

November 18, 1977

Dr. Jay Ruby, President
Society for the Anthropology
of Visual Communication
Department of Anthropology
Temple University
Gladfelter Hall
Philadelphia, PA., 19122

Dear Jay:

I have explored the idea of the Annenberg School press publishing a journal of visual communication under your and Larry Gross' editorial direction. The trustees have requested the submission of a formal proposal with which I would like to have your assistance.

Best personal regards,

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG:ab



TEMPLE UNIVERSITY
COLLEGE OF LIBERAL ARTS
PHILADELPHIA, PENNSYLVANIA 19122

DEPARTMENT OF ANTHROPOLOGY

April 3, 1980

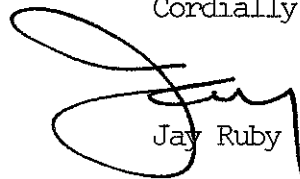
Dean George Gerbner
Annenberg School of Communications
University of Pennsylvania
Phila, Pa. 19104

Dear George,

Enclosed you will find a copy of the 1980 COVA Program and Photographic Catalog. The conference went well. The attendance was approximately 600 people. The highlight of the conference was the first public screening of Wizeman's documentary, HIGH SCHOOL. An evening of film discussion unparalleled in my own experience.

There is one error that is my responsibility. I thought that Steve Feld was a research associate of the Annenberg School and so indicated after his name. Sorry.

Cordially,



Jay Ruby

April 10, 1980

Dr. Jay Ruby
Temple University
Department of Anthropology
College of Liberal Arts
Philadelphia, PA 19122

Dear Jay:

Thank you for your note of April 3, the
conference program, and the beautiful photographic
exhibition on "The Human Condition."

With best regards,

Sincerely yours,

George Garbner
Professor of Communications
and Dean

GG:ab



TEMPLE UNIVERSITY

OF THE COMMONWEALTH SYSTEM OF HIGHER EDUCATION

College of Liberal Arts

PHILADELPHIA, PENNSYLVANIA 19122

DEPARTMENT OF ANTHROPOLOGY

October 13, 1983

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

Dear Dean Gerbner:

Jay Ruby is up for promotion to the rank of professor this year, and we would like to ask you for a letter of evaluation of his professional and scholarly achievements. As the process here at Temple is cumbersome, we must ask you if you could respond very quickly. We need to have all letters and other materials for consideration in hand by October 21. I hope you can find the time to manage this.

Thanking you in advance,


Jonathan Friedlaender
Professor

JF/1ke

October 17, 1983

Professor Jonathan Friedlaender
Temple University
College of Liberal Arts
Department of Anthropology
Philadelphia, PA 19122

Dear Professor Friedlaender:

I am responding to your letter of October 13 concerning Jay Ruby's professional and scholarly achievements.

I work with Professor Ruby on the planning and organization of a conference on visual communication which we are sponsoring and of which he is program director along with Larry Gross, a member of our faculty. In that work, Professor Ruby proved himself to be extremely competent, knowledgeable, and successful. He appears to have an excellent grasp of people, projects, and concepts in visual communication, and the ability to carry through on the planning.

I am neither qualified nor in a position to evaluate his scholarly achievements in anthropology. But among those conducting scholarships in the visual and pictorial aspects of communications, Professor Ruby ranks among the top three or four.

Sincerely yours,

George Gerbner
and Dean

GG:ab

PS - (note about SVC)

THIS FILE = SP/JAY

FROM VCCJR DN 06/18/85 AT 8:12

George, I gave Avis a copy of my Academic biography. I am planning to write one of those semi-confessional, semi-professional statements required for a guggenheim application. I will send you one. Also, if you wish me to write something about how I see myself fitting into ASC and what courses, etc., I would do it. If you do wish something like that then I would like from you any statements of school policy, ten-year plans, etc. which you might have. My view of ASC is of course very colored by Studies, The Conference, Sol, and Larry. I would like something which states the "bigger" picture if possible.

