

STATEMENT OF PROPOSED RESEARCH/PROFESSIONAL ACTIVITY

Describe your proposed research/professional activity in 1,500-2,000 words. Include details of contacts/correspondence (attach copies) with Indian Institutions and/or potential Indian collaborators, if any.

SUMMARY (from page 1): Study of developments in the Indian film industry in the last two decades, to supplement historical studies conducted by applicant in 1961-62 under a Fulbright fellowship, which resulted in the book Indian Film, by Erik Barnouw and S. Krishnaswamy. The collaboration with S. Krishnaswamy will be resumed for the new research period and an updated version prepared, to be published by Oxford University Press.

DETAILED STATEMENT (add pages if necessary):

Many factors account for continuing scholarly interest in the Indian film world. Its baffling dimensions; its powerful hold over Indian audiences; its structure featuring a public-sector documentary industry meshed with a private-sector fiction industry; its persistent devotion to a song-and-dance tradition stemming from Sanskrit beginnings; its development of a "new wave" that has earned world recognition and, occasionally, foreign exchange; its fragmented financial structure; its maharajah-like stars, whose popularity sometimes propels them into politics; its Indian music "tainted" by western rhythms and instrumentation; its multilingual enterprise - all these factors have large social ramifications, which were discussed and analysed in the first edition of Indian Film, published in 1963.

That edition was issued in the United States by Columbia University Press and in India by Orient Longmans, and appeared as India celebrated its fiftieth year of feature production. The book was well received in both countries (see reviews, below) and is out of print in both. It apparently helped many Indian readers to observe their film industry in new ways, seeing its evolution in the context of complex historic currents. Film study courses in many lands have made use of the book.

The collaborators have agreed to earmark a 6-month research period - Oct. 1978 to Apr. 1979 - to update their findings and prepare a new version. Oxford University Press has agreed to publish it, issuing it simultaneously in paperback and hardcover editions and making it available on all continents through its many branches.

The research plan calls for interviews with film makers who have risen to prominence in the last two decades; screening of significant films of the period, fiction, documentary, and animated; review of relevant

Indian publications and research studies; observation of production in studios and on location; and interviews with government officials having responsibilities relating to film problems - and to their interaction with other problems, such as those of education, government information, resource allocation and development, currency control, import-export policy, and intercultural relations. The focus, as in the earlier study, will be on film makers and policy makers. There will be no polls, questionnaires, or similar forms of "quantitative" audience study, although general observation of film audiences, rural and urban, will be part of the plan. This may include the more specialized film audiences in "Sunday showings," film societies, and schools.

The research period will encompass work in Bombay, Madras, Calcutta (film studios, libraries, film associations); in New Delhi (government agencies, libraries, institutes); in Poona (film archive, film institute); and shorter visits to other locations.

Work on the new edition is being launched at a moment that may prove especially fruitful. India has entered the television era and has experimented in satellite communication. What impact these may have on other channels of communication, and the society they serve, cannot be known for some time. But India's cautious approach to television has given it the opportunity to benefit from the television experiences and dilemmas of other nations. Thus the period should prove an especially valuable one for scholarly observation. The work will not be merely an updating of previous work. It may bring us to the brink of important transitional developments.

The applicant looks forward to resuming his collaboration with S. Krishnaswamy. The son of an Indian film pioneer, Krishnaswamy was a graduate film student at Columbia University in 1960-61, earning a master's degree and doing impressive work in film and television. The applicant, as chairman of the division, was his adviser during this period. This naturally led to their association during the applicant's 1961-62 Fulbright year in India - studying "the role of the mass media in a developing country" - and to the collaboration on Indian Film. Krishnaswamy has subsequently become a prominent film maker and film critic, headquartered in Madras but with contacts throughout the Indian film world. His film I, made for the silver jubilee of independ-

ence, won him a special national award.

The applicant's host institution during the 1961-62 Fulbright research year was the University of Delhi; a resumption of this relationship might be appropriate and would be welcome. But either of the following more specialized institutions would be suitable as an alternative: the Indian Film Institute, Poona; the Institute of Mass Communication, New Delhi. The applicant would be glad to give a group of lectures at either or both, if desired.

Press comments on the first edition of Indian Film:

"As regional and national cultures interpenetrate in the emergence of a global community, we will be fortunate if we have more clear, solid books like this one....It is an earnest of the kind of transnational collaboration that will make an international intellectual world a productive and satisfying milieu."

