

GRADUATE COLLEGE
207 ADMINISTRATION EAST

December 6, 1962

Dear Professor ~~Sanford~~:

I understand that James William Gray expects to complete his doctoral dissertation in the near future. As chairman of his doctoral committee, will you please be responsible for making the necessary arrangements for this examination? The other members of the committee are listed below. The final certificate and a card on which to notify the University Press of the time and place of the examination have been sent to the departmental office.

Very truly yours,

Robert M. Sutton
Associate Dean

This committee is discharged as of June 1, 1963.

COMMITTEE

C. H. Sandage
Chairman

D. Klanton

T. B. Peterson

H. W. Henry

J. Jensen

G. Carlson ✓

cc: D. Gaylin

Department of Advertising

December 7, 1962

TO: T. B. Peterson
J. W. Jensen
✓ G. Gerbner
D. Flanders
H. W. Huegy

FROM: C. H. Sandage

This is to remind you that Jim Carey's oral examination will be held on Monday, December 10 at 9:00 a.m. in room 119d Gregory Hall.

js

EXCERPTS FROM J. C. THESIS

Too often individuals study communications the way an economist might study the purchase of a loaf of bread, as a simple exchange transaction. However, when an economist studies the exchange of a loaf of bread, he is concerned not only or even primarily with the simple exchange, but with the fact that two different systems possessed of different goals and values are being linked by the exchange. More than that, he is concerned with the function of the exchange in terms of some higher order system, say the national economy. The student of communication frequently assumes that parties are wired to the communication transaction and that it has no meaning in terms of systems. This thesis introduces the assumption of rationality, or, as it shall be called, of voluntarism, by assuming that individuals have alternative courses of action in communications transactions, and that the irreducible property of a communication transaction is the value orientations which control it.

Page 9: it is the contention of this thesis that part of the sterility in the field of communications is that there is, as Whitehead warned, a constraining framework of thought particularly operative in communications though plaguing much of the rest of the social sciences. This constraining mode of thought is the overwhelming predominance of analytic thinking in social science, stemming from the hegemony of classical physics as the model for the exact sciences.

Page 110: values, however, are not merely subjective phenomena, private and exclusive for the discreet individual. The

"cultural world" is ordered by the values which obtain within it.

Values are objective, then, in two important senses: epistemologically and ontologically. Values are objective in the sense that any socio-cultural phenomena are objective: they transcend any particular individual. For example, the "values of American society," by which is meant the peculiarly American way of discovering order in reality, exist prior to and independent of any individual, being articulated in cultural forms prior to the birth of the individual and existing after his death. . .

Values are also objective in the ontological sense. Any two elements of reality bear a relationship to one another independent of the human perception and understanding of that relationship. These relationships are determined by the relative status of objects, by the values obtaining between them. Such relationships are not random but ordered so that conditions of dependency, of subordination and superordination exist within the complex of real phenomena. In fact, this is the faith of the whole rationalistic movement which we call science. Values, being in their essence objective, are objects for investigation by science, philosophy and common sense. (For a detailed statement on American values see Robin N. Williams, Jr. American Society, 1956).



University of Illinois, Urbana, Illinois 61803

2 November 1965

Dear George:

Would there be any chance of securing a couple of copies of your paper "An Institutional Approach to Mass Communications Research?" I happened to see a copy in Ted's possession, was, I might add, quite impressed by it, and I would like to use it in the pro-seminar later this fall. It is not published anywhere as yet is it?

Enclosed is a copy of a paper or better a progress report I delivered at the AEJ convention this summer. I thought I might attempt to repay in kind if not in value.

I noticed that Paul Lazarsfeld was speaking at the Annenberg School this fall. I would very much appreciate a copy of his remarks if such is available. I am presently doing a paper on "personal influence" and because it is an increasingly critical paper I would like to see what Prof. Lazarsfeld has to say. If you do not have copies available, of course I can write direct.

As usual,

A handwritten signature in cursive script, appearing to read "James W. Carey".

J. W. Carey

November 11, 1965

Dr. James W. Carey
College of Journalism and Communications
University of Illinois
Urbana, Illinois 61803

Dear Jim:

Many thanks for sending me your stimulating paper on "Ethnic Variation in Television Viewing." I am passing it on to Robert Lewis Shayon of our faculty who will be very much interested in it.

I am sending you, enclosed, copies of the paper you requested. It will be published in Thayer, Lee (Ed.): Communication: Theory and Research (Proceedings of the First International Symposium, 1965) Springfield, Charles C. Thomas, 1966.

Paul Lazarsfeld spoke off the cuff and we have no transcript of his talk. He said nothing new.

With best regards.

Sincerely,

GG:kaf
enclosures

George Gerbner,
Dean

November 11, 1965

Dr. James W. Carey
College of Journalism and Communications
University of Illinois
Urbana, Illinois 61803

Dear Jim:

Many thanks for sending me your stimulating paper on "Ethnic Variation in Television Viewing." I am passing it on to Robert Lewis Shayon of our faculty who will be very much interested in it.

I am sending you, enclosed, copies of the paper you requested. It will be published in Thayer, Lee (Ed.): Communication: Theory and Research (Proceedings of the First International Symposium, 1965) Springfield, Charles C. Thomas, 1966.

Paul Lazarsfeld spoke off the cuff and we have no transcript of his talk. He said nothing new.

With best regards.

Sincerely,

GG:kaf
enclosures

George Gardner,
Dean

March 13, 1967

Dr. James W. Carey
College of Journalism and Communications
University of Illinois
Urbana, Illinois 61801

Dear Jim:

Thank you for sending me your article on "Harold Adams Innis and Marshall McLuhan." It is a very significant contribution indeed. The fact that it has to be published in the Antioch Review confirms my feeling of the need for a new journal of communications scholarship, and my desire to do something about that need.

There are about 10 people on this campus to whom I would like to send copies of your piece. Three or four additional copies should go to our library. Could you send me as many copies as you can spare now, and a few reprints when available?

I would also be interested in learning more about how your teaching and research program is shaping up.

With best regards to all.

Sincerely yours,

GG:kaf

George Gerbner,
Dean



March 27, 1967

George Gerbner, Dean
Annenberg School of Communications
University of Pennsylvania
Philadelphia, Pennsylvania 19104

Dear George:

I am sending you some copies of my "Innis-McLuhan paper" as you requested. I will also send along some reprints when they are available. The Antioch Review was supposed to run the piece in their Winter issue. However, they decided to devote that issue to the past, a series of articles commemorating the 100th anniversary of Das Kapital and run my piece along with an excellent piece of Herb Schiller's on the international marketing of American television programs in the Spring issue. That issue presumably devoted to the future.

Naturally, I am pleased with your reaction to the article. I too feel the need for a new journal in communications as so much of what I write does not exactly fit into the existing journals. The Journalism Quarterly was willing to run the Innis-McLuhan piece but only if I removed much of what I considered significant in the article. Similarly, a piece on Negro/white TV viewing was gutted by the Journal of Broadcasting and an article on homogeneous product advertising is in the process of being whittled down by the Journal of Communication.

