

Research shows

Anti-female jokes 'best'

PHILADELPHIA (UPI) — A joke draws more laughs when a woman is the brunt of it, reports a Journal of Communication study.

The study, published Tuesday, said this anti-female bias is stronger among women themselves than it is among men.

The article, based on research conducted by Joanne Cantor of the University of Wisconsin, said that in a 1970 study and one done last year, college students gave the highest scores to jokes in which a "male dominator" has the last laugh on a "female victim."

The lowest scores were recorded in the latest study when female subjects were asked to rate a joke in which a woman puts down a man.

The joke was:

A movie actress, soon after her autobiography was published, was approached at a party by an actor, who said, "I saw your new book...who wrote it for you?"

"I'm so glad you enjoyed it," came the reply, "who read it to you?"

Men gave the joke a mean, or a range, score of 9.0 but it rated a minus 3.4 from the women. When the joke was switched so that one male actor got the best of another male, the women's rating rose to 0.7, but still remained below the men's mean score of 7.6.

Cantor concluded that despite "all the publicity and support the women's movement has received" in the last five years, the 53 women studied last fall still "discriminate against members of their own sex" more strongly than the 68 men studied.

The Journal of Communication is published quarterly by the Annenberg School of Communication of the University of Pennsylvania, in cooperation with the International Communication Association.

FEEDBACK

UNWINDING THE FEDERAL MAZE: BT has opened its "Feedback" column (Jan.3) to a discussion of the directions that policy and research ought to be taking, under the new administration, in the areas covered by HEW. The comments that follow are by Dr. S.P. Hersh, Assistant Director for Children and Youth at NIMH.

"The Federal program of health services for children and youth is a scene of massive overlaps, incoordination, and resistance to change.

"There are 106 programs -- as far as we know -- relevant to child and maternal health throughout the Federal government. These are found within five distinct executive departments. Within these departments, the programs are scattered over 15 agencies, and 45 offices, bureaus, or institutes. Most of the programs, 88 in number, are found in the Department of Health, Education and Welfare. These 106 programs expend at least 32 billion dollars a year, of which only 2.2 billion are specifically involved in actual health services for children and their mothers.

"The 106 programs are based on 58 pieces of legislation. These pieces of legislation have passed through almost 30 Congressional committees and subcommittees. There is legislation on safety in toys, on non-flammable clothing for children, on crib deaths, on hemophilia centers, the Part F Program for community mental health centers, the runaway programs, the child abuse programs -- to name just a few of the laws.

"But coordination, cooperation, similar regulations, similar guidelines, similar standards, similar ways of distributing and allocating public funds are the exception rather than the rule. We have no national policy. We have no national leadership and commitment thus far. In this respect, we are practically unique among the countries of the industrialized West.

"My conviction is that this matter needs presidential attention. My interpretation is that the new administration would support moves in the direction of a national policy for children and adolescents. At the same time, I think it is premature to suggest -- as does Dr. Judianne Densen-Gerber (BT, Oct. 25, 1976) -- that the form this should take is a cabinet post for the concerns of children, or any other precise pre-formulated arrangement. It's a good time to keep our minds as open as possible and to think in terms of, perhaps, a small planning group at the White House level to start the long and difficult task of bringing future order out of present chaos."

Contact: Dr. S. P. Hersh, National Institute of Mental Health, Parklawn Building, Room 17C-26, 5600 Fishers Lane, Rockville, MD 20852, (301) 443-5480.

GRANTS

NSF TRAVEL SUPPORT TO YOUNG SCIENTISTS: The National Science Foundation plans to award international travel support to about 80 young U.S. scientists to attend some 40 NATO Advanced Study Institutes in Europe during the summer of 1977. The Institutes

-- provide advanced instruction on specialized topics in the physical, life, and social sciences, and in engineering and mathematics

- normally last from two to three weeks
- are attended by young scientists from the various NATO countries.

Junior faculty and advanced graduate and postdoctoral students who are citizens of the United States are eligible to apply. Since NSF travel awards are made only upon nomination by a NATO Institute Director, inquiries should be sent to the appropriate Director, not to NSF. General information about these awards, and a list of NATO institutes, can be obtained from: NATO Travel Awards, Division of Science Manpower Improvement, National Science Foundation, Washington, DC 20550, (202) 282-7156.

INFO BANK

CONTRIBUTIONS INVITED: A multidisciplinary annotated bibliography on the mental health issues of coping behavior and adaptation is being prepared for the use of researchers, practitioners in human service settings, and students of the coping behavior of individuals and groups throughout the life cycle. Key substantive areas to be covered include: (1) major psychosocial and developmental transitions in the life cycle, e.g., puberty, marriage, aging, or retirement; (2) stressful situations of rapid change and their impacts — technological, environmental, socio-cultural, behavioral, or clinical (including family dislocations and uprootings); (3) life-threatening crises of injury or illness, e.g., cancer and heart disease; (4) severely handicapping or detrimental conditions of an individual or social nature, e.g., juvenile delinquency, job-loss, etc. Interested contributors are invited to send references to book-chapters, as well as reprints and/or abstracts of relevant articles published since 1970, to the following addresses: Richard Irving, M.S.W., Pearl Street House, 70 Pearl St., Framingham, MA 01701; and/or George V. Coelho, Ph.D., Office of the Assistant Director for Children and Youth, National Institute of Mental Health, 5600 Fishers Lane, Rockville, MD 20857.

NAME CHANGE: Beginning with the first issue of Volume 9, scheduled for May 1977, Exceptional Child Education Abstracts will have a new title: Exceptional Child Education Resources (ECER). The name change reflects the inclusion of additional citations to assist teachers, students, curriculum supervisors, administrators, and researchers.

PUBLIC HEARINGS SCHEDULED: The National Commission for the Protection of Human Subjects of Biomedical and Behavioral Research will conduct public hearings on the performance of the Institutional Review Boards (IRBs) which review research involving human subjects. These hearings will be held at 9:00 A.M. on April 5 (Chicago, IL), April 15 (San Francisco, CA), and May 3 (Bethesda, MD). Anyone wishing to speak at one of the hearings must file a written request not later than March 4, and receive approval from the Commission. Requests should specify the particular hearing location and include a brief summary of the planned presentation, which will be limited to 10 minutes. Written materials of any length may be submitted for the record, or to the Commission, at any time. Requests to testify or for further information should be directed to the Public Information Officer, Room 125, Westwood Office Building, 5333 Westbard Ave., Bethesda, MD 20016.

BOOKS: The hiring and tenure crunch makes it increasingly invaluable: Career Opportunities for Psychologists: Expanding and Emergent Areas, by Paul J. Woods, published by the American Psychological Association in 1976. Copies can be obtained at \$5.00 each by writing to the Order Department, APA, 1200 Seventeenth St., NW, Washington, DC 20036 ... A behavioral approach to an old problem is taken in Nailbiting and Cuticlebiting: Kicking the Habit, by Dan G. Perkins, Ph.D. and Fredda Moore Perkins, M.A. Copies are \$2.00 each from the Self Control Press, 1609 Stacey Court, Richardson, TX 75081.

MEETINGS

FAMILY THERAPY TECHNIQUES: The Sixth Annual Spring Conference on Family Therapy Techniques of the Nathan W. Ackerman Institute will be held in New Paltz, NY on March 2-4. Contact Nathan W. Ackerman Institute, 149 E. 78 St., New York 10021.

PSYCHOPATHOLOGICAL ASSOCIATION MEETING: The Annual Meeting of the American Psychopathological Association will be held in New York City on March 3-4. Contact Dr. Donald Klein, Secretary, APA, New York State Psychiatric Institute, 722 W. 168 St., New York, NY 10032, (212) 568-4000.

SEX THERAPY ASSOCIATION: The Third Annual Meeting of the Eastern Association for Sex Therapy will be held on March 3-5 at the Plaza Hotel in New York City. Contact Alexander N. Levay, M.D., 4 East 89 St., New York, NY 10028.

GROWTH WORKSHOP FOR THERAPISTS: A "Personal/Professional Growth Workshop for Therapists: With or Without Partners" will be held in Chicago on March 3-5. Contact Belinda M. Stone, Family Institute of Chicago/Center for Family Studies, 10 East Huron, Chicago, IL 60611, (312) 440-1414.

TA/GESTALT APPROACH TO FAMILY THERAPY: A workshop in "Family Therapy — A TA/Gestalt Approach" will be conducted by John O'Hearne in Albuquerque, NM on March 4-5. Contact Stephen Perls, COMHREC, University of New Mexico, 2701 Frontier NE, Albuquerque, NM 87131.

COMMUNITY TREATMENT OF SCHIZOPHRENIA: A workshop on "Community Treatment of Schizophrenia" will be held in Palo Alto, CA on March 7-11. Contact Workshop Series, Mental Research Institute, 555 Middlefield Road, Palo Alto, CA 94301.

- Inappropriate manuscripts: The editor's description of manuscripts often received but not appropriate for the journal.

The Author's Guide also gives correct manuscript submission addresses; availability of style sheet and style type for each journal; early publication options; journal circulation; reprint policy; subscription information; publication lag time; and additional information of help to the professional author.

Copies of the Author's Guide to Journals in Psychology, Psychiatry and Social Work can be obtained by sending \$15.95 (which includes postage and handling) to: Book Editor, Behavior Today, 2315 Broadway, New York, NY 10024. Available in hardcover only.

WIFE-BEATING AS AN AMERICAN PASTIME ...

The visible and vocal achievements of "women's liberation" are liable to induce some resentment among American males, and a feeling that the major battles in this area are safely won -- indeed, that government and society may now be over-compensating for past grievances. Speaking at Stanford University on February 3, clinical psychologist Marya Grambs indicated that this is certainly not the case where the ancient practice of wife-beating is concerned. Some of her points:

- An incident of wife-beating occurs every 30 seconds, and the practice is as frequent in the middle and upper classes as among the poor.
- Wife-beating is rarely reported to the police. When the latter are called in, they generally prefer not to intervene.
- Almost half of all married couples have violent episodes, and about 12 percent do so frequently. Most of this violence is directed against the female partner.
- A Boston hospital reported that 70 percent of their emergency room assault victims are women beaten in the home, usually by a husband or lover.

Ms. Grambs refuted the assumption that wife-beating is a lower-class or ghetto phenomenon. One study showed comparable rates in a Harlem and a suburban population. She herself watched her well-educated mother regularly beaten -- for 25 years -- by her equally well-educated father. And a lawyer who specializes in domestic violence has stated that the worst case of wife-beating he ever saw was committed by a surgeon who, among other things, broke his wife's back. "So why single out the poor?" Ms. Grambs asked. "Simply because they are more visible. Poor people have fewer resources and often no other option than to call the police, while people with money go to psychiatrists, doctors, and family counselors. The typical battering man is simply the man next door."

Some of the characteristics of the wife-beating male:

- His switch into violence is often triggered by alcohol, though alcoholism is far from a comprehensive explanation of the problem.
- He is often the victim of the "machismo" conditioning that prohibits a man from showing pain, sadness, or helplessness, and encourages assertive or aggressive behavior. Under stress, he reverts to the behavior that seems to be culturally sanctioned for a "normal" male.
- He generally manifests an infantile dependence on his wife which recapitulates an earlier dependence on his mother. He wants his needs met and at the same time resents his wife for "putting him" in a dependent position.
- He resents the arrival of children. Battering men beat their wives more during pregnancy, especially in the area of the abdomen.

The greatest hurdle confronting battered women, according to Ms. Grambs, is

the social belief that they like to be beaten. And just as it has taken society and the police many years to stop blaming the victim in cases of rape, so it is only in the past few years that special provision has begun to be made for women with long histories of battering. One solution is La Casa de las Madres (The Mothers' Home) in or near San Francisco (the address is kept completely secret) where battered women can receive a range of services that includes child care, legal aid, welfare information, assertiveness training, a completely secret refuge for a month or more, housing advice, and late-night "rap sessions" with women who share the same experiences. "Some 20 other homes have begun elsewhere in the country," according to Ms. Grambs, "and I'd say 400 more are on the way."

Contact: Ms. Marya Grambs, P.O. Box 15147, San Francisco, CA 94115; La Casa de las Madres, (415) 626-7859 (business line) or (415) 626-9343 (a 24-hour-a-day crisis line).

.. AND PARADOXES OF FEMINIST ADVOCACY

Men who support women's liberation are liable to be extremely popular -- not only with women, but with other men.

And women who support women's liberation are liable to score badly not only with men but with members of their own sex.

These are the findings of a research study conducted last year among college students at an unidentified midwestern university, and reported on in the Winter 1977 issue of the Journal of Communication.

Virginia P. Richmond, who is affiliated with West Virginia Northern Community College, and D. Lynn Robertson, a faculty member at the University of Nebraska, interviewed 229 male and 164 female college students. Most of the men felt that a male advocate of the female cause had more character, competence and socialbility than his chauvinist counterpart. The men also believed that their own attitudes toward the movement were more like those of a male supporter than an opponent.

Male proponents of feminism scored even higher with the 164 female subjects, who found them more "socially attractive" and the preferred partner for marriage or dating.

On the other hand, the female opponent of women's liberation consistently outscored the female supporter, getting higher ratings from both men and women on scales designed to measure social attractiveness and character-- and most of the women interviewed felt that their own attitudes were most like those of a woman in opposition to the movement.

All subjects made their evaluations after reading a standard profile of a fictional college student in which only the gender and the position on women's liberation were varied. Thus, he/she was described to the subjects as either "an active supporter" or "an active opponent" of the Equal Rights Amendment, "who had given a number of speeches on the topic to civic groups."

The researchers' conclusion: "Neither males nor females chose to identify with the stereotyped attitude of either the male or female sex. In fact, they chose to identify with the opposite of the stereotype."

Contact: Ms. Virginia P. Richmond, Department of Humanities, West Virginia Northern Community College, Wheeling, WV 26003.

Sunday
Feb. 1, 1976

PARADE'S SPECIAL

INTELLIGENCE REPORT

by LLOYD SHEARER

BECAUSE OF VOLUME OF MAIL RECEIVED, PARADE REGRETS IT CANNOT ANSWER QUERIES ABOUT THIS COLUMN.

DRINK LABELS Starting Jan. 1, 1977, consumers in this country will be told for the first time what chemicals are being added to their beer, wine and liquor.

The U.S. Food and Drug Administration (FDA) has informed Congress that ingredient labeling of all domestic and imported alcoholic beverages will become mandatory on that date.

According to Michael Jacobson, chief of the Center for Science in the Public Interest, a non-profit organization which raised the labeling issue in 1972, some ingredients in alcoholic drinks cause allergies in some people and on occasion, worse.

"In the mid-1960's," he told a government subcommittee, "several brewers in the U.S. and abroad began adding cobalt sulfate to their beers to maintain a nice foamy head.

"Unfortunately, cobalt had never been tested in the presence of alcohol—a combination that proved deadly to at least 50 beer drinkers...No one can predict when another unlisted additive will turn out to be toxic."

Next year at this time, however, U.S. brewers will be producing the safest beer in the world.

COVERING AMERICA Who covers America? Some 865 foreign correspondents.

Hamid Mowlana, of the School of International Service in Washington, D.C., writes in "The Journal of Communications," Vol. 25, No. 3, that the 865 correspondents represent 550 publications, broadcasting corporations, and news agencies from 73 countries (not one of

which is a black African state).

Great Britain with 102 journalists is the most represented nation in the foreign press corps. West Germany with 90 correspondents ranks second, followed by Japan (82), France (72), Italy (56), and Canada (43).

Other nations with sizable press contingents in this country include Australia, Switzerland, Israel, Spain, the Soviet Union, and, surprisingly enough, Taiwan.

The 23 journalists from Taiwan account for almost 20 percent of those from Asia.

Israel has 23, which is 10 more than all the Arab countries of the Middle East together.

Mowlana, who surveyed 300 full-time correspondents here, reports that most of them rarely leave New York City or Washington, D.C., unless it's to cover a notorious trial or an astronaut-launching. They say, too, that relatively few U.S. politicians or state executives are interested in talking to foreign reporters, especially since such reporters have no effect upon the domestic vote.

READ AND WRITE Undoubtedly you've read thousands of words about the Food Stamp program.

Have you ever wondered how the program works? Ever wondered if you can qualify for it?

The U.S. Department of Agriculture has issued a new publication, "Food Stamp Program," a complete booklet which explains eligibility requirements and operations.

It's free for the asking. Write to Consumer Information Center, Dept. 75, Pueblo, Colo. 81009.

Which One Would Make the Best General?