- Annals of the American Academy
of Political and Social Science

"Immensely readable....Indian Film is a richly alive and instructive book."

- Washington Post

"...intensive study of the genesis of Indian cinema and its subsequent growth...fascinatingly written...almost invaluable as a book of reference."

- Indian Film Culture

"...recommended for all film history collections."

- The Library Journal

"India's gigantic film industry has been considerably neglected as a field of study and research and the public will be grateful for the analytical and yet highly readable survey made by Professor Barnouw and Mr. S. Krishnaswamy."

- The Hindu Weekly

"The story of the industry's development, including its relationship to historic and social currents...is fascinatingly told in this informative volume."

- The Hollywood Reporter

"Indian Film is a first-rate dramatized documentation of facts about the Indian film industry. Indian film-makers and government authorities connected with films should, in particular, find the book profitable reading as it is likely to reveal to them things they may be too busy in the hectic everyday routine of life to notice."

- Filmfare

"It is a peculiarly interesting perspective from which to approach that (1) new nation and (2) ancient culture....The book should have a lasting usefulness as a handy reference volume. The growing numbers of students who study the cinema as a medium of international communication must find this rewarding stuff. Certainly among the more cerebral denizens of our own U. S. production complexes many will read Indian Film with fascination and respect."

- Variety

"Since it is without a peer, it is the book about moving pictures in India. It is work for which we should be grateful to the authors and thankful to the Fulbright and Smith-Mundt acts for advanced research that helped to make its realization possible."

- AV Communication Review

Erik Barnouw, Professor Emeritus of Dramatic Arts at Columbia University, was born in The Hague, Netherlands; his family moved to the United States in 1919. After graduating from Princeton in 1929, he served briefly as a writer for Fortune magazine, then spent a year in Europe on a traveling fellowship, during which he studied with Max Reinhardt in Vienna. On his return he entered the broadcasting field as director and writer. During World War II he supervised educational programs for the Armed Forces Radio Service.

In 1946 he became a Columbia University faculty member, while continuing his activity in the broadcasting industry, mainly as writer for the Theatre Guild radio and television series. He headed (1957-59) the Writers Guild of America, representing the nation's screen and television writers. At Columbia he organized and chaired the film division of the School of the Arts. He also organized a mass-media division of Columbia University Press, the Center for Mass Communication. The center's series of films on constitutional law, Decision, produced for National Educational Television and written by Barnouw in consultation with Herbert Wechsler of the Columbia University School of Law, won the 1959 Gavel Award of the American Bar Association. He produced the center's 1970 film Hiroshima-Nagasaki, August 1945, made from long-suppressed footage, and broadcast on public television on the 25th anniversary of the Hiroshima bomb. It was shown on television in many parts of the world.

In recent years his chief interest has been in the history of the electronic media. His books have included Mass Communication, published by Rinehart & Co. (1956) and translated into Arabic and Chinese; Indian Film, written under a Fulbright research grant with the collaboration of S. Krishnaswamy of Madras, and published in the United States by Columbia University Press (1963) and in India by Orient Longmans (1964); and five subsequent works published by Oxford University Press. They have included a three-volume History of Broadcasting in the United States, comprised of "A Tower in Babel" (Vol 1, 1966), "The Golden Web" (Vol 2, 1968), and "The Image Empire" (Vol 3, 1970). This series won the Bancroft Prize in American history, the Frank Luther Mott Award in journalism research, and the George Polk Award. During 1971-72 he and his wife visited film archives and studios in twenty countries in preparation for Documentary: a history of the non-fiction film (1974). His most recent publication, again published by Oxford, is Tube of Plenty: the evolution of American television (1975).

As a 1976 Fellow of the Woodrow Wilson International Center for Scholars, Smithsonian Institution, Washington, he began a study of the role of the sponsor in American television, which will appear in 1978. Early in 1977 he joined the Library of Congress as a Film and Television Specialist, to assist in the planning of a Library of Congress television archive.

