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FAX COVER SHEET
FAX-KISÉRŐ

TO: PROF. GEORGE GERBER
Címzett:

INSTITUTION: U/P ANNENBERG SCHOOL
Intézmény:

FAX NUMBER: 1 215-898-7044 2024
Fax-szám:

FROM: DR. TAMÁS SZÉCSKÓ
Feladó:

INSTITUTION: HIPOR
Intézmény:

FAX NUMBER: (36 1) 131-61-77
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DATE: MARCH 18. 1991.
Datum:

NUMBER OF PAGES SENT 2
(INCLUDING THIS ONE):
Elküldött oldalak száma
(kísérő lappal együtt):

PLEASE CALL US IMMEDIATELY IF THERE ARE ANY PROBLEMS DURING THIS TRANSMISSION

Amennyiben a leadással probléma van, kérjük jelezze a fenti telefonszámon.

Prof. George Gerbner
U/P Annenberg School
FAX: 215 898 ~~7044~~ ~~2024~~
7044

Budapest, March 17, 1991

Dear George:

Thanks for your fax of 13 March. This is just a quick response to it. In the order of your questions.

1./ I understand that it is not easy to recruit foreign participants without financial assistance for their travel. The only possibility here is that one what I told you earlier: to seek an assistance by Prof. Iván Szelényi of UCLA. I do not see any other ways and means. (Originally it was his idea to involve as many foreign scholars as possible into this conference what traditionally used to be a domestic gathering.)

2./ I fully agree with your attitude of preferring "presenting" to "convening"...moreover, I am sure, a presentation of yours could be one of the highlights of the section. As for the possible subjects, I am in favour of the Soviet-US comparative study, broadened by the Hungarian findings. You will receive the first tabulations for the end of this week. If, by any chance, this could not work, the policy issues of the privatisation would also be extremely interesting.

The title of your presentation should arrive here in two weeks or so.

3./ As for the CEM, I am waiting for further information of you. Your proposal is OK and we will translate the final version of CEM's "proclamation". It would be very good if we were able to publish it with your introductory and explanatory words. Considering our deadlines we have to receive its text till Mid-April. (But the integral text of the proclamation earlier, if possible by fax, for being able to make it translated.)

Hoping that you will be able to overcome any kind of difficulties of coming here in June and so you will be able to chair a good section-meeting, I look forwards to see you in Hungary again:


/Tamás Szecskó/

P.S. If you'll have any comments on the first tabulations of our findings to be dispatched to you by the end of this week, please, do not hesitate to fax them to me!

**THE ANNENBERG SCHOOL FOR
COMMUNICATION**

UNIVERSITY of PENNSYLVANIA

3620 Walnut Street Philadelphia, Pennsylvania 19104-6220

March 28, 1991

Dr. Tamás Szecskó¹
General Director
Hungarian Institute for
Public Opinion Research
H-1054 Budapest, Akademia u. 17
HUNGARY
Tel. 36 1 531 115
Fax 361 131 6177

Dear Tamás:

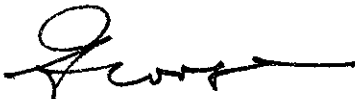
I have received your fax of March 17, and the excellent cultivation tables from Fischer, with many thanks. We shall send the materials requested. I have not yet had time to analyze the findings.

Szelenyi only asked the Soros Foundation, which gave him \$200 per person! I will apply to IREX for travel money, and for that I need an invitation from you. It should mention both the sociology congress and our need to consult on the joint research project. It should be addressed to me.

For the title of my presentation I suggest: "Medium or Message? A Comparative Study of U.S. and Hungarian Television." If that is not suitable, I can also talk on: "Broadcasting: Public Trust or Private Business?"

I am attaching a revised version of my "Manifesto." Please edit as you see fit.

I also look forward to being in Budapest again and seeing you there -- if everything works out ok. Meanwhile I hope to hear from you soon.



George Gerbner

Prof. George Gerbner
Dean Emeritus
The Annenberg School for Communications
University of Pennsylvania

HUNGARIAN
ACADEMY
OF SCIENCES



Budapest, 1 December, 1993

Dear George,

it is quite a time since I have not heard of you. I hope everything is O.K. in Philly and you had a good beginning for the new academic year. I guess you were not fully satisfied with your latest stay here, nevertheless I invite ~~again~~ you again to come to Budapest.

