

VANCE PACKARD
87 MILL ROAD
NEW CANAAN, CONN. 06840
TELEPHONE 203-966-1707

December 18, 1978

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

Dear Dean Gerbner:

As you may know, I am the author of a number of books of social analysis ranging, chronologically, from The Hidden Persuaders to The People Shapers. Currently, I am researching a book that will deal with recent trends in family life and child development.

In this connection, I am greatly interested in a quote attributed to you regarding television. According to my notes you stated, "Television has profoundly affected the way in which members of the human race learn to become human members."

An intriguing concept. Did you amplify on what you meant? Was it in an available article or speech? If so, I would appreciate a copy.

Thank you for your assistance in this matter.

Sincerely,


Vance Packard

VP/cp

January 4, 1979

Vance Packard
87 Mill Road
New Canaan, Conn. 06840

Dear Mr. Packard:

In response to your letter of December 18, I am enclosing some articles that may be of interest to you.

As a reader and user of your previous books, I wish you every success in your new project. If I can provide any further information, please let me know.

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG/sk