

## *Annenberg's Dean*

The Annenberg School of Communications, which has been without a permanent dean since Gilbert Seldes retired a year ago, will have one come July 1. He is Dr. George Gerbner, now an associate professor at the Institute of Communications Research at the University of Illinois.

The new dean comes to Pennsylvania with a wide ranging background into the various media of communication. He is a native Hungarian, coming to the United States in 1939. He received a B.A. in journalism from California (Berkeley) in 1942 and later took his master's and doctoral degrees at the University of Southern California.

Dr. Gerbner has been a reporter and feature writer for the San Francisco Chronicle, a free-lance writer, and an editor and newscaster for the U. S. Information Service. He taught at Southern Cal before going to Illinois in 1956.

There, under a grant from the National Institute of Mental Health, he was in charge of research into the portrayal of mental illness in the mass media. This year he completes duties as project director of a U. S. Office of Education-sponsored study, "Mass Communications and Popular Conceptions of Education: A Cross-Cultural Study," which is looking into the characterization and factors influencing the portrayal of teachers and schools in the mass media of the United States, Great Britain, France, West Germany, East Germany, Poland, Czechoslovakia, Hungary, and Russia.

Under a National Science Foundation grant, he is directing "A Comparative Study of Films and the 'Film Hero'", an analysis of the fictional personality structure of leading characters in American, French, Italian, Indian, Yugoslavian, Czechoslovakian, and Polish films. The study is being made in cooperation with UNESCO and the International Sociological Association.

During the past year, the acting dean at Annenberg has been Dr. Robert E.

Spiller, Felix E. Schelling, Professor of English Literature.

## *Graduate Medicine Appointments*

Three major appointments in the Graduate School of Medicine have recently been announced.

Dr. Harry F. Zinsser has been named director of cardiology in the Graduate Hospital and clinical professor of cardiology at GSM. Dr. Zinsser will retain



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his present post as associate professor of cardiology at the School of Medicine. He is a graduate of the University of Pittsburgh and its medical school.

Dr. Woodrow D. Schlosser is the new chief of the department of otolaryngology at Graduate Hospital and has also been named assistant professor of otolaryngology at GSM. He has been associate in otolaryngology at the School of Medicine and associate director of Presbyterian Hospital's Institute of Otolaryngology. Dr. Schlosser is a graduate of Elizabethtown College and Hahnemann Medical College.

Dr. Morton Amsterdam, '42 C, '45 D, has been named chairman of the department of prosthetic dentistry at GSM, where he is also clinical professor of prosthetic dentistry. He is also professor of clinical dentistry at Tem-

ple's School of Dentistry, where he has headed the departments of endodontics and oral physiology and occlusion.

## *Honor for Dr. Chance*

"In his 15 years as director, Dr. Britton Chance has made the Eldridge Reeves Johnson Foundation for Medical Physics one of the world's great centers for the study of cellular metabolism." With this statement, President Harnwell last month announced the appointment of Dr. Chance ('35 Ch, '36 G, '40 Gr) to the newly created position of Eldridge Reeves Johnson Professor of Biophysics in the department of biophysics in the School of Medicine.

"Dr. Chance's own achievements," Dr. Harnwell continued, "plus his ability to recognize and attract other men of ability, have brought distinguished scientists from all over the globe to work in the Johnson Foundation laboratories."

Dr. Chance has been director since 1949 when his predecessor, Dr. Detlev W. Bronk, resigned to become president of Johns Hopkins. Dr. Bronk, now president of the Rockefeller Institute, is a trustee of the University.

Although Dr. Chance is recognized as a distinguished inventor in electronics (he did pioneering work, for instance, in developing electronic circuits for radar), his international reputation rests chiefly on his studies of the mechanisms of enzyme actions, especially with the enzymatic control of the flow of electrons from cellular metabolites to molecular oxygen.

The enzymes with which Dr. Chance works are protein substances of animal or plant origin, containing a metal atom which confers upon them the power to cause chemical transformations by a catalytic process. These biological catalysts have long been believed to act by combining directly with the substance (substrate) participating in biochemical reactions. Dr. Chance is the discoverer of eight of nine known active or primary enzyme-substrate compounds.