

[51] From: A service of IAMCR/AIERI <IAMCRNET%RPITSVM.BITNET@uga.cc.uga.edu> at
SMTP-po 9/2/93 5:28AM (6083 bytes: 128 ln)
To: IAMCRNET%RPITSVM.BITNET@uga.cc.uga.edu at SMTP-po
bcc: fgg
Subject: Public Broadcasting

----- Message Contents -----

Text item 1: Text Item

Received: by cmail from uga.cc.uga.edu
From @UGA.CC.UGA.EDU:IAMCRNET@RPITSVM.BITNET
X-Envelope-From: @UGA.CC.UGA.EDU:IAMCRNET@RPITSVM.BITNET
Received: from UGA.CC.UGA.EDU by uga.cc.uga.edu (IBM VM SMTP V2R2)
with BSMTMP id 2771; Thu, 02 Sep 93 05:29:34 EDT
Received: from UGA.CC.UGA.EDU (NJE origin LISTSERV@UGA) by UGA.CC.UGA.EDU (LMail
V1.1d/1.7f) with BSMTMP id 4274; Thu, 2 Sep 1993 05:29:34 -0400
Date: Thu, 2 Sep 1993 05:27:01 -0400
Reply-To: A service of IAMCR/AIERI <IAMCRNET%RPITSVM.BITNET@uga.cc.uga.edu>
Sender: A service of IAMCR/AIERI <IAMCRNET%RPITSVM.BITNET@uga.cc.uga.edu>
From: Keyan Tomaselli <TOMASELL@SUPERBOWL.UND.AC.ZA>
Subject: Public Broadcasting
X-To: iamcrnet@vm.its.rpi.edu
To: Multiple recipients of list IAMCRNET <IAMCRNET%RPITSVM.BITNET@uga.
c.uga.edu>

University of Natal
Centre for Cultural and Media Studies
Durban, South Africa

Memo TO: IAMCR Network/Masscomm

FROM: Keyan Tomaselli, Director; Alum Mpfu, Research Coordinator

CONCERNING: National Research Project into a Post-Apartheid Public
Broadcasting Service (PBS)

BACKGROUND:

South Africa has had PBS since the 1930s, based on the Reithian model. Between 1960 and 1990, however, the Service was used by the government to entrench apartheid and for other propaganda purposes. As such, the service (3 TV channels and 22 radio stations) lost popular credibility and ran into financial problems. SABC (SA Broadcasting Corporation) is the only PBS anywhere to rely more on advertising than licence revenue for its income. This income is now drastically threatened in an environment of deregulation which will see the establishment of commercial pay TV (in addition to M-NET, which also has a share in Europe's FILMNET) and privately-owned radio stations within the next 12 months.

Radio penetration is very high in African terms (13.5 millions daily), reaching all sectors of the population in all 13 languages. TV has a lesser penetration, but still reaching 9.3 million viewers daily from a total population of 35 million.

While PBS is under duress in other parts of the world the arguments for PBS in South Africa remain strong due to the extreme disparities of wealth, the very low levels of literacy and high unemployment, the crisis in black education, lack of access to social services and the national communication infrastructure by the majority of the population.

Our argument is that PBS has a role to play in the reconstruction of our

society. But we also argue that this restructuring needs to occur within an environment which takes account of the global information society.

The objective of this message, then, is to appeal to Comserve members to assist us in this project by drawing our attention to important studies, case studies, works and other information which may be of use.

The research involves 7 full time researchers, and the project has to be completed by the end of November. Proposals on the restructuring of the PBS will be distributed for public debate by mid-January 1994, with a national conference to discuss the research in February. This time-table is designed to impact debates on broadcasting BEFORE the first all party elections on April 27. Your urgent attention would thus be appreciated. We have an opportunity to fundamentally shape the future of broadcasting in South Africa.

Details of the project follow below:

BROADCASTING POLICY RESEARCH AND DEVELOPMENT

The tasks of the proposed policy research project are to facilitate and inform popular debate and discussion on the future of the national public broadcaster and the democratisation of broadcasting in general and to assimilate those discussions into working policy guidelines.

GOALS OF THE PROJECT.

What will the transformation of the SABC from an apartheid broadcaster to a genuine public service broadcaster involve?

In order to most effectively equip people to develop a vision of what they want from the public broadcaster in a new non-racial democracy, and to lobby for the implementation of that vision, the policy research project will consist of the following areas:

- a) The changing role of the SABC-perspectives on public broadcasting in South Africa and internationally.
 - b) Civic access to broadcasting and possibilities for regional civic stations/channels, community broadcasting etc.
 - c) Educational broadcasting and religious broadcasting - what are the responsibilities and capacities of the public, commercial and community broadcast sectors?
 - d) The financing of the public broadcaster.
 - e) Local content - what are the responsibilities and capacities of the public, commercial and community broadcast sectors in relation to
 - * language and cultural diversity in broadcasting
 - * news and current affairs programming
 - * music and culture
 - * drama
 - * documentary
 - * religious broadcasting
- quotas for independent producers - what are the responsibilities of the public, commercial and community broadcast sector?

f) Human resource needs and development for the public broadcasters with a special emphasis on affirmative action along race and gender lines.

Please send hard copies of information to us at:

Centre for Cultural and Media Studies
University of Natal
King George V Avenue
Durban 4001
South Africa.

Fax: 27-31-816-2214 Tel: 27-31-816-1519.

Material sent by e-mail can be downloaded

Thanking all in anticipation.

Centre for Cultural and Media Studies
University of Natal, Durban
Private Bag X10
Dalbridge 4014
South Africa

Fax: +27 (31) 260-1519 or 260-2214
Phone: 260-2505 or 2298
E-mail: tomaselli@superbowl.und.ac.za

17 February 1995

Prof George Gerbner
Founder and Chair
C E M
P O Box 31847
Philadelphia
PA 19104
USA

Dear Prof Gerbner

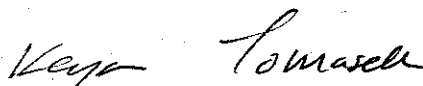
Congratulations on the impending launch of CEM. This is an exciting development and all of us here in our Centre (which includes two Americans) wish you well in this most crucial and timeous endeavour.

CEM is obviously aimed at effecting change within North America. For us outside your country this is a crucial starting point as changes in the metropolises have very concrete effects on the peripheries - both positive and negative.

