of communist rule, the subsequent discrediting even of most of those responsible for the transition, and the growing disillusionment and alienation of the electorate leave a socio-political vacuum that will be difficult and troublesome to fill. This study proposes to develop some indicators of future development in two ways: first by reflecting some assumptions about the society of the future held by journalists and editors, and secondly by investigating models of society to which most readers are exposed. The comparative dimension is necessary to gain further insight into each press system and how they see each-other in the media-mirror.

The background

Hungarian society is in a period of rapid and often chaotic transition. The direction and objective of that change is generally considered to be some kind of "democracy." News accounts often carry explicit policy statements dealing with general directions and specific measures. But in reporting events, news accounts also select, slant, observe, and comment from a particular vantage point of the press itself. Implicit in these and other characteristics of news reporting is a usually unarticulated conception about the kind of society that is envisaged by the writers of these accounts. That vision is also shared with readers and may provide important clues to the direction of change.

For the development of a thoughtful and lasting cultural policy it is important to understand what models of society, the role of media in society are, both explicit in policy development and implicit in media coverage of such development.

It is also important to understand what models and objectives American media reporting about those developments reflect in their coverage of Hungarian development. This is important not only for the American public and for informing American policy towards Hungary but also from the point of view of all Western media approaches to the issues of media privatization and democratization in Hungary.

The recent changes in the political climate of Hungary provide a unique opportunity to investigate the evolution of the Hungarian mass media and how it can condition the public agenda by influencing the interpretation and significance of events. The direction and extent of change in the structure and content of news may also effect the social utility of information. News is simultaneously both global and domestic. Cultural differences can impact print news on many levels: social and political sanctions, structures of the production process and the audience interpretation all work together. Given the increased global nature of news, single-country studies of print news effects will be less fruitful than cross-cultural research.

Message system analysis

^eMessage system analysis provides a useful perspective from which to investigate the composition of media coverage and its impact on public awareness. Message system analysis posits that "Such analysis is not a substitute for the study of policies and effects. Rather it is a source both of hypotheses for those investigations and of independent results that can help illuminate, support or counter them. But it can also yield strategic intelligence and results that cannot be obtained in any other way, such as explaining why certain issues, problems, courses of action, etc. become salient to large number of people at certain times. Message system analysis of mass media discourse is one leg of the three-legged stool of comprehensive cultural indicators, including three types of investigation; institutional policy analysis, message system analysis, and cultivation analysis." (George Gerbner, "Mass Media Discourse: Message System Analysis as a Component of Cultural Indicators." In: *Discourse and Communication*, edited by Teun A. van Dijk. Berlin: Walter de Gruyter & Co., 1985. pp. 16-17). The dependent variables in message system analysis are "the aggregate and collective premises presented in mass media discourse", "the 'facts of life' and dynamic qualities represented in the systems". "Its purpose is to describe the symbolic 'world', sense its climate, trace its currents, and identify its functions." (See Gerbner, p. 17).

Goals of the research

The goals of the proposed research are two-fold: 1. to gain an understanding of what models of society American and

Hungarian media reflect in their coverage of East-Central European social and political developments; and 2. to investigate the specific role of news media in forming these models of society.

In order to gauge the extent and direction of any change in the manner in which Hungarian news is presented, the U.S. print news and Hungarian print news will be content analysed. This will allow a comparison of the degree of similarity of the two media systems with regard to the models of society and the role of news media in society.

II. Methodology

Traditionally, there have been two predominant ways of approaching the analysis of messages - quantitative and qualitative. The former involves the use of content analysis strategies that offer reliability and consistency while dealing with the surface level of messages. The latter involves the use of more interpretive procedure that are less reliable but reach into "deeper" levels of meaning. We have devised a procedure that appropriates the major strengths of both these approaches: the message system analysis methodology that is sensitive to the different, layered levels of meaning in news. The challenge of this research project is to construct such a coding instrument that is capable of being applied to news messages from a cross cultural perspective.

The message system analysis will be combined with interviews with media executives on both sides. The content analysis will use a sample of one or two elite papers and one or two papers with the highest circulation for a period of six months after the commencement of this project and a comparable sample in the U.S. consisting of covering the New York Times, the Washington Post, the Los Angeles Times and one high circulation newspaper (probably the New York Daily News).

