

The Cultural Environment Movement (CEM) is a non-profit coalition of independent organizations and supporters in every state of the U.S. and 57 other countries on six continents. Its over 150 affiliated and supporting organizations and its individual supporters represent a wide range of social and cultural concerns. But they are united in working for freedom, fairness, diversity, responsibility, respect for cultural integrity, the protection of children, and democratic decision-making in the cultural mainstream.

Scotch patriot Andrew Fletcher once said: "If one were permitted to make all the ballads, one need not care who should make the laws of a nation." That was at a time when "ballads" - the myths and stories of a culture - were hand-crafted, home-made, community-inspired. Today, they are the products of a complex mass-production and marketing process. Our children are born into a cultural environment created mostly by a small group of conglomerate storytellers who have little to tell but a great deal to sell.

This has far-reaching implications for human socialization and governance. Communication channels multiply but technologies converge, media merge, staffs shrink and creative opportunities diminish. Cross-media conglomeration reduces competition and denies entry to newcomers. Fewer sources fill more outlets more of the time with ever more standardized fare. Alternative perspectives vanish from the mainstream.

Other distortions of the democratic process include the promotion of practices that pollute, drug, hurt, poison, and kill thousands every day; portrayals that dehumanize and stigmatize; cults of media violence that desensitize, terrorize, and brutalize; stories that polarize and spur the growing siege mentality of our cities but ignore the drift toward ecological suicide, the silent crumbling of our infrastructure and the widening gaps in the richest country that already has the most glaring inequalities in the industrial world.

The CEM Founding Convention in St. Louis, Missouri, March 15 -17, 1996, hosted by Webster University, was the most diverse representation of leaders and activists in the field of culture and communication that ever met in the U.S. It was greeted by George Gerbner, founder and chair of CEM, and heard keynotes by speakers including Joan Brown Campbell, General Secretary of the National Council of Churches, writer and ecologist Bill McKibben, Washington Post columnist Dorothy Gilliam, Sumi Sevilla Haru, first national Vice President of the Screen Actors Guild, Keyan Tomaselli, University of Natal, South Africa, Riane Eisler, author and cultural historian, and Dr. Cees Hamelink, Director of the Centre for Communication and Human Rights, Amsterdam. All had the same message: people must take control of the cultural environment and shape it to meet human needs.

The Culture Wars are heating up and, exploiting legitimate concerns, are threatening to take us in a dangerously repressive direction. CEM offers the liberating alternative. Join it today. Send your name and address to P.O. Box 31847, Philadelphia, PA 19104, or fax it to (215) 387 1560, or post it to bmosley@libertynet.org.

We are pleased to send you the requested information about CEM and the recent Founding Convention. We hope that you will join us as an Affiliate or member. But even if you do not join at this time, please complete the top portion of this form and return it so that we can inform you of CEM plans and activities.

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- "Bringing the Nicotine Cartel to Justice." In *Adbusters Quarterly*. 1995.
- "All Tobacco Ads Should Be Banned." In *The Philadelphia Inquirer*. 1990.
- "The Crack in the Tobacco Curtain, or the Bill of Rights Disinformation Campaign." In *Free Speech*. 1990.
- "Violence & Drugs on Television: The Cultural Environment Approach to Prevention."

Camera/ Courtroom

- "TV Cameras Can Alter a Trial's Outcome (O.J. Simpson Case)" In *Philadelphia Inquirer*. 1995
- "The Risk of Playing to the Camera." In *Legal Times*. 1994.
- "Challenging the Mythology of the Television Courtroom." In *Governing*. 1993.
- "TV Failed Its Big Courtroom Test." In *Philadelphia Inquirer*. 1991.
- "It's 11:30. And Heeeeere's Justice." In *New York Times*. 1980.

CEM

- "CEM Until Now." 1995.
- "CEM News Release- 1996 Founding Convention." 1995.
- "Brave New Cultural Environment." In *Adbusters Quarterly*. 1994.
- "Take Back the Culture." In *Psychology Today*. 1994.
- "New Group Seeks Input on Content." By Diana Joy Mecca. In *Electronic Media*. 1993.
- "A New Environment Movement on Communication & Culture." In *Media Development*. 1990.
- "The Second American Revolution."

