

communications

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University of Pennsylvania President **Sheldon Hackney** and Provost **Michael Aiken** have announced the establishment of an annual George Gerbner Lecture in Communications, to be given typically (if not invariably) by alumni of The Annenberg School. The first Gerbner Lecture was given on Friday, April 22nd, by **Daniel Schiller** (ASC MA '76, Ph.D. '78), Associate Professor in the Graduate School of Library and Information Science, at UCLA.

An archive of more than 24,000 network television scripts opened at The Annenberg School of Communications Library on March 1. The scripts include almost all series, movies made for television, specials, and pilots aired during prime time from 1976 to the present. It is the largest, most comprehensive collection of television scripts in the United States. The archive continues to receive more than 1,500 scripts each year under the terms of an ongoing gift from *TV Guide* established in 1980. A substantial portion of the collection can be retrieved through a specialized database which provides in-depth subject access based on the project's 400plus term thesaurus. Each record in the database represents a unique script that has been read and indexed in accordance with this prescribed vocabulary by a team of indexers headed by **Sharon Black**, Archive Librarian. The Archive is available to researchers upon written application. For more information, please write to: Television Script Archive, Annenberg School Library, 3620 Walnut Street, Philadelphia, PA, 19104-6220.

The development communication research group continues with the five year HEALTHCOM (Communication for Child Survival) evaluation program and has initiated a parallel AIDSCOM (AIDS Education) evaluation program. The HEALTHCOM program, under the direction of Professor Robert Hornik, is now collecting data in Ecuador, Indonesia, Guatemala, the Philippines, Lesotho and Nigeria, with start up work underway in Jordan and Paraguay. In each case the research team is examining the role of communication interventions in affecting health practices like appropriate diarrheal disease treatment and vaccinations. The AIDSCOM program will involve research and evaluation of AIDS education programs in four or more sites in Asia, Africa and Latin America and the Caribbean. Both programs are funded by the Agency for International Development through the Academy for Educational Development. **Judith McDivitt**, ASC M.A '81, Ph.D. '85, has been appointed as Research Associate with the Project. Dr. McDivitt was Senior Research Associate at Applied Communications Technology in Menlo Park, California prior to joining the Project. The development communication research group also includes **Eduardo Contreras Budge**, **P. Stanley Yoder**, **Jeffrey McDowell** and **Susan Zimicki**. Students involved with the research include **Nina Ferencic**, **Karin Wilkins**, **Chris Koepke**, **Nancy Morris** and **Zheng Zhong**.

The Alumni Association of The School will hold its reunion day on Saturday, May 14. The annual meeting will be followed by an academic research roundtable and screenings of films and videos by ASC students. Reunion day will conclude with a dinner dance. For more information, please write to the alumni office at ASC.

Brenda Danet, Visiting Scholar, is from the Communications and Sociology Department at The Hebrew University. She presented a colloquium "No Two Alike: The Aesthetics of Collecting" on April 18, 1988 at ASC.

Alexander A. Angelov, Visiting Scholar, is a Fulbright Scholar from Sofia, Bulgaria. He arrived in November, 1987 and is conducting research on American television for most of the balance of the academic year. He graduated from Sofia University, served as drama expert for a leading theater in Sofia, headed the Research Institute for Television and Radio, and is now deputy director of the Bulgarian Copyright Agency. Dr. Angelov's dissertation was entitled "Creative and Documentary Principles in the TV Programmes." He received his Ph.D. degree from the Higher Institute for Theatre and Cinema Arts, Sofia.

Colin Shaw, Visiting Lecturer, has worked for the British Broadcasting Corporation for almost 25 years. He held the posts of Head of Television Programme Planning, Secretary, and, finally, Chief Secretary to the Corporation. He resigned in 1977 to become Director of Television, Independent Broadcasting Authority, and so, uniquely in British Broadcasting, has had the experience of working at very senior levels in the two major organizations. He left the IBA in 1983 and, after a three-and-a-half year spell with the Association of Independent Television Companies, is now a freelance writer and lecturer. He is the author of numerous radio plays, including two thriller serials, a stage play for children performed in Britain and elsewhere in Europe, and many articles on aspects of British broadcasting policy. He is teaching a course on British broadcasting this semester.