On my teaching and research. In addition to my participation in the pro-seminar and an undergraduate seminar on freedom of the press, I am currently teaching two courses. An undergraduate course on communication theory which is preliminary to the more advanced courses in popular culture, public opinion, etc., and a graduate seminar entitled "Communication Systems." The undergraduate course has come along quite nicely. It has three principal tasks: 1) to describe interpersonal communication and to isolate problems of communication as they occur in industrial societies; 2) to relate these problems to social organization and to the rise of the mass media; 3) to analyze the structure and content of the mass media. Briefly stated, the theme of the course is this: the revolution in the system of production in the 18th century reconstituted the basis upon which men live together; the revolution in the system of production in communications in the 19th century reconstituted the terms on which knowledge and culture were produced and thus altered the terms on which men come to think about their common life. These revolutions while somewhat separate in time are necessarily linked, one being the outgrowth of the other. The course then attempts to look at these revolutions in terms of their implications for how men come to

George Gerbner, Dean
Page two
March 27, 1967

talk to and experience one another in direct contact (interpersonal communications) and how they come to acquire the more generalized terms and premises through which they come to understand their society. As you can see, the course is quite close to a course in popular culture. It differs principally in its emphasis on the nature and quality of interpersonal communication and how such communication is linked to social structure and the mass media. Similar to my paper on Innis and McLuhan, I attempt to deal with the effect of communications technology on the organization of social life, and the effect of communications content on one's consciousness of social life.

The graduate course is similar to the undergraduate except for the depth of analysis and the fact that we delve into historical periods in a slightly different way. This semester we are dealing largely with the 19th century in the United States and attempting to work with some of the classics of social theory, e.g., Marx, Durkheim, and Weber.

Obviously, much of my research is directed to the above, but, in addition, I have been doing a series of depth interviews with orphans on their television viewing attempting to find out what the content of television means to them, that is, not ~~what is~~ its effect, but what kind of an experience is it. In addition, I have been trying to drum up enthusiasm for a major study of the accelerating pattern of industrial concentration in mass communication and the linkage of firms in mass communication with firms in education (education in the narrow sense). This latter study it seems to me is of considerable significance in view of the policies of firms such as Xerox, IBM, General Electric, etc.

(For info sentence)

Well, that was a long, though altogether too brief, answer to your query. I hope things are going well at Annenberg. I read your recent statement on "Graduate Education in Communications" and am in substantial agreement with it. I am now chairman of a committee to revise the communications curriculum here and I hope that I can push it in essentially the same direction and with the same attitudes you express in your statement.

My best regards to all

*Hart
Econ*

Sincerely,

Jim

James W. Carey
Assistant Professor

UNIVERSITY of PENNSYLVANIA

PHILADELPHIA 19104

*Center of
Criminological Research*

223 SOUTH 38TH STREET

May 8, 1967

Dean George Gerbner
Annenberg School of Communications

Dear George:

I have just finished reading the paper by James Carey which you sent to me recently. I feel moved to write this note of praise. Your former student has style, perception, and a superior analytical capacity. I very much enjoyed reading his paper. Except for some unnecessary repetition, the paper is a delight to read. His critique of McLuhan is, I think, not only correct, but is also equally biting while being gentle. I hope his paper, when published, receives wide circulation.

Thanks for sending me a copy.

Yours,



Marvin E. Wolfgang
Professor and Graduate Chairman
Department of Sociology

MEW: jw

113 Grandview Road
State College, Penn.
September 25, 1967

Dear George,

Enclosed is the copy of your recent paper which you so graciously allowed me to read. As you will note I removed the staple binding it to facilitate my reading. I apologize for not re-fastening it, but I am rather short of office supplies here.

It is, incidentally, an excellent paper and will prove quite useful to me in my work this year. If you had told me you were preparing to attempt an essay of such range in a limited space, I wouldn't have believed you could have pulled it off. However, it reads smoothly, hangs together well, and goes beyond mere summary and commentary to make some original points. Congratulations. I hope you can let me have a permanent copy when they are run off.

My check came from the University Saturday. Pretty fast service, I'd say.

Hope to see you again in the near future.

As usual,

du

October 14, 1969

Dr. James W. Carey
College of Communications
University of Illinois
Urbana, Illinois 61801

Dear Jim:

Hiram Hayden shared with me the copy of your paper on "The Politics of the Electronic Revolution etc." and I am very much impressed with each successive development of your work on these critical issues. I would appreciate it if you could send me three copies, as well as a couple of reprints of the "Innis and McLuhan" paper, if available.

I understand that Hiram would like to use this paper in The American Scholar. But I suppose it is too long in its present state, and I also note that it is part of a series of papers, with one or more additional pieces in various stages of development. The reason I am mentioning this is that there is a chance that my long-time plan to start a central journal in (and on) communications might come to fruition within the next year or so. This would be an international magazine, an organ of new and emerging ideas representing the contributions communications as a discipline can make to our understanding of culture, society, and policy (or politics). Now the point of all this is that I would like to have on hand or in preparation a major article by you for the first issue. This is still somewhat speculated, but I would appreciate your letting me know what chances are of your having something available. This could be either a development of what you may have to cut out from the "politics" article (which is really two or three articles put together), or an entirely different piece. At any rate, please let me know.

I would also like to take advantage of your next visit to the East Coast to invite you to give another Colloquium, preferably during the spring semester. So please let me know if you are planning any trips.

With best regards.

Sincerely yours,

GG:kaf

George Gerbner,
Dean

INSTITUTE OF COMMUNICATIONS RESEARCH

THE UNIVERSITY OF ILLINOIS -- URBANA

October 20, 1969

Professor George Gerbner, Dean
The Annenberg School of Communications
3620 Walnut Street
Philadelphia, Pennsylvania

Dear George:

Thank you for your kind note concerning my paper "The Politics of the Electronic Revolution." Copies of that paper and reprints of my earlier "Innis and McLuhan" piece have been mailed you.

I am pleased to hear that the long needed communications journal may soon be a reality. It is impossible to tell at the moment whether or not I'll have anything ready for the early issues. Naturally, I would be flattered to be among the early contributors, and I will keep such a possibility in mind as I consider future work. At the moment I have writing commitments through February. At that point I hope to turn to the third in the series of papers on electronic communication and also a long projected essay on the "politics of popular culture." Both would I think, be appropriate to your journal, and I will keep you informed of my progress.

My plans for the second semester are now rather ill-defined. If I have an opportunity to be on the east coast, I would be happy to again give a colloquium at the Annenberg School. I'll be in touch.

My best wishes.

Sincerely,



James W. Carey
Director

JWC:lfs

INSTITUTE OF COMMUNICATIONS RESEARCH

THE UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN
URBANA, ILLINOIS 61801 • 217-333-1549

October 20, 1972

Professor George Gerbner
Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street
Philadelphia, Pennsylvania 19104

Dear George:

Do you still have available copies of your piece "Mass Communications and Conceptions of Education"? If so, I would appreciate one or two copies both for our own files and for a request we received.

