

# communications

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October, 1987

The committee to advise on the search for a new dean of The Annenberg School is actively engaged in the search process. The committee was formed in the Spring, 1987 when **George Gerbner**, Professor of Communications and Dean, requested to return to full-time teaching and research. School affiliated members of the search committee include: **Larry Gross**, Professor, Committee Chair; **Robert Hornik**, Professor; **Carolyn Marvin**, Associate Professor; **Charles Wright**, Professor; **Milton Mueller**, Ph.D. Candidate; and **Pamela Sankar**, Ph.D. Candidate. **Lee Copeland**, Dean, Graduate School of Fine Arts and Paley Professor of Architecture and Planning; **Charles Dwyer**, Chair of Board of Directors of WCAR and Associate Professor of Education; **Almarin Phillips**, Professor of Economics and Law, Hower Professor of Public Policy, and Professor of Public Policy Management/Economics/Law; and **Ross Weber**, Professor of Management, are also members of the search committee which was appointed by the Provost of the University of Pennsylvania.

The fall semester Faculty Research Seminar's first speaker was Professor **Paula Treichler** of the Institute of Communications Research at the University of Illinois speaking on "Current Contests for Meaning in Biomedical Discourse: A Feminist Perspective on AIDS." Other speakers in the fall series include Professor **Alexander Nehamas** of the Department of Philosophy, University of Pennsylvania, on "Plato and Television" and Professor **Linda Putnam** of Purdue University's Department of Communication. **Carolyn Marvin**, Associate Professor, is in charge of the Faculty Research Seminar series.

**Robert Aibel**, ASC Ph.D. '76, has been appointed Senior Lecturer at The School to teach Film Laboratory. Dr. Aibel's research interests revolve around the social scientific study of visual communication, film theory and analysis, and the ethnography of communications.

**Julie Gustafson** has been appointed Lecturer at The School to teach the Television Laboratory (renamed Video Lab). Ms. Gustafson has pioneered a style of video documentary production that uses cinema verité and narrative techniques to explore abstract ideas. She is Director of the Global Village Annual Documentary Festival at Joseph Papp's Public Theatre and is on the faculty of the New School for Social Research.

**Gregg Maislin** has been appointed Lecturer at The School to teach Statistical Analysis. Mr. Maislin is a biostatistician who has taught quantitative methods and statistics at The Wharton School for several years.

**G. Ray Funkhouser** is a Visiting Scholar at The School for the 1987-88 academic year. Dr. Funkhouser is continuing his research on persuasion. He was formerly at the Rutgers Graduate School of Management and was Visiting Professor for eleven months at the University of Mainz.

**Sr. Antonia Colombo**, Professor of Psychology and Dean of the education faculty of the Auxilium of the Pontifical University in Rome, was a Visiting Scholar at The School in August and September, 1987. Sr. Antonia has been studying the communications curriculum and conducting research in women's studies in the United States.

**Milton Mueller**, Ph.D. candidate, has been awarded the AT&T Fellowship in Telephone History for 1987. The award was based on Mr. Mueller's dissertation proposal, "Interconnection and Competition in Telecommunications: Bell Versus the Independents, 1894-1920."

**Robert Hornik**, Professor, has initiated AIDSCOM, a five-year program of evaluation of AIDS education programs in Asia, Africa, and Latin America under the United States Agency for International Development funding through a subcontract with The Academy for Educational Development. He presented a "Review of Recent AIDS Evaluation Programs" at the World Health Organization Meeting on the Exchange of Strategies, Information, and Materials for AIDS Public Health Communication in July in Geneva, Switzerland.

**Oscar H. Gandy, Jr.**, Associate Professor, has received a \$39,000.00 grant from the PENN/AT&T Telecommunications Technology Project. He has initiated a research project on Telecommunications and Privacy, developing privacy orientation models for citizens, consumers, and employees. He is continuing his research on the role of television in African and Hispanic social perceptions.

**David Graper**, ASC Ph.D. '82, has been appointed Manager, Computer Systems and Programming at The School. Dr. Graper manages The School's computing resources and its computing staff. He formerly served as The School's Programmer Analyst.

**Mary Griffin** of the University of Pennsylvania Computing Resource Center has been appointed Computer User Services Consultant. Ms. Griffin will be in charge of training and documentation for the computer system.

