

University of Illinois at Urbana-Champaign

College of Communications
INSTITUTE OF COMMUNICATIONS RESEARCH
222B Armory Building
Champaign, Illinois 61820
(217) 333-1549

File

January 2, 1975

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

Dear George:

As I am about to go on leave of absence on a National Endowment for the Humanities Fellowship, it is an appropriate moment to thank you for being one of the sponsors of my application. I'm told the competition for awards was extreme, and I am sure that without your support I would not have secured the Fellowship. I hope in some small way I can repay your graciousness in the future.

I will be leaving for Dublin on January 10. I hope the calm(?) and isolation of Ireland will allow me to finish the book mentioned in the proposal. I hope to see you when I return.

With many thanks.

Sincerely,

JWC

James W. Carey
Director

JWC:lfs

290
Integration - despite the press
McCloskey - J.B. - press made - explicit
full potential - "expose" - but
effect is change in climate of
nat'l policy making.

Same time on J.B. - 150 other
org. - why not "expose"
press? Attention

289 - lack of exposure - not true

291 - Specify mechanisms - not done
corporation

294 - Econ freedom?

Child care? Spouse?

302 - effect on that? - "Greater" -
yet love ability

303

Paradise - yes

304 - "Gov't control of news" - no, attempt
by media to shift focus to gov't

304a - not implied

305 - Communism - a fascist can attract
media support, finances & audience

304 - Comments couldn't
whose definition?

University of Illinois at Urbana-Champaign

College of Communications
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222B Armory Building
Champaign, Illinois 61820
(217) 333-1549

June 11, 1976

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

Dear George:

A couple of students here have done quite a good piece on citizen's band radio. I have encouraged them to submit it to the Journal of Communication and I thought that I might see if you are interested in it. Ideally the paper should be divided in half and run as two articles in consecutive issues. The first article would deal with the administrative and legal history of citizen's band radio. The second would touch on more sociological matters: the spread of the technology, the social groups utilizing it, the uses to which it has been put.

If you think the journal would be interested in either or both of these pieces why don't you drop me a line and I will try to shepherd it through a revision and have it sent on to you.

Sincerely,



James W. Carey
Director

JWC:pc

'Loreto'
Dalkey Avenue
Killiney
Co. Dublin
Ireland
June 20, 1975

Professor George Gerbner
Journal of Communication
The Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street C5
Philadelphia, Pennsylvania 19174

Dear George:

I've read over Joel Persky's paper "The Relationship Between the Writings of Marshall McLuhan and Harold Adams Innis."

I cannot give you a favorable evaluation of the paper and would not recommend publishing it. I don't think it can be salvaged by re-writing either. Let me give you a brief reason or two for this judgment. But first, I should admit that Mr. Persky called me when he first embarked on his doctoral dissertation and I have already read the longer paper from which his current essay was drawn.

To the paper itself. First, I think the problem he has set himself is a relatively minor one. What can be said of interest concerning the relationship between Innis and McLuhan has already been said by many people (including myself) and much of the paper, where it is correct, is redundant. Unfortunately, the paper contains a number of errors or at least misplaced or insufficient emphasis in addition. For example, it should be emphasized that the most important influences on McLuhan were people other than Innis ^{or} people like Wyndham Lewis, Lewis Mumford and Patrick Geddes who influenced both. Second, McLuhan

Such as the
Scrutiny
school.

did not learn the lessons of the linear nature of print or the nature of the oral tradition from Innis. These arguments were part of the currency of the early 20th century and could have been learned from many people--again, Lewis, Mumford, Geddes or Dewey. Third, there is insufficient emphasis on the vast differences between these two. (The only difference he directly cites is one I earlier presented.) One cannot escape the central fact that the problems Innis faced were geographical and economic and those of McLuhan literary and aesthetic. Other judgments are highly suspect, e. g. that Innis and McLuhan form a continuum, that Innis is a specialist, McLuhan a generalist, that Innis is more deterministic, etc. Moreover, the argument on shared style is misleading. He overlooks the degree to which that aphoristic style is and has been widely spread and the fact that both may inherit the style from continental sources and the fact both are Scot/Canadians.

George, I don't think the paper deserves extended analysis so I won't give it. It simply is a relatively shallow piece of scholarship on what is, at best, a trivial problem at this time.

I trust this suffices. My own work is going well in this absolutely idyllic haven for a scholar. I hope that my current writing produces, among other things, something for the Journal.

As Usual,

Jim

June 30, 1975

Dr. James W. Carey
'Loreto'
Dalkey Avenue
Killiney
Co. Dublin
IRELAND

Dear Jim:

Thank you for your comments of June 20 on Persky's paper. I just did not want to reject this piece out of hand, and your evaluation was all I needed to confirm my own feelings.

I am pleased to know that your work is going well and that you are planning to send me a manuscript for the Journal.

Sincerely yours,

George Gerbner

GG:kas

June 22, 1976

James W. Carey
Director
Institute of Communications Research
University of Illinois
222B Armory Building
Champaign, IL 61820

Dear Jim:

Thank you for your letter of June 11 in which you alert me to the work of your students on citizen's band radio. I am very much interested in receiving a draft article on that subject.

We can condense the history of the universe into 15 pages so the history of citizen's band radio should not take longer. I suggest a 2 or 3 page summary of the administrative and legal history, and a deeper and broader development of its social uses and functions.

I am looking forward to reading such a draft. Many thanks for calling this work to my attention.

With best regards.

Sincerely yours,

George Gerbner,
Editor

GG:kas

October 11, 1976

James Carey
Gallup Professor
School of Journalism
The University of Iowa
Iowa City, IA 52242

Dear Jim:

Many thanks for your excellent critique of the Allen article. I appreciate your help and agree with your conclusions.

Soon I will send out another call for help. In the meantime, thanks again and best regards.

