

UNIVERSITY of PENNSYLVANIA

PHILADELPHIA 19104

*The Annenberg School
of Communications*

GEORGE GERBNER, *Dean*

Of Special Interest:

PAUL F. LAZARSFELD, Ph.D.

Quetelet Professor of Social Science
Columbia University

Author or Co-Author of
The People's Choice

Voting

Mathematical Thinking in the Social Sciences

Language of Social Research

Personal Influence

and many other books and articles

Speaking on

"PERSONAL INFLUENCE -- A FOLLOW-UP"

Monday, October 4, 3:00 p.m.
Room 126, The Annenberg School of Communications