**George Gerbner**, Professor and Dean, spoke in the GTE Foundation Lecture Series at Texas A&M University in April. He chaired a panel on Cultural Indicators at the annual conference of the American Association for Public Opinion Research in Hershey, Pennsylvania. Dean Gerbner participated on a panel on International Communication and was respondent on a panel on Marshall McLuhan at the annual conference of the International Communication Association in Montreal in May. Also in May, he took part in a planning conference with research directors and representatives of the three major networks, CNN, and PBS preparing for the comparative study of U. S. and Soviet television to be launched late in 1987. In June and July he attended the meeting of the executive committee of the International Communication Association (of which he is Vice President) in Tampere, Finland, and spoke on "Born A. T. (After Television): What Difference Does It Make?" at the Second International Congress of Early Childhood Education in Tel Aviv, Israel. Also in July, he testified at a Congressional hearing on tobacco advertising as an independent expert.

**Klaus Krippendorff**, Professor, spent seven months of his 1986-87 sabbatical leave as Distinguished Visiting Scholar at Ohio State University's departments of Communication, Industrial Design, and Industrial and Systems Engineering. He participated in advanced projects at the design firm of RichardsonSmith; taught an interdisciplinary seminar on "Communication of Designed Environments"; gave lectures on "The Communication of Communication", "Communicative Qualities of Designed Objects", "Communication Theory", "The Communicating Species: Challenges to Scholarship" and "Radical Constructivism: A New Epistemology for Communication".

**Robert Lewis Shayon**, Professor Emeritus, gave the keynote address, "A Generalist Looks at Instructional Television," at the national utilization conference for ITV in Lexington, Kentucky in May. In June, he addressed the Institute for North American Studies in Barcelona, Spain on the subject of "Electronic News Gathering in the United States and Abroad." He participated in and moderated a panel for the conference on "Asymmetric Deregulation: The Dynamics of Telecommunications Policies in Europe and the U. S." held in June in Paris, France, and co-sponsored by The Center for Telecommunications and Information Studies, Graduate School of Business, Columbia University and the Universite de Technologie de Conpigne.

**Barry Cole**, Adjunct Professor, has been named Visiting Director of the Center for Telecommunications and Information Studies at the Graduate School of Business of Columbia University. Dr. Cole is continuing his research on the regulation of telephone at the state level in the post-AT&T divestiture era and is initiating research on public policy issues associated with the evolution of Integrated Broadband Telecommunications Networks.

**Joseph Turow**, Associate Professor, is the 1987-88 Chair of the Mass Communication Division of the Speech Communication Association. In addition, he continues to serve on the editorial boards of *Journal of Communication*, *Journal of Broadcasting and Electronic Media*, *Sage Annual Reviews of Communication Research*, and *Critical Studies In Mass Communication*.

**Amos Vogel**, Professor, has been elected to the Board of Directors of the University Film & Video Association for 1987-88 and is a member of the American Film & Video Festival-1987 John Grierson Jury to select the best documentary films of the year. He was an invited guest at Queen's College Conference on "Television Stereotypes of Three Nations" in April and the subject of an essay by Scott MacDonald, "Amos Vogel and Cinema 16" which appeared in *Wide Angle* #9, Summer 1987.

New books in the Longman Communication Book series co-edited by **George Gerbner**, Professor and Dean, and **Marsha Siefert**, M.A. candidate, include *Beyond Broadcasting: Patterns in Policy and Law* by Don R. LeDuc and *Development Communication: Information, Agriculture, and Nutrition in the Third World* by **Robert C. Hornik**, Professor.

**Larry Gross**, Professor, delivered an address, "The Talent Trap," at the symposium "Childhood at Risk?" sponsored by the Please Touch Museum in Philadelphia in October. He gave a colloquium talk at the University of Pennsylvania Art History Department in April on "Art and Communication: A Modern Misalliance?" Dr. Gross also spoke at the American Civilization Colloquium at the University in September on "Out of the Mainstream: Minorities and the Mass Media." He served on the Task Force on Conflict Resolution of the Philadelphia Fellowship Commission.

