

## BIOGRAPHICAL SKETCH

(Give the following information for all professional personnel listed on page 3, beginning with the Principal Investigator. Use continuation pages and follow the same general format for each person.)

NAME George Gerbner	TITLE Dean and Professor of Communications	BIRTHDATE (Mo., Day, Yr.) 8-8-1919	
PLACE OF BIRTH (City, State, Country) Budapest, Hungary	PRESENT NATIONALITY (If non-U.S. citizen, indicate kind of visa and expiration date) U.S.	SEX <input checked="" type="checkbox"/> Male <input type="checkbox"/> Female	
EDUCATION (Begin with baccalaureate training and include postdoctoral)			
INSTITUTION AND LOCATION	DEGREE	YEAR CONFERRED	SCIENTIFIC FIELD
Univ. of California, Berkeley	B.A.	1942	Journalism
Univ. of Southern Calif.	M.S.	1951	Communication
Univ. of Southern Calif.	Ph.D.	1955	Communication
HONORS U.S.C. award for "Best Dissertation" 1955			
MAJOR RESEARCH INTEREST Mass Media Analysis	ROLE IN PROPOSED PROJECT Co-Principal Investigator		
RESEARCH SUPPORT (See instructions)			

NIMH Grant MH 21196-06A1: "Cultural Indicators"

AOA ~~90-A-1299~~ <sup>90-A-2176</sup> "Aging with Television" *Commercials*

RESEARCH AND/OR PROFESSIONAL EXPERIENCE (Starting with present position, list training and experience relevant to area of project. List all or most representative publications. Do not exceed 3 pages for each individual.)

1964 to present Professor and Dean, the Annenberg School of Communications, University of Pennsylvania. Teaching Mass Communication and Society, seminars in communications research and theory.

1973 to present Editor, Journal of Communication.

1977- ~~March, 1981~~ <sup>1981</sup> Investigator with Larry Gross and Nancy Segunelli of "Aging with Television" and "Aging with Television Commercials".

1972 to ~~present~~ <sup>Dec 1980</sup> Investigator with Larry Gross of "Cultural Indicators". *Studies in progress in the development of communication and cognitive-perceptual skills*

1971-1973 Principal Investigator of an international collaborative study on the treatment of foreign news in the press of six countries (U.S., Great Britain, W. Germany, U.S.S.R., Czechoslovakia and Hungary) under grant by International Research and Exchanges Board.

1971 Principal Investigator of a study of institutional structure and decision-making on American television, sponsored by the National Institute of Mental Health.

1969-70 Principal Investigator of a continuing study on violence in network television drama sponsored by the Surgeon General's Committee on Television and Social Behavior.

1968-1969 Principal Investigator of a study of the portrayal of violence in network television drama, sponsored by the National Commission on the Causes and Prevention of Violence.

George Gerbner (continued)

"Violence Profile No. 8: Trends in Network Television Drama and Viewer Conceptions of Social Reality 1967-1976." The Annenberg School of Communications, University of Pennsylvania, March 1977 (with Larry Gross, Michael F. Ealey, Marilyn Jackson-Beeck, Suzanne Jeffries-Fox and Nancy Signorielli).

Communications Technology and Social Policy. New York: John Wiley & Sons, 1973. (Co-editor with Larry P. Gross and William H. Melody.)

"Communication and Social Environment." Scientific American, 227:153-160, September, 1972. Reprinted in Communication: A Scientific American Book. San Francisco, Calif.: W.H. Freeman and Company, 1972.

"Cultural Indicators: The Third Voice." In Communications Technology and Social Policy. New York: Wiley & Sons, ~~see above item.~~ *in*

"Violence in Television Drama: Trends and Symbolic Functions." In G.A. Comstock and E.A. Rubinstein (eds.), Television and Social Behavior. Vol. 1 Content and Control. Washington: Government Printing Office, 1972.

"Cultural Indicators: The Case of Violence in Television Drama." The Annals of the American Academy of Political and Social Science, 388:69-81, March 1970.

"Dimensions of Violence in Television Drama." Report of research project in collaboration with Marten Brouwer, Cedric C. Clark, and Klaus Krippendorff, sponsored by the National Commission on the Causes and Prevention of Violence, 1969.

The Analysis of Communication Content; Developments in Scientific Theories and Computer Techniques. New York: John Wiley & Sons, 1969 (co-editor with Ole R. Holsti, Klaus Krippendorff, William J. Paisley, Philip J. Stone).

"Toward 'Cultural Indicators'; The Analysis of Mass Mediated Message Systems." AV Communication Review 17:137-148, Summer 1969. Also Chapter 5 in The Analysis of Communication Content, see item above.