RICHARD BURTON



GEORGE C. SCOTT



LAURENCE OLIVIER

MACARTHUR COMING

For years now, Richard Zanuck and David Brown, producers of "Jaws," have been trying to get off the ground with their film biography of MacArthur.

Once scrapped by Universal Pictures because its budget was considered astronomical, "MacArthur" will be produced this year not only for films but for the stage as well.

A live theater dramatization of Gen. Douglas MacArthur, "I Shall Return" will be staged come spring and play in major cities. If it does well, a film version will undoubtedly follow.

The MacArthur dramatization has been written by Stanley Greenberg, author of such TV specials as "Pueblo," "The Missiles of October," and "The Silence."

Richard Burton, George C. Scott, and Lord Olivier have all been discussed as possible MacArthurs.



DOUGLAS MACARTHUR

DYING BREED Lions are a dying breed."International Wildlife" magazine claims that there are only 200,000 lions left in the world today, a 100 percent decrease from the lion population 25 years ago.

It's not the safari hunters who are responsible but the ranchers who own African land where the lions roam.

These culprits poison the king of beasts rather than provide him with a relatively painless death by bullet.

If the trend continues, the magazine warns, there will be only a few thousand lions remaining at the end of the century. More and more of the African grasslands are being turned over for the grazing of cattle.

WORTH REMEMBERING

"The youth of a nation are the trustees of posterity."

—Benjamin Disraeli

continued

INFO BANK (Cont.)

allowances, may be granted to doctoral candidates to conduct research for their dissertations. Application deadline: Jan. 15. Info: Office of Academic Studies, SI, Wash., D.C. 20560. Indicate field in which research is proposed and provide dates of degrees held or expected.

BEMOD TRAINING: The Rehabilitation Research Foundation has published a Correctional Officer Training Package in Behavior Modification. It includes 12 self-instructional booklets with pre- and post-tests, contingency contracts and Instructor's Guide for setting up and administering training materials. Examination packages, \$35, are available from: RRF, Code GG721, Box 3587, Montgomery, Al. 36109.

PUBLICATIONS: Teaching Concepts of Sexual Development to the Developmentally Disabled: A Guide for Parents, Teachers and Other Professionals. Includes a client questionnaire and suggested interview techniques, picture series to be used in client interview, bibliography and suggestions for parent involvement and teacher-professional workshops. \$3.75 from Development Unlimited, Drawer 18-F, Denver, Col. . . . Priorities for Action: Final Report of the Carnegie Commis-

sion on Higher Education. \$1.95 from McGraw-Hill Book Co., Hightstown, N.J. 08520. . . .40-page listing and description of 167 colleges and universities with humanistically oriented courses and programs in psychology, religion, education, etc. \$1.50 from Assn. for Humanistic Psych., 325 Ninth St., San Francisco, Ca. 94130.

ETS COURSES: Educational Testing Service is starting its second year of offering five-day Intensive Resident Courses next month. The 12 courses are designed to train teachers, professors, administrators, counselors, school board members and community leaders to evaluate and assess key educational issues. For content and schedule information about the courses, contact Harold Alford, Dean of Instruction, ETS, Princeton, N.J. 08540.

BIRTH CONTROL PRIZE: The Villa-V Health Spa, Cuernavaca, Mexico, is offering a \$1500 cash award plus a two-week free vacation for two, for a "sound, practical, non-hurtful contraceptive idea. The method should be simple and sensible, without chemicals, pills, shots or side effects of any kind, and be within the means of even the poorest person." Deadline is April 1. Send ideas to Marsh Morrison, Box 1228, Cuernavaca, Mexico.

JOURNALS

GEORGE GERBNER, dean of the Annenberg School of Communications at U. of Pennsylvania, will be editor of an expanded Journal of Communications, formerly published by the Intl. Communication Assn. The Journal, for which Gerbner has gathered a host of colleagues as collaborators, will be published by the Annenberg School Press in cooperation with ICA. The expanded publication will include research reports, briefs on work in progress, organizations, publications and conferences. Subscription: \$12 for individuals, \$15 for institutions. To subscribe or submit material, contact:

George Gerbner
3620 Walnut St., C5
Philadelphia, Pa. 19174

FIRST ISSUE of Political Anthropology Letter is available. The Letter, intended to improve communication among scholars interested in anthropological study of politics, will be an irregular publication devoted to work in progress, notes and

queries and similar material. To receive a copy of the first issue, contact:

S. Lee Seaton
Dept. of Political Science
U. of California
Berkeley, Ca. 94720

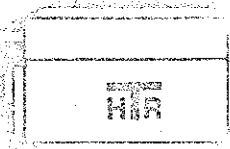
THE BRITISH JOURNAL of Guidance and Counseling includes research and theoretical articles, news on fieldwork, book reviews and abstracts. Now being distributed in the U.S. and Canada by APS Publications. Sub.: \$7.50 (two issues). Contact:

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APS Publications
150 Fifth Ave.
New York, N.Y. 10011

CURRENT QUARTERLY issue of the American Criminal Law Review, published late last month, focuses on white collar crime, including consumer fraud, environmental pollution and securities violations. Issue also includes suggestions on how businessmen can prevent such crimes and a bibliography covering the subject. Per-copy cost of the Review

7/6/76

Dear Herbman,
This arrived
in today's mail.
Done



TELEVISION REPORT

NEWS • FEATURES • ITEMS • IDEAS • COLUMNS • BACKGROUND • EXCLUSIVES • PREVIEWS • TRENDS • FEEDBACK • PROGRAMS • PEOPLE
Air Mailed every Friday to Editors, Entertainment Editors and TV Editors.
ERNIE KREILING • EDITOR & PUBLISHER

Dear Miss Wilson,

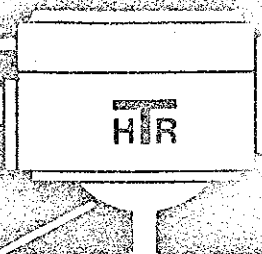
Just a note to let you know how much I appreciate receiving the Journal of Communications and your press releases. Keep them coming.

HTR goes twice a week to 65 daily newspaper TV Editors plus networks, ad agencies, colleges and universities, etc. so I think I contribute mightily to dissemination of the interesting research George Gerber and others do there.

Incidentally, I'm also a professor of Broadcasting at USC, thus my interest in more than the TV stars and their shrimp lunches at the Brown Derby.

Regards,

Ernie
Ernie Kreiling



HOLLYWOOD TELEVISION

REPORT

NEWS • FEATURES • ITEMS • IDEAS • COLUMNS • BACKGROUND • EXCLUSIVES • PREVIEWS • TRENDS • FEEDBACK • PROGRAMS • PEOPLE
Published twice weekly — 50 weeks a year

See p. 2

HOLLYWOOD TELEVISION REPORT

RELEASE ON RECEIPT
DISPATCHED 6/22/76

NBC 'CELEBRATING' IN NEW YORK

NBC affiliates meeting in New York this week were introduced to their new fall schedule, but unlike their ABC and CBS counterparts they were not shown the complete pilot episodes of the new series, rather had to be content with a few excerpts of the pilots or the TV movies and specials which served as pilots. Consequently the affiliate executives HTR talked with don't have a solid feeling for the new product and the presentations were only lukewarmly received.

NBC is combining its annual meeting for affiliates with a celebration of the network's 50th anniversary. But the station people from around the country are scarcely in a celebration mood, instead nervously hopeful that next fall will be better for them than last year's less-than-successful schedule.

The one bright spot seemed to be that NBC as a network improved measurably in the ratings during the spring, apparently meaning that its reruns did better than ABC's and CBS's reruns.

None of the station people HTR talked with expressed any concern over the loss of Barbara Walters to ABC, some of them wondering what really prompted ABC to offer her such a million-dollar-a-year package. Put another way, Walters's NBC family isn't especially missing her, just as the ABC affiliates a few weeks ago aren't especially hopeful that she will do much for the ratings of the evening news in their markets.

The return of Paul Klein as a major program strategist raised their spirits, however, most of them recalling that NBC ran a much stronger competitive schedule when he was here in the late 1960s.

The keynote of the NBC fall primetime schedule is "Event Television," an emphasis on significant drama via Best Sellers, which will run from four to eight hours, and Sunday night's The Big Event, a catchall period for all manner of specials. Many feel that shrinking The Sunday Mystery Movie to 90 minutes will improve the quality

of those stories, that too many of them were too thin for the two hours. No comment was made regarding the number of episodes of Columbo to be expected.

"Gone With the Wind" in November, some major movie titles and the World Series were the basis of hope that NBC might enjoy at least a modest improvement over last season.

Like Elton Rule before him, NBC President Herbert S. Schlosser addressed the group on the subject of political television, proposing a three-network "pre-planned system" of making air time available to presidential candidates through the primary season in 1980 and, of course, urging a suspension of the "Equal Time" rule that limits the kind and quality of coverage of political races.

Next winter NBC will hold a two-day forum to explore ways of generally improving the nation's system of selecting presidential candidates.

SESAME STREET AROUND THE WORLD

Sesame Street, now an American institution of proven educational value, is now being seen in the English-language version in more than 40 countries and territories outside the U.S., including Canada, the Caribbean, Europe, Africa, the Far East and Australia.

In addition, eight foreign-language adaptations of the series are now being aired in 19 countries. The foreign-language versions take one of two forms: (1) a co-production format where about half the material is taken from the original U.S. version, the other half produced locally; or (2) segments from the American version put together for local value and presented in the local language.

The spring 1976 issue of The Journal of Communications published by the Annenberg School of Communications at the University of Pennsylvania devoted several chapters to studies of Sesame Street in other nations. Some interesting points:

-- The combined net revenues from international sales and licensing of Sesame Street and The Electric Company contribute about three per cent of the Children's Television Workshop's (the producing organization) annual income.

-- In 1974 about 90 per cent of the German children between ages three and ten watched Sesamestrasse, about 60 per cent along with their parents.

-- In Israel in 1971, 56 per cent of the kindergarten, second and third grade children were watching the English-language version, underscored with occasional Hebrew commentary.

-- In Mexico a survey revealed that 96 per cent of the respondents regarded Plaza Sesamo as "good" to "very good" for the children and

96 per cent again felt that children learn from the program.

-- In Chile a small study showed viewers of Plaza Sesamo significantly outperformed non-viewers on tests of letter and word knowledge, but not on tests of rhythm or auditory discrimination, skills not systematically treated in the series.

-- While The Muppets are extremely popular with American children, Jamaican children call them "Monkeys" and it was found that their spoken English was too fast and difficult to follow, possibly because The Muppets lack precise lip movements.

-- In Germany, where local modifications are made, the curriculum of the program stresses the questioning of authority.

-- The Canadian version emphasizes French-English biculturalism.

-- Latin American versions include goals in the areas of sanitation and nutrition.

-- In Japan the program is widely used by adults and children alike for purposes of improving their English language skills. There the main viewing audience consists of elementary, junior and senior high students who watch it for English language education. Although Japanese language commentary and subtitles helped some pre-schoolers with their comprehension, the programs were found still to be insufficient for them.

-- The research done suggests that a common factor behind the popularity of Sesame Street in its different versions abroad is the degree to which the program is integrated with local or regional culture and language.

-- In the U.S., what it has proved is simply that entertaining programs need not be mindless, nor educational programs boring, and that a blend of the two can attract a large audience of children.

* * *

A NON-VIOLENT VIEW OF TV VIOLENCE

TV violence may have the effect of prompting viewers to back away from violent actions rather than imitating them, as is so widely assumed. After a series of experiments with undergraduate students at the University of Massachusetts, Professor Seymour Epstein observed that those who viewed violent aggression sometimes were less aggressive than those who viewed non-aggressive situations. "They didn't like what they saw and instead of copying it they actually backed off," he said. "Aggression presented in the media may not always be blindly imitated and in some circumstances may even lead to an avoidance of aggression. The influence of witnessing aggressive and non-aggressive behavior is far more complicated than is suggested by the widespread

assumption that aggression tends to be imitated."

Concluded Epstein, "TV can't do anything it wants to people, because people get different messages (from the same experience)."

THE BIG SCREEN IS GROWING

Television, which usually comes to us in sizes 12 to 25 (inches), is growing ever bigger. If you want your TV life-size, you can see it on a screen as large as four by six feet, an 84-inch diagonal invention of the Advent Corporation of Cambridge, Mass., for about \$4,000.

But there are also an estimated 20 U.S. firms readying to market 50-inch versions, or about double the size of the conventional 25-inch picture tube. Sony, for example, has sold about 3,000 of its Video Projection Systems for around \$2,500. Muntz, the largest seller currently, has sold over 5,000 of its large screen units for from \$1,500 to \$2,000, although the price of theirs is dropping as sales rise. (Foster Brooks has one in his home.)

They are complicated devices, but the Sony brand name tells the general story. They all start with a standard 13- or 15-inch TV set and enlarge the picture through mirrors and lenses and project it back onto a translucent screen.

The major problems they pose is that the enlarging process results in a loss of brightness and clarity and often they must be viewed in a semi-dark room. Also the screens themselves are extremely delicate and can be easily broken or marred by a slight touch.

The largest conventional television picture tube is 25 inches, but several major U.S. firms are trying to expand that to 30 inches and retain the same quality of the current 25-incher. Again, the problem of growing larger is loss of brightness and increased graininess. The U.S. picture tube is based on 525 lines (625 lines in England, 819 lines in France) and the more those lines are stretched to enlarge the picture the more likely are the lines to become visible.

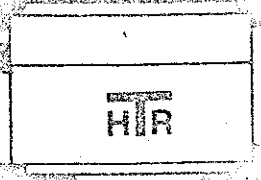
No one yet sees big-screen television as any communications revolution, but it is gaining in popularity, especially in taverns, institutions and among those with both the money and a "first guy on the block" syndrome.

HOLLYWOOD TELEVISION REPORT Ernie Kreiling, Editor & Publisher
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See p. 4

HOLLYWOOD TELEVISION REPORT

RELEASE ON RECEIPT
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NBC LOOKS TO TV'S FUTURE

NBC called together its research people and an assortment of social scientists and poll takers to offer its 217 affiliate-station representatives in New York last week a look into the future of television, to the year 1985 to be exact. Here are some highlights of their crystal-balling.

-- There will be an increasing demand for news and public affairs programming. Although NBC, like CBS and ABC before it, was plugging for expanded news coverage within the next year or so, the affiliates are standing firm against the idea, feeling that if the network wants more news it should schedule it in network, not station, time. One affiliate executive put in a plea for primetime news, feeling that was the network's true duty and obligation, but that's not an idea anyone can expect to be taken seriously in the near future.

-- The concept of the "season" is fading, that TV will introduce new programs on a year-round basis as old ones slip in popularity and new ones are readied.

-- The long form is the wave of the future -- movies, TV movies, "events," specials, mini-series, novels, etc., all due to an increasingly sophisticated public that won't be as bound to the familiar weekly characters and situations. There will always be the weekly series, but they'll play a decreasing role in the network schedules, perhaps less than 50 per cent by 1985.

-- Film is on the way out; videotape used in ever-smaller and more compact units will account for the lion's share of the production, with lower production costs and greater flexibility in production that will allow TV to appeal more to the local retail advertisers and pose stronger competition for the newspapers' advertising revenue.

-- Pay Cable is on its way, CATV penetration to reach 37 per cent by 1985 and a 6.6 per cent penetration of homes connected to

special pay channels. Although 6.6 per cent projected Pay Cable homes represents only five million-plus homes, it was pointed out that could represent \$140 million a year in bargaining power, enough to enable the Pay Cable interests to bid competitively for 50 major movie titles a year, the football packages of the three networks, the Super Bowl and the Rose Bowl.

NBC AFFILIATES APPLAUD NETWORK

The NBC affiliates left their annual meeting in New York last week at least slightly heartened that next year will be a better one for them than last year, due to a combination of several factors as reflected in the resolution the board of affiliates passed and presented to the network, which reads in part: "We are pleased the network has moved so quickly to correct the primetime problems of the past season. We are particularly impressed with the new executive alignment in the programming departments and wish to compliment NBC on the 1976-77 primetime schedule -- television's first 'event' schedule.

"We appreciate NBC's continuing leadership position in early morning and late night television, its commitment to live coverage of top sports events and its leadership in news -- most recently exemplified by its competitive position during the three-network coverage of the primaries."

QUOTE OF THE WEEK: Tom Pettit, NBC correspondent, predicted the Democrats would offer a ticket of Carter & Brown, and added, "The only trouble with that is both of them would be using the presidency as a steppingstone to higher office."