My question is what kind of (affordable) membership options could be developed by CEM for people located in the Third World: observer status; corresponding membership, are some examples. The dues listed in the membership application are too high for us to afford, but we would like to request the CEM Board of Directors to devise some kind of mechanism which will ensure adequate participation from CEM supporters out here in marginalised parts of the world.

I am hoping to spend about 4 months in the USA in early 1996 on sabbatical, possibly at the Africa Media Preogram at Michigan State University, and so I would appreciate being kept informed of the CEM Convention. There is every chance that I might be able to participate.

Sincerely



Keyan G Tomaselli
Director and Professor

March 25, 1995

Keyan G. Tomaselli
Director and Professor
Centre for Cultural and Media Studies
University of Natal, Durban
Private Bag X10
Dalbridge 4014
South Africa

Dear Keyan:

Thank you for your letter of 17 February, and SUBTEXT. You are right: putting our own U.S. house in order is the first step toward working with others in the global power-structure (and market). However, we seek (and have) substantial international representation (both affiliates and individual members), and are listing your Centre as one of our valued affiliates.

Pending more formal arrangements by our Board (with whom I will share your suggestions), we shall list you and any member of your Centre who writes us a letter of interest as members in good standing for 1995.

I hope that you will take an active part in both planning and participating in the March 15-17 1996 "Founding Convention" in St. Louis. Do you expect to be in the U.S. before 1996? Are you planning to go to the IAMCR conference in Portoroz, Slovenia, in June? We should have an opportunity to visit and talk, if possible, or at least exchange thoughts by e-mail or otherwise. Let me know, and let me have any suggestion you might have for "Third World" (when will we find a better term?) participation and initiative within CEM and at the Convention.

I look forward to hearing from you. George.

George Gerbner
Director, the Cultural Indicators Project
Founder and Chair, the Cultural Environment Movement
University City Science Center - One East
3624 Market Street
Philadelphia, PA 19104-6220 Home: 234 Golf View Rd.
Tel/fax 215 387 5202 Ardmore, PA 19003-1002
Internet FGG@ASC.UPENN.EDU Tel/fax 610 642 3061

[108] From: TOMASELL <TOMASELL@superbowl.und.ac.za> at SMTP-po 3/28/95 7:44AM (1
942 bytes: 41 ln)
To: fgg at POST1
Subject: CEM

----- Message Contents -----

Text item 1: Text Item

Received: by ccmil from owl.und.ac.za
From TOMASELL@superbowl.und.ac.za
X-Envelope-From: TOMASELL@superbowl.und.ac.za
Received: from Charon1.CC.und.ac.za by owl.und.ac.za with SMTP (PP)
id <04203-4@owl.und.ac.za>; Tue, 28 Mar 1995 13:30:10 +0200
Received: From STUD-AFF/WORKQUEUE by charon1.cc.und.ac.za via Charon-4.0A-VROOM
with IPX id 100.950328131803.1536; 28 Mar 95 13:30:07 -0200
Message-ID: <MAILQUEUE-101.950328131729.608@superbowl.und.ac.za>
From: TOMASELL <TOMASELL@superbowl.und.ac.za>
To: fgg@asc.upenn.edu
Date: Tue, 28 Mar 1995 13:17:29 +0200 SAST
Subject: CEM
Priority: normal
X-mailer: PMail v3.0 (R1a)

George

Many thanks for your message on CEM. Your very generous offer to list our Centre as an affiliate is appreciated. Please add Dr Ruth Teer-Tomaselli to the list of individuals.

Ruth will be at the Slovenia meeting. She is looking forward to meeting you there. I will be in Australia at a Conference on Cultural Policy.

I would very much like to get to the CEM Founding Convention next year. However, fundamental problems facing SA universities together with massive subsidy cutbacks have resulted in unprecedented strains on our institutions. I have reluctantly come to the conclusion that to be absent for long periods during 1995 or 1996 would be totally inadvisable.

I will be going to a Conference at Boulder, Colorado, in early January 1996, and I could justifiably stay on for 4-5 weeks, but I will need to be back here for the start of our new academic year in mid-February and the end of the previous academic year - they overlap causing a bottleneck of responsibilities. This means that my original plan of getting to St Louis is looking remote.

Keyan Tomaselli

[48] From: Keyan Tomaselli <TOMASELL@superbowl.und.ac.za> at SMTP-po 7/31/95 2:2
2AM (1454 bytes: 36 ln)
To: fgg at POSTI
Subject: CEM Invite

----- Message Contents -----

Text item 1: Text Item

Received: by ccm ail from owl.und.ac.za
From TOMASELL@superbowl.und.ac.za
X-Envelope-From: TOMASELL@superbowl.und.ac.za
Received: from Charon1.CC.und.ac.za by owl.und.ac.za with SMTP (PP)
id <08541-0@owl.und.ac.za>; Mon, 31 Jul 1995 08:18:40 +0200
Received: From STUD-AFF/WORKQUEUE by charon1.cc.und.ac.za via Charon-4.0A-VROOM
with IPX id 100.950731081808.288; 31 Jul 95 08:18:39 -0200
Message-ID: <MAILQUEUE-101.950731081736.752@superbowl.und.ac.za>
From: Keyan Tomaselli <TOMASELL@superbowl.und.ac.za>
To: fgg@asc.upenn.edu
Date: Mon, 31 Jul 1995 08:17:36 +0200 SAST
Subject: CEM Invite
Priority: normal
X-mailer: Pegasus Mail v3.22

George

It would help me to secure funds and sabattical leave if you could fax me an invitation to the CEM Launch which details:

- a) in what capacity I am being invited to the event;
- b) what would be required of me at the event;
- c) whether any financial support might be forthcoming to aid my participation (eg. accomodation while launch is running etc.).
- d) why my participation is important to the event.

I do not expect any salary etc, but thanks for thinking of the matter. Any other assistance would be appreciated.