INDO-AMERICAN FELLOWSHIP PROGRAM
C/O COUNCIL FOR INTERNATIONAL EXCHANGE OF SCHOLARS
ELEVEN DUPONT CIRCLE, SUITE 300
WASHINGTON, D. C. 20036

REFERENCE REPORT

PART I - (to be completed by applicant) Please type

NAME OF APPLICANT Erik Barnouw
POSITION Professor Emeritus of
DEPARTMENT Dramatic Arts

NAME OF REFERENCE George Gerbner
POSITION Dean, Annenberg School of
DEPARTMENT Communications
INSTITUTION/LOCATION University of Pennsylvania
Philadelphia, Penna. 19174

INSTITUTION/LOCATION Columbia University
New York City 10027

PROJECT SUMMARY Six months of research on the Indian film industry, with the collaboration of S. Krishnaswamy of Madras, to amplify and update their previous work on Indian film history. The result - a new edition of the book Indian Film - will be published internationally by Oxford University Press.

PART II - (to be completed by reference) Please type and return within two weeks. (Please comment on both the qualifications of the applicant and merits of the research/professional project. Add additional pages if necessary).

Erik Barnouw is without a question the most outstanding and distinguished historian of communications and scholar on the Indian film. His proposed research on the Indian film industry is designed to bring up to date the seminal book on the Indian Film and is, therefore, an eminently significant objective. Professor Barnouw's work is of proven quality and significance. His proposal is most meritorious and I am pleased to give it my wholehearted support.

George Gerbner
Professor of Communications
and Dean

Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street
Philadelphia, PA., 19104

PART III - CONFIDENTIALITY: Under the Privacy Act of 1974, applicants for Indo-American Fellowship Program grants may request and receive access to their files. If you so desire, your identity as the source of these comments will be held in confidence.

My submission of this report (please check one box) is is not conditioned on the promise that my identity as the source of these comments will be held in confidence to the extent permitted by law.

Signature _____

Date _____

Last Name
First Name
Initial



THE LIBRARY OF CONGRESS
WASHINGTON, D.C. 20540

*File
Barnouw*



MOTION PICTURE, BROADCASTING
AND RECORDED SOUND DIVISION

October 21, 1980

Dear Larry:

I was enormously impressed with the first two issues of Studies in Visual Communication. If the Library is not already acquiring this, I want to recommend that it does so.

It would be a pleasure to review a book for you some time, when time permits. I don't feel I am the right person to review the Edward Curtis book; I know too little about him. But I shall keep your needs in mind if other books or topics occur to me.

Sincerely,
Erik B.

Erik Barnouw
Chief

Larry Gross
Editor
The Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street C5
Philadelphia, Pennsylvania 19104

copy to GG

98
FYI
TW

Temple Road
Benson, Vermont
05731

Please note that - effective August 1, 1983 -
our Vermont phone number will become:

(802) 537-3131

Dorothy Barnouw - Erik Barnouw

P. S. Our New York City number will remain
unchanged: (212) 864-6431.

P.S.
Impressive questionnaire!

E

INTERNATIONAL ENCYCLOPEDIA OF COMMUNICATIONS

THE ANNENBERG SCHOOL OF COMMUNICATIONS / OXFORD UNIVERSITY PRESS, INC.

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11 April 1984

Dr. Peter Clarke
Dean, The Annenberg School
of Communications
University of Southern California
3502 South Hoover
Los Angeles, CA 90089-0281

Dear Peter:

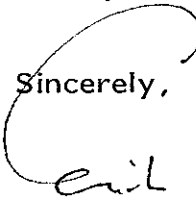
Things are moving forward. All details are settled for most of the sections, and the first-stage authorizations will be going out within days. In the POLITICAL COMMUNICATIONS section, as you know, we need only reach agreement on expansions of some of the descriptive paragraphs. I shall be phoning you and Susan about this.

As agreed, the forms that will go to all writers for your section will list "Peter Clarke and Susan H. Evans" as supervising the section, so that all will be aware of it as a "team effort," as you have put it. We shall also list both of you, in that form, in the front matter of the book. Already printed materials such as stationery and brochure can of course not reflect the change.

As to the contract, I suggest that you just insert Susan's name and you both sign it. We will have to ask you to share the fees with Susan as you see fit. Issuing new contracts for two separate editors for the same section would violate existing agreements and financial and legal advice.

In George Gerbner's absence, I discussed your request briefly with the Board on Thursday and all members concur with my recommendation. I hope you and Susan will find it satisfactory and look forward to hearing from you soon.