BRITISH AND AMERICAN TV -- QUOTE-COUNTERQUOTE

"It is almost as boring to go through the ritual of deploring American television as it is to watch it. It is simply awful. Coming back to it after living abroad is always a shock. There is scarcely an adjective of denigration that cannot be mustered to assault it. It is trivial, mindless, blatant, mawkish, vulgar, strident. Yet it is enormously successful. No critic can dent that success, and many have tried...For every reader aroused by their critics, a hundred non-readers happily surrender their leisure hours to it. Network television is an amazing cultural phenomenon, binding together this vast nation like nothing else, giving tens of millions of people a night a sense of shared experience and national community, nourishing its fantasies, shaping its morality, manipulating its very identity as a people, with no greater purpose in mind than to sell it more deodorant." -- Robert MacNeil, writing in the magazine *The European Community*, January-February 1976. The thrust of the remainder of his article was the vast superiority of British TV.

The article is titled "On Coming Back to American Television."

vs.

"With the best of British television, from Upstairs, Downstairs to The World At War, prominently displayed on America's home screens, it is difficult to explain that overall the British product is probably as mediocre as our own. Contrary to distorted impressions, English viewers are not fed a steady diet of elevating entertainments, splendidly mounted and impeccably acted. The bulk of their TV fodder is second to none in banal exploitation. There is good reason for the U.S.'s Kojak having become the No. 1 program in Britain. Slickly produced and crisply written, at least in the first season or so, the series makes most of the British domestic competition look silly." John J. O'Connor, New York Times, Sunday, March 7, 1976 in an article titled "The British Turn Out Dogs, Too."

* * *

3-D TV ON THE WAY

A Hollywood firm, Video WEST, has introduced a new system of screening television pictures in three dimensions. It requires only a simple modification in the TV camera lens, but viewers must wear special glasses to see the depth and dimension. The advantage of this system over earlier 3-D attempts is that viewers without the special glasses will see a normal, non-fuzzy and undistorted picture.

The Video WEST system is expected to be tried on a limited basis in the 1977-78 season, possibly sponsored by a major auto maker to display its new models in 3-D and with a promotion tied in making the glasses available at their dealers.

* * *

WARM WEATHER VIEWING DOWN

Only four programs attracted audience levels higher than a 20 rating and they were all reruns -- All in the Family (20.9), Columbo (20.8), M*A*S*H (20.8) and Laverne and Shirley (20.2).

The summer replacement series failed to score with the small audience for the week ending June 20: Kelly Monteith Show 37th, Dinah Shore 38th, John Davidson 40th, Viva Valdez 61st, I've Got a Secret 65th out of 72 programs. ABC Closeup "Portraits" ranked 72nd with a 5.2 rating.

POLITICAL CAMPAIGNS COVERED LIKE PRO FOOTBALL GAMES

Political campaigns are covered like pro football games by the national press -- which gave more attention to campaign strategies and moves than it did to candidates' positions on domestic and foreign affairs or even their personalities and backgrounds, according to research done at the University of Pennsylvania and published in the spring 1976 issue of The Journal of Communication.

During the four weeks immediately preceding the 1974 congressional elections, John Carey, a doctoral candidate at the University and a research associate at Environmental Media Consultants in New York, monitored the campaign coverage of the nation's television networks, its three major news magazines (Newsweek, Time and U.S. News and World Report) and newspapers (The New York Times, The Washington Post and the Los Angeles Times).

The media were unanimous in assigning the highest news value to assessments of a campaign's progress, Carey found, when ranking the 25 topics that received the most attention from the press. Discussions of campaign strategy came in second. Substantive issues fared badly: inflation, a major domestic problem, ranked 14th; the candidates' views on foreign affairs were reported so infrequently they didn't even make Carey's list.

The campaign was covered like "a professional football contest," he observed. If the press accorded the politicians any celebrity status, it was that of star athletes. Campaign strategies received more than three times as much attention as political philosophies, and the candidates' campaign "moves" or "plays" were 23 per cent more likely to be reported than their personal or professional backgrounds.

By consistently emphasizing the "scores" of the latest polls, the "game plan" huddles between candidates and managers, and the "instant replay" of key events (like Wilbur Mills's "tidal basin incident"), the media delivered the same clear message to both the candidates and the public about the campaign: "It's a game, and good players make good public officials."

(Copies of the Journal of Communication are available to the press free of charge by writing to Jane Wilson, University of Pennsylvania, Franklin Building, 3451 Walnut Street 16, Philadelphia 19174 or calling (215) 243-8721.)

* * *

BARBARA WALTERS'S ADVICE ON GETTING AHEAD IN TV

Speaking to the Broadcasters' Promotion Association in Washington last week, Barbara Walters had this advice for women on getting ahead in television: Don't merely try to be successful, work as hard as you

can, do what they tell you and don't get pregnant.

* Robert Stack feels he has some good omens riding with him on his new ABC series Most Wanted -- it has the same producer, Quinn Martin; the same director, Walter Grauman; is on the same network, ABC; and scheduled on the same night, Thursday, as his former hit series The Untouchables.

* Nine finalists have been selected from 183 entries for the annual Humanitas Awards for scriptwriters dealing most effectively with the human condition. A \$25,000 award goes to the best script 90 minutes or longer; \$15,000 for the best 60-minute script and \$10,000 for the best 30-minute script. M*A*S*H placed two in the finals as did ABC's Family. The winners will be announced July 8.

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Joke Reactions Reveal Continuing Sex Bias

PHILADELPHIA (UPI) — A joke draws more laughs when a woman is the brunt of it, reports a Journal of Communication study.

The study, published Tuesday, said this anti-female bias is stronger among women themselves than it is among men.

The article, based on research conducted by Joanne Cantor of the University of Wisconsin, said that in a 1970 study and one done last year, college students gave the highest scores to jokes in which a "male dominator" has the last

laugh on a "female victim."

The lowest scores were recorded in the latest study when female subjects were asked to rate a joke in which a woman puts down a man.

The joke was:

A movie actress, soon after her autobiography was published, was approached at a party by an actor, who said, "I saw your new book...who wrote it for you?"

"I'm so glad you enjoyed it," came the reply, "who read it to you?"

Men gave the joke a mean, or a range, score of 9.0 but it rated a minus 3.4 from the women. When the joke was switched so that one male actor got the best of another male, the women's rating rose to 0.7, but still remained below the men's mean score of 7.6.

Cantor concluded that despite "all the publicity and support the women's movement has received" in the last five years, the 53 women studied last fall still "discriminate against members of their own sex" more strongly than the 68 men studied.

The Journal of Communication is published quarterly by the Annenberg School of Communication of the University of Pennsylvania, in cooperation with the International Communication Association.

Television (ITV Publications, Dept 1, PO Box 50, Kettering, Northants; £1.50). Three books to celebrate ITV's 21st anniversary: **Television: Behind the Screen** by Peter Fairley describes technical aspects. **Television: Here is the News** by Anthony Davis looks at TV news and current affairs. **Television: The First Forty Years** by Anthony Davis is a historical account. All three books are aimed for the "intelligent layman" and provide facts and description rather than analysis.

Les Televisions Ouvertes (Open Television) (Etudes de Radio-Television, Radio-Television Belges, Brussels; price on application). A collection of papers on access and participation in radio and television based on a conference organised by La Cooperative Internationale de Recherche et d'Action en Matiere de Communication (CIRCUM) at Liege in 1974. The long delay in publication has meant that several papers are badly anachronistic (as the foreword acknowledges). Other papers, mostly written more recently, analyse various cultural, economic and practical aspects of "access" programmes.

Twenty-one Years of Independent Television (Broadcast, 111A Wardour Street, London W1; £2.50). A glossy collection of 25 articles and interviews by and with the men (and one woman) who have been involved in ITV's history and development, 1955-1976. Useful as an inside account, and as resource material.

Vad Ska Vi Gora Med Videogrammen? (Whither Video?) (TRU, Fack, 18271 Stocksund; Crowns 20) by Margareta Ingelstam. The author argues that videocassettes and videodisks (eg, videograms) should not be allowed to become a commercial commodity; and places that argument in the context of various possible developments. TRU, the State organisation for TV and radio in education, is planning an English translation of parts of the book; for details write to the Development Unit, Fack 18271, Stocksund, Sweden.

Periodicals

Broadcast (111a Wardour Street, London W1; 35p single copy). 20 September. A special 72 pp issue on the International Broadcasting Convention, held in London on 20-24 September, containing details of all exhibitors and papers.

Broadcasting (1735 DeSales Street NW, Washington, DC 20036; \$1 single copy). The 21 June issue has a Special Report on NBC on its 50th anniversary.

The Democratic Journalist (International Organisation of Journalists, Parizska 9, Prague 1, Czechoslovakia; £1.60 pa). 7 August. Special issue celebrating the 30th anniversary of the IOJ.

The Futurist (World Future Society, PO Box 30369, Washington DC 20014; \$2.50 single copy). The August issue includes a report on the new kind of photographic maps produced by orbiting satellites (notably Landsat I and II) and their effects on future cartography.

Journal of Communication (Annenberg School of Communication, University of Pennsylvania, PO Box 13358, Philadelphia, PA 19101; \$4.00 single copy). Summer. Two major themes: **Non-Verbal Communication** (five articles) and **Laughing Matter** (12 articles). Also articles on intra-governmental communications (between the US Executive and Congress); gossip; and global TV flow (see *InterMedia*, this issue, page 7); and fostering creativity in children. Two articles analyse German media: "Towards a sociology of the Press" by Max Weber, reprinted from 1910; and "The Rise and Problems of Media Research in Germany" by Hanno Hardt.

The Listener (BBC, 35 Marylebone High Street, London W1; 20p). The 26 August issue contains the script of *The World in a Box*, a BBC 40th Anniversary programme, in which Anthony Smith suggests that the notion of the right to be informed, has been converted into a notion of the right to be entertained.

Microwave Journal (Horizon House, 610 Washington Street, Dedham, Massachusetts 02026; free to "qualified persons"). July. Several articles on current and future satellite technologies and markets.

Media Asia (Asian Mass Communication Research and Information Centre, 39 Newton Road, Singapore 11; \$2.00). 2:3. Articles on broadcasting in Papua New Guinea; popular culture in developing countries ("instant globalism"); and research in rural Sri Lanka and Taiwan (two articles).

Radio es Televizio Szemle (Kiadja a Tomegkommunikacios Kutatokozpont. Akademia u 17, 1054 Budapest; price on application). VII, II. Articles on the Helsinki conference and subsequent events; and practical and theoretical aspects of radio and television.

Screen Digest (37 Gower Street, London WC1; £32.00 pa). September. The Insight centrefold, celebrating 40 years of BBC television, contains a chronology of UK and some other television events from 1817 (the discovery of selenium) to 1955 (the start of ITV); the years 1955-76 will be covered later. Also, a delightful spoof in the form of an exchange of letters, 40 years on,

between the Minister responsible for broadcasting and a media journalist, by the magazine's publisher and editor.

SMPTE Journal (Society of Motion Picture and Television Engineers, 862 Scarsdale Avenue, New York 10583; \$3.00 single copy). July. Extra-large 60th anniversary issue with 20 articles on the development of movie and TV technology including a comprehensive and illustrated account, with a useful chronological diagram, of "101 Years of Television Technology", and several reprints from SMPTE's archives.

Telecommunication Journal (ITU, Place des Nations, Geneva 20, CH-1211; Sw. Fr. 5 single copy). August. Articles on the data exchange network of the World Meteorological Organisation; and a model for planning telecommunications and economic development. September. Articles on COMSAT's US Constar domestic communications satellite which was launched on 13 May and is leased, en bloc, to AT&T which, in turn, will lease some transponders to GTE; the French PARFAIT telephone switching system; the telecommunication system of the European Centre for medium-range weather forecasts; and Oscar-8, the first amateur satellite spacecraft to be fully operational.

Videography (750 Third Avenue, NY 10017; \$1.00 single copy). The July issue includes an interview with Nam June Paik, pioneer video artist and thinker, and many features and news.

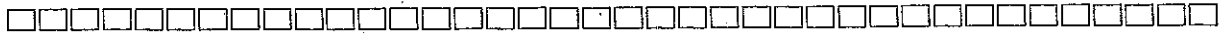
Zeszyty Prasoznawcze (Press Research Centre of Cracow, c/o BKwz Ruch, Warsaw, Wronia 23; price on application). 1976:3. Articles on the social role of journalists; the effectiveness of serving writs on journalists in Poland 1960/75; US radio; the contemporary Norwegian press; and Bulgarian journalism.

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On Governments, Mass Media and International Relations

"WHEN IN DOUBT, shut up." The well-known American columnist James Reston, in a recent article on the tasks of journalists, discussed an idea which "simply stated or overstated is, that if you don't understand what politicians are doing, you should confess your ignorance and pass by in silence and sorrow". Silence, though, is not a remedy for doubt, as admitted by Reston himself: "if we waited for clarity in public officials and in ourselves, who would ever speak?"

So, speak we do — without waiting for clarity, but yet under the obligation to heed the admonition recalled by Reston that "about most of the affairs of the world we are all outsiders and ignoramuses".

A number of recent events have brought to the fore, once again, the extent and intensity of arguments over a whole range of interlocking questions: the flow of information and news within and between countries and regions; the relationship between this flow and freedom of information; the relationship between governments and the media; and, as an over-riding concern, the meaning and scope of communications policies.

One way or the other, these problems are related to almost all aspects of the current debate on communications and information. In this issue of *InterMedia*, they underlie the discussions in India on the SITE experiment and its continuation; they are dealt with by Gerald Long from the point of view of an individual who has made communications his profession and his calling; and they were the subjects of proposals and decisions at the recent Colombo, Sri Lanka, and San Jose, Costa Rica, inter-governmental conferences.

Many of the reactions to and comments on the outcome of those two conferences do not give much proof of the "clarity" mentioned by James Reston nor the "reality" asked for by Gerald Long.

There is clearly a need for a more informed debate at a somewhat higher level of sophistication. Without an understanding of the context and the background there will be a few opportunities of advancing the discussion beyond a series of disconnected monologues.

The issues discussed at the Colombo and San Jose conferences and now being discussed in India are not new (or would be news only to those who did not listen earlier). Once traditional concepts and the present international order had been questioned in terms of politics and economics, it was to be expected that the same would happen in other areas of international relations. With the growing conception of the importance of communications and information, it would rather have been surprising had there not been a similar questioning in those fields.

It is striking that a double set of values often seems to be applied; one for national situations, another for international

issues. There is a growing recognition that the traditional, purely legal definitions of such concepts as "freedom of information" or "freedom of expression" are by themselves no longer sufficient. Today, these freedoms depend partly on mass media. Yet it is impossible for each citizen to start his own newspaper or radio station.

In this perspective, communications must be seen as a resource in society, characterised by special conditions of use, and posing questions of development, distribution, access and management. If this approach is valid at the national level, the least we can do is to consider whether it is also valid at the international level.

At present, the discussion of these issues is often divisive rather than constructive, and shows up our confusion and the ambiguity of our reactions. However, it is possible to reach a certain clarity — in the right circumstances. This is proved by the discussions in the UN on legal principles for satellite broadcasting: over time, it has been possible to achieve a clear definition of the major problems, as well as an agreement on most of them, and even a movement of positions on the only outstanding issue that remains for decision. The conditions, though, have been careful preparation, long and arduous work and an obligation to listen to all points of view.

Neither the problems nor the measures taken to deal with them should be conceived in static terms. Instead they should be seen as a dynamic process. Even if some of these questions, in various guises, seem to have followed us through history, and appear in all cultures to the point of giving the impression of being universal constants, the *context has changed* due to the evolution of societies and international relations, the advent of new means of communications and the transformation of attitudes and values. It seems significant that there is nothing static about, say, the broadcasting structures in the world. They are constantly changing and being changed. In one perspective, these changes may be seen as statements in the continuing dialogue about the role and function of communications in society.

Underlying this dialogue is another even more difficult and complicated set of problems. We tend to forget that the expressions we use for many of the issues under debate are no more than shorthand for complex, multi-layered and evolving concepts and realities. The basic question in this context is whether our knowledge is adequate, whether our perceptual maps correspond to those realities. There is reason to recall the principle of general semantics that "the map is not the territory". Novel concepts and approaches like those presented by Peter Gould give promise of the possibility of a better understanding of the information environment which is ours. •

EWP

Commercial Flows

MOST ACADEMIC surveys of the global flow of TV material have measured the flow in terms of the number of hours of foreign programming shown on domestic screens. Most of the companies who actually produce, sell and distribute the programmes, meanwhile, measure their business in terms of net revenue or the return on investment. According to William Read, a member of Harvard University's Program on Information Technologies and Public Policy, this disparity explains why American



MCA

A black detective in 'Ironside', one of the USA's commercially most successful programme exports.

exporters have reacted "rather passively" to surveys such as Tapio Varis 'Global Traffic in Television'. Writing a preview of his new book, 'America's Mass Media Merchants', in 'Journal of Communications', Summer 1976, Mr Read says that time analyses like that of the Varis study give only a partial picture.