Gender/ Race/ Age

- "TV's Distorted View of the World." In *The Philadelphia Inquirer*. 1993.
- "Violence Down in Prime Time, Up on Kids' Saturday Shows." In *Washington Post*. 1993.
- "Waiting for Prime Time: The Outlook for Women in TV News." In *New Choices*. 1989.
- "Life According to TV." By Harry F. Waters. In *Newsweek*. 1982.
- "The Family, Sex, & Television."
- "Great TV Turn-it-off is a Turnoff: Neither Fair nor Effective."
- "Turtle Ooze."
- "Highlights of TV Studies."

Global Market

- "Abroad, a Market of Mayhem." By Paul Farhi. In *Washington Post*. 1995.
- "TV Violence Adds Punch to the Overseas Market." By Paul Farhi. In *Washington Post*. 1995.
- "Russians on U.S. TV & the New World Order."

Mean World

- "Former Annenberg Dean Blasts the Media." By Melissa Wagenberg. In *Daily Pennsylvania*. 1995.
- "Measuring TV's Long-term Fallout." By Phillip Gold. In *Insight*. 1988.
- "TV Distorts World, Makes Many Fearful." In *USA Today*. 1984.
- "TV Reality: Impact of Distortions." By Ron Alridge. In *Chicago Tribune*. 1983.
- "How TV Programs Us." By Patricia McBroom. In *Today/Philadelphia Inquirer*. 1980.

Profile of George Gerbner

- "The Dean of Communication." By Marshall Ledger. In *Pennsylvania Gazette*. 1984.
- "This Man Watches TV for a Living." By Mary Alice Kellogg. In *50 Plus*. 1983.
- "The Man Who's Killing TV Violence." By Anthony Haden-Guest. In *New York*. 1977.

TV As Religion

- "TV: The New Religion Controlling Us." In *Ideas*. 1980.
- "Television as a National Church: and the Political Dangers." In *Behavior Today*. 1979.

Violence

- "TV is Too Violent Even Without Executions." In *USA Today*. 1994.
- "Media Alert: Why is There so Much Violence on Television." In *Women's Self Defense*. 1994.
- "Making a Killing." In *Psychology Today*. 1994.
- "Heavy TV Viewing Found to Deepen Fears." By Stephen Seplow. In *Philadelphia Inquirer*. 1994.
- "Television Gets Closer Look as a Factor in Real Violence." By Elizabeth Kolbert. In *New York Times*. 1994.
- "Road Runner Begets Rambo." In *New York Newsday*. 1993.
- "Statistical Reference Index, Television Violence Profile No. 16." In *Congressional Information Service*. 1993.
- "Violence on TV." By Neil Hickey. In *TV Guide*. 1992.
- "Exploring TV's Hold on Viewers." In *Miami Herald*. 1982.
- "The Killing Screens" brochure.

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In order to make it easier to select publications, they have been categorized by main subject area. Many of these publications are cross-disciplined. Be sure to look in other categories for articles on your interest. Unless otherwise noted, publications are by George Gerbner.

Aging

- "Learning Productive Aging as a Social Role: The Lessons of Television." In Scott A. Bass, Francis G. Caro, and Yung-Ping Chen (Eds.) *Achieving a Productive Aging Society*. 1993.
- "Aging With Television: Images on Television Drama & Conceptions of Social Reality." (With Larry Gross, Nancy Signorielli, & Michael Morgan). In *Journal of Communication*. 1980.

Alcohol/ Tobacco/ Other Drugs

- "Alcohol in American Culture." In Susan E. Martin (Ed.) *The Effects of the Mass Media on the Use and Abuse of Alcohol*. 1995.
- "Stories That Hurt: Tobacco, Alcohol, & Other Drugs in the Mass Media." In *Youth and Drugs: Society's Mixed Messages*. 1990.

Cultivation Analysis

- "Growing Up with Television: The Cultivation Perspective." (With Larry Gross, Michael Morgan, & Nancy Signorielli). In *Media Effects: Advances in Theory & Research*. 1993.
- "Television's Cultural Mainstream: Which Way Does It Run." In *Directions in Psychiatry*. 1988.
- "The Individual in a Mass Culture." In *Saturday Review*. 1960.

