

THE WORLD & I

A CHRONICLE OF OUR CHANGING ERA

To: Barbara Hattemer
Ray Surette
George Gerbner

Rita Robinson
Stephen Blank
Diane Dreher

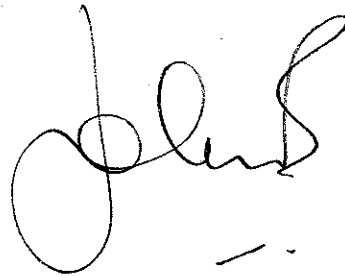
From: John Bremer

16 June 1994

First, my thanks to all of you for contributing to the Modern Thought section of the July issue of THE WORLD & I.

I have pleasure in enclosing an advance copy of the magazine and trust that it is to your liking. If you would like me to send copies of the magazine to colleagues, influential people, interested parties, (categories not mutually exclusive), please send me, at your earliest convenience, a list of their names and addresses.

Again, my thanks for all of your cooperation and assistance.



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April 12, 1994

To: John Bremer
Modern Thought
FAX: 202 269 9353

From: George Gerbner

Here is sidebar copy. Please call me after 10 a.m. at 610 642 7479 or 3061.

Our findings come from an ongoing research project called Cultural Indicators. CI is a data base and a series of reports relating recurrent features of the world of television to viewer conceptions of reality. Its cumulative data archive contains observations on over 3,000 programs and 35,000 characters coded according to many thematic, demographic and action categories.

CI research began in 1967-68 with a study for the National Commission on the Causes and Prevention of Violence. It continued under the sponsorship of the Surgeon General's Scientific Advisory Committee on Television and Social Behavior, the National Institute of Mental Health, The White House Office of Telecommunications Policy, the American Medical Association, the Administration on Aging, the National Science Foundation, the W. Alton Jones Foundation, the Screen Actors' Guild, the American Federation of Television and Radio Artists, the National Cable Television Association, the U.S. Commission on Civil Rights, the Turner Broadcasting System, the Ark Trust, Inc., the Mental Health Initiatives, Inc., the Women's Initiative of the American Association for Retired Persons, and currently also the Center for Substance Abuse Prevention, an agency of the U.S. Public Health Service, in its efforts to design prevention strategies relating to cultural sources of public health problems including violence.

Although violence-related findings and indicators have been published most widely, the approach was broadly based from the beginning to collect observations on the role and functions of many aspects of life presented on television. Studies have focused on television's contributions to images of women and minorities; sex-role stereotypes; occupations; political orientation; aging; disability; mental illness; death and dying; school achievement and aspirations; health-related issues such as drugs, safety, nutrition, and medicine; science and scientists; family life; religion; adoption, portrayals of animals, expressions of anger, and other issues. It has also been extended to comparative studies of television content and effects in several countries.

The research consists of two interrelated parts: (1) message system analysis, monitoring of the world of network television programs and (2) cultivation analysis, determining the contributions of television to viewer conceptions of social reality. The message analysis provides information about the historical and social dimensions of the television world, its cast of characters, their occupations and actions, and the values that govern their fate. The cultivation analysis focuses these messages upon specific lessons that living with television might cultivate in different groups of viewers.

The Violence Profile has been published periodically since 1972, based mostly on prime-time and weekend-daytime dramatic programs. Cable-originated dramatic programs, the Fox network, news, commercials, daytime serials, and game shows have been included in some of the studies. In each case, the focus of the investigation is the contribution of recurrent, stable, and pervasive features of the world of television to viewer conceptions and actions.

The project is conducted at the University of Pennsylvania's Annenberg School for Communication and directed by George Gerbner in collaboration with Michael Morgan at the University of Massachusetts at Amherst and Nancy Signorielli at the University of Delaware.

492 words

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3 February 1994

Dr George Gerbner
234 Golf View Road
Ardmore PA 19003

Dear Dr Gerbner:

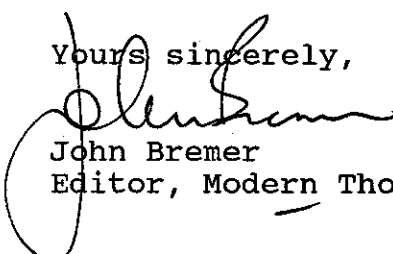
I very much appreciate your kindness and cooperation in working on our theme for June on media and youth violence.

As we discussed in our conversation, I enclose a formal letter of contract, the associated tax forms, a sketch of the total theme with names of all authors, and a copy of the current issue of THE WORLD & I. I must blushinglly admit that in the Modern Thought Section (pp.352 - 439) there is an article of my own, but I hope you will get a sense of our readership by glancing through this issue.

Please sign and return one copy of the contract, together with the tax form, to me at your earliest convenience, and PLEASE bear in mind our deadline of 7 March. As I am sure you know production schedules are always tight. The June issue should appear about 7 May so we have only two months in which to do everything from inputting (unless you are kind enough to send me a disc) to printing and binding.

I shall be out of the country from 8 February to 18 February but I do not believe that this will affect your work. I just wanted you to know that I will not be available during that period. Again, many thanks for your goodnatured help and for agreeing to write for us.

Yours sincerely,


John Bremer
Editor, Modern Thought

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THE WORLD & I

Plan for JUNE 1994 issue on the theme of the media, violence, and youth.

The following represents my current understanding and is primarily for information; authors should not feel restricted, and what is said here indicates focus.

The first two articles will be (more or less) a pro/con discussion taking different sides on the issue of whether the media causes or encourages or exacerbates youth violence.

Article 1. Emphasizing the connection between media and violence.

Author: Dr Barbara Hattemer
440 Spinnaker Drive
Naples, FL 33940

813 262-2471

Article 2. Minimizing the connection between media and violence, and proposing other factors and other patterns of cause/effect.

Author: Dr George Gerbner
(of Univ. of Penn., Annenberg School)
234 Golf View Road
Ardmore, PA 19003

215 642-7479 (h)
215 642-3061 (fax)

Article 3. A wider perspective on the issue of media, violence, and youth, dealing with the larger society.

Author: Dr Ray Surette
10253 SW 57th Court
Cooper City, FL 33328

305 434-2049 (h)
305 940-5847 (o)

Length: 3500 - 4000 words

Deadline: 7 March 1994

(It would be helpful to have the article on a disc, together with a print-out, but hard copy alone is fine.)