

HANS BREDOW-INSTITUT  
FÜR RUNDFUNK UND FERNSEHEN  
AN DER UNIVERSITÄT HAMBURG

HAMBURG 13, den 3. August 1961  
Heimhuder Straße 21  
Tel. 44 71 78/79 Ma/Ni

Prof. Dr. George Gerbner  
Institute of Communications Research  
UNIVERSITY OF ILLINOIS

Illinois/Urbana  
U. S. A.

---

Dear Dr. Gerbner,

I thank you very much for your kind letter and the reprints, which will be of good value for my work. I am very glad to see you here in Hamburg in October. As far as possible I should like to prepare your interviews in Hamburg. For this purpose I shall try to get in contact with Mr. Pagel.

Sincerely yours,

  
(Dr. Gerhard Maletzke)

# HANS BREDOW-INSTITUT

FÜR RUNDFUNK UND FERNSEHEN  
AN DER UNIVERSITÄT HAMBURG

Professor Dr. George Gerbner  
Institute of Communications Research  
University of Illinois  
U r b a n a / Illinois  
USA

HAMBURG 13, May 30, 1963  
Helmhuder Straße 21  
Tel. 44 71 78/79

SS  
German Federal  
Republic

Dear Dr. Gerbner!

I gladly remember your visit in Hamburg some time ago. Now I am preparing a trip to Quito / Ecuador in September and October. I shall give at the University of Quito some lectures concerning psychological problems of mass communication. Moreover I intend to visit afterwards some places in the United States, for instance Los Angeles, Stanford, Berkeley and Urbana. In a talk with a member of the American Consulate General in Hamburg I heard that I can get some per diem grants from the State Department provided that I get some invitations by American university institutes to give a lecture.

As you may remember I told you that I should be very happy to have the opportunity to visit your Institute and to discuss our common problems with you and your colleagues. So I should be highly obliged to you if you could send me a letter, suggesting to give a lecture to your students. I am sure that there will be no difficulty to find out a topic which would be of interest to your students. Probably I shall come to Urbana about October 16 or 17.

With many thanks

sincerely yours

*Gerhard Maletzke*  
(Dr. Gerhard Maletzke)

June 3, 1963

Dr. Gerhard Maletzke  
Hans Bredow-Institut  
Hamburg 13  
Heimhuder Strasse 21  
German Federal Republic

Dear Dr. Maletzke:

I was glad to read that you might be visiting here next October. Dean Peterson is extending an invitation for you to give a lecture here; you should receive his letter soon. Please let me know if it will serve your purpose. We are looking forward to your visit.

Please let me know as soon as your dates are fixed.

With best personal regards to you and your wife,

Sincerely yours,

George Gerbner

GG:ls

# HANS BREDOW-INSTITUT

FÜR RUNDFUNK UND FERNSEHEN  
AN DER UNIVERSITÄT HAMBURG

Dr. George Gerbner  
College of Journalism  
and Communication  
University of Illinois  
Urbana / Ill.  
USA

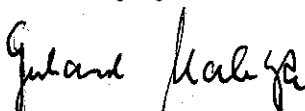
HAMBURG 13, 17th July, 1963  
Heimhuder Straße 21  
Tel. 44 71 78/79

Dear Dr. Gerbner,

it was a great pleasure for me to get a letter from Dr. Peterson, inviting me to give a lecture in Urbana. Unfortunately I am not able to tell you right now the exact date of my visit in Urbana. The State Department will arrange my journey and I suggested a detailed schedule, but this schedule will not be fixed definitely before my arrival at Washington, October 8. On the other hand I am rather sure that my schedule will not be changed, so I intend to visit you and your colleagues on October 10 and 11.

After my return from a vacation trip in August I shall make some suggestions concerning a topic of my lecture to be given in Urbana.

Sincerely yours

  
(Dr. Gerhard Maletzke)

HANS BREDOW-INSTITUT  
FÜR RUNDFUNK UND FERNSEHEN  
AN DER UNIVERSITÄT HAMBURG

Dr.

Georg Gerbner  
University of Illinois  
College of Journalism and Communication  
U r b a n a  
Illinois

2000 HAMBURG 13  
Heimhuder Straße 21  
Tel. 44 71 78/79

September 9th, 1963

Dear Dr. Gerbner,

Now the State Department has granted my travel-aid for 15 days in the U.S.A. starting on October 8th in Washington D.C. Because the details of my itinerary will be arranged not before my arrival at Washington I am unable to tell you exactly when I shall be in Urbana but I can tell you that I made the proposition to visit you on October 10th to 11th. As soon as I am sure about this data I shall write you and confirm the time of my arrival.

If it would fit to your time-schedule I could have a lecture in your institute perhaps on one of the following topics :

"A Model for Mass Communication Research" - *Prosem?*

"The Radio- and Television Broadcasting System in Western Germany"

"History and Present Situation of German Radio- and Television Research".

*} Skomica?*

Sincerely Yours

*Gerhard Malezke*  
(Dr. Gerhard Malezke)

G. Maletzke  
Statler Hilton

Washington, Oct. 8, 63

Dear Dr. Faber,

after making my arrangements with the State Department my schedule is so overcrowded that it will be impossible to visit Urbana and you and your institute. I regret this especially because I know that your institute is an outstanding center in communication research.