"Institutional Pressures Upon Mass Communicators." In The Sociology of Mass Media Communicators, edited by Paul Halmos. The Sociological Review Monograph No. 13, pp. 205-248. University of Keele, England, 1969.

"Images Across Cultures: Teachers in Mass Media Fiction and Drama." The School Review, 74:212-229, Summer 1966.

"Mass Communications and Popular Conceptions of Education: A Cross-Cultural Study," Cooperative Research Project No. 876, U.S. Office of Education, 562 pp., 1964. Report of 10-nation international research project.

"Mass Media Censorship and the Portrayal of Mental Illness: Some Effects of Industry-Wide Controls in Motion Pictures and Television," with Percy H. Tannenbaum, in Studies of Innovation and of Communication to the Public edited by W. Schramm, Stanford University, 1962.

"Regulation of Mental Illness Content in Motion Pictures and Television," Gazette 6:365-385, 1961 (with Percy H. Tannenbaum).

"Psychology, Psychiatry and Mental Illness in the Mass Media: A Study of Trends, 1900-1959," Mental Hygiene 45:89-93, 1961.

"Mental Illness on Television: A Study of Censorship," Journal of Broadcasting, 3:292-303, Fall 1959.

George Gerbner (continued)

1964-68 Project Director, "A Comparative Study of Films and the 'Film Hero,'" National Science Foundation Grant. Analysis of personality structure of leading characters in U.S., French, Italian, Yugoslav, Czechoslovak, and Polish feature films. In cooperation with UNESCO and the International Sociological Association.

1960-64 Project Director "Mass Communications and Popular Conceptions of Education: A Cross-Cultural Study." U.S. Office of Education, Cooperative Research Grant. Study of the portrayal, and of 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 the U.S.S.R. completed in 1964.

1959-61 In charge of research on the portrayal of mental illness in the mass media. Part of larger project on popular conceptions of mental illness under grant from the National Institute of Mental Health.

1956-64 Research Assistant Professor, Research Associate Professor, Institute of Communications Research, University of Illinois, Urbana. Teaching in graduate communications program. (Social Aspects of Mass Communication; Mass Communication and Popular Culture.)

Publications

Review

29 "The Gerbner Violence Profile: An Analysis of the CBS Report" (with Larry Gross, Michael Ealey, Marilyn Jackson-Beeck, Suzanne Jeffries-Fox & Nancy Signorielli) Journal of Broadcasting, Summer, 1977, 21:3, 280-286.

24 "Violence Profile No. 9: Trends in Network Television Drama and Viewer Conceptions of Social Reality, 1967-1977," (with Larry Gross, Marilyn Jackson-Beeck, Suzanne Jeffries-Fox & Nancy Signorielli) Annenberg School of Communications, University of Pennsylvania, March, 1978.

25 "Cultural Indicators: Violence Profile No. 9," (with Larry Gross, Marilyn Jackson-Beeck, Suzanne Jeffries-Fox & Nancy Signorielli) Journal of Communication, Summer, 1978, 28:3, 176-207.

3 "The World of Television News," (with Nancy Signorielli) in W. Adams and F. Schriebman (Eds.) Television News Archives: A Guide to Research. Washington, D.C.: George Washington University, 1978.

20 "The Scary World of TV's Heavy Viewer," Psychology Today, April 1976 (with Larry Gross).

19 "Violence Profile No. 7: Trends in Network Television Drama and Viewer Conceptions of Social Reality, 1967-1975," The Annenberg School of Communications, University of Pennsylvania, April 1976 (with Larry Gross, Michael E. Ealey, Suzanne Fox, Marilyn Jackson-Beeck, and Nancy Signorielli).

18 "Living with Television, The Violence Profile," Journal of Communication, April 1976 (with Larry Gross.)

17 "Scenario for Violence," Human Behavior, 1975.

16 "Violence Trends in Television," The Journal of the Producers Guild of America, March 1975. (With Larry Gross.)

TV Violence Profile No 8: The Highlights, Journal of Communication

George Gerbner (continued)

26 "The Image of the Elderly in Prime-Time Television Drama" (with Nancy Signorielli)  
Generations, Fall, 1978.

27 "Violence Profile No. 10: Trends in Network Television Drama and Viewer Conceptions  
of Social Reality, 1967-1978" (with Larry Gross, Nancy Signorielli & Michael Morgan)  
Annenberg School of Communications, University of Pennsylvania, March, 1979.

28 "The Demonstration of Power: Violence Profile No. 10." Journal of Communication  
Summer, 1979, <sup>29-30, 1977-1978</sup> (with Larry Gross, Nancy Signorielli, Michael Morgan and Marilyn  
Jackson-Beeck).

