

October 4, 1984

Robert L. Cox  
Executive Director  
International Communication Association  
8140 Burnet Road  
Post Office Box 9589  
Austin TX 78766

Dear Bob:

I received copies of your letters of September 7 to the ICA Executive Committee and of September 21 to Klaus Krippendorff. I have some long-standing feeling on what you call the "CIMBUL Controversy."

First, the ICA NEWSLETTER is not a scholarly publication with its own policy and constituency but a house-organ. That means that its editor has no independent authority except to carry out what the organization determines to be policy.

Secondly, the abbreviated titles, as most neologisms that do not catch on but are used only as a private language, are and have always been an embarrassment. (That includes such abominations as ORGCOM and MASSCOM and even EXCOM and PUBCOM. ) The only reason you give for their use is habit. If so, it is a bad habit that should be expunged from use -- and memory.

I am pleased to note that despite your feelings (nostalgia, no doubt) you have decided to implement the recommendations of the Executive Committee in the next Newsletter. It will help make it more accessible.

With best regards.

Sincerely yours,

George Gerbner  
Professor of Communications  
and Dean

CC: Klaus Krippendorff  
Brenda Dervin

GG:ab



# INTERNATIONAL COMMUNICATION ASSOCIATION

8140 Burnet Road, P. O. Box 9589, Austin, Texas 78766 USA (512) 454-8299

November 20, 1984

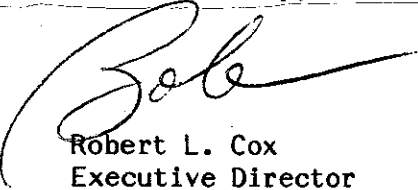
George Gerbner  
Professor of Communications  
and Dean  
Annenberg School of Communications  
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3620 Walnut St., C5  
Philadelphia, PA 19104

Thank you, George,

for your unsolicited letter of October 4th with regard to the "CIMBUL Controversy." Your point about the ICA Newsletter being a "house-organ" is a good one.

Part of my dissent was the fact that there has never been a "policy with regard to the Newsletter." And, there really is no official policy statement with regard to any ICA publication. Because there is such lack of policy, we will always be involved in these "skirmishes". The tone of and the implied theory in the third and fourth paragraphs of your letter are totally unacceptable to me.

Most cordially,



Robert L. Cox  
Executive Director

RLC:jg