

UNIVERSITY OF HELSINKI
FACULTY OF SOCIAL SCIENCES

Helsinki

December 15, 1993

Professor George Gerbner
234 Golf View Road
Ardmore, PA 19003
U.S.A.

Dear Professor Gerbner,

Referring to your contact with professor Leif Åberg, we are sending you now the dissertation manuscript submitted to the Faculty of Social Sciences by Ms. Ritva Levo-Henriksson, for pre-examination.

Before the Faculty grants printing permission for a dissertation, two preliminary examiners are asked to give their opinions on the dissertation. Each examiner is expected to submit a written report to the Faculty, which then will decide whether to grant printing permission or not. The examiner's report must clearly recommend, with no reservations, either that the dissertation can be printed, or that it should not be printed. The Faculty may also ask for a separate statement on the language of the dissertation.

Docent Tapio Varis, Ph.D., University of Helsinki, has been requested to be the other pre-examiner.

The Faculty of Social Sciences appreciates your kindness to undertake the requested assessment.

With season's greetings,

yours sincerely,


Tuula Jyrkämä
Faculty Secretary, C.E.O.

ADDRESS: University of Helsinki
Faculty of Social Sciences
P.O.Box 33 (Aleksanterinkatu 7)
SF-00014 UNIVERSITY OF HELSINKI
FINLAND
TELEFAX: 191 2124

TELEPHONES: Dean 191 2550
Faculty secretary 191 2550
Assistant secretary 191 2552
Office 191 2548

Study secretary 191 2346
International affairs 191 2041
Study office 191 2551

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Dear professor Gerbner, the secretary of our faculty of social sciences informed me that Your statement regarding the printing permission (and a short evaluation) of Mrs Levo-Henriksson's thesis can be sent via telefax (followed by letter). This would give Mrs Levo-Henriksson some extra days for all the time-consuming printing procedures. Would it be possible for You to send the telefax by Friday, March 4th? If this is possible, then Mrs Levo-Henriksson could defend her thesis in May. The telefax number of the faculty secretary is

(011)-358-0-191 2124.

Best regards, Leif Aberg

February 26, 1994

Tuula Jyrkama
Faculty Secretary, C.E.O
Faculty of Arts and Sciences
P.O Box 33 (Aleksanterinkatu 7)
SF 00014 UNIVERSITY OF HELSINKI
FINLAND

Dear Faculty Secretary Jyrkama:

I am pleased to convey this evaluation of the dissertation draft "Eyes Upon Wings" by Ms. Ritva Levo-Henriksson.

Ms. Henriksson undertook an ambitious task and produced a dissertation of considerable value. I can clearly recommend it for printing with no reservations.

That conclusion rests on my careful reading and evaluation of Ms. Henriksson's truly monumental work and theoretical contribution.

The research problem was the development of a theoretical and methodological approach to cross-cultural comparative media analysis with television news as its focus. The empirical comparison between samples of Finnish and U.S. television news was placed in a broad historical and cultural context.

The first five chapters deal with that context. The concept and large scholarly literature of culture itself is examined and methods of comparative analysis explored. An examination of myths paves the way both for the discussion of news and for the description of comparative approaches to their study. This far-reaching introduction to the empirical part of the study develops some original hypotheses about cultural and political dimensions of the subculture of U.S. and Finnish television news.

In the empirical part, Ms. Henriksson's puts these hypotheses to test. Content indicators are developed, the reliability of observations measured, and the Finnish and U.S. samples of news described and compared.

Going beyond measures of form, the research deals with such dimensions of news as origin and location, thematic structure, type of action, focus of attention and emphasis, value-orientation, demography and ways of presentation, and

THE ANNENBERG SCHOOL FOR
COMMUNICATION

and imaginative interpretation of results makes both methodological and substantive contributions. UNIVERSITY OF PENNSYLVANIA
3820 Walnut Street Philadelphia, Pennsylvania 19104-6220

This dissertation is complex in structure, rigorous in methodology, and rich in insight. It also makes a practical contribution to the understanding of some cultural dimensions of Finnish and U.S. television news-making. The hypotheses derived from the initial cultural analysis were mostly confirmed, and directions for further research suggested.

Again, I am pleased to express my opinion that this dissertation meets the high standards required for approval for printing.

Sincerely yours,

George Gerbner
Professor and Dean Emeritus

February 26, 1994

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Going beyond measures of form, the research *deals with* ~~investigated~~ such dimensions of news as origin and location, thematic structure, type of action, focus of attention and emphasis, value-orientation, demography and ways of

presentation, and affective aspects. An original and imaginative interpretation of results makes both methodological and substantive contributions.

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