**Duncan Holaday**, Lecturer, was Fulbright Visiting Professor to the Communication Programme, Universiti Sains Malaysia from June - August. Dr. Holaday directed and co-authored an episode of "RINA," a 40-minute television drama for RTM1 (Malaysian National Television). He also produced "METOS JAH HUT" (A Jah Hut Myth), a 10-minute documentary about the beliefs of a Malaysian aboriginal people aired on Malaysian National Television.

**Ray L. Birdwhistell**, Professor, has completed Mennonite Research in Hilliards, Ohio which completes his religious community interpersonal communication data collection.

**Stephen Prince**, ASC Ph.D. '87, **Paul Messaris**, Associate Professor, and **Eva Goldfarb**, M.A. '87, presented a paper entitled "Power, Pleasure, and Pain in Pornographic Feature Films" at the 37th annual conference of the International Communication Association in Montreal in May. Dr. Messaris also participated in University of Utah's Visual Communication Conference in Alta, Utah in July and is continuing his research on syntax of television programs.

**Christine Bachen**, Assistant Professor, was respondent to a session on "The Mass Media, Political Learning, and Political Cognition" at the International Communication Association conference held in Montreal in May.

**Klaus Krippendorff**, Professor, reviewed *Self-Organization and Management of Social Systems: Insights, Promises, Doubts and Questions* by H. Ulrich and G.J.B. Probst (Eds.) in the *European Journal of Operational Research* Oct.-Dec. 1986; *The Sciences and Praxis of Complexity, Contributions to a United Nations Symposium at Mountpellier, France* in the *Journal of Communication* Summer 1986; *The Dream of Reality: Heinz von Foerster's Constructivism* by Lynn Siegel in *Journal of Communication* Spring 1987; and *Basic Content Analysis* by Robert Philip Weber in the *Journal of the American Statistical Association* March 1987. He also contributed a chapter on "Produkt Semantik" to Martin Krampen and Horst Kaechele (Eds.) *Umwelt, Gestaltung and Persoenlichkeit* Hildeshein: George Olms, 1986 and the article, "Association, Agreement, and Equity," to *Quality and Quantity* issue 2 1987. Dr. Krippendorff has joined the editorial boards of *Communications Research* of the *Ablex Communication and Information Science Series*, and *Communication Monographs*.

**Lois Silverman**, Ph.D. candidate, served as panel chairperson and panelist at The American Association of Museums annual meeting held in June in San Francisco. Her paper, "Hands Across The Object: Museums and Therapy," was published in *The Museologist*, Summer 1987.

**James D. Woods**, M.A. Candidate, is a consultant to Praxis, Inc., a media management company in New York City. Mr. Woods is working on studies of radio marketing strategies and community psychographics.

**Ruth Slavin**, M.A. Candidate, served as a research and writing consultant to the Franklin Institute Science Museum from June - August.

**George Gerbner**, Professor and Dean, spoke on "Television and Mental Health" at the American Psychological Association's annual convention in New York in August, and attended the meeting of the International Council of the International Association of Mass Communication Research in Roskilde, Denmark, also in August. In September he gave the keynote address "Stories that Hurt: Mental Illness in the Mass Media" at the convention of the National Alliance for the Mentally Ill in Washington, D.C. Dean Gerbner spoke to the Ivy League editors conference and to the World Press Institute Fellows visiting at Penn in September. He continues to serve on the Annenberg/Corporation for Public Broadcasting Project Council that approves project grants.

**Carolyn Marvin**, Associate Professor, spoke to the Public Relations Society of America, Philadelphia Chapter, on "Legal Issues in Sex Advertising" in June. Her article, "Information and History," is included in *The Ideology of the Information Age* edited by Fred Fejes and Jennifer Slack and published by Ablex in 1987. Her article, "This Time, Not Universal But Encyclopedic Literacy," was published in *Literacy Research Newsletter*, Spring 1987.

**Barry Cole**, Adjunct Professor, spoke on "The Post AT&T Divestiture Era in U.S. Telecommunications" and "The Cable Communications Act of 1984" before a delegation of the French Assemble Nationale's Commissions on Products and Exchange and on Cultural, Family, and Social Affairs in July in New York City. He moderated a seminar on "Open Network Architecture: A New Policy Initiative for U.S. Telecommunications" at the Center for Telecommunications and Information Studies at Columbia University and served as moderator for a two-day seminar on "Local Measured Telephone Service" hosted by the editors of *State Telephone Report* in Washington, D.C. in May. Dr. Cole served as co-convenor of Northwestern University's Washington Program summer faculty workshop on communications policy for professors of communications from the U.S. and abroad where he discussed "Regulation of Telephone on the State Level" and participated in panels on "The Teaching of Telecommunications Policy" and "The Institutions of Federal Policymaking in Communications."