What is the current status of the proposed volume of papers from the conference?

Sincerely,



James W. Carey
Director

JWC:lfs

AIR MAIL

October 27, 1972

Dr. James W. Carey
Director
Institute of Communications Research
The University of Illinois
Urbana, Illinois 61801

Dear Jim:

The old education research report is no longer available except from the following source:

Cooperative Research Report No. 876, available from any library participating in the Documents Expediting Project, or from the Educational Research Information Center of the U.S. Office of Education.

Enclosed is a copy of the "front matter" of our book. It should go into production soon, and should be published by Wiley in 1973.

With best regards.

Sincerely yours,

GG:kas
encl.

George Gerbner,
Professor of Communications
and Dean

AIR MAIL October 18, 1973

Dr. James W. Carey
Institute of Communications Research
University of Illinois
Urbana, Illinois 61801

Dear Jim:

Of course I will be glad to support your proposal
with Guggenheim or anyone who asks me.

Your plans sound most promising and I wish you
good luck.

Sincerely yours,

GG:kas

George Gerbner,
Professor of Communications
and Dean

George Gerbner

NATIONAL ENDOWMENT FOR THE HUMANITIES
 400 LAY ST., N.W., Washington, D.C. 20008

YOUNGER HUMANIST FELLOWSHIP, 1974-75

Fill in this information carefully before completing this form. Note particularly that a Personal Information Statement and a description of the Proposed Study (see Instructions, section II) must be attached to your application. Applications from persons whose basic aims will not be accepted for consideration. Note also that the original, plus 2 complete copies of the application and supporting information, are necessary for the review process (see Instructions, section VI).

Applicants for degrees and persons seeking support for work leading toward degrees are not eligible to apply for NEH fellowships. Although an applicant need not necessarily have an advanced degree to qualify (see Instructions, item 6 of section I).

Name Dr. <u>Carry</u> <u>James</u> <u>W.</u> Surname, First Name, Initial		5. CATEGORY OF PROPOSED STUDY (Check One) <input checked="" type="checkbox"/> A. WITHIN APPLICANT'S FIELD <input type="checkbox"/> B. OUTSIDE APPLICANT'S FIELD
6. POSITION Title: Director Institution: Institute of Communications Research University of Illinois at Urbana- Champaign 601 State Urbana, Illinois 61801		6. PROFESSIONAL TRAINING Date of Completion: <u>January 1963</u> (Month, Year) Degree Received: <u>Ph.D. Communications</u>
7. TITLE OF PROPOSED STUDY A Study of the Relationship Between Communication Technology and Culture		7. PERIOD OF TENURE REQUESTED Number of Months: <u>6</u> From <u>Feb. 21, 1975</u> To <u>Aug. 21, 1975</u> (Month, Day, Year) (Month, Day, Year) Academic Terms Covered by This Period: <u>Spring Semester and Summer Session</u>
8. APPLICANT'S FIELD Communications	FIELD OF PROPOSED STUDY Communications	8. LOCATION(S) WHERE STUDY WILL BE CONDUCTED Urbana, Illinois; Washington, D. C.; London, England

9. Description of proposed study and explanation of its contribution to the applicant's development as a teacher and interpreter of human knowledge: Over the last several years I have attempted to assess the impact on men, society, and culture of the oft-noted "third communications revolution." Many scholars have recognized a revolutionary potential in the development of advanced electronic communication systems--systems which marry the potential of cable television, telephone and time-shared computers into a broad-band, two-way system of education, entertainment, information and political participation. Unfortunately the discussion of this revolution has been dominated by engineers, physical scientists and quantitative social scientists; as a result the standards of evaluation have been largely those of power, productivity and efficiency. The response of humanists has been largely confined with important exceptions to raising the imagination of disaster. In an industrial society such a response is likely to be ineffective; moreover, it radically under-values the contribution the humanities have to make to these questions of social policy. We are now on the verge of supporting the innovation of an entirely new array of communication machines. For the first time since the allocation of the VHF and UHF television frequencies and the abortive policy of coexistence, communications policy is again being debated and the decisions made will seek into shape a variety of cultural services. Moreover, this debate presumes more often than it examines the relationship between communications technology and the shape of our life and culture, between the state of our knowledge and the technology through which this knowledge will be gained, between the values implicit in technology and the values one desires to realize. In my own work I have attempted to draw together scholarship in the humanities--work in the history of technology and culture, social theory, and philosophical anthropology and biology--in order to make a coherent response to the questions implicit in the "third communications revolution" and to lay guidelines for social policy which are inherent in the best of humanistic scholarship. This led me to investigate the history of previous communications revolutions and the relationship between technology and our notions of the future. It also led me to attempt to assess, from a historical perspective, the claims made on behalf of contemporary communications technology. I have investigated some overarching questions such as the relationship between communication technology and mind, the impact of communications technology on the shape of our common culture, and the role of communications technology in creating monopolies of knowledge. I would like to bring this work, published in scattered essays, together into a book length statement under the working title Communication, Technology and Culture. This project will allow me to exert greater control to my own teaching and scholarship of importance for social policy.

Statement of Plans:

Over the past several years I have written a series of essays and reviews that have been directed at one underlying problem: the relationship between communication technology and culture. My proposal now is a simple one: I am seeking the support of a Younger Humanist Fellowship over a six-month period for the time and travel necessary to bring these essays together in expanded and rewritten form as a volume under the working title Technology, Communications, and Culture.

The proximate cause of this request, other than my own continuing interest in the topic, is the oft-noted advent of a third communications revolution. Many contemporary scholars and commentators have recognized a revolutionary potential in the development of advanced electronic communications systems--systems which marry the potential of cable television, telephone, and time-shared computers into a broadband, two-way system of education, entertainment, information, and political participation. Indeed, the often euphoric speculation which has greeted this newly found technical potential is a species of what Leo Marx has called the "rhetoric of the technological sublime": the implicit belief that all our difficulties can be absorbed and transformed by the moral and political potential inherent in technology.

The problem is not a new one. In fact, each development in communications technology since the advent of printing has been greeted by contrasting images of the satanic or sublime machine. American writing on technology and culture has often suffered, however, from an absence of historical understanding concerning both the debate that has surrounded technological innovation--the benefits claimed yet still undelivered; the evils predicted yet still unrealized--and the precise effects of technology on culture and social organization.

In fact, the case can be made stronger. American writing on culture and technology suffers from the weakness of an extremely precise and articulate view of technology and a contrastingly vague and empty view of culture. The idea of culture in such writing--the work of Lewis Mumford is one significant and instructive exception--is a residual category: it refers to everything other than technology. But when such a view is adopted technology can be seen only as a progressive or demonic force. There is no standard, no idea of culture, against which the claims of technology can be assessed and judged. This situation is doubly unfortunate because in recent years we have made major advances in our understanding of culture and its relation to mind, knowledge and social organization.