Interviews with the media executives in the U.S. will focus on asking them to articulate their models and concepts of media development in East-Central Europe. This will then be compared with the result of the content analysis.

The reliability of the analysis will be guaranteed by multiple codings and the measured agreement of trained analysts. (See George Gerbner, "Cultural Indicators: The Third Voice." In: *Communications Technology and Social Policy: Understanding the New "Cultural Revolution"*. George Gerbner, Larry P. Gross and William H. Melody (Eds.) New York: John Wiley & Sons, 1973, p. 41)

September 4, 1990

George Gerbner
Professor of Communications
and Dean
The Annenberg School of
Communications
University of Pennsylvania

J. ROKA

Rec'd 9/19

Dear Professor George Gerbner:

In May, 1989 You were so kind and sent me on my request an invitation letter to the Annenberg School of Communications for a study tour. I am happy to inform You about the possibility of my travel to USA on 15 October, 1990, as I obtained a scholarship for a six-week stay at your School of Communications /with the sum of \$ 1500.00 for lodging and board/ from the George Soros Foundation.

I shall arrive at Philadelphia on 15 October by flight PA 4849 at 19.35.

As I did not want to disturb You with my problems concerning lodging for me and waiting me at the airport, I asked Dr. Mary S. Mander from the School of Communications of the Pennsylvania State University to help me and she promised to do her best.

Dear Professor: I would be very grateful to You if during my stay you could meet me for consultation. But as I shall stay at University Park, please, help me to organise my visit at the Annenberg School of Communications and for that purpose contact Dr. Mary S. Mander /School of Communications, PENNSTATE University Park, PA 16802 Tel.: /814/ 863-1543/ Because she must know for how long to book lodging for me. I think the best time for my visit will be at the beginning or at the end of my stay in USA /if for several days or weeks then I would need a cheap single room with bathroom inside the campus/.

I am really sorry to disturb You with my request and problem, but as I have never been to USA I am a bit excited to be able to organise my trip in the best way. I would be very grateful to You if You could meet me. One of my greatest dreams would come true.

I heard about your short visit in Budapest at the end of August. Prof. Slavko Splichal /Ljubljana/ and Tamás Szecsskó informed me about it. I hope You had a pleasant stay here.

I do appreciate your invitation and help. I look forward to meeting You in the fall.

With my best regards

Yours faithfully

Róka Jolán
Dr. Róka Jolán
1146 Budapest,
Abonyi u. 27.
Hungary
Tel.: 1417-388

P.S. Enclosed a copy of my flight reservation.

*May - to Phil 15
7:30*

State College
November 20, 1990

Dear George Gerbner,

I have to apologize for sending You only a short research proposal, but the time was too short for developing a more profound project. I ask You to make comments on it, and when I get your answer I'll continue working on it according to Your directions.

I leave State College on November 22nd. I enjoyed my stay here and in Philadelphia. Thank You once more for meeting and consulting me. I shall never forget this meeting and Your kindness.

I look forward to getting a letter from You.

I enclose my visiting card with my home address.

Yours sincerely

Dobla Golau

A large, stylized handwritten mark, possibly initials or a signature, consisting of several sharp, angular strokes.

A COMPARATIVE STUDY OF THE MODELS OF SOCIETY
IN EAST-CENTRAL EUROPE AND THE ROLE OF THE
NEWS MEDIA IN THE SOCIETY OF HUNGARY AND U.S.

I. Nature and Significance of the Research Problem

This is a research proposal for a comparative study of the models of (democratic) society in East-Central Europe and the role of the news media in such a society.

Hungarian Society is in a period of rapid and often chaotic transition. For the development of a thoughtful and lasting cultural policy it is important to understand what models of society, and most specifically, the role of media in society are both explicit in policy development and implicit in media coverage of such development.

It is also important to understand what models and objectives American media reporting about those developments reflect in their coverage of Hungarian development. This is important not only for the American public and for informing American policy towards Hungary but also from the point of view of all Western media approaches to the issues of media privatization and democratization in Hungary.

