

October 27, 1987

Mr. George Soros
Chairman of the Board
The Soros Foundation - Hungary
888 - 7th Ave., Suite 3301
New York, NY 10106

Dear Mr. Soros:

Many thanks for sending me a copy of the prospectus of the Soros Foundation. I found its work most interesting and useful, and believe that our project can make a significant contribution toward its objectives.

A proposal and brief description of the project is enclosed. I am also attaching a copy of the proposal made jointly with the Mass Communication Research Center in Budapest, and approved by the Hungarian International Cultural Institute.

I hope to have an opportunity to provide more information and answer any questions you might have about our work. So let me extend a cordial invitation to visit our school, meet some of our colleagues and students, and become generally acquainted with the graduate program in communications, as well as to discuss our proposal. If you are willing, we would be delighted to also arrange a seminar or lecture-discussion for the benefit of our and probably some Wharton School students and faculty at a convenient time.

Or, if you prefer, I can visit with you in New York. In any case, I will call your office in about a week to receive your response and advice on how we should proceed.

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

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Enclosures

Proposal to the Soros Foundation
to help support a joint project of
cultural research collaboration between
American and Hungarian teams of communications scholars

A joint team of University of Pennsylvania and Emory University researchers have concluded an agreement with the Hungarian Mass Communication Research Center to collaborate on a two-year project designed to have a significant impact on cultural policies and activities of both countries. The project is an activity of IREX and the Hungarian International Cultural Institute as a program in cultural exchange and research collaboration. It parallels a similar effort, also assisted by IREX, conducted by the same U.S. team and a group of Soviet scholars, and supported in the U.S. by the W. Alton Jones Foundation.

The aim of the project is to help enhance scholarly and cultural progress in Hungary, to promote the country's communications research capabilities and international cultural contacts, and to contribute to Americans' awareness of new openings in Hungary's cultural policies. These objectives will be reached through a comparative study of Hungarian and American television program policies, content, and effects. The research teams will exchange visits, develop joint methodologies, conduct interviews with television personnel in each other's countries, and publish a joint report.

The project is under the direction of Professor George Gerbner, Dean of The Annenberg School of Communications, University of Pennsylvania, Professor Ellen Mickiewicz, Department of Political Science and the Carter Center, Emory University, and Dr. Tamas Szecsko, Director of the Mass Communication Research Center in Budapest.

The study will begin with a one-week joint discussion of methodology and a training session of Hungarian and American researchers in Budapest. This session will be devoted to the elaboration of reliable and objective methods of television content analysis. A week's sample of television programming will then be recorded and analyzed by each team in its own country, and the results of the analysis will be shared and jointly interpreted. Interviews with television executives and production personnel will also begin in Budapest and continue in the U.S. Researchers from both countries will take part in all phases of the project.

The second phase of the study will involve a survey of television viewers in Hungary and the U.S. to determine what effect the different systems and policies of programming have on viewers.

Upon the conclusion of the study, there will be another joint meeting of the two research teams to discuss the shared findings of the analysis and agree on a joint publication. In addition to the joint publication, each team will be free to publish separately its own interpretation of the findings.

We expect to disseminate the results in scholarly and popular journals and in professional conferences.

Members of the American team have pioneered the methods of comparative analysis that will be employed. Preliminary contacts and several visits with members of the Hungarian team have established their commitment to the study and prepared the way for the collaboration.

IREX and the Hungarian International Cultural Institute are supporting the expenses of travel and joint conferences. Funding of \$30,000 per year is requested for the incremental expenses of the first phase of the research, the content analysis and interviewing in both countries. A detailed budget will be submitted upon request.

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