



The UNESCO

International Clearinghouse on Children and Violence on the Screen

at Nordicom, Göteborg University

NORDICOM
Nordic Information Center
for Media and Communication
Research

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Professor George Gerbner
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Dear George,

It was a long time since we met and I hope all is getting on well! Now and then I meet someone else who has met you, heard a speech by you, etc. For example, I met Maria Jacobson journalist and member of 'Allt är möjligt' ('Everything is possible') in Göteborg, Sweden, who paid a visit to you in Philadelphia and wrote a really good article about you and CEM in a Swedish daily newspaper ('Göteborgsposten'). I asked her to write a short notice about CEM (with special emphasis on children) to the first newsletter issue of the UNESCO International Clearinghouse on Children and Violence on the Screen (enclosed) — see page 22. You are also mentioned on page 18 by a principal secretary of the Swedish Ministry of Culture, who participated in a conference in New York in 1994.

As you can see from the enclosed brochure, standardised introductory letter, etc., the Clearinghouse started in January 1997 and is financed by the Swedish government and UNESCO. It is located within NORDICOM where Ulla Carlsson is the director. The aim of the Clearinghouse is, among others, to be an information and knowledge centre in the field of children and media violence. Its main activities are to establish a network and to publish a newsletter and a yearbook.

First of all I really hope that you would like to join the network — it would be an honour for us!

My next wish is that you, as a nestor as regards research on media violence, would like to contribute with a short article to the second issue of our newsletter. The idea of the first newsletter was to present the Clearinghouse and to show that it is part of a recent 'international movement' concerning children and media (a lot of meetings, organisations, associations etc.). The second newsletter shall hopefully present some research in the field, and my idea is to include a minor theme on fear, that is, I am about to ask 4-5 researchers to write about their results on children and fear as a result of viewing violence on the screen. Most researchers I know of, who have dealt with this question (for example, Joanne Cantor, USA, David Buckingham, England, Australian Broadcasting Authority, etc.) have taken up more direct emotional reactions that children have had during viewing (and possible nightmares, and the like, afterwards). Your perspective is, however, wider, more long-term, and touch upon the most essential elements of all.

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Suitable length could be one printed page, which corresponds to about two written manuscript pages or about 800 words, but the length is nothing absolutely fixed; the article could be a little longer or a little shorter (see examples in the first newsletter). Dead-line for contributions is September 15. Communication via e-mail (and the article as attached file) would be perfect.

My impression is that you generally present your results for both adults and children. This would be good, only you explicitly refer to children, too.

I look eagerly forward to your answer! Your contribution would be extremely valuable!

Warmest regards — and I hope, indeed, to see you soon again,

Cecilia

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