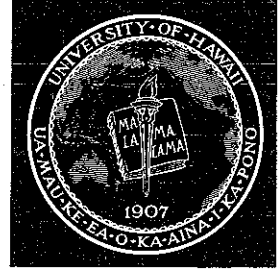


UNIVERSITY OF HAWAII • HONOLULU, HAWAII 96822



COLLEGE OF ARTS AND SCIENCES  
DEPARTMENT OF PSYCHOLOGY

September 24, 1964

Dean George Gerbner  
Annenberg School of Communications  
University of Pennsylvania  
Philadelphia 4, Pennsylvania

Dear George:

Just a note to ask how things are going in your new job and to tell you that I probably will be visiting Penn on December 4 and 5, for consulting with Phil Jacob on his international project on political systems and values. Have you met him yet? You'll find that you both have much in common in research interests, and you'll also find that he is a very nice guy. Incidentally, I hope that your new administrative position will not seriously interfere with your research and writing -- it undoubtedly will, of course! If this trip does materialize, as it appears it will, it would be very nice to see you and Elona, as well as Shel and Eve. I hope that everything is going well for you all.

Sincerely,

Charles E. Osgood  
Visiting Professor

/us

October 2, 1964

Dr. Charles E. Osgood  
Visiting Professor  
Department of Psychology  
University of Hawaii  
Honolulu, Hawaii 96822

Dear Charlie:

Delighted to hear that you are coming. I know Phil Jacob and have, in fact, provided room for his project in our building. I also think they need and can use your help.

I assume Jacob is in charge of your schedule, but I will contact him to find out what we can arrange while you are here.

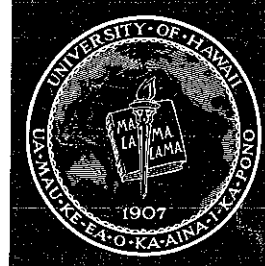
I have been in the center of a whirlwind since we arrived, with not much time for research, writing, or thinking.

It will be good to see you.

Sincerely yours,

GG:ls

UNIVERSITY OF HAWAII • HONOLULU, HAWAII 96822



2

COLLEGE OF ARTS AND SCIENCES  
DEPARTMENT OF PSYCHOLOGY

October 7, 1964

Dean George Gerbner  
Annenberg School of Communications  
University of Pennsylvania  
Philadelphia 4, Pennsylvania

Dear George:

As you probably know from Jacob or Teune, the plan for my visit to Penn as a consultant to their project fell through -- they are planning to visit the East-West Center (and me) here! I'm finding that being on Hawaii has certain drawbacks as far as enjoying a secluded sabbatical is concerned. So unless you'd like to invite me to give a colloquium or something on Friday, December 5 (ONR is going to fly me from Hawaii to Champaign and return!), I guess the visit's out. Which is too bad, because I'd very much like to see the set-up there and find out how everything is going. Best to all.

Sincerely,

Charles E. Osgood  
Visiting Professor

/us

October 14, 1964

Dr. Charles E. Osgood  
Visiting Professor  
Department of Psychology  
University of Hawaii  
Honolulu, Hawaii 96822

Dear Charlie:

Friday, December 5 is a bad day for us -- I would rather save your presence for another time and try to arrange something the next time you go "continental." Sorry to miss you now, but I'm sure Hawaii has some compensations also.

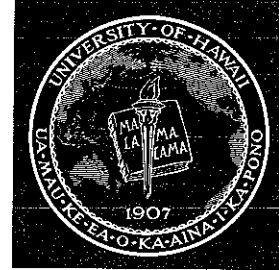
Try to meet the man in charge of the University of Hawaii theater (whose name I cannot recall); we met him while he was Visiting Professor at Illinois and found him a delightful person.

And keep me posted on the next opportunity for a visit.

Best regards,

CC:ls

PS



UNIVERSITY OF HAWAII • HONOLULU, HAWAII 96822

COLLEGE OF ARTS AND SCIENCES  
DEPARTMENT OF PSYCHOLOGY

October 26, 1964

George Gerbner, Dean  
The Annenberg School of Communications  
University of Pennsylvania  
Philadelphia, Pennsylvania 19104

Dear George:

For a variety of reasons--including the fact that Phil Jacob is going to visit me rather than vice versa--I have decided to postpone my first trip to the Mainland until mid-January. The second trip will almost certainly be in May. I don't know what the confusion on Teunc's part is, since I wrote him to the effect that I would not be coming to Penn. This long-range communicating has its problems! Hope and expect that all goes well.