The situation is somewhat different in Great Britain for there the "debate" over technology and culture has been at the center of English intellectual life and many of the greatest figures of the 19th and 20th century letters--Coleridge, Carlyle, Mill, Newman, Morris, Patrick Geddes, Eliot, Orwell, Leavis--have explicitly addressed themselves to this question. Moreover, because the idea of culture is less problematic in British life, the relation of technology and culture is grasped more directly and with a firmer understanding of the importance of this relation. This debate over culture and technology in relation to the growth in communications has been summarized and extended by Raymond Williams in two remarkable works Culture and Society 1750-1930, and The Long Revolution and by Richard Hoggart in The Uses of Literacy.

Surprisingly enough, the ideas of Williams and Hoggart, as well as their luminous predecessors, have rarely entered into American discussions of technology and culture, particularly when these discussions focus on a concrete technological innovation such as the development of new broadband systems of communication or computer information utilities. Again Lewis Mumford is an exception to the above because of the direct link between his work and that of his "master," the late Scot biologist and urban planner Patrick Geddes, and because of his openness generally to European scholarship. In North America only the late Canadian historian Harold Innis has systematically dealt with the relation of technology and culture against the background of European debate on the topic and with close attention to the effect of communication technology on culture. Yet his work has suffered from neglect, and has only entered American thought through the distorted prism of Marshall McLuhan.

...the one shared, serious attempt to broaden the debate over technology and to introduce humanistic values into these considerations, and to deal explicitly with the experience has come from a group of scholars identified with American studies. John Frowe (The Machine in the Garden), Henry Nash Smith (Virgin Land), Allan Trachtenberg (Mythical Past and Symbol) and John William Ward (Red, White and Blue) have quite successfully I think, to duplicate the work of Raymond Williams for America: to trace out the idea of culture in relation to technology in American social history, to characterize the images of technology that have dominated popular scholarship in entertainment, and to broaden and humanize the terms through which we think about technology and culture.

In my own essays I have attempted to extend the scholarship of many of the people mentioned above with particular attention to the development of communications technology. I have attempted to introduce the animating ideas of Williams and Hoggart on culture in relation to the popular arts and information, to resurrect and revivify the scholarship of these kinds concerning the effect of communication systems--writing, print, electronics--on culture and social organization, and to apply the considerations of Leo Marx et al. to contemporary images of technology, particularly communications technology.

My objective during the year 1974-75 is to bring together my already published writing into a general essay on the theme of technology, communications and culture. This is by no means a terminal project for I hope to continue working in this field for many years hopefully duplicating in an American context the achievement Raymond Williams has made in this field against the background of British history. While I have made substantial progress on my project, I must explicitly treat some of the following questions in order to bring the work to successful publication:

1. How have recent advances in the theory of culture--advances in biology, ethology, anthropology, phenomenology--redefined the relation between technology and culture? With culture increasingly seen not as a mere list of artifacts, behavior patterns, modes or ways of life but as a set of symbolic sequences--blueprints, recipes, complexes, programs in the most general sense--the relationship between culture and mind has been redefined. This redefinition makes possible a fresh examination of the effect of technology on culture and mind.
2. What specifically, has been the effect of changes in communications technology on mind and culture and what intelligent guesses can we hazard on the probable impact of new communications technology on culture and social organization?
3. To what degree does communication technology support or sometimes erode monopolies of knowledge exercised by particular classes and groups?
4. To what degree are the claims made on behalf of new forms of communications technology plausible in terms of what we know of the history of communications technology and its impact on mind, culture and social organization?

The importance of this task, independent of the skill of this supplicant, are beyond doubt. We are now on the verge of supporting the innovation of an entirely new array of communications machines. For the first time since the allocation of the VHF and UHF television frequencies and the abortive policy of deintermixture, communications policy is again being debated and the decisions made will seal into shape a variety of cultural services. Moreover, this debate presumes more often than it examines the relationship between communications technology and the shape of our general culture, between the state of our knowledge and the technology through which this knowledge can be gained, between the values implicit in technology and the values one desires to actualize.

The humanities have been in an extremely defensive posture relative to this debate over technology. The humanist response has been largely confined to raising the spectre of danger inherent in technological advance. (There are important exceptions to this, of course.) Such a response is likely to be ineffective in an industrial society. But the response is especially unfortunate for it undervalues what the humanities have to contribute to this discussion, and the capacity of the humanities to clarify our understanding of technology at this critical moment. From the history of both technology and culture

From social theory we can learn something of the limitations of technology in dealing with human problems. From philosophy we can derive standards of value and justice which can be used to assess technology and technological change so that we are not at the mercy of its standards of power, productivity and efficiency. From philosophical biology and philosophical anthropology we can learn something of the nature of mind, of the relation between mind and technology, and mind and culture so that we can assess the effect of technology on the human personality. In short, the humanities need not merely stand in a reactive and head-shaking relation to communications technology. The humanities can contribute positive standards of judgment, value and justice to this debate. To do this, however, humanistic knowledge must be brought together from several sequestered disciplines and applied to this problem.

Personally, I believe the completion of this project is important to my own development as a teacher and interpreter of the humanities. Due to a heavy teaching and administrative load, my own research and publications are episodic. It is now time for me to assemble this material in a coherent and consistent argument. If successful, I believe this will constitute a significant advance in our understanding of human communication, of technology, of the humanities and of their interrelations.

My plan for completing this work is a relatively simple one. For the first six months of the academic year 1974-75 I will be on sabbatical leave from the University. During this period I plan to exhaust the collection of work relevant to this topic in the University of Illinois library. I also wish to spend a few days during this period visiting a limited number of cable television operations, particularly those in New York and Kansas City. I also plan to spend some time at the Smithsonian Institution working with its excellent collection in communication technology. The second six-month period, the period for which I am requesting the National Endowment for the Humanities' support, I plan to spend in England. While there I wish, first of all, to utilize library materials on the history of technology and, particularly, intellectual responses to changes in communication technology not readily available in the United States. More importantly, however, I wish to expose my work to British scholarly audiences. As I have previously indicated, British scholars in communications have pursued lines of inquiry quite similar to mine. While my work has been read and commented on in Great Britain, I have never had the opportunity for oral presentation and extended discussion before foreign audiences that are at the same time sympathetic but critical. Therefore it is my hope to spend considerable time presenting seminars and engaging in discussions at the Center for the Study of Contemporary Culture, University of Birmingham, the Television Research Center, University of Leeds and the Center for Mass Communication Research, University of Leicester.

284 - ~~11~~ Resolve conflicts -
cohesion, ~~but~~
differentiation of consensus?
Both - only w/in the industrial
system.

Idea of capitalization of socialism?
Atheism as Theism? (1992)
Moral merit - value orient?

285-7 Rules of the game - improved?
Select from all rules? How?

287 - last 2 lines - integrate family value to
collective interest - of whom? Media owned?
(Republican press) Williams, Gray, Meyer?

287-8 - Alienate - disfranchise; if w/af. of
interest, somebody must be alienated. } add.
franchise to Negro - white polit. reform.

288 - celebrate what unifies? / or hypocrite
dominant points of view?