Hoping to meet you later either in Urbana or in Hamburg I remain  
very sincerely yours

Graham Maletzke

Dr. G. Maletzke c/o  
DEUTSCHES INSTITUT FÜR ENTWICKLUNGSPOLITIK

Gemeinnützige Gesellschaft mbH

GERMAN DEVELOPMENT INSTITUTE

INSTITUT ALLEMAND DU DÉVELOPPEMENT

Dr. George Gerbner  
Institute for Communications  
Research  
University of Illinois  
Urbana, Ill.

April 1st, 1965

Dear Mr. Gerbner:

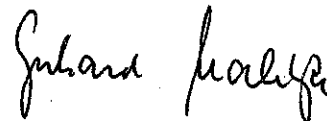
I have not heard anything from you for some years but I suppose that you are still working at the Institute in Urbana. If not, I feel sure that my letter will be passed on to you.

At present I am doing a study on the television image of politicians via mass media and especially television, and I would ask you whether you know any studies, names or addresses relevant to this topic for me to turn to.

The main point of my letter, however, is the following question: When I spent some time in Los Angeles at the USC four years ago, I read with great interest your Ph. D. dissertation "Toward a theory of communication", and from the notes I took down then I see that essential parts of your thesis were concerned with the connection of communication and perception and with the theory of communication in general. All these problems are interlocked with my present study and, if possible, I would be extremely interested in now rereading your dissertation at my leisure. Would you be kind enough to inform me whether a copy of it is available which could be furnished to me - perhaps only on loan - or if there is any other possibility to get at it.

I am very grateful for any assistance you can offer.

Yours sincerely,



April 8, 1965

Dr. Gerhard Maletzke  
c/o Deutsches Institut für  
Entwicklungspolitik  
~~German Development Institute~~  
1 Berlin 19  
Messedamm 22, GERMANY

Dear Dr. Maletzke:

It was good to hear from you. As you can see I am no longer at Illinois. I am sorry to say that I have only one copy of my dissertation. The other might be available from the library of USC on interlibrary loan.

It might be easier to arrange another visit for you than to get a copy of the dissertation to you. Seriously, would you be interested in a visiting appointment at our school of communications for a semester or even an academic year? If you might have any interest in pursuing this matter, please write me a note and indicate the areas of teaching and research which you might be interested in pursuing here.

With best regards, to Mrs. Maletzke and you.

Sincerely,

GG:ls

P.S. A copy of our Bulletin has been sent to your old address. The Annenberg School, as you will see from the Bulletin description, offers a graduate program in Communications.

DR. GERHARD MALETZKE

c/o Deutsches Institut für Entwicklungs-  
politik

now:

1 Berlin 19, Messedamm 22

Dr. George Gerbner  
The Annenberg School  
of Communications  
University of Pennsylvania  
Philadelphia 19104

April 20, 1965

Dear Dr. Gerbner:

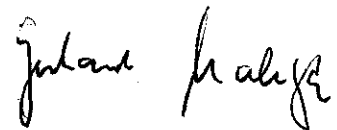
Thank you very much for your letter of April 8. I was pleased to learn that you are now teaching at the famous University of Pennsylvania. Thank you also for your inquiry whether I would be interested in spending a semester or an academic year at the Annenberg School of Communications. I think this a highly attractive proposal, and although I cannot say at this moment what course my activity here will take I would be very grateful if you could pursue this matter. If more concrete plans should crystallize I myself would suggest to deal with themes as e. g. "Problems of mass media in development countries", "Psychological fundamentals of propaganda", "Formation of the image of politicians via mass media", etc. In case these themes should still be too general we could think about finding a more specialized denomination.

As far as I can see it today, I will not be able to come to Philadelphia for a whole academic year.

In spite of your suggestion of another visit to the United States I shall try to get your dissertation from the library of USC on interlibrary loan.

Mrs. Maletzke joins me in sending you our kindest regards.

Sincerely yours,



April 23, 1965

Dr. Gerhard Maletzke  
c/o Deutsches Institut für  
Entwicklungspolitik  
1 Berlin 19  
Messedamm 22, GERMANY

Dear Dr. Maletzke:

I would like to pursue the possibility of your visit here. The themes you suggest would be of interest as they might be incorporated into course work. A visiting appointment would include teaching two courses or seminars. These may be those already listed in our Bulletin, or special courses developed by you.

In order to pursue further the practical problems involved, I would need an indication of the year and time of the year of a possible visit. Our fall term begins the first week of September and ends before Christmas. The Spring term begins about the middle of January and ends before the end of May.

It would also be helpful to have more information about the courses (a paragraph or so would suffice for now) you might want to teach, and the financial requirements that would make a one-term (or longer) visit feasible.

Is the Spring term of 1966 a possibility?

Sincerely yours,

GG:cw

DR. GERHARD MALETZKE c/o German Development Institute  
1 Berlin 19  
Messedamm 22

Mr. George Gerbner  
The Annenberg School  
of Communications  
University of Pennsylvania  
Philadelphia 19104  
U.S.A.

May 10, 1965

Dear Dr. Gerbner:

Thank you very much for your letter of April 23. I am delighted to hear that you intend to consider my visit in your course and seminar program. I am afraid, however, that the time of my visit seems to be a problem, for springtime 1966 will not be so convenient for me, as our Institute has just started its work and our course will last until May 1966. Within this time I can't leave my teaching and research work here. So I would like to suggest the time between September and December 1966. As soon as I can tell you something more definite about the realization of my visit I will give you details of my plans concerning my lectures and my research work. As to the financial requirements I myself have not any precise idea. So it is difficult to give you some suggestions. Perhaps there already exist general regulations or empirical values on this subject, and in case the costs for the voyage and the stay are included therein this question would not cause any trouble.