Sincerely,

*Charli*

Charles E. Osgood  
Visiting Professor

CEO:nr

October 8, 1965

Dr. Charles E. Osgood  
Institute of Communications Research  
University of Illinois  
Urbana, Illinois

Dear Charlie,

I have spoken with several people about the possibilities of your visiting December 7, and have come up with a number of alternatives for you to consider in relation to your schedule. Basically, we would like to have you meet our faculties and some of our students, but we want to make the schedule as flexible as possible and not have a demanding, full-day meeting-meeting-meeting schedule. We would, of course, be happy to cover part of your travel expenses in conjunction with this trip.

The first question really is whether you would rather give a talk about 11 a.m., and go from there to a leisurely lunch, or about 1 p.m., or in the late afternoon, perhaps 4:30 p.m. or 5 p.m. Second, would you rather meet faculty people in a group, at lunch or dinner, with a good deal of time allotted for conversation, or should we develop a schedule of afternoon appointments and leave you a more intimate group for meals?

If you do want a bit more work, there is a possibility of setting up the 11 a.m. talk not at Penn, but at Smith Kline & French. I mentioned your visit to one of their research people and he and his chief were very excited. They would be interested in the facial expressions stuff and would like you to give the talk there, and they would invite our students, as well as their own people, and sponsor a lunch for all afterwards, as well as paying part of your expenses. I should point out, that they would, of course, want to raise questions about application during the discussion period, and would be, in general, a very different type of audience. There is also no reason that they would not be able to attend any function at the University. Anyway, I agreed to raise the possibility with you.

Whichever night you will be in Philadelphia, Eve and I want very much to have a party for you, large or intimate, at your desire.

Our very warmest regards to you and Patty (and Pierre).

Sincerely,

Shel Feldman

cc: Dr. George Garbner  
Dr. Albert Pepitone

November 5, 1965

Dr. Charles E. Osgood  
Institute of Communications Research  
University of Illinois  
Urbana, Illinois

Dear Charlie:

Sorry for the delay in replying, but signals had to be coordinated to assure a smoothing out of the choice points.

First, Eve and I would be delighted to have you stay over with us. It will definitely make the plane business easier, since we are out of the main traffic area and fairly close to the airport (15-20 minutes). We even promise to remind you of your desire to hit the hay early -- but we may be unwilling to remind you very loudly!

Second, George suggests that it might be easier for Ilona and him to attend a small party than dinner, and so I shall arrange a relatively quiet cocktail and dinner group, and then a few others for afterwards, including those you mention.

The talk will be at the University at about 4:30 p.m., for perhaps 40-60 people, after some time for seeing individuals and then relaxing (my office will be totally at your disposal, since I must give a 3:00-4:30 pre-sem lecture).

To avoid having to run back and forth, it would be easiest for you to have luncheon with the SK&F people (pharmaceutical house interested in building research in advertising and inter-~~AD~~ communication) downtown, figuring you arrive somewhere between 11 a.m. and noon (the train ride from NYC is about 95 minutes). You should receive a formal invitation and some stuff about their research interests from them, within the week.

November 5, 1965

Page two

In looking back over the previous paragraphs, I note the backward order of treating choice points -- rather familiar! If any of the choices are not acceptable, drop me a line; otherwise, I shall complete these arrangements and send you a complete schedule, etc.

We look forward to seeing you soon and having more time to talk.

All our best,

Shel Feldman

P.S. I would appreciate any comments and criticisms you can give me on that "Elements" paper. I am attempting to complete a publishable version in the next few days.

Is the Vietnam book out? I have not seen it here. Can I buy copies from you to distribute around here -- perhaps a dozen to start?

cc: Dr. George Gerbner  
Dr. Albert Pepitone  
Mr. Paul Wilson

*Loon*

*Copy of this to Mr Winnick (see next sheet)*

December 1, 1966

Professor Charles Osgood  
University of Illinois  
Champaign-Urbana, Illinois

Dear Professor Osgood:

On November 16 - 18, 1967 a national conference on the "state of the art" of content analysis will take place at the University of Pennsylvania. Specially commissioned papers will be read and a very full coverage of the subject is planned. Negotiations for this meeting have been going on for many months, but it has only recently become clear that we can definitely proceed.