Fax to +27-31-260-1519

Keyan

[50] From: Keyan Tomaselli <TOMASELL@superbowl.und.ac.za> at SMTP-po 8/14/95 8:1
9AM (1906 bytes: 37 ln)
To: fgg at POST1
Subject: Invite

----- Message Contents -----

Text item 1: Text Item

Received: by ccm ail from owl.und.ac.za
From TOMASELL@superbowl.und.ac.za
X-Envelope-From: TOMASELL@superbowl.und.ac.za
Received: from Charon1.CC.und.ac.za by owl.und.ac.za with SMTP (PP)
id <05428-6@owl.und.ac.za>; Mon, 14 Aug 1995 14:11:25 +0200
Received: From STUD-AFF/WORKQUEUE by charon1.cc.und.ac.za via Charon-4.0A-VROOM
with IPX id 100.950814141103.608; 14 Aug 95 14:11:23 -0200
Message-ID: <MAILQUEUE-101.950814141033.336@superbowl.und.ac.za>
From: Keyan Tomaselli <TOMASELL@superbowl.und.ac.za>
To: fgg@asc.upenn.edu
Date: Mon, 14 Aug 1995 14:10:33 +0200 SAST
Subject: Invite
X-Confirm-Reading-To: "Keyan Tomaselli" <TOMASELL@superbowl.und.ac.za>
X-pmrgc: 1
Priority: normal
X-mailer: Pegasus Mail v3.22

The invitation looks good. Will there be opportunities for presentation of paper, or is this basically a working conference. I raise this distinction because it makes a difference to whether or not I will be able to raise funds locally. To be able to raise local fund I will have to present a paper in the conventional sense. But if this is not the format planned, then just fudge the issue of paper presentation. (No doubt I would have to provide some leadership to the group you have asked me to convene, so this could qualify as a 'paper' of sorts.)

Please do fax me a copy of the invitation, incorporating the invitation to eliver a paper (if this is appropriate). I will be making application for leave by the end of the month, which is the due date. My fax is +27-31-260-1519. Please also send on whatever other information you mention.

In the absence of any major crisis here, I fully expect to be with you in March.

Keyan

Handwritten signature: Keyan Tomaselli

August 15, 1995

Professor Keyan Tomaselli
Director, Centre for Cultural and Media Studies
University of Natal, King George V Avenue
Durban 4001
South Africa
Fax: 27-31-260-1519

Dear Professor Tomaselli:

I am pleased to extend a cordial invitation to deliver an address at CEM's Founding Convention March 15-17 in St. Louis, MI, hosted by Webster University and co-sponsored by a number of distinguished organizations (current list attached). The talk we hope you will give should be based on your scholarly work and organizing activities, address the problems of cultural integrity and diversity of media, and present the South African perspective at the Convention.

We would also like you to act as a Convener of the Working Group on "Global Village -- or a New Colonialism?" About a dozen Working Groups will form the backbone of the convention. They will draft, discuss and report to the plenary session action resolutions in their areas of interest. Your Working Group will address issues such as the cultural implications of global marketing of audiovisual products, transborder communication and information flow, and defenses against cultural homogenization and domination.

The task of Conveners is to help recruit key participants for the group, suggest improvements in the description of the group's tasks, help draft the action resolution to be discussed, and then guide the discussion and report to the plenary session. We hope that you will help utilize and mobilize for your Working Group your extensive network of knowledgeable and active persons in South Africa and worldwide.

The Convention is self-financed from registration fees. Unless we receive substantial grant support, we are unable to pay travel expenses. However, we are pleased to cover your local expenses for the duration of the Convention.

As you know, the cultural environment into which our children are born is increasingly mass-media driven, centralized and globalized. With the "Culture Wars" heating up and leading in a repressive direction, CEM offers the liberating alternative. Your participation as the representative of societies working toward that end is essential to the success of the Convention. I hope that you will be able to accept this invitation, and look forward to hearing from you. As soon as I receive your reply, I will forward more current information.

Sincerely yours,

George Gerbner, Professor and Dean Emeritus
The Annenberg School for Communication
University of Pennsylvania
Founder and Chair, the Cultural Environment Movement
University City Science Center - One East
3624 Market Street
Philadelphia, PA 19104-6220
Internet FGG@ASC.UPENN.EDU

[1] From: fgg at post1 8/15/95 10:53PM (834 bytes: 10 ln)
To: Keyan Tomaselli <TOMASELL@superbowl.und.ac.za> at SMTP-po
Subject: Invite

----- Message Contents -----

Have just faxed invitation "to deliver an address, etc." that should help. I did not include that before because the program is still not complete, and I am still not able to actually commit speaking time until all responses are in, but it should help with request for sabbatical, funds. etc. Before I airmail what I faxed, please let me know if any further modification might be helpful; glad to adjust as needed. Other info is mostly on Working Groups, still in formation, but can also send if needed in current form to support requests, etc. Good luck, and let please keep me posted. We shall confer again on Convener tasks. George.

[1] From: fgg at post1 8/16/95 7:56AM (1538 bytes: 23 ln)
To: Keyan Tomaselli <TOMASELL@superbowl.und.ac.za> at SMTP-po
Subject: CEM

----- Message Contents -----

Text item 1: Text Item

Thanks for the fax. It will do the trick for the moment vis-a-vis the University. The problem is the Centre for Science Development which is the official parastatal agency. Despite democratisation, the Council retains its quaint and outdated ideas that an academic body only engages in formal and conventional conference addresses. Let me discuss your letter with our Research office, and then we can finalise the invitation in terms of the Council's criteria.

I understand the problem. That's why I used "scholarly" in the body of the letter. However, we can still change the wording to make it completely suitable; just let me know.

Webster U address: 470 E. Lockwood Ave., St Louis, MO, 63119. It's a large liberal arts university, well known in the Midwest (although I never heard of it before they made the offer). This came about because a member of the Comm faculty took a course with me and became so enthusiastic about the prospects that she approached the U administration who are also enthusiastic and supportive. A lively and enterprising group -- not easily found these days. If you could use an invitation directly from the University, I can get one from you. If you need more info, contacts, etc. at the U, just let me know. I will hold everything until I hear from you. George.

TOMASELLI

[83] From: Keyan Tomaselli <TOMASELL@superbowl.und.ac.za> at SMTP-po 9/19/95 6:2
5AM (2864 bytes: 71 ln)
To: fgg at POST1
Subject: Final Itinerary

----- Message Contents -----

Text item 1: Text Item

Received: by ccmall from owl.und.ac.za
From TOMASELL@superbowl.und.ac.za
X-Envelope-From: TOMASELL@superbowl.und.ac.za
Received: from Charon1.CC.und.ac.za by owl.und.ac.za with SMTP (PP)
id <05801-21@owl.und.ac.za>; Tue, 19 Sep 1995 11:04:08 +0200
Received: From STUD-AFF/WORKQUEUE by charon1.cc.und.ac.za via Charon-4.0A-VROOM
with IPX id 100.950919110135.480; 19 Sep 95 11:04:05 -0200
Message-ID: <MAILQUEUE-101.950919110113.448@superbowl.und.ac.za>
From: Keyan Tomaselli <TOMASELL@superbowl.und.ac.za>
To: fgg@asc.upenn.edu
Date: Tue, 19 Sep 1995 11:01:13 +0200 SAST
Subject: Final Itinerary
Priority: normal
X-mailer: Pegasus Mail v3.22

REVISED SCHEDULE FOR US VISIT: KEYAN G TOMASELLI

The itinerary below is hopefully the final one. Please let me know immediately if this is suitable for the planned events of individual Universities. Some dates for specific places have been brought forward a week, and I hope this will not be a problem for those hosts concerned. Let me know if it is.