**Charles Wright**, Professor, attended the annual conferences of the American Association for Public Opinion Research in Hershey, Pennsylvania in May; the Eastern Sociological Society in Boston in May; and the American Sociological Association in Chicago in August. Dr. Wright continues as a member of the editorial boards of *Public Opinion Quarterly* and *Information and Society*.

**Colleen Davis**, Undergraduate Coordinator, passed the preliminary examinations for the Ph.D. in the Graduate School of Education at the University of Pennsylvania.

**Joseph Turow**, Associate Professor, has written the "Mass Media" entry in the 1988 edition of *The Academic American Encyclopedia* in press. His article on "Television Storytelling and Institutional Power: The Case of Medicine," has been included in *Paradigms in Communications Research* edited by Brenda Dervin, Larry Grossberg, and Ellen Wartella to be published by Sage Publications.

**Victor Caldarola**, Ph.D. candidate, Patricia Vondal, and Richard Mitchell have received an Award of Excellence from the 1987 Society for Visual Anthropology/American Anthropological Association Film Festival Jury for their documentary film, "Working for Profit: Agrarian Enterprise in South Kalimantan." Mr. Caldarola's paper, "Primary Photographic Data and the Ethnographic Project," is being published in *Studies in the Ethnography of Visual Communication: Selected Papers From the International Conference on Visual Communication* edited by Jay Ruby and Martin Taureg and published by Aachen, F.R.G. Rader Verlag.

**Catherine C. Schifter**, Assistant Dean, and her co-authors, C. George, M. Listgarten, E. Rosenberg, and P. Sullivan have received the Clinical Research Award in Periodontology for their paper entitled "Failure of a Microbial Assay to Reliably Predict Disease Recurrence in a Treated Periotontitis Population Receiving Regularly Scheduled Prophylaxis." Dr. Schifter is serving as co-chair of the student affairs committee of the university council of the University of Pennsylvania.

**Nancy Morris**, M.A. Candidate, presented "History of Chilean New Song" as part of a panel on "The World of Popular Music" at the conference of the U.S. Chapter of the International Association for the Study of Popular Music at the University of Pittsburgh in April. She led a workshop on "Nueva Cancion/New Song" at "Voices of Dissent: A Symposium on the Arts as a Force for Social Change" in Philadelphia also in April.

**Oscar H. Gandy, Jr.**, Associate Professor, was elected Head-Elect, Minorities and Communication Division, Association for Education in Journalism and Mass Communication the annual meeting in San Antonio, Texas in August. "Through the Prism of Race and Controversy: Did Viewers Learn Anything From *The Africans?*", a research project conducted by Dr. Gandy and Paula Matabane, won the AEJMC faculty research competition, minorities division. Dr. Gandy was also an invited panelist on "Update: Who Sets the Media Agenda" conference panel. He reviewed *Information Technology: A Luddite Analysis* by Webster and Robins in the *Journal of Communication* Winter 1987 and *Untended Gates. The Mismanaged Press* by N. Issacs in *Journalism Quarterly* Spring 1987.

**Robert Hornik**, Professor and Principal Investigator, and **Jeffrey McDowell**, Project Manager and Ph.D. Candidate, presented "Public Health Communication Evaluations in Peru and Swaziland" at the National Council of International Health in June in Washington, D.C. Dr. Hornik and his staff are collecting data in Ecuador, Guatemala, Lesotho, Nigeria, Indonesia, and the Philippines as the Healthcom Evaluation program begins its third year. Dr. Hornik is also a member of the Technical Advisory Group, Applied Diarrheal Disease Research Project at Harvard University and consultant to Communication for Technology Transfer in Agriculture project, Academy for Educational Development, and the World Health Organization Special Program on AIDS. He serves on the editorial board of *Public Opinion Quarterly* and as consulting editor for the *Journal of Communication*.