Sincerely yours,

George Gerbner,
Editor

GG:kas

The University of Iowa

Iowa City, Iowa 52242

School of Journalism

(319) 353-5414

September 30, 1976



Dean George Gerbner, Editor
Journal of Communication
Annenberg School of Communications
University of Pennsylvania
Philadelphia, Pennsylvania

Dear George:

I have read over the paper on "City Life and Talking About the Mass Media" and return it herein. Let me first make a gross judgment concerning publication: it is an acceptable essay that would not cause any embarrassment if it runs. It meets, in other words, the minimum qualifications for coherence, argument and evidence. While publishable, it is not, however, a good, compelling or even a particularly interesting essay. In marginal notes I have entered a query or reservation or two. Allow me to state a couple of general reasons that lie behind my evaluation.

The author has made the useful argument that the content of the mass media is not some kind of cloud cover that merely hovers over contemporary life. Instead this content actively enters into the transient daily interaction of individuals and groups: sustaining, forwarding, organizing social life. So far so good. This is a useful if obvious point and it is worth hammering home simply because so many otherwise intelligent people appear to have completely overlooked it. The author offers much evidence, drawn from a variety of sources, on the "rate" at which interaction is organized around media content, though he could have brought forward even more evidence concerning both rates and settings had he looked at the work on the diffusion of news. Finally, he tries to make some more general comments on the "integrative effects" of this content.

But what are we to make of all this? How can his observations teach us something sound and, in particular, lead forward to some enlightening research. These are the shoals on which the paper crashes, if you can forgive me that metaphor. The theoretical section of the paper, and despite the data it is largely a theoretical or "orientational" paper, is simply too thin and out of kilter to advance very much our understanding of the role of mass media in the ordinary lives of ordinary people.

He begins with some notes from urban sociology on the nature of primary and secondary relations in urban societies and how these relations are paralleled by appropriate forms of communication. He then adopts the typical position that in the growth of urban society these secondary and mass produced communications can have "role in the overall normative and functional integration of urban and urbanizing societies..." However, he quickly adds the caveat that whether the


effects of mass communication on society are consensus or conflict producing depends on the content and use of that content and not merely on the institution and the transmission. Further, he argues that the integrative effects at the "face to face" level can be sorted out by a simple "use and gratification" model and devotes much of the rest of the essay to this task.

Now this strategy simply begs all the questions we want to have asked? The mass media can produce conflict or consensus. Similarly he notes on page eight that "the interaction made possible by shared media experience can and certainly has often led to divisiveness, conflict and disruption ..." But that is the rub. Whether either of these alternatives (and there are others not mentioned) are realized depends on far more than the content and the use of that content by the audience. But starting from a functional or uses and gratifications model one cannot even set out the alternatives let alone indicate how and under what circumstances the media lead to various results for the society or for social interaction. Again, the content of the media not only supports social integration; it actively intrudes itself into families, neighborhoods, cocktail parties and transient encounters producing anger, discord, broken friendships and animosity. We have to comprehend how this happens, under what circumstances and to what consequence. But by beginning with a functional model the integrative aspects get investigated with only a passing note to the other possibilities thereby distorting our understanding of the role the mass media play in ordinary life. To develop this point would, of course, require a complete critique of the functionalist program. I don't intend to do that here but merely observe that seldom has the weakness of that program been as transparent as in this essay. But it is worth noting that much of his evidence is derived from the most impersonal and transient of urban encounters such as the typewriter example or randomly overheard conversations. Once one pushes behind these somewhat artificial gatherings to families, clubs, etc., one sees more clearly the social process through which the media simultaneously sustain, destroy, repair, transform, and ritualize interaction. Only this fuller range of possibilities is of interest and a one-sided emphasis on integration effects is both misleading and suggestive of the wrong type and direction of research.

In summary, the essay repeats, I fear, all the dead ends that functional analysis erected and diverts eyes from the range of actions and consequences into which the media enter and about which evidence must be gathered; the essay aborts a good subject rather than extending the range of research possibilities. Might I just quickly add that the evidence that he cites from Klapper on page nine is exceedingly misleading and wrongheaded in the original.

~~George, I hope this helps:~~ The essay is difficult to critique because its errors are in the background not the foreground and only lengthy analysis would adequately excavate these background problems. In its present form, I do think the essay would cause more harm than good.

Sincerely,


James Carey
Gallup Professor

AEJ

PRESIDENT

ASSOCIATION FOR EDUCATION IN JOURNALISM

James Carey
304 Communications Center
School of Journalism
University of Iowa
Iowa City, Iowa 52242

September 26, 1977

Dear George:

Please forgive my addressing you via a form letter but it is the only way I can contact a large number of people concerning the convention in Seattle.

I would naturally like to make the Seattle meeting the best convention in our history. I'm sure that is the desire of every president. To insure a program of high quality I need the advice and recommendations of many people, certainly more than will assemble in Chicago for our mid-winter meeting. As you probably know, the convention program, by tradition, is planned by the divisions, standing committees and advisory board and then relayed to the Executive Committee for approval. This procedure has worked well for us but it inevitably narrows the participation in the convention planning. Many able and imaginative people are not active participants in divisions or do not serve on the standing committees. As a result, I am seeking suggestions from many people concerning programs, topics and issues, speakers that might be invited, plenary sessions, etc.

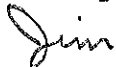
I would very much appreciate it if you would take a few minutes within the immediate days ahead and send on to me any program suggestions you might have. During and at the conclusion of every convention I hear people talk of speakers they wish had been invited, issues that should have been aired, experiments in format that should have been attempted. Unfortunately, these desires rarely get "fed back" into the planning process.

I am writing to fifty or so people that I know have strong intellectual and professional interests and can make useful suggestions for the convention. There are no guarantees any particular suggestion can be implemented. This is an open competition of ideas and, finally, the Executive Committee must decide following the recommendations of the Advisory Board. However, I promise to represent to both those groups suggestions that come from you that will add to the convention.

