



TEMPLE UNIVERSITY  
A Commonwealth University

School of Communications and Theater

George Gerbner  
Bell Atlantic Professor of Telecommunication

Annenberg Hall, Rm. 06 (011-00)  
Philadelphia, Pennsylvania 19122  
Voice/Fax: 610-642-3061  
E-Mail: ggerbner@pobox.upenn.edu  
E-Mail: ggerbner@nimbus.temple.edu

December 15, 1997

TO WHOM IT MAY CONCERN

Let me first introduce myself as the Bell Atlantic Professor of Telecommunication, Temple University, Philadelphia; the Founder and Editor of the Journal of Communication (founded in 1987) and Emeritus Dean of the Annenberg School of Communication at the University of Pennsylvania. I visited the campus at Macquarie University and had the pleasure of meeting with Pro Vice Chancellor Professor Allen W. Lindsay.

On this occasion I wish to associate myself with Dr. Naren Chitty's application for promotion as Associate Professor. and particularly I wish to comment on his salutary contribution to research in the field of International Communication.

Dr. Chitty founded the new Journal of International Communication (JIC) in 1994 after having discussed the concept with me and other scholars in the field. He attracted to the editorial board some of the leading international scholars in the field, including Professors Cees Hamelink (Netherlands) , Armand Mattelart (France), Hamid Mowlana (USA), Everett Rogers (USA) and many others. He defined a program of research for the journal in terms of thematic special issues, within an overall framework of interdisciplinary studies in International Communication; he gave this program shape through his overall editorial direction, co-editing of special issues and writing of important introductory articles which broke new ground. JIC is a refereed journal with each article being refereed by the editor and from two to four additional 'blind' referees.

Dr. Chitty's editorship of 7 issues of JIC to completion, to date (with 6 issues in the pipeline all the way to the year 2000) represents a singular contribution to research in the field of International Communication. His stewardship of this research enterprise is widely accepted by the international research community. Indeed the International Communication Section of the International Association for Media and Communication Research has made JIC its official journal. JIC is the first journal to be associated in this way with IAMCR in its 40 year history as the major research organization in the area of media and communication research.

Dr. Chitty's contribution to research through the editing of JIC to date may be viewed as comparable to the publication of a an internationally significant book. His election as secretary general of IAMCR provides further evidence of the impact of his standing in the international community of communication scholars. .

I support him strongly for promotion to Associate Professor.

A handwritten signature in cursive script, appearing to read "George Gerbner".