Then pick up #s -

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BIOGRAPHICAL SKETCH

(Give the following information for all professional personnel listed on page 3, beginning with the Principal Investigator. Use continuation pages and follow the same general format for each person.)

NAME Larry <del>W</del> Gross	TITLE Associate Professor of Comm.	BIRTHDATE (Mo., Day, Yr.) 11/22/42
PLACE OF BIRTH (City, State, Country) Washington, D.C.	PRESENT NATIONALITY (If non-U.S. citizen, indicate kind of visa and expiration date) US	SEX <input checked="" type="checkbox"/> Male <input type="checkbox"/> Female

EDUCATION (Even with baccalaureate training and include postdoctoral)

INSTITUTION AND LOCATION	DEGREE	YEAR CONFERRED	SCIENTIFIC FIELD
Brandeis University, Waltham, Mass.	B.A.	1964	Psychology
Columbia University, N.Y.C., N.Y.	Ph.D.	1968	Social Psychology

HONORS  
Magna Cum Laude, Phi Beta Kappa

MAJOR RESEARCH INTEREST Cultural and psychological determinants of symbolic behavior	ROLE IN PROPOSED PROJECT Co-Principal Investigator
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RESEARCH SUPPORT (See instructions)

NIMH Grant MH 21196-06A1: "Cultural Indicators"

AOA 90-A-1299 "Aging with Television"

RESEARCH AND/OR PROFESSIONAL EXPERIENCE (Starting with present position, list training and experience relevant to area of project. List all most representative publications. Do not exceed 3 pages for each individual.)

1973 -- , Associate Professor of Communications, The Annenberg School of Communications  
 1968-73, Assistant Professor of Communications  
 1972 to present, Co-Principal Investigator with George Gerbner of "Cultural Indicators"  
~~Studies in progress on the development of communications and cognitive perceptual skills, particularly in children.~~  
 1977 to 1981, Co-Principal Investigator with George Galanter & Nancy Siganielli, "Aging with Television"  
Papers and Publications And "Aging with Television Commercials"

"Creativity, Process and Product. Six Case Studies of Creative Psychologists," Department of Social Psychology, Columbia University, Mimeo, 1964 (NIMH 21-7701-02).

"The Evaluation of a Therapeutic Community: A Social Systems Analysis of Daytop Village," Department of Social Psychology Columbia University, Mimeo, 1967.

"Manipulated time and eating behavior," Journal of Personality and Social Psychology, 1968, 10, 96-108, (with S. Schachter).

"Can we influence behavior to promote good nutrition?" presented at a Conference on The American Diet: Healthy or Hazardous?, New York Heart Association, October, 1970; Bulletin of the New York Academy of Medicine, 1971, 47, 613-623.

Gerbner, George

560-26-1969

Larry Gross, continued

"Modes of Communication and the acquisition of symbolic competence," Chap. 13, Communications Technology and Social Policy, Gerbner, Gross and Melody, eds., (New York: Wiley Interscience, 1973).

Also, Chapter 3 of Media and Symbols: The Forms of Expression, Communication and Education, D.R. Olson, ed., The 74th Yearbook of the National Society for the Study of Education, Chicago: University of Chicago Press, 1974.

Communication Technology and Social Policy, Co-editor (with George Gerbner and William Melody), New York: Wiley, 1973

"Art as the communication of competence," presented at the Symposium on Communication and the Individual in Contemporary Society, sponsored by the International Social Sciences Council, The International Council for Philosophy and Humanistic Studies, and UNESCO, Rome, 1972; Social Science Information (Unesco), 12(5), 1973, pp.115-141.

"The receiving end of visual communications," presented at the American Anthropology Association, Toronto, 1972.

"The reality of television fiction: The use of semi-projective techniques for the study of mass-media effects" (with P. Messaris), presented at the International Communication Association, Montreal, 1973.

"Television as a Trojan Horse," presented at the Biennial meeting of the International Society for the Study of Behavioral Development, Ann Arbor, August, 1973.

"Innovative strategies in Cultivation Analysis," presented at the American Anthropology Association, New Orleans, November, 1973.

"The Real World of Television," Today's Education, the Journal of the National Education Association, Jan. - Feb., 1974, pp. 86-92.

"Symbolic Strategies," (with Sol Worth), Journal of Communication, 24:4, 1974, pp. 27-39.

"Art History as Ethnography and as Social Analysis," Studies in The Anthropology of Visual Communication, 1:1, 1974, pp. 51-56.

"Yes, But Is It Really Communication?" Journal of Communication, 25:1, 1975, pp. 191-194

"Violence Profile No. 6: Trends in Network Television Drama and Viewer Conceptions of Social Reality, 1967-1973," Research Report (with George Gerbner), Annenberg School of Communications, University of Pennsylvania, 1974.

