

HALL

October 9, 1973  
AIR MAIL

Mr. Stuart Hall  
Centre for Contemporary Cultural Studies  
Department of English  
University of Birmingham  
P.O. Box 363  
Birmingham B15 2TT England

Dear Mr. Hall:

This past summer I wrote asking you to become a Consulting and Contributing Editor of an expanded and refurbished Journal of Communication. A partial list of those who have joined us is enclosed. However, I have not heard from you. In case you have not received my letter, I am enclosing a copy.

We are working on the first "new" issue, to be published in early 1974. It will include:

- \* Charles Osgood (University of Illinois) probing "subjective culture" for similarities in affective content of 27 different languages;
- \* Three articles on the international flow of television programs and films, and the implications of this traffic for world cultures;
- \* Marshall McLuhan (University of Toronto) on how some of the new media and the new "public morality" have affected our lives;
- \* Articles on the media of Allende's Chile, communication in a community development organization, and technology and the "knowledge gap."

As you can see, we hope to touch on a variety of areas -- both geographically and within the broad subject of communication. But we need the contributions of scholars in all parts of the world and all parts of the field if we are to succeed. I hope that you will agree to join us in making the Journal an exciting publication, and that I will hear from you by the end of October.

Sincerely yours,

George Gerbner,  
Editor  
Journal of Communication

GG:kas  
encl.



cc:-SS

## The University of Birmingham

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CENTRE FOR CONTEMPORARY CULTURAL STUDIES  
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**Prof. George Gerbner,**  
Editor, *Journal of Communication*,  
The Annenberg School of Communications,  
University of Pennsylvania,  
3620 Walnut Street C5  
Philadelphia,  
Pa 19174.

19th October, 1973.

Dear **Prof. Gerbner,**

My apologies for not replying before. I have been on sabbatical leave and only just returned to Birmingham for the new session in October. Of course, I should be pleased and honoured to become a Consulting Editor for the 'new look' Journal of Communication. I hope you will tell me when and how I can be of practical use.

If you are ever to be in Europe I hope you'll give us the chance to invite you to Birmingham.

I may, when they are stencilled, send you one or two recent papers of mine in return for that most valuable set of yours you were kind enough to let us have. They're not for Journal consideration, but for your own perusal and comment if you feel moved.

Again, apologies for my late reply.

Yours sincerely,

Stuart Hall.

October 30, 1973  
AIR MAIL

Professor Stuart Hall  
Centre for Contemporary Cultural Studies  
The University of Birmingham  
P.O. Box 363  
Birmingham B15 2TT  
ENGLAND

Dear Professor Hall:

Thank you very much for your letter of October 19. I am delighted to have you with our group of Consulting and Contributing Editors.

I am enclosing a current list of books available for review. Should you be willing to review one or more of these, please return the list with an indication of your preference, and we shall send you the books right away.

I certainly do intend to take advantage of your current invitation and visit in Birmingham the next time I am in England. And, again, I would like to inquire about your availability for a visit here possibly next year. Please let me know.

I am also looking forward to receiving your recent papers. May I also have the opportunity of considering a paper from you for publication in the Journal of Communication?

With best regards.

Sincerely yours,

George Gerbner,  
Editor  
Journal of Communication

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encl.

CC: Ms. Susan Schmidt

*Las in Copy*