



서울올림픽 국제학술회의

THE WORLD ACADEMIC CONFERENCE OF THE SEOUL OLYMPIAD '88

Chairman Won-Yong Kang, S.T.M.D.D.

San 76, Suyu-dong Tobong-gu, Seoul 132, Korea

TEL. (02) 908-7245 TLX. WACSO K22948 FAX. (02) 908-7246

February 6, 1988

Dr. George G. Gerbner
Dean
Dept. of Annenberg Sch. of Comm.
Univ. of Pennsylvania
Philadelphia, PA 10104
U.S.A.

Dear Dr. Gerbner:

I trust that you have by now received our invitation asking you to take part in the World Academic Conference of the Seoul Olympiad '88, scheduled to be held in Seoul from late August to early September this year.

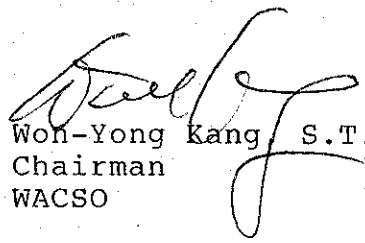
Please respond at your earliest convenience, but no later than February 15, as to whether you plan to participate in the conference. In order to facilitate our programming, we ask your urgent attention to and co-operation in this matter.

In addition, if you accept our invitation, let me ask you to complete the enclosed sheet and return it to the above address. This information will be essential for us to make proper and necessary arrangement for you. We would also appreciate your sending a copy of your vita.

You may call us collect or send a telex message using the numbers listed on our letterhead. Please remember that you dial 82 for our country code and 2 for the city code of Seoul.

I look forward to hearing from you very soon,

Sincerely yours,


Won-Yong Kang S.T.M.D.D.
Chairman
WACSO

Encl.

WYK/yml

copy sent 2/17

WUTCO GA

78722948+

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8148536 EST 1626 FEB/16/1988

WACSO K2294878722948

TO: WON-YONG KANG

S.T.M.D.D., CHAIRMAN-WACSO

I AM PLEASED TO ACCEPT YOUR KIND INVITATION TO THE WORLD ACADEMIC
CONFERENCE. LETTER COMING.

GEORGE GERBNER

PROFESSOR OF COMMUNICATIONS AND DEAN

ANNENBERG SCHOOL

U OF PA PHA

7106700328

000.8 MINS

MEMO TO: Tsegay Baraki, Telecommunications
748 Franklin Bldg.

FROM: Avis Beck, Annenberg School

DATE: February 16, 1988

Please send the following telex to:

Won-Yong Kang, S.T.M.D.D., Chairman - WACSO, Seoul 132 Korea.

TELEX #WACSO K22948. Our account # 9-90007.

I am pleased to accept your kind invitation
to the World Academic Conference. Letter
coming.

George Gerbner
Professor of Communications
and Dean
Annenberg School



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San 76, Suyu-dong Tobong-gu, Seoul 132, Korea

TEL. (02) 908-7245 TLX. WACSO K22948 FAX. (02) 908-7246

February 23, 1988

Dr. George Gerbner
Dean
Dept. of Annenberg Sch. of Comm.
Univ. of Pennsylvania
Philadelphia, PA 10104
U.S.A.

Dear Dr. Gerbner:

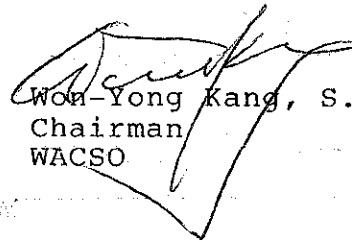
This is to acknowledge the receipt of your letter of Feb. 17, 1988, kindly accepting our invitation to participate in the World Academic Conference of the Seoul Olympiad '88.

Your participation will ensure the success of our gathering, widely known as the "Academic Olympics."

The details regarding the contents of your presentations will be sent to you shortly after consultation with your Korean counterparts here.

I look forward with great pleasure to seeing you soon in Seoul.

Sincerely yours,



Won-Yong Kang, S.T.M.D.D.
Chairman
WACSO

WYK/yml



*Arrive
8/25 '88
27*

서울올림픽 국제학술회의

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Dr. George Gerbner
Prof. and Dean
The Annenberg School of Comm.
University of Pennsylvania
3620 Walnut Street
Philadelphia, PA 19104-6220
U.S.A.

March 19, 1988

Dear Dr. Gerbner :

I am pleased to note that all the preparation for the upcoming WACSO '88 is well underway thanks to the support and encouragement of academicians both at home and abroad.

