

Communication Technologie Société

Professor Gerbner
The Annenberg School for
Communication
University of Pennsylvania
3620 Walnut Street
Philadelphia, Pennsylvania
19104-6220
U.S.A.

Dear Professor Gerbner,

You have kindly accepted to be a member of the International Advisors Board of "Réseaux - The French Journal of Communication". I think that Josiane Jouët told you more about that project last august when you met at the IAMCR Conference in Brazil.

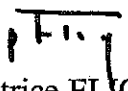
The first issue should come out next Spring. You will find enclosed the copy of the articles that will be published.

I would be very grateful to you if you would accept to write a short preface for this first issue. That would be a great honour for the launching of the French Journal of Communication.

If you agree I would appreciate if you could send that preface by the end of February.

I look forward to hear from you soon,

Yours respectfully,


Patrice FLICHY
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Fax + 33 1 45 29 01 06

Dear Dr. Flichy:

Attached is my Introduction, as requested in your letter of January 13. Thank you for the opportunity, and best wishes for the Journal.

Sincerely yours,

George Gerbner
Professor of Communication and Dean Emeritus

**THE ANNENBERG SCHOOL FOR
COMMUNICATION**

UNIVERSITY of PENNSYLVANIA

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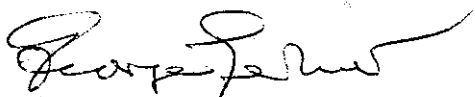
February 22, 1993

Patrice Flichy
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FRANCE
Fax: 33 1 45 29 0106

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Introduction and greetings.

Welcome to the launching of Reseaux - the French Journal of Communication. It is timely, it is needed and it addresses some of the major issues of our time.

We live in an age of cultural transformations. They have to do with how we get to know what we know -- in other words with communication, its technologies, and their uses.

Most of what we know, or think we know, we never personally experience but know from stories, messages and images. These weave a seamless web of the cultural environment that cultivates what we think, what we do, and how we conduct our affairs.

That process used to be hand-crafted, home-made, and community-inspired. Now it is mostly mass-produced and industrial policy-driven. It is the end result of a complex manufacturing and marketing process.

Our societies' messages enter every home, factory, office as only religion did in earlier times. For the first time in human history, our children are born into homes where television is on an average of more than seven hours a day. Most of the stories they're told do not come from their parents, schools, churches, communities, and in many places even from their native countries but from a handful of global conglomerates who have something to sell.

These changes have had profound consequences. They have altered the ways we grow up, learn, and live and conduct business. Channels proliferate and new technologies pervade home and office while mergers and bottom-line pressures shrink creative alternatives and reduce diversity of content. Media are coalescing into an integrated structure that can constrain life's choices as the natural environment defines life's chances.

The consequences far-reaching and this premier issue addresses many of them in an historically inspired manner. Contributions in this volume deal with the reduction, cooptation, and homogenization of creative talent and even of the experience of viewing. They trace the history of the concept public opinion; is it simply published opinion? Is it an expression of democracy or a substitution for it quick-frozen as knowledge?

Other essays deal with such meaty issues as the different paths to the uses of communication technology; the

transnational reconstruction of the public sphere through the global reach of the advertising industry; the role conflict of that central image, the television host; and the role of social science theory in the construction of "reality." It would be hard to find a richer editorial mix between any two covers on the market today. Congratulations!

George Gerbner
Professor of Communication and Dean Emeritus
Former Editor of the Journal of Communication
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