289 - Unity - role of the press; isolated -
most avid readers, viewers - addict

289 - last p. "shed light" - expose non-conformity
to enforce its rules of the game.

290 -

MM for states are from which some
people protest + fight at work. W9?

APPLICATION FOR A YOUNGER HUMANIST FELLOWSHIP

TO BE COMPLETED BY THE APPLICANT:

Name of Applicant: James W. Carey

Institution: Institute of Communications Research, University of Illinois at Urbana-Champaign


City and State: Urbana, Illinois 61801

Field:

FOR USE OF RESPONDENT: (Please see back of this page for guidelines)

James W. Carey had been a graduate student in my class. I served on his doctoral committee. Subsequently, he was a colleague and collaborator in several projects. Chief among these was a book I edited (Communications Technology and Social Policy, Wiley, 1973) to which Carey contributed a chapter on "The History of the Future."

Jim Carey is a brilliant young scholar. His work is consistently literate and incisive. He has a good grasp of the social sciences and interprets their methods and findings with humanistic insight. His analysis of the historical and cultural significance of technological development in communications is particularly keen. I would expect his work on that subject to be of considerable scholarly and general significance. I recommend him most emphatically and without reservation.

Signature of Respondent: 

Date October 22, 1973

Name and Title: George Gerbner, Professor of Communications and Dean

Department (or Position): The Annenberg School of Communications

Institution (or Employer): University of Pennsylvania

The National Endowment for the Humanities is considering the application of the person named on the front of this page for a fellowship which will enable him to undertake the study described on the attached form. The Endowment would appreciate having your opinion of the applicant's qualifications for the proposed undertaking, its importance, the likelihood of his accomplishing it, and any other comments you consider pertinent.

The Endowment is seeking to identify persons in the early part of their professional careers who have unusual promise as teachers and contributors to learning in the humanities. Some particular comment upon the applicant's promise and upon the value of the proposed study to his development in these respects will be most helpful.

Letters need not arrive at the Endowment before the application deadline of October 15, 1973. However, a long delay beyond that date may cause the letter to arrive too late for the review process.

When completed, please send this letter directly to the
Fellowships Division
National Endowment for the Humanities
806 15th Street, N.W.
Washington, D.C. 20506

JOHN SIMON GUGGENHEIM MEMORIAL FOUNDATION

Confidential Report on Candidate for Fellowship

Requested of:

Mr. George Gerbner
Annenberg School of Communications
University of Pennsylvania
Philadelphia, Pennsylvania 19104

Name of Candidate: Carey, James W.

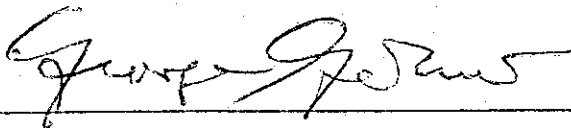
70:3

REPORT:

James W. Carey has been a graduate student in my class. I also served on his doctoral committee. Subsequently, he was a colleague and collaborator in several projects. Chief among these was a book I edited (Communications Technology and Social Policy, Wiley, 1973) to which Carey contributed a chapter on "The History of the Future."

Jim Carey is a brilliant young scholar. His work is consistently literate and incisive. He has a good grasp of the social sciences and interprets their methods and findings with humanistic insight. His analysis of the historical and cultural significance of technological development in communications is particularly keen. I would expect his work on that subject to be of considerable scholarly and general significance. I recommend him most emphatically and without reservation.

Signed



Date December 3, 1973

Position or Title Professor of Communications and Dean

Address The Annenberg School of Communications, University of Pennsylvania

(Please return to John Simon Guggenheim Memorial Foundation, 90 Park Avenue, New York, N.Y. 10016, at your earliest convenience. Addressed, stamped envelope is enclosed.)

~~I have known James Carey when he was a~~

James W. Carey had been a graduate student in my class. I ^{also} served on his doctoral committee. Subsequently, he was a colleague and collaborator in several projects. Chief among these ^{was a book} ~~were two books~~ I edited ~~in which~~ ~~to which Carey contributed chapters.~~ The first was ~~The Analysis of Communication Content (Wiley, 1969)~~ (Communications Technology and Social Policy, Wiley, 1973) to which Carey contributed a chapter on "The History of the Future."

Jim Carey is a brilliant young scholar. His work is ^s consistently literate and incisive. He has a good grasp ^{the} of social sciences and interprets their methods and ~~his~~ findings with humanistic insight. His ^{work on} ~~grasp of~~ analysis of the historical ^{and cultural} significance of technological development in communications is particularly keen. I would expect his work on that subject to be of considerable scholarly and general significance. I recommend him most emphatically and without reservation.

~~Carey has always completed assignments and his commitments with distinction and on time. I have no~~



January 2, 1974

Fellowships Division
National Endowment for the Humanities
608 15th St., N.W.
Washington, D.C. 20506

*File
Conroy*

Gentlemen (or Ladies):

I understand from the applicant that this recommendation has not been received. Enclosed you will find a duplicate copy.

Sincerely yours,

George Gerbner,
Professor of Communications
and Dean

GG:kas
encl.

INSTITUTE OF COMMUNICATIONS RESEARCH

**THE UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN
URBANA, ILLINOIS 61801 • 217-333-1549**

January 16, 1974

Dean George Gerbner
Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street
Philadelphia, Pennsylvania 19104

Dear George:

The National Endowment for the Humanities informs me I am missing your letter of evaluation for my fellowship application. I realize how such things can get lost in the pile of paper work that accumulates these days, and I also understand that, given the vagaries of the postal service, you might not have received the original forms.

I have enclosed another copy of my proposal. If you are missing the NEH evaluation forms, you can submit it on your letterhead. I would very much appreciate any help you can give me.

Sincerely,



James W. Carey
Director

JWC:lfs
Enclosure

Application has been directed to a

selected field:

Values and Technology

NATIONAL ENDOWMENT FOR THE HUMANITIES

1155 Massachusetts Avenue, Washington, D.C. 20506

YOUNGER HUMANITIES FELLOWSHIP, 1974-75

9/20/74

Instructions carefully before completing this form. Note particularly that a Personal Information Statement (see Instructions, section II) of the Proposal Study (see Instructions, section II) must be attached to your application. Applications not meeting these terms will not be accepted for consideration. Note also that the original, plus 2 complete copies of the application and supporting information, are necessary for the review process (see Instructions, section VI).

Applicants for degrees and persons seeking support for work leading toward degrees are not eligible to apply for NEH support. Although an applicant need not necessarily have an advanced degree to qualify (see Instructions, item 6 of section I).