"It is a purely academic exercise of little relevance to the commercial world in which programming for television is sold".

Industry insiders agree with Tapio Varis, says Mr Read, that roughly one-third of US export goes to Europe, one-

third to Asia and one-third to Latin America. The academic researcher might regard these one-thirds as being equal, in some sense. But to the industry, they are very different. A half-hour episode sold to Europe may bring £1,750 (in France, West Germany, Great Britain) whereas the same half-hour in Asia is very unlikely to fetch more than £100.

Countries outside Europe, Asia and Latin America have the same order of differences. US exports to Canada, Africa and Middle East are a tiny percentage of the total. Yet a Canadian sale, according to Mr Read, is "financially golden" whereas a sale to Africa is hardly worth the effort.

The result is that the volume of revenue, not the percentage of total hours, is what counts for major producers and distributors like MCA-TV and Viacom. "One sale to CBC or BBC dwarfs even the most lucrative deal imaginable with Televisova de Costa Rica or Radio Y Television Hondurena. If a programming trend seems to be developing in Tokyo or Sydney, it would command priority attention at several posh Park Avenue offices in New York, while the vagaries of TV in San Salvador or Guatemala City would be, at best, of passing interest."

Large Ratings, Large Profits

The conclusion of Mr Read's arguments is that neither measuring device — imports/exports nor earned income — focus on the audience. They measure the flow itself. They do not measure the flow's impact. But "who watches is just as significant as what is shipped to where."

Here the available data is scanty. It is not yet possible to do a detailed analysis of the audience for US programmes. However, Mr Read makes some pertinent points. Using UNESCO figures he shows that Britain, Canada, Japan, Australia, West Germany, France and Brazil have the "overwhelming number of potential viewers" and, in fact, account for two-thirds, by value, of US exports. Together, the USA and these seven countries have over two-thirds of the world's TV sets. Significantly, most of the rest of the world is not open to exports. The People's Republic of China, North Korea, North Vietnam, Albania and Mongolia, according to Tapio Varis, have broadcast no US TV programmes. The USSR, with 50 million TV sets, has broadcast only very few. The Big Eight, therefore, contain almost 90% of the world's accessible TV sets.

Latest TV/Radio Statistics

THERE ARE now 24,270 broadcasting stations in the world, according to the latest UNESCO figures. The breakdown is 7,470 in North America; 5,980 in Europe; 4,270 in South America and the Caribbean; 3,030 in the USSR; 2,380 in Asia (excluding China); 550 in Africa; and 250 in the Arab States.

The numbers of sets per thousand people shows an even greater disparity.

The total number of television sets, worldwide, is 364 million, or 108 per thousand people. North America has 506, and Africa 1.3, TV sets per thousand people. The average for the developed countries (using UN classification) is 200 per thousand, and for developing countries 15 per thousand.

The total number of radio sets, worldwide, is 881 million, or 288 per thousand people. Again, North America has the highest percentage: 1,667 sets per thousand people.

The USSR has 441 sets per thousand people; Europe has 313; South America and the Caribbean has 170; Asia (again, excluding China) and the Arab States both have 110 per thousand people and Africa has 42. The developed countries, on average, have 656 radio sets per thousand people while the developing countries have only 80.

Chinese TV Expands

THE NUMBER of TV sets in China has increased tenfold in the decade since the Cultural Revolution, according to a recent announcement from Hsinhua, the Chinese News Agency. Most television receiving centres are communal, and located in factories, mines, villages, army barracks, and other neighbourhood meeting-places.

This may be partly due to the high costs of sets. In 1971, the 'Japan Times' estimated the price of an 8in set at 200 yuan (£60). A 17in set cost 500 yuan (£140), more than half the annual income of the average household. Nevertheless, TV is now listed as a 'consumer good', and electronics is one of China's major growth industries.



Governments and the Journalist

by Gerald Long, Managing Director, Reuters

MY SUBJECT is a daunting one: the relationship between information media and governments, and the responsibility of the individual journalist.

European journalism, of which North American journalism is a development going well beyond the original, is based on the concept of truth. That is a noble concept, though I fear it is somewhat clouded in recent centuries by an ill-defined relationship with revealed religion; in any event the concept has a strongly emotive content. I believe that the concept on which the Japanese approach to information is based is rather that of reality. Whether or not I am right about Japan, I prefer the colder concept of reality. I believe that the concept of reality is more useful than that of truth when we come to examine the responsibility — that is, the duty — of the journalist. The idea of duty is common to all approaches to our work. I would like to examine where that duty lies.

There are countries where the idea of the individual responsibility of the journalist has no practical meaning: those countries where information is seen as an instrument in the service of an ideology, and where the responsibility is, more or less exclusively, collective. Here the question arises: should this be so? I do not propose to examine that question, but only to give my own answer, which is: it should not. Nor do I propose to touch on the relations between information media and government in such countries, except by implication when I try, as I will now do, to define what I mean by information or, as might be said, communication and its role in society.

I believe it is part of the defining functions of man, in which word I include the idea 'woman', that he should impart to others the fruit of his knowledge and experience. When I call that a defining function, I mean that it is not a right, to be recognised and therefore restricted. The function is part of the definition of 'man': where it is restricted we see not the denial of a right, but the debasement of humanity.

It is nevertheless necessary, I think, to suggest that the function is exercised within the limitation of available resources. The use of those resources, and its relation to freedom of speech, is an important but a separate subject.

Well-meaning people, seeking to define reasonable limitations on the exercise of that function which I say should not be restricted, sometimes take the example of a man who goes into a crowded and confined place and shouts: "fire!" His right to self-expression must be restricted, they say, for the sake of those who might be killed or maimed in the panic that such self-expression engenders. But the example is utterly false, and dangerous. If that man sincerely believes there is a fire, it is not only his right but also his duty to tell his fellows what he believes to be true. If he cries "fire!" knowing there is none, he

is not imparting knowledge but lying with malicious intent; society deals with such actions through its laws. It is, of course, possible to rule that the presence of fire may only be announced by an officially appointed fireman, wearing recognisable uniform; some countries have such rules about information though not as far as I know in the case of physical fire. Such regulations are imposed by fear, and rapidly discredit official information in its own society.

The need to proclaim the danger of fire is a basic need in society. But even such basic needs are neglected by authoritarian governments in their zeal to suppress freedom of speech.

Free communication is always the greatest danger to tyrants; a further proof of its essential nature.

This then, is the individual responsibility of the journalist as I see it: to use, and to defend and further the communication of knowledge and experience, including opinions sincerely held. To what extent a journalist must follow that responsibility is a matter for individual conscience and individual decision.

I would like to take the responsibility of the journalist somewhat further. Here, I speak only of Western Europe, and to some extent North America insofar as journalism there is a development of European journalism.

I believe the Western European journalist must honour and maintain the unchanging values of European civilisation.

Here at once we see a divergence from the duties of governments, which are, in the nature of things, concerned with governing. Individual members of governments may be just as attached to unchanging principles as anyone else; journalists have no monopoly in the matter. But a state, a government, must also be greatly preoccupied with changing values, with expediency, with using means to achieve ends.

Here I would like to quote a book which sets out to my mind with great clarity, also with great truculence, the duty of the journalist, and contrasts it with the activity of governments. It is 'La Trahison des Clercs', by Julien Benda, first published in 1927. The clerks whose treachery Benda condemns are clerks in the mediaeval sense — those who have received education, those who can read and write. Journalists are clerks in Benda's sense. Their treachery is to have placed themselves in the service of states, governments, and parties, neglecting the duty which education and experience placed on them to serve only justice, reason, and truth. In his foreword to the first edition, Benda wrote as follows: "Tolstoy recounts that when he was in the army he saw one of his fellow-officers strike a soldier who had stepped out of the line of march. Tolstoy said to him: are you not ashamed to treat a fellow-man thus? Have you not read the scriptures? His fellow-officer replied: Have you not read the army regulations?"

"The reply is that which the man of mind will always hear when he tries to command. It seems to me very wise. Those

The author presented a slightly longer version of this paper to the Japanese Newspapers Publishers Association in Tokyo in August.

MEATHEAD MAY BE RIGHT

BY KAY MILLS
(C) 1973, NEWHOUSE NEWS SERVICE

WASHINGTON--ARCHIE BUNKERS "MEATHEAD" SON-IN-LAW MAY BE ON THE RIGHT TRACK: WATCHING ARCHIE COULD BE HAZARDOUS TO A PERSONS RACIAL AND ETHNIC OUTLOOK.

REPORTING ON A JOINT U.S.-CANADIAN STUDY, A SOCIOLOGIST AND A PSYCHOLOGIST HAVE CONCLUDED THAT "ALL IN THE FAMILY" IS "MORE LIKELY REINFORCING PREJUDICE AND RACISM THAN COMBATING IT."

NEIL VIDMAR, ASSOCIATE PROFESSOR OF PSYCHOLOGY AT THE UNIVERSITY OF WESTERN ONTARIO, AND MILTON ROKEACH, PROFESSOR OF SOCIOLOGY AND PSYCHOLOGY AT WASHINGTON STATE, FOUND "THAT MANY PERSONS DID NOT SEE THE PROGRAM AS A SATIRE ON BIGOTRY" BUT INSTEAD TEND TO AGREE WITH ARCHIES ETHNIC SLURS.

VIDMAR AND ROKEACH ENTERED THE RUNNING DEBATE ON "ALL IN THE FAMILY" THROUGH AN ARTICLE IN THE UPCOMING WINTER ISSUE OF JOURNAL OF COMMUNICATION. THE JOURNAL IS A SCHOLARLY PUBLICATION ON MEDIA RESEARCHS IMPACT ON PUBLIC AFFAIRS PUT OUT FOR THE INTERNATIONAL COMMUNICATION ASSOCIATION BY THE ANNENBERG SCHOOL PRESS IN PHILADELPHIA.

SOON AFTER THE PROGRAM DEBUTED, CBS CONDUCTED A TELEPHONE SURVEY FOR AUDIENCE REACTION. ITS REPORT, SAYS VIDMAR AND ROKEACH, "IMPLIED THAT MOST VIEWERS PERCEIVED ALL IN THE FAMILYS SATIRICAL INTENT--AND THEREFORE ITS IMPACT WOULD, IF ANYTHING, BE TO REDUCE PREJUDICE."

TO TRY TO BRING SOCIAL SCIENTISTS METHODS TO BEAR ON THE CONTROVERSY, VIDMAR AND ROKEACH SURVEYED 237 AMERICAN TEENAGERS IN A MIDWESTERN SCHOOL AND 130 ADULTS RANDOMLY SELECTED IN LONDON, ONTARIO. BOTH GROUPS ANSWERED QUESTIONS ABOUT THE PROGRAM AS WELL AS OTHERS DESIGNED TO MEASURE PREJUDICE OR ETHNOCENTRISM.

FOR EXAMPLE, THEY WERE ASKED HOW FUNNY THEY FOUND THE SHOW; WHETHER THEY LIKED ARCHIE OR SON-IN-LAW MIKE, WHOM ARCHIE ALWAYS CALLS A LONG-HAIRED BUM; OR WHO IS MADE FUN OF MOST OFTEN.

THE RESEARCH TESTED TWO HYPOTHESES: ONE ON SELECTIVE PERCEPTION, SUGGESTING THAT VIEWERS WOULD FIND "ALL IN THE FAMILY" MORE OR LESS ENTERTAINING DEPENDING ON THEIR DEGREE OF PREJUDICE; AND THE OTHER ON SELECTIVE EXPOSURE, PREDICTING THAT PEOPLE WILL NOT WATCH THE PROGRAM TO THE SAME EXTENT DEPENDING ON THEIR PREJUDICES.

THE SOCIAL SCIENTISTS FOUND THAT HIGHLY PREJUDICED PEOPLE "WERE SIGNIFICANTLY MORE LIKELY THAN LOW PREJUDICED PEOPLE TO ADMIRE ARCHIE OVER MIKE AND TO PERCEIVE ARCHIE AS WINNING IN THE END."

LOOKING AT THE SECOND THEORY, VIDMAR AND ROKEACH FOUND THAT FREQUENT VIEWERS OF THE PROGRAM ALSO ADMIRE ARCHIE MORE THAN MIKE. FREQUENT WATCHERS IN BOTH SAMPLES "CONDONED ARCHIES ETHNIC SLURS SIGNIFICANTLY MORE OFTEN THAN INFREQUENT VIEWERS," THEY SAID.

"ALL IN THE FAMILY" PRODUCER NORMAN LEAR AND VARIOUS CRITICS CONTEND THAT BY "MIXIN HUMOR WITH BIGOTRY, THE SHOW LEADS TO A CATHARTIC REDUCTION OF BIGOTRY," VIDMAR AND ROKEACH SAID.

BUT THEY ADDED THAT IF HIGHLY PREJUDICED PERSONS DO NOT SEE THE SHOW AS MAKING FUN OF BIGOTRY, "THEY WILL NOT EXPERIENCE A CATHARTIC REDUCTION IN PREJUDICE."

"ON BALANCE," THEY CONCLUDED, "THE STUDY SEEMS TO SUPPORT THE CRITICS WHO HAVE ARGUED THAT ALL IN THE FAMILY HAS HARMFUL EFFECTS."

ENDIT MILLS



Fastest line in town Dial 321-1111

You may write to Beeline at 401 N. Wabash,
Chicago 60611.

I am writing on behalf of my mother, who is 77 and somewhat senile, with very little memory, and my father, 86. On May 25, 1972, a man knocked on their door, and said they needed some work done on their sewer, and my mother told him to do it, and she paid him \$330. Her receipt said, "Cleaned catch basin, rodded sink line, put tile in sink line and rodded main line — all with five-year guarantee." The company was the Eagle Sewer Service, 2047 N. Hoyne, and the receipt was signed by "V. Camper." However, on Aug. 10, 1972, there came another knock on the door — and it cost my parents \$400 for more sewer work(?). This time the company was the Camper City Wide Service, 1500 N. Central, and my mother's check was endorsed by "Thomas Camper." On Nov. 6, 1972, it was the Eagle Drainage Service, 2063 N. California — but again V. Camper — for \$125. Two days later, V. Camper came back once more and did \$275 more worth of "work." Later Nov. 8 — the very same day, mind you — it again was V. Camper, for still \$275 more. Then, though, I got wise to what was happening, and on Nov. 23, 1972, went to the state's attorney's office. However, all I was told was that I should have my mother declared incompetent and sue to get the money back. I thus felt the whole thing was a lost cause and let the matter ride. However, I now have found a new receipt for \$185, from the Camper Sewer Service, in my parents' house. Beeline — what can I do? — Mrs. V.E., Glen Ellyn

First of all, you indeed should see a lawyer about getting your mother declared incompetent. Obviously, she should not have the use of a checkbook. But as for getting your parents' money back for them, we turned first to Edward A. Quigley, deputy commissioner for sewers in the Department of Water and Sewers, and the bureau's chief engineer, David Goldberg, and they had an inspection made, which determined that the various companies — all operated by the brothers Vernon and Thomas Camper — actually had done

several months ago. Our many phone calls has thus far resulted only in Mr. Camper's plea of "no money" or "I will pay when I get the money." However, we look forward to obtaining a payment of the balance, or to accept partial payments on the balance, through the withholding of his 1973 Train Drivers License.

Very truly yours,
Edward A. Quigley
Deputy Commissioner for Sewers

Not all your parents' money is down the sewer, Mrs. V. E. \$730 worth of work. But since the total charge had been \$1,590, Quigley ordered the brothers to repay your parents \$860. If they did not, he said, their license to do business under any name would be revoked. As you know, since then, the Campers have repaid \$585 in three installments — and now plead inability to come up with the final \$275. But Quigley's reaction to this is seen in the accompanying letter we just received from him. We would guess your parents soon will have back the full \$860. And this isn't all. We now are turning to State's Atty. Bernard Carey — who was a week away from being inducted on Nov. 23, 1972, when you sought the state's attorney's help — to see if this might not be a case for his office after all.

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Neil Vidmar, associate professor of psychology at the University of Western Ontario, and Milton Rokeach, professor of sociology and psychology at Washington State, found "that many persons did not see the program as a satire on bigotry" but instead tend to agree with Archie's ethnic slurs.

VIDMAR AND Rokeach entered the running debate on All in the Family through an article in the upcoming winter issue of Journal of Communication. The Journal is a scholarly publication on media research's impact on public affairs. It is put out for the International Communications Assn. by the Annenberg School Press in Philadelphia.