At the conference, I would very much like you to present a paper addressing the topic
Communication Issues in the Third World -
After MacBride (North-South Communication Dialogue)

at the Conference of the Subtheme II (Aug. 24 - 27) on

"Continuity and Change in Communications
in Post-Industrial Society."

Time for presentation will be 20 - 30 minutes, so your full-length paper may need to be summarized for your presentation to about double-spaced 12 pages, if it does not fit into the time frame specified.

The deadline for your full text will be June 30, 1988 for we plan to publish a proceedings for distribution prior to the conference.

Enclosed please find general information about the arrangements WACSO will make for our invited scholars such as yourself.

I always thank you for your kind cooperation and look forward with great pleasure to meeting with you soon in Seoul.

Sincerely yours,

Won-Yong Kang, S.T.M.D.D.
Chairman, WACSO

Encl.

*Global TV
International
Horsepower
Cost Policy
Cost Study in
Comm. Asia + LA*

Topics of Subtheme II

1. World Communication Philosophy
 - a. Western Perspective
 - b. Oriental Perspective
 - c. Developing Perspective
 - d. Critical Communication Perspective

2. New Communication Technology and Society
 - a. Participatory Communication and Democracy
 - b. Recent Trends in Communication Policy
 - c. Communication Technology and Individual Rights

3. Communication Issues in the Third World
 - a. Knowledge Transfer
 - b. Beyond Cultural Dependency
 - c. International Information Flow
 - d. After MacBride (North - South Communication Dialogue)

4. The Role of Mass Media in World Community

List of Participants and Topics

	Comm. Philosophy				New Comm.Tech.			Comm.Issues 3rd World				Role of M.M.
	I	II	III	IV	I	II	III	I	II	III	IV	
Richard F. Carter	■											
Leonard Chu		■										
Wimal Dissanayake			■									
Herbert Schiller				■								
Lakshmana Rao					■							
Everett Rogers					■							
Takayama Masaya						■						
Fred Williams						■						
Horacio Godoy							■					
Youichi Ito							■					
Hanno Hardt								■				
Jae-Won Lee								■				
Gabriel de Broglie									■			
Chin-Chaun Lee										■		
James F. Larson										■		
George Gerbner											■	
Virgil Gheorghiu											■	
Alex Inkeles												■
Mochtar Lubis												■
Steven Chaffee												■
Don Cushman												■
Ante Glibota												

GENERAL INFORMATION

1. Round-trip Airfare

WACSO will meet travel expenses with a roundtrip executive class (Prestige Class on KAL, or "Clipper Class" on other airlines) airticket to be forwarded by PTA. Please make your reservations as soon as possible as seats are filling up fast due to the upcoming Olympic Games, and inform us of your arrival and departure schedules at your earliest convenience.

2. Room and Board

WACSO will cover the hotel expenses plus meals at the Academy House -- the conference venue, during the entire conference period (Aug. 21 - Sept. 8, 1988).

3. Honorarium

Honorarium paid for paper and presentation will be US \$700. In addition, WACSO will provide each participating scholar with US \$100 per diem for seven days.

4. Opening Ceremony of the Olympic Games

WACSO will invite all the invited scholars to the opening ceremony if they can stay on until Sept. 17 at their own expenses.

5. No financial assistance will be available for accompanying persons of invited scholars.

6. Visa

Any foreign visitor wanting to enter the Republic of Korea must have a valid passport issued by the country of origin and obtain visa. To obtain a visa, you may go to the nearest Korean Embassy or Consulate with the official invitation letter we extended to you before. Scholars from countries with which Korea has no diplomatic relations, may obtain visas from other nation on their way to Seoul. If you run into any difficulties in getting visa, please let us know immediately.

7. Climate and Clothing

Korea has four distinct seasons similar to the central area of the United States and the central or southern part of Europe, and the clothes worn there in the corresponding season are suitable in Korea. During the month of August, for instance, temperatures can exceed 90F (27C). Please keep in mind that Korean society is very conservative in matters of dress for both men and women.

8. Arrival in Seoul

Please advise us as soon as you have confirmed your arrival details and we will send a car and chauffeur to meet you at the airport. If you have any problem, please report to the Information Desk we set up for WACSO '88 at the Kimpo International Airport.



8/25 27

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Dr. George Gerbner
Prof. and Dean
The Annenberg School of Comm.
University of Pennsylvania
3620 Walnut Street
Philadelphia, PA 19104-6220
U.S.A.