Won't you help in this planning process. This is, I know, the kind of request that can be quickly forgotten, so please jot down any ideas, half-baked thoughts, pet schemes, etc., within the next few days.

I will very much appreciate any help you can give me.

Sincerely,



James W. Carey
President--AEJ

October 26, 1977

Dr. James W. Carey
President
Association for Education in Journalism
304 Communications Center
School of Journalism
University of Iowa
Iowa City, IA., 52242

Dear Jim:

Here are some "ideas, half-baked thoughts, bad schemes, etc." in response to your letter of September 26:

1. I understand that the section on scholarly journals in the communication field was successful a year ago and perhaps should be revived.
2. Cross-cultural media studies deserves a panel or other focus, even if to stimulate such studies and report progress.
3. Media politics, with emphasis on the Washington scene, should be explored. As you know I consider the historic relationship of church and state to have been replaced by television and state, and try to follow the symbiotic institutional relationships of the two in terms of the struggle between independence and interdependence, lobbying, etc. For example, the story of the recent report of the Communications Subcommittee of Congress is instructive (and somewhat scandalous). At any rate, I don't see how a professional organization in the field can be up to date without paying some attention to the political scene in ways other than the usual genuflection to the First Amendment.
4. This raises the problem of the First Amendment itself--living bull or sacred cow?
5. Trend studies and indicators in the mass-cultural field, What are they and what do they indicate?
6. Media mythologies. Every profession tries to protect its vital parts by mystifying, sanctifying, and otherwise shielding or concealing. What is the mythology of journalism and other media professions?

Dr. James W. Carey

-2-

October 26, 1977

7. The portrayal of sex, violence, and other human relationships--why are they always controversial? The idea would be to point out that behind "juicy" issues there is always a struggle for control.
8. Is crime news necessary? The idea here would be to point out the social function and somewhat arbitrary definition of crime, depending largely on its visibility and symbolic effects through news reporting, etc.

This is surely a mixed bag but if you wish to follow up any, let me know.

With best regards,

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG:ab

October 25, 1977

Dr. James W. Carey
President
Association for Education in Journalism
304 Communications Center
School of Journalism
University of Iowa
Iowa City, IA., 52242

Dear Jim:

Here are some "ideas, half-baked thoughts, bad schemes, etc." in response to your letter of September 26:

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2. Cross-cultural media studies deserves a panel or other focus, even if to stimulate such studies and report progress.
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October 26, 1977

7. The portrayal of sex, violence, and other human relationships--why are they always controversial? The idea would be to point out that behind "juicy" issues there is always a struggle for control.
8. Is crime news necessary? The idea here would be to point out the social function and somewhat arbitrary definition of crime, depending largely on its visibility and symbolic effects through news reporting, etc.


This is surely a mixed bag but if you wish to follow up any, let me know.

With best regards,

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG:ab



July 7, 1977

James W. Carey
George H. Gallup Professor
School of Journalism
The University of Iowa
Iowa City, IA., 52242

Dear Jim:

Many thanks for your review of Manuscript #1028. I appreciate your assistance and agree with your conclusions.

Enclosed are the new book and manuscript lists for your use.

Best regards.

Sincerely yours,

George Gerbner
Editor

GG:ab

Enclosures

The University of Iowa

Iowa City, Iowa 52242

School of Journalism

(319) 353-5414

June 23, 1977



1847

Professor George Gerbner, Editor
Journal of Communication
The Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street C 5
Philadelphia, Pennsylvania 19174

Dear George:

A brief note of evaluation on the Ziller, Smith and Combs manuscript "The Photograph..." (Your number 1028)

This is really very ordinary and mundane work and would not recommend its publication unless it was re-worked and put together with other and more interesting pieces on photography. There are only two public criticisms I would make of it. First, it starts from a radically subjective conception of meaning ("Meaning evolves within people rather than between people," p. 1) which if true removes the study from the realm of communication. But it isn't true and there is ~~not~~ solid basis for arguing such a position. Second, the paper is not so much about photography or communication as it is about persons involved in and not involved in counseling and how these different populations respond to photography. This makes the paper speak more to psychiatry than communications but that of course is a consequence of the radical subjective notion of meaning originally adopted.

Sincerely,



James W. Carey
George H. Gallup Professor

JWC:ca

Enclosure

January 24, 1979

Dr. James W. Carey
George H. Gallup Professor
School of Journalism
University of Iowa
Iowa City, IA 52243

*How
Please
re-type or
file*

Dear Jim:

My advice would have been to take it, anyway.

Best wishes and I am delighted to ~~great~~ ^{great} you
as fellow dean and to see you take over from Ted
Peterson. Congratulations.

You ^{know} that you can count on me for any help,
advice, assistance, or interference you might need.

With best regards,

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG:ab

January 24, 1979

Dr. James W. Carey
George H. Gallup Professor
School of Journalism
University of Iowa
Iowa City, IA 52243

Dear Jim

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With best regards,

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG:sk

The University of Iowa

Iowa City, Iowa 52242

School of Journalism

(319) 353-5414



1847

January 17, 1979

Dear George:

I just received your note concerning the Morson manuscript. I can now explain that mysterious telephone call that never came. I had been sitting on an offer since just before Christmas to be the successor to Ted Peterson at Illinois. You were one of the people whose advice I was going to seek because I wanted to a dean in something of your image; that is, someone who provides scholarly leadership and continues to work as a writer and researcher while administering things. I finally concluded that was something I had to resolve for myself. So two days ago I accepted the position with the resolve that I would continue my scholarly work whatever the handicaps. I start in late August.

I'm sure your advice would have been sound and helpful but I finally decided not to impose on your valuable time concerning such a personal matter.