Soon after the program debuted, CBS conducted a telephone survey for audience reaction. Its report, said Vidmar and Rokeach, "implied that most viewers perceived All in the Family's satirical intent—and therefore its impact would, if anything, be to reduce prejudice."

TO TRY TO BRING social scientists' methods to bear on the controversy, Vidmar and Rokeach surveyed 237 American teenagers in a Midwestern school and 130 adults randomly selected in London, Ontario. Both groups answered questions about the program as well as others designed to measure prejudice or ethnocentrism.

For example, they were asked how funny they found the show; whether they liked Archie or son-in-law Mike, whom Archie always calls a long-haired bum; or who is made fun of most often.

The research tested two hypotheses:

- Selective perception, suggesting that viewers would find All in the Family more or less entertaining, depending on their degree of prejudice.
- Selective exposure, predicting that people will not watch the program to the same extent, depending on their prejudices.

The social scientists found that highly prejudiced people "were significantly more likely than low-prejudiced people to admire Archie over Mike and to perceive Archie as winning in the end."

Looking at the second theory, Vidmar and Rokeach found that frequent viewers of the program also admired Archie more than Mike. Frequent watchers in both samples "condoned Archie's ethnic slurs significantly more often than infrequent viewers," they said.

ALL IN THE FAMILY producer Norman Lear and various critics contend that by "mixing humor with bigotry, the show leads to a cathartic reduction of bigotry," Vidmar and Rokeach said.

But they added that if highly prejudiced persons do not see the show as making fun of bigotry, "they will not experience a cathartic reduction in prejudice.

"On balance," they concluded, "the study seems to support the critics who have argued that All in the Family has harmful effects."

Books

Children's Television: The Economics of Exploitation

by William Melody

(Yale University Press; \$8.50)

Our children have inherited a history of violence which stretches back through the years of our nationhood to the countries which produced our ancestors. This nation is celebrating 200 years of independence, but only a few of those years were years of peace. Jacob Bronowski, in his short play *The Face of Violence* says to us:

Life stares at the man
Out of the stony eyes of his boyhood.
And the man shivers to think
What he has become.
If the stony face will not flinch
Under his pleading look,
Forgive the man his violence
For violence has a human face.

Is violence an inescapable and indispensable function of the human being? Is it possible to contain violence by education of the young? Is it possible to change a profit-centered society sufficiently to protect our children from violence? What is the moral responsibility of the mass media in the development of a peaceful society?

These questions and a host of others are now forcing many adults and adolescents to examine more closely the most powerful educational medium in our culture—television. The problem is not uniquely American. In Japan the mass

Where Do You Draw The Line?

Edited by Victor B. Cline

(Brigham Young University Press;
\$6.95)

"Violence is as American as apple pie."

"The only good injun is a dead injun."

"We destroyed the village to save it."

"That bullet had Rockefeller's name on it."

"Guns don't kill people—people kill people."

media opened its doors to Taiyozoku—The Sun Tribe. This is a group of teenagers engaged in senseless brutality and violence. Their life styles are revealed in *Season of Violence* by Shintaro Ishihara.

The deep concern over the possible effects of violence on children's TV brought a typical American response—the formation of a citizens' action group—Action for Children's Television. This group has been in the vanguard of citizens who recognize the role of TV in the education of their children and are determined that the Congress and the regulatory bodies of the government take action to protect

Journal of Communication, Volume 24:4

Editor: George Gerbner

(The Annenberg School Press; \$3.00)

our children from harmful education, and to promote enlightened TV for children.

Children's Television is a study of the structure and function of this segment of the mass media. William Melody concludes that "a forecast of industry developments under existing arrangements indicates that the trend toward market specialization in children's television will not only continue but intensify. Audience markets will tend to become tailored more closely to advertiser requirements, and the programs and advertisements will be made more effective in exploiting the vulnerabilities of children. Thus, the harmful effects that many people already see existing in children's television are much more likely to increase than to decrease. The problem is not one that shows any signs of correcting itself."

Children's TV is part of a complex business and all of the available technology for transforming programming into profits is used. Nothing is left to chance. Social scientists and parents may have doubts about the effectiveness of violence in children's TV, but the advertising experts have proof. Robert B. Choate, chairman of the Council on Children, Media, and Merchandising, has stated:

"Today, in motivational research houses across the country, children are being used in laboratory situations to formulate, analyze, polish, compare, and act in advertisements designed to make other children salesmen within the home. Armed with one-way mirrors, hidden tape recorders, and unobtrusive video-recorders, professionally trained psychologists and experts in child behavior note every motion, phrase, and other indication of children's responses."

William Melody's chapter on "Characteristics of Children's Television" should be required reading for parents and students. It is a frightening portrayal of thought control. The basic message of the study is the plan to change the structure of financing children's TV by gradually phasing out the present advertisers' control and increasing financial support outside of the advertisers' industry. The financial problems are practically insurmountable and the complexities of planning, production, timing and other changes would require far greater demand for fundamental change than exists at this time. If David had not killed Goliath, the giant would have died of old age.

In the *Journal of Communication's* article "Children's TV Commercials: The Vanishing Policy Options," written by William Melody and Wendy Ehrlich, the authors demonstrate the enormous psychological advantages the powerful TV industries have, when confronted by the possible loss of profit because of the actions of an aroused group of citizens. Although the Canadian Radio and Television Commission has acted to remove all advertising on children's programs broadcast over the Canadian Broadcasting System, the FCC and the FTC in the U.S. have left the whole problem of devising a voluntary code in the hands of a group representing advertising, broadcasting and the government. In the old West the code name

for this ploy was six-six-two (the size of the hole for the proper burial of an unwanted person).

So ends for now ACT's hope for government backing of "a new system of support for children's programming . . . in the belief that this system would look to the benefits of children rather than the profits of advertisers." This article is one of the clearest statements of the depressing power of industry over government regulatory agencies, which continues the scandalous history of subservience to industry at the expense of the general welfare, and in this case the children of the nation. The FCC and the FTC are fulfilling the Daniel Moynihan doctrine of "benign neglect" and extending it to white children as well.

Have you ever witnessed a Saturday Morning Massacre? Richard Nixon, a cornered man, had his Saturday Night Massacre and Gerald Ford, a good guy, had his massacre on the Lord's Day. But these were minor events compared to the weekly carnage which occurs every Saturday morning, when the minds of millions of American children are firebombed by hours of brightly colored violence on children's commercial TV. The immediate effect is a heightened emotional response and anticipation. The long-range effect is a gradual desensitization to acts of physical violence, and the preparation of another generation of citizens who will accept violence as normal and desirable. The feeble voluntary attempt to protect children from violence on TV by excluding it during the "Family Viewing Hour" has all the thunderous impact of the President's WIN buttons. At the present time 10 million children watch all the adult programs of violence until 10 p.m.

Where Do You Draw The Line is, as the jacket states, "an exploration into Media, Violence, Pornography, and Censorship." The main concern of this book is the First Amendment to the Constitution, and the structure and

function of censorship in a democracy. It is not primarily concerned with children—they receive 68 pages of attention in a book of 358 pages. However, the section on "Violence in the Media" is worth the price of the whole book. The subject is treated from the best tradition of scientific evaluation to an impassioned attack on the media and a plea for control of violence on children's commercial TV.

The most disturbing information in this book, and perhaps the most important, is the section on "The Desensitization of Children to TV Violence" by Cline, Croft and Courier. It fulfills the worst fears of many parents and teachers.

The lasting effect of desensitization alters or obliterates the laissez-faire attitude toward emotional change and produces serious doubts about the effectiveness and durability of home training and school education. The easy-going acceptance of childhood innocence becomes a cruel mockery. Violence on children's TV is a double-edged sword. It can create conditions of aggressive behavior and at the same time dull the emotional response to violence. Girls are affected as intensely as boys.

A considerable amount of research on the effects of TV on the attitudes and behavior of children and youth has been accomplished by scholars—A. Bandura, G. Gerbner, M. Lefkowitz, R. M. Liebert and others. "The Early Window" by Liebert, Neale and Davidson is especially useful.

Although the media, especially television, are under critical examination for their part in glorifying and saturating the minds of children and youth with violence there are many other factors to be considered.

The United States, like most nations, was born in violence, nurtured on violence and institutionalized violence. From 1607 until the massacre at Wounded Knee nearly 300 years later, we fought the Indians and forcibly took away their land. We fought the Dutch,

the French, the Spanish and the British. We fought a devastating Civil War, and became a world power with World War I. Then came World War II, Korea and Vietnam.

The frontier made us a gun-dependent nation. It is now estimated that there are some 40 to 50 million hand guns and rifles in the homes of our nation.

The men and women who settled this land came from violent countries, with special forms of violence for children. Beginning in infancy children were beaten and tortured, abandoned or killed. Children from antiquity until the present century were considered inherently bad and needed to be beaten to make them good. Newborn girls were often drowned at birth; in one census the ratio of boys to girls was four to one. Sexual abuse was common and nearly every city in antiquity had a boy brothel.

Child abuse was institutionalized in the church. In Eastern Europe it was customary to baptize a newborn infant in ice cold water. The infant was plunged into the cold bath over and over, many until death freed them.

It was customary to take children to public executions to witness hanging, decapitating, drawing and quartering. The novels of Dickens accurately portray the violence which adults inflicted on children. Untold thousands were abandoned and left to live in the streets. When this land was first settled by Europeans, large numbers of children were brought here to work. Most of them came to New York. In 1888 it was estimated that 100,000 children lived in the streets. Those children who worked in the mills earned eight cents an hour for a 16-hour day.

At the beginning of this century nearly one-third of the work force was made up of children. The Puritan Ethic and hunger prevailed against the "sloth of children, their idleness by which they are corrupted."

In New York City police brutality was common in the last years of the 19th century. In a single year more than

10,000 children were clubbed, arrested, handcuffed and jailed without committing any crime. Children lived by violence, as well as with it. On October 8, 1870 Miss Etta Barstow, a teacher in Canton, Massachusetts, was stoned to death by children because she kept four pupils after school.

Children have always used adults as models of behavior pattern development. The adult violence in our culture has a long history. The many nations represented here are fruitful reservoirs for holiday and political rhetoric, but seldom do we speak about our heritage of violence.

A child in America today will witness some 15,000 murders or killings on TV during early childhood and adolescence. But in this next year more than 10,000 Americans will be murdered, one-third by a relative. Seven thousand will be shot, most with handguns. Commercial TV is saturated with gun fights—either on western or police shows.

As a nation we have one of the worst records of child abuse and the battered child. Most parents who physically abuse their children were abused by their parents.

Our two hundred years of enslaving blacks who were brought here to work in the fields, confirmed and entrenched violence as the most effective means of control. Black children brought up under those conditions were effectively taught that violence is the way to freedom and power. Their anger turned often to feelings of hatred.

C. Eric Lincoln in *Sounds of the Struggle* says:

The unhappy truth is that hatred is an integral part of any caste society, and the more strict the observance of the forms which hold the system together, the more intense the hatred is likely to be. It is inevitable that the intense hostility and resentment accumulated through generations of preserving (or attacking) the American caste system will find expression in in-

creasing violence. The alternative is the development of measures to accomplish rapid desegregation which obviate direct and hostile confrontation between blacks and whites who have disparate values at stake.

We live in a 200-year old paradox. While we were engaged in violent behavior which included conquest, slavery, labor organization and child abuse, we set out to establish the most remarkable society mankind ever dreamed of.

Ponder the following:

"All men are created equal."

"The consent of the governed."

"With liberty and justice for all."

"A government of the people, by the people, for the people."

"Free speech, free press, free assembly."

Is it possible to begin a generation of children who can rely on compassion and trust, or are we irrevocably committed to violence as the ultimate solution?

Children's commercial television will continue to be our most powerful educational tool. It will use violence as long as it is profitable to do so, or until commercials are banned. Since only 20 percent of our parents supervise their children's television viewing, we cannot substantially alter the effects of TV violence on our children.

Television violence has become a social disease, one of our most dangerous sources of pollution.

"WARNING: The Surgeon General has determined that this TV program is dangerous to the mental health of your child."

—Jay T. Wright

Coming
The Boys in the Press Center
Richard C. Longworth

By DOROTHY STORCK



No Nudes Is Good News

A year ago I wrote a column saying that most of the new sex magazines for women, like Playgirl and Viva, were a turn-off.

This was based on my own research, conducted in the semiprivacy of my living room, with a willing group of slightly squished friends.

Not exactly ideal scientific conditions, you might say? Right. But I printed our survey results in the fine old tradition of columnists who print their own conclusions about everything, all the time.

Now come Professors John Stauffer and Richard Frost of Babson College, Wellesley, Mass., who worked with 100 people, both male and female, using all the correct control laboratory procedures. They've reached the same conclusions we did in my living-room.

I'm trying not to sound smug.

In the Winter 1976 issue of the Journal of Communication, just published by the University of Pennsylvania's Annenberg School, Stauffer

and Frost report that after reading a copy of Playgirl, "one-third of the female subjects claimed to feel 'cheap' and 'guilty'; 74 percent found photographs of male nudes to be generally unstimulating;; and 80 percent said they would not buy future issues of the magazine."

These were college students, too. Not your lady who's still worrying about that waxy yellow build-up on her kitchen floor.

Plunging further into the Stauffer-Frost study, we discover the greatest negative reaction came when the women examined Playgirl's centerfold and photo essay, both featuring color photographs of male frontal nudity.

Turning Away

While the men in the group (called the "control" section in scientific terminology, but you wouldn't know it if you saw them in the lab) were slurping over Playboy centerfolds, most of

the women reading Playgirl were turning away from the centerfolds to the articles or the letters to the editor.

Does this mean that male nudity does not turn women on? Not necessarily, according to Stauffer-Frost. (Recent research by Masters and Johnson, among others, indicates that women can be just as strongly erotic as men.

What is a turn-off is public and explicit male nudity — the macho man strutting out his wow-golly-gee equipment.

No matter what Freud said, penis-envy is passe.

Some comments from Stauffer-Frost's women in the experiment:

"I'm not at all turned on ... I'd rather see and feel my own (lover) than a picture which has been published throughout the country."

"I guess my personal pride makes me feel the way I do. I respect myself ... and I feel one's self is private."

(In my living-room test group, we

were more explicit: "I mean really," one of my friends remarked, "if I wanted to see pictures of greasy-looking, unzipped men, I could go on the subway and see the real thing.")

To be fair, women are not customized by society to react to nudity the way men are. (One male remarked in the lab: "I'm just a normal male who likes to see naked women.")

Try taking Playgirl (that title alone makes me want to go "Ugh") with you on the bus, to the garage, on the train home. Try just leaving it on your desk at the office.

Covert Leers

If you don't get a covert leer or two, you're bound to reap an overt "Ho, ho, ho" from the nearest male and the remark: "I know, you're just reading that for the interesting articles, right?"

It's ... embarrassing.

You don't get that with Cosmopolitan, the magazine Helen Gurley Brown has turned into a hymn to

the Eliza Doolittle in all of us. ("The Four Best Exercises To Make Yourself Luscious for Him")

Cosmo, which always features a model with her dress slit to THERE, may be considered far out by some McCalls readers, but actually caters to the old-time conventions of what "we girls" ought to be thinking — pleasing and teasing our men.

Ms, the feminist magazine, eschews all that, and is being carried and read by more and more women as liberation gets into its second lap, but is not "sexy."

Playgirl tries to hit stride somewhere in between, and misses.

One conclusion from the Stauffer-Frost Study: most women express a desire for representation of sexuality in which a relationship is clearly defined between the participants.

Ever heard that one before? "Why can't we have a relationship, Harry?"

Harry, you'd better listen next time.

Publ. Magazines 1/19/76

MEN LIKE 'PLAYBOY' MORE THAN WOMEN LIKE 'PLAYGIRL'

Those Playgirl centerfolds of nude males apparently appeal to female viewers, but they may never hang on coeds' walls.

Although recent research indicates that sexually oriented magazines appeal to women, a survey of 100 male and female college students suggests that social pressure inhibits female sexual freedom.

John Stauffer and Richard Frost of Babson College measured interest in 11 parallel features in Playboy and Playgirl magazines. Men showed a greater interest than women in the sexually oriented products, photo essays, and centerfolds. Adjectives listed by the men to describe Playboy's sexual content were usually favorable. Women's reactions to Playgirl were evenly divided among favorable, unfavorable, and ambivalent.

Most of the women believed that their reactions to Playgirl were influenced by the way they were brought up and their own personal values. Thirty-six percent of the men thought their favorable reactions to Playboy were physiologically based.

