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Bogotá September 5, 1974

Dr. George Gerbner
Professor of Communications and Dean
The Annenberg School of Communications
The University of Pennsylvania
3620 Walnut Street C5
Philadelphia Pa. 19174

Dear Dr. Gerbner:

Thank you for your letters of June 24 and August 19. I got the first one almost simultaneously with the second one. I also received the manuscript of the article with your comments. I do appreciate all the time and energy invested by you and Peggy trying to make it publishable but I can imagine that when something has to be so much changed to get a certain language quality it also loses a bit of its unity.

I regret the problems to edit the book ~~anyway~~ because it represents a very original and promising project, I think. I am sure that it will be possible for you to find other alternatives. I am also sure that there will be some other opportunities for me to publish under your editorship. An improvement of my written English or a good translation from Spanish will make it possible I hope.

I expect to leave in one month or so for Paris, and I also expect to have my thesis draft ready for this time.

I will keep you informed about my future activities. With best wishes I am

Very Sincerely Yours,



Alfredo Sánchez-Cárdenas