

From V D  
plum?

1320 Camino Peral  
Moraga, CA 94556  
Sept. 1, 1987  
415 376-3126

Prof. George Gerbner  
Dean, Annenberg School  
University of Pennsylvania  
3620 Walnut St.  
Phila., Pa. 19104-6220

Dear George:

It's been more than four months since I received your immensely helpful letter of April 27th and read that my book "is, of course, long overdue."

Before getting under way, I gave a lot of thought to your emphasis on the need to make the book relevant to the future. I was also impressed by your use of the term "legacy."

The big break came when I realized that all my work related to the role of communication in movements -- both larger ones (like those that eventually grew up under the leadership of Gandhi and Mao) and the small and medium-sized ones that exist all over the United States today.

Accordingly, you will note that the very first pages of "A Lost Legacy" (Ch. 1) go very far toward defining the readership -- both the "communication community" in the broadest sense and all those involved in various movements here and abroad. Many of those movements are mentioned in that chapter. There will be more specific references in the last chapter, "Can The Legacy Be used?"

SO, at the risk of overburdening someone who is still a Dean, I am sending you drafts of the first three chapters, together with a detailed table of contents and list of Figures.

I already have lots of rough pages on the remaining four chapters, but am not sure when I shall have the time to put them into first draft form. Christmas and Easter vacations are too short for much serious writing. But I am sure that I could complete the book by next September -- and that includes all the detailed polishing, corrections and additions that serious and uninhibited critics like G.G. would certainly recommend.

Needless to say, I eagerly await your reaction to this project.

And like so many other people, I also look forward to the day when you will escape management burdens and be able to devote much more time to research.

As ever,

Sincerely,

Krusin

P.S.

Bert sends his regards. He is on his way to Moscow. I have asked him to contact Prof. Zassoursky

September 8, 1987

Dr. Kusum Singh  
1320 Camino Peral  
Moraga, CA 94556

Dear Kusum:

Thank you for your letter of September 1, the manuscript you sent me, and your kind words.

I just glanced at the manuscript and found it difficult to put it down (a good sign) but had to because of other pressing work. I look forward to reading it in the next few weeks. In the meantime, there are two things I would like you to think about. First, which published works can be seen as most closely related and potentially competing for the same readership? I assume that there is no other book just like yours, but we need to think about related books to which yours can be compared.

Secondly, there is the related matter of readers. Eventually your book will go to outside readers. Who are the experts in the field best qualified to read your final manuscript from a specialized point of view? I am thinking of experts on India and China or on Third World revolutions, like Tran Van Dinh.

Please think about these questions and write me about them when you can.

I am sorry I did not know that Bert was going to Moscow. He could have made some inquiries for us. We are planning to go soon on a research project which is the comparative analysis of Soviet and American television. Perhaps we can exchange ideas when he returns. And it would be nice to see you one of these days.

Let me know what you think, and I will write you about the manuscript in due time. Meanwhile, you should move forward as rapidly as you can.

With best regards,

Sincerely yours,

George Gerbner  
Professor of Communications  
and Dean

GG:ab

*Notes - bit  
readers - so  
need to  
prepare  
manuscript  
info*

1320 Camino Peral  
Moraga, CA 94556  
Sept. 22, 1987  
415 376-3126

Prof. George Gerbner  
Dean, Annenberg School  
University of Pennsylvania  
3620 Walnut St.  
Phila., Pa. 19104-6220

Dear George:

Thanks for your encouraging letter of September 8th, particularly your statement that you found it difficult to put my first draft down. But now that a few weeks have passed, maybe you have found time to glance at all three chapters.

I already have almost-presentable materials on the next three chapters: Leaders As The Message, Channel Enlargement, and Mass Line Communication. Any preliminary comments would be very useful to me as I prepare to convert one or two of those "almosts" to acceptable first drafts during our Xmas interlude.

Bert tells me that to get a contract two or three chapters are usually enough -- and that the submission of an entire book usually relates to the publisher's decision on final acceptance? In any case, that's been his experience. Has the procedure changed very much?

As for readers or advisers on a contract, Tran Van Dinh could be very helpful. The two other people I would think of are, Brian Winston at Penn State and Ann Willner, author of The Spellbinders. She's in the Political Science Dept. at The University of Kansas, Lawrence, Kansas, 66045. In addition to writing about the Third World and Gandhi, she also deals with various aspects of communication in that book.

But if I asked around on who could render the best judgement, I'm sure that most people would refer me to the current Annenberg dean at U. of P. Do you think that the first chapters would be enough for a publisher to take a "risk" on?