Dates and times of actual lectures within the periods to be spent in particular cities still have to be agreed on. This will form the content of specific communications still to occur once I have had agreement to the dates listed below.

- Colorado, Boulder, 10-15 January
(Conference - Host: Prof Stuart Hoover)
- Tuscon, Arizona, 15 - 22 January
(University of Arizona - Host: Prof Mary Beth Haralovich)
- Iowa, 22 January to 28 January
(Iowa University - Host: Dudley Andrew; Central College, Pella - Host: James Zaffiro).
- Ohio, 28 January to 4 February
(The Ohio State University - Host: Tom Kasulis; Antioch College - Host: Bob Devine)
- Chicago and environs, 4 - 17 February
(Chicago Institute of the Arts - Hist: Lisa Brock; DePaul University - Host: Chuck Suchar; Northwestern - Host: Manji Pendakur; Urbana-Champaign - Host: Sandra Braman; Univ of Illinois at Chicago - Host: Paul Hockings)
- Pennsylvania, 17-25 February
(Indiana University of Pennsylvania - Host: Standord Mukasa; Duquesque University - Host: Doug Harper)

Smithsonian, Washington DC, 25 Feb - 6 March
(Host: Jake Homiak)

Boston, 6-14 March
(Emerson College - Host: Howard Frederick; Brian Murphy)
(possibly fitting in a visit to University of Vermont)

St Louis, MO, 14-18 March
(Conference - Host: George Gerbner)

Return home.

Keyan Tomaselli
Centre for Cultural and Media Studies
University of Natal, Durban
South Africa

E-mail: tomasell@superbowl.und.ac.za
Fax: +27-31-260-1519

TOMASELLI

[90] From: Keyan Tomaselli <TOMASELL@superbowl.und.ac.za> at SMTP-po 10/30/95 3:22AM (1766 bytes: 35 ln)
To: fgg at POST1
Subject: CEM

----- Message Contents -----

Text item 1: Text Item

Received: by cmail from owl.und.ac.za
From TOMASELL@superbowl.und.ac.za
X-Envelope-From: TOMASELL@superbowl.und.ac.za
Received: from Charon1.CC.und.ac.za by owl.und.ac.za with SMTP (PP)
id <20068-0@owl.und.ac.za>; Mon, 30 Oct 1995 09:16:40 +0200
Received: From STUD-AFF/WORKQUEUE by charon1.cc.und.ac.za via Charon-4.0A-VROOM
with IPX id 100.951030091611.352; 30 Oct 95 09:16:39 -0200
Message-ID: <MAILQUEUE-101.951030091550.480@superbowl.und.ac.za>
From: Keyan Tomaselli <TOMASELL@superbowl.und.ac.za>
To: fgg@asc.upenn.edu
Date: Mon, 30 Oct 1995 09:15:50 +0200 SAST
Subject: CEM
X-Confirm-Reading-To: "Keyan Tomaselli" <TOMASELL@superbowl.und.ac.za>
X-pmrc: 1
Priority: normal
X-mailer: Pegasus Mail v3.22

I will definitely be at the CEM launch. Please send onto by air me any further information I will need to prepartate for this event. (I leave South Africa on 7 January).

One nagging problem is going to be my income while in the USA. While some universities are being quite generous in payments for guest lectures, others seem to have very little - not even connecting airfares. My calculations suggest that I am going to be underfunded by the time I get to Webster.

Without wanting to make a pest of myself, any additional assistance you might be able to raise for me to get to Webster would be appreciated. I am trying to raise additional funds here, but like the USA, tertiary education no longer has much support. Any suggestions you can offer will be gratefully followed up.

Best regards Keyan

From: fgg at post1 11/3/95 11:03PM (489 bytes: 5 ln)
To: Keyan Tomaselli <TOMASELL@superbowl.und.ac.za> at SMTP-po
Subject: CEM

----- Message Contents -----

Dear Keyan: The money situation is dismal here. We have no source of funds outhter than registration fee. I am trying to raise money to be able to provide a few "scholarships" to participants from abroad, but will not know until shortly before the Convention. In any case, I will keep you posted. George.

Window: 1 - 24 Lines: 9 Edit: ↑ ↓ → Help: F1 End: ENTER

TOMASELLI

Th. 10:47

[77] From: keyan Tomaselli <MNHAN054@SIVM.SI.EDU> at SMTP-po 2/29/96 9:28AM (109
1 bytes: 24 ln)
To: fgg at POST1
Subject: CEM

----- Message Contents -----

Text item 1: Text Item

Received: by cmail from SIVM.SI.EDU
From MNHAN054@SIVM.SI.EDU
X-Envelope-From: MNHAN054@SIVM.SI.EDU
Received: from SIVM.SI.EDU by SIVM.SI.EDU (IBM VM SMTP V2R2) with BSMTTP id 0164;
Thu, 29 Feb 96 09:07:19 EST
Received: from SIVM (NJE origin MNHAN054@SIVM) by SIVM.SI.EDU (LMail
V1.2a/1.8a) with BSMTTP id 4490; Thu, 29 Feb 1996 09:07:19 -0500
Comments: Converted from OV/VM to RFC822 format by PUMP V2.2X
Date: Thu, 29 Feb 96 09:06:18 EST
From: keyan Tomaselli <MNHAN054@SIVM.SI.EDU>
Subject: CEM
To: <fgg@asc.upenn.edu>

Thanks for the poster and announcements. I look forward to
meeting you at St Louis.

I arrive at Lambert airport on TW 399T at 10h47 pn Thursday 14th March.