In acknowledging your achievements in the field we did not want you to hear about the plans indirectly or from the printed general announcement that we shall send around the country. If it will be possible for you to attend at least some of the sessions and participate in the discussions we would be very pleased.

As soon as we have a firm schedule of topics and speakers we would like to send you the list. Please feel free to return to us any suggestions or comments.

It goes almost without saying that the conference would not be taking place but for your work in past years and it is in deference to that that we write you before the public announcement.

Sincerely yours,

Bernard W. Wisby, Director  
Center for Computer-Oriented Research in the Humanities and Social Sciences

BW:rbg

**INSTITUTE OF COMMUNICATIONS RESEARCH**

**THE UNIVERSITY OF ILLINOIS - URBANA**

December 16, 1966

Dr. Bernard W. Wishy  
University of Pennsylvania  
Philadelphia, Pennsylvania 19104

Dear Dr. Wishy:

I do want to thank you for your kind comments on my contributions to Content Analysis and for the invitation to participate in the national conference you are planning. However, I must decline. For one thing, I am no longer working directly in this area, so it would be quite a distraction from my present concerns, but for another, in sheer self-defense I am saying "no" to practically everything, so that I can get some of my own research and writing done. Thanks again for inviting me.

Cordially,

*Charles E. Osgood*  
Charles E. Osgood  
Professor

pc

**INSTITUTE OF COMMUNICATIONS RESEARCH**

**THE UNIVERSITY OF ILLINOIS - URBANA**

August 7, 1967

Dean George Gerbner  
The Annenberg School  
of Communications  
University of Pennsylvania  
Philadelphia, Pennsylvania 19100

Dear George:

Your planned conference on Content Analysis looks very good indeed -- do you remember the one 'way back at Allerton? -- and the participants are ideal. I know not where the Gods will be wafting me in mid-November, but if I am in hailing distance of Philadelphia, I'll drop by. Best to you all.

Cordially,



Charles E. Osgood  
Professor

pc

October 11, 1967

Professor Charles E. Osgood  
Institute of Communications Research  
The University of Illinois  
Urbana, Illinois

Dear Charlie:

Let me add to the enclosed printed call and program my personal invitation to attend this conference as our guest. In addition to the principals delivering commissioned papers reporting on recent work in the field, we want the active participation of a few special guests whose contributions provide the basis for much of this progress. I hope you will return the reservation form including hotel and meals which we will be pleased to provide free of charge for our special guests.

We are also planning a pre-conference dinner for principals and guests on Thursday, November 16, and will send you further information about time and place upon receiving your reservation form. Your presence and participation will help make this a significant conference. I hope it will be possible for you to attend.

Sincerely yours,

GG:kaf  
enclosure

George Gerbner,  
Dean

March 5, 1970

Dr. Charles E. Osgood  
Institute of Communications Research  
University of Illinois  
Urbana, Illinois 61801

Dear Charlie:

Many thanks for your letter on Klaus Krippendorff. It has arrived just in time to support the recommendation for his promotion.

I was most interested in your brief description of the climactic stage of the cross-cultural project. I am designing a long range project called "Cultural Indicators" briefly described in the enclosed article (which will come out in The Annals of the AAPSS) in which I hope to use the findings of your project in the development of some of our instruments. I would very much appreciate receiving any available summary prior to publication.

Have a nice trip, and best regards to all.

Sincerely yours,

GG:kaf  
enclosure

George Gerbner,  
Dean

INSTITUTE OF COMMUNICATIONS RESEARCH

THE UNIVERSITY OF ILLINOIS - URBANA

Professor George Gerbner  
University of Pennsylvania  
The Annenberg School of Comm.  
3620 Walnut Street  
Philadelphia, Pennsylvania 19104

March 17, 1970

Dear George:

Thanks for your letter and your article "The Case of Violence in Television Drama". There is no summary of the Atlas data yet -- this will come after my two trips!

Enclosed, you will find a reprint of the "Semantic Differential Technique in the Comparative Study of Cultures".

Sincerely,



Charles E. Osgood  
Professor

CEO/nw

Encl.

November 16, 1973

Professor Charles E. Osgood  
Institute of Communications Research  
University of Illinois  
Urbana, Illinois 61801

Dear Charlie:

Enclosed is a copy of Part 1 of "Probing Subjective Culture," which will be appearing in the Winter 1974 (January) issue of the Journal. It has been edited slightly, to conform with our style and, mostly, to take out some of the phrases and sentences which were appropriate in a speech presentation but look strange in print.