The recent changes in the political climate of Hungary provide a unique opportunity to investigate the evolution of the Hungarian mass media and how it can condition the public agenda by influencing the interpretation and significance of events. The direction and extent of change in the structure and content of news programming practices may also effect the social utility of news information. News is simultaneously both global and domestic. Cultural differences can impact print news on many levels: social and political sanctions, structures of the production process and the audience interpretation all work together. Given the increased global nature of news, single-country studies of print news effects will be less fruitful than cross-cultural research.

The message system analysis provides a useful perspective from which to investigate the composition of media coverage and its impact on public awareness. Message system analysis posits that "Such analysis is not a substitute for the study of policies and effects. Rather it is a source both of hypotheses for those investigations and of independent results that can help illuminate, support or counter them. But it can also yield strategic intelligence and results that cannot be obtained in any other way, such as explaining why certain issues, problems, courses of action, etc. become salient to large number of people at certain times. Message system analysis of mass media discourse is one leg of the three-legged stool of comprehensive cultural indicators, including three types of investigation; institutional policy analysis, message system analysis, and cultivation analysis." (George Gerbner, *Mass Media Discourse: Message System Analysis as a Component of Cultural Indicators*. In: *Discourse and Communication: New Approaches to the Analysis of Mass Media Discourse and Communication*, edited by Teun A. van Dijk. Berlin: Walter de Gruyter & Co., 1985. pp. 16-17). The dependent variables in message system analysis are "the aggregate and collective premises presented in mass media discourse", "the 'facts of life' and dynamic qualities represented in the systems". "Its purpose is to describe the symbolic 'world', sense its climate, trace its currents, and identify its functions." (See Gerbner, p. 17).

The goals of the proposed research are two-fold: 1. to gain an understand of what models and objectives American media reflect in their coverage of Hungarian development; and 2. what is the role of news media in forming the models of society in East-Europe, specifically, in Hungary.

In order to gauge the extent and direction of any change in the manner in which Hungarian news is presented, the U.S. print news and Hungarian print news will be content analysed. This will allow a comparison of the degree of similarity of the two media systems with regard to the models of society and the role of news media in society.

II. Methodology

Traditionally, there have been two predominant ways of approaching the analysis of messages - quantitative and qualitative. The former involves the use of content analysis strategies that offer reliability and consistency while dealing with the surface level of messages. The latter involves the use of more interpretive procedure that are less reliable but which reach into the "deeper" level of the meanings of messages. We have devised a middle range procedure that appropriates the major strengths of both these approaches: the message system analysis methodology that is sensitive to the different, layered levels of meaning in news. The challenge of this research project is to construct such a coding instrument that is capable of being applied to news messages from a cross cultural perspective.

The message system analysis will be combined with interviews with media executives on both sides. The content analysis will use a sample of one or two elite papers and one or two papers with the highest circulation for a period of six months after the commencement of this project and a comparable sample in the U.S. consisting of covering the New York Times, the Washington Post, the Los Angeles Times and one high circulation newspaper (probably the New York Daily News, if that goes out of business we shall substitute another, non-elite high circulate newspaper).

Interviews with the media executives in the U.S. (probably in New York) will focus on asking them to articulate their models and concepts of media development in East-Central Europe, and this will then be compared with the result of the content analysis.

The reliability of the analysis will be guaranteed "by multiple codings and the measured agreement of trained analysts". (George Gerbner, Cultural Indicators: The Third Voice. In: Communications Technology and Social Policy: Understanding the New "Cultural Revolution". George Gerbner, Larry P. Gross and William H. Melody (Eds.) New York: John Wiley & Sons, 1973, p. 41)

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16th February 1992

Dear George Gerbner,

SAX 009 3611185 699

Excuse me for disturbing You with my letter but I would like to let You know about my application for scholarship to Philadelphia. I am sorry to say that my application was not accepted this time /for some unknown reasons/. But at the same time I was told in the Ministry of Education I should try it again and this year I will surely have more chance for getting it. I was also told an attached supporting letter from You would help a lot. That's why I ask You very much to send me a supporting letter telling, that our research topic: " Models of society as reflected in Hungarian and U.S. press accounts of the political transformations in East-Central Europe; a comparative study" is really up-to-date and important and that You think - if it is so - that I am well-prepared for working on it successfully with You.