If you need to contact me before then I will be contactable via
Howard frederick at Emerson College, where I will be between 6
and 13 March.

best regards Keyan Tomaselli

[104] From: Prof Keyan Tomaselli <TOMASELL@MTB.und.ac.za> at SMTP-po 12/21/95 10:18AM (3648 bytes: 74 ln)
To: fgg at POST1
Subject: Talk

----- Message Contents -----

Text item 1: Text Item

Received: by cmail from owl.und.ac.za

From TOMASELL@MTB.und.ac.za

X-Envelope-From: TOMASELL@MTB.und.ac.za

Received: from MtbFsl.MTB.und.ac.za by owl.und.ac.za with SMTP (PP)
id <27699-0@owl.und.ac.za>; Thu, 21 Dec 1995 17:13:55 +0200

Received: from MTBFS1/SpoolDir by mtb.und.ac.za (Mercury 1.21);
21 Dec 95 17:13:06 +0200

Received: from SpoolDir by MTBFS1 (Mercury 1.21); 19 Dec 95 10:44:49 +0200

From: Prof Keyan Tomaselli <TOMASELL@MTB.und.ac.za>

Organization: University of Natal (Durban)

To: fgg@asc.upenn.edu

Date: Tue, 19 Dec 1995 10:44:45 GMT +0200

Subject: Talk

Priority: normal

X-mailer: Pegasus Mail v3.22

Message-ID: <20963960EA7@mtb.und.ac.za>

Red 20 [unclear] 1/9/96

hooked mail

George

Sorry for the delay - end of the academic year madness is upon us.

My suggested title for the keynote address on 'Global' could be:

The USA and the West: What About the Rest?
The Internationalisation of Struggle and the
Need for Global Solidarity

My talk will discuss why CEM needs to be a global organisation. Just as the rest won't change significantly without change at the metropolises, so the West, and the USA in particular, will not change without pressure from the rest. CEM thus needs to assist in the development of strategies for the periphery to protect local cultural industries in the face of the domination of metropolitan based transnational companies. How to approach policy making in the face of such influences, and how to argue these in the face of media imperialism, GATT and other international regulatory mechanisms is a crucial question for Third World nations, and even some First World nations (eg. France's attempts to protect its cinema industry from GATT).

I could use the draft South African White Paper film policy (which I co-wrote in consultation with the industry and progressive organisations) as an example of one strategic response to the above kinds of dynamics. The local film and TV industries have been working since 1994 in concert with the state and are calling for state intervention in cooperation with industry in addressing past imbalances entrenched by apartheid. While this strategy will strengthen local content, local ownership and local growth, it will also facilitate the expansion of US cinema and video markets and hence domestic investment, and the growth of jobs, access to cultural products and the

interpenetration of white and black capitals.

Domination is not a one-way process as is often suggested by theorists of media imperialism - small countries can protect their own cultural and economic domains. The successes thus achieved depend on their investment and growth strategies, the relationship between the state and domestic capital, and how local firms appropriate international capital for their own objectives. The result, however, will always be an uneasy balance of power and asymmetrical mix of content. But engagement rather than isolation and resistance-for-resistance's sake could offer a new way of negotiating spaces for building local public spheres in the face of attempts by the transnationals and their agencies to secure total global domination.

I will argue that CEM could become a strategic intellectual resource in advising and working with dominated and dependent countries in the Third World on how to research, write and develop policies which protect the local in relation to the global.

Keyan G Tomaselli

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Private Bag X10,
Dalbridge 4014
South Africa

Fax: +27 (31) 260-1519
Phone: 260-2505 / 2298
E-mail: tomasell@mtb.und.ac.za

RECEIVED
1/17/96

Entered
1-18-96

4 January 1996

TO WHOM IT MAY CONCERN

Enclosed is my registration form. George Gerbner has offered to waive the registration fee and for the Convention to meet my lodging costs. Please ensure that the appropriate lodging bookings are made on my behalf. I am prepared to share a room with a non-snoring, non-smoker, who keeps reasonable hours and does not party into the night.

My schedule is as follows:

Arrival at Lambert Airport, St Louis: 10h47 on TW 399 T on Thursday 14 March.

Departure from Lambert Airport, Monday 18th March at 19h10 on TW 140 T to New York.

As I will have left South Africa for the USA by the time you receive this registration, you should use the following address for any further communication:

c/o Paul Elitzik
Lake View Press
P O Box 578279
Chicago, IL 60057

Phone/fax: 312-935-2694

I will be at this address between February 4th and 13th.

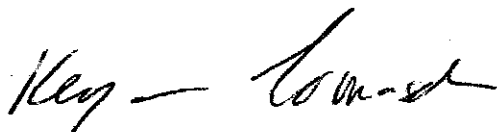
Between February 25 and March 3, I will be contactable:

c/o Dr Jake Homiak
Dept of Anthroplgy
Smithsonian Institution
MRC 152
National Museum for Natural History
Washington DC 29560

Fax: 202-357-2268

Although I have already made my bookings, is there any way that I can qualify for the 2000 bonus miles for the TWA frequent flyer Program? If so, my frequent flyer number is: 78067360. Your adice on this would be appreciated.

Looking forward to meeting you all.

A handwritten signature in cursive script that reads "Keyan Tomaselli". The signature is written in dark ink and is positioned above the typed name.

Keyan Tomaselli

[92] From: "Prof Keyan Tomaselli" <TOMASELL@MTB.und.ac.za> at SMTP-po 6/13/96 6:02AM (11058 bytes: 211 ln)
To: fgg at POST1
Subject: Updated D Critique

----- Message Contents -----

Text item 1: Text Item

Received: by cmail from Raven.und.ac.za
From TOMASELL@MTB.und.ac.za
X-Envelope-From: TOMASELL@MTB.und.ac.za
Received: from mtb.und.ac.za (#MtbFs1.MTB.und.ac.za [146.230.208.2]) by Raven.und.ac.za (8.7.5/8.7.3) with ESMTP id MAA09544 for <fgg@asc.upenn.edu>; Thu, 13 Jun 1996 12:00:09 +0200 (SAT)
Received: from MTBFS1/SpoolDir by mtb.und.ac.za (Mercury 1.21); 13 Jun 96 12:00:19 +0200
Received: from SpoolDir by MTBFS1 (Mercury 1.21); 13 Jun 96 12:00:06 +0200
From: "Prof Keyan Tomaselli" <TOMASELL@MTB.und.ac.za>
Organization: University of Natal (Durban)
To: fgg@asc.upenn.edu
Date: Thu, 13 Jun 1996 12:00:01 GMT +0200
Subject: Updated D Critique
Priority: normal
X-mailer: Pegasus Mail v3.22
Message-ID: <FD4366D78@mtb.und.ac.za>

Reply received 6/13/96

George

I have consulted one of my colleagues here, Arnold Shepperson, on the Declaration. Our response below is located a) with our studies of Philosophy; and b) our identities as South Africans living in a different context, where public service broadcasting remains a social value, and where violence-driven US programming is on the retreat.

