



UNIVERSITY OF MISSOURI-COLUMBIA

College of Education

Curriculum and Instruction

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February 12, 1996

George Gerbner
234 Golf View Road
Ardmore, PA 19003

*Sent you about
e-mail telling you
G. - when due!
4/22/96*

Dear George:

It was nice to talk to you again on the phone today. Your chapter on "Instant History/Image History" in my book, *Images in Language, Media, and Mind*, is required reading in my graduate course in media literacy and students respond quite favorably to it.

Because I know how horribly busy you must be with the upcoming CEM Conference (which I plan to attend), I especially appreciate your willingness to consider the enclosed materials from my forthcoming book, *Harvesting Minds: How TV Commercials Control Kids* (Praeger Press). I hope you will be able to write the Foreword for this book, which should appear sometime next year.

Enclosed please find the following items:

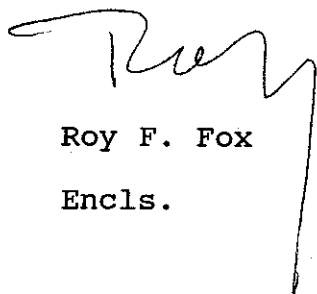
- An article from the September, 1995 *Educational Leadership*, which provides a brief overview of the entire study. *Also see the Introduction on p. XIX.*
- A brief and detailed table of contents for *Harvesting Minds: How TV Commercials Control Kids*.
- The complete Chapter 1, which explains background, research questions, methodology, etc., and Chapter 7, which summarizes the study's major conclusions. If you should want more chapters, please email or call me (see card enclosed).
- A copy of a prepublication endorsement from William Lutz of Rutgers University (former Chair of NCTE's Public Doublespeak Committee).
- Two forms that you will need to sign, should you agree to write something.
- A self-addressed stamped envelope for returning the Foreword.

I devoted nearly three years to this "ethnomethodological" study and have tried very hard to document, in careful detail, a number of disturbing effects that a steady stream of Channel One ads have on rural Missouri high school students. I found that these commercials have far more serious effects on students--on how they think, talk, and behave--than even I ever expected.

The optimal length of the Foreword would be 5-10 double-spaced pages. However, whatever you can muster will be fine. Also, as you said, you may have some material already completed that could be adapted for this purpose.

Again, my sincerest thanks for your consideration.

Best wishes,



Roy F. Fox

Encls.

P.S. If you can write a Foreword, please sign both forms & return to me-- then we can perhaps except a passage from it to use as a "blurb".

P.P.S. I quote you & mention CEM in a section on combating media violence.

Best!
RF

[1] From: fgg at post1 12/1/96 2:29PM (648 bytes: 7 ln)
To: "Roy F. Fox" <CIRFF@MIZZOU1.missouri.edu> at SMTP-po
Subject: Re: Sorry!

----- Message Contents -----

Roy: Did you see GIVING KIDS THE BUSINESS; THE COMMERCIALIZATION OF AMERICA'S SCHOOLS by Alex Molnar (Westview, 1996)? Good book. Also Herb Schiller's CULTURE INC and INFORMATION INEQUALITY (Routledge, 1996) are relevant. How about writing a history of CEM? There is a new board of some 48 leaders in different areas of organizations, each with a good story to tell. The new Board had a retreat at Asilomar, CA, Nov 15-16, developed a strategic plan, etc. George.

Window: 1 - 24 Lines: 11 Edit: ↑ ↓ → Help: F1 End: ENTER

[83] From: "Roy F. Fox" <CIRFF@MIZZOU1.missouri.edu> at SMTP-po 12/1/96 11:21AM
(1801 bytes: 27 ln)
To: fgg at POST1
Subject: Re: Sorry!

----- Message Contents -----

Text item 1: Text Item

Received: by ccmil from MIZZOU1.missouri.edu
From CIRFF@MIZZOU1.missouri.edu
X-Envelope-From: CIRFF@MIZZOU1.missouri.edu
Received: from MIZZOU1 by MIZZOU1.missouri.edu (IBM VM SMTP V2R3)
with BSMTMP id 5434; Sun, 01 Dec 96 11:29:07 CST
Received: from MIZZOU1 (CIRFF) by MIZZOU1 (Mailer R2.10 ptf000) with BSMTMP id
5965; Sun, 01 Dec 96 11:29:07 CST
Date: Sun, 01 Dec 96 11:21:47 CST
From: "Roy F. Fox" <CIRFF@MIZZOU1.missouri.edu>
Subject: Re: Sorry!
To: george gerbner <fgg@asc.upenn.edu>
In-Reply-To: <9610308494.AA849425609@asc.upenn.edu>
X-Mailer: MailBook 95.01.263
Message-Id: <961201.112906.CST.CIRFF@MIZZOU1>

George: Glad that you have a copy of HARVESTING. I did receive my CEM Monitor and of course plan to resubscribe. You asked about my next project. I'm still de liberating. I had planned to do a book tentatively called, "Five Tongues Flamin g," about public discourse, focusing on what I call Doublespeak, Sensationspeak , Salespeak, Sillyspeak, and Symbolspeak--what I consider to be our five domina nt forms of public discourse, and how they feed each other. But I'm still conce rned about Channel One and think that urban students may have a different appro ach to it than the rural students I examined in the HARVESTING book. Guess I ca n't decide what is the most valuable thing to do right now--one of these or som ething else. Also, I see the media literacy movement being "appropriated" and p re-empted by corporate interests. Usually I know my next move before I finish m y current "toy," but not quite so this time! Best, --rf