March 19, 1988

8/23 Thu. Panama 10:15
Korean 25 NY 12:25
Seoul 8/27 - 5:45
Seoul 26 10:50 am
NY 10:40 am
Am 4832 12:10 Philly

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8/27

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Sincerely yours,

Won-Yong Kang, S.T.M.D.D.
Chairman, WACSO

Encl.

8/27
S.T.M.D.D.
Information
Call for #2
Cost
Com. Study in
Am. for #2

File - Reserve

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 - a. Western Perspective
 - b. Oriental Perspective
 - c. Developing Perspective
 - d. Critical Communication Perspective

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 - a. Participatory Communication and Democracy
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4. The Role of Mass Media in World Community

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May 23, 1988

Won-Yong Kang S.T.M.D.D.
Chairman, WACO
San 76
Suyu-dong Tobong-gu
Seoul 132, KOREA

Dear Chairman Won-Yong Kang:

Enclosed please find my paper for the World Academic Conference, and the photograph you have requested.

I am also enclosing a copy of the airline reservations I have made for my trip. Because of other engagements, those are the flights I must take. Please let me know if you wish to pick up these reservations, or wish to send me the reimbursement for them.

I look forward to meeting you in Seoul.

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG:ab

Enclosures

TELEX: 7106700328

FAX: 215-898-5756

DOCUMENT RECEIVED FROM A FACSIMILE MACHINE

From:
Pages: 001
Date: 04/28/88
Time: 03:51
FAX#: 2158985756

Picture
Telex
Fax nos.

8:53 AM

Will P.V.

DR. GEO. GERBER

8-7041

8:15 AM
NO ANSWER



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Dr. George Gerbner
 Prof. and Dean
 The Annenberg School of Communications
 University of Pennsylvania
 3620 Walnut Street
 Philadelphia, PA 19104-6220
 U.S.A.

April 27, 1988

Dear Dr. Gerbner:

As we are approaching the summer very quickly and the conference schedules are being confirmed, with your cooperation we would like to wrap up the remaining logistics as follows:

- 1) Since we have been informed that your arrival and departure dates will be on Aug. 25 and Aug. 27, we will make necessary arrangements accordingly, including PTA (Pre-paid Ticket Advise) arrangements, hotel accommodations and so on. If there is any change in your final schedule, please let us know immediately.
- 2) For the purposes of public relations, please send us a recent photograph if you have not sent one yet.
- 3) Please be reminded that the full text of your paper will be due at the end of June, and that the title and synopsis (about 100 words) are at the end of April. Please send the latter to us as soon as possible if you have not already done so.
- 4) During the conference, we will be displaying a number of books written on similar topics for the sake of promoting the scholars and their works. If you would like to have your publications displayed at this table, please let us know and bring copies of your work to the conference. This will be an excellent opportunity to exchange information and resources.

Thank you very much for your continued support and encouragement for WACSO '88.

Sincerely yours,


 Won-Yong Kang S.T.M.D.D.
 Chairman, WACSO

P.S. Please let us know by returning mail your telex or facsimile number, if any, for our future communication.



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Dear Dr. Gerbner:

We would like to inform you of some matters concerning the upcoming WACSO '88.

Your presentation will take place on the 25 th day of Aug., from 14:00 until 14:20. The assigned time for your presentation is 20 minutes.

It is our opinion that, for a meaningful and successful academic conference, it is necessary to arrange ample time for discussion. We hope that you and other participating scholars will have adequate opportunity for dialogues and have, therefore, organized a schedule to ensure that discussion sessions may be held.

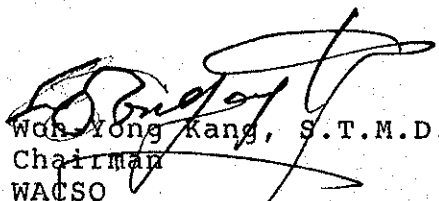
As the time allotted for each participant and discussion is limited, we suggest that you make an oral presentation based on the thesis and significant points of your paper, in place of reading the full text in the case that your paper should exceed the assigned time. It is our expectation that such a method will also encourage a livelier discussion. The full text itself will be published in a report, following the closing of the Conference.

Those texts that have reached us as of July 22, 1988 will be sent to you promptly. Those texts that did not reach us yet will be distributed separately to the participating scholars of your sub-theme on the first day of your Conference. It is assumed that they will have read your paper when you make your presentation.

Since much time and effort must be put into publishing the abstract book, we request that the abstract of all papers arrive at the WACSO Organizing Committee by the 31st of July, if you have not already sent it. We cannot guarantee the publication of abstracts that arrive after this date. For the preparation and distribution of the full text of all papers, the deadline will also be set for the end of July. Your adherence to this deadline will be much appreciated.