Have you had a chance to look at the detailed contents on the last chapter? That's the only one which I do not yet have much textual materials thus far. And I hope to get that in shape during the Easter break and hopefully re-do and complete the manuscript by the end of next summer.

Looking forward to hearing from you soon,

As ever,

*Krisman*

P.S. Have you heard anything officially yet from Moscow? Bert will soon send you his report on his trip and the prospectus for Human Rights In Tomorrow's World.

October 15, 1987

Dr. Kusum Singh  
1320 Camino Peral  
Moraga, CA 94556

Dear Kusum:

Thank you for your letter of September 22. I have read your three chapters with great interest, and have passed them to Marsha Siefert for her reading. Soon we will be ready to give you more definitive suggestions concerning a publisher.

However, I would like you to send me some more information in the meantime. I need a sample introduction explaining to the reader what this book is about, who do you think should read it, and what use can be made of it, not only in terms of general information but, more importantly, in terms of scholarly and professional use, classroom readings, etc. This is in the category of professional books (practically the only books that can be sold at today's book prices) and its professional and scholarly uses determine publishing decisions. The questions publishers are most interested in are who needs it and why should they buy it?

Another related bit of information has to do with specific marketing questions. The marketing of such a book is mostly by direct mail. The question is what organizations, journals, and other sources of mailing lists are the most likely to be useful to the publisher.

Upon receiving this information, we shall quickly move on to the question of a publisher.

Please tell Bert that I have received his letter and will respond as soon as possible. Trips and round-the-clock activities have me snowed under at the moment.

With best regards,

Sincerely yours,

George Gerbner  
Professor of Communications

\*File name = SP/MARSHA

FROM: FGG  
DATE: 11/12/87 9:49 P.M.  
RE: Re Singh

Yes, I do want to advise her, but as you have the file (and I thought you wanted to be consulted) there was nothing I could do until I got it back with (or without) comment. So let me have the file -- and thanks for the comment. George.

FROM: PMS  
DATE: 11/11/87 11:21 A.M.  
RE: singh ms.

George,  
RE: Singh ms.

I had recalled that you had intended to write to her about preparing the rest of what would be needed as a prospectus for her book--comparison with other books in the field, market, projected length and time of completion. Although I don't have a copy of her letter, I remember you saying that she was asking you for publication advice, not necessarily about putting the book into one of our series.

Given that recollection, I looked through the manuscript quickly. I agree that there is some interesting material and that the writing is more assured and lively than that I remember from her article based on this same dissertation material. At many points, already at page 2 and later, she addresses herself to communications researchers explicitly. If that is the arena she chooses, then that limits her discourse. I don't know that there is a reason to limit it in that way, but if she doesn't then one would want to make sure that it drew on the relevant arguments and research on Mao and Gandhi in current scholarship. That would of course take reviews. As it stands, I think it could go in Transaction's series and that they would do a good job with it.

As for our series, as we had discussed, in my half-time status I can no longer work in the book series as it does not generate any income. I have to invest my remaining 2 and a half months into books that we already are obligated to, which number about 6. While it might seem that all we need to do is to do is send the chapters to Oxford for review, from experience I can tell you that this is illusory. The telephone calls, reviews, letters, etc. that I have done on even the simplest books mount up, not to mention having to deal with Oxford's deadlines and crises. So, given that she is asking for your advice as her dissertation adviser and teacher, I think it is your decision how you want to proceed. Marsha  
cc: Janice

File name = SP/MARSHA

FROM: FGG  
DATE: 11/13/87 4:36 P.M.  
RE: Singh

Sorry if there was misunderstanding. You are right in the I have the file in the stack. I also have letter on top that says I passed ms. on to you, that soon we can provide advice on publisher. So that's why I have been holding up my response, plus the fact that I did not get the info from Kusum that I asked for. I certainly am interested in placing the best and most challenging books in one of our series; the question is if this is one of them. I don't think I'd recommend TR books unless otherwise not publishable. So I asked you to look at ms from series point of view, and asked her for reviewer suggestions (wich she gave) -- I think I gave you her letter of 9/15. Anyway, if you want me to proceed alone, I will. George.

FROM: PMS  
DATE: 11/13/87 12:36 P.M.  
RE: singh

George, Sorry there is some misunderstanding. I do not have the Singh file. You do. All I have is a copy of the manuscript. The file is in your stack, in plastic as I remember, as you had 3 copies of the ms. made. That is why I didn't understand why you had asked me about it because I had understood that you were writing her and that the copy was for my information, not my action. I got the impression from you, perhaps mistakenly, that you were not particularly interested in putting this in a series but wrather wanted to work with her yourself. Marsha

FROM: PMS  
DATE: 11/15/87 1:42 P.M.  
RE: singh ms

George, Thank you for your note. I think there are two issues here, one is Singh and the other is the book series in general.