The deadline of application is the 10th March. So I would need the letter urgently addressed to me.

Some of my particulars:

Name: Dr Jolán Róka

Position: Senior Research Professor

Work place: Faculty of Humanities

Eötvös Loránd University, Budapest

I would be very grateful to You if You could do it. I do appreciate Your help.

Yours Faithfully

Jolán Róka

Home address:

II46 Budapest,

Abonyi u. 27.

HUNGARY

Tel.: I4I-7388

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24 January 1992

Dear George Gebner,

I hope my letter finds you happy & healthy in this New Year. You might be very busy with your many students & with your new publications.

I would like to say a few words about the research project we worked out last November when I visited You in Philadelphia. I applied for a scholarship on this topic: Models of Society as Reflected in the News Media, asking for 10 months to Philadelphia. Now my application is at the Fulbright Committee. As soon as the decision is reached I will let you know about the result.

Now in Hungary we are busy with establishing the Faculty of Media Studies at the Budapest University. At the start I will be responsible to read an introductory course on Mass Media & the Issues of Media (TV, radio, film, press). As we don't have much literature written on it, it seems to be a rather difficult task. If you could give me some advice in this direction I would be very grateful to You.

What have you published recently & where?

I do appreciate Your help

With best wishes &
warm regards

Joli Róka

**THE ANNENBERG SCHOOL FOR
COMMUNICATION**

UNIVERSITY of PENNSYLVANIA

3620 Walnut Street Philadelphia, Pennsylvania 19104-6220

March 2, 1992

Dr. Jolan Roka
Senior Research Professor
Faculty of Humanities
Eotvos Lorand University
Budapest, Hungary

Dear Dr. Roka:

I am writing to express my strong support of your application for a scholarship to pursue our joint research on "Models of Society as Reflected in Hungarian and U.S. Press Accounts of the Transformation in East-Central Europe; a Comparative Study."

This project is more timely and important than ever. As we agreed, the problem underlying this study is the unpredictability of long-range social development in East-Central Europe. The collapse of communist rule, the subsequent discrediting of most of those responsible for the transition, and the growing disillusionment and alienation of the electorate leave a socio-political vacuum that will be difficult and troublesome to fill. This study proposes to develop some indicators of future development in two ways by reflecting some assumptions about the society of the future held by journalists and editors, and by investigating models of society to which most readers are exposed.

The study will be useful for the development of a thoughtful and lasting cultural policy in both countries. It is important to understand what models of society are implicit in Hungarian media coverage, and to understand what models and objectives American media reflect in their coverage of Hungarian developments.

As you know, I believe that you are uniquely qualified to conduct this study. I trust that the significance and relevance of this project will be evident to those considering your application and that you will be awarded the scholarship necessary to carry it out. Please let me know if I can assist you in any way.

Sincerely yours,



George Gerbner
Professor of Communication and Dean Emeritus

March 25, 1992

RÓKA

George Gerbner
Professor of Communications
The Annenberg School of Communications

Dear George Gerbner,

Thank You so much for the supporting letter /I have got both the fax and the letter/. I do hope this time I will have more success with the scholarship.

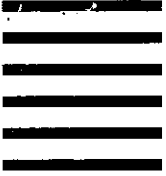
I am glad to send You the report you need for your recent study. Are You interested in the other Soviet Füzetek or only this one. I would be pleased to send You some other materials or to help You some other way.

You are asking me about my future course: one of them is going to be a theoretical course on the different means of media, and the other mass media analysis.

I am looking forward to hearing from you and about your new studies.

Yours sincerely

Róka Jolán
Róka Jolán



IREX International Research & Exchanges Board

May 3, 1992

Professor George Gerbner
Professor of Communications and Dean Emeritus
The Annenberg School for Communicatinos
University of Pennsylvania
3620 Walnut Street
Philadelphia, PA 19104-6220

Dear Professor Gerbner::

I am writing to you regarding Dr. Jolan Roka an IREX grantee from Hungary, who has received a five month grant to conduct research in the United States. Our organization, the International Research and Exchanges Board (IREX), administers official scholarly exchange programs with Hungary, the other East European countries and the Former Soviet Union on behalf of the academic community in the U.S. We are jointly sponsored by the Social Science Research Council.