"How true is television's image?" in Getting The Message Across, The Unesco Press: Paris, 1975, pp. 23-53

"The World of Television: Towards Cultural Indicators," (with George Gerbner) Intermedia (Journal of the International Broadcast Institute), 1975, Vol.3, No.3

Gerbner, George

560-26-1969

Larry Gross, continued

"Violence Trends in Television, " (with George Gerbner), The Journal of the Producers Guild of America, 17:1, 1975, pp. 9-12.

What do you want to do when you grow up, little girl? Approaches To The Study of Media Effects, " (With Suzanne Jeffries-Fox), in Gaye Tuchman, et al , eds. Home and Hearth: Images of Women in the Mass Media, New York: Oxford University Press, 1978.

"Living With Television: The Violence Profile, " (with George Gerbner), Journal of Communication, 26: 2, Spring, 1976

"The Interpretive Consequences of Realism, " presented at the 74th Annual Meeting of the American Anthropological Association, San Francisco, 1975.

"The Scary World of Television, " (with George Gerbner), Psychology Today, April, 1976

"Violence Profile No. 7: Trends in Network Television Drama and Viewer Conceptions of Social Reality, 1967 - 1975," (With George Gerbner, Michael Eeley, Suzanne Jeffries-Fox, Marilyn Jackson-Beeck & Nancy Signorielli) Annenberg School of Communications, University of Pennsylvania, 1976

"TV Violence Profile No. 8: The Highlights, " (with George Gerbner et al), Journal of Communication, 1977, 27:2, pp. 171-181

"Television as a Trojan Horse, "School Media Quarterly, 1977, 5:3 pp. 175-181

"The Gerbner Violence Profile: An Analysis of the CBS Report," (with George Gerbner, Michael Eeley, Marilyn Jackson-Beeck, Suzanne Jeffries-Fox & Nancy Signorielli) Journal of Broadcasting, Summer, 1977.

"Violence Profile No. 9: Trends in Network Television Drama and Viewer Conceptions of Social Reality, 1967-1977," (with George Gerbner, Marilyn Jackson-Beeck, Suzanne Jeffries-Fox & Nancy Signorielli) Annenberg School of Communications, University of Pennsylvania, March, 1978.

"Cultural Indicators: Violence Profile No. 9," (with George Gerbner, Marilyn Jackson-Beeck, Suzanne Jeffries-Fox & Nancy Signorielli) Journal of Communication, Summer, 1978.

"Interpretations of a photographic narrative by viewers in four age groups," (with Paul Messaris) Studies in the Anthropology of Visual Communications, 4:2, 1977, p. 99-111.

"Violence Profile No. 10: Trends in Network Television Drama and Viewer Conceptions of Social Reality, 1967-1978" (with George Gerbner, Nancy Signorielli & Michael Morgan) Annenberg School of Communications, University of Pennsylvania, March, 1979.

"The Demonstration of Power: Violence Profile No. 10." Journal of Communication, Summer, 1979. (with George Gerbner, Nancy Signorielli, Michael Morgan and Marilyn Jackson - Beeck)

Add same set as Gerbner

## BIOGRAPHICAL SKETCH

(Give the following information for all professional personnel listed on page 3, beginning with the Principal Investigator. Use continuation pages and follow the same general format for each person.)

NAME Nancy Signorielli	TITLE Research Coordinator	BIRTHDATE (Mo., Day, Yr.) July 29, 1943
PLACE OF BIRTH (City, State, Country) New York, New York, U.S.A.	PRESENT NATIONALITY (If non-U.S. citizen, indicate kind of visa and expiration date) U.S. citizen	SEX <input type="checkbox"/> Male <input checked="" type="checkbox"/> Female

## EDUCATION (Begin with baccalaureate training and include postdoctoral)

INSTITUTION AND LOCATION	DEGREE	YEAR CONFERRED	SCIENTIFIC FIELD
Wilson College, Chambersburg, Pa.	A.B.	1965	Psychology
Queens College of the City University of New York, Flushing, New York	M.A.	1967	Psychology
University of Pennsylvania Graduate School of Arts and Sciences, Philadelphia, Pa.	Ph.D.	1975	Communications

## HONORS

Wilson College, 1965; Distinction on comprehensive examination in Psychology

MAJOR RESEARCH INTEREST Mass media content and effects	ROLE IN PROPOSED PROJECT Co-Principal Investigator
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## RESEARCH SUPPORT (See instructions)

90-11-2176  
AOA ~~90-A-1299~~ "Aging with Television" *Commercials*

## RESEARCH AND/OR PROFESSIONAL EXPERIENCE (Starting with present position, list training and experience relevant to area of project. List all or most representative publications. Do not exceed 3 pages for each individual.)

