

UNIVERSITY OF KENTUCKY

LEXINGTON, KENTUCKY 40506

X-G

COLLEGE OF ARTS AND SCIENCES
DEPARTMENT OF SPEECH

October 15, 1973

Daniel E. Costello, Editor
Journal of Communication
304 Communication Center
University of Iowa
Iowa City, Iowa 52242

Dear Dan:

Enclosed are three copies of a manuscript entitled "Listening Behavior in Coorientational States."

I must confess a bit of hesitation in submitting to JComm right now. Today I received the materials from Maccoby including a ballot regarding plans for Annenbun Press and Human Communication Research. All these changes -- or proposals for change anyway -- tend to confuse us out here in the hinterlands. I suppose this is a way of avoiding litigation.

Anyway, I think JComm or its successor (sibling?) if it has one is the appropriate journal for this article since it has done more with listening than any other and because the original Stamm and Pearce coorientational piece appeared here. So let angels refuse to tread: here it is.

On another matter. Have you decided what to do with the Pearce and Sharp paper on self-disclosure? When we talked at AEJ you said that it was still being considered for the December issue. Will your tenure as editor extend past that issue? If not, what will happen to "unused" papers? The self-disclosure paper has been in the hopper for quite some time now and I'm concerned that it does not get too much out of date while "in review".

How goes living/working conditions in Iowa? Better, I hope. Kentucky is not.

Regards

Barnett

Booth + Pearce
to Chaffee

November 2, 1973

Professor W. Barnett Pearce
Department of Speech
University of Kentucky
Lexington, Kentucky 40506

Dear Professor Pearce:

We have received your article entitled "Listening Behavior in Coorientational States" 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
Journal of Communication

SS:skd

mass communications
research center

5018 vilas communication hall
madison 53706

university of wisconsin
school of journalism and
mass communication

December 12, 1973

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

Dear George:

In my opinion, the article "listening Behavior in Coorientational States" by Buchli and Pearce is suitable -- in general -- for publication in the Journal of Communication. It is a competently done study on an aspect of communication behavior that has not been examined before, to my knowledge.

If it is accepted, however, some revisions would be in order. Those mostly involve expansion of the article, in the interest of explaining it to those who are not already familiar with the research that preceded it, and even simply to give a full report of the study to those who do know the previous work and care about this addition to it.

The introduction is awfully terse, and suggests a one-sidedness to the literature on selectivity. They should at least note Atkin's POQ article, in which he re-examines data from the Elmira survey and a Chaffee-McLeod study, and adds a field experiment of his own -- and concludes that Sears and Freedman were too precipitous in their judgment that selective exposure is a dead hypothesis. Atkin ends up on the same side as Buchli and Pearce, but for quite different reasons. And his is not the only other voice in the debate, by any means; just an example.

The Stamm-Pearce model is clearly the basis for this study. But it is not very informative to the reader to jump directly from the alphabet soup of PAC and PDD to a hypothesis (at the bottom of page 3 of the manuscript). No logical basis or hypothesized process linkage is spelled out. Surely the authors have thought about the lines of thinking that might intercede between an expectation-confirmation process and an attentional (in this case, listening) behavior. They should share their thinking with us, especially since only one of their two hypotheses is confirmed.

The operational definition of "listening behavior" is in fact one of simply recall of material the subjects had been exposed to. Recall is an ancient and honored dependent variable in psychological research. It is a function of many factors, only one of which is attention (listening). Since their independent variables are based on measures, rather than manipulations, they cannot make a clearcut case for listening as the sole and sufficient condition for recall. (This is not to say that they do not have a plausible case.) Therefore, it would seem prudent to call their dependent variable what it is -- "recall" or "knowledge gain" or "information" or somesuch -- rather than labeling it "listening" when it is at best a distant indicator of that behavior inter alia.

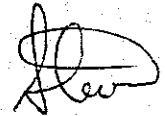
The results are grossly under-reported. A table of the means for the four conditions would seem a minimal amount of data, particularly since two of the four were hypothesized to differ from the other two in opposite directions. I would at least like to know if the mean for PAD was in the direction hypothesized, regardless of significance. Numbers please.

The significance tests for sex (which prove non-significant) constitute an alien intrusion in the "results" section. Aside from the single reference to a non-specified difference found by Weaver, the topic of sex differences gets no treatment in the paper. (There is a rather vast literature on the topic in general.) Finding no hypotheses, and little interest, here, one is scarcely surprised (or interested) in the finding that $F = 1$.