G. Ray Funkhouser, Visiting Scholar, is serving as the Associate Chair of Publications for the American Association for Public Opinion Research. Dr. Funkhouser and R.R. Rothberg are the authors of *The Pursuit of Growth*, published in 1987 by Microsoft Press/Tempus Books, Richmond, Virginia. October, 1987. Dr. Funkhouser is continuing his investigation of the role of marketing in American culture and is conducting an empirical, cross-cultural study of attitudes and beliefs related to power and control.

Joseph Turow, Associate Professor, is one of fifteen scholars from the United States and Europe invited to participate in a symposium on "Future Directions in Television News Research: Content, Cognition, and Control." The symposium will be held in June, 1988 in Jerusalem under the auspices of the Communications Institute at Hebrew University. Professor Turow serves on the editorial boards of *Journal of Communication*, *Journal of Broadcasting & Electronic Media*, *Sage Annual Reviews of Communication Research*, and *Critical Studies in Mass Communication*. He is a member of the nominating committee of the Speech Communication Association and chair of the International Communication Association's Mass Communication Dissertation Award Committee.

George Gerbner, Professor of Communications and Dean, spoke to a conference on media sponsored by the Parents' Music Resource Center in Washington, D.C. in October, 1987. Dean Gerbner spoke on "Violence Against Women in the Media" at a national conference on "The Unfinished Agenda: Women's Future Under the Constitution" in Philadelphia in November, 1977. Also in November, he addressed a student assembly and a dinner meeting of the Professional Communicators at the University of Buffalo, N.Y. In December, Dean Gerbner, **Larry Gross**, Professor of Communications, **Michael Morgan**, Ph.D. ASC MA '77, Ph.D. '80 and Assistant Professor of Communications at the University of Massachusetts, with three colleagues from Emory University, spent a week in Moscow to prepare for a comparative study of television. The international project will eventually include 25 countries.

Carolyn Marvin, Associate Professor, is the author of *When Old Technologies Were New: Thinking About Communications in the Late Eighteenth Century* published by Oxford University Press in New York.

Amos Vogel, Professor, is a member of the American Film & Video Festival - 1988 John Grierson Jury to select the best documentary films of the year.

Larry Gross, Professor, moderated a panel discussion on "The News Media in the 1980's" for the University of Pennsylvania Philomathean Society and gave a colloquium on "The Talent Trap" to the University's Cultural Studies Seminar in February. He spoke at a symposium, "Art for Children: More Than Just a Frill" held at the Abington Art Center in Jenkintown, Pennsylvania in February.

Oscar H. Gandy, Jr., Associate Professor, was a participant at the Washington Annenberg Program Seminar on Open Network Architecture held in Washington, DC in February. He gave a public lecture on "Telecommunications and Privacy" in December, 1987 as part of the University of Pennsylvania Telecommunications Seminar Series. Dr. Gandy is continuing his research project on Telecommunications and Privacy, developing privacy orientation models for citizens, consumers, and employees.

Paul Messaris, Associate Professor, presented a paper entitled "The Role of Visual 'Literacy' in film Communication" at the Speech Association convention in Boston, Massachusetts in November, 1987.

Robert Lewis Shayon, Professor Emeritus, was an invited participant at the International Radio and Television Society Faculty-Industry Seminar held in New York, New York in February. He also attended the Advisory Board Panel (as a member) to the Office of Technology Assessment, U.S. Congress on Communications Technology for an Information Age in Washington, D.C. in February.

Sandra Grilikhes, Head Librarian, is a member of the Board of Directors of the Jung Society of Philadelphia and of the Philadelphia Poetry Center. She serves as Program Evaluator for the Pennsylvania Humanities Council. Ms. Grilikhes is Dance and Performance Art Critic for the Philadelphia weekly newspaper, *The Welcome*. In August, 1987 she attended the Association of Educators in Journalism and Mass Communication, Mass Communications Bibliographers meetings in San Antonio, Texas.