Our responses thus reflect this different location and experience. You will recall that I initially suggested that the Declaration be identified as a US-originated one. Formulating it in the way you have done it however has turned out to be valuable, because the Declaration makes explicit the very political contradictions at the heart of present socio-economic strategies within the G7, OECD, WTO, and other transnational groups within the US ambit. The comments below therefore draw on our understanding of US issues and discourses, highlighting what we see as lacunae in US democratic discourse. We are also aware that the comment below may jar in some way with your own theories on the relation between media and certain kinds of behaviour, found more broadly within the cultivation thesis.

We can certainly live with broad statements which argue that media does shape attitudes and thereafter behaviour, over long periods of time. But these attitudes and behaviour also result from the complex interplay by individuals with other social, political, economic and historical trajectories. In other words, we can live with a Declaration which implicates these constraints in the shaping of values and attitudes. These arguments are contained in the Declaration's identification of big business control of the media industries.

We do not question the right of NGOs like CEM to draw attention

to the statistical disparities that may exist between society and its representation of different constituencies and actions in the media vis-a-vis the actual demographics of media production, imaging (eg. numbers of murders vis-a-vis abusive sexual behaviour, and so on, etc.) In fact, the Declaration positively calls for a constant monitoring of representativity in the media reflecting the actual distributions and values of the audiences it is targeted at. As audiences we have this right. This kind of research also stimulates public debate on ethical issues regarding media representation, and whatever impacts the media have on society or groups within it.

Comments on CEM Viewers' Declaration

1. The Problematization of Culture.

The document seems to oscillate between two fundamentally different conceptions of culture. On the one hand, there is an identification of culture with 'media'. This follows certain trends in US thought, particularly in the light of the history of critical communications studies (Hardt, 1993), in which 'cultural studies' has become synonymous with 'communications studies'. On the other hand, the document also draws on a literary-critical paradigm in which culture is identified with 'stories'. While this has greater anthropological and ethnological authority for one approach to culture as a problem, it fails to address the actual breadth of ethnographic and anthropological study of cultures.

The conflation of culture with media seems to follow the authoritative but largely unprovable tenet that watching violence on the screen somehow has a causal relation with viewers' potentially violent behaviour. In this case, the political potential of the statement is nullified outright: for every case study linking social violence to media depictions of violence, a dozen others will be produced showing either the opposite, or no connection. For the statement to have real cultural clout, it needs to problematize the relation between permissions for violence inherent in the Bill of Rights (the right to bear arms comes immediately to the non-American mind) in terms of the actual influences and constraints these permissions place on the environment in which children grow up away from the media.

Similarly, the relationship between consumer industries like the Tobacco conglomerates and the junk-food giants has to be seen in wider terms than the way in which the electronic media carry their advertising messages. In social and public spaces (shopping malls and streets; schools) children encounter not just images of these commodities, but also their actual purveyors and users: how does a civil government right like the freedom to choose coexist with the political government right to a protected 'principle of fair profit' when people's long-term health is at stake?

At the most general level, then, the statement has to articulate the wider problematic where culture is a political issue, both in its history and its present-day realizations. In this case, the problem lies in the somewhat ambivalent way in which Rights are bandied about.

In a society where weapons are a right (as in the USA), it is likely that violence will occur anyway. This is exacerbated by the frontier mentality and common sense arguments about the rights of individual security vis-a-vis the rights of 'the community'. These values derived from the way that colonial histories played out in the USA. South Africa has a different inflection on this history and the rights and values that have come down to the present. The same can be said of each and every other society. So the problem of writing a UNIVERSAL declaration becomes less easy.

2. The problematization of Right.

The statement obviously draws on the civil government model of right enshrined in the US Constitution, and in the Universal Declaration. In general, this makes sense given that the document originates in the US. However, the document also makes an implicit appeal to the conception of right based on the model of political government. At articles 7 and 8, the demand is made that the state should protect, impose penalties, and so on. This contradicts the analytic freedom associated with the 'natural Man' of John Locke's Two Treatises, which is the theoretical origin of the civil government paradigm. The power of the state to impose on activity is specifically a feature of Thomas Hobbes's model of political society, which is based on a radically different 'natural Man' posited in the Leviathan.

From the point of view of culture and right, this contradiction is clearest in Article 9: the right of protection of cultural space and identity is an ex post facto right defined by some 'cultural' body which pre-exists individuals. This therefore assumes that culture is possessed of some body which imposes itself on the growing individual, and therefore passes or fails individuals according to their agreement or otherwise with the dictates of this body. The explicit outcome of this is Bosnia, Justus Township in the USA, and Rwanda. The relativization of culture to itself cannot protect people in the form of a right, from other people whose cultural claim is backed up by armoured vehicles.

This particular problem is not just specific to this document. It appears throughout the latter history of rights-based politics, and is starkly drawn out in Arendt's Origins of Totalitarianism (1951). From the point of view of US experience, the issue is further muddled by the rise of the post-Keynesian federal state: the tradition of civil government had to be extended because of its stress on individual achievement, which had not 'operated' to correct the Great Depression. The problem remains cultural in the sense that the 'political anthropology' constituting the 'Men' of civil and political government are mutually exclusive, ahistorical, and plainly false. In general, this ambiguity as found in Article 9 seems to me to be a fatal one: the document could serve the Isolationist Right far better than the broader group who are genuinely concerned about a better global situation. As with apartheid, when is the right to cultural protection an infringement on the political and civil rights of others? This may be an insurmountable problem. How to rewrite this Article is the problem. We have to draw the attention of civil and political society to the ambiguous theoretical origins to the concept of Right. And at the same

time it should return attention to the actual everyday nature of cultural experience in a global post-national context.

* PEOPLE HAVE THE RIGHT TO PRETEXT THEIR CULTURAL IDENTITY. How? who decides? By what mechanism? Apartheid was declared a crime against humanity, as was ethnic cleansing in Bosnia, both of which expressly claimed protection of cultural authenticity. Pol Pot is another example, in his murderous reign to create non-bourgeois cultural values.

* PEOPLE'S RIGHT TO THE PROTECTION OF THEIR CULTURAL SPACE

....