Enclosed is a data sheet and research proposal for Dr. Roka. I understand that you have been in touch with Dr. Roka and would be most grateful if you consider accepting her as a visiting sholar for a period of five months beginning Septmber 1992. As an IREX grantee Dr. Roka would receive a monthly stipend of \$625.00. Additionally IREX pays for housing, domestic travel, and medical insurance. For further information regarding the details of the exchange, please consult the enclosed information sheet.

I hope that you will be able to accommodate our request, and would appreciate it very much if you would respond as soon as possible. If you are not able to host Dr. Roka it would help me greatly if you could recommend other individuals to whom I could send this information.

Thank you very much for your consideration. I look forward to your response.

Sincerely,

Romy Toussaint Annand
Program Officer
East European Programs

**THE ANNENBERG SCHOOL FOR
COMMUNICATION**

UNIVERSITY of PENNSYLVANIA
3620 Walnut Street Philadelphia, Pennsylvania 19104-6220

May 12, 1992

Romy Toussaint Annand
Program Officer
IREX
126 Alexander Street
Princeton, N.J. 08540

Dear Romy Toussaint Annand:

In response to your letter of May 3, Dean Kathleen Hall Jamieson of The Annenberg School for Communication informed me that we will be pleased to accept Dr. Jolan Roka, an IREX grantee from Hungary, as a Visiting Scholar for five months beginning September 1992.

I will facilitate Dr. Roka's research here and assist her in any way I can. As Visiting Scholar she will receive the courtesies of the University such as library use privileges. However, she should be aware that no office or work space is likely to be available in our building during the next academic year, so she should live nearby and be prepared to work at home. Let me know if I can inquire about University housing (graduate apartments and guest suites in the International House might be available if we act to reserve now.)

The research plan and my comments are in the application attached to your letter.

This letter is in lieu of the response form.

Please let me know if you (or I) need any further information.

Sincerely yours,



George Gerbner
Professor of Communication and Dean Emeritus

**THE ANNENBERG SCHOOL FOR
COMMUNICATION**
UNIVERSITY of PENNSYLVANIA
3620 Walnut Street Philadelphia, Pennsylvania 19104-6220

May 28, 1992

Dr. Roka Jolan
Abonyi u.27.
Budapest II46
HUNGARY

Dear Dr. Jolan:

You are welcome to visit The Annenberg School for Communication as a Visiting Scholar for five months beginning September 1992, to work with Dr. George Gerbner. As such, you would receive library privileges, permission to attend classes and seminars with the consent of the instructor, and other courtesies of the University, but no stipend, reimbursement, or financial compensation or assistance. You would pay no tuition or fees and would be responsible for your own travel, lodging, and living expenses. Working space at the School would depend upon availability.

I am enclosing the Entry Document Application materials and information from the Office of International Programs which will be processing your IAP-66 form. They will receive a copy of this letter.

We look forward to your arrival in September.

Respectfully,

Catherine C. Schifter, Ph.D.
Assistant Dean

cc: Office of International Programs
Dr. George Gerbner ✓

CCS/me

George Gerbner
Professor of Communications
The Annenberg School of Communications
3620 Walnut Street
Philadelphia, PA 19104 - 6220

Aug. 23, 1992

Dear George Gerbner,

I am so happy to tell you that I am here in America participating in a language and orientation course in Providence, Rhode Island. I am going to stay here until Aug. 26th, when we shall move to Cape Cod for 3 days before leaving for Philadelphia Aug. 29th. Thank you very much for your fax message. I was so sorry not to be able to call you on the indicated day, but I was given the message only on Monday (Aug. 17th). I would like to express my great gratitude to you for accepting me as a visiting scholar. I have to confess that my great dream comes true having the opportunity to stay for at least some months in Philadelphia and at your department. Since 1990 I have been permanently applying for scholarship to U.S., but I was refused. Then at the very end of May I was called from the Ministry of Education asking whether I would accept the IREX Scholarship instead of Fulbright. Though the IREX scholarship twice as short as the Fulbright I was delighted to have been offered that opportunity. The only thing I was sorry for that I did not have enough time for a profound preparation for the trip as it was the rush time at the university examining the students and the new applicants. So only a few days were left before travelling here. I promise you, I shall do my best to make a good use of the time I can spend at the university.

