

University of Illinois at Urbana-Champaign

College of Communications
INSTITUTE OF COMMUNICATIONS RESEARCH
222B Armory Building
Champaign, Illinois 61820
(217) 333-1549

October 2, 1979

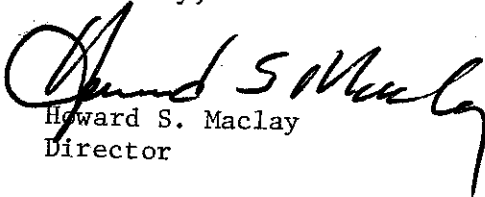
Dr. George Gerbner
Dean, Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street
Philadelphia, PA 19104

Dear George:

We are considering Assistant Professor Clifford G. Christians for promotion to Associate Professor with indefinite tenure. I would appreciate it very much if you would give us your judgment as to the quality of his published research. Promotion to Associate Professor also depends on contributions in the areas of teaching and service and should you have any comments on these topics, we would welcome them. You would help us most by commenting in some detail on the portion of Professor Christian's work with which you are already familiar. I enclose copies of his papers and monographs to assist you in evaluating his work as well as a current curriculum vita. Your comments, of course, will be kept confidential. They will be seen only by members of the University committees charged with making promotion decisions.

I must apologize for this request which I know adds an extra burden to an already full schedule but we believe you are especially well qualified to assist us in making an important decision. We have a deadline of November 15th and we would be most grateful for a response from you by that date.

Sincerely,



Howard S. Maclay
Director

HSM:mb
Enclosures

November 7, 1979

Christians

Dr. Howard S. Maclay, Director
Institute of Communications Research
College of Communications
University of Illinois at Urbana-Champaign
222 Armory Building
Champaign, IL 61820

Dear Professor Maclay:

I am pleased to respond to your letter of October 2 with my review of the publications and other accomplishments of Assistant Professor Clifford G. Christians.

My first direct encounter with Christians was his article on "Fifty Years of Scholarship in Media Ethics" which we published in the Journal of Communication, of which I am editor. The manuscript is the most cogent analytical survey in its field, clearly the work of a sophisticated and committed scholar. It was a pleasure to edit and a privilege to publish, comments an editor can afford only rarely.

The next study we received and immediately published was an article on "Jacques Ellul's Contributions to Critical Media Theory" which matched in every way the promise of the previous article. We received many favorable comments on both pieces. It was clear to me that Christians has a rare ability to encompass and organize a large field of scholarship and to focus it upon concrete values and operations that become significant guidelines for students and scholars of communications.

I have now also had an opportunity to review most of his other publications and am impressed by the range, scope, and versatility of Christians' scholarship. On subjects ranging from home video systems through essays on ethics to research methodology, Christians exhibits a lucidity and analytical ability that is extraordinary.

Although I met Christians briefly, followed his activities at various meetings and conventions, published two of his articles, and encountered a few others, the opportunity to review the total range of his work was a revelation to me. He is clearly emerging as one of the major figures and an intellectual leader in our field. I must congratulate you and your faculty for recognizing his talents and contributions. His promotion to Associate Professor with indefinite tenure is well deserved and will bring credit to the University of Illinois as well as to our field.

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG:ab

University of Illinois
at Urbana-Champaign

Institute of
Communications Research

College of Communications

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505 East Armory Avenue
Champaign
Illinois 61820
USA

217 333-1549

August 12, 1986

Dean George Gerbner
Annenberg School of Communication
University of Pennsylvania
Philadelphia, PA 19104

Dear Dr. Gerbner:

We are considering Associate Professor Clifford G. Christians for promotion to Full Professor. I would appreciate it very much if you would give us your judgment as to the quality of his published research. Promotion to Full Professor also depends on contributions in the areas of teaching and service, and should you have any comments on these topics, we would welcome them. You would help us most by commenting in some detail on the portion of Professor Christians' work with which you are already familiar. I enclose a copy of his current curriculum vita. I believe you are already familiar with most of his work, but if you need more information or copies of his papers and monographs, please let me know. Your comments, of course, will be kept confidential. They will be seen only by members of the University committees charged with making promotion decisions.

I must apologize for this request which I know adds an extra burden to an already full schedule, but we believe you are especially well qualified to assist us in making this important decision.

Sincerely,


Howard S. Maclay
Director

HSM:dt
Enclosure

September 9, 1986

Howard S. Maclay, Director
Institute of Communications Research
University of Illinois at Urbana-Champaign
College of Communications
222B Armory Building
505 East Armory Avenue
Champaign, IL 61820

Dear Howard:

I am pleased to comment on the scholarly and research accomplishments of Clifford G. Christians. I have known Cliff's work as an editor of scholarly books and of the Journal of Communication, a refereed research publication. I was instrumental in publishing his Media Ethics, several journal articles, and important book review essays.

His Media Ethics book, written in collaboration with Rotzoll and Facler, is the leading textbook in its field. It is both a scholarly and commercial success. Well written, balanced, and comprehensive, it is a model of clear thinking and effective writing.

Christian's articles and reviews also exhibit his sharp critical intellect and sure scholarly grasp. I do not know about his teaching and service, but think very highly of his scholarly work. The quality of that work, his productivity, and standing in the field, provide a strong basis for promotion to Professor.

With best regards,

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG:ab