Finally, Amos put together a proposal for some sort of film institute which was never funded, it is possible to see it and perhaps any written criticisms of it? Jay

Visual Anthropology

Jay Ruby, Editor
PO Box 4998 · Philadelphia · PA 19119 · USA
215 · 242 · 1678

9 April 1987

Dean George Gerbner
Professor Larry Gross
Annenberg School of Communications
University of Pennsylvania
Philadelphia, Pa. 19104

Dear George and Larry,

I have been appointed editor of a new publication. The Commission on Visual Anthropology has been able to convince Gordon and Breech that there are enough people out there interested in the field. I hope so.

I am writing to ask whether you would be willing to present a paper at the 1989 Zagreb Congress on your Cultural Indicators work. You should consider it "missionary work" in that many anthropologists do not seem to understand the promise of cultural analysis of mass communication and in addition do not know about your work. I am trying to overcome the notion that anthropologists only study natives and that visual anthropology is solely concerned with loading movie projectors. If you were unable to attend the Congress your paper could be read in absentia. I enclose a prospectus.

I hope to obtain publishable papers from the Congress for the journal. If you cannot present a paper at the Congress, please consider giving me a manuscript for the Journal.

My address from May 1 to September 1 will be PO Box 163,
Mifflintown, PA 17059 and the phone is 717-436-9502.

Cordially,



Jay Ruby
Editor

Information for Authors

Visual Anthropology—An International Journal

CONTENT. *Visual Anthropology* seeks to publish articles, comments, discussions, film and book reviews which contribute to the following areas of scholarly endeavor: the study, use, and production of anthropological and ethnographic films, videos, and photographs for research and teaching; the analysis of visual symbolic forms from a cultural-historical framework; the study of human behavior through visual means; visual theories, technologies, and methodologies for recording and analyzing behavior and the relationships among different modes of communication; the analysis of the structuring of reality as evidenced by visual productions and artifacts; the cross-cultural study of art and artifacts from a social, cultural, historical and aesthetic point of view; the relationship of cultural and visual perception; the study of the forms of social organization surrounding the planning, production and use of visual symbolic forms; the support of urgent ethnographic filming; the use of media in cultural feedback; and to encourage the development of third-world ethnographic media productions.

Articles should be approximately 25 pages in length and must include a 100 word abstract and a three sentence biography of the author[s]. Comments, reports, and discussions should not exceed 15 pages and do not require an abstract or author biography. Film and book reviews are normally 500 to 1,000 words in length.

Visual Anthropology will publish entire issues devoted to a single topic. Persons wishing to organize a topical issue are invited to submit a proposal which contains a 100 word description of the topic together with a list of potential contributors and paper subjects. Proposals are accepted only after a review by the editorial staff.

MANUSCRIPTS. Manuscripts should be submitted to: JOURNAL, C/O Commission on Visual Anthropology, Department of Anthropology, University of Montreal, Case Postale 6128, succursale "A," Montreal, P.Q., Canada H3C 3J7. Manuscripts will be acknowledged by the editor and entered into the review process discussed below. Manuscripts without illustrations will not be returned unless the author provides a self-addressed stamped envelope. Submission of a manuscript to the journal will be taken to imply it is not being considered elsewhere for publication and that if accepted for publication, it will not be published elsewhere in the same form, in any language, without the consent of the editor and publisher. It is a condition of acceptance by the editor of a manuscript for publication that the publishers automatically acquire the copyright of the published article throughout the world.

STYLE. Authors are advised to consult the *Manual of Style* of the University of Chicago Press for general comments. We encourage the use of major subheadings and, where appropriate, second-level subheadings. Manuscripts submitted for consideration as an article must contain: a title page with the full title of the article, the author[s] name and address, a 100 word abstract, and a three sentence biography for each author. Do not place the author's name on any other page of the manuscript. While the language of the journal is English, articles will be accepted for review and published in Spanish and French.

MANUSCRIPT PREPARATION. Manuscripts must be typed double-spaced [including abstract, quotations, notes, and references cited] one side only with at least one inch margins on 8.5 x 11 inch paper. If a word processor is used, do not employ any typesetting features such as italics, boldface or multiple type faces. If a dot-matrix printer is used, please be certain the copy is readable. Do not break words at the ends of lines. Retype any page on which complicated corrections have been made. The original manuscript and two copies must be submitted. Authors should retain a copy for their records.