1977-Present Research Coordinator, Annenberg School of Communications  
 1973-1977 Research Specialist, Annenberg School of Communications  
 1969-1973 Research Associate, Annenberg School of Communications  
 1969-1971 Instructor, Dept. of Psychology, Chestnut Hill College, Philadelphia  
 1977-~~March 1981~~ Investigator with George Gerbner and Lervy Cross, "Aging with Television" *and "Aging with Television Commercials"*  
 Focus upon Methodological problems in communications research; Studies in progress on *the way characters are portrayed in television drama*

Papers and Publications: *See attached publications*

"Apples, Oranges and the Kitchen Sink: An Analysis and Guide to the Comparison of 'Violence Ratings'." *Journal of Broadcasting* 17:1:21-31 (1972) (With Michael F. Eeley and George Gerbner.)

"Validity Indeed!," *Journal of Broadcasting* 17:1:34-35 (1972). (with Michael F. Eeley and George Gerbner.)

*Fill in space*

Nancy Signorielli (continued)

"Men and Women in Television Drama: A Multidimensional Exploration," paper presented at the Speech Association Convention, December, 1974.

<sup>5 thru 11</sup>  
The Violence Profile, Numbers 5, 6 and 7: Trends in Network Television Drama and Viewer Conceptions of Social Reality. Annenberg School of Communications, University of Pennsylvania, 1974, ~~1975, 1976.~~ - 1980.

"Patterns in Prime Time," Journal of Communication, 1974, 24:2, 119-124.

Violence Profile, Number 8: Trends in Network Television Drama and Viewer Conceptions of Social Reality. Annenberg School of Communications, April, 1977. (with George Gerbner, Larry Gross, Michael Eley, Suzanne Jeffries-Fox, and Marilyn Jackson-Beeck)

"TV Violence Profile No. 8: The Highlights," Journal of Communication, 1977, 27:2, 171-180. (with George Gerbner, Larry Gross, Michael Eley, Suzanne Jeffries-Fox and Marilyn Jackson-Beeck)

"The Gerbner Violence Profile: An Analysis of the CBS Report," (with George Gerbner, Larry Gross, Michael Eley, Marilyn Jackson-Beeck & Suzanne Jeffries-Fox) Journal of Broadcasting, Summer, 1977, 21:3, 250-256. <sup>A Gerbner Profile: An Analysis of the CBS Report</sup>

"Violence Profile No. 9: Trends in Network Television Drama and Viewer Conceptions of Social Reality, 1967-1977 (with George Gerbner, Larry Gross, Marilyn Jackson-Beeck & Suzanne Jeffries-Fox) Annenberg School of Communications, University of Pennsylvania, March, 1978.

"Cultural Indicators: Violence Profile No. 9," (with George Gerbner, Larry Gross, Marilyn Jackson-Beeck & Suzanne Jeffries-Fox) Journal of Communication, Summer, 1978, 28:3, 176-207.

"The World of Television News," (with Geroge Gerbner) in W. Adams and F. Schriebman (Eds.) Television News Archives: A Guide to Research. Washington, D.C.: George Washington University, 1978.

~~Women in Public Broadcasting~~  
"Television and Children's Conceptions about Occupations," (with Suzanne Jeffries-Fox) Paper presented at the Sixth Annual Telecommunications Policy Research Conference, Airlie, Virginia, May, 1978.

"The Demonstration of Power: Violence Profile No. 10" Journal of Communication, Summer, 1979. (with George Gerbner, Larry Gross, Michael Morgan and Marilyn Jackson-Beeck)

"The Image of the Elderly in Prime-Time Television Drama," (with George Gerbner) Generations, Fall, 1978.

"Violence Profile No. 10: Trends in Network Television Drama and Viewer Conceptions of Social Reality, 1967-1978" (with George Gerbner, Larry Gross & Michael Morgan) Annenberg School of Communications, University of Pennsylvania, March, 1979.

"Televisions Contribution to Sex Role Socialization," Paper presented at the Seventh Annual Telecommunications Policy Research Conference, April 29-May 1, 1979.

DO NOT TYPE IN THIS SPACE-BINDING MARGIN

Replace with attached

Nancy Signorielli, Ph.D.

Publications:

Apples, Oranges, and the Kitchen Sink: An Analysis and Guide to the Comparison of "Violence Ratings," Journal of Broadcasting, 17:1, (Winter 1972-73), 21-31. (with George Gerbner and Michael F. Eeley)

Validity Indeed! Journal of Broadcasting, 17:1 (Winter 1972-73), 34-35. (with George Gerbner and Michael F. Eeley)

Men and Women in Television Drama: A Multidimensional Exploration; paper presented at the Speech Association Convention, December 1974.

