

To: Yuezhi Zhao <yzhao@weber.ucsd.edu>
From: George Gerbner <ggerbner@nimbus.temple.edu>
Subject: Re: recommending books for China
Cc:
Bcc:
X-Attachments:

Hi --

As you will find, I sent your request to a few friends (whose e-mail addresses you may want to keep). They will send you suggestions. For me, let me suggest a few recent titles of my own; take your choice. Good luck and keep in touch!

George:

Books

Invisible Crises: What Conglomerate Media Control Means for America and the World. With Hamid Mowlana and Herbert Schiller (eds.) Boulder, CO: Westview Press, 1996.

The Global Media Debate: Its Rise, Fall, and Renewal. With Hamid Mowlana and Kaarle Nordenstreng (Eds.) New York: Ablex, 1993.

Triumph of the Image: The Media's War in the Persian Gulf. An International Perspective. With Hamid Mowlana and Herbert Schiller (eds.) Boulder, CO: Westview Press, 1992.

Papers, reports, articles, chapters

"Gender and Age in Prime-Time Television." In Diana Adele Kirschner and Sam Kirschner (Eds.) Perspectives on Psychology and the Media, Washington, D.C.: American Psychological Association, 1997.

"TV Violence and What to Do About It." Nieman Reports, Fall 1996, pp. 10-12.

"Cameras on Trial: The O.J. Simpson Show Turns the Tide." Journal of Broadcasting and Electronic Media, Fall 1995.

"Casting And Fate; Women and Minorities on Television Drama, Game Shows, and News." In Ed Hollander, Coen van der Linden, and Paul Rutten (Eds.), Communication, Culture, and Community. The Netherlands: Bohn Stafleu van Loghum, 1995.

"Alcohol in American Culture." In Susan E Martin, (ed.) Alcohol and the Mass Media: Issues, Approaches and Research Directions. National Institute on Alcohol Abuse and Alcoholism, U.S. Public Health Service, Washington, D.C., 1995.

"There is No Free Market on Television." Hofstra Law Review, Vol. 22:879-884, 1994.

"Instant History/Image History: Lessons from the Persian Gulf War." In Roy F. Fox (ed.) Images in Language, Media & Mind. National Council of Teachers of English, 1994. Another version is in The Velvet Light Trap, # 31, Spring 1993. Also, in Finnish translation, in tiedotustutkimus, 4/1992.

"Learning Productive Aging as a Social Role: The Lessons of Television." In Scott A. Bass, Francis G. Caro and Yung-Ping Chen, (eds.) Achieving a Productive Aging Society. Westport, Ct: Greenwood Publishing Group, Inc., 1994.

"Growing Up with Television: The Cultivation Perspective" (With Larry Gross, Michael Morgan, and Nancy Signorielli). In Jennings Bryant and Dolf Zillmann (eds.) Media

Effects: Advances in Theory and Research. Hillsdale, N.J.: Lawrence Erlbaum Assoc., Inc., 1993.

"Instant History: the Case of the Moscow Coup." Political Communication, University of Illinois at Chicago, Spring 1993, 10:185-194.

"Unesco in the U.S. Press." In The Global Media Debate, see Books, above.

Dear Professor Gerbner:

>

>My name is Yuezhi Zhao, I am the Chinese woman you met at UDC conference.

>I am currently at the Communication Department at U.C. San Diego,

>teaching Herb Schiller's political economy of international communication

>course and relieving Dan Schiller from teaching a huge undergraduate

>course in communication as a social force.

>

>My Alma Mater in Beijing plans to translate 10 books in communication

>studies into Chinese. They have asked me for recommendations, and I know

>that they are aware of the critical versus administrative research

>division and that I am not a fan of Wilbur Schramm (the "Four Theories of

>the Press" was translated into Chinese in the early 1980s). If I recommend

>10, they will probably only take 5 or even less, reserving the other 5

>or more titles for the mainstream literature.

>

>I thought it would be great if you could help me with this task: you know

>what's best and most relevant in the literature and your name commands a

>lot of authority among Chinese media scholars. They said they want

>"classics" in the literature, representing different approaches and

>dealing with various aspects of media research.

>

>I would appreciate it very much if you could suggest some titles to me,

>including, of course, your own work. I take this as a great opportunity to

>introduce critical communication research to China.

>

>I was so glad to have met you at the UDC and I look forward to hearing

>from you.

>

>Regards,

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>Yuezhi Zhao

>Assistant Professor

>Department of Communication

>University of California, San Diego

>La Jolla, CA 92093-0503

>Tel: 619-534-6325

>fax: 619--534-7315

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