I had some troubles only with the accomodation. Originally I had a booking near the Annenberg School of Communications on the 47th street. But here in Providence I was told (even frightened) that this district is not enough safe for living and schooling. As my 2 children are going to arrive Sept. 3d. and they are supposed to attend school here I decided to look for another place of residence. By the IREX representative I was offered to have a booking in Drexel Hills. I know it means commuting whenever I have to come to the university, but nevertheless I do hope I will not regret that I have chosen this suburban area.

I do appreciate your great, great help.

Looking forward to meeting you soon,

Yours sincerely, *Jolan Roka*
Jolan Roka

IREX International Research & Exchanges Board

March 15, 1993

Dr. George Gerbner
Annenberg School of Communications
The University of Pennsylvania
3620 Walnut Street
Philadelphia, PA 19101

Dear Dr. Gerbner:

I would like to thank you personally and on behalf of IREX for the time and effort you expended for Jolan Roka who was in the United States recently under our sponsorship. The success of any such visit depends in no small degree on the willingness of host scholars to work with and advise visiting foreign scholars. You can be certain that both IREX and Dr. Roka appreciated your contribution during the time she spent at the Annenberg School. I know that Dr. Roka gained much from the experience, and I hope that her work will make a positive contribution to the study of mass communications in Hungary. We were pleased to see that Dr. Roka and scholars from the University of Pennsylvania have submitted a proposal to the IREX 1993-94 Special Projects Competition.

I would appreciate any comments that you may have regarding Dr. Roka's stay, and the IREX placement process. In addition, please inform me if there is anything IREX could have done to improve the process. I would also appreciate receiving copies of any publication that may result from this scholars' visit. Funding for scholarly exchanges is severely limited, and IREX must continually justify its funding requests to the organizations which support us.

Please also extend my gratitude to any other colleagues who may also have assisted Dr. Roka. I am enclosing some information about IREX programs which you and your colleagues may find of interest.

Again, my sincere thanks for your efforts. The cooperation of scholars such as yourself ensures the continued success of IREX programs.

Sincerely,



Lisa Stoffer
Program Officer

POKA

October 6, 1993

Dr. George Gerbner
The Annenberg School
For Communication
3620 Walnut Street
Philadelphia
PA 19104-6220

Dear George:

I hope you forgive me that I answer your letter only now. After coming home from the U.S. I had a rather hard time to cope with the work and new requirements at the university, and I also had some family problems. After a short vacation now I am back to work again. I can say I am satisfied with my new task, as after so many years of trying to introduce communication studies at our department, now at last I got the possibility to do it. I am the only person in our department who is responsible for the whole course. So I was told till next november I had to complete two books: one should be an introduction to communications, the other should contain collective studies on communication and media. I would badly need your advice, I would like to consult you on this matter. Now I am teaching two courses in that field: 1. Speech Communication, 2. "Reklámtipológia" /The Comparative Study of Ads and Commercials/. Its just the common title, in fact I am teaching here what I have learnt on your course /Social Aspects Of Mass Communication/ with special attention to commercials in press, on Radio and TV. From January I have to introduce a compulsory course for all our students, I have given it the title: "Kommunikációtan" /Communications/, because I intend to read a complex course on all the aspects of communication and mass media. I am also going to introduce a special course called: "American Trends and Models of Mass Communications."