Sincerely,



Erik Barnouw
Editor

EB:cf

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File

EDITORIAL BOARD
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Tobia L. Worth

20 September 1984

Professor Karl Erik Rosengren
Unit of Mass Communication
Department of Political Science
University of Gothenburg
Box 5048
S-402 21 Gothenburg
Sweden

Dear Professor Rosengren,

Your thoughtful response to the inquiry we sent to our Editorial Advisers was much appreciated. We were especially grateful for your fine list of recommended entries. It includes a number of topics which I am sure we shall want to include in our second round of commissions.

We are very much aware of the need to avoid ethnocentricity -- in selection of topics, in authorship, and in treatment. It is a problem that is with us quite continuously.

We appreciate your readiness to assist in the reviewing of manuscripts. The reviewing is administered to a large extent by the Section Editors. Wherever appropriate, we shall call the attention of Section Editors to your willingness to assist in this important phase of the work.

In commenting on our interim title list, you mention the considerable variation in the level of specificity of the articles. This has become a deliberate part of the plan. An article of major length, such as a 4,000-word article, is in many cases an "umbrella article" covering a large subject area, touching briefly on many topics which cannot receive adequate treatment within the article, but which are further treated in separate entries, to which the reader is referred by cross-reference. A reader who begins with one of the more specific entries will be referred to the "umbrella" article for the larger context. We hope to create trails of cross-reference via which a reader may discover far more than he or she intended.

Needless to say, the title list represents the likely entry points -- the things readers are most likely to look up. The index will lead the reader to countless additional topics not treated under separate headings.

Again, thank you for your help.

Sincerely,



Erik Barnouw
Editor

LB:cf



December 16, 1987

Dean George Gerbner
Annenberg School of Communications
University of Pennsylvania
Philadelphia PA 19104

Dear George,

Our recent conversation and your generous ideas have been much on my mind. I do want to see the encyclopedia through to the finish and until then expect to spend most of my time in Philadelphia-- at 2108 Nichols Tower and Blockley Hall.

After that I have decided that New York and Vermont must be the focus of my activities. Maintaining three domiciles has been adventurous but a bit complicated. I may even be feeling my age. Anyway, New York remains essential, Vermont beckons, and several projects wait.

Your kind suggestions were much appreciated. For both Dotty and me our Philadelphia years have been delightful and often rewarding.

People at Annenberg have been marvelously helpful during the recent agonies. The aftermath has kept me mercifully busy. Memorial services have been set up for New York (February) and Vermont (June). Dotty had many friends and a memorial scholarship has been set up in her honor.

Sincerely,

January 4, 1988

Dr. Erik Barnouw
Editor, International
Encyclopedia of Communications
University of Pennsylvania
Blockley Hall 6021

Dear Erik:

Thank you for your letter of December 16 and the consideration you have given to my suggestions. Feel free to change your mind if circumstances change. In the meantime, I hope we can still count on you for occasional reviews of books and manuscripts for the JOC.

Let us know when memorial services are scheduled in New York. Ilona and I would like to attend if at all possible.

It has been a great privilege and pleasure to be able to have the benefit of your editorial leadership on the IEC, and I hope that spin-offs and other similar projects will make it possible for you to continue even after publication.

With best regards,

Sincerely,

GG:ab

February 27, 1989

Dr. Erik Barnouw
29 Claremont Avenue
Manhattan, NY 10027

Dear Erik:

Thank you for your good words during the publication party, which was a great success. Enclosed is an audiotape to share with you the spirit of the occasion.

With best wishes for speedy and complete recovery.

Sincerely,

George Gerbner

GG:ab

Enclosure



March 21, 1989

Dear George,

Having transposed myself back to Vermont, I finally heard the wonderful cassette you sent - a grand memento not only of February 15 but of a memorable six years. Am grateful for the memento as well as the six years.

I was much moved by the cassette. It was clearly a heart-warming event, with humor, nostalgia, emotion and, at the end, astonishing statistics from Ed Barry about orders from abroad. I enjoyed Hackney's response to the spirit of the occasion. And I need hardly tell you that I choked up at several points.

My treatments are finished and seem to have been supremely successful. That is, I survived the 37 days of radiation very well, and the tumor didn't. I return for a followup assessment next month, but meanwhile I feel better every day.

From now on I shall be mainly in Vermont, but will keep the New York apartment for occasional forays. I have some writing planned.

I trust you are getting some well earned relaxation. Can you adjust yourself to that?

All best, and thanks.