Sincerely Yours,

*Gerhard Maletzke*

Dr. Gerhard Maletzke c/o:

# DEUTSCHES INSTITUT FÜR ENTWICKLUNGSPOLITIK

Gemeinnützige Gesellschaft mbH

GERMAN DEVELOPMENT INSTITUTE

INSTITUT ALLEMAND DU DÉVELOPPEMENT

Professor Dr. George Gerbner

The Annenberg School of  
Communications  
University of Pennsylvania

Philadelphia 19104

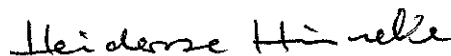
Berlin, January 18, 1966

Dear Dr. Gerbner:

For the preparation of an international symposium on "International Communication between Industrial and Developing Countries" which we have planned to be held in Berlin from March 28 - 31, 1966 I will start for the United States on Saturday, January 22, on the occasion of which I will try to spare one day to pay you a visit in Philadelphia. The dates provided for my visit will either be January 26 in connection with my visit to Princeton or February 4 shortly before I will start off for my flight back to New York.

In any case I will call you on and tell you the definite day.

Sincerely yours,



Heiderose Hüneke

Secretary to Dr. G. Maletzke

# DEUTSCHES INSTITUT FÜR ENTWICKLUNGSPOLITIK

Gemeinnützige Gesellschaft mbH

GERMAN DEVELOPMENT INSTITUTE

INSTITUT ALLEMAND DU DÉVELOPPEMENT

Dr. Georg Gerbner  
The Annenberg School of  
Journalism

Philadelphia/PENNSYLVANIA

U S A

Berlin, July 23, 1968  
Dr. Ma/na

Dear Dr. Gerbner,

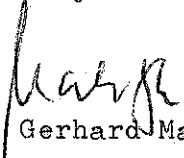
Last week I got a call from Dr. Kenneth Harwood who told me that he discussed with you my plans for a visit to the US next year.

After some extensive talks with my directors and colleagues I got the feeling that within the framework of my plans for 1969 it would be too early to make a visit in the US in spring. Returning from India at the end of January I shall need some months to elaborate the results of my investigations.

Please let me suggest that we postpone our plan to fall 1969. At that time probably I can make the trip to the US as a duty journey.

Hoping that you agree with my proposal I shall write a respective letter to Professor Dr. Harwood.

Cordially Yours,

  
(Dr. Gerhard Maletzke)

AIR MAIL

August 19, 1968

Dr. Gerhard Maletzke  
German Development Institute  
1 Berlin 19, Messedamm 22,  
GERMANY

Dear Dr. Maletzke:

I agree to the proposal made in your letter of July 23 and will be pleased to consider a visit in the fall of 1969. Please let me know your expected itinerary in the spring of 1969, because our lecture series for the fall is prepared at that time.

I hope that we can make suitable arrangements in collaboration with Dr. Kenneth Harwood of Temple University, and will be pleased to welcome you again at The Ammenberg School.

Sincerely yours,

GG:kaf

George Gerbner,  
Dean

CC: Dr. Kenneth Harwood

DR. GERHARD MALETZKE

-Wissenschaftszentrum Berlin-

1 Berlin 12, den 24.9.1970  
MM/Win - P

Hardenbergstr. 29c  
Tel.: (0311) 13 64 51

Herrn Professor  
Dr. George Gerbner  
The Annenberg School  
of Communication

Philadelphia/Pennsylvania 1904  
U S A

Dear Goerge,

it was a great pleasure for me to meet you again in Konstanz.

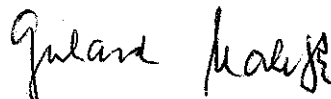
Today I have the following question: One of my former students who made his master's degree by a thesis concerning content analysis wants to go to the United States for a post-graduate study.

As you and your colleagues are working in the field of content analysis and related questions he considers to apply for a Fullbright grant and to spend a year at your school.

Could you be so kind as to send me some material concerning the Annenberg School and the present work done there. Moreover, do you see any possibility to give some grants for the living expenses during such a year of studies?

Thanking you for your kind reply and hoping to see you again soon I remain

sincerely yours,



(Dr. Gerhard Maletzke)

AIR MAIL

October 5, 1970

Dr. Gerhard Maletzke  
Wissenschaftszentrum Berlin  
Hardenbergstr. 29C  
1 Berlin 12,  
GERMANY

Dear Gerhard:

It was indeed good to see you again in Konstanz.

I am placing you on the list of those to receive our new Bulletin as soon as it is off the press, we hope in two or three weeks.

We would be pleased to receive your former student here and to assist him in every way possible. However, he would have to pay his own tuition in order to enroll in courses, and, as you will see in the Bulletin, that is rather expensive. Only candidates for a degree are eligible for grants or any other financial assistance from our University and School.

If I can help with any further information or advice, please let me know.

Sincerely yours,

GG:kas

George Gerbner,  
Professor of Communications  
and Dean

# WISSENSCHAFTSZENTRUM BERLIN

Gemeinnützige Gesellschaft mbH

SCIENCE CENTER BERLIN

CENTRE DES SCIENCES BERLIN

1 Berlin 38, 41, February 21st, 1972

~~XXXXXXXXXX~~ Lepsiusstr. 103

Telefon (0311) ~~82888~~ 791 1029

Telegramm-Anschrift:

SCIENCECENTER BERLIN

Dr. George Gerbner

The Annenberg School of  
Communication

University of Pennsylvania  
3620 Walnut Street

Philadelphia Pa 191 04

MM/Wi

Dear George,

in a summary of research projects which Dr. Hultén completed for the International Association for Mass Communication Research I found out, that you completed a study titled "Violence on Television Drama: Trends and Symbolic Functions".