The EASST will hold its next conference here in August and a panel session is scheduled on the subject "Science and media". Considering that I have been commissioned with convening the panel, let me formally extend an invitation to you to participate and contribute with a presentation. /More information to be found on the information leaflet attached here./

I am sure some of the findings of your cultivation analysis could greatly contribute not only to the debate on the subject, but also to its structuration. Since the composition of the conference will be of a very interdisciplinary nature - probably with a simplified media-effects bias prevailing - the injection of some elements of the cultivation philosophy into the thinking of the participants would serve a good case.

So, please, do come and make a presentation on any aspect of the subject! So far Jim Halloran indicated his willingness to contribute. I would be pleased to have your suggestions for other prominent possible contributors as well. If you need further information, please, let me know by fax with - I hope - your acceptance of this invitation.

My "kézcsók" to Ilona and greetings to all your family!

Friendly regards

P.S. Your interview given to the
Narancs - well done!

Tamas

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First Announcement and Call for Papers

EASST
EUROPEAN ASSOCIATION FOR
THE STUDY OF SCIENCE AND
TECHNOLOGY

Conference on
Science, Technology and Change:
New Theories, Realities,
Institutions

Budapest, Hungary
August 28-31, 1994

Aims

Encouraged by the success of previous EASST events, the Hungarian community of STS researchers, the Hungarian Academy of Sciences and the Budapest Technical University is going to host the next EASST Conference in Budapest.

Changes of socio-political order taking place in the last years in Eastern- and Central Europe, and generally new interpretations on the role of science and technology in societal development, new trends of European integration and reconstruction of the academic freedom in systems previously controlled through non-democratic methods - all these questions will no doubt ensure an exciting intellectual background for the meeting.

Beside its traditional functions as a marketplace for ongoing research ideas and results, the Conference could serve as an integrator of the divided into Western and Eastern networks of the European STS community.

Suggested Sessions and Panels

Theoretical perspectives of STS studies

Methods and methodologies in the STS

Gender – science and technology

Teaching of STS in different countries and contexts

The changing role of scientific and technical museums

Quantitative methods, scientometrics

Science and environmental movements: East and West

Ethical aspects of development in science and technology

Nature: new social interpretations

Social interpretations of risk

Historical patterns of adaptation strategies in research systems on the peripheries

Globalization of S and T

25 years since the Richta-report

State and the research system

University, industry and innovation: new approaches in research management

Science and media

Policy studies in science and technology

Scientific mobility and brain drain

STS and technology assessment: changing perspectives

Academies of science in transition in Eastern Europe: comparative perspective

Social construction of genetic engineering and its applications

Technology transfer as a social process

Scientific organizations in transition

Academic elites and political culture in science policy

Medical technologies: innovations and social conditions

Science and technology in post-communism

Scientific and technological expertise

Conversion of military to civilian R+D

Science and dictatorship

Scientific controversies

The changing locus of the production of scientific knowledge

Biographical studies

Textual analysis and the STS

Studies on scientific communities

Communication patterns and systems in science and technology

Fraud in science and technology

Antropological studies on research systems

Popularization of science

Space: a locus of research and its social relations

Call for Contributed Papers

Authors are requested to submit 2 copies of an abstract in 200 to 300 words (one A/4 or letter size page) to the **Conference Secretariat no later than February 28, 1994**. The author(s)' name(s), affiliation and the complete mailing address of the contact person with phone, fax- and e-mail numbers should be clearly typed on the top of the page. Abstracts exceeding the one page limit will be excluded from the Abstracts Volume.

The paper selection will be made on the basis of the abstracts. Abstracts will be evaluated and authors notified continuously. The Program Committee is entitled to shift papers to Poster Sessions. Authors definitely wishing to present their papers in a Poster Session, should indicate this intention of theirs. The Abstract Volume will be available for participants on the spot.

Key Dates

Abstract due February 28, 1994
Acceptance notification May 15, 1994

Official Language

The official language of the Conference is English. No simultaneous translation will be provided.

Location

The Conference will take place in the premises of the College of National Public Administration and the University of Horticulture, both situated in nice, green surroundings, yet not far from the Pest Downtown.

