

Gerbner Will Be Dean at Pennsylvania

George Gerbner, associate professor in the University of Illinois Institute of Communications Research, will become dean of the Annenberg School of Communications at the University of Pennsylvania July 1.

His appointment as dean and as professor of communications was announced Thursday.

A faculty member at the U. of I. since 1956, Gerbner, 44, has specialized in the fields of popular culture and social aspects of mass communications.

At Annenberg, a graduate professional school, he will have charge of the existing master's degree programs in television, film and newspaper journalism, and he will develop a PhD program in communications during the next two years.

There are now 50 students in the master's programs and expansion is planned, Gerbner said Thursday.

Born in Hungary

A naturalized American citizen, Gerbner was born in Budapest, Hungary. He studied literature and anthropology at the University of Budapest, came to the U.S. in 1939 and earned a BA in journalism from the University of California at Berkeley in 1942.

Gerbner received an MA in 1951 and doctorate in 1955, both in communication and education, from the University of Southern California. He also taught at Southern Cal.

He served in the Army from 1943 to 1946, was a reporter and feature writer for the San Francisco Chronicle and an editor and newscaster for the U.S. Information Service.

Gerbner has directed several major research projects. Under a grant from the National Institute of Mental Health, he studied the portrayal of mental illness in the mass media.

This year, he will complete work as director of "Mass Communications and Popular Conceptions of Education: A Cross-Cultural Study," which is sponsored by the U. S. Office of Education.

Interviewed by Newsweek

In connection with this study of the portrayal of teachers and schools, Gerbner was interviewed by Newsweek for an article last December. He had previously written an analysis of the television program, "Mr. Novak," for the Phi Delta Kappan.

Gerbner expects next year to complete "A Comparative Study of Films and the 'Film Hero,'" which he is directing under a National Science Foundation grant.

Gerbner and his family will leave here at the end of June. Mrs. Gerbner who has been active in University Theater, recently received a master's degree in theater from the U. of I.

The Gerbners' sons are John, 12, a pupil at Urbana Junior High, and Thomas, 8, who attends Yankee Ridge.