As I myself collect material on this subject for a planned publication I would be very grateful to you, if you could send me this completed publication.

Hoping to see you again very soon, I remain

very sincerely yours,

  
(Dr. Gerhard Maletzke)

*Summary*

AIR MAIL

March 1, 1972

Dr. Gerhard Maletzke  
Science Center Berlin  
Lepsiusstr. 103  
GERMAN FEDERAL REPUBLIC

Dear Gerhard:

In response to your letter of February 21 I am sending you, enclosed, a summary of our completed study. The full study will be published in March as part of the report of the U.S. Surgeon General on Television and Social Behavior.

We are preparing to put out the first issue of the international newsletter about communications research that we have discussed from time to time, and I would appreciate receiving some brief items about your own communications research activities for inclusion in that issue.

I am looking forward to seeing you again soon.

Sincerely yours,

GG:kas  
encl.

George Gerbner,  
Professor of Communications  
and Dean

X-1  
WISSENSCHAFTSZENTRUM BERLIN

Gemeinnützige Gesellschaft mbH

SCIENCE CENTER BERLIN

CENTRE DES SCIENCES BERLIN

1 Berlin ~~88~~, 41, April 10th, 1972  
~~Georg-Lepsius-Str. 103~~  
Telefon (0311) ~~890381-820381~~ 791 1029  
Telegramm-Anschrift:  
SCIENCECENTER BERLIN  
MM/Wi

Prof. George Gerbner  
University of Pennsylvania  
the Annenberg School  
of Communications  
3620 Walnut Street  
Philadelphia 19104

Dear George,

Thank you very much for your letter, dated March 1, 1972 and for the manuscript, which is extremely instructive.

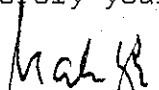
I for my part am working at the moment on a book on "International Mass Communication" which is supposed to be published in the beginning of 1973.

In this connection it might interest you, that I am becoming the manager of the project "Asian Mass Communication Research and Information Centre" (AMIC) in Singapore and that I am supposed to be there in May 1972.

My address in Singapore will be:

A M I C  
Ming Court Hotel  
Tanglin Road  
Singapore 10

Sincerely yours,

  
(Dr. Gerhard Maletzke)

January 9, 1973

Dr. Gerhard Maletzke  
AMIC  
Ming Court Hotel  
Tanglin Road  
SINGAPORE 10

Dear Gerhard:

I am writing to inquire about your interest in contributing to a volume devoted to the comparative study of mass communications. I have agreed to edit this book for Mouton publishers. The book is tentatively entitled MASS-PRODUCED COMMUNICATION; VARIETIES OF INDUSTRIAL CULTURE AND THEIR STUDY.

The book is designed to present chapter-length descriptions of what is known about various aspects of mass media organization, policy, content, functions, and effects. It will also discuss theoretical issues in comparative media studies, and report on the progress and prospects of communications research in several countries. Leading scholars and researchers around the world are contributing. I will provide a conceptual framework designed to facilitate comparative study and to focus on critical issues that mass media pose for all societies.

In general, I am seeking three types of contributions. Each type is intended to summarize the state of knowledge or the state of the art within its own scope and perhaps country or region. The first type is a discussion of media organization, policy, content, functions and effects in a particular nation or type of society. The emphasis may be on one or more of these aspects, but the paper should touch on all of them. The second type is a theoretical contribution summing up current thinking about social communication in a nation or type of society. The third deals with mass communication study and media research -- its organization, functions, and prospects -- again in a country or type of society. Combinations of all these are also possible.

I hope you will be interested in contributing to our book from your own area and vantage point. Although all chapters will be in English, we expect the book to be an important international publication and a useful sourcebook and text in many countries.

If you are willing to consider becoming one of our contributors, please reply immediately to this preliminary inquiry. My next step is to formulate the specific parts, chapter contents, and titles in light of your own suggestions. In a complex effort of this kind I want to rely on your expertise to design the final outline. Therefore, please send me your response in the form of a one or two paragraph statement of the type and scope of your preference for your own potential contribution (or contributions, if you care to propose more than one), and a tentative title for your proposed chapter.

After that, the general editor of the Mouton series will issue on behalf of the publisher a formal invitation, specify that an honorarium of \$300 will be payable upon acceptance of your manuscript, and inform you that your finished manuscript will be due one year from the date of the invitation. In addition, I will send you a table of contents drawn up on the basis of responses to this letter, and the draft of an introductory chapter designed to provide a framework of common terms and issues.

I am enthusiastic about the prospect of working with you in this pioneering international venture. I hope it will be a landmark not only in comparative communications study and research but also in deeper understanding and respect for the integrity of cultural processes that both bind and divide the emerging order of modern mass cultures.

I hope to hear from you very soon.

Sincerely yours,

GG:kas

George Gerbner,  
Professor of Communications  
and Dean

P.S. If you would like to suggest other eminent scholars who could make authoritative contributions along the lines indicated, please let me know.

DR. GERHARD MALETZKE

Berlin, February 13, 1973

Ask for article  
on AMCC.