There are some little problems too. Data are plural (p.5). Scheffe' should be referenced (p.5). And I suspect I am not the only reader who will be put off by the idiom of superlative negatives such as "most poorly understood" (p.1) and "listened significantly more poorly" (p.5).

My overall reaction is that the authors have run a single experiment and rather hurriedly cranked out a single article, for purposes of publication more than education. There is something to be learned here, and it fits in a larger intellectual context and empirical literature. That is why I recommend publishing it. But they seem to be treating it more as a research note, on the order of the Journal of Experimental Psychology. Our field is not one in which dozens of avid scientists are working in narrow traditions in which they keep up with all the current studies. We have a small number of active empiricists and a much larger audience of appreciative consumers of research. For the Journal of Communication it seems appropriate that we address the latter even more than the former. Accordingly, I would invite the authors to flesh out their paper with a good deal more context and at least a little more detail on the data.

Sincerely,



Steven H. Chaffee,
Willard G. Bleyer Professor

SHC:mc

December 20, 1973
AIR MAIL

Dr. Steven H. Chaffee
Willard G. Bleyer Professor
Mass Communications Research Center
University of Wisconsin
5018 Vilas Communication Hall
Madison, WI. 53706

Dear Steve:

Thank you very much for your full and helpful commentary on the Buchli-Pearce article. As you will note, I have attached a copy of your letter (minus the first paragraph and the signature) to my comments.

Would you be willing to look at the revision?

Since you have such a good grasp of Journal aims, I hope that you will submit your work to us too. I am also looking for outstanding reviewers for significant books. A list of books available for review is enclosed for your perusal.

I look forward to hearing from you soon.

Sincerely yours,

George Gerbner

GG:kas
encl.

Buchli + Pearce
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December 20, 1973
AIR MAIL

Professor W. Barnett Pearce
Department of Speech
University of Kentucky
Lexington, Kentucky 40506

Dear Professor Pearce:

We have completed our consideration of your and Virginia Buchli's manuscript on "Listening Behavior in Coorientational States" and have also received the evaluation of a reviewer who is also a distinguished research in the area of your work.

We would like to publish your article in the Journal of Communication. It is significant and has some new findings to report. However, the manuscript needs more work to do justice both to the material and the "new" Journal.

We want to appeal to and challenge a large and diversified readership interested in communication studies. You are now writing for a few specialists and take too much for granted. However, if properly explained and cast in more vivid terms, your work and findings are of much broader interest. Even the term "coorientation" should be briefly explained and the real-world implication of your findings (including relevance to jury selection or court procedure) should be pointed out in your interpretation.

I am attaching the comments of our expert reader. You will note that he also recommends publishing a strengthened article. We do not need an abstract, and can go to 10 pages in the revision.

If I could have your new manuscript by March, we would like to consider publishing your article in the summer issue. I am looking forward to hearing from you, and want to thank you for submitting to the Journal.

Sincerely yours,

George Gerbner,
Editor

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encl.

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copy of 1/9

Buchli & Pearce

UNIVERSITY OF KENTUCKY

LEXINGTON, KENTUCKY 40506

COLLEGE OF ARTS AND SCIENCES
DEPARTMENT OF SPEECH

January 7, 1974

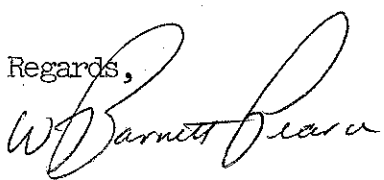
Dr. George Gerbner, Editor
Journal of Communication
Annenberg School of Communications
3620 Walnut Street C5
Philadelphia, Pa. 19174

Dear Professor Gerbner:

Thank you for your letter of December 20, 1973,
regarding the manuscript "Listening Behavior in
Coorientational States" written by Virginia Buchli and
me.

We are delighted to have the opportunity to discuss
this study more fully. You correctly identified our
envisioned audience (a few specialists) and our technique
of "explaining" by citing a reference. Previous experience
with the editors of this and other journals had "trained"
us to write like this.

Please expect a draft of the paper revised as per your
suggestions by or before early March.

Regards,


W. Barnett Pearce

cc. to: Mrs. Virginia Buchli

copy

March 26, 1974

Prof. W. Barnett Pearce
School of Communication
University of Kentucky
Lexington, KY 40506

Dear Prof. Pearce:

Thank you for the revised version of your and Ms. Buchli's article "Listening Behavior in Coorientational States." We plan to use it in the Summer issue, which goes to press in mid-April.