Victor J. Caldarola, Ph.D. Candidate, presented a paper entitled "Imaging Process as Ethnographic Inquiry" at the Society for Visual Anthropology Conference on Visual Research in Chicago, Illinois in November, 1987. He also presented a paper entitled "The Ethnographic Use of Still Photographs: Visual Communication and the Professional Anthropologist" at the Annual Meetings of the American Anthropological Association in Chicago in November, 1987.

Amy B. Jordan, Ph.D. Candidate, chaired a panel on children's literature and presented a paper entitled "Dime Novels and Penny Dreadfuls; or, The Search for Meaning in 19th century Criticism of Cheap, Sensational Fiction for Boys" at the Popular Culture Association conference in New Orleans, Louisiana in March.

Barry Cole, Adjunct Professor, served as moderator of a special conference on "Significant Trends and Issues in Telecommunications" convened by the National Conference of State Legislators held in Washington, DC in December, 1987. He moderated a seminar in "Developments in Cable Television in Western Europe" held at the Columbia University Graduate School of Business in November, 1987 and a seminar on "Federal Regulation of Telecommunications in 1988 and Beyond" held by the New York Bar Association. He participated as a member of the Technology Study Group of the Gannett Center for Media Studies at Columbia University during 1987 - 1988.

George Gerbner spoke to the Penn alumni clubs in West Palm Beach and Miami, Florida, in February. Also in February, he gave a lecture in the Glenelg Country School (Maryland) Forum series, and spoke on the "Symbolic Functions of Violence and Terror" at a conference on Communication in Terrorist Events at Emerson College. His "Televised Trials -- Historic Juncture for Our Courts?" appeared as the Introduction to Susanna Barber's book on *News Cameras in the Courtroom*. His article on "Science on Television: How It Affects Public Conceptions" was published in *Issues in Science and Technology*; "Television's Populist Brew: The Three B's" in *Et Cetera*; and "Ministry of Culture, the USA, and the 'Free Marketplace of Ideas'" in *National Forum*, all in 1987. An annotated bibliography on *Violence and Terror in the Mass Media* (with Nancy Signorielli, ASC Ph.D. '75) was published by Greenwood Press in January, 1988. He spoke on the state of communications research at the Fortieth Anniversary Celebration of the Institute of Communications Research, University of Illinois in Urbana in March.

Bette J. Kauffman, Ph.D. Candidate, is serving as Program Consultant to MUSE Gallery for their seminar, "Women's Voices, Women's Art," to be held at The Painted Bride on April 23 in honor of MUSE's 10th anniversary as women's cooperative art gallery. She presented a paper, "'Woman Artist': Social-Self Identity in the Challenge of Art-World Boundaries," at the Social Theory, Politics and the Arts conference held at SUNY, Albany, New York in October, 1987.

Klaus Krippendorff, Professor, reviewed *Angel's Fears* by Gregory and Mary Catherine Bateson for the Spring '88 issue of the *Journal of Communication*. His article, "Paradigms for Communications and Development with Emphasis on Autopoiesis," was used as Chapter 14 of *Communication Theory: Eastern and Western Perspective* edited by D. Kincaid and published by Academic Press, 1987. "On the Essential Contexts of Things -- or on the proposition that -- Design is Making Sense (of Things)" by Dr. Krippendorff is to be published in *Design Issues*, 1988. He attended by invitation a Gordon Research Conference on Cybernetic Epistemology held in January in Oxnard, California. His "A heretic communication about - communication about - communication about reality" was presented at the Fortieth Anniversary Celebration of the Institute of Communications Research, University of Illinois in Urbana in March.

Charles R. Wright, Professor, is a member of the 1988 nomination committee of the Eastern Sociological Society. He attended the annual conference of the Eastern Sociological Society in Philadelphia, PA in March and the annual conference of the Pennsylvania Sociological Society in Philadelphia in November, 1987. Dr. Wright is a member of the editorial board of *Information and Society*.

Karen Wilkins, Ph.D. Candidate, presented a paper entitled "Reading Political Dissension in the Press: A Case Study of Achille Lauro Affair Coverage in Egypt" at the Popular Cultural Association conference in New Orleans, Louisiana in March.