The only bad feeling that I have about this course is, that originally I planned to teach all these subjects in the Communication department as one of the founders of it. When I came back from the U.S. Peter György and prof. Almási of course asked me to give them some ideas whom to invite to give lectures because they didnot have much idea about it. I mentioned you on the first place. They were happy and told me they were going to America to meet you and some journalists. At the same time they told me I am in their syllabus with my subjects. Of course they cheated me. Peter György called me one more time after that case just to ask for your address because they lost it. I gave them it. Some time ago I was told they excluded all the original founders /so not only me/ except three professors in their department of Aesthetics. And now they are happy because they can distribute the money between them three, and they are inviting professors from abroad whom they hope money or invitation from. So what they did is rather dishonest, but we are in Hungary. But of course not everybody is like that. Yesterday the head of the department of Cultural Management /Kulturális menedzserképző/ called me and invited to be their guest lecturer from January in communications. I gave several

lectures to the students of this department on media studies and I informed them about founding the department of communication before going to U.S. So yesterday I accepted their offer with pleasure and after finishing this letter I am going to meet them and discuss the topics of my courses /I would like to lecture either on Political Rhetorics and Communication or on Visual Communication/.

That is the news around me, and I am grateful to you every day that you arranged it possible for me to spend half a year in your school and to fill the gaps in my knowledge. I try to make a good use of it in Hungary for the benefit of the students. I really miss the consultations with you and the seminars and conferences. I do hope to meet you soon, perhaps in Hungary /?/. I would like to hear about your new publications, research programs, about the Cultural Environmental Movements and everything that concerns you and your science.

Please let me know if I can send you some publications or anything you need.

Looking forward to hearing from you soon.

Sincerely yours,

Jeli

George Gerbner

**University City
Science Center- One East**

3624 Market Street
Philadelphia, PA 19104
Telephone/Fax 215-387-5202

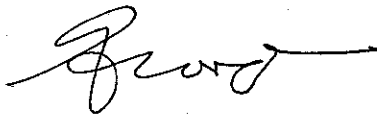
September 21, 1995

Roka Jolan
Via Fax 361 266 5699

Dear Joli

I will be glad to be referee, but am traveling a lot
and must receive materials right away to be able to respond
by Oct. 1.

Hurriedly ...

A handwritten signature in cursive script, appearing to read "Gerbner", with a long horizontal flourish extending to the right.

Home Office
**234 Golf View Road
Ardmore, PA 19003**
Telephone/Fax 610-642-3061
Internet FGG@ASC.UPENN.EDU

October 1, 1995

Dr. Jolan Roka
Via Fax 361 266 5699

Dear Joli:

Letter to Woodrow Wilson Center submitted in time.
Good luck, and let me know what happens.

Sincerely yours,



George Gerbner, Professor and Dean Emeritus
The Annenberg School for Communication
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Professor George Gerbner
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USA
Fax: 215-387-5202

March 24, 1996

Dear George,

Thank you for the invitation to the Founding Convention of the Cultural Environment Movement. I would have been more than pleased to participate in it but the time left for applying for some support was too short. I would be happy to hear about the conference more in detail and I hope I will be able to take part in the next one.

I am also happy to tell you that I was granted a five-month Fulbright scholarship in December. I have not been notified yet about the placement (it will be either Texas A&M University or the Annenberg School, though I have the personal invitation from Texas) but I do hope we will be able to meet and speak. I am going to leave for USA somewhere at the end of August and stay there till the end of January, 1997.

Do you plan to come to Budapest? Since September I have been working for the first Media University in Hungary (JATE Budapest Média Intézet) which is located in Budapest and it is the private branch of JATE in Szeged. I teach there media studies as a guest lecturer and after coming back from USA communication theory. I am also responsible there for the international contacts and exchange. I would be glad if some day you could come and read lectures.

Looking forward to hearing from you soon,

Jolan Roka *Jolan Roka*
ELTE BTK
0052 Budapest,
Pesti B. u. 1.
Fax: 36-1- 266-5699

George Gerbner

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March 26, 1996

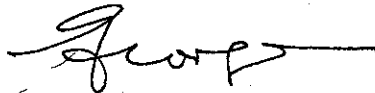
Dr. Jolan Roka
Via Fax 361 266 5699

Dear Jolan:

Thanks for your fax. The Convention was a terrific success.

I am glad to know that you are coming back to the U.S. and look forward to seeing you here. I would also be willing to consider a brief lecturing engagement in Budapest if time and financial support can be arranged. Let me know.

With best regards -



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