Negative comments by women were divided into three areas. Some women said that viewing male nudes did not cause sexual stimulation. Others feared social disapproval. A third group was strongly against these magazines, but gave no reason for their hostility.

Information: John Stauffer and Richard Frost, Babson College, Babson Park, Mass. 02157. Article to be published in Winter 1976 issue of Journal of Communication.

EMOTIONS AND HEALTH

The importance of emotions, attitudes, and behavior on one's health has been given further emphasis by a new report from the American Psychological Association's Task Force on Health Research.

The report cited a dire need for research and consumer education on health-related behavior, since the current amount and impact of such research are "anemic."

Task Force members intend to stimulate more of this research, observing that "there is probably no specialty field within psychology which cannot contribute to the discovery of behavioral variables crucial to a full understanding of susceptibility to physical illness, adaptation to such illness, and prophylactically motivated behaviors."

To illustrate the relationships between behavior and disease, the report cites a dramatic increase in interest in the possible link of behavior and cancer. A number of psychologists, it explains, have discovered a "consistent description of the cancer patient as a rigid, authoritarian, inner directed and religious person, with ample conflict around sexual and hostile impulses, using excessive repression of affect and with poor emotional outlet." There are also data that "cancer patients with fast-developing diseases are more defensive and over-controlled than patients with slowly developing diseases."

The full Task Force Report on Health Research, about 20 pages long, is available from the APA, 1200 - 17th Street, N.W., Washington, D.C. 20036.

Punch-line bias leans to women, study indicates

PHILADELPHIA (UPI) — A joke draws more laughs when a woman is the brunt of it, reports a Journal of Communication study.

The study, published Tuesday, said this anti-female bias is stronger among women themselves than it is among men.

The article, based on research conducted by Joanne Cantor of the University of Wisconsin, said that in a 1970 study and one done last year, college students gave the highest scores to jokes in which a "male dominator" has the last laugh on a "female victim."

The lowest scores were recorded in the latest study when female subjects were asked to rate a joke in which a woman puts down a man.

The joke was:

A movie actress, soon after her autobiography was published, was approached at a party by an actor, who said, "I

saw your new book...who wrote it for you?"

"I'm so glad you enjoyed it," came the reply, "who read it to you?"

Men gave the joke a mean, or a range, score of 9.0 but it rated a minus 3.4 from the women. When the joke was switched so that one male actor got the best of another male, the women's rating rose to 0.7, but still remained below the men's mean score of 7.6.

Cantor concluded that despite "all the publicity and support the women's movement has received" in the last five years, the 53 women studied last fall still "discriminate against members of their own sex" more strongly than the 68 men studied.

The Journal of Communication is published quarterly by the Annenberg School of Communication of the University of Pennsylvania, in cooperation with the International Communication Association.

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"Beauty or Brains: Which Image for Your Mate?" a paper by Mary Lee Meiners and John P. Sheposh presented at the 84th Annual Meeting of the American Psychological Association in Washington, D.C. September 1976.
- 4**
"Handedness and Lateral Positioning in Heterosexual Couples: Men are Still Strongarming Women," a paper by Richard J. Borden, PhD, and Gordon M. Homleid presented at the 48th Annual Meeting of the Midwestern Psychological Association in Chicago, Illinois. May 1976.
- 5**
"Effects of Bodily Contact on Reactions to Crowding," a paper by Gregory J. Nicosia and John R. Aiello presented at the 84th Annual Meeting of the American Psychological Association in Washington, D.C. September 1976.
- 6**
"Citizens Size Up Their Judges" by Barbara Fenoglio in *JUDICATURE*. May 1976. Vol. 59, No. 10, pg. 472-477.
- 7**
"Effects of Fear-Arousing Components of Driver Education on Students' Safety Attitudes and Simulator Performance" by Rodger W. Griffith and Ronald W. Rogers in *JOURNAL OF EDUCATIONAL PSYCHOLOGY*. August 1976. Vol. 68, No. 4, pg. 501-506.
- 8**
"Community Medicine: Success or Failure?" by Willoughby Latham, M.D., in *THE NEW ENGLAND JOURNAL OF MEDICINE*. July 1, 1976. Vol. 295, No. 1, pg. 18-23.
- 9**
"Joking at Work" by Joseph Alan Ullian in *JOURNAL OF COMMUNICATION*. Summer 1976. Vol. 26, No. 3, pg. 129-133.
- 10**
"What Happens to Creative Medical Students?" by Harrison C. Gough, PhD, in *JOURNAL OF MEDICAL EDUCATION*. June 1976. Vol. 51, No. 6, pg. 461-467.
- 11**
"Inheriting a Career: The Influence of Sex, Values, and Parents" by James G. Goodale, PhD, and Douglas T. Hall in *JOURNAL OF VOCATIONAL BEHAVIOR*. February 1976. Vol. 8, No. 1, pg. 19-30.
- 12**
An interview with Kathleen Kerr, Georgetown Family Center, Georgetown University, Washington, D.C.
- 13**
"Sex Education for Adolescents and Their Families" by Pearl P. Rosenberg, PhD, and Lois M. Rosenberg in *JOURNAL OF SEX & MARITAL THERAPY*. Spring 1976. Vol. 2, No. 1, pg. 53-67.
- 14**
"Crisis Intervention: Effects of Crisis Intervention on Family Survivors of Sudden Death Situations" by W. Vail Williams, PhD, John Lee and Paul R. Polak, M.D., in *COMMUNITY MENTAL HEALTH JOURNAL*. Summer 1976. Vol. 12, No. 2, pg. 128-136.
- 15**
"Machiavellianism in Parents and Their Children" by Robert E. Kraut and J. Douglas Price in *JOURNAL OF PERSONALITY AND SOCIAL PSYCHOLOGY*. June 1976. Vol. 33, No. 6, pg. 782-786.
- 16**
"You Know Who and What's Her Name: The Woman's Role in Sex Therapy" by Joshua S. Golden, M.D., and Margaret A. Golden in *JOURNAL OF SEX & MARITAL THERAPY*. Spring 1976. Vol. 2, No. 1, pg. 6-16.
- 17**
"Children's Understanding of Their Emotionally Disturbed Peers" by Gerald Marsden and Neil Kalter in *PSYCHIATRY*. August 1976. Vol. 39, No. 3, pg. 227-238.
- 18**
"A Futuristic Look at the Nordic Folk High School" by Erik Mortensen in *TEACHERS COLLEGE RECORD*. May 1976. Vol. 77, No. 4, pg. 495-504.
- 19**
"Effects of the Feingold elimination diet upon hyperkinetic children," a paper by Charles H. Goyette and C. Keith Conners presented at the 84th Annual Meeting of the American Psychological Association in Washington, D.C. September 1976.
- 20**
An interview with Len Chaimowitz, Media Relations Director, National Multiple Sclerosis Society, New York, New York.
- 21**
"Assessment and Attempted Modification of Future Teachers' Attitudes Toward Handicapped Children," a paper by Thomas S. Parish, PhD, Nancy H. Reece, PhD, and Mary A. Piscitello presented at the 23rd Annual Meeting of the Southwestern Psychological Association in Albuquerque, New Mexico. April 1976.
- 22**
"College Student Migration to Predominantly Black Institutions of Higher Education in the United States" by Thomas E. Steahr, PhD, in *REVIEW OF PUBLIC DATA USE*. May 1976. Vol. 4, No. 3, pg. 34-41.
- 23**
"The Plight of Older Black Women in the United States" by Jacquelyne J. Jackson, PhD, in *THE BLACK SCHOLAR*. April 1976. Vol. 7, No. 7, pg. 47-55.
- 24**
"Theoretical Notes on Humor" by Jeffrey H. Goldstein in *JOURNAL OF COMMUNICATION*. Summer 1976. Vol. 26, No. 3, pg. 104-112.
- 25**
"Sex Effects in Evaluating Leaders" by Kathryn M. Bartol and D. Anthony Butterfield in *JOURNAL OF APPLIED PSYCHOLOGY*. August 1976. Vol. 61, No. 4, pg. 446-454.
- 26**
"Are Postal Workers Over- or Underpaid?" by Sharon P. Smith, PhD, in *INDUSTRIAL RELATIONS*. May 1976. Vol. 15, No. 2, pg. 168-176, and "Wages in the Postal Service," a paper by Sharon P. Smith, PhD, Industrial Relations Section, Department of Economics, Princeton University, Princeton, New Jersey.
- 27**
"The Influence of Age Stereotypes on Managerial Decisions" by Benson Rosen and Thomas H. Jerdee in *JOURNAL OF APPLIED PSYCHOLOGY*. August 1976. Vol. 61, No. 4, pg. 428-432.
- 28**
"Obscene Joking Across Cultures" by Gary Alan Fine in *JOURNAL OF COMMUNICATION*. Summer 1976. Vol. 26, No. 3, pg. 134-140.
- 29**
"Movements with Precise Meanings" by Paul Ekman in *JOURNAL OF COMMUNICATION*. Summer 1976. Vol. 26, No. 3, pg. 14-26.
- 30**
"Mystification and Deception in Presidential Press Conferences," a paper by Henry A. Alker presented at the 84th Annual Meeting of the American Psychological Association in Washington, D.C. September 1976.
- 31**
"Public and Professional Perception and Response to Population Policy in Israel," a paper by Tsiyona Peled and Herbert L. Friedman presented at the 84th Annual Meeting of the American Psychological Association in Washington, D.C. September 1976.
- 32**
"The Only Game in Town" by Lowell L. Kuehn in *PACIFIC SOCIOLOGICAL REVIEW*. July 1976. Vol. 19, No. 3, pg. 385-400.
- 33**
"Sex Differences in Rating Female/Male Voiced Political Announcements," a paper by Marianne L. McManus presented at the 84th Annual Meeting of the American Psychological Association in Washington, D.C. September 1976.
- 34**
"Finders Keepers?: An Analysis of Free Found Ads in Community Newspapers," a paper by Richard S. Goldstein, Bonnie L. Minkin, Neil Minkin and Donald M. Baer presented at the 84th Annual Meeting of the American Psychological Association in Washington, D.C. September 1976.
- 35**
"Media Advertising Credibility" by Lee B. Becker, Raymond A. Martino and Wayne M. Towers in *JOURNALISM QUARTERLY*. Summer 1976. Vol. 53, No. 2, pg. 216-222.
- 36**
"Toward a Psychological Understanding of the American Catholic Bishop" by Mary Sheehan and Frank J. Kobler in *JOURNAL OF CLINICAL PSYCHOLOGY*. July 1976. Vol. 32, No. 3, pg. 541-547.
- 37**
"Purpose-in-Life and Value Changes Following Conversion," a paper by Raymond F. Paloutzian presented at the 84th Annual Meeting of the American Psychological Association in Washington, D.C. September 1976.
- 38**
"Sex in Marriage: At 40 and Beyond" by Martha Cleveland in *THE FAMILY COORDINATOR*. July 1976. Vol. 25, No. 3, pg. 233-240.
- 39**
"Physicians' Erotic and Nonerotic Physical Involvement with Patients" by Judith Adams Perry, M.D., in *THE AMERICAN JOURNAL OF PSYCHIATRY*. July 1976. Vol. 133, No. 7, pg. 838-840.
- 40**
"The Way We Get Babies: A Tactful Sex Education Program" by Pearl E. Tait, PhD, and Carol Kessler in *THE NEW OUTLOOK FOR THE BLIND*. March 1976. Vol. 70, No. 3, pg. 116-120.
- 41**
"Dream Recall and the Contraceptive Pill" by Peter Shel-drake and Margaret Cormack in *THE JOURNAL OF NERVOUS AND MENTAL DISEASE*. July 1976. Vol. 163, No. 1, pg. 59-60.
- 42**
An interview with John Court, Royal Adelaide Hospital, Adelaide, South Australia.
- 43**
"Credit-Ability for Women" by Martha L. Garrison in *THE FAMILY COORDINATOR*. July 1976. Vol. 25, No. 3, pg. 241-248.
- 44**
"Role Models, Significant Others, and the Importance of Male Influence of College Women" by Barbara B. Seater and Cecilia L. Ridgeway in *SOCIOLOGICAL SYMPOSIUM*. Spring 1976. No. 15, pg. 49-64.
- 45**
"The Therapeutic Status of Consciousness-Raising Groups," by Lynda W. Warren, PhD, in *PROFESSIONAL PSYCHOLOGY*. May 1976. Vol. 7, No. 2, pg. 132-140, and "The Problem of Being a Woman: A Survey of 1,700 Women in Consciousness-Raising Groups" by Morton A. Lieberman and Gary R. Bond in *THE JOURNAL OF APPLIED BEHAVIORAL SCIENCE*. Fall 1976. Vol. 12, No. 3, pg. 363-379.
- 46**
"Behavioral Variability and the Menstrual Cycle," a paper by Alice J. Dan presented at the 84th Annual Meeting of the American Psychological Association in Washington, D.C. September 1976.
- 47**
"Armed Robbery in Post-Civil War Nigeria: the Role of the Victim" by Nwokocha K.U. Nkpa in *VICTIMOLOGY*. Spring 1976. Vol. 1, No. 1, pg. 71-83.
- 48**
"Sex and Race as Factors Affecting the Attribution of Insanity in a Murder Trial" by Richard P. McGlynn, PhD, James C. Megas and Daniel H. Benson in *THE JOURNAL OF PSYCHOLOGY*. May 1976. Vol. 93, No. 1, pg. 93-99.
- 49**
"Compensation for the Child Conceived in Rape" by Leroy L. Lamborn in *VICTIMOLOGY*. Spring 1976. Vol. 1, No. 1, pg. 84-97.
- 50**
"Feeling No Pain: Differential Responses to Pain by Alcoholics and Nonalcoholics Before and After Drinking" by Henry S.G. Cutter, PhD, Bruce Maloof, PhD, Norman R. Kurtz, PhD, and Wyatt C. Jones, PhD, in *JOURNAL OF STUDIES ON ALCOHOL*. March 1976. Vol. 37, No. 3, pg. 273-277, and "Alcohol, Pain Reduction and Problem Drinking," a study by Henry S.G. Cutter, PhD, Wyatt C. Jones, PhD, Bruce A. Maloof, PhD, and Norman R. Kurtz, PhD, Research Program, Veterans Administration Hospital, Brockton, Massachusetts.
- 51**
"Behavioral Self-Control and Smoking Reduction: A Study of Self-Initiated Attempts to Reduce Smoking," a study by Michael G. Perri, Karen R. Schultheis and C. Steven Richards, Department of Psychology, University of Missouri, Columbia, Missouri.
- 52**
"Life Stress as a Precursor to Adolescent Drug Dependence," a study by David F. Duncan, School of Public Health, University of Texas, Houston, Texas.

REPORTS

The Effects of Newspaper-Television Cross-Ownership on News Homogeneity, by William T. Gormley, Jr. The University of North Carolina, 1976

Does it make any difference if your local television station happens to be owned by your daily newspaper? There are seventy-two such stations in sixty-seven such cities — in fifteen cases, it's the only TV station and the only newspaper company in town — and yes, says Gormley, it makes a difference. His 276-page report documents the sometimes subtle ways — the likelihood of location of both the station and the newspaper in the same building, the sharing of newspaper carbons, the practice of cross-employment — in which, in the joint ownership situation, the content of news becomes homogenized and the flow of opinions constricted. Gormley presents strong evidence for divestiture and offers drastic recommendations for F.C.C. rule changes. He argues that the diversity of news and opinion so essential to the principle of the public's right to know demands diversity of ownership as well.

"What is News?" *Journal of Communication*, Autumn 1976

The substance here is theoretical — but not forbidding. If the seven articles in this "What is News?" section do not deliver the answers, they certainly raise thoughtful philosophical, psychological, sociological, and political questions about journalism. "Telling Stories," by Gaye Tuchman, for example, applies the Goffman notion of "frames," or principles of organization that govern social experience, not only to the structure of the news story, but also to its very perception as a news story. Elina Suominen's "Who Needs Information and Why" considers the relationship between informational inequality and economic and social inequality; the article charges that the media's language, terminology, and approach to issues, comprehensible to only the highly educated section of the population, tend to widen, rather than to narrow, the information gap, and argues for changes in communication structure and ownership. Perhaps the most provocative of the articles is "Novelty without Change," in which E. Barbara Phillips discusses the epistemologi-

cal implications of news. The author presents a lucid, arresting argument that journalism's language of particulars, its format of descending order of bits and pieces of reality, and its emphasis on the paradoxical and unexpected prevent the development of the kind of formal, systematic, and abstract thinking that is necessary for the realization of a philosophically insightful press.