1. NAME Mr. <u>Corey, James W.</u> <small>Surname, First Name, Initial</small>		5. CATEGORY OF PROPOSED STUDY (Check One) <input checked="" type="checkbox"/> A. WITHIN APPLICANT'S FIELD <input type="checkbox"/> B. OUTSIDE APPLICANT'S FIELD
2. POSITION Director Center for Institute of Communications Research University of Illinois at Urbana-Champaign Urbana, Illinois 61801		6. PROFESSIONAL TRAINING Date of Completion: <u>January 1963</u> <small>(Month, Year)</small> Degree Received: <u>Ph.D. Communications</u>
3. TITLE OF PROPOSED STUDY A Study of the Relationship Between Communication Technology and Culture		7. PERIOD OF TENURE REQUESTED Number of Months: <u>6</u> From <u>Feb. 21, 1975</u> To <u>Aug. 21, 1975</u> <small>(Month, Day, Year) (Month, Day, Year)</small> Academic Terms Covered by This Period: <u>Spring Semester and Summer Session</u>
4. APPLICANT'S FIELD Other: <u>Communications</u>	FIELD OF PROPOSED STUDY <u>Communications</u>	8. LOCATION(S) WHERE STUDY WILL BE CONDUCTED <u>Urbana, Illinois; Washington, D. C.; London, England</u>

9. Description of proposed study and explanation of its contribution to the applicant's development as a teacher and interpreter of the humanities: Over the last several years I have attempted to assess the impact on men, society, and culture of the oft-noted "third communications revolution." Many scholars have recognized a revolutionary potential in the development of advanced electronic communication systems--systems which marry the potential of cable television, telephone and time-shared computers into a broad-band, two-way system of education, entertainment, information and political participation. Unfortunately the discussion of this revolution has been dominated by engineers, physical scientists and quantitative social scientists; as a result the standards of evaluation have been largely those of power, productivity and efficiency. The response of humanists has been largely confined with important exceptions to raising the imagination of disaster. In an industrial society such a response is likely to be ineffective; moreover, it radically underestimates the contribution the humanities have to make to these questions of social policy. We are on the verge of supporting the innovation of an entirely new array of communication machines. For the first time since the allocation of the VHF and UHF television frequencies and the abandonment of deintermixture, communications policy is again being debated and the decisions will shape a variety of cultural services. Moreover, this debate presumes more than it examines the relationship between communications technology and the shape of our culture, between the state of our knowledge and the technology through which this knowledge is gained, between the values implicit in technology and the values one desires to realize. In my own work I have attempted to draw together scholarship in the humanities--work in the history of technology and culture, social theory, and philosophical anthropology and biology--to make a coherent response to the questions implicit in the "third communications revolution" and to lay guidelines for social policy which are inherent in the best of humanistic thought. This led me to investigate the history of previous communications revolutions and the relationship between technology and our notions of the future. It also led me to attempt to view the technological perspective, the claims made on behalf of contemporary communications technology and mind, the impact of communications technology on the shape of our common culture, the role of communications technology in creating monopolies of knowledge. I would like to see this work, published in scattered essays, together into a book length statement entitled Communication, Technology and Culture. This project will allow me to articulate what is central to my own teaching and scholarship of importance for social policy.

10. HOME ADDRESS (Please include ZIP code)

235 West California
Urbana, Illinois 61801

11. PRESENT ADDRESS AND PHONE NUMBER
(if different from item 10)

Same

13. PHONE NUMBER (Please include area code)

Home: (217) 367-9403

Office: (217) 333-1549

12. REFERENCES (List three to whom you are sending reference forms; see *Instructions*, item 12 of section I)

Name	Position	Address
Professor Jay W. Jensen	Head, Department of Journalism	University of Illinois, Urbana, IL
Professor Edward Brandabur	Professor of English, English Dept.	University of Illinois Urbana, Illinois 61801
Professor George Gerbner	Dean, Annenberg School of Communications	University of Pennsylvania Philadelphia, Pennsylvania

13. DATE OF BIRTH

September 7, 1934

14. PLACE OF BIRTH (city and state or city and country)

Providence, Rhode Island

15. SOCIAL SECURITY NUMBER

089-22-3854

16. CITIZENSHIP

U.S. Citizen

U.S. National (See definition in *Instructions*)

17. CERTIFICATION

I certify that the statements in this application are true and complete to the best of my knowledge. If I receive an award, I agree to abide by the pertinent National Endowment for the Humanities policies.

Signature of applicant

James W. Curry

Date

October 14, 1973

II. SUPPORTING INFORMATION - James W. Carey

A. Personal Information: Born - September 7, 1934 in Providence, Rhode Island;
Married; Four children

Education: B.S. (with honors), University of Rhode Island (1957)
M.S. in Communications, 1959, University of Illinois
Ph.D. in Communications, 1963, University of Illinois

Honors: Undergraduate Honors--Four Years University of Rhode Island

Graduate Fellow--University of Illinois

Summer Faculty Fellow--University of Illinois, 1964

Honorary Societies: Phi Kappa Phi, Kappa Tau Alpha (Journalism),
Order of Artus (Economics), Omicron Kappa Delta (leadership)

(I have not received nor have I applied for any fellowship or grants since 1964)

Employment: Instructor in Journalism, Department of Journalism, University of
Illinois, 1962-63
Assistant Professor of Journalism, Department of Journalism, University
of Illinois, 1963-67
Summer Faculty Fellowship, University of Illinois, 1964
Research Assistant Professor, Institute of Communications Research,
University of Illinois, 1965-67
Visiting Professor, Pennsylvania State University, 1967-68
Associate Professor of Journalism, Research Associate Professor,
Institute of Communications Research, University of Illinois,
1967-1971
Director, Institute of Communications Research, University of
Illinois, 1969 to present
Professor of Journalism, Research Professor of Communications,
University of Illinois, 1971-

Principal Publications and Reviews:

"Advertising: An Institutional Approach." In The Role of Advertising, C.H. Sandage
and Vernon Fryburger, eds., Homewood, Illinois: Richard D. Irwin, Inc., 1960, pp. 3-17.

"Review of Edward C. Ulassi, Studies in Public Communication," In Journalism Quarterly,
Vol. 39, No. 1, Winter, 1962, pp. 104-105.

"Personality Correlates of Persuasibility." In Toward Scientific Marketing, Stephen A.
Greyser, ed., Chicago: American Marketing Association, 1964, pp. 30-43. Reprinted
in Consumer Behavior and the Behavioral Sciences, Stuart Henderson Britt, ed., New
York: John Wiley & Sons, 1966, pp. 462-463.

"An Ethnic Backlash," Commonweal, Vol. 81, No. 4, October 16, 1964, pp. 91-93.

"Variations in Negro/White Television Preferences," Journal of Broadcasting,
Vol. 10, No. 3, Summer, 1966, pp. 199-212.

"The Phantom Racist," Trans/Action, Vol. 4, No. 1, November, 1966, pp. 5-11
(with Rita James Simon).

"Harold Adams Innis and Marshall McLuhan," Antioch Review, Vol. 27, No. 2, Spring,
1967, pp. 5-37. Reprinted in McLuhan: Pro and Con, Raymond Rosenthal, ed.,
New York: Funk and Wagnalls, 1968, and in eight other journals and anthologies.

"Generations and American Society," America Now, John J. Kirk, ed., New York:
Atheneum, 1968, pp. 293-305.

"Review of Walter Goodman's The Committee," in Commonweal, Vol. 88, No. 9, May 17,
1968, pp. 275-276.

