DR. GERBNER NEW DEAN AT PENNSYLVANIA

DR. GEORGE GERBNER
. . . to Annenberg School

Dr. George Gerbner, associate professor in the Institute of Communications Research, University of Illinois, has been named dean of the Annenberg School of Communications of the Uiversity of Pennsylvania.

The announcement was made Friday by Dr. Gaylord P. Harnwell, president of the University.

Dr. Gerbner will assume his post at Pennsylvania July 1.

Dr. Robert E. Spiller, Felix E. Schelling Professor of English Literature at Pennsylvania, has been acting dean of the Annenberg School since last summer, when the school's first director, Gilbert Seldes, retired as dean.

The Annenberg School is a graduate professional school established in 1959 for the purpose of conducting a broad program of graduate instruction and research in the arts and sciences contributory to the improvement of communications between men.

Annenberg Grant

A grant from the M. L. Annenberg Foundation financed the construction of the School's building at 3623 Locust Street. Constructed in honor of the late M. L. Annenberg, father of Walter H. Annenberg, president of the foundation and an alumnus and trustee of the university, the building was dedicated on Nov. 8, 1962.

An American citizen, Dr. Gerbner was born in 1919 in Budapest, Hungary. After studying literature and anthropology at the University of Budapest, he came to the United States in 1939. He studied psychology and sociology at the University of California at Los Angeles and earned a bachelor of arts degree in journalism from the University of California at Berkeley in 1942.

He served in the U.S. Army from 1943 to 1946.

Dr. Gerbner received a master of arts degree in 1951 and a doctorate in 1955, both degrees in communication and education at the University of Southern California.

Editor, Newscaster

He has been a reporter and feature writer for the San Francisco Chronicle, has written free lance articles, and was an editor and newscaster for the United States Information Service.

Dr. Gerbner taught at the University of Southern California before coming to Illinois in 1956.

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 work, part of a larger project on popular conceptions of mental illness, was completed in 1961.

This year he completes his duties as project director of "Mass Communications and Popular Conceptions of Education: A Cross-Cultural Study," sponsored by the U.S. Office of Education. This is a study of characterization and factors influencing the portrayal of teachers and schools in the mass media of the U.S., Great Britain, France, West Germany, East Germany, Poland, Czechoslovakia, Hungary, and Russia.

NSF Grant

"A Comparative Study of Films and the 'Film Hero,'" which he is directing under a National Science Foundation grant, will be completed next year. This is 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.

Dr. Gerbner has conducted and participated in communications seminars under the sponsorship of the National Education Association, the Agency for International Development, National Project in Agricultural Communications, and the U.S. Office of Education.

He is the author of many articles and is a member of numerous advisory committees and research commissions in communications.

He and his wife have two children.