File

Dear George:

many thanks for your kind letter of January 9, which I got during a leave in Germany. I feel highly honoured by your proposal to contribute an article for your planned book, and I can assure you that I should like very much to write such an article. But unfortunately my work in Amic requires all my energy, and in the sparse time I find for writing articles I must fulfil some older commitments.

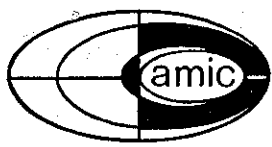
I hope you understand my decision. In my opinion it would be of no use if I promise something of which I am not quite sure whether I can keep it.

Concerning your question about other colleagues who perhaps can write an article for your book: What about Prof. Dr. Winfried Lerg (University of Münster)? Or Dr. Wolfgang Langenbacher (University of Munich)? Or Prof. Dr. Kaarle Nordenstreng and his colleagues in Finland?

Hoping to meet you again here or there,

sincerely yours

Juland



Intercom

Now ? don't have  
copy.

Maletzke

**ASIAN MASS COMMUNICATION RESEARCH AND INFORMATION CENTRE**  
MING COURT HOTEL • TANGLIN ROAD • SINGAPORE 10

August 14, 1973.

Prof. George Gerbner,  
The Annenberg School of Communications,  
University of Pennsylvania,  
3620 Walnut Street,  
Philadelphia 19104,  
U.S.A.

Dear George,

As indicated in my last letter dated June 26, 1973, I have written a short article on Amic, which I am sending you today. Please feel completely free to do as you like with this article.

Best wishes,

Very sincerely yours,

Gerhard Maletzke  
Deputy Secretary-General.

Encl:  
GM/cc

Asian Mass Communication Research and Information Centre (Amic)

The Asian Mass Communication Research and Information Centre (Amic) was founded in February 1971 as a joint project of the Government of Singapore and the Friedrich-Ebert-Stiftung. Amic is a non-profit international institution. The Friedrich-Ebert-Stiftung is providing financial support to Amic at the initial phase.

(At present Amic's activities cover 20 Asian countries from Iran to Korea including greatly diverse countries such as India, Japan, and Nepal.) Singapore, where Amic's secretariat is located, has the advantage of being centrally situated in the region. Moreover, it is a modern city offering efficient communication and transportation facilities. There are two universities and a number of cultural and journalistic institutions.

(The Secretary-General of Amic is the well-known Indian social scientist Dr. Y.V.L. Rao.) The Deputy Secretary-General is Dr. Gerhard Maletzke (Germany).) There are three senior programme specialists from India, the Philippines, and Singapore and four assistant programme specialists from Korea, the Philippines, and Singapore in Amic. (Altogether there are 20 staff members in the secretariat.)

Amic is a membership organization. Anyone interested in promoting mass communication in Asia can apply for membership. At present Amic has about 500 members, which are social scientists, media practitioners, and government communicators. From among the members, a network of about 50 correspondents who collect materials relating to mass communication in their respective countries has been set up.

Regarding Amic's activities:

In the field of documentation and information, Amic is building up a library concentrating on the collection, processing and retrieval of "fugitive" material, that is, material which is not available in bookstores but which has been produced as manuscripts, research reports, conference papers, annual reports, and others. To make this material available to interested persons and institutions, Amic publishes a quarterly "documentation list." In addition, important research reports are abstracted.

[Amic organizes seminars and conferences on various topics in the field of communication in Asia. These are held in different places in the region.] For instance, an "Asian Conference of Editors of Mass Communication Periodicals" was held in Singapore; a series of four seminars on "Communication Teaching and Training" in Bali (Indonesia), Kuala Lumpur (Malaysia), Colombo (Sri Lanka) and Seoul (Korea); a Regional Seminar on "Information Storage, Retrieval and Dissemination" in Bangkok (Thailand), a Regional Conference on "Communication and Change in Rural Asia" in Bangalore (India). [Amic's Travelling Seminars are also held in which small groups of communication specialists visit important institutions in the region to get information on the various communication aspects in different countries.] The first Travelling Seminar visited Indonesia, Malaysia, the Philippines, Hongkong, Taiwan and Japan.

Recently, several small work group meetings have been held for consultative purposes for Amic's planned activities.

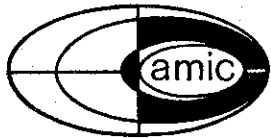
Another of Amic's activities is publication. At present Amic publishes a quarterly "Asian Mass Communication Bulletin", a quarterly "Documentation List," a bi-annual "Index of Periodicals" and an annual "Checklist of Theses." In addition, Amic is preparing the publication of monographs, a "Directory of Mass Communication Institutions in Asia," and "Annotated Bibliography of Mass Communication in Asia." The first issue of "Media Asia," and Asian mass communication quarterly, is scheduled for publication in January 1974.

(In research, Amic normally does not conduct any empirical studies of its own.) Amic's role in this regard is primarily one of the stimulation, consultation, coordination, and support of research work done by the various Asian institutions. Amic especially is trying to promote joint research by two or more countries in the region. The research work supported by Amic is highly oriented towards practical application. The results of these studies will be published as Amic monographs or as articles in "Media Asia."

Finally, Amic is supporting Asian teaching and research institutions in mass communication by making available books, periodicals, technical equipment, and meets requests for guest lectures by members of the Amic staff.

On the whole, Amic's programme of activities strives to be practical and in consonance with the particular conditions and problems of mass communication in Asia.