"The Communications Revolution and the Professional Communicator," The Sociological
Review Monograph, No. 13, January, 1969, pp. 23-38.

"The Mythos of the Electronic Revolution--I," The American Scholar, Vol. 39, No. 2,
Spring 1970, 219-241 (with John J. Quirk).

"The Mythos of the Electronic Revolution--II," The American Scholar, Vol. 39, No. 3, Summer 1970, 395-424 (with John J. Quirk).

"Marshall McLuhan," World Book Encyclopedia, 1970.

"Review of Ronald T. Farrar and John D. Stevens, eds., Mass Media and the National Experience: Essays in Communications History," Journalism Quarterly, Vol. 48, No. 4, pp. 774-775.

"Review of Marshall McLuhan, From Cliche to Archetype," In Journalism Quarterly, Vol. 49, No. 1, Spring 1972, pp. 180-181.

"Criticism of the Press," Education for Newspaper Journalisms in the Seventies and Beyond, American Newspaper Publishers Association Foundation 1973.

"Review of Richard Hoggart, On Culture and Communication," Commonweal, Vol. 98, No. 2, March 16, 1973, pp. 42-43.

"Review of Brenda Maddox, Beyond Babel: New Directions in Communications," Ibid.

"The History of the Future." In Communications Technology: Impact and Policy, George Gerbner, et al., eds., New York: John Wiley, 1973.

"Harold Adams Innis and American Social Thought," In The Significance of Harold Innis, Peter Russell, ed., Toronto: University of Toronto Press, forthcoming.

The Politics of the Electronic Revolution, Urbana: Institute of Communications Research, 1972, 41 pp.

"A Cultural Approach to Communication," Communications, Vol. 1, No. 2, in press.

Unpublished papers and works in progress:

An Analysis of Journalism Education

What's Wrong with Teaching and Research in Communications History

The History of Communications Research

Popular Culture and the 'Uses and Gratification' of the Mass Media for The Uses and Gratifications of Mass Communication, Vol. III Sage Publications in Communications.

"Space and Time in the Canadian Economics of Harold Innis," for a forthcoming volume on Canadian Mass Communication.

Statement of Plans:

Over the past several years I have written a series of essays and reviews that have been directed at one underlying problem: the relationship between communication technology and culture. My proposal now is a simple one: I am seeking the support of a Younger Humanist Fellowship over a six-month period for the time and travel necessary to bring these essays together in expanded and rewritten form as a volume under the working title Technology, Communications, and Culture.

The proximate cause of this request, other than my own continuing interest in the topic, is the oft-noted advent of a third communications revolution. Many contemporary scholars and commentators have recognized a revolutionary potential in the development of advanced electronic communications systems--systems which marry the potential of cable television, telephone, and time-shared computers into a broadband, two-way system of education, entertainment, information, and political participation. Indeed, the often euphoric speculation which has greeted this newly found technical potential is a species of what Leo Marx has called the "rhetoric of the technological sublime": the implicit belief that all our difficulties can be absorbed and transformed by the moral and political potential inherent in technology.

The problem is not a new one. In fact, each development in communications technology since the advent of printing has been greeted by contrasting images of the satanic or sublime machine. American writing on technology and culture has often suffered, however, from an

Absence of historical understanding concerning both the debate that has surrounded technological innovation--the benefits claimed yet still undelivered; the evils predicted yet still unrealized--and the precise effects of technology on culture and social organization.

In fact, the case can be made stronger. American writing on culture and technology suffers from the weakness of an extremely precise and articulate view of technology and a contrastingly vague and empty view of culture. The idea of culture in such writing--the work of Lewis Mumford is one significant and instructive exception--is a residual category: it refers to everything other than technology. But when such a view is adopted technology can be seen only as a progressive or demonic force. There is no standard, no idea of culture, against which the claims of technology can be assessed and judged. This situation is doubly unfortunate because in recent years we have made major advances in our understanding of culture and its relation to mind, knowledge and social organization.

The situation is somewhat different in Great Britain for there the "debate" over technology and culture has been at the center of English intellectual life and many of the greatest figures of the 19th and 20th century letters--Coleridge, Carlyle, Mill, Newman, Morris, Patrick Geddes, Eliot, Orwell, Leavis--have explicitly addressed themselves to this question. Moreover, because the idea of culture is less problematic in British life, the relation of technology and culture is grasped more directly and with a firmer understanding of the importance of this relation. This debate over culture and technology in relationship to the growth in communications has been summarized and extended by Raymond Williams in two remarkable works Culture and Society 1750-1930, and The Long Revolution and by Richard Hoggart in The Uses of Literacy.

Surprisingly enough, the ideas of Williams and Hoggart, as well as their luminous predecessors, have rarely entered into American discussions of technology and culture, particularly when these discussions focus on a concrete technological innovation such as the development of new broadband systems of communication or computer information utilities. Again Lewis Mumford is an exception to the above because of the direct link between his work and that of his "master," the late Scot biologist and urban planner Patrick Geddes, and because of his openness generally to European scholarship. In North America only the late Canadian historian Harold Innis has systematically dealt with the relation of technology and culture against the background of European debate on the topic and with close attention to the effect of communication technology on culture. Yet his work has suffered from neglect, and has only entered American thought through the distorted prism of Marshall McLuhan.

In the United States the one shared, serious attempt to broaden the debate over technology and culture, to introduce humanistic values into these considerations, and to deal explicitly with American experience has come from a group of scholars identified with American studies. Leo Marx (The Machine in the Garden), Henry Nash Smith (Virgin Land), Allan Trachtenberg (Brooklyn Bridge: Fact and Symbol) and John William Ward (Red, White and Blue) have attempted, quite successfully I think, to duplicate the work of Raymond Williams for American history: to trace out the idea of culture in relation to technology in American social thought, to characterize the images of technology that have dominated popular scholarship and entertainment, and to broaden and humanize the terms through which we think about technology and culture.

In my own essays I have attempted to extend the scholarship of many of the people mentioned above with particular attention to the development of communications technology. I have attempted to introduce the animating ideas of Williams and Hoggart on culture in relationship to the popular arts and information, to resurrect and revivify the scholarship of Harold Innis concerning the effect of communication systems--writing, print, electronics--on culture and social organization, and to apply the considerations of Leo Marx et al. to contemporary images of technology, particularly communications technology.

My objective during the year 1974-75 is to bring together my already published writing into an extended essay on the theme of technology, communications and culture. This is by no means a terminal project for I hope to continue working in this field for many years hopefully duplicating in an American context the achievement Raymond Williams has made in this field against the background of British history. While I have made substantial progress on

my project, I must explicitly treat some of the following questions in order to bring the work to successful publication:

1. How have recent advances in the theory of culture--advances in biology, ethology, anthropology, phenomenology--redefined the relation between technology and culture?

With culture increasingly seen not as a mere list of artifacts, behavior patterns, mores or ways of life but as a set of symbolic sequences--blueprints, recipes, templates, programs in the most general sense--the relationship between culture and mind has been redefined. This redefinition makes possible a fresh examination of the effect of technology on culture and mind.