I am enclosing a xerox copy of the paper, on which we have marked some editorial changes. Most of these are stylistic, incorporating our way of citing references and our use of boldface "extracts" instead of traditional subheads. The sentences which have been marked in red brackets will be set off from the text in boldface type as extracts. The short paragraph at the beginning of the article will be in similar boldface format, and serves as an introduction. If you are confused about how this all looks, please take a look at the Winter Journal, which you should have received and which demonstrates our format.

If you have any questions or comments about this, please let us know as soon as possible. Otherwise, I think we are ready to go to press with the article.

For purposes of the authors' identification, would you please tell me where Valley City State College is? Sorry for my ignorance.

Sincerely,

Susan Schmidt
Associate Editor

File name = ~~SP~~/PEARCE

FROM: FLG
DATE: 05/31/88 3:53 P.M.
RE: FYI

* FORWARDED MAIL * FORWARDED MAIL *

FROM: NTMAIL
DATE: 05/18/88 10:01 A.M.
RE: the strangest things ...

From: pearce@UMASS.BITNET
Subject: the strangest things ...
To: flg@asc.upenn.edu
Posted-Date: Wed, 18 May 88 09:03:11 EDT
Message-Id: <880518085753834.AHEV@Mars.UCC.UMass.EDU> (UMass-Mailer 4.04)

Larry:

I'm not sure that I responded to your message of may 10, but twice is better than never, so here goes.

Yeah. My ego is a little bruised. I have often lost to better men and women, but seldom to "none of the above." However, I detected some differences in criteria among the trustees and between the trustees and the high officials in the University. I did NOT get enough information to characterize these differences, but had I been made an offer, I would have insisted on a couple more conversations about this before I accepted. I do not feel that anyone mislead me, but by the same token, I feel that there were a lot of things unsaid. Perhaps it is my need to console myself, but I can easily construct a scenario where there was some degree of disagreement about criteria.

Anyway -- I agree. The positive outcome of all this is that I got a chance to know you (and Carolyn) better. That's pretty good!

Good luck.

Barnett

October 10, 1988

File
↙

Dr. W. Barnett Pearce, Chair
Department of Communication
University of Massachusetts
at Amherst
Machmer Hall
Amherst, MA 01003

Dear Barnett:

I am pleased to respond to your letter of September 28 about Ian Angus. I had known something about his work from the article we published in the Journal of Communication, and Cultural Politics in Contemporary America, edited with Sut Jahlly. I thought those contributions were cogent and sophisticated. I was encouraged to note that Angus is attempting to place "critical cultural studies" in a coherent philosophical and disciplinary prospective. That task is much needed.

A review of the other publications you kindly sent me confirms that conclusion and reveals a broader spectrum of interest including the study of ethnicity and of technology in communications.

Angus appears to be a rare combination of a European-style scholar of critical bent trying to come to grips with mainstream American research, and formulating strategies of both using and resisting it. He seems to be well prepared for the task. His direction and level of sophistication should bring him a significant measure of recognition and support from those who are themselves prepared to grasp and follow his scholarship. By this I mean that the quality of his work is high, the direction unconventional, and, therefore, its recognition will take longer than that of more conventional approaches.

Considering the amount of work still in press (some of which I have seen and liked), and his apparent productivity, it will not be long before Angus is recognized as an articulate and disciplined voice in the field of critical communications scholarship. I believe that the promotion is well deserved.

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG:ab



UNIVERSITY OF MASSACHUSETTS
AT AMHERST

Department of Communication

Machmer Hall
Amherst, MA 01003
(413) 545-1311

October 24, 1988

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

Dear Professor Gerbner:

Thank you very much for your letter about Ian Angus. I very much appreciated your willingness to take the time to read and evaluate his published work.

The official process for tenure/promotion at UMass is very slow. If all goes well, the decision will be final when the Trustees approve (sometime during the summer, 1989!) and a recommendation by the department's Personnel Committee (made in November, 1988) and subsequently ratified by the chair, the Executive Committee of Social and Behavioral Sciences, the Dean, the Provost, and the Chancellor. As you see, positive recommendations do not lack for sufficient review.

Again, thank you for your professionalism in helping us with this process.

Sincerely,

W. Barnett Pearce, Chair
Department of Communication

WBP/dlm