Democracy/ Free Marketplace

- "There is No Free Market in Television." In *Hofstra Law Review*. 1994.
- "Media Without Democracy." By Donna Allen. From *Women's Institute for Freedom of the Press*. 1991.
- "Telling Stories in the Information Age." In *Information & Behavior Volume 2*. 1988.
- "Ministry of Culture, the USA, & the 'Free Marketplace of Ideas.'" In *National Forum*. 1987.

Environment/ Technology

- "Miracles of Communication Technology: Powerful Audience, Diverse Choices, & Other Fairy Tales." In *Illuminating the Blindspot: Essays Honoring Dallas W. Smythe*. 1993.
- "Equity & Access to Information Technology." By Nolan Bowie. In *Annual Review of Institute for Information Technology*. 1990.

International

- "Marketing Global Mayhem". In Slavko Splichal (Ed.) *Javnost/ The Public*. 1995
- "Instant History, Image History: Lessons from the Persian Gulf War." In Roy F. Fox (Ed.) *Images in Language, Media, & Mind*. 1994.
- "Unesco in the U.S. Press." In George Gerbner, Hamid Mowlana, & Kaarle Nordenstreng (Eds.) *The Global Media Debate: Its Rise, Fall, & Renewal*. 1993.
- "Instant History: The Case of the Moscow Coup." In *Political Communications*. 1993.
- "Persian Gulf War, the Movie." In Hamid Mowlana, George Gerbner, & Herbert I. Schiller (Eds.) *Triumph of the Image: The Media's War in the Persian Gulf- A Global Perspective*. 1992.
- "WARC: Third World Position & Achievements." By Nolan Bowie. In W. Russell Neuman (Ed.) *Intergovernmental Systems. The Social Impact of Television: A Research Agenda for the 1980s*.

Medicine/ Health/ Death

- "Health Education: What We're Up Against." Presented at Health and the Media Conference, New York. 1986.
- "Programming Health Portrayals: What Viewers See, Say, & Do." (With Michael Morgan & Nancy Signorielli) In David Pearl, Lorraine Bouthilet, & Joyce Lazar (Eds.) *Television & Behavior: Ten Years of Scientific Progress & Implications for the Eighties*. 1982.
- "What Television Teaches About Physicians & Health." (With Larry Gross, Michael Morgan, & Nancy Signorielli) In *Mobius*. 1982.
- "Health & Medicine On Television." (With Larry Gross, Michael Morgan, & Nancy Signorielli) In *New England Journal of Medicine*. 1982.
- "Death in Prime Time: Notes on the Symbolic Functions of Dying in the Mass Media" In *The Annals of the American Academy of Political and Social Science*. 1980.

More Publications Continue on Back

Mental Health

- "Images That Hurt: Mental Illness in the Mass Media." In *The Journal of the California Alliance for the Mentally Ill*. 1993.
- "Stigma: Social Functions of the Portrayal of Mental Illness in the Mass Media." In *Attitudes Toward the Mentally Ill: Research Perspectives*. 1980.

News/ Camera

- "Cameras on Trial: The O.J. Show Turns the Tide."
- "Introduction: Televised Trials- Historic Juncture for Our Courts." In Susanna Barber *News/Cameras in the Courtroom: A Free Press-Fair Trial Debate*. 1987.
- "Trial by Television: Are We at the Point of No Return?" In *Judicature*. 1980.
- "Ideological Perspectives & Political Tendencies in News Reporting." In *Journalism Quarterly*. 1964.