The two conceptions of right are in conflict here. This right arises from political government theory, while the Universal declaration of Human Rights on which the Viewer's Charter is drawn, is explicitly based on a theory of civil government rights. This problem is what keeps lawyers rich because the minute one makes any claim based on political protection the Bill of Rights automatically opposes it from a civil point of view. Conversely, civil claims are equally validly opposed on grounds of political rights enshrined in class or cultural or other separationist concepts.

So, the Article has to remain open for global discussion in the spirit contained in the Preamble.

I (Keyan) will be away from 17-27 June, and again between 2 and 20 July. Please follow up any further questions with Arnold during these periods. His e-mail address is: Sheppers@mtb.und.ac.za

Arnold Shepperson
Researcher

Keyan Tomaselli

Centre for Cultural and Media Studies
University of Natal, Durban

[82] From: "Prof Keyan Tomaselli" <TOMASELL@MTB.und.ac.za> at SMTP-po 8/7/96 3:4
8AM (1657 bytes: 37 ln)
To: fgg at POST1
Subject: Article

----- Message Contents -----

Text item 1: Text Item

Received: by ccm ail from Raven.und.ac.za
From TOMASELL@MTB.und.ac.za
X-Envelope-From: TOMASELL@MTB.und.ac.za
Received: from mtb.und.ac.za (MTBFS1.und.ac.za [146.230.88.2]) by
Raven.und.ac.za (8.7.5/8.7.3) with ESMTMP id JAA22469 for <fgg@asc.upenn.edu>;
Wed, 7 Aug 1996 09:40:52 +0200 (SAT)
Received: from MTBFS1/SpoolDir by mtb.und.ac.za (Mercury 1.21);
7 Aug 96 09:27:12 +0200
Received: from SpoolDir by MTBFS1 (Mercury 1.21); 7 Aug 96 09:27:11 +0200
From: "Prof Keyan Tomaselli" <TOMASELL@MTB.und.ac.za>
Organization: University of Natal (Durban)
To: fgg@asc.upenn.edu
Date: Wed, 7 Aug 1996 09:27:11 GMT +0200
Subject: Article
X-Confirm-Reading-To: "Prof Keyan Tomaselli" <TOMASELL@MTB.und.ac.za>
X-pmrgc: 1
Priority: normal
X-mailer: Pegasus Mail v3.22
Message-ID: <88AA741A8C@mtb.und.ac.za>

I have composed the article which follows in a separate e-mail for a local educational journal. This journal has a jazzy appearance, and was at the forefront of new thinking on education even during apartheid. It is published by the Insititute of Education, University of the North West, South Africa. It is read by teachers, students, civil servants and NGOs.

Please let me have your approval (and or modifications) to the article, which provides a context for the Charter. If OK, I might have it published in other magazines here as well which do not overlap with the educational magazine.

Keyan

[95] From: "Prof Keyan Tomaselli" <TOMASELL@MTB.und.ac.za> at SMTP-po 9/28/96 1:30AM (2425 bytes: 54 ln)
To: fgg at POST1
Subject: Board meeting

----- Message Contents -----

Text item 1: Text Item

Received: by ccmil from Raven.und.ac.za
From TOMASELL@MTB.und.ac.za
X-Envelope-From: TOMASELL@MTB.und.ac.za
Received: from mtb.und.ac.za (MTBFS1.und.ac.za [146.230.88.2]) by Raven.und.ac.za (8.7.5/8.7.3) with ESMTP id HAA05312 for <fgg@asc.upenn.edu>; Sat, 28 Sep 1996 07:25:30 +0200 (SAT)
Received: from MTBFS1/SpoolDir by mtb.und.ac.za (Mercury 1.21); 28 Sep 96 07:25:01 +0200
Received: from SpoolDir by MTBFS1 (Mercury 1.21); 28 Sep 96 07:24:37 +0200
From: "Prof Keyan Tomaselli" <TOMASELL@MTB.und.ac.za>
Organization: University of Natal (Durban)
To: fgg@asc.upenn.edu
Date: Sat, 28 Sep 1996 07:24:32 GMT +0200
Subject: Board meeting
Priority: normal
X-mailer: Pegasus Mail v3.22
Message-ID: <26E3EF7E7B@mtb.und.ac.za>

George

Your letter dated September 27 refers.

It arrived without any attachments. If you can send these, please ensure that they are in ASCII and IBM compatible. We cannot read Mac here, nor convert. (Will the Monitor be published on paper as well?)

On the retreat, I will not be able to attend in November, even if funds are raised for me. My schedule is just too tight for this month. We can, of course, talk on the e-mail.

As I pointed out earlier, I will be in the USA for the latter part of February, possible including the first week of March. I am hoping to return in mid-April for a conference in Michigan, and may be back again in mid-May. Next year my trips will have to be short jet-lagging hops as Ruth refuses to manage the Centre again for long periods like she did between January and March this year. The job really needs at least the two of us all the time.

I am still trying to place articles on the Declaration. Trouble is, each magazine or journal wants us to frame the Declaration specifically. This is taking time and I also have Arnold working on these when he can get a moment. But it is being circulated electronically.

You seem to have been busy, what with the move, the loss of Sheila and Briget etc, but I am sure that things will come right.

Our main problem is how to persuade funders to take CEM seriously. What are they frightened of? Or is this a silly question?

1/7/96

[99] 80: Cynthia Bock-Goodner <cmbg@ccwf.cc.utexas.edu> at SMTP-po 12/30/96 5:42PM (1760 bytes: 34 ln)
To: fgg at POST1
Subject: Re: Asilomar report

----- Message Contents -----

Text item 1: Text Item

Received: by ccmil from smtp.utexas.edu
From cmbg@ccwf.cc.utexas.edu
X-Envelope-From: cmbg@ccwf.cc.utexas.edu
Received: (gmail-queue invoked by uid 0); 30 Dec 1996 22:37:19 -0000
Received: from unknown (HELO mail.utexas.edu) (128.83.126.1)
by smtp.utexas.edu with SMTP; 30 Dec 1996 22:37:19 -0000
Received: from UT.cc.utexas.edu (slip-79-2.ots.utexas.edu [128.83.254.162]) by mail.utexas.edu with SMTP id QAA00882 for <fgg@asc.upenn.edu>; Mon, 30 Dec 1996 16:37:17 -0600 (CST)
Message-Id: <2.2.32.19961230223511.006b5590@mail.utexas.edu>
X-Sender: cmbg@mail.utexas.edu
X-Mailer: Windows Eudora Pro Version 2.2 (32)
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Date: Mon, 30 Dec 1996 16:35:11 -0600
To: fgg@asc.upenn.edu
From: Cynthia Bock-Goodner <cmbg@ccwf.cc.utexas.edu>
Subject: Re: Asilomar report

I am waiting for a response from the listprocessor to make sure the message went out. I know I sent it twice, I just don't know if it was fully distributed. I occasionally get messages from the asc.upenn.edu machine indicating that a particular message couldn't be delivered because the connection between the two machines "timed out." I don't remember receiving one of those messages in this case, and I'm sure I sent you a reply recently.

