

November 21, 1973

Dr. F. Gerald Kline
Dept. of Journalism
University of Michigan
Ann Arbor, Michigan 48104

Dear Gerry:

The Winter issue of the Journal of Communication is in press. Associate Editor Susan Schmidt and I are now working on the Spring issue. We are pleased and excited about the response to the call for collaboration and contributions. Our list of Consulting and Contributing Editors represents leading active contributors to knowledge and centers of activity around the world. The Editorial Board of 13 is structured according to our agreement with the International Communication Association. It will review and advise on general editorial policy. The help, materials, and contributions I have already received from Consulting and Contributing Editors (henceforth CCE's) and others has resulted in a significant and interesting Winter issue. Let me report on that issue and then ask for your immediate and long-range assistance.

We are working on an unusual cover design that features both major articles and the special symposium on the world-wide traffic in film and TV communications, entitled "Cultural Exchange -- Or Invasion?"

The title page and the CCE list occupy the first two inside pages. I am enclosing a copy of the galley proof of these pages. Most of you will find your names and affiliations (abbreviated to save space) on the CCE list. (Some responses came in too late for this proof, but will be added for the final version.) If you want to suggest any changes in time for the Spring issue, please let me know by December 15.

As you turn the title page, you will come upon the Intercom section starting on page 3 and running about 12 pages. Intercom is where readers and editors share news and views. Brief items about meetings, other events, work in progress, hard-to-find publications, interesting unpublished findings (giving, whenever appropriate, instructions on where to write for copies or information), and short comments and critiques should make Intercom an information network of wide professional interest. We need your help to make this an important feature. Please send me your items. Again, the next deadline is December 15 (we can stretch that a week or so for some types of items or contributions), and the one after that is March 15.

The section of major articles opens with "Probing Objective Culture" in which Charles Osgood explains the development and application of the semantic differential to the measurement of affective meaning in 27 language communities around the world. (First of a two-part article.) "Archie Bunker's Bigotry" is the subject of a provocative report by Neil Vidmar and Milton Rokeach based on a U.S.-Canadian survey of "All in the Family" viewers. Marshall McLuhan contributes an original essay which has no title other than its first sentence (which, however, is not really the first sentence) which is "At the moment of Sputnik the planet became a global theater in which there are no spectators but only actors." Next a chilling study of "The Media in Allende's Chile" by Patricia Fagen who had spent 18 months in that country.

Peter Mears contributes an interpersonal communication study in industrial management which comes to some surprising conclusions about "Structuring Communication in a Working Group." Next the director of the U.S. Surgeon General's research program on television violence, Eli A. Rubinstein, assesses progress and problems in translating social science into social policy in "The TV Violence Report: What's Next?"

What's next for Journal readers is the symposium featured in this issue: "Cultural Exchange -- or Invasion?" Thomas A. Guback reports on "Film as International Business," Tapio Varis sums up the benchmark Finnish study on "Global Traffic and Television," and Herbert I. Schiller challenges conventional assumptions in "Freedom from the 'Free Flow.'"

Critical reviews of some 15 books and a list of other new publications concludes the Winter issue. On the whole, that issue is a lively and significant mix of ideas, issues, and hard (but never impenetrable) research findings. It is not necessarily the mix we want for every issue. The right overall editorial balance will take at least a year's work to achieve.

The enclosed list of books available for review is also for your use; if you are interested in any of them, let us know. Requests for books for review are filled on a first-come-first-served basis.

You may wish to write for other books directly to the publishers. We seek reviews of important and relevant books in all countries and languages.

Although we do not plan "special issues" wholly devoted to single topics, we do expect to feature symposia on significant issues. I would appreciate your suggestions for symposium topics. Once we decide the topics and formulate the issues I will ask for your own views and recommendations about other contributors.

To sum up: Please send me your comments, Intercom items, draft contributions, names of others doing significant work, book review preferences, and symposium ideas. Copy deadlines are December 15, March 15, and June 15. We look forward to your early response.

With best regards.

Sincerely yours,

George Garbner,
Editor

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P.S. Please let me know if you would like to receive some of this stationery for your correspondence on behalf of the Journal with potential contributors, publishers, etc.