"The Graying of the Herald Tribune," by William Dowell, *The Paris Metro*, October 13, 1976

An interesting study in contrasts here. A small young biweekly, apparently modeled on *The Village Voice* and published in Paris in English, has taken a penetrating look at what may be the ultimate establishment newspaper — "the international paper for international businessmen," as the *Herald Tribune*, another English-language paper published in Paris, likes to think of itself these days. This critique alleges that the *Trib* has descended into dullness; the article describes a shift in style and spirit since the paper's recent decision to cultivate the "Mid-Atlantic Mind" — a marketing concept that translates journalisticly into stock quotations and numbing geopolitical news. Quite possibly, Dowell says, the *Trib* has lost its soul; what's more, it is losing advertisers; worse yet, a European edition of *The Wall Street Journal* — no mean competition — looms large.

"The Other Minority," *Public Telecommunications Review*, July/August 1976

"It has become obvious to us," the editors write, "that minority programming . . . is really local programming in its best sense." In this special issue, the focus is on broadcasting for Latinos, the second largest minority group in the nation. The essential need, the authors believe, is for a serious commitment on the part of public television to bicultural, bilingual programming. Not only can parallel growth in the public television industry and the Spanish-speaking community be mutually beneficial, it is argued, but bilingual/bicultural programming may even help to resolve some critical social problems. On the practical plane, a number of professionals with various experience in Asian-, Indian-, and Franco-American programming

projects offer inspiration and advice on such matters as funding, staff selection, content, audience building, and relations with governing boards.

"The First Amendment," *Quill*, September 1976

This special issue could serve as a concise introductory course to the theory and practice of the First Amendment. Several distinguished journalists and legal experts have contributed articles on various aspects of the subject, including a guide to the landmark cases, an examination of the First-Sixth Amendment conflict, and a warning of impending storms from retired Justice William O. Douglas. One of the most striking articles is "Today's Godfathers," by Lyle Denniston, in which he systematically analyzes the opinions of the nine present justices on such questions as libel, obscenity, privacy, press controls, advertising, and broadcasting. Sketching detailed, vivid First Amendment profiles of each, Denniston concludes that while it is still a "First Amendment Court," a constitutional balancing test is in current favor, and the former absolute approach to free speech is in discard.

"Fires, Sex and Freaks," by Ben H. Bagdikian, *The New York Times Magazine*, October 10, 1976

All-news radio has become, after a decade of fits and starts, the fastest-growing phenomenon in commercial broadcasting. Bagdikian approaches it in general by way of the particular, focusing a kind of casebook study on one of seventy-five all-news stations, KCBS of San Francisco. Details of organization and personnel, advertising and revenues are included, but the most fascinating aspect is the program itself — the ways in which content and rhythm combine with technical virtuosity and precision planning to produce a magical and saleable "flow." Speculating on the reasons for the format's extraordinary appeal, Bagdikian suggests that "after fifteen years of violent news in the country — protests, riots, assassinations, spreading wars — there seems to be not only a need to listen for news of trouble but also to listen for assurance that nothing desperate has happened." Another question, not answered here, is the effect of the form on listeners' perceptions of the world.

Gaye, Elina, Barbara, and staff -

More women power and good work - *George*

CINCINNATI ENQUIRER

Aug. 4, 1976

Researcher Finds Women Funnier As Butt Of Jokes

• Newhouse News Service

WASHINGTON — People think it's funnier to see a woman rather than a man as the butt of a joke.

A communications teacher at the University of Wisconsin, Joanne Cantor, tested the reactions of 68 male and 53 female college students to variations of the same joke.

First, a male-dominates-female version:

"A MOVIE actor, soon after his autobiography was published, was approached at a party by an actress, who said, 'I saw your new book . . . Who wrote it for you?'"

"'I'm so glad you enjoyed it,' came the reply. 'Who read it to you?'"

She also tested students' reactions to a female-dominates-male version of the joke, plus male-dominates-male and female-dominates-female versions.

Students were asked how funny they thought each joke was. "There was a significant main effect of the sex of the victim," the author wrote in the Journal of Communication of the Annenberg School of Communications at the University of Pennsylvania. "The mean relative funniness score was 3.5 when the victim was a male and 12.9 when the victim was a female . . ."

"It is funnier to watch a female than a male be ridiculed, whether the dominating agent is a male or a female and whether the subject (the reader) is a male or a female."

In another article in the journal, Joan B. Levine, a doctoral student in communications at Temple University, reported that women comics put themselves down more than men comics do.

SHE ANALYZED recordings by such stand-up comics as George Carlin, Robert Klein, Bill Cosby, David Steinberg, Totie Fields, Moms Mabley, Phyllis Diller and Lily Tomlin.

"The data showed that women deprecated themselves 63% of the time; males railed against their own individual shortcomings in a total of 12% of their (record) cuts," she wrote. "The men may make more jibes against their gender, but not at their own expense . . ."

"Phyllis Diller recounts her ordeal at a beauty parlor where the receptionist sneers: 'Lady, we do repairs, not reclamations.' Diller despairs about her living Bra — 'it died of starvation.'"

"A male admitting such a lack of endowment in sexual characteristics is harder to imagine."

"PARANORMAL COMMUNICATION: A SYMPOSIUM." *Journal of Communication*, Winter 1975, Volume 25 (No. 1) Pp. 96-194. \$1.50.

This one-hundred-page symposium offers to the readers of the *Journal of Communication* a very meaty introduction to modern parapsychology.

Most of the articles are by leading parapsychologists and offer a summary of ideas and research likely to be of special interest to those outside the field. These articles contain little that is new for those who follow current publications in parapsychology, but they are of excellent quality and serve well the purpose of the symposium.

I would single out two articles or passages as more likely than others to interest even the specialists: (1) An article by Charles Honorton on the controversy about evidence for psi includes two useful tables, one summarizing the outcome of card-guessing experiments of the late thirties, and one showing that the statistically significant results of that period were by no means confined to a single laboratory, as is sometimes supposed because of the concentration of research at Duke. (2) Robert L. Morris, in an article, "Building Experimental Models," offers an extremely clear conceptual analysis of psi phenomena in relation to the procedures and reasoning of experimentation. The other articles in this group are by Gardner Murphy (relation to traditional scientific concepts), Gertrude Schmeidler (personality differences), William G. Braud (psi-conducive states), Rex G. Stanford (response factors), Montague Ullman (imagery), Stanley Krippner (dreams and other altered states) and R. L. Van de Castle (psi in non-Western societies).

These presentations by parapsychologists are supplemented by two articles written by specialists in communication studies. Both seem to be based on acceptance of the reality of the psi phenomena demonstrated experimentally, but they differ in how they view these phenomena in relation to the interests of communication research. One article, by Philip W. Keezer, calls attention to the many similarities between paranormal and normal communication—not only similarities apparent simply by conceptual analysis but also similarities established by experimental research. The relatively few differences, in his view, are what pose special challenge and may require some modification of basic paradigms of communication.

The other article in this group, by Larry Gross, expresses doubt about whether psi phenomena really fall into the category of human communication as that term is used by those who define with it their research interest. He would reserve the term "communication" for "those events in which humans articulate and organize signs according to the learned and shared conventions of symbolic behavior."

Since psi phenomena, as they have been presented in this symposium, do not seem to him to conform to this restriction, he would not consider them an instance of communication. If parapsychologists fail to note that psi phenomena are "distinctively non-symbolic and non-conventional," and classify them as human communication, there is danger that they will look "for the wrong things in the wrong places for the wrong reasons." I think it is confusing to use "communication" in so specialized a sense, but there is a substantive suggestion here as well as a terminological one. Gross is arguing that all psi phenomena are basically pre-symbolic, produced by "patterns of uncoded, non-conventionalized energy diffusion" that in the course of human development have been increasingly screened out as we depend more and more on "a vast array of symbolic means for articulating and sharing knowledge and information." My own guess would be that psi phenomena are not intrinsically and purely non-symbolic and non-conventional, and that a complete account of human communication in the narrow sense Gross proposes would eventually need to embrace some psi phenomena. Whether or not one agrees with Gross's suggestions, his article is provocative; it well illustrates the heuristic value of obtaining serious commentary on the paranormal from specialists in diverse fields.

IRVIN L. CHILD

*Department of Psychology
Yale University
New Haven, Conn. 06520*

This journal shares the scholarly insights probed from a scan of medialand. An account of recent articles is intriguing. This publication has explored the media meanings of humor, news, country music, children's literature, nonverbal communication, gossip play, story telling and many other areas of interest.

There are few places that one can find intellectual speculation on media content and process as related to values and meanings. The Journal of Communication would be an excellent addition to your media center or personal subscription list.

George has prepared an excellent sampler for perspective subscribers. Drop him a note requesting more information. You will want to look at the thinking side of communication

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THE



KIT. Edward McNulty. 703 Frank St. Pittsburgh, PA 15227. 412-835-0405. \$25 rental plus postage.

Ed McNulty is a rare person. He is able to weave many different threads (print, process, sound and visuals) into a moving experience. He has created many media kits for others to use. His most recent creation has been stimulated by the film, STAR WARS. The kit contains slides, a super film, a book and some superb clues for processing the material into a powerful theological probe. This would be excellent material for a retreat or a class study series.

This is one of the finest media resources I have reviewed. I would suggest that you give Ed a call to secure a rental time. The STAR WARS motif offers an excellent opportunity to meet our folk in their imagination. Ed has drawn heavily on biblical and theological themes for the process aspect of the utilization of the kit. Look into this resource. You won't be sorry.

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LIVING WITH JESUS. Filmstrip, cassette and leader's guide. Illustrations by Annie Vallotton, guide by Don Griggs. Griggs Educational Service, 1731 Barcelona Street, Livermore, CA 94550.

The good Griggs folk have made available another fine resource. They have transferred the classic drawings of Annie Vallotton for GOOD NEWS BIBLE into four filmstrips with accompanying cassette narrations and study guides. This is the first time that we have had Annie's drawing in this format.

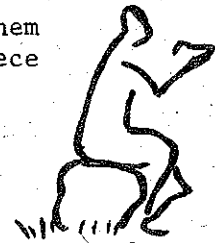
LIVING WITH JESUS is the first of four different filmstrip, cassette packages to be distributed by Griggs Educational Service. "Jesus and the 12 Disciples" focuses on this aspect of the ministry of Jesus.

Annie does one of the cassette narrations. Don and Pat Griggs have written another sound track (side two) featuring Richard Jenkins as narrator. Side one is the most striking of the two. Annie's French accent and vitality makes the pictures sparkle with power.

This is a resource that you will want to have as part of a media center. Don has prepared a most helpful utilization guide for the cassette and filmstrip. It will help you use this material in many different settings with both the young and the old.

I will mount my filmstrip as slides so that I will be able to use them in various ways. "Half frame" slide mounts cost a couple cents a piece and the filmstrip can be transformed into slides very easily.

We highly recommend this package and the others in the series.



Communication

JOURNAL OF COMMUNICATION: Spring 1976, Vol 26, No. 2; published by Annenberg School of Communication, University of Pennsylvania; 224 pages; Subscription \$ 15.00 per year.

COMMUNICATION, admittedly the most vital link for the progress of any modern country, is perhaps the least understood of all the present day sciences. Notwithstanding the fact that India has at her command all modern media of mass communication, it appears that the effort for their scientific and successful application has been insignificant. The great strides the nation has made in various fields remain unknown to the millions in villages, giving rise to a gulf in knowledge, euphemistically called the "communication gap". *Journal of Communication* from the University of Pennsylvania is a sad reminder of this failure. Our own Indian Institute of Mass Communication can have the benefit of some new ideas and guidance if it cares to go through the pages of this journal.

In addition to the usual highly

competent write-ups that can be expected in such a professional journal, it contains a couple of items of great value. The symposia on "Setting the Political Agenda: Government by Media?" and "Studies and Critiques" and on "Sesame Street around the World" are brilliant pieces, especially so the last one. In a land of many languages and micro-cultures, like India, such studies can be of invaluable assistance in one's inquiry into the cultural panorama.

That as much as six write-ups among the rest pertain to television is indicative of the tremendous impact this medium has made over Western life.

"Intercom" which consists of brief items of professional interest sent by communication scholars and researchers around the world is a feature of interest. The "Colloquy" towards the end is yet another worth mentioning.

Microfilm reproductions of the journal are available from the Xerox University Microfilms.

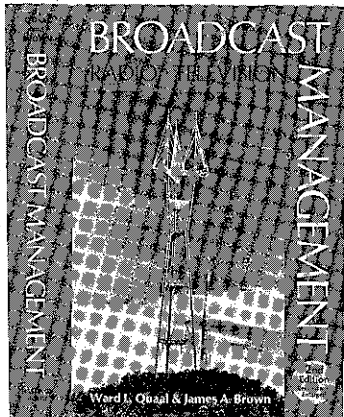
I wish our mediemen, universities, and the government which operates one of the biggest mass communication set-ups in the world would give some thought to bringing out a periodical along the lines of this *Journal of Communication*.

Books in Review

JAMES A. BROWN
WARD L. QUAAL

BROADCAST MANAGEMENT RADIO • TELEVISION 2nd Edition, Revised and Enlarged

Substantially rewritten, updated throughout, and completely reset, this expanded revision of the original text provides considerable statistical documentation as well as excerpts from and references to other commentators about media management. Hopefully these data, together with the authors' syntheses and conclusions, will challenge the reader to analyze more fully the facts and principles involved, before accepting or rejecting either the status quo or alternate options in broadcasting and administrative practices. Regularly cited in footnotes and end-of-chapter references are related publications about specialized aspects of management.



In short, the intent has been to offer to broadcasters, teachers, and students of broadcast management a range of generally available sources that provide fuller detail and differing viewpoints. "We believe it appropriate to suggest areas for improved managerial leadership," the authors state in the Preface, "to point out the values of change in those areas, and to inspire individual managers to action on the basis of their particular present and future local resources." (Published by Hastings House, New York, N.Y. 10016, \$16.50)

BRUCE HERSCHENSOHN THE GODS OF ANTENNA

For the first time in American history a President was hounded out of office before his term was up, and America lost its longest and costliest war. Why?

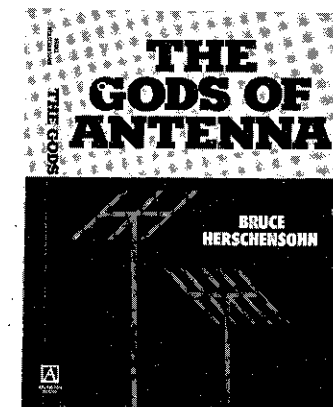
A powerful new institution—not in our Constitution, nor subject to the

vote of the people—caused these shattering developments, says author Bruce Herschensohn. The "gods of antenna" control this quasi-government. It is centered in the three major television networks and supported by a radicalized film establishment and a gaggle of left-leaning newspapers and magazines.

As deputy special assistant to President Nixon and a specialist in motion pictures and television, Bruce Herschensohn was not involved in Watergate but had a front-row seat on the media blitz. His professional training helped him catch what untutored eyes missed: the methods used by the media manipulators to distort reality.

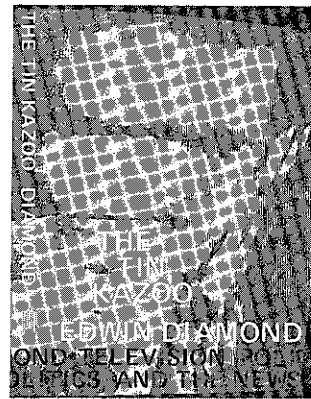
If today's media had been around during World War II, asserts the author, we might well have lost.

