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How do the ratings rate? Ask A.C. Nielsen Jr., president of the firm that charts the popularity of television programming.

Nielsen is one of the speakers scheduled for the Annenberg School Colloquium Series, a program of weekly lectures starting Monday, Oct. 9, at the Annenberg School of Communications, University of Pennsylvania. Other speakers include John Leonard of The New York Times and Merrill Panitt of TV Guide.

Lecture topics range from television today to Michelangelo's body language and the politics of culture in Eastern Europe. (See full schedule below.) Open to the public at no charge, the lectures take place Mondays at 4 p.m. in the Annenberg School Colloquium Room, 3620 Walnut St. A discussion period follows each 50-minute presentation.

The colloquium schedule is:

Oct. 9: LEO STEINBERG - "Readings in Michelangelo's Body Language!"  
What is Michelangelo really saying? Body language offers new clues, according to Steinberg, art critic and Benjamin Franklin Professor in Penn's art history department.

(MORE)

Oct.16: A. C. NIELSEN JR. - "Contemporary Nielsen Methods and Issues in Audience Measurement." With millions of advertising dollars riding in the balance, the ratings help to determine which TV shows survive the season.

Oct.23: JOHN LEONARD - "My Life in Television on Both Sides of the Screen." Under the byline Cyclops, Leonard spent seven years reviewing TV for Life, Newsweek and The New York Times. Now columnist and chief cultural correspondent for the Times, Cyclops casts his critic's eye on the medium.

Oct.30: ANTONIN LIEHM - "An Eastern European Media Experience and the Politics of Culture." A media critic in Czechoslovakia for more than 20 years, Liehm is currently a professor in Penn's Slavic languages department.

Nov. 6: UMBERTO ECO - "Signification and Communication in a Semiotic Framework." Eco is professor of semiotics at the University of Bologna.

Nov.13: MERRILL PANITT - "Will the Networks Survive the Communications Revolution?" The editorial director of TV Guide takes a look at the networks' future.

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