FOOTNOTES. Footnotes appear as "Notes" at the end of articles. Authors are advised to include footnote material in the text wherever possible. Notes are to be numbered consecutively throughout the paper and are to be typed double-spaced on a separate page.

REFERENCES. The list of references should be limited to, and inclusive of, those publications actually cited in the text. References are to be cited in the body of the text in parentheses with author's last name, the year of original publication, and page number -- e.g., [Rouch 1958:45]. Titles and publication information appear as "References" at the end of the article and should be listed alphabetically by author and chronologically for each author. Names of journals and publications should appear in full. References cited should be typed double-spaced on a separate page. References not presented in the style required will be returned to the author for revision.

Example of article:

Blackman, Margaret B.

1980 Posing the American Indian. *Natural History*, 89(10):68-75.

Example of book:

Jeffrey, Ian

1981 *Photography: A Concise History*. New York and Toronto: Oxford University Press.

Example of book chapter:

Young, Colin

1975 Observational Cinema. In *Principles of Visual Anthropology*. Paul Hockings, ed. Pp. 65-80. The Hague: Mouton.

TABLES. All tabular material should be part of a separately numbered series of "Tables." Each table must be typed on a separate sheet and identified by a short descriptive title. Footnotes for tables appear at the bottom of the table. Marginal notations on manuscripts should indicate approximately where tables are to appear.

FIGURES. All illustrative material, drawings, maps, diagrams, and photographs should be designated "Figures." They must be submitted in a form suitable for publication without redrawing. Drawings should be carefully done with India Ink on either hard, white, smooth-surfaced board or good quality tracing paper. Ordinarily, computer-generated drawings are not publishable quality. Photographs should be glossy prints and should be numbered on the back to key with captions. Whenever possible, photographs should be 8 x 10 inches. All figures should be numbered consecutively. All captions should be typed double-spaced on a separate page. Marginal notations on manuscripts should indicate approximately where figures are to appear. While the editors and publishers will use ordinary care in protecting all figures submitted, they cannot assume responsibility for their loss or damage. Authors are discouraged from submitting rare or non-replaceable materials.

CRITERIA FOR EVALUATION. *Visual Anthropology* is a refereed journal. Manuscripts will be accepted only after review by both the editors and reviewers deemed competent to make professional judgements concerning the quality of the manuscript. Upon request, authors will receive reviewers' evaluations.

INTERNATIONAL UNION OF ANTHROPOLOGICAL AND ETHNOLOGICAL SCIENCES
UNION INTERNATIONALE DES SCIENCES ANTHROPOLOGIQUES ET ETHNOLOGIQUES

COMMISSION ON VISUAL ANTHROPOLOGY
COMMISSION D'ANTHROPOLOGIE VISUELLE

Honorary chairman *Satyajit Ray*
Président honoraire

ANNOUNCEMENTS/ANNONCES

Symposium on Visual Anthropology sponsored by
the Commission on Visual Anthropology, IUAES

12TH INTERNATIONAL CONGRESS OF ANTHROPOLOGICAL
AND ETHNOLOGICAL SCIENCES

Zagreb, Yugoslavia,
July 24-31, 1988

PRELIMINARY ANNOUNCEMENT

General theme: Visual research strategies - visual anthropology in the 80's

Session I: Visual anthropology and education. Suggested topics: The role of Visual anthropology in the educational process; contributions at the elementary, secondary, college and university levels; visual texts in curriculum development and educational packages; visual anthropology and adult education in the First and Third Worlds; the training of visual anthropologists. Session organizer: Timothy Asch, Department of Anthropology, University of Southern California, University Park, Los Angeles CA 90089-0661, U.S.A..

Session II: Visual anthropology and the public. Suggested topics: Anthropological films and television, the responsibility of visual anthropologists in structuring our perception of Third World social realities; visual texts in the museum setting; future prospects for ethnographic film festivals; national and international distribution of multifformat visual texts. Session organizer: André Singer, 98 Mortlake, Richmond, Surrey, ENGLAND.