Joan Bernstein, Reference Librarian, serves as Treasurer of the Philadelphia Area Reference Librarians' Information Exchange. She is also a member of the Program and Directory Committees of the Philadelphia Chapter of the Special Libraries Association. Ms. Bernstein organized and moderated a panel discussion about book preservation entitled "Murder in the Stacks" for the University of Pennsylvania library staff in March.

Duncan Holaday, Lecturer, is teaching "Visual Anthropology" at Moore College of Art this semester. He produced "Sexual Harassment Series, No. 1" (a ten minute videodrama) with Kristin Stuart in Fall, 1987. His article "Adjusting Media - A New Perspective on the Diffusion of Communication Technology" was published in the Spring issue of *Media Asia*. "An Evening with Duncan Holaday," a screening of his videos made in Malaysia, was presented by the Neighborhood Film Project in November in Philadelphia.

Sandra Grilikhes created an interdisciplinary work entitled "The Myth in the Hands" which was performed in February in Philadelphia. The performance piece commissioned by the Group Motion Multi Media Dance Theatre and supported by the Pennsylvania Council on the Arts is one of the Theatre's "Spiel Uhr" events. Ms. Grilikhes created ten wood constructions which when photographed, enlarged, and projected formed the visual backdrop for the piece. She also created a tape-sound score and choreographed the work. Her wood constructions will be exhibited at the Tripoli Gallery the May at which time the performance piece will be given again.

Nancy Morris, M.A. Candidate, presented "Indigenous and Ladino Broadcast Media Use in Guatemala" at the University of Miami's "Fifth Intercultural Communication Conference on Latin America and the Caribbean" in February in Miami, Florida.

Marsha Siefert, Editor and M.A. Candidate, presented a paper entitled "Style as Substance: Richard M. Durson as a Writer of Folklore Scholarship" to the American Folklore Society on October 23, 1987 in Albuquerque, New Mexico. She was a commentator on "Tragedy, Responsibility, and the American Intellectual, 1925-1950" at the International Symposium on Lewis Mumford at the University of Pennsylvania on November 6, 1987. Ms. Siefert continues as a convenor of the Mellon Seminar on "Technology and Culture" in the Program for Assessing and Revitalizing the Social Sciences at the University of Pennsylvania. In December, she played a solo hour of piano music by Chopin, Beethoven, Liszt, and Scriabin at an open house for Steinway Pianos in Philadelphia.

Barry Cole spoke on "Regulation of Telecommunications at the State Level" at a meeting sponsored by the National Conference of State Legislators in Washington, D.C. in December, 1987. He was an invited participant at the International Telecommunications Roundtable session on "Trans-Atlantic Dialogue" hosted by the Neumann Foundation held in Washington, D.C. and the Algonquin Roundtable session on "The Telecommunications and Information Revolution" held at New York Law School in December, 1987. In January, he participated in a seminar on "Broadband Communications" held at the Teachers College of Columbia University. He also participated in a symposium on "World Telecommunications Policy" held at the Massachusetts Institute of Technology in honor of Ithiel de Sola Poole and the conference on "International Market in Film and television Programming" held in New York city at the Columbia University Kellogg Center of the School of International Affairs.

Karen Cooney, M.A. Candidate, was a student representative at the Citizens' Action for Better Television's "Annual Lunch with the Broadcasters" held in Philadelphia in March. Ms. Cooney is assisting with the public relations coordination of the International Public Television Screening conference to be held in Philadelphia in May.

Klaus Krippendorff is participating on the executive committee of the newly established Center for Communication and Information Science and Policy at the University of Pennsylvania. Dr. Krippendorff is conducting research on a new type of telephone as well as working on papers on epistemology of communications. He is working on an interdisciplinary seminar on Product Semantics to be held in Finland in 1989, and he is coediting a special issue on Product Semantics for *Design Issues*.

Sharon Black, Archive Librarian, is the author of a poem entitled "What to Be Made Of" published in the Winter issue (Vol. III) of the *Jacaranda Review*.

Robert Hornik continues on the editorial boards of *Public Opinion Quarterly*, and the *Journal of Communication*. He is a consultant to the World Health Organization's Special Program on AIDS, and continues as a member of the Technical Advisory Groups for the Applied Diarrheal Disease Research Program (Harvard University), Primary Technologies for Health Project (Management Sciences for Health), and communication Technology Transfer in Agriculture project (Academy for Educational Development).