The only substantive change you will notice is that the sub-headings have been replaced with short "extracts" taken from the text itself. These will be set off from the text in bold-face type and will serve as both dividers and connectives. We have set a uniform style of using these "extracts" in all our articles, and I think it works very well. In your article, transitions are made so smoothly and well, even without subheads of any kind, that the reader will have no problems.

We are in the process of having the figures drawn for a second time, because we weren't satisfied with the art work the first time. As soon as we get it back from the artist, I will send you copies, and I hope you will check carefully and let me know immediately of any problems. By the time you get the figures, we will already be working with proofs of the article, so any changes will have to be made very quickly.

I hope you will let me know right away if you have any corrections in the text itself. Unless you have a particular reason for wanting to read them, we will correct the proofs here and not send them to you. I think you will be pleased with the way the article will look in print; we are certainly looking forward to publishing it.

Sincerely yours,

George Gerbner  
Editor

GG:skd  
Enclosure

November 27, 1973

Professor Charles Osgood  
Center for Comparative Psycholinguistics  
634 Psychology Building  
University of Illinois  
902 South 6th Street  
Champaign, Illinois 61820

Dear Professor Osgood:

Enclosed are copies of the Figures for Part 1 of "Probing Subjective Culture." One of them, the map showing communities sampled, is still being worked on, but it should pose not problems.

The artist tried to follow exactly the original figures you sent us. However, if anything is wrong, please let us know and we will do our best to make the necessary changes.

I'm sorry it took so long to get this work to you. We should be able to get the edited manuscript and the new art work for Part 2 of the article to you before the Christmas holidays.

Thanks for your help.

Sincerely yours,

Susan Schmidt  
Associate Editor

SS:skd  
Encls. 5

12/21/73  
December 21, 1973

Professor Charles E. Osgood  
Institute of Communication Research  
University of Illinois  
Urbana, Illinois 61801

Dear Professor Osgood:

I am enclosing the edited manuscript for Part 2 of your article in the Spring 1974 issue of the Journal. The first few paragraphs have been rewritten a bit, in order to make for a less abrupt transition from Part 1 to Part 2. The boldface extracts, similar to those we used in Part 1 in place of subheads, have been bracketed in the text.

I am also enclosing the redone art work for Figures 8, 9, and 10. Figure 7 is still being redrawn, and Figures 11 and 12 will be set in type, rather than drawn.

We will be sending this to the printer at the end of January, so we would appreciate your changes and comments by about January 15 if at all possible. Thank you for your cooperation.

Sincerely,

Susan Schmidt  
Associate Editor

SS:skd  
Enclosure

# INSTITUTE OF COMMUNICATIONS RESEARCH

THE UNIVERSITY OF ILLINOIS - URBANA

December 27, 1973

Dr. George Gerbner  
Editor, Journal of Communication  
The Annenberg School of Communication  
University of Pennsylvania  
3620 Walnut Street C5  
Philadelphia, PA 19174

Dear George:

A somewhat delayed response to your long letter to your CCE's, including me--input is still greater than my capacity for output! Some quick reactions: (1) With regard to the special symposium on the world-wide traffic and film communications, entitled "Cultural Exchange of Invasion," I assume that you have contacted Herb Schiller about contributing; have you seen his new little book titled The Mind Managers? (2) I think the kinds of items I might produce for the Intercom section would be too straight forwardly psycholinguistic in nature to be of much interest or value to the majority of your readers--however, I'll keep it in mind. (3) The issue (Winter) in which the first part of my "Probing Subjective Culture" is to appear really looks like a "hot" one; I'm looking forward to seeing it. (4) I now note on page 2 that you indeed do include Herb in the above symposium feature! (5) I am flatly incapable, time-wise, to undertake any reviewing at this time--and certainly not until I get back from another five-month research trip around December of 1974! Ordinarily, of course, I would be very much interested in doing a review of George Miller's (ed.) book--except that I don't find reviewing collections particularly interesting (who is writing his own book these days?). (6) I think you're doing a fine job as the new editor!