Maletzke



**ASIAN MASS COMMUNICATION RESEARCH AND INFORMATION CENTRE**  
MING COURT HOTEL • TANGLIN ROAD • SINGAPORE 10

Dr. Gerhard Maletzke

December 14, 1973

George Gerbner,  
Editor,  
The Annenberg School of Comm.,  
University of Pennsylvania,  
3620 Walnut Street C5,  
Philadelphia, PA 19174.

Dear George,

I thank you very much for your letter of November 26 which was highly impressive concerning the work which you and your colleagues did for the "Journal of Communication."

Of course, I am willing to contribute as much as possible to the Journal. Unfortunately, for the coming three or four weeks I will be extremely busy; but I can assure you that until the next deadline, I will and can send to you at least some reports on Amic's activities and perhaps some other contributions.

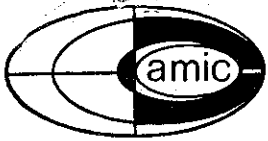
Concerning possible symposium topics, I think it would be worthwhile and necessary to discuss "The Ideology of Mass Communication and Mass Communication Research," but certainly this would be ~~an~~ a very controversial subject, and I am not quite sure whether you would find enough contributors who are ready to deal with this topic.

With my best wishes and greetings for Christmas and the New Year,

Sincerely yours,

Dr. Gerhard Maletzke  
Deputy Secretary-General

GM:cl



**ASIAN MASS COMMUNICATION RESEARCH AND INFORMATION CENTRE**  
MING COURT HOTEL • TANGLIN ROAD • SINGAPORE 10

March 12, 1974.

Prof. George Gerbner,  
The Annenberg School of Communications,  
University of Pennsylvania,  
3620 Walnut Street,  
Philadelphia 19104,  
U.S.A.

Dear George,

Please let me tell you that in my opinion the 'new' "Journal of Communication" is really a great step ahead in our discipline. I want to say my congratulations because this is the kind of quarterly we need in our daily work. Let me repeat that it is an honour for me to be a Consulting and Contributing Editor of this publication and that I will try my best to promote this Journal.

Very sincerely yours,

Gerhard Maletzke  
Deputy Secretary-General

GM/cg

March 27, 1974  
AIR MAIL

Dr. Gerhard Maletzke  
Deputy Secretary-General  
Asian Mass Communication Research & Information Centre  
Ming Court Hotel  
Tanglin Road  
SINGAPORE 10

Dear Gerhard:

Thank you for your kind comments of March 12. You can help a great deal by calling my attention to work and potential articles of high quality, and by contributing from time to time yourself.

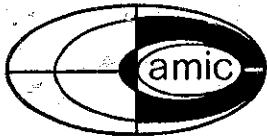
I am enclosing a table of contents of the spring issue for your information.

Let me know when I can receive an article or report from you.

Sincerely yours,

George Gerbner

GG:kas  
encl.



ASIAN MASS COMMUNICATION  
RESEARCH AND INFORMATION CENTRE  
89 NEWTON ROAD,  
SINGAPORE 11.

**ASIAN MASS COMMUNICATION RESEARCH AND INFORMATION CENTRE**  
~~MINTEL COURT HOTEL XXX TANGKIN ROAD XXX SINGAPORE 10~~

May 7th, 1974  
Dr. M/Gr

Mr.  
George Gerbner  
Journal of Communication  
Editorial Office  
University of Pennsylvania  
3620 Walnut Street C 5  
Philadelphia, PA. 19174

Dear George,

thank you very much for your letter of April 19th and the interesting contents of the spring issue of the Journal of Communication.

With great interest I looked through the list of books available for review. Unfortunately in the next weeks I will be too busy to be engaged in this business but let me mention that one of our highly qualified staff members, Dr. Sinha, showed some interest in writing reviews of some of these books, which he marked on this list. From a professional point of view I fully can recommend him but of course it is completely up to you whether you will make use of this proposal.

In June I am going to Europe for my home leave and I hope very much then to find the time for writing a short article or report for the Journal.