Best wishes.

*As usual,
Jim*

The University of Iowa

Iowa City, Iowa 52242

School of Journalism

(319) 353-5414

CAROL



1847

Dear George:

I much appreciated your thoughtful note. I was pleased to see I had anticipated your advice.

I'm sure I will be in touch asking all sorts of questions and I hope you will be particularly sure to inform me of developments, opportunities, etc. that would be useful to a college such as that at Illinois. Naturally, I am full of plans but also realistic concerning the possibilities considering the state of the university's budget.

It is my intention, and I hope you remind me of it frequently, to continue with active intellectual work and writing. That certainly will be a major challenge.

Thanks again.

As usual,

Jim

TEACHERS COLLEGE COLUMBIA UNIVERSITY

NEW YORK, NEW YORK 10027

June 3, 1982

Dean George Gerbner
Annenberg School of Communication
University of Pennsylvania
3620 Walnut Street
Philadelphia, Pa. 19104

Dear George:

Some time ago Professor Mary Alice White solicited your advice about possible candidates for the Cleveland E. Dodge Professorship of Telecommunications at Teachers College. I enclose a copy of the flyer we developed to describe the professorship. You mentioned, among others, Dr. John Carey.

After a long, long search, we have eliminated all but a handful of applicants. Carey remains as one of our viable candidates. I wonder if you would be good enough to write a letter to me about your feelings about him for the position. It is a serious commitment we are talking about, as the announcement implies. The members of the search committee would appreciate your critical appraisal.

Sincerely yours,



Louis Forsdale, Co-Chairman, Search Committee
for the Cleveland E. Dodge Professorship
in Telecommunications

Quickest and surest address:

Professor Louis Forsdale
Box 8
Teachers College
525 W. 120th Street
New York, New York 10027

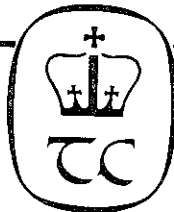
Cleveland E. Dodge Professor of Telecommunications and Education

Full professor, with tenure, to be first recipient of newly endowed Cleveland E. Dodge Professorship of Telecommunications and Education at Teachers College/Columbia University. Appointment to begin September, 1982. Salary commensurate with stature of position in the academic world.

Candidate must (1) be a published scholar with knowledge of at least one medium of electronic communication (e.g. broadcast television and video, computers and various peripheral and interactive technologies), and a clear vision of interrelationships among all media; (2) be prepared to lead a program of teaching and research at the graduate level in the field of telecommunications and education; (3) be prepared to collaborate in developing a strategy for Teachers College to take the lead, through a variety of academic disciplines, in the application of electronic communication to human resource development; (4) have an acquaintance with the various communication industries, public and private, particularly those related to the "electronic revolution"; (5) be dedicated to furthering the role that education, broadly conceived, can play in developing human resources in the contemporary world.

Although the several criteria must be met, applicants are sought from all sectors of society. A doctorate is desired, but exceptional experience, sound scholarship, wisdom, vision, and demonstrated achievement may substitute for the degree.

Send nominations and applications, not later than March 1, 1982 to: Chairman, Search Committee, Dodge Professorship in Telecommunications and Education, Box 8, Teachers College/Columbia University, 525 West 120 Street, New York, N.Y. 10027. An Equal Opportunity, Affirmative Action Employer.



**Teachers College
Columbia University**

June 10, 1982

Professor Louis Forsdale
Box 8
Teachers College
525 W. 120th Street
New York, NY 10027

Dear Lou:

I am pleased to write a letter of support for James W. Carey. Jim has been a graduate student in my class at Illinois. I also served on his doctoral committee. Subsequently, he was a colleague, a leader in our professional associations, an author of articles I accepted for the Journal of Communication and of a chapter in a book I edited, and a fellow dean. So I know him well both personally and professionally.

Jim Carey is a brilliant scholar, one of the top five in our field. His work is consistently literate and incisive. He has a good grasp of the social sciences and interprets their methods and findings, as well as the historical and philosophical approaches, with humanistic insight.

Carey's 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 a landmark in the literature of the field. Jim is also a good teacher and colleague. Frankly, I cannot think of a better qualified person for the Cleveland E. Dodge Professorship. If you can attract him to that post, I am convinced that he would bring credit to the position and to Teachers College.

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG:ab

June 10, 1982

Professor Louis Forsdale
Box 8
Teachers College
525 W. 120th Street
New York, NY 10027

Dear Lou:

I am pleased to write a letter of support for James W. Carey. Jim has been a graduate student in my class at Illinois. I also served on his doctoral committee. Subsequently, he was a colleague, a leader in our professional associations, an author of articles I accepted for the Journal of Communication and of a chapter in a book I edited, and a fellow dean. So I know him well both personally and professionally.

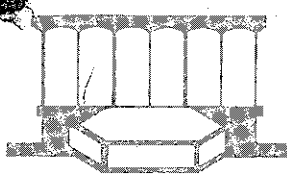
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Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG:ab



THE UNIVERSITY OF GEORGIA

Henry W. Grady SCHOOL OF JOURNALISM AND MASS COMMUNICATION

Athens, Georgia 30602

News-Editorial Sequence

Phone (404) 542-4668

March 4, 1985

Professor George Gerbner
Dean
The Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street C5
Philadelphia, Pennsylvania 19104

Dear George:

At the bottom of your thank you note following my recommendation for Carolyn Marvin you asked "what's up?" I am finishing a stint as visiting professor here for the Winter Quarter. I will leave next week for New York and a four month stay at the new Gannett Center at Columbia University as a "senior fellow." It has been and will be a welcome six month leave from administrative duties.