152  
The Violence Profile, Numbers ~~5, 6, and 7~~ <sup>5 thru 11</sup>: Trends in Network Television Drama and Viewer Conceptions of Social Reality. Annenberg School of Communications, University of Pennsylvania, 1974, ~~1975, 1976.~~ -1990.

Patterns in Prime-Time, Journal of Communications, 1974, 24:2, 119-124.

Violence Profile, Number 8: Trends in Network Television Drama and Viewer Conceptions of Social Reality. Annenberg School of Communications, University of Pennsylvania, April, 1977. (with George Gerbner, Larry Gross, Michael F. Eeley, Suzanne Jeffries-Fox and Marilyn Jackson-Beeck)

TV Violence Profile, No. 8: The Highlights, Journal of Communications, 1977, 27:2, 171-180. (with George Gerbner, Larry Gross, Michael F. Eeley, Marilyn Jackson-Beeck and Suzanne Jeffries-Fox).

"The Gerbner Violence Profile" -- an ~~Analysis~~ <sup>Analysis</sup> of the CBS Report, Journal of Broadcasting, 1977, 21:3, 280-286. (with George Gerbner, Larry Gross, Michael F. Eeley, Marilyn Jackson-Beeck and Suzanne Jeffries-Fox).

One More Time: An Analysis of the CBS "Final comments on the Violence Profile," Journal of Broadcasting, 1977, 21:3, 297-303. (with George Gerbner, Larry Gross, Marilyn Jackson-Beeck and Suzanne Jeffries-Fox).

Violence Profile No. 9: Trends in Network Television Drama and Viewer Conceptions of Social Reality, 1967-1977, Annenberg School of Communications, University of Pennsylvania, March, 1978. (with George Gerbner, Larry Gross, Marilyn Jackson-Beeck and Suzanne Jeffries-Fox).

Women in Public Broadcasting: A Progress Report, report prepared for the Corporation for Public Broadcasting, Washington, D.C. Annenberg Institute for Communications Studies, University of Pennsylvania, March, 1978. (with George Gerbner).

~~152~~  
Cultural Indicators: Violence Profile No. 9, Journal of Communications, Summer, 1978, <sup>282-311, 176-207</sup> (with George Gerbner, Larry Gross, Marilyn Jackson-Beeck and Suzanne Jeffries-Fox).

The World of Television News, in William Adams and Fay Schriebman (eds.) Television Network News: Issues in Content Research, Washington, D.C.: George Washington University Press, 1978. (with George Gerbner)

Nancy Signorielli, Ph.D.

Publications continued:

The Image of the Elderly in Prime-Time Television Drama, Generations, Fall, 1978. (with George Gerbner)

Child Abuse in Popular Periodicals, paper presented at Child Abuse: Cultural Roots and Policy Options, an Invitational Conference, Philadelphia, Pennsylvania, November, 1978.

Television and Children's Conceptions about Occupations, Proceedings of the Sixth Annual Telecommunications Policy Research Conference, Herb S. Dordick (ed.). Lexington, Mass.: Lexington Books, 1979. (with Suzanne Jeffries-Fox)

Violence Profile No. 10: Trends in Network Television Drama and Viewer Conceptions of Social Reality. Annenberg School of Communications, University of Pennsylvania, April, 1979. (with George Gerbner, Larry Gross, Michael Morgan and Marilyn Jackson-Beeck)

Television's Contribution to Sex-role Socialization. Paper presented at the Seventh Annual Telecommunications Policy Research Conference, SkyTop, Pa., April 29 - May 1, 1979 and International Communications Association Conference, Philadelphia, Pa., May 2-5, 1979.

Aging and Television: Portrayals in Prime-Time Drama and Conceptions of Social Reality. Paper presented at the 34th Annual AAPOR Conference, Buckhill Falls, Pa., May 31 - June 3, 1979.

The Demonstration of Power: Violence Profile No. 10. Journal of Communications, Summer, 1979, <sup>34:3, 177-196</sup> (with George Gerbner, Larry Gross, Michael Morgan and Marilyn Jackson-Beeck)

Cultural Pollution and the Productivity of Violence. Paper presented at Annual Conference of the Association for Education in Journalism (AEJ), Houston, Texas, August 6-8, 1979. (with Oscar H. Gandy, Jr.)

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31  
Aging with Television: Images on Television Drama and Conceptions of Social Reality. Journal of Communication, Winter, 1980, <sup>30:1, 37-43</sup> (with George Gerbner, Larry Gross and Michael Morgan)

30  
Women and Minorities in Television Drama, 1969-1978. Annenberg School of Communications, University of Pennsylvania, October, 1979. (with George Gerbner)

The Measurement of Violence in Television Programming: Violence Indices. In Joseph Dominick and James Fletcher, Broadcasting Research Methods: A Reader, Boston: Allyn and Bacon, in press.

