

GEORGE GERBNER

PERSONAL

Born Budapest, Hungary, 1919. Came to U.S., 1939. U.S. Citizen, 1943.
U.S. Army, 1943-46. Married, 1946; two children.

EDUCATION AND DEGREES

1937-38	Literature and Anthropology	- U. of Budapest, Hungary
1940-41	Psychology and Sociology	- U. of Calif. at L.A.
1942	B.A. in Journalism	- U. of Calif. at Berkeley
1951	M.A. in Communication & Education	- U. of Southern Calif.
1955	Ph.D. in Communication & Education	- U. of Southern Calif.

ACADEMIC AFFILIATIONS

1956-64 Institute of Communications Research, U. of Illinois

Teaching (courses)

"Social Aspects of Mass Communications."
"Mass Communications and Popular Culture."
"Proseminar in Communications."

Research:

Project director, "A Comparative Study of Films and the 'Film Hero,'" National Science Foundation Grant. Analysis of fictional personality structure of leading characters in U.S., French, Italian, Indian, Yugoslav, Czechoslovak, and Polish film production. In cooperation with UNESCO and the International Sociological Association. To be completed in 1965.

Project director, "Mass Communications and Popular Conceptions of Education: A Cross-Cultural Study." U.S. Office of Education, Cooperative Research Grant. Study of the portrayal, and of factors influencing the portrayal, of teachers and schools in the mass media of the U.S., Great Britain, France, West Germany, East Germany, Poland, Czechoslovakia, Hungary and the U.S.S.R. Completed in 1964.

In charge of research on the portrayal of mental illness in the mass media. Part of larger project on popular conceptions of mental illness under grant from the National Institute of Mental Health. Charles E. Osgood, project director. Completed in 1961.

1954-56 School of Education, U. of Southern Calif. (Teaching and research).

1952-56 El Camino College, Calif. (Teaching)

1951-52 Dept. of Cinema, U. of Southern Calif. (Research)

1948-51 John Muir College, Calif. (Teaching)

OTHER PROFESSIONAL ACTIVITIES

Participated in and conducted a number of seminars in communications, such as National Education Assoc., Agency for International Development, National Project in Agricultural Communications, U.S. Office of Education, etc. Member various advisory committees and research commissions in the field of communications, such as N.E.A., U.S. Office of Education, etc. Also did reporting and feature writing for San Francisco Chronicle; free lance writing; editing and newscasting for U.S. Information Service; and other special assignments for the screen, television and magazines.

PUBLICATIONS (partial)

"A Theory of Communication and Its Implications for Teaching," in The Nature of Teaching, a symposium published by the University of Wisconsin - Milwaukee (School of Education), 1963.

Instructional Technology and the Press: A Case Study. Washington, D.C.: National Education Association, Technological Development Project, Occasional Paper No. 4, 1962.

"Mass Media Censorship and the Portrayal of Mental Illness: Some Effects of Industry-Wide Controls in Motion Pictures and Television," with Percy H. Tannenbaum, in Studies of Innovation and of Communication to the Public, edited by Wilbur Schramm, Stanford University, 1962.

"Mass Communications and the Citizenship of Secondary School Youth," Chapter 6 in The Adolescent Citizen by Franklin Patterson and others. The Free Press, Glencoe, Illinois, pp. 179-205, 1960.

Contributed to: AV Communication Review; Études de Radio-Television (Brussels); Journalism Quarterly; Mental Hygiene; Saturday Review; Audio-Visual Communication Review; Journal of Broadcasting; etc.

In Preparation:

"Education and the Press: A Case Study." (Monograph)

"Ideological Perspectives and Political Tendency: A Study in Multi-Party News Reporting."

"Communications and Social Science: A 'Strategic' Approach."

"Mass Communications and Popular Conceptions of Education: A Cross-Cultural Study." (Research report)