My major purpose in writing is to ask you to be thinking about our joint appearance--along with Phil Tompkins and Gerry Miller--at the wrap-up session of the Honolulu ICA meeting. I gather we are to assess the outcome of the attempt to create some "paradigm dialogue." Once I am settled in New York I'll call for a discussion. I haven't moved on this sooner because plans for the convention have been so fluid that I have been waiting for a definitive program from Brenda Dervin. I hope to see you during my tour of duty on the East Coast.

As usual,

James W. Carey
Distinguished Bicentennial Visiting Professor

April 2, 1985

James W. Carey
Senior Fellow
Gannett Center for Media Studies
Columbia University
2950 Broadway
New York, NY 10027

Dear Jim:

By now you should be well settled at the Gannett Center
so give me a ring and we shall get together for a discussion.

With best regards,

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG:ab

University of Illinois
at Urbana-Champaign

College of Communications
119 Gregory Hall
810 South Wright Street
Urbana, IL 61801

Office of the Dean
217 333-2350

March 26, 1987

Professor George Gerbner
Dean
University of Pennsylvania
Annenberg School of Communications
3620 Walnut Street
Philadelphia, PA 19104-6220

Dear Professor Gerbner:

The news that you were returning to the ranks of full time faculty caught me quite by surprise back in early February. I very much appreciate your sending me the news and I have shared it with your friends and acquaintances here. Somehow it escaped me that twenty-four, soon to be twenty-five, years had gone by since you left here. You are one of those people who one assumes will go on forever so it has taken some time for it to register. It has been an immensely successful and productive run. I know where of I speak if only because I am intimate with the demands of such a job after seven plus years in this one. So, I bring you congratulations and best wishes and deepest admiration for good work well done.

I gather we will share a platform again in Montreal.

Sincerely,



James W. Carey, Dean
College of Communications

JWC:nr

University of Illinois
at Urbana-Champaign

College of Communications
119 Gregory Hall
810 South Wright Street
Urbana, IL 61801

Office of the Dean
217 333-2350

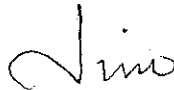
October 13, 1988

Dr. George Gerbner
Annenberg School of Communication
University of Pennsylvania
3620 Walnut Street
Philadelphia, PA 19104

Dear George:

I received a few days back a proof of the dust jacket of the forthcoming collection of my essays that Unwin and Hyman is publishing. I very much appreciate the generous and thoughtful words of support you provided the editor. It brought back memories of a long connection that goes back to the first time I entered your class, Communications 372, Popular Culture, in the spring of 1958. That was my first exposure to the literature of communications (we used Rosenberg and White's Mass Culture) and set me off, in my own crooked way, on the path I was to follow. It was you who recommended Raymond Williams' Culture and Society to me (it was published that year), and, as much as anything else, that set an orientation in place. I have much to be grateful for in this business, particularly your friendship and support, manifested again in this particular kindness. For that, and much more, I am very indebted to you.

With warmest best wishes,



James W. Carey
Dean

CAREY

Columbia University in the City of New York | New York, N.Y. 10027

PROVOST OF THE UNIVERSITY

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November 16, 1993

CONFIDENTIAL

Dean Emeritus George Gerbner
Annenberg School of Communication
University of Pennsylvania
Philadelphia, PA 19104-6220

Dear Dean Gerbner:

I write to ask for your help in evaluating the work and promise of Professor James Carey, currently of the University of Illinois at Urbana, who is being considered for an appointment to a tenure position in the Graduate School of Journalism at Columbia. Professor Carey's curriculum vitae is enclosed and upon request, we will send several of his recent publications. Professor Carey currently holds the rank of Dean in the College of Communications at the University of Illinois at Urbana.

Like every nomination to tenure at Columbia, that of Professor Carey is subject to a thorough and searching review, first by the faculty of his own department and then by an independent University-wide ad hoc committee. In assessing his candidacy, we are of course interested in his effectiveness as a teacher and his service to the University, but we are above all concerned to evaluate his qualities as a scholar and journalist and his standing among the leaders in his field. It would help our assessment considerably to have your views on the following:

1. How original has Professor Carey's work been? Is he likely to be a productive and creative scholar and journalist in the future?
2. How important has his work been to the development of his discipline? As the discipline evolves, can we expect him to work on problems which will be central to it?

When we consider a candidate for tenure, we wish to make certain that he is in fact among the leaders of his field, and in particular, that this is the case within his own age group. Your answers to the following questions are thus particularly important to us:

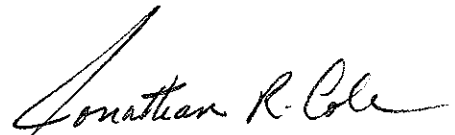
How does he compare with other scholars in the field of Culture and Communications? For your reference we have attached a list of individuals to whom we believe Professor Carey might be compared. (The list is meant only as a guide, and you may augment it as you see fit. Not everyone on the comparison list is of the same age and experience; this, of course, needs to be considered in making these comparisons.) Does the comparison list fail to mention outstanding contemporaries with whom our candidate should be compared or any of the senior figures in his field? If he is not now a leader in the field, may we expect him to become one?

These questions suggest the range of our concerns, and we would be most grateful to have your views on them or on any other points you consider relevant. Your response will, of course, be held in confidence and shown only to members of the ad hoc committee, the Dean, and the Executive Committee of the School. If you wish, however, you may address any restricted comments to me personally, or to the ad hoc committee.

While I realize that my request imposes upon your time, the opinions of outside referees play an important part in Columbia's system of tenure review. For this reason I would very much appreciate the benefit of your views, which I hope you will give us as soon as you possibly can.

With thanks in advance,

Sincerely,



Jonathan R. Cole
Provost

Enclosures: curriculum vitae
comparison list

JAMES W. CAREY

RESUME

I. Addresses, etc.

Home: 15 Claremont Ave. #82
New York, New York
10027 (212) 866-8593

Work: Columbia University
School of Journalism
2950 Broadway
New York, New York
10027
(212) 854-3852

Married for thirty-six years to Elizabeth Gilman Carey;
four adult children.