I will let you know as soon as I discover anything. I know that they have been doing a lot of hardware maintenance here over the break between semesters, but I didn't think that the lists were going to be affected.

I will be in touch with the office.

Cynthia

NEW: (Did you receive?)

[1] From: fgg at post1 1/7/97 10:23AM (292 bytes: 2 ln)
To: cemnet@mcfeeley.cc.utexas.edu at SMTP-po
Subject: How are you?

----- Message Contents -----

Cynthia - I am still not receiving CEMNET messages. Did not get Report from Asilomar, sent late November. Happy New Year! George.

[75] From: "Prof Keyan Tomaselli" <TOMASELL@MTB.und.ac.za> at SMTP-po 1/3/97 12:20AM (1622 bytes: 37 ln)
To: fgg at POST1
Subject: CEM

----- Message Contents -----

Text item 1: Text Item

Received: by cmail from Raven.und.ac.za
From TOMASELL@MTB.und.ac.za
X-Envelope-From: TOMASELL@MTB.und.ac.za
Received: from mtb.und.ac.za (MTBFS1.und.ac.za [146.230.88.2]) by Raven.und.ac.za (8.8.3/8.7.3) with ESMTTP id HAA02373 for <fgg@asc.upenn.edu>; Fri, 3 Jan 1997 07:13:23 +0200 (SAT)
Received: from MTBFS1/SpoolDir by mtb.und.ac.za (Mercury 1.21); 3 Jan 97 07:14:45 +0200
Received: from SpoolDir by MTBFS1 (Mercury 1.21); 3 Jan 97 07:14:40 +0200
From: "Prof Keyan Tomaselli" <TOMASELL@MTB.und.ac.za>
Organization: University of Natal (Durban)
To: fgg@asc.upenn.edu
Date: Fri, 3 Jan 1997 07:14:31 GMT +0200
Subject: CEM
Priority: normal
X-mailer: Pegasus Mail v3.22
Message-ID: <13077362289@mtb.und.ac.za>

George

Just received the minutes of the retreat. Thanks. No changes.

The article I wrote up from your and my notes on the Charter was not accepted by ECQUID NOVI, a South African "journal for journalists" even though they publish large numbers of commentaries. I think it's editor is mad at me! So I sent it to Pieter Fourie at COMMUNICATIO. As an editorial board member of COMMUNICATIO you might want to drop Pieter a line on the importance of this Charter for the S African media

Best wishes for the new year.

I will be passing through Philly on 17 and 18 Feb 1997, with a lecture or two in Jay Ruby's outfit. Maybe we can have a beer together?

Keyan Tomaselli

[87] From: "Prof Keyan Tomaselli" <TOMASELL@MTB.und.ac.za> at SMTP-po 1/6/97 4:4
6AM (1164 bytes: 26 ln)
To: fgg at POST1
Subject: Fourie

----- Message Contents -----

Text item 1: Text Item

Received: by cmail from Raven.und.ac.za
From TOMASELL@MTB.und.ac.za
X-Envelope-From: TOMASELL@MTB.und.ac.za
Received: from mtb.und.ac.za (MTBFS1.und.ac.za [146.230.88.2]) by
Raven.und.ac.za (8.8.3/8.7.3) with ESMTTP id LAA05500 for <fgg@asc.upenn.edu>;
Mon, 6 Jan 1997 11:38:43 +0200 (SAT)
Received: from MTBFS1/SpoolDir by mtb.und.ac.za (Mercury 1.21);
6 Jan 97 11:40:07 +0200
Received: from SpoolDir by MTBFS1 (Mercury 1.21); 6 Jan 97 11:39:59 +0200
From: "Prof Keyan Tomaselli" <TOMASELL@MTB.und.ac.za>
Organization: University of Natal (Durban)
To: fgg@asc.upenn.edu
Date: Mon, 6 Jan 1997 11:39:50 GMT +0200
Subject: Fourie
X-Confirm-Reading-To: "Prof Keyan Tomaselli" <TOMASELL@MTB.und.ac.za>
X-pmrqc: ±
Priority: normal
X-mailer: Pegasus Mail v3.22
Message-ID: <17CE891147F@mtb.und.ac.za>

Fourie's e-mail address is: Fouriep@riscl.unisa.ac.za

Will get bacjk to you on the lunch date once my schedule has firmed
up.

Keyan



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Fax: +27-(0)31-260 1519

E-mail: tomasell@superbowl.und.ac.za

4 August 1997

George Gerbner
CEM
Philadelphia
PA
USA


Dear George

Here is the short article we published in *COMMUNICATIO* on CEM.
It has just been published.

I am hoping to get a longer overview and critique of the Charter,
co-authored with Arnold Shepperson, into the *East African Journal
of Human Rights*. I'll send you a copy when and if it appears.

In the meantime I have sent copies of the Charter to a variety
of organisations, such as educational bodies, the Broadcasting
Complaints Commission, and so on.

Best regards


Keyan Tomaselli



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Fax: +27-(0)31-260 1519

23 September 1997

E-mail: tomasell@superbowl.und.ac.za

George Gerbner
234 Golf View Road
Ardmore
PA 19003
USA

Dear George

CRITICAL ARTS will be publishing a theme issue on Rethinking Cultural Studies in late 1998. To this end we have solicited a number of articles which try to respond to what some might call the hegemony of a post-English, mainly interpretive cultural studies in which identity seems to become the emphasis to the exclusion of all else.

Any Ruddick's paper (enclosed) seems to me to be an attempt to restore to cultural studies something of an empirical dimension. He does this here by attempting to incorporate numerical methods (particularly those developed by yourself) into a revitalised cultural studies.

Please would you referee the enclosed article by Ruddick. A short report (you can e-mail it) on the value of the article, its contribution to the field, originality etc, will be helpful. Obviously, if the paper fails to meet these criteria this also needs to be said.

Best regards

Keyan Tomaselli