My recollection was that you asked me what I thought of the manuscript and when I asked for whether you wanted it considered for one of the series you replied that she did not ask for it to be submitted and that you wanted to leave open all the options and suggest to her the best way to proceed, regardless of the series. So, frankly, I got the feeling that you were not recommending it for the series.

If what you wanted was a series recommendation, then of course the book can be reviewed for Oxford in its current form if we suggest reviewers. (Obviously, the publisher would prefer to use at least one reviewer not of the author's suggestion.) Oxford seems appropriate since it has certain similarities to the Mickiewicz book in subject, approach, etc.

The larger question is do you or I or both intend to keep doing the series. The question of our having no money for this activity is even more acute in my halfpay status, as we discussed. The investment ng of time comes in the administration, actually reading and reviewing the manuscript, reading the reviews, recommending a review decision and then dealing with authors when Oxford screws up as it invariably

does--and often. And once you begin working with them, most ask that you read all the revisions, respond, etc.

This will become an even more critical question when the first Oxford books start appearing, because then the deluge of manuscript ideas will begin in earnest. At the moment, our series is rather a well-kept secret. So, we should discuss the issue of the book series in detail particularly because I will no longer be available to follow through on all these circumstances that have arisen thus far. Marsha

FROM: FGG

DATE: 11/15/87 2:59 P.M.

RE: Thanks for further

comment on Singh and books. Yes, I did want to keep question of publisher open, including Oxford, until I got your comment and general clarification. I think the only real question (and alternative) is whether I want to stay with books after the first of the year or whenever you begin your half-time status. I don't know yet, and we should discuss. George

1382 Camino Peral  
Moraga, CA 94556  
21 January 1988  
415 376-3126

Prof. George Gerbner  
Dean, Annenberg School  
University of Pennsylvania  
3620 Walnut St.  
Phila., Pa. 19104-6220

Dear George:

Thank you for your very thoughtful letter of October 15. Also thanks for your provocative article "Ministry of Culture..." which I intend to share with my students in the Spring semester.

My delay in responding to your inquiry of what the book is about and why various kinds of people might want to buy the book and others want to use it in their classrooms has been due not only to my heavy teaching load. Another reason is my taking some more time to think about the improvements I want to make even in the chapters I already sent you.

So with just a little hesitation I'm sending you the enclosed draft of "Potential Readership for Mass Communication Without Mass Media."

As I proceed with the manuscript (as well as giving more thought to the potential readership), this memo can be considerably improved. Your current comments, therefore, on both the present chapters and the potential readership would be exceedingly helpful. I therefore stand ready to revise the enclosed memo at once.

In the meantime I am thinking of how best to

- deal a little more directly with the problems faced by the various modern movements in the U. S., and
- make it clear that when I say "without mass media," I mean without major reliance on mass media -- and that, indeed, one way to get into the media (both small and large) is to develop activities that are fundamentally based on interpersonal and group relations and on the example and credibility of leaders who are something more than "media stars."

Thanking you again for everything,

Warmly,  
*Kusum*  
Kusum Singh

P.S. Enclosures

What do you think of the enclosed midterm exam?

21 January 1988

Potential Readership  
for  
Mass Communication Without Mass Media

A grass roots movement seeking the "common good" can achieve mass communication without concentrating on the mass media.

Millions of "little" men and women can help bring forth -- and enter -- what George Gerbner calls a genuinely "free market of ideas."

To do this, they should reject the popular myth that effective leadership requires charismatic leaders of heroic stature.

These surprising conclusions flow from the author's dispassionate study of the two largest mass movements in human history. One was the overthrow of the British empire in 1947 under the leadership of Gandhi. The other was the Mao-led movement that in 1949 established a different kind of communism -- and Marxism -- in China. Both were based on bottom-sideways communication and non-elitist leadership. These events changed the world.

Until now the Gandhi-Mao legacy has been lost by inattention to factors that cut across many academic specialties. This provocative but scholarly book fills this gap by pulling together the work of specialists in media studies and interpersonal, organizational and political communication. It will thus be useful in helping students see each part of the discipline as it relates to the totality of human communication.

The book will also help sociologists and political scientist who are concerned with leadership or mass movements but have lacked enough findings on the role of communication or have been uncomfortable with traditional ideas of charismatic leadership.

