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**George Gerbner**  
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Before starting to teach at Villanova University, Dr. Gerbner was the Bell Atlantic Professor of Communications at Temple University, Professor and Dean of the The Annenberg School for Communication, University of Pennsylvania from 1964 through 1989; Visiting Lecturer, University of Athens, Greece; Distinguished Visiting Professor, American University, Washington, D.C.; Visiting Professor, University of Budapest, Hungary; Visiting Professor, Salesian University, Rome, Italy; and Distinguished Visiting Professor, American University, Cairo, Egypt.

He also taught at the Institute of Communications Research, University of Illinois; the University of Southern California; El Camino College, Torrance, Cal.; and John Muir College, Pasadena, Cal. His U.S. and international research projects have been supported by the National Science Foundation, the National Institute of Mental Health, the Administration on Aging, the International Research and Exchanges Board (IREX), the President's Commission on the Causes and Prevention of Violence, the Surgeon General's Scientific Advisory Committee on Television and Social Behavior, the Screen Actors Guild, the U.S. Commission on Civil Rights, the Ford Foundation, the Robert Wood Johnson Foundation, the Sloan Foundation, and other organizations.

He was executive editor of the quarterly *Journal of Communication* and chair of the editorial board of the *International Encyclopedia of Communication*. He has also served on the staff of the *San Francisco Chronicle* and other newspapers. During World War II, he served in the 541st Parachute Infantry (101st Airborne) and the Office of Strategic Services (OSS). He received a field commission and the Bronze Star for service behind enemy lines. Born in Hungary, came to the U.S. in 1939.

Recent publications include: *Telling All the Stories*, collected essays. (New York: Peter Lang Publishing, 2000); "Who Is Shooting Whom?: The Content And Context Of Media Violence." In Murray Pomerance and John Sakeris (Eds), *Bang Bang, Shoot Shoot.; Essays on Guns and Popular Culture*. Needham Heights, MA: Simon and Schuster, 1998. "Telling Stories, or How Do We Know What We Know? The Story of Cultural Indicators and the Cultural Environment Movement." *Wide Angle*, Vol. 20, No. 2, April, 1998. "Cultivation Analysis: An Overview." *Mass Communication & Society*, Vol. 1, No 3/4,

Born in Hungary, Dr. Gerbner came to the United States in 1939, received his B.A. from the University of California and his M.S. and Ph.D. from the University of Southern California. Married in 1946 to Ilona K. Gerbner, they have two sons and five grandchildren.

GEORGE GERBNER

Professor of communication and dean emeritus of The Annenberg School for Communication, University of Pennsylvania, Philadelphia.

Before joining the University of Pennsylvania in 1964, he taught at the Institute of Communications Research, University of Illinois; the University of Southern California; El Camino College, and John Muir College in Pasadena, California. He has served on the staff of the San Francisco Chronicle and other newspapers. During World War II he served in the 541st Parachute Infantry and the Office of Strategic Services (OSS), and received the Bronze Star for service behind enemy lines. Born in Hungary, he came to the United States in 1939, received his B.A. from the University of California at Berkeley, and his M.S. and Ph.D. from the University of Southern California.

He has directed U.S. and multi-national mass communications research projects under contracts and grants from the National Science Foundation, the U.S. Office of Education, UNESCO, the International Sociological Association, the National Institute of Mental Health, the American Medical Association, the Administration on Aging, the International Research and Exchanges Board (IREX), the President's Commission on the Causes and Prevention of Violence, the Surgeon General's Scientific Advisory Committee on Television and Social Behavior, the W. Alton Jones Foundation, the Turner Broadcasting System, the Hoso Bunka Foundation of Japan, the National Cable Television Association, the Screen Actors Guild, the U.S. Commission on Civil Rights, the Institute for mental Health Initiatives, the Ark Foundation, and other organizations.

He was executive editor of the quarterly *Journal of Communication*, chair of the editorial board of the *International Encyclopedia of Communication*, is a Fellow of the International Communication Association, and founder of the Cultural Environment Movement.

His current major research project, called Cultural Indicators, is a comparative analysis of television in several countries. His most recent publications include *The Global Media Debate: Its Rise, Fall and Renewal* (Ablex, 1993); *Triumph of the Image: The Media's War in the Persian Gulf. A Global Perspective* (Westview, 1992); *Beyond the Cold War; Soviet and American Media Images* (Sage, 1991); "Stories that Hurt: Tobacco, Alcohol, and Other Drugs in the Mass Media" in *Youth and Drugs: Society's Mixed Messages* U.S. Government Printing Office. 1990); and *Violence and Terror in the Mass Media* (Unesco, 1989.)