

FOR IMMEDIATE RELEASE

From: Dorothy Kerr  
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The Board of Directors of the International Communication Association has appointed George Gerbner editor of the Journal of Communication. Dr. Gerbner is Dean and Professor of Communications at the University of Pennsylvania's Annenberg School. The Journal, which will be redesigned and expanded, will be published by the Annenberg School Press in cooperation with ICA.

International in scope, the Journal of Communication is concerned with communications study and practice in the broadest sense. Its audience consists of those in every field who are interested in research and policy development and in the public impact of communications study. Editorial collaborators and contributors come from the many fields related to communications, including speech, linguistics, journalism, radio, television, film, advertising, anthropology, psychology, economics, the social sciences, history, education, philosophy, business and industrial management, and the arts.

One hundred leading scholars from 25 countries have joined the Journal as consulting and contributing editors. North Americans in the group include Ray L. Birdwhistell, Roger Brown, Douglass Cater, Herbert J. Gans, Erving Goffman, Dell Hymes, Harold D. Lasswell, Paul F. Lazarsfeld, Marshall McLuhan, Nathan Maccoby, Charles E. Osgood, David Riesman, Alfred Smith, and Dallas W. Smythe. An Editorial Board of thirteen will advise the editor on policy.

The Winter 1974 issue, to be available in January, will feature articles on a 20-year study of affective meaning systems across cultures; the global traffic in mass-produced images; an unusual experiment involving interpersonal communication of working groups in an industrial setting; an analysis of the role of the media in Allende's Chile; an authoritative assessment of problems and prospects in the TV violence research program; and a U.S.-Canadian survey of Archie Bunker's effect on bigotry.

In addition to major studies and articles, the expanded Journal of Communication will publish brief research reports, reviews of current and important books, notices of significant scholarly activity and work in progress, and news of organizations, programs, publications and conferences of wide professional interest.