2. What specifically, has been the effect of changes in communications technology on mind and culture and what intelligent guesses can we hazard on the probable impact of new communications technology on culture and social organization?
3. To what degree does communication technology support or sometimes erode monopolies of knowledge exercised by particular classes and groups?
4. To what degree are the claims made on behalf of new forms of communications technology plausible in terms of what we know of the history of communications technology and its impact on mind, culture and social organization?

The importance of this task, independent of the skill of this supplicant, are beyond doubt. We are now on the verge of supporting the innovation of an entirely new array of communications machines. For the first time since the allocation of the VHF and UHF television frequencies and the abortive policy of deintermixture, communications policy is again being debated and the decisions made will seal into shape a variety of cultural services. Moreover, this debate presumes more often than it examines the relationship between communications technology and the shape of our general culture, between the state of our knowledge and the technology through which this knowledge can be gained, between the values implicit in technology and the values one desires to actualize.

The humanities have been in an extremely defensive posture relative to this debate over technology. The humanist response has been largely confined to raising the spectre of disaster inherent in technological advance. (There are important exceptions to this, of course.) Such a response is likely to be ineffective in an industrial society. But the response is especially unfortunate for it undervalues what the humanities have to contribute to this discussion, and the capacity of the humanities to clarify our understanding of technology at this critical moment. From the history of both technology and culture and from social theory we can learn something of the limitations of technology in dealing with basic human problems. From philosophy we can derive standards of value and justice with which to assess technology and technological change so that we are not at the mercy solely of standards of power, productivity and efficiency. From philosophical biology and philosophical anthropology we can learn something of the nature of mind, of the relation between mind and technology, and mind and culture so that we can assess the effect of technology on the human personality. In short, the humanities need not merely stand in a reactive and head-shaking relation to communications technology. The humanities can contribute positive standards of judgment, value and justice to this debate. To do this, however, humanistic knowledge must be brought together from several sequestered disciplines and applied to this problem.

Personally, I believe the completion of this project is important to my own development as a teacher and interpreter of the humanities. Due to a heavy teaching and administrative load my own research and publications are episodic. It is now time for me to assemble this material in a coherent and consistent argument. If successful, I believe this will constitute a significant advance in our understanding of human communication. of technology, of the humanities and of their interrelations.

My plan for completing this work is a relatively simple one. For the first six months of the academic year 1974-75 I will be on sabbatical leave from the University. During this period I plan to exhaust the collection of work relevant to this topic in the University of Illinois library. I also wish to spend a few days during this period visiting a limited

number of cable television operations, particularly those in New York and Kansas City. I also plan to spend some time at the Smithsonian Institution working with its excellent collection in communication technology. The second six-month period, the period for which I am requesting the National Endowment for the Humanities' support, I plan to spend in England. While there I wish, first of all, to utilize library materials on the history of technology and, particularly, intellectual responses to changes in communication technology not readily available in the United States. More importantly, however, I wish to expose my work to British scholarly audiences. As I have previously indicated, British scholars in communications have pursued lines of inquiry quite similar to mine. While my work has been read and commented on in Great Britain, I have never had the opportunity for oral presentation and extended discussion before foreign audiences that are at the same time sympathetic but critical. Therefore it is my hope to spend considerable time presenting seminars and engaging in discussions at the Center for the Study of Contemporary Culture, University of Birmingham, the Television Research Center, University of Leeds and the Center for Mass Communication Research, University of Leicester.

Relevant Bibliography:

- Richard Hoggart, The Uses of Literacy. Boston: Beacon Press, 1961.
- Harold A. Innis, The Bias of Communication. Toronto: University of Toronto Press, 1951.
- Harold A. Innis, Empire and Communication. Oxford: Oxford University Press, 1950.
- Leo Marx, The Machine in the Garden, New York: Oxford University Press.
- Lewis Mumford, Technics and Civilization. New York: Harcourt, Brace and World, 1934.
- Lewis Mumford, Technics and Human Development, New York: Harcourt, Brace and Javonovich.
- On the Cable, The Television of Abundance, Report of the Sloan Commission on Cable Communications, New York: McGraw-Hill, 1971.
- Walter J. Ong, The Presence of the Word. New Haven: Yale University Press, 1967.
- Adolf Portmann, New Paths in Biology. New York: Harper & Row, 1967.
- Allan Trachtenberg, Brooklyn Bridge, Fact and Symbol. New York: Oxford University Press.
- Raymond Williams, Culture and Society. New York: Columbia University Press, 1958.
- Raymond Williams, The Long Revolution. New York: Columbia University Press, 1961.

Comments Regarding Applicant for Associate

Requested of: Prof. George Gerbner

Applicant: James W. Carey

(Please return this form to The Center for Advanced Study, 912 West Illinois, Urbana, Ill. 61801, at your earliest convenience. An addressed stamped envelope is enclosed.)

COMMENTS:

James W. Carey had been a graduate student in my class. I also served on his doctoral committee. Subsequently, he was a colleague and collaborator in several projects. Chief among these was a book I edited (Communications Technology and Social Policy, Wiley, 1973) to which Carey contributed a chapter on "The History of the Future."

Jim Carey is a brilliant young scholar. His work is consistently literate and incisive. He has a good grasp of the social sciences and interprets their methods and findings with humanistic insight. His analysis of the historical and cultural significance of technological development in communications is particularly keen. I would expect his work on that subject to be of considerable scholarly and general significance. I recommend him most emphatically and without reservation.

Signed _____ Date October 26, 1973

Position or Title Professor of Communications and Dean

Address The Annenberg School of Communications, University of Pennsylvania

INSTITUTE OF COMMUNICATIONS RESEARCH

THE UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN
URBANA, ILLINOIS 61801 • 217-333-1549

Dear George:

I received my copy of the book and I was naturally happy to have everything in print. I will probably use it in my seminar this spring. I think you managed to get it into print quite promptly all things considered.

I am currently applying to the Guggenheim Foundation, the National Endowment for the Humanities and our own Center for Advanced Study for support next year. I have a sabbatical due and I would like as well a leave of absence for the second semester. I have basically proposed to the various groups that I collect and re-write a number of my already published essays into a book under the working title, Communications, Technology and Culture. I tell you this for I listed you as a referee on these various proposals. Normal good manners requires that I request your aid in advance. However, academic protocol seems to suggest that referees be nominated prior to my discussing the project with them. So I did recommend you as a referee and naturally I hope you will say a few favorable words on my behalf and that of my proposal. If you are contacted, you will receive a statement of the proposal so you can evaluate it at you leisure.

I do appreciate very much any help you can give me on this. I also apologize for infringing on your already scarce time. It was, however, necessary to recommend referees from outside this campus and given the fact you have encouraged my work in the past I thought you would be a logical person. Thank you in advance for whatever support you can give me and in retrospect for inviting me to the technology symposium and allowing me to contribute to the volume.

As usual,
Jim Carey