Very sincerely yours,

*Gerhard*  
(Dr. Gerhard Maletzke)  
Deputy Secretary-General

JOURNAL OF COMMUNICATION

Books Available for Review

- X How To Write News For Broadcast and Print Media by David Dary. ✓ a  
Summit, Pa.: TAB Books, 1973, 192 pages.
- Bohater Filmowy (The Film Hero) by Kazimierz Zygulski. Warsaw:  
Wydawnictwa Artystyczn I Filmowe, 1973, 199 pages.
- Foundations of Linguistics by Franklin Southworth and Chander Daswani.  
N.Y.: Macmillan Publishing Co., Inc., 1974, 350 pages.
- XX New Models for Mass Communication Research by Peter Clarke. Beverly Hills, California: Sage Publications, 1973, 307 pages. ✓ a
- Psychological Processes in Pattern Recognition by Stephen K. Reed.  
N.Y.: Academic Press, 1973, 244 pages.
- Articulation and Learning edited by W. Dean Wolfe and Daniel J. Goulding.  
Springfield, Ill.: Charles C. Thomas, 1973, 272 pages.
- XX The Political Impact of Mass Media by Colin Seymour-Ure. Beverly Hills, California: Sage Publications, 1974, 296 pages, \$15.00. ✓ a
- X Invisible Colleges: Diffusion of Knowledge in Scientific Communities by Diana Crane. Chicago: University of Chicago Press, 1972; 213 pages. ✓ a
- Law and the Student Press by George E. Stevens and John B. Webster. Ames, Iowa: Iowa State University Press, 1973.
- Let's Talk by Freda S. Sathre, Ray W. Olson, and Clarissa I. Whitney.  
Glenview, Ill.: Scott, Foresman and Co., 1973, 148 pages.
- Regional Theatre by Joseph Wesley Zeigler. Minneapolis, Minn.: University of Minnesota Press, 1973.
- Speech Reticence: Sounds and Silence by Carl Johnson. Fort Collins, Colo.: Shields Publishing Co., Inc., 1973, 134 pages.
- XX The Manufacture of News. A Reader by Stanley Cohen and Jock Young. Beverly Hills, California: Sage Publications, 1973, 383 pages. ✓ a
- XX The Speaker and His Audience by Martin P. Andersen, E. Ray Nichols, Jr., and Herbert W. Booth. New York: Harper & Row, 1974, 580 pages, \$7.95. ✓ a
- Discussion: The Process of Group Decision-Making by Dennis S. Gouran.  
New York: Harper & Row, 1974, 199 pages, \$8.00.
- Human Behavior in the Social Environment by Ralph E. Anderson and Irl E. Carter. Chicago, Ill.: Aldine Publishing Co., 1974, 183 pages, \$8.50.

Interracial Communication by Andrea L. Rich. N.Y.: Harper & Row, 1974. ✓ a  
212 pages.

Mass Media and the Secondary School by Graham Murdock and Guy Phelps.  
London: Macmillan, 1973, 196 pages, \$3.50.

X ✓ Freedom of the Press For Whom? The Right of Access to Mass Media by Jerome  
A. Barron. Bloomington, Ind.: Indiana University Press, 1973, 368  
pages, \$8.95. ✓ a

Communicational Structure: Analysis of a Psychotherapy Transaction by  
Albert E. Scheflen, M.D. Bloomington, Ind.: Indiana University Press,  
1973, 378 pages, \$15.00.

Communication with Extraterrestrial Intelligence by Carl Sagan. Cambridge,  
Massachusetts: The MIT Press, 1973, 428 pages, \$10.00.

A Psychology of Picture Perception by John M. Kennedy. San Francisco,  
California: Jossey-Bass, Inc., Publishers, 1974, 174 pages.

X ✓ The Shadow in the Cave: The Broadcaster, His Audience, and the State by  
Anthony Smith. Chicago, Illinois: University of Illinois Press,  
1973, 351 pages.

X ✓ La Communication: Et Les Mass Media by Abraham Moles and Claude Zeltmann.  
Verviers, Belgium: Gerard and Company, 1973, 758 pages.

X ✓ Communication Probes by Brent D. Peterson, Gerald M. Goldhaber and  
R. Wayne Pace. Chicago, Illinois: Science Research Associates, Inc.,  
1974, 212 pages. ✓ a

X ✓ Journalists at Work. Specialist Correspondents: Their News Organizations,  
News Sources, & Competitor-Colleagues by Jeremy Tunstall. Beverly Hills,  
California: Sage Publications, 1974, 304 pages, \$12.00. ✓ a

F  
May 28, 1974

AIR MAIL

Dr. Gerhard Maletzke  
Deputy Secretary-General  
Asian Mass Communication Research & Information Centre  
39 Newton Road  
Singapore 11

Dear Gerhard:

Thank you for your letter of May 7. By separate cover I am sending The Speaker and His Audience, the only book on Dr. Sinha's list still available. I will send this book directly to Dr. Sinha, and appreciate his willingness to write a review for us.

The deadline for this review is December 15.

I look forward to hearing from you and from Dr. Sinha.

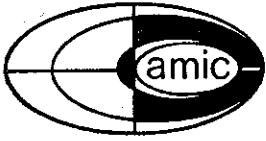
Sincerely yours,

George Gerbner

GG:kan

CC: Dr. Sinha

book sent to Dr. Sinha 5/29/74 under separate cover  
THE SPEAKER AND HIS AUDIENCE by Martin P. Andersen, E. Ray Nichols, Jr.,  
and Herbert W. Booth. New York: Harper and Row, 1974, 580 pages, \$7.95.



**ASIAN MASS COMMUNICATION RESEARCH AND INFORMATION CENTRE**  
39 NEWTON ROAD • SINGAPORE 11

March 26th, 1975

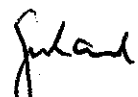
Mr. George Gerbner  
Journal of Communication  
Editorial Office  
  
University of Pennsylvania  
3620 Walnut Street C 5  
Philadelphia, PA 19174

Dear George,

unfortunately I was not able to attend the meeting in Leipzig because I was suffering from a hepatitis. Now, after returning to Singapore, I want to tell you that I am ready and willing to do anything for the "Journal of Communication" whatever you think I can do. Please let me know whether I should write an article (f.e. on the "Use of Anthropology for Mass Communication Research") or some book reviews.

Hoping to meet you soon here or there, I remain

yours sincerely,

  
(Dr. Gerhard Maletzke)

April 14, 1975

Dr. Gerhard Maletzke  
Asian Mass Communication Research and Information Centre  
39 Newton Rd.  
Singapore 11

Dear Gerhard:

I was sorry to miss you in Leipzig and to learn that you were suffering from Hepatitis. I hope you are fully recovered and feeling good.

How about writing an article or at least a 1-2 page description for INTERCOM on the work of AMIC?