**Robert Lewis Shayon**, Professor Emeritus, reviewed "American Television - The Early Years" for the current issue of the *Journal of Communication* and has been invited to write the entry on "Television News" for the forthcoming *International Encyclopedia of Communications*.

**Klaus Krippendorff** has completed his term as President of the International Communication Association. His ICA Presidential address, "On the Ethics of Constructing Communication," is being published in *Paradigm Dialogues* edited by Brenda Dervin. Many of his early design work and books were included in an exhibition entitled "Die Moral der Gegenstaende; Hochschule fuer Gestaltung Ulm 1953-1968" (retroactive exhibition on the Ulm School of design) at the Bauhaus Archive in Berlin which ran from July to September. Dr. Krippendorff and Reinhart Butter's "Product Semantics - Exploring the Symbolic Qualities of Form," first printed in *Innovation in* 1984 has been translated into Japanese and reprinted by *Industrial Design*.

**Milton Mueller**, Ph.D. Candidate, spoke at the Cato Institute Policy Forum in Washington, D.C. in July. Mr. Mueller and his fellow speakers, Henry Geller and Herb Marks, addressed the topic, "Letting the BOCS out the Box: Competition in the Telephone Industry." "Technical Standards, the Market and Radio Frequency Allocation" by Mr. Mueller has been accepted for publication in the December issue of *Telecommunications Policy* published in Surrey, England.

**Marsha Siefert**, M.A. candidate, presented a talk on "McLuhan in Perspective" at a panel on "McLuhan Finally in Focus" at the annual conference of the International Communication Association in Montreal in May. She also served as convener for the Mellon Seminar on "Technology and Culture" of the University of Pennsylvania Program for Assessing and Revitalizing the Social Sciences. She performed Schumann solo piano works in a recital in July.

**Barry Cole**, Adjunct Professor, is a contributor to *Wired Cities: Facing the Future of Communications* edited by William H. Dutton, Jay G. Blumler, and Kenneth L. Kraemer and published by Knowledge Industries, White Plains, New York. Dr. Cole continues on the Board of Directors of the Institute for Public Interest Representation at the Georgetown University Law Center and as a reviewer of communications and regulatory proposals submitted to the National Science Foundation. He attended the Fifteenth Annual Telecommunications Policy Research Conference held at Airlie House, Virginia in September.

**Barbie Zelizer**, Ph.D. Candidate, presented a paper entitled "The Home as Public Forum: Media Events and the Public Sphere," at the International Communication Association conference in Montreal, Canada in May.

**Klaus Krippendorff**, Professor, participated in a "Seminar on Visual Semantics" at the Indian Institute of Technology, Bombay, in January where he chaired one session and contributed a paper on "Recent Developments in the Semantics of Artifacts," and in the American Society for Cybernetics meeting at the University of St. Gallen, Switzerland in March where he contributed a paper on "Constructive Consequences of Action: Constraint, Enablement and Choice." He also participated in an international congress on design in August in Amsterdam where he co-organized a symposium, "Update on Product Semantics," and presented a paper on "Recent Developments in Understanding How Objects May Mean." He participated in the joint meeting of the International Society for Intercultural Education, Training, and Research, the Canadian Communication Association, the Quebec Communication Research Association, and the International Communication Association. He chaired a session on "Intercultural Communication Research Trends;" served as discussant for a session on the "Ecology of Observing Systems;" and was the principal speaker on "New Directions in Systems Theory: Autopoiesis in Organizations and Ecology." The meetings were held in May in Montreal.

**Dissertations completed by recent ASC Ph.D. graduates include:**  
"Family Houses and Social Identity: Communicational Perspectives on the Homes of Ridge County" by **Christopher Musello**, supervised by **Larry Gross**. "The Family's Construction of the Concept of 'Family'" by **Jane E. Jorgenson**, supervised by **Paul Messaris**. "The Social and Cultural Implications of the VCR: How VCR Use Concentrates and Diversifies Viewing" by **Julia R. Dobrow**, supervised by **George Gerbner**. "'Suddenly A Restaurant Town': An inquiry into Public Culinary Culture and Communication" by **Robert J. Hanke**, supervised by **Larry Gross**. "Power, Pain, and Pleasure in Pornography: A Content Analysis of Pornographic Feature Films, 1972-1985" by **Stephen R. Prince**, supervised by **Paul Messaris**. "Television and the Family Context: Cohesion, Control, and Cultivation" by **Nancy F. Rothschild**, supervised by **Larry Gross**.