Session III: Visual anthropology and cultural preservation and revitalization. Suggested topics: Regional, national and international ethnographic film archives; potential utilization of archived materials; the role of museums in the constitution of audio-visual archives for the purposes of preservation and revitalization of traditional cultures. Session organizers: David Warren, director, Research of Cultural Studies Center, Bureau of Indian Affairs, College of Santa Fe Campus, Alexis Hall, Saint Michael's Drive, Santa Fe, New Mexico 87501, U.S.A. and Joan Williams, Anthropology Film Center Box 493, Santa Fe, NM 87501, U.S.A.

Session IV: Visual research results. Suggested topics: The anthropological study of visual texts; the study of dance, body movements and space; the study of the built environment as a visual representation of culture; the study of art. The papers would be reports of research completed or in progress.
Session organizer: Jay Ruby, P.O. Box 4998, Philadelphia, PA 19119, U.S.A..

Session V: Visual anthropology and development studies. Suggested topics: The utilization of visual anthropology strategies in Third World social development programs; sponsorship and funding of field projects by First World and international aid agencies. Session organizers: Thomas Blakely, Department of Anthropology, Brigham Young University, Provo, Utah 84602, U.S.A. and Binod C. Agrawal, Space Applications Centre, Government of India, Sac P.O., Ahmedabad, 380 053, INDIA.

Session VI and panel: Visual research strategies. Suggested topics: Field utilization of audio-visual technologies; the research use of archived materials; the decoding and interpretation of visual texts; the research strategy of visual anthropology in reference to the notion of cultural totality; the academic posture of visual anthropology in relation to mainstream anthropology. Session of volunteered papers and a Commission on Visual Anthropology (IUAES) business meeting. Session organizer: Karl G. Heider, Department of Anthropology, University of South Carolina, Columbia, SC 29208, U.S.A..

All submissions for Congress film screenings should be directed as soon as possible to the program organizer: Nasko Kriznar, Audiovizualni laboratorij ZRC SAZU, Wolfova 8, 6100 Ljubljana, YUGOSLAVIA.

Abstracts of papers should be submitted to Nasko Kriznar, to the session organizers and to the Commission on Visual Anthropology, Department of Anthropology, University of Montreal, P.O. Box 6128, Station A, Montreal, Quebec H3C 3J7, CANADA.

April 15, 1987

Jay Ruby
Editor
Visual Anthropology
P.O. Box 4998
Philadelphia, PA 19119

Dear Jay:

Congratulations and best wishes for Visual Anthropology. I cannot now commit either paper or presentation at the 1989 Zagreb Congress. Ask me again a couple of months before the deadline.

With best regards,

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG:ab

Visual Anthropology

Jay Ruby, Editor

PO Box 4998 · Philadelphia · PA 19119 · USA

215 · 242 · 1678

4 Feb 1988

Dean George Gerbner
Annenberg School of Communication
University of Pennsylvania
Phila, PA 19104

Dear George,

I am writing to let you know that the Selected Proceedings from the 1985 Visual Communication Conference are finally in print. I have not yet received a copy but was assured that they were on the way. I am relieved that the book is out. I want to again express my appreciation for all your efforts on behalf of the conference.

I also enclose a copy of the new journal I now edit. It will never be as striking as *Studies* but it is important to have an outlet for this sort of work. Gordon and Breech/Harwood seem nice to work with. I am also editing a book series on Visual Anthropology for them.

Finally, I have just received the schedule for Exploratory Cinema and have instructed my graduate students to take advantage of the series. Bob has done a top notch job. I hope the series will continue. It is virtually impossible for students to see these films elsewhere.

I hope the New Year is a good one for you and your family.

Cordially,



Jay Ruby
Editor

February 17, 1988

Dr. Jay Ruby
Editor
Visual Anthropology
P.O. Box 4998
Philadelphia, PA 19119

Dear Jay:

Thank you for your letter of February 4 and the very handsome first issue of Visual Anthropology.

I look forward to seeing a copy of the Proceedings when available. Thank you also for your comments on Bob and the Exploratory Cinema screenings.

With best regards,

Sincerely yours,

George Gerbner
Professor of Communications
and Dean