We look forward to seeing you in a few weeks.

Sincerely yours,


Won-Yong Kang, S.T.M.D.D.
Chairman
WACSO

Tentative Program

Sub-theme II
 Continuity and Change in Communications
 in Post-Industrial Society

- Topic I : World Communication Philosophy
- Topic II : New Communication Technology and Society
- Topic III : Communication Issues in the Third World
- Topic IV : The Role of Mass Media in World Community

Presentations and group discussion sessions will be held simultaneously on three topics in three conference rooms.

DATE TIME	Aug.24(Wed)	Aug.25(Thu)	Aug.26(Fri)	Aug.27(Sat)
18:00		Breakfast	Breakfast	Breakfast
19:00		L. Chu (Oriental Perspective) W. Dissanayake (Developing Countries Perspective)	G. de Broglie V. Gheorghiu	Cumulative Report
10:00		Discussion	A. Inkeles M. Lubis A. Glibota	Plenary Meeting
11:00		Break	Discussion	
12:00		Discussion	Break	Closing Ceremony
1:00		Lunch	Discussion	Lunch
2:00	Registration	F. Williams K.J. Lee M. Takayama	Break	Tour
3:00	Opening Ceremony	G. Gerbner J.W. Lee	Discussion	
4:00	H. Schiller (Critical Communication) C.H. Choe (Western Perspective)	Discussion	Break	
5:00	Break	Break	Group	
6:00	R. Carter	H. Godoy L. Rao	Discussion	
7:00	Discussion	C.C. Lee M.K. Kang	Discussion	
8:00	Reception	Discussion	Dinner	
9:00		E. Rogers T. Szecsko	Dinner	
		Y. Ito J. Larson	Special Program	
		Discussion	Drafting Committee	



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TEL. (02) 908-7245 TLX. WACSO K22948 FAX. (02) 908-7246

July 4, 1988

Dr. George Gerbner
Prof. and Dean
The Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street
Philadelphia, PA 10104-6220
U.S.A.

Dear Dr. Gerbner:

Thank you for your cooperation with WACSO thus far. Indeed, it is our great honor that you will be attending.

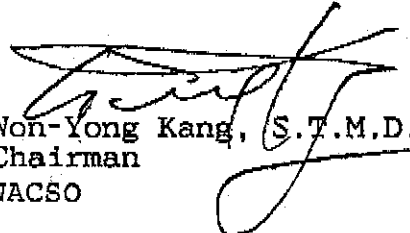
According to your flight schedule, it appears that you will not be present at the opening ceremony of the Conference. The opening ceremony, as you probably know, is scheduled to begin on August 24 at 3 p.m. and will be the occasion at which a thematic keynote speech will be delivered. Additionally, scholars will have an opportunity to discuss the procession of the Conference. Following the opening ceremony will be a reception, which should provide an atmosphere for the participating scholars to exchange ideas informally.

As the first day of the Conference has numerous merits, it would be beneficial both for yourself and for WACSO if you could attend. We would be most grateful if you could change your schedule by a day and make an appearance.

If you should decide to make a change in your schedule, please notify us by the 31st of July, along with your changed flight schedule. We will make all the necessary arrangements henceforth.

Thank you again for your cooperation. Looking forward to seeing you soon, I remain.

Sincerely,


Won-Yong Kang, S.T.M.D.D.
Chairman
WACSO

July 5, 1988

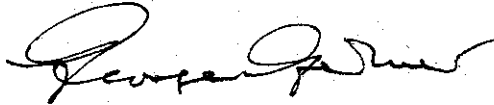
Won-Yong Kang, S.T.M.D.D.
Chairman
The World Academic Conference of
The Seoul Olympiad '88
San 76, Suyu-dong Tobong-gu
Seoul 132, KOREA

Dear Mr. Wang:

You may use the first paragraph of my papers as an abstract, as follows:

Sean McBride has noted that there has been a change in the center of gravity of power. The change has been toward culture-power. It has been propelled by changes on communications technology and control. In this paper I sketch an historical perspective in which the social functions of communications may be seen, and describe an international comparative research project now underway. They illustrate my view of the theme of continuities and change in communications.

Sincerely yours,



George Gerbner
Professor of Communications
and Dean

TELEX: 710-670-0328
FAX: (215)898-5756

GG:ab

P.S. I have just received your FAX letter of July 4. Will check my schedule and respond in a few days about changing flight schedule.