II. Education

B.S., University of Rhode Island, Business Administration, 1957.
M.S., University of Illinois, Communications, 1959.
Ph.D., University of Illinois, Communications, 1963.

III. Academic Positions

Assistant Professor, Associate Professor, Professor of Journalism,
University of Illinois, 1963-1976.

Visiting Professor of Journalism, Pennsylvania State University, 1967-
1968.

Research Associate Professor, Research Professor of Communications,
University of Illinois, 1967-1976.

Director, Institute of Communications Research, University of Illinois,
1969-1976.

Visiting Associate, Division of Social Science, University College,
Dublin, 1975.

George H. Gallup Professor of Journalism, University of Iowa, 1976-
1979.

Dean, College of Communications, Professor of Journalism, Research
Professor of Communications, University of Illinois at Urbana, 1979-
1992.

Distinguished Bicentennial Visiting Professor, University of Georgia,
1985

Visiting Professor, Columbia University, School of Journalism, 1992-94.

IV. Professional and Honor Societies

Association for Education in Journalism
International Communication Association
Speech Communication Association
Phi Kappa Phi
Kappa Tau Alpha
Omicron Delta Kappa
Order of Artus (economics honorary)

V. Awards, Offices, Elections (Partial List)

Faculty Fellow, University of Illinois, 1964.

National Endowment for the Humanities Fellow in Science, Technology and
Human Values, 1975-1976.

Associate Member, Center for Advanced Study, University of Illinois,
1975-1976.

President, Association for Education in Journalism, 1977-1978.

Accrediting Council on Education in Journalism and Mass Communication,
1974-1977.

Accrediting Committee of the Accrediting Council on Education in
Journalism and Mass Communication, 1980-1986.

Committee on Research, Association for Education in Journalism, 1969-
1972.

Board of Delegates, Association for Public Broadcasting, 1980-present.

President, American Association of Schools and Departments of
Journalism and Mass Communications, 1982-83.

Who's Who in America, 1985-.

Senior Inaugural Fellow, Gannett Center for Media Studies (now Freedom
Forum Media Studies Center), 1985.

Advisory Board, Office of Technology Assessment, United States
Congress, Project on the Computerization of the Federal Government,
1984-1986.

Fellow, International Communication Association, elected in 1989.

Advisory Board, Poynter Institute for Media Studies, 1984-.

Advisory Board, School of Communications, Pennsylvania State University, 1988-.

Chairman, Committee to Revise Accrediting Standards, Accrediting Council in Journalism and Mass Communications, 1983-84.

Illinois Humanities Council Board of Directors, 1988-.

Chairman, Gannett Foundation Small Grant Committee, 1987-.

Elected Member, Board of Directors, Public Broadcasting Service 1990-.

Visiting Scholar, Poynter Institute for Media Studies, 1991.

Wayne Danielson Award for Distinguished Contributions to Communications Scholarship, 1992.

Brigham Young University, Distinguished Achievement Award in the field of Communications, 1992

VI. Selected List of Articles and Reviews

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

"Review of George Katona, The Powerful Consumer," Journalism Quarterly, Vol. 38, No. 2, Spring 1961, pp. 243-244.

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

"Personality Correlates of Persuasibility," 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). Reprinted in Campus Power Struggle, Howard S. Becker, ed., Chicago: Aldine Publishing, 1970.

"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 many other journals and anthologies.

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

"Review of Walter Goodman's The Committee," 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.

"Review of Walter Kerr Thirty Plays Hath November," Journalism Quarterly, Vol. 46, No. 4, Winter 1969, pp. 844-45.

"The Mythos of the Electronic Revolution--I," The American Scholar, Vol. 39, No. 2, Spring 1970, pp. 219-41 (with John J. Quirk).

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

"Review of Dwight MacDonal on Movies," Journalism Quarterly, Vol. 47, No. 1, Spring 1970, pp. 181-82.

"Marshall McLuhan," World Book Encyclopedia, 1970, 1988.

"Review of Lewis Jacobs, ed., The Movies as Medium," Journalism Quarterly, Vol. 48., No. 2, Summer 1971, pp. 373-74.

"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.

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

"The History of the Future," Communications Technology: Impact and Policy, George Gerbner, et al, eds., New York: John Wiley, 1973, pp. 485-503.

"The Problem of Journalism History," Journalism History, Vol. 1, No. 1, Spring 1974, pp. 3-5, 27.

"Journalism and Criticism: The Case of an Undeveloped Profession," The Review of Politics, Vol. 36, No. 2, 1974, pp. 227-49.

"Criticism of the Press," ANPA Foundation Conference on Education for Newspaper Journalists in the Seventies and Beyond. Education for Newspaper Journalism in the Seventies and Beyond; Proceedings. Washington, D.C.; American Newspaper Publishers Association Foundation, 1974, pp. 257-79.

"Review of Richard Hoggart, On Culture and Communications," Commonweal, Vol. 48, No. 2, pp. 42-43.

"Review of Brenda Maddox, Beyond Babel: New Directions in Communications," Commonweal, Vol. 48, No. 2, 1973, pp. 42-43.

"Review of Richard Dyer MacCann, The People's Films: A Political History of U.S. Government Motion Pictures," Journalism Quarterly, Vol. 51, No. 2, Summer 1974, pp. 355-56.

"Communication and Culture," Communications Research: An International Quarterly, Vol. 2, No. 2, April 1975, pp. 173-91.

"Canadian Communications Theory: Extensions and Interpretations of Harold Innis," Studies in Canadian Communications, Gertrude Joch Robinson and Donald Theall, eds., Montreal: McGill University Programme in Communications, 1975, pp. 27-59.