Teaching/ Education/ Politics

- "Television's Populist Brew: The Three Bs." In *Et cetera*. 1987.
- "Symbolic Context of Action & Communication." In Ralph L. Rosnow & Marianthi Georgoudi (Eds.) *Contextualism & Understanding in Behavioral Science*. 1986.
- "Liberal Education in the Information Age." In *1983-84 Current Issues in Higher Education*. 1983.
- "Cultural Indicators: The Third Voice." In George Gerbner, Larry P. Gross, & William H. Melody (Eds.) *Communication Technology & Social Policy: Understanding the New Cultural Revolution*. 1973.
- "Communication & Social Environment." In *Communications: A Scientific American Book*. 1972.
- "Teacher Image & the Hidden Curriculum." In *American Scholar*. 1972.
- "A Theory of Communication & Its Implications for Teaching." In *Teaching: Vantage Points for Study*. 1968.
- "Images Across Cultures: Teachers in Mass Media Fiction & Drama." In *The School Review*. 1966.
- "Reading, Writing & Watching: Television Viewing, IQ & Academic Achievement." By Michael Morgan & Larry Gross.

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- "Terrorism: A Word for All Seasons." In *Peace Review*. 1995.
- "Animal Issues in the Medi: A Groundbreaking Report." 1995.
- "Television Violence: The Power & the Peril." In Gail Dines & Jean M. Humez (Eds.) *Gender, Race, & Class in Media*. 1995.
- "Hidden Message in Anti-Violence Public Service Announcement." In *Harvard Educational Review*. 1995.
- "Children & Television Violence." By John P. Murray. In *The Kansas Journal of Law Public Policy*. 1995.
- "Medias et Violence (Media and Violence)" In *Les Cahiers de la Securite Interieure*. 1995. Written in French.
- "Television Violence Profile No. 16: The Turning Point." (With Michael Morgan & Nancy Signorielli) From Cultural Indicators Project. 1994.
- "Television Violence: The Art of Asking the Wrong Question." In *The World & I: A Chronicle of Our Changing Era*. 1994.
- "Crime & Violence on the Local News: A Study of Philadelphia Television." From Philadelphia Newswatch Project. 1994.

- "The Politics of Media Violence: Some Reflections." In Cees J. Hamelink & Olga Linne (Eds.) *Mass Communication Research: On Problems & Policies, The Art of Asking the Right Questions*. 1994.
- "Violence in Cable-Originated Television Programs" A Report to the National Cable Television Association. 1993
- "Violence & Terror in & by the Media." In Marc Raboy & Bernard Dagenais (Eds.) *Media, Crisis & Democracy*. 1992.
- "Violence on TV: A TV Guide Symposium." Moderated by Neil Hickey. 1992
- "Violence & Terror in the Mass Media." In *Reports & Papers on Mass Communication*. 1988.
- "Science or Ritual Dance? A Revisionist View of Television Violence Effects." In *Journal of Communication*. 1984.

Women/ Minorities

- "Women & Minorities in Television: A Study in Casting & Fate." Report to the Screen Actors Guild & The American Federation of Radio & Television Artists. 1993.
- "Adult Education, Community Development & Social Work: Co-existence or Coordination?" By Louise P. Shoemaker. Presented to the World Conference on Comparative Adult Education, Ibadan, Nigeria. 1991.
- "Television's Contribution to Sex-Role Socialization." By Nancy Signorielli. Presented at the Seventh Annual Telecommunications Policy Research Conference, Skytop, PA. 1979.
- "The Social Anatomy of the Romance-Confession Cover Girl." In *Journalism Quarterly*. 1958.
- "The Social Role of the Confession Magazine." In *Social Problems*. 1958.

Youth/ Family

- "Fred Rogers and the Significance of Story" In Mark Collins and Margatet Mary Kimmel (Eds.) *Mister Rogers' Neighborhood: Children, Television, and Fred Rogers*. 1996.
- "Mass Media Culture & the Breakdown of Values Among Inner-City Youth." By Paul Carton. In *Future Choices*. 1991.
- "Mass Media & Young People." By Paul Carton. In *Nieman Reports*. 1991.
- "Children's Television: A National Disgrace." In *Pediatrics Annals*. 1985.
- "Children & Power on Television: The Other Side of the Picture." In George Gerbner, Catherine J. Ross, & Edward Zigler (Eds.) *Child Abuse: An Agenda for Action*. 1980.
- "Media & the Family." (With Larry Gross, Michael Morgan, & Nancy Signorielli) In *National Research Forum on Family Issues*. 1980.
- "Television's Influence on Values & Behavior." In *Weekly Psychiatry Update Series*. 1978.

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