Nancy Signorielli, Ph.D.

Publications continued:

32  
Media and the Family: Images and Impact. Overview paper prepared for the National Research Forum on Family Issues. Sponsored by the White House Conference on Families, Washington, D.C., April 10-11, 1980. (with George Gerbner, Larry Gross and Michael Morgan)

Violence in Television Programs: Ten Years Later. In The National Institute of Mental Health, Television and Behavior: Ten Years of Scientific Progress and Implications for the 80's, in press. (with Larry Gross and Michael Morgan)

Audience Production Functions: A Technical Approach to Broadcast Programming. Paper presented at the International Communications Association Conference, Acapulco, Mexico, May 19-23, 1980. (with Oscar H. Gandy, Jr.)

Marital Status in TV Drama: A Case of Reduced Options. Paper presented at International Communications Association Conference, Acapulco, Mexico, May 19-23, 1980.

33  
The "Mainstreaming" of America: Violence Profile No. 11. Journal of Communication, Summer 1980, ~~in press~~<sup>39:3, 10-24</sup>. (with George Gerbner, Larry Gross and Michael Morgan)

34  
Television Violence, Victimization, and Power, American Behavioral Scientist, 1980, 23:5, 705 - 716. (with George Gerbner, Larry Gross and Michael Morgan)

To (A) 34 } On Wober's "Televised Violence and Paranoid Perception: The View from Great Britain" Public Opinion Quarterly, Spring, 1979, 123-124. (with George Gerbner, Larry Gross and Michael Morgan)

35  
Some Additional Comments on Cultivation Analysis, Public Opinion Quarterly, Fall, 1980, 44:3, 408-410. (with George Gerbner, Larry Gross and Michael Morgan).

Aging with Television: What Viewers See and What they Say. Report for the U.S. House of Representatives Select Committee on Aging, Los Angeles Hearings, April, 1980. (with George Gerbner, Larry Gross and Michael Morgan)

Covering Abuse: Content and Policy -- Magazine Coverage. In George Gerbner, Catherine J. Ross and Edward Zigler, Child Abuse: An Agenda for Action, New York: Oxford University Press, 1980, 255-263.

BIOGRAPHICAL SKETCH

Michael Jay Morgan	TITLE Specialist Research Associate	BIRTHDATE (Mo., Day, Yr.) 4/15/53
PLACE OF BIRTH (City, State, Country) Providence, Rhode Island	PRESENT NATIONALITY (If non-U.S. citizen, indicate kind of visa and expiration date) U.S. Citizen	SEX <input checked="" type="checkbox"/> Male <input type="checkbox"/> Female

EDUCATION (Begin with baccalaureate training and include postdoctoral)

INSTITUTION AND LOCATION	DEGREE	YEAR CONFERRED	SCIENTIFIC FIELD
New College, Sarasota, Florida	B.A.	1974	Communication
Annenberg School of Communications, University of Pa., Philadelphia, PA	M.A.	1977	Communication
University of Pennsylvania	Ph.D.	In progress 1980	Communication

HONORS

Tuition and Research Scholarship, Annenberg School of Communications, University of Pennsylvania, January 1976 to ~~present~~ 1979  
CBS Fellowship, 1978-79 academic year

MAJOR RESEARCH INTEREST

Mass Communication Effects

ROLE IN PROPOSED PROJECT

Co-Principal Investigator

RESEARCH SUPPORT (See instructions)

NIMH grant MH-21196, "~~Cultural Indicators~~"  
TV + Children's Conceptions of Social Reality

RESEARCH AND/OR PROFESSIONAL EXPERIENCE (Starting with present position, list training and experience relevant to area of project. List all or most representative publications. Do not exceed 3 pages for each individual.)

Specialist  
Research Assistant, ~~Cultural Indicators Project~~, Annenberg School of Communications, September 1976 to present July 1979 to present  
Research Associate, "Television and Children's Conceptions of Social Reality," Annenberg School of Communications, April 1978 to ~~present~~ June 1979

PUBLICATIONS AND PAPERS

- 12 The "Mainstreaming" of America: Violence Profile No. 11 (with George Gerbner, Larry Gross, and Nancy Signorielli). Journal of Communication, Summer 1980, 30:3, 10-29.
- 11 Television Violence, Victimization, and Power (with George Gerbner, Larry Gross, and Nancy Signorielli). American Behavioral Scientist, 1980, 23:5, 705-716.
- 13 Television Viewing, IQ, and Academic Achievement (with Larry Gross). Journal of Broadcasting, 1980, 24:2, 117-133.