"Popular Culture and Uses and Gratifications: Notes Toward an Accommodation," The Uses of Mass Communication, Sage Annual Reviews of Communication Research, Vol. 3, Jay G. Blumer and Elihu Katz, eds., Beverly Hills: Sage Publications, 1975, pp. 225-48, (with Albert L. Kreiling).

"A Cultural Approach to Communications," Communication, Vol. 2, No. 1, 1975, pp. 1-22.

"But Who Will Criticize the Critics," Journalism Studies Review, Summer 1976, Vol. 1, No. 1, pp. 7-11.

"Mass Communication and Cultural Theory," Mass Communication and Society, James Curran, et al, eds. London: Edward Arnold Ltd., 1977, pp. 409-425.

"Review of John C. Merrill, Existential Journalism," Journalism Quarterly, Vol. 54, No. 3, Autumn 1977, pp. 27-29.

"Review of Garth Jowett, Film: The Democratic Art," Journal of Communication, Vol. 27, No. 3, Summer 1977, pp. 223-25.

"Concentration and Diversity in the News Media: An American View," The Mass Media in Germany and the United States, edited by J. Herbert Altschull and Paula C. Pearce, Bloomington, Indiana: Institute for German Studies, 1978, pp. 31-39.

Editor, "Communication and Culture: Humanistic Models in Research," Communications Research, Vol. 5, No. 3, July 1978, Sage Publications, (with Paul Hirsch).

"Social Theory and Communication Theory," Communication Research, Vol. 5, No. 3, July 1978, pp. 357-68.

"The Ambiguity of Policy Research," Journal of Communication, Vol. 28, No. 2, Spring 1978, pp. 114-19. Reprinted in Mass Communication Review Yearbook, Vol. 1, G. Cleveland Wilhoit and Harold deBock, eds., Beverly Hills: Sage Publications, 1980, pp. 706-11.

"A Plea for the University Tradition," Journalism Quarterly, Vol. 55, No. 4, Winter 1978, pp. 346-55. (reprinted in Journalism Studies Review, July 1979 and Carleton Journalism Review, Summer 1980.

"Review of Peter Braestrup, Big Story: How the American Press and Television Reported...Vietnam...," American Historical Review, April 1979, pp. 594-95.

"The Politics of Popular Culture: A Case Study," Journal of Communication Inquiry, Vol. 4, No. 2, Winter 1979, pp. 3-32.

"Forward" to Social Theories of the Press," by Hanno Hardt, Beverly Hills: Sage Publications, 1979.

"Review Essay: "The Open University Course on Mass Communications," Media, Culture and Society, Vol. 1, No. 3, April 1979, pp. 313-318.

"Graduate Education in Mass Communication," Communication Education," Vol. 28, No. 1, September 1979, pp. 282-93.

"Comment on the Gray-Weaver Paper," Mass Communication Review Yearbook, Vol. 1, G. Cleveland Wilhoit and Harold deBock, eds., Beverly Hills: Sage Publications, 1980, pp. 152-55.

"Changing Communications Technology and the Nature of the Audience," Journal of Advertising, Vol. 9, No. 2, 1980, pp. 3-9, 43.

"Culture, Geography, and Communications: The Work of Harold Innis in an American Context," Culture, Communication and Dependency, W. Melody, et al, eds., Norwood, NJ: Ablex Publishing, 1981, pp. 73-91.

"The Logic of Qualitative Research," Research Methods in Mass Communications, edited by Guido Stempel and Bruce Westley, New York: Prentice-Hall, Inc., 1980, pp. 342-362, (with Clifford Christians).

"International Communications: The Impact of the Mass Media," International Communication in a Multi-Faceted World, Urbana, Illinois: 1980, Midwest Regional Conference for Senior Fulbright Scholars, pp.7-16. Reprinted in Representative American Speeches, 1980-81, edited by Owen Petersen, NY: The H. W. Wilson Co., 1981, pp. 95-110.

"Review of Teaching as a Conserving Activity" by Neil Postman. Educational Communication and Technology, Winter 1980.

"The Computer as Change Agent: A Review," Journalism Quarterly, Vol. 57, No. 4, Winter 1980, pp. 678-80.

"McLuhan and Mumford: The Roots of Modern Media Analysis," Journal of Communication, Spring 1980, pp. 162-78.

"The Discovery of Objectivity," American Journal of Sociology, Vol. 87, No. 5, March 1982, pp. 1182-88.

"Technology and Ideology: The Case of the Telegraph," Prospects: The Annual of the American Studies Association, Vol. 8, Cambridge: Cambridge University Press, 1983, pp. 303-26.

"Mass Media: The Critical View," Communication Yearbook V, Beverly Hills: Sage Publications, 1982, pp. 18-33.

"The Origins of Radical Discourse on Communications in the United States," Journal of Communication, Vol. 33, No. 3, Summer 1983, pp. 311-13.

"High Speed Communication in an Unstable World," The Chronicle of Higher Education, July 27, 1983. Reprinted in Points of View on American Higher Education, Stephen H. Barnes, ed., Lewiston, N.Y.: The Edwin Mellen Press, 1990, pp. 243-247.

"High Tech and High Ed.," Illinois Issues, March 1984, pp. 22-29.

"The Paradox of the Book," Library Trends, Vol. 33, No. 2, Spring 1985, pp. 103-113.

"Walter Benjamin, Marshall McLuhan and the Emergence of Visual Society." Prospects: The Annual of the American Studies Association, Vol. 11. Cambridge: Cambridge University Press, 1987, pp. 29-38.

"The Dark Continent of American Journalism," Reading the News, edited by Robert Karl Manhoff and Michael Schudson. New York: Pantheon Books, 1986, pp. 146-196.

"Overcoming Resistance to Media Studies," Mass Communication Review Yearbook, Vol. 5, Beverly Hills: Sage Publications, 1986, pp. 27-40.

