

STANFORD UNIVERSITY  
STANFORD, CALIFORNIA 94305

INSTITUTE FOR COMMUNICATION RESEARCH

C-14  
CYPRESS HALL  
Telephone:  
415/321-2300  
Extension 2507

October 31, 1973

Dr. George Gerbner, Editor  
Journal of Communication  
The Annenberg School of Communications  
3620 Walnut Street  
University of Pennsylvania  
Philadelphia, PA 19104

Dear George:

Enclosed are my comments about Karoly Varga's manuscript on "Achievement, Affiliation and exposure to media according to the sexes." Although I consider it important to have work done in other countries published in American journals, I do not think this paper merits publication in the Journal of Communication. I feel some of the problems are so severe that elaboration and rewrite would not be sufficient.

I would be glad to review other manuscripts if the occasion arises.

Best regards.

Sincerely,



Matilda B. Paisley  
Lecturer

MBP:ec  
Enclosure

November 8, 1973  
AIR MAIL

Dr. Matilda B. Paisley  
Institute for Communication Research  
Stanford University  
C-14 Cypress Hall  
Stanford, California 94305

Dear Matilda:

Thank you very much for your cogent and incisive comments of October 31 on Varga's manuscript. I have sent him your review and held open the possibility of revision and reduction, but without any encouragement.

I would like to take up your kind offer to review other manuscripts that would be of interest to you. Needless to say, this is the most important quality control function, and the key to the success of our Journal. Therefore, I am grateful for your prompt and meaty response, and would appreciate your telling me more about your work and interests so that I can select the right pieces for you. I promise not to burden you unduly.

Best regards.

Sincerely yours,

George Gerbner

GG:kas

Professor  
George Gerbner  
Dean of the  
Annenberg School of Communication  
Philadelphia Pa 19104  
USA.

Budapest, 1th October 1973

Kedves Gyurka!

Megkaptam a Kiki által küldött levélmásolatot. Köszönöm. Igéretemhez hiven megküldöm Neked a Rees-féle kutatás eredményeit specifikáló és továbbfejlesztő vizsgálatom beszámolóját. Amint a szövegből látható, ez egy két részes dolgozat első fele. A másik is kész van, csak rövidíteni, tömöríteni kell. Ha érdekel, logikus volna egymás után mindkettőt hozni a folyóiratodban.

Amint látod, az a vitapont is érintve van benne, amely ittjártadkor egy rövid eszmecsere erejéig szóbakerült közöttünk. Azt hiszem abban nincs vita közöttünk, hogy sem Te, sem én nem érezzük magunkat a tömegközléses kultiváció hatásának különösebben alávetettnek, hanem kritikus értelemmel dolgozzuk fel a tv-ben látottakat. Vita csak ott lehet közöttünk, hogy milyen szűkre vagy tágira szabjuk azoknak a személyeknek a körét, akikre inkább a Cox-Bauer féle "economist's problem solving model", mintsem a Gerbner féle "cultivation model" passzol jobban. Az általam ebben a tanulmányban javasolt választóvonal a teljesítménymotiváció bizonyos foka, ennek néhány lényegi implikációjával. Még nem ismerem a véleményedet erről az elgondolásról, de szeretném megismerni, hogy tökéletesítem koncepcióimat.

Remélem, Szecsckők már eljuttatták Hozzád "Modernizáció és tömegkommunikáció" című könyvemet, amely arra is példa, hogy elméleted megismerése óta mennyire nyitott voltam a tömegközlés "intézményi közelitásmódjának". Empirikus eredményeim, amelyek megbízhatóságába és érvényességébe oly sok energiát fektettem, ezeket a módosításokat és specifikálásokat sugallják.

Szívélyes üdvözlettel  
Ilonának is, Ágotától is,  
és üdvözlöm az Annenberg-i kollegákat

*Károly*  
/ Varga Károly /

VARGA

AIR MAIL October 19, 1973

Dr. Matilda Paisley  
Institute for Communication Research  
Stanford University  
Stanford, California 94305

Dear Matilda:

Thank you very much for agreeing to review this manuscript. I would appreciate your opinion regarding its general value, and suitability for publication in the Journal of Communication. (It would have to be cut to about 16-18 pages in any case.)

Hope to hear from you soon.

Best regards to Bill and all.

Sincerely yours,

GG:kas George Gerbner,  
encl. Editor  
Journal of Communication

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INSTITUTE FOR COMMUNICATION RESEARCH

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Extension 2507

November 30, 1973

Dr. George Gerbner  
The Annenberg School of Communications  
University of Pennsylvania  
Philadelphia, PA 19174

Dear George:

Thank you for your letter of November 8. As I indicated to you, I am willing to review manuscripts submitted to the Journal of Communication. My area of interest focuses on methods of policy research with particular emphasis on studies following the Campbellian-type approach where messy data and field settings are the norm.

Let me know if I can be of help to you.

Sincerely,



Matilda B. Paisley  
Lecturer

MBP:ms

Sample

STANFORD UNIVERSITY  
STANFORD, CALIFORNIA 94305

INSTITUTE FOR COMMUNICATION RESEARCH

December 12, 1973

George Gerbner  
The Annenberg School of Communications  
3620 Walnut St. C5  
University of Pennsylvania  
Philadelphia, PA 19104

Dear George:

I appreciated your prompt return of the questionnaire. I knew Eli Rubinstein had an article in the Winter issue of Journal of Communication. I would like to see an advance copy. Thank you for the offer. I will be glad to submit my report to Communication.

Sincerely,

*Matilda*  
Matilda B. Paisley  
Research Associate

MBP:ms

December 19, 1973  
AIR MAIL

Dr. Matilda Paisley  
Institute for Communication Research  
Stanford University  
Stanford, CA. 94305

Dear Dr. Paisley:

Dean Gerbner asked me to send you the enclosed  
article.

Sincerely,

Kiki Schiller  
Secretary to  
Dean George Gerbner

973  
IL

I note in the November 26 issue of Behavior Today that you are conducting a review of cancer public education programs for the National Cancer Institute. Is this your current main project? Could we look forward to a lively article reporting your findings, when available?

With best regards.

Sincerely yours,

George Garbner,  
Editor

GG:kss

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December 20, 1973

Matilda B. Paisley  
Research Associate  
Institute for Communication Research  
Stanford University  
Cypress Hall C-14  
Stanford, California 94305

Dear Ms. Paisley:

We have received your article entitled "The Joint Effects of Inoculation and Distraction on Attitude Change" which you submitted for publication in the Journal of Communication. Our staff and readers will give it careful consideration, and we will notify you of our decision on it as soon as possible.

Thank you for giving us a chance to read it.

Sincerely,

Susan Schmidt,  
Associate Editor

SS:skd

February 13, 1974  
AIR MAIL

Dr. Matilda B. Paisley  
Institute for Communication Research  
Stanford University  
C-14 Cypress Hall  
Stanford, CA. 94305

Dear Matilda:

I am writing about the paper on "The Joint Effects etc."  
I am afraid these data were too confusing to begin with,  
and even your doctoring could not make the report illuminating  
for any but the most minutely focused reader. If you want to  
read reviewer's comments I'll send them to you, but I should  
not think it necessary.

Will you let me have one of your best efforts?

If you know of any communications research relating to the  
judicial process (law, crime, etc.) for the Summer symposium  
and to old age (for the Fall symposium) please let me know.

With best regards.

Sincerely yours,

George Gerbner

GG:kas