**Theses by recent ASC Master's Degree Graduates include:**

"Somatoform Presentation: The Communication of Psychosocial Stress" by **Herbert M. Adler**, supervised by **Ray Birdwhistell**. "The Camera as Prosthesis" by **Roger Archibald**, supervised by **Paul Messaris**. "Perfecting the Imperfect: Aesthetics and Politics in Guerrilla Cinema. A Case Study of the Radio Venceremos Film and Video Collective" by **E. Natatchha Estebanez**, supervised by **Larry Gross**. "The Use of Subjective Point of View in Persuasive Communication" by **Leslie S. Galan**, supervised by **Paul Messaris**. "The Use of Mass Media and Interpersonal Communication in Teenagers' Construction of Beliefs About the Future" by **Amy Jordan**, supervised by **Paul Messaris**. "The Currency of the Word: War, Revolution and the Temporal Coordination of Literate Media in England" by **Milton Mueller**, supervised by **Carolyn Marvin**. "Video Art Exchanges: Exhibition in the Mid-Eighties" by **Susan J. Wallner**, supervised by **Larry Gross**. "Mechanisms of Social and Artistic Adaptation of Polish Visual Artists to New York Art World" by **Krystyna Warchol**, supervised by **Larry Gross**. "Children's Perceptions of the Nuclear War Threat: A Communications Perspective" by **Jessica Lilie**, supervised by **Christine Bachen**. "INTELSAT's Resistance to American Separate Satellite Systems Policy: Reaction to a Perceived Threat" by **Diane Steinour**, supervised by **Robert Lewis Shayon**. "The Content and Use of Traditional and Alternative News Agencies in the English Speaking Caribbean" by **Sarah Stranahan-Cubbon**, supervised by **Robert Hornik**. "Toward an Integration of Information-Processing Theory and Cognitive Dissonance Theory: Awareness, Comprehension, and Acceptance of the New Cigarette Warning Labels" by **Ann J. Banks**, supervised by **Christine Bachen**. "The Ethnographic Use of Still Photographs: A Comparative Analysis of Three Photographically Illustrated Ethnographic Texts" by **Victor J. Calderola**, supervised by **Larry Gross**. "Mythology for the Masses: An Analysis of Nationalistic Content in ABC and BBC Presentations of the 1984 Olympic Games" by **Julie S. Eisenberg**, supervised by **Robert Lewis Shayon**. "Construction of the 'Facts' of Political Violence: A Content Analysis of Press Coverage" by **Nejat Ozyegin**, supervised by **George Gerbner**. "The Consequences of Television Viewing for a Subculture: A Study of Mennonite Orientations" by **Diane Z. Umble**, supervised by **George Gerbner**. "The Use of Television in Script Enactment and Negotiation in Preschool Children's Role Play" by **Tracy J. Williams-Miles**, supervised by **Christine Bachen**. "Graffiti as an Art World" by **Robert S. Drew**, supervised by **Carolyn Marvin**. "A Generic Paradigm: The Impact of Community Involvement on Public Access Cable Television Development" by **Janet Hoefling**, supervised by **Robert Lewis Shayon**. "Criticism as Primary Text: The Case of the Armory Show" by **Maira M. McLoughlin**, supervised by **Larry Gross**. "Black Ownership of Radio Stations: An Evaluation of Growth Following the Introduction of Incentive, 1978-1983" by **Julia D. Portale**, supervised by **Robert Hornik**. "The Role of Community Support in Mothers' Decisions About Health Practices: A Study of Oral Rehydration Solution Use and Knowledge in Ecuador" by **Karin Wilkins**, supervised by **Robert Hornik**. "Influence of Maternal Education on Child Mortality: An Examination of the Relation Between Maternal Education and Immunization Coverage in Ecuador" by **Sangeeta Kshetry**, supervised by **Robert Hornik**. "The Role of the VCR in a Polycultural Society: Patterns of Video Use by Twenty Vietnamese Families in Philadelphia" by **Peter W. Yapple**, supervised by **George Gerbner**.