"'Putting the World at Peril': A Conversation with James W. Carey," Journalism History, Vol. 12, No. 2, Summer 1985, pp. 38-53.

"Technology, Culture and Democracy: Lessons from the French," Journalism Quarterly, Vol. 63, No. 4, Winter 1986, pp. 855-858.

"High Technology and Higher Education," Technological Change and the Transformation of America edited by Steven E. Goldberg and Charles R. Strain. Carbondale: Southern Illinois University Press, 1987, pp. 183-198.

"Journalists Just Leave: The Ethics of an Anomalous Profession," Ethics and the Media. Iowa City: Iowa Humanities Board, 1986, pp. 5-19.

"The Press and Public Discourse," The Center Magazine from the Center for the Study of Democratic Institutions, Vol. 20, No. 2, March/April 1987, pp. 4-32.

"The Demagogue as Rabble-soother" a review of Garry Wills' Reagan's America: Innocents at Home. Illinois Issues, Vol. 13, No. 7, July 1987, pp. 21-23. Reprinted in In These Times as "Reagan and the

Mythology of the American Childhood," September 1, 1987, pp. 18-19.

"Review of Politics of Letters" by Richard Ohmann. Los Angeles Times, June 28, 1987, p. 8.

"Taking Culture Seriously," Media, Myths, and Narratives: Television and the Press edited by James W. Carey. Beverly Hills: Sage Publications, 1988, pp. 8-18.

"Will the Center Hold?" Mass Communication Review Yearbook, Vol. 6 edited by Michael Gurevitch and Mark R. Levy. Beverly Hills: Sage Publications, 1987, pp. 26-30.

"Humanities are Central to Doctoral Studies," ASJMC Insights, Feb. 1959, pp. 2-5.

"Presidential Election 1988: The Degradation of Democratic Discourse." Illinois Issues, January 1959, pp. 16-18.

"Harold Innis (1894-1952)." International Encyclopedia of Communications, Vol. 2, Erik Barnouw, et. al. eds. New York: Oxford University Press, 1989, pp. 320-321.

Review of "ProfScam: Professors and the Demise of Higher Education," by Charles Sykes Journalism Education, Vol. 44, No. 3, Autumn 1989, pp. 48-53.

"The Church's Responsibility to Teach the Value of Life: A Surprising Dialogue Between a Catholic and Jew" in Population Matters: People, Resources, Environment and Immigration, by Julian L. Simon. New Brunswick: Transaction Books, 1990, pp. 239-252.

"Communications and the Progressive Tradition," Critical Studies in Mass Communications, Vol. 6, No. 4, 1989.

"The Language of Technology: Talk, Text and Template as Metaphors for Communication." Essays in Technology and Communication. Martin Medhurst, ed., Washington State University Press, 1990.

"The Academy and Its Discontents", The Gannett Center Journal, Spring-Summer 1991, pp. 163-180.

"Colleges True Ills Are Not the Trendy Ones", Newsday, July 21, 1991, pp. 32-33.

"'A Republic If You Can Keep It': Liberty and Public Life in the Age of Glasnost," in Crucible of Liberty: 200 Years of the Bill of Rights. Raymond Arsenault, ed., New York, The Free Press, 1991, pp. 108-128.

"Review of Media Theory: An Introduction" by Fred Inglis, in Journalism Quarterly, Vol. 68, No. 4, Winter 1991, pp. 894-895

"Technology as a Totem for Culture," American Journalism, Vol. 7, No. 4, Fall 1990, pp. 242-251.

"Political Correctness and Cultural Studies," Journal of Communication, Vol. 42, No. 2 (Spring 1992), pp.56-72.

"Review of History and Communications" by Graeme Patterson and "The Bias of Communications" by Harold Innis, in The Canadian Historical Review, Vol. 74, No. 2, (June 1993), pp. 269-273.

"Everything that rises Must Diverge: Notes on Communications, Technology and the Symbolic Construction of the Social," in Beyond Agendas: New Directions in Communication Research. Philip Gaunt, ed., Westport, Conn.: Greenwood Press, 1993, pp. 171-184.

"Communications and Economics," Political Economy of Mass Media, Robert Babe ed., Greenwood Press, forthcoming

"May You Live in Interesting Times," Australian Journal of Communications, in press.

"Mass Media and Democracy Between the Modern and the Postmodern," Journal of International Affairs, forthcoming.

VII. Books

Media, Myths, and Narratives: Television and the Press. Beverly Hills: Sage Publications, 1988.

Communication as Culture: Essays on Media and Society. Boston and London: Allen and Unwin, 1989.

Three symposia have been devoted to portions of the above work.

Special issue of Journalism History, "Seeking New Paths in Research," Vol. 2, No. 2, Summer 1975; a special session at the annual meeting of the Society for the History of Technology, Philadelphia, December 1976, a special issue of American Journalism, Vol. 7, No. 4, Fall 1990.

VIII. Work in Review. In Progress

"The History and Politics of Popular Culture," University of Utah, Department of Communication, forthcoming.

"The Concept of Ideology and the Study of the Mass Media."

Harold Innis and Marshall McLuhan: An Intellectual Biography (Under contract to Basil Blackwell)

Journalism: History, Politics and Ethics. (This is a collection of new and previously published essays on journalism that will be published in the next year or two from an as yet undetermined publisher.)

CAREY - COMPARISON SCHOLARS

*Stephen Chaffee - Stanford University

*Daniel Czitrom - Mount Holyoke

*Todd Gitlin - University of California at Berkeley

*Jay Rosen - New York University

*Michael Schudson - University of California at San Diego

*Anthony Smith - Oxford University

Please note that some of the persons listed above may be well-established and senior to Professor Carey. By including these names in seeking a comparison with him, we are not suggesting that he is now comparable to them; rather we are requesting your best estimate of his potential to reach their standing.

* also on referee list