In all of these disciplines, too little materials are available on anti-colonial independence movements in Asia. Over-concentration on the United States and Europe denies people access to cross-cultural perspectives that could enrich theory and research on Third World problems. **Mass Communication Without Mass Media** will stimulate the kind of work that could start to fill this gap. A study guide in the appendix is designed for teachers and researchers in various disciplines.

The book will also be of special interest to members of church groups, unions and other grass roots organizations. Another study guide will deal with getting more support from other organizations and better access to the media without becoming media stars.

Finally, the book introduces the general reader to the Gandhi-Mao legacy of the non-elitist leadership made possible through bottom-sideways communication. Creatively interpreted, this could have enormous relevance for the future of a troubled and insecure world.

February 1, 1988

Dr. Kusum Singh  
1382 Camino Peral  
Moraga, CA 94556

Dear Kusum:

Your description of "Potential Readership" is fine for the time being. The organizations and journals that can provide mailing lists for direct sale can be spelled out when the time comes.

The enclosed description of our new project explains one reason why I cannot provide further comments, at least until I get a final draft of the manuscript. The notes in your letter of January 21 seem to go in the right direction but I hope that practical strategic comments (useful in other contexts) will not blur the focus of the book.

The mid-term exam is indeed a challenge, I am glad I do not have to take it. I don't know if I have sent you recent publications, so let me enclose a few.

With best regards to you and Bert,

Sincerely yours,

George Gerbner  
Professor of Communications  
and Dean

GG:ab

1382 Camino Peral  
Moraga, CA 94556  
510 376-3126  
FAX 510 376-8126

January 19, 1993  
Professor George Gerbner  
234 Golf View Road  
Ardmore, PA 19003

Dear George:

On behalf of my students, the Communication Department, the School of Liberal Arts, and Saint Mary's College of California, let me thank you for visiting with us last Thursday and congratulate you on the depth of your discussion with my students and the brilliance of your evening lecture. Bert is sorry that because of a cold, he was not able to be with us for the lecture but he will be seeing it on tape and will have the opportunity to question you without your having a chance to reply....

Bert and I also want to congratulate you on the prospectus for the new "Cultural Environment Movement." The prospectus sets forth six areas that require creative and active attention. Please be assured of our enthusiastic support.

I am returning the names and addresses of the people who attended your lecture and wanted more information. According to your instructions, I have sent a copy of the "Cultural Environment Movement" to these people and hope they will give their support to this very important venture.

Finally, I'm fascinated with the subject matter of Invisible Crises, the new collection of essays that you are now putting together. Would it be possible for you to send us your current table of contents or any other information on this project? Bert and I have been working on a new paper entitled "Demystifying Tyranny," in which we deal for the first time with the emergence of "A New-Style Global Empire." Would you be interested in seeing it?

Looking forward to hearing from you soon.

As ever,

  
Kusum Singh  
Professor of Communications

cc: Dean Paul Zingg  
Professor Michael Russo

April 12, 1993

Dear George,

It was so rewarding to have you visit us in January. Two of my students are now doing their senior projects on cultivation theory as applied to the portrayal of emergency medicine and the elderly on TV. As for my students in theory class, they have some intriguing questions for the author, especially relating to the cultural environment movement. Is it possible for you to make another trip either in the Fall '93 or the Spring of '94?

You may recall that I was a Fulbright scholar in India (and Prague) September through December 1991. Since then I did some more interviews in Kyoto and Moscow and have completed almost 200 indepth interviews with women and men in different countries and cultures. As I go through this very rich material, I find my focus broadening. The enclosed draft will give you some idea of my current thinking. To save you time, I just want you to have a quick look and give me your comments when I call you some time this week. I now believe I can complete this book if I could have a year off from teaching and get some feedback from persons like you.

The deadline for the NEH fellowship is May 1 and I would need your reaction before I submit the final version. Also, please provide me with full citation of your most relevant latest publication to be included in the bibliography that will be submitted with the proposal.

As for the NEH guidelines for referees, they want to know not only the quality of the applicant's work as a scholar but also "the conception, definition, organization, and description of the proposed project."

Hope to be able to speak with you soon. Bert joins me in sending our very best wishes.

As ever,

*Kusum*

Kusum Singh  
Professor of Communications

P.S.

*I am enclosing the reference form that has to be sent to NEH before May 1.*

*Thanks again.  
Kusum*

Enclosures:

1. Drafts of a) abstract  
b) proposal  
c) bibliography

2. Reference Form