Michael - Can you indicate correct order for publications, oldest first is easiest to add to - Thanks

~~Publications, cont'd~~

9) Television Viewing and Reading: Does More Equal Better? Journal of Communication, Winter 1980, 30:1, 159-165.

10) Aging with Television: Images on Television Drama and Conceptions of Social Reality (with George Gerbner, Larry Gross, and Nancy Signorielli). Journal of Communication, Winter 1980, 30:1, 37-47.

4) Television, IQ, and School Achievement (with Larry Gross), in S. Scheuyer, ed., The TV Annual 1978-1979. New York: Macmillan, 1979, 237-239.

1) The Demonstration of Power: Violence Profile No. 10 (with George Gerbner, Larry Gross, Nancy Signorielli, and Marilyn Jackson-Beeck). Journal of Communication, 1979, 29:3, 177-196. Also in G.C. Wilhoit and H. de Bock, eds., Mass Communication Review Yearbook, Volume 1. Beverly Hills: Sage, 1980.

2) On Wober's "Televised Violence and Paranoid Perception: The View from Great Britain" (with George Gerbner, Larry Gross, and Nancy Signorielli). Public Opinion Quarterly, Spring 1979, 123-124.

3) Book review of "Hearth and Home: Images of Women in the Mass Media," ed. by Tuchman, et al. Studies in the Anthropology of Visual Communication, 1979, 137-138.

19) Violence in Television Programs: Ten Years Later (with Larry Gross and Nancy Signorielli), in National Institute of Mental Health, Television and Behavior: Ten Years of Scientific Progress and Implications for the 80's, in press.

20) Television and Educational Achievement and Aspirations (with Larry Gross), in National Institute of Mental Health, Television and Behavior: Ten Years of Scientific Progress and Implications for the 80's, in press.

17) Some Additional Comments on Cultivation Analysis (with George Gerbner, Larry Gross, and Nancy Signorielli). Public Opinion Quarterly, Fall 1980, 404-410. 44(3)

18) Television and Enculturation (with Larry Gross), in J. Dominick and J. Fletcher, eds., Broadcasting Research Methods: A Reader. Boston: Allyn and Bacon, in press.

TV Professions and Adolescent Career Choices in Action for Children's Television, Promise and Performance: Broadcasting for Young Adolescents, in press.

~~CONFIDENTIAL~~

16  
Symposium, "Television and Adolescent Role Socialization." Cultural Indicators International Communication Association, Acapulco, Mexico, May 1980.

14  
"Media and the Family: Images and Impact" (with George Gerbner, Larry Gross, and Nancy Signorielli). National Research Forum on Family Issues, White House Conference on Families, Washington, D.C., April 1980.

~~"Television and Images of Aging" National Invitational Conference on Aging with Television, Washington, D.C., September 1979.~~

Symposium  
6  
"Television, IQ, and Reading Skills" Cultural Indicators Panel, International Communication Association, Philadelphia, PA, May 1979.

7  
"Television and Adolescents' Reading Habits and Skills." 70th Annual Conference of the Eastern Communication Association, Philadelphia, PA, May 1979.

8  
"Television and Adolescents' Reading Preferences" 3rd Conference on Culture and Communication, Temple University, Philadelphia, PA, March 1979.

then to SA

~~RESEARCH REPORTS~~

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tet  
"Television and Adolescents' Family Life Expectations" (with Heather Harr-Mazer). The Annenberg School of Communications, January 1979. Unpublished manuscript.

~~"Aging with Television: The Challenge" (with George Gerbner, Larry Gross, and Nancy Signorielli). The Annenberg School of Communications, January 1979.~~

15  
"Aging with Television: What Viewers See and What They Say" (with George Gerbner, Larry Gross, and Nancy Signorielli). Report for the U.S. House of Representatives Select Committee on Aging, Los Angeles, April 1980

"Television and Adolescents at a New York Private School" (with Mark Gonzalez). The Annenberg School of Communications, January 1979.

NO  
"Television and Children at a New York Private School" (with Nancy Rothschild). The Annenberg School of Communications, April 1978.

Research Reports, cont'd

(5) "Violence Profile No. 10: Trends in Network Television Drama and Viewer Conceptions of Social Reality" (with George Gerbner, Larry Gross, Nancy Signorielli, and Marilyn Jackson-Beeck). The Annenberg School of Communications, March 1979.

(ISA) "Violence Profile No. 11: Trends in Network Television Drama and Viewer Conceptions of Social Reality" (with George Gerbner, Larry Gross, and Nancy Signorielli). The Annenberg School of Communications, April 1980.