Joseph Turow chaired a panel on the media and institutional power at the annual speech Communication Association conference in Boston. He was an invited speaker and discussion moderator at the Free Library of Philadelphia's Northeast Regional Branch. In early March, the United Press International ran a national wire story about Dr. Turow's research on the considerations that have shaped television's depiction of medicine.

Carolyn Marvin presented a seminar on "Challenging the NAEP's Literacy Standards: A Look at *The Writing Report Card*" for the Literacy Research Center, University of Pennsylvania in December, 1987. She presented "Using the Body to Understand Technology: The Epistemology of Lewis Mumford" to the International Symposium on Lewis Mumford sponsored by the Program for Assessing and Revitalizing the Social Sciences in Philadelphia in November, 1987.

Robert Lewis Shayon participated as a panelist on broadcast deregulation at the annual Broadcasters Industry Luncheon hosted by the Citizens' Action for Better Television in Philadelphia in March. He has written an article on Integrated Services Digital Network for the prototype edition of *World Monitor*, an international news magazine to be published by the Christian Science Publishing Society in Boston, Massachusetts.

Catherine Preston, Ph.D. Candidate, presented a paper entitled "A Great Sensation of Something Real: Fotonovela readers in Quito, Ecuador" at the "Social Theory, Politics, and the Arts" conference in Albany, New York in October, 1987.

Oscar H. Gandy, Jr. has written "A Research Agenda for the Information Age: A Personal and Institutional Response" which appears in the *Mass Communications Review Yearbook*, Vol 6, Sage, 1987. "Media Use, Reliance, and Active Participation, Exploring Student Awareness of the South African Conflict," by Dr. Gandy, Paula Matabane and John Omachonu was published in *Communication Research*, 14:6, December, 1987.

Henrik Dahl, M.A. Candidate, has accepted a position as media researcher/analyst with the Danish Broadcasting Corporation to begin in June.

Barry Cole is a member of the board of Directors of the Institute for Public Interest Representation and of Citizens Communication Center at the Georgetown University Law Center in Washington, D.C. He is a reviewer of proposals relating to telecommunications and in information submitted to the National Science Foundation. Dr. Cole is serving as Visiting Director of the Center for Telecommunications and Information Studies at Columbia University Graduate School of Business.

Dissertations completed by recent ASC Ph.D. graduates include:

"Amateur Photography And Pictorial Aesthetics: Influences of Organizations And Industry on Cultural Production" by **Michael Griffin**, supervised by **Larry Gross**. "The Representation of American English Dialects in Network Television Dramatic Programs" by **Michael Willmorth**, supervised by **George Gerbner**.

Theses by recent ASC Master's Degree Graduates include: "Is There A Text in this Play: On the Text/Performance Relationship in Theatrical Interpretation" by **L. Delana Browning**, supervised by **Carolyn Marvin**. "AIDS and the Mass Media: An Agenda Building Case Study" by **Gail Chalef**, supervised by **Charles Wright**. "Romance and Media. The Role of Romantic Portrayals in Perceptions of Real Life Romantic Experiences" by **Eva Goldfarb**, supervised by **Paul Messaris**. "'World Journal' A Chinese Mass Media Organization in the United States of America" by **Maya Hu**, supervised by **George Gerbner**. "Sex Between The Scenes: A Film Analysis of How Hollywood Fiction Features from 1930 to 1949 Imply and Morally Evaluate Acts of Coitus" by **William Mikulak**, supervised by **Larry Gross**. "A Great Sensation of Something Real: Fotonovela Readers in Quito, Ecuador" by **Catherine Preston**, supervised by **Larry Gross**. "Defining And Measuring Media 'Credibility:' An Exploration of the Relationship Between Story, Source, And Credibility Evaluations" by **Michele Sims**, supervised by **Robert Hornik**. "Toward A Methodology For Conducting Social Humor Research: A Case Study Investigating The Social Meaning of Humor As Communication Within Two Professions" by **Karen Valentine**, supervised by **Ray Birdwhistell**.