Program Committee

Prof. János Farkas (Hungary), Chairman
Prof. Malcolm Ashmore (England)
Dr. Katalin Balázs (Hungary)
Dr. Paul Hoch† (England)
Prof. Imre Hronszky (Hungary)
Dr. Changlin Kwa (The Netherlands)
Prof. Helga Nowotny (Austria)
Prof. Jon Sigurdson (Sweden)
Prof. Pál Tamás (Hungary)
Dr. Éva Vámos (Hungary), Program
Secretary

Conference Secretariat

EASST '94
Ms Éva Sós
Computer & Automation Research Institute
P.O.B. 63, H-1518 Budapest, Hungary
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Fax: +361 186 9378; 166 7503
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EASST'94 Return Card

Please tick boxes as appropriate
Block letters please

Name:

Company/Organization:

Mailing Address:.....

City: State/Country:

Fax: Phone: E-mail:

I intend to

attend the Conference submit a paper

Provisional title:

Name(s) of the author(s):



EASST '94 Conference Secretariat
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Computer and Automation Research Institute, HAS
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**THE ANNENBERG SCHOOL FOR
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Dr. Tamás Szecskó⁴
Hungarian Academy of Sciences
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HUNGARY
361 122 1685

Dear Tamas:

Thank you for your fax of December 1 and the kind invitation. I would be interested in attending and delivering a paper on cultivation analysis. Unfortunately, I do not have the funds for long-distance travel without reimbursement of expenses. With many conflicting demands on my time, I had to limit my participation to those events that really need it can pay for it. (My frustration with the last visit to Budapest was that I had to forego addressing two large audiences and working with my own 25 students in order to speak to 3 basically disoriented ELTE students who attended all three days and had little use for what I was teaching them.)

You may be interested to know that I have an invitation to address the plenary session of the Scandinavian Communications Conference in Helsinki on January 13. That is handled through the Finnish Foreign Ministry (Kaarle arranged it) as part of their cultural visits program and they pay all expenses. If a similar visit can be arranged for Budapest, preferably also including Ilona (if she is interested - I have not asked her) I would be glad to consider it.

The people I know are also so swamped with requests that I cannot suggest anyone who would be willing to go on their own expense. One exception may be Marsha Siefert who is now teaching at Muhlenberg College in central Pennsylvania but can still be reached at her old address or through the Annenberg School.

Please give my best regards to Pál and other friends.

Sincerely yours,



PS: I did not see the interview in *Norancs*.
Please ask Ben to send it.

Budapest, 4 March, 1994

Prof. George Gerbner
Dean Emeritus

The Annenberg School of Communications
University of Pennsylvania
Philadelphia, USA

FAX: /215/ 898-2024

Rept 5/9/94

Dear George,

I mailed today the recently published book "Képtelen történet" for your address. It gives a well-documented overview on some aspects of the media-war - what has not yet ended, even came into a rather dirty phase. /The International Advisory Board of the MTV is also cited on the 33rd page of the book!/
As for your interview published last year in the Magyar Narancs: after having received your last fax in December I asked Miklós Sikósd, the only editor of the paper whom I know, to dispatch a copy for you. He promised to do so - and usually he is reliable.

Hope everything is O.K. in Philly and I look forwards to see you some time this year.

Best regards

TAMÁS
/Tamás Szecskó/

Dr. Tamas Szecsko
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Fax 361 131 6177

Dear Tamas:

Thank you for fax messages of Feb. 27 and March 5.

As to the conference, money is very scarce and there is not much point inviting scholars from abroad if no expenses are paid. I myself will have some difficulty attending as the Soros Foundation declined to make any substantial contribution. I am applying to Irex, and we'll see.

I would prefer to present than to convene. Recent papers include the Soviet-U.S. comparative television study (or we can report Hungarian-U.S. if I get the data in time!), or a violence report, new technologies and diversity in broadcasting, or a discussion of policy issues involved in privatization of media. Which would you prefer, and when do you need a title?

Thank you also for your interest in CEM. We are having a series of meetings in Washington D.C. developing a strategic plan. I am delighted to list you among the international members of our Steering Committee, and will send you some further information by mail in a few days.

You are welcome to use in Jel-Kep the piece I sent you. However, I would prefer to send you a revised statement, perhaps with a bit of background, for Jel-Kep. When is the deadline?

The Unesco initiative is very interesting.

I look forward to your response to my questions, and to receiving the survey data.

Let me know if you know of other travel funds to help assure my ability to attend.

Best regards to you and all our friends in Budapest.

George
(E-mailed to the office and not signed in person as I am attending a meeting out of town.)