The Founding Fathers could not foresee the day when a multichrome moving image would become more powerful than our elected leaders. That day has come. It is now time for a new American Revolution to overthrow this nonelected tyranny. Bruce Herschensohn, media expert, shows us how it can be done. (Published by Arlington House, New Rochelle, N.Y., \$7.95)



EDWIN DIAMOND THE TIN KAZOO Television, Politics, and the News

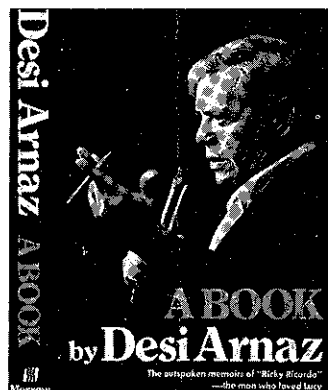
This book documents and analyzes a number of misconceptions, demonstrating that television news in particular is neither as influential as it is thought to be nor as "on top" of its stories as it ought to be. The author does not spare the print media—the national newspapers and newsweeklies are held fully accountable for their lapses, too—but it is the local and network news that is the focus of his attention. He cites evidence and examples demonstrating how shallow an impression such news



makes on the memory ("Newszak") and points up television's inadequate span of coverage generally ("narrowcasting"). Subsequent chapters detail television's basic reportorial failure to give the viewers enough hard information on the "public news"—Vietnam, the Pentagon Papers, minority stirrings, the "real" Richard Nixon, and Watergate—when it was most important to have done so, at the onset of these developments. A final chapter debunks the myth of the "media blitz" as a sure-fire strategy for "selling" candidates to a gullible public. (Published by The MIT Press, Massachusetts Institute of Technology, Cambridge, Mass. 02142 \$9.95)

DESI ARNAZ A BOOK

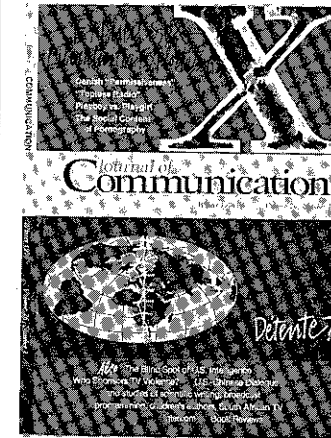
Desi Arnaz has written A Book and promises to follow with Another Book. This candid look into his life and career, tells how a poor boy from Cuba became a smashing success in the United States. As Desi says "It's all here the good, the bad, the beautiful, the ugly, the unbelievable lucky First Amendment or both." (Published by the Saturday Review Press, 201 Park Avenue South, New York, N.Y. 10003, \$7.95).



breaks and the heart breaking failures. It wasn't easy to write about all of it, but as my son said 'There's only one way to do it, Dad. Tell it like it was.' " And that Desi does in a very readable and enjoyable style. His outspoken memoirs of "Ricky Ricardo" brings to life the behind the scene success story of the creation twenty five years ago of "I LOVE LUCY" and the magic that made it loved by millions of Americans. There are photographs that highlight the book, following Desi's school days, career, marriage and fatherhood. (Published by William Morrow and Co., Inc., 105 Madison Ave., New York, N.Y., 10016 \$8.95)

JOURNAL OF COMMUNICATION

The industry's best journal covering broadcasting offers articles such as; *Trends in Network Prime-Time Programming 1953-74*, *TV's Last Frontier: South Africa, The Rise and Fall of Topless Radio*, *The Cultural Deficit in Broadcasting*, *Television Violence and Its Sponsors*, among the fifteen articles in the Winter 1976 edition, Volume 26, Number 1. The publisher of the Journal of Communication is the Annenberg School of Communications, editor, Dr. George Gerbner, University of Pennsylvania, 3620 Walnut Street, Philadelphia, PA., 19174. Subscription rates is \$15.00 for one year, \$28.00 for two years. Foreign air mail subscriptions, \$30.00 for one year, \$58.00 for two years. Single copies, \$4.00



SPENCER MARSH GOD, MAN, AND ARCHIE BUNKER

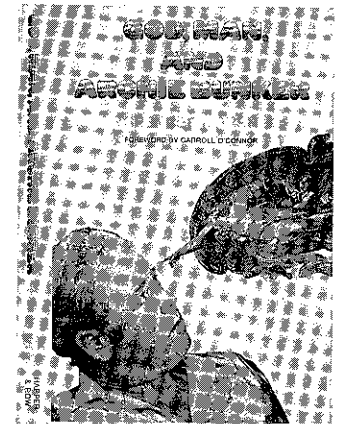
Here, illustrated with copious and lively dialogue from the award-winning "All in the Family" show and 26 stills from the series, is the gospel according to Archie Bunker. And what a gospel it is!

The trouble with Archie, according to author Spencer Marsh, is the same problem that afflicts the rest of us. Things. Distractions. False gods that separate us from the living God. It is this that Marsh finds so disturbing, yet understandable and somehow touching, about Archie.

Archie is a cigar-smoking Adam who weekly creates God, man, and everything else in his own image and likeness. He trumpets proudly what most of us whisper to ourselves: "God can wait. I can't." His misconceptions—and ours—about God, the

Bible, and the church are myriad, and Marsh deftly uses lines from the show to point these out.

God, Man, and Archie Bunker in the end proclaims a fresh and contemporary gospel: it is God who has in fact created Adam, Archie, ourselves, and a world in which it is still possible to believe, to hope, to love, and to laugh. (Published by Harper & Row 10 East 53rd St., New York, N.Y. 10022. \$5.95)



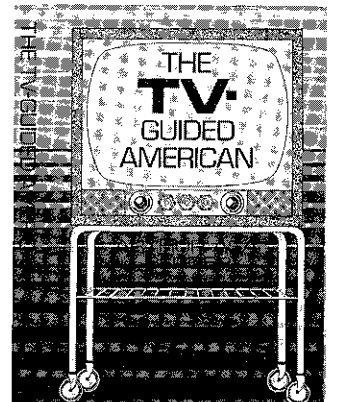
ARTHUR ASA BERGLER THE TV-GUIDED AMERICAN

Anyone who watches television will find *The TV-guided American* absorbing and remarkable. After reading it, you will see TV programs—and yourself and society—in a different light. To start you off on the right track, there is an insightful foreword by Marshall McLuhan.

We usually assume that our entertainments are "innocent" and do not affect us in any serious manner. But what if this is not the case? What if television—the most powerful medium in history—does "guide" us in various ways that we are not aware of? Is it possible that they reinforce certain ideas we have and exert a subtle, almost subliminal, influence on us?

These questions are answered in this book—a lively and penetrating examination of some of the most important TV programs of recent years. Why do people like them? How are people affected by them? And what can we learn from examining television—about our society and about ourselves? (Published by Walker and Company, New York, \$8.95)

shared the stage with stars as Sarah Bernhardt, Jack Benny,



Small U. Publication Circulates Worldwide

By LORENE CARY

Although a scholarly journal published by the Annenberg School of Communications enjoys an unusually large international circulation of 6,500, it remains relatively unknown in the University community.

The *Journal of Communication*, founded in 1950 by the International Communications Association (ICA), prints articles written by communications researchers, and scholars in communications-related fields. The *Journal* was issued exclusively by the International Communications Association from 1950 to 1974. In that year it became a cooperative publication of Annenberg and the ICA. The journal's present editor, Annenberg Dean George Gerbner has been instrumental in the publication's expansion since the 1974 merger.

Associate Editor Marsha Siefert said Monday, "We are a scholarly journal, of course, but we are also read by non-researchers."

Siefert added that Gerbner's feeling toward the field of communications has influenced the *Journal's* appeal to a wide audience.

"Dr. Gerbner believes that communications influences the entire population and therefore the *Journal* should reach farther than the four

walls of the research laboratory," she said.

Business Manager Elvira Lankford said that the *Journal* has enlarged its circulation and size but it retains the international flavor prevalent throughout its history with the ICA. Because it receives more nonsolicited manuscripts than solicited, the *Journal* has published authors from over twenty countries. Articles received by the *Journal* often respond to previously published stories, Lankford said and added that printing scholars helps provide the publication with a thematic continuity.

"Gebner reads every article that is sent to us," she said. "For example, in the Spring '76 edition, we printed a group of articles focusing around television and children entitled 'Sesame Street Around the World.' The feedback we received from scholars doing research in related fields led to an influx of articles which followed up on the same line, but went into more depth. So this winter we ran a group of articles on 'How TV Sells Children'."

Siefert said that grouping articles is one of the most important aspects of the *Journal's* format because it is geared to provide many diverse and sometimes contradictory points of view on a particular subject.

By DOROTHY STORCK



Stereotypes are no joke

For years now I've put on this act about W. C. Fields.

When someone repeats a Fields' joke (and, lordy, how they do repeat them) I nod, chuckle (that's that low, strangling sound) and mention that we'll never see his likes again.

Fact is, I've never thought W. C. Fields was funny. He worked so hard at being a curmudgeon that you had to believe he really didn't like people. That didn't make me laugh. He was a sad, oblivious, irascible character. But funny?

Now that we're admitting that much, there are other top professional funny people I don't think are funny. Bob Hope isn't funny. Neither are Groucho Marx, Don Rickles, and Johnny Carson.

People who are sometimes funny are: Bob and Ray, Jonathan Winters, Joan Rivers, Phyllis Diller, and George Carlin.

People who are always funny are Woody Allen and Lily Tomlin.

A special Choking on Your Hem-

lock award goes to Lenny Bruce.

As we all know, joking is a serious matter.

Recently 180 behavioral scientists attended the world's first International Symposium on Humor at the University of Wales, during which they presented such research as: "Ethnic Humor as a Function of Social-Normative Incongruity on the Basis of Multiple Dependent Variables" (summary: "Do Chinese immigrants find Canadians funny?")

According to Time magazine, one New York city scientist summed it up by noting, "We had a very meaningful humor-making session."

Now onto my desk arrives the Summer 1976 issue of the Journal of Communication published by the Annenberg School of Communications at the University of Pennsylvania, in which are 12 splendid research papers on why we laugh at what we laugh at.

Particularly interesting were the

studies done on sex differences in humor.

And particularly distressing was the discovery that, feminist awakening notwithstanding, people today still laugh the most when a woman is put down. Worse, the anti-female bias is stronger among women themselves than it is among men.

The highest mean funniness rating" (I tell you, this is the way joke scientists talk) was that of the male dominating the female.

The lowest score on the joke-rate card went to jokes in which a woman puts down a man. Such as:

A movie actress, soon after her autobiography was published, was approached at a party by an actor who said, "I saw your new book . . . Who wrote it for you?"

"I'm so glad you enjoyed it," came the reply, "Who read it to you?"

When the "sarcastic" actress with the kicker line was turned into an actor and a control group was told the same joke, both men and women

thought the joke was funny.

Sarcasm, the researchers conclude, is appropriate for a male — who is then viewed as witty and clever. A woman making the same remark is thought domineering, critical, and cruel.

Joanne R. Cantor, a faculty member at the University of Wisconsin who compiled this particular study, ran the same kind of test in 1970. She finds it "surprising and puzzling" that there has been no change in six years, despite the women's movement.

I don't find it so strange. Women are still struggling with the notion that deep-down we really are witty and laughable when it comes to taking charge of anything in the real world.

That's why Phyllis Diller and Joan Rivers get laughs (with a bit of rue) with their self put-down routines.

Here is Diller, who has spent hours on talk shows describing her extensive plastic surgery, still basing her

act on her own ugliness.

Diller, despairing about her Living Bra: "It died of starvation."

Diller, quoting a beauty parlor reclamationist: "Lady, we do repairs, not reclamations."

Funny? I guess so. But I am uncomfortable with it. When has a male comedian ever put himself down this way? Long ago maybe Wally Cox.

Phyllis Diller has said, explaining her comedy, "You can say the nastiest things about yourself without offending anyone."

Women can. But when men make jokes at their own expense, the studies show, neither men nor women find it funny. It's mud in the eye of that old infallibility image.

So male comedians make jokes about other people. And in most of those jokes, to me, there is a "gotcha" quality — like those playful slaps athletes give each other with wet towels in the locker room, the ones that raise welts.

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adequate consideration of the public interest. (Clay Felker, owner of the *Village Voice*, which printed the "secret" House committee report obtained by Schorr, admitted that he decided to publish the report without really reading it.) In response to official abuses of power which resulted in a self-aggrandizing "imperial presidency," professional journalists seem to be creating an "imperial press" which is sometimes guilty of the same kinds of excesses that newsmen have been trying to expose.

Political News As TV Drama

"Captives of Melodrama" by Paul H. Weaver, in *The New York Times Magazine* (Aug. 29, 1976), 229 W. 43rd St., New York, N.Y. 10036.

Television news is "not primarily information but narrative . . . governed not by a political bias but by a melodramatic one," observes Weaver, a *Fortune* editor and former Harvard assistant professor of government. Analyzing nightly news coverage of the 1976 presidential primaries by ABC, CBS, and NBC, he finds the contenders depicted as actors in a gripping drama, starting in the snows of New Hampshire.

Carter, Weaver argues, was "lucky enough and clever enough" to benefit from TV's own biases. The Georgian put his big effort into the early primaries, won them, and thereby was established on TV as "front-runner"—despite later losses. In running "against Washington," Carter was in fact also running against an image that TV, with its simplistic news treatment of government, helps perpetuate. And, because TV likes a candidate who can be portrayed as having been raised out of obscurity by the people, Carter emerged the "good guy."

The problem, Weaver contends, is that TV's biases in coverage constantly intervene between the candidates and the voters, diminishing the voters' ability to choose on the basis of their own perceptions.

The Nature of News

"Novelty Without Change" by E. Barbara Phillips, in *Journal of Communication* (Autumn 1976), P.O. Box 13358, Philadelphia, Pa. 19101.

The nature of daily journalism, with its emphasis on "the concrete, the particular, and the individual," inhibits the development of broad insights into changing American realities, says Phillips, a former journalist now teaching sociology and urban studies at San Francisco State.

After working 13 months at two radio stations, one television affiliate, and a daily newspaper, Phillips interviewed newsmen working in large northeastern cities and surveyed 165 reporters, editors, and producers from various backgrounds. She concludes that newsmen share certain mental habits and a special perspective on social reality which is

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dominated by "people," not abstract structures or unseen social forces.

These shared mental habits are linked to the conventions of journalistic writing, constraints of time and space, and an intellectual approach that cuts up reality into bits called "news items" but refuses to fit the pieces into a conceptual framework. "Making connections between events is disallowed by the journalistic format," says Phillips. "Possible links between items, say, one story concerning a 'racial disturbance' and another on high unemployment among black youth, are not suggested." Stories that deal with abstract concepts or developing situations are considered boring. The result is a media mosaic that does not add up to a coherent overview.

Television on the Psychiatric Ward

"Television in the Hospital: Programming Patients' Delusions" by Harriet Wadeson, A.T.R., and William T. Carpenter, Jr., M.D., in *American Journal of Orthopsychiatry* (July 1976), 49 Sheridan Ave., Albany, N.Y. 12210.

A study of drawings and other art work by acute schizophrenic patients reveals a marked impact of television on delusion-formation, according to Dr. Carpenter, of New York's Albert Einstein College of Medicine, and Wadeson, an art therapist. Their observations were based on clinical and research experience with 55 schizophrenics hospitalized at a National Institute of Mental Health research unit. Provided with drawing materials and encouraged to express themselves, 16 of the 55 (29 per cent) spontaneously depicted delusions associated with programs seen on television. In some instances, these patients' delusions were influenced by other electronic media as well, such as radio and recordings.

One patient watched a program involving a theft and became convinced that a hospital aide, a female patient, and he himself had committed a crime. Another patient was affected by sensational news events to the point of being certain she was one of whatever victimized mass she had just seen. Most of the patients drew pictures revealing that they believed the television programs were transmitted to send them particular messages. In one patient, however, the paranoia had become so pervasive that she believed she was on camera while undressing and that TV commercials displayed prizes for a numbers racket run by the hospital staff.

The authors advocate further investigation of this phenomenon, especially since so many patients chose to weave televised material into their art when it was neither alluded to nor requested. "It is unwarranted to assert that viewing television has a causative relationship to psychosis generally, or to delusion-formation specifically," they say, "but there is a reason to question the wisdom of confined patients spending many hours watching television."

Women 'Victims' Big Joke

PHILADELPHIA (UPI) — The presence of a female victim seems to be the crucial factor in determining the success of a joke, especially among women.

A study published yesterday in the latest issue of the Journal of Communication reported that feminism notwithstanding, people today still laugh most when a woman is the butt of a joke.

This anti-female bias is stronger among women themselves than it is among men, according to the study conducted by Joanne Cantor of the University of Wisconsin faculty.

The article said that in a 1970 study and one done last year, college students gave the highest scores to jokes in which a "male dominator" has the last laugh on a "female victim."

The lowest scores were recorded in the latest study when female subjects were asked to rate a joke in which a woman puts down a man.

The joke was:

A movie actress, soon after her autobiography was published, was approached at a party by an actor, who said, "I saw your new book . . . who wrote it for you?"

"I'm so glad you enjoyed it," came the reply, "who read it to you?"

Men gave the joke a score of 9.0 but it rated a minus 3.4 from the women. When the joke was switched so that one male actor got the best of another male, the women's rating rose to 0.7, but still remained below the men's mean score of 7.6.

Cantor concluded that despite "all the publicity and support the women's movement has received" in the last five years, the 53 women studied last fall still "discriminate against members of their own sex" more strongly than the 68 men studied.

The Journal of Communication is published quarterly by the Annenberg School of Communication of the University of Pennsylvania, in cooperation with the International Communication Association.