Sincerely,



Charles E. Osgood  
Professor

CEO/smw

# University of Illinois at Urbana-Champaign

College of Communications  
INSTITUTE OF COMMUNICATIONS RESEARCH  
119 Gregory Hall  
Urbana, Illinois 61801

April 21, 1976

Dr. George Gerbner  
Editor, Journal of Communication  
The Annenberg School of Communications  
University of Pennsylvania  
3620 Walnut Street C5  
Philadelphia, PA 19174

Dear George:

My secretary was perhaps a bit too protective when she told you that my ". . . commitments are just too overwhelming . . . to handle any reviewing of papers for you." What I meant in my earlier letter was that, since you'd never asked me to review anything, I assumed that no articles that would really be up my alley had come into your hands. Obviously, if you get something either clearly psycholinguistic in nature or more than merely tool-using of a semantic-differential nature, then I'd be glad to look it over. By the way, in your March 1976 "blue" I noted that you are co-author of "Violence Trends in Television" (shades of your days with us at Illinois!). Anyway, can you get a copy of this to me? I am planning to write -- but not in the too near future because of other "musts" -- a pocketbook to be titled Mankind 2000 ? (with emphasis on the 2), and I'm sure your book would be grist for that mill.

Sincerely,

*Charlie*

Charles E. Osgood  
Professor

CEO/SB (sorry!)

*P. Tooley  
Send Journal  
Tech rep.*

May 11, 1976

Charles E. Osgood  
Professor  
Institute of Communications Research  
University of Illinois  
119 Gregory Hall  
Urbana, IL 61801

Dear Charlie:

Thank you for your letter of April 21 and for your willingness to do an occasional review in your area.

Enclosed are some recent publications on television violence.

Best regards.

Sincerely yours,

George Gerbner,  
Editor

GG:kas  
encls.

# University of Illinois at Urbana-Champaign

Institute of Communications Research  
CENTER FOR COMPARATIVE PSYCHOLINGUISTICS

634 Psychology Building  
902 South Sixth Street  
Champaign, Illinois 61820

December 22, 1977

Professor George Gerbner  
The Annenberg School of Communications  
University of Pennsylvania  
3620 Walnut Street C5  
Philadelphia, PA 19174

Dear George:

Just a note to tell you that I saw your summary of the research project on Multinational Cultural Indicators of Television Program Content and Effects in the recent IACCP NEWSLETTER. Not only would I like more details on this, but also other things of yours (and others at the Annenberg School) in this area -- particularly the studies on violence and etc. that, as I recall, you began working on while you were at Illinois. One reason is that, in the near future, I plan to put together what I hope will be a popular (even if rather depressing, inevitably) paperback to be titled Mankind 2000 ?? (with emphasis on the ??'s) -- and COMMUNICATIONS is one of my categories (been collecting materials from all kinds of sources for several years now). I am sending you separately my presidential address to the Peace Science Society (International) in Philadelphia this past November 15 (sorry not to have gotten in touch, but it was a two-day in-and-out trip, with me still trying to complete the address while there!); the address has the same title as the planned paperback -- and, in a way, is a kind of "outline" of the book-to-be. I hope all goes well with you and yours.

Sincerely,



Charles E. Osgood  
Professor

CEO:hcf

Sending Separate: MK 2000 ??

January 11, 1978

Charles E. Osgood  
Institute of Communications Research  
Center for Comparative Psycholinguistics  
University of Illinois at Urbana-Champaign  
634 Psychology Building  
902 South Sixth Street  
Champaign, IL., 61820

Dear Charlie:

In response to your letter of December 22 I am sending you, enclosed, some materials relevant to your MK 2000?? project. The Cultural Indicators prospectus gives the broadest outlines of the project, including its international dimensions (pages 7-8). We have been picking up grants fitting various parts of this outline, and hope for more.

I noticed a poster of your speech here--but after the event. Let me know next time you come to Penn.

We are all well, Johnnie (our older boy) finished graduate school of architecture and got married last summer. Tom is a junior at Penn. Ilona has been teaching theatre here for the past ten years. We all send best regards and hope to hear from and about you more often.

Sincerely yours,

George Gerbner  
Professor of Communications  
and Dean

Enclosures

GG:ab

May 9, 1979

Charles E. Osgood  
Professor  
College of Communications  
Institute of Communications Research  
University of Illinois, Urbana-Champaign  
119 Gregory Hall  
Urbana, IL 61801

Dear Charlie:

Thank you very much for your letter of April 20 on behalf of Klaus Krippendorff and for your most perceptive comments. I am myself torn about this issue because we are not such a large organization.

I have asked our Business Manager to check on your subscription and will attach her report.

With best regards,

Sincerely yours,

George Gerbner  
Professor of Communications  
and Dean

GG:ab

Enclosure