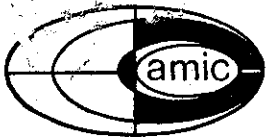
I am enclosing a list of books currently available for review. Please mark several in order of your preference so that I can send you the book of your choice that is still available.

With best regards,

Sincerely yours,

George Gerbner

GG:kas  
encl.



**ASIAN MASS COMMUNICATION RESEARCH AND INFORMATION CENTRE**  
39 NEWTON ROAD • SINGAPORE 11

Mr. George Gerbner  
Journal of Communication  
- Editorial Office -

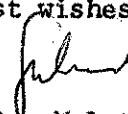
University of Pennsylvania  
3620 Walnut Street C 5  
Philadelphia, PA, 19174

October 16th, 1975  
Dr. M/Je.

Dear George,

enclosed please find a review of the book of Penland and Williams. I hope this review fits the standard of the "Journal of Communication". If not, please throw it away.

Best wishes, Yours sincerely,

  
(Dr. Maletzke)

Encl.

November 12, 1975

Dr. Gerhard Maletzke  
Asian Mass Communication Research  
and Information Centre  
39 Newton Road  
Singapore 11

Dear Gerhard:

Thanks for your letter of October 16 and the review of the book by Penland and Williams. Unfortunately, we cannot use the review in this form. May I ask you to provide some brief information about the contents of the book (rather than the functions of librarians), and then point out that the title is misleading etc.

I hope to hear from you soon.

Best regards.

Sincerely yours,

George Gerbner,  
Editor

GG:kas

DR. GERHARD MALETZKE

5300 Bonn-Bad Godesberg, 25.11.1976  
Cäsariusstr. 9

Dear George,

I beg your pardon that I did not write to you for several months. Since my return to Germany I was extremely busy and sometimes travelling around. But more and more I have a bad feeling concerning our communication which is, or should be, a regular communication between communicators.

Today I want to underline that now I have more time than in the previous months and that I am willing and ready to become more active for the "Journal of Communication", provided that you are interested in contributions of mine. So I would like to ask you what I can do in this direction. Book-reviews? Articles? What else?

By the way: Recently I published a book on "Goals and effects of mass communication. Are you interested in getting a copy? Unfortunately this book has as yet been published only in German.

Hoping that you are well I remain

sincerely yours

*Gerhard*

December 6, 1976

Dr. Gerhard Maletzke  
5300 Bonn-Bad Godesberg  
Casariusstr 9  
GERMANY

Dear Gerhard:

Thank you for your letter of November 25. I was very pleased to read that you are willing to make further contributions to the Journal. Let me suggest that you pick out the two or three most important books published in German, and review them for us. You can send me two or three reviews a year, if you wish.

You should also send me a review copy of your own book. I have others who can also review books in German.

I look forward to hearing from you.

Sincerely yours,

George Gerbner,  
Editor

GG:kas

June 27, 1977

Dr. Gerhard Maletzke  
3500 Bonn - Bad Godesberg  
Casariusstrasse 9  
West Germany

Dear Gerhard:

I am sorry that you were prevented from attending our conference in Berlin. We had a successful session and I will keep you posted on developments with regard to a forthcoming international policy research symposium on world communications.

Yes, I would appreciate your writing a review of the book by Josef Hackforth, Massenmedien und ihre Wirkungen (Mass Media and their Effects). I suggest that you write the review in English and I will make the necessary corrections.

I will keep in mind your situation and alert you to any possibilities that come to my attention. We have no visiting professors openings in the foreseeable future, but if something develops, I will certainly let you know.

I look forward to reading your book review manuscript, and hearing from you again.

Sincerely yours,

George Gerbner  
Editor

GG:ab

G. Maletzke

3500 Bonn - Bad Godesberg, ~~19.6.1977~~  
Cäsariusstr. 9

Dear George,

I am awfully sorry that I was unable to attend your meeting in Berlin. Just in those days I had terrible pains from a wounding from the last great War, and I had to get some injections which forced me to have a rest. I asked the conference office to inform you about this situation, but I am not certain whether this message reached you.

Please, let me assure you that I am, as always, trying to keep contact with you. Concerning the "Journal of Communication" I would suggest to write a review of a book by Josef Hackforth: "Massenmedien und ihre Wirkungen" (Mass media and their effects). Are you interested? Shall I write this review in German and you get it translated there? Or shall I try my best in English and you bring it into good style?

By the way: Because at present I am without a permanent job, I dare to ask you: Do you see a possibility to work for a while in the Annenberg School? I would need some sponsorship for travelling over there and for living there. Anyhow, I enclose a Curriculum Vitae (unfortunately in German) for your information.

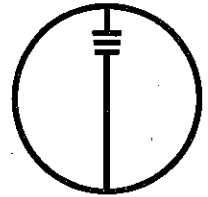
All my best wishes to you,

Sincerely yours

*Johand*

MALETZKE

Süddeutscher  
Rundfunk  
Stuttgart



Anstalt des öffentlichen Rechts

Süddeutscher Rundfunk, Postfach 837, 7000 Stuttgart 1

Prof. Dr. George Gerbner  
Annenberg School of  
Communications  
University of Philadelphia  
3620 Walnut Street  
Philadelphia, PA 19104  
U.S.A.

Abteilung

Medienforschung

Telefon (0711) 288 - 2025

Ihr Zeichen

Ihre Nachricht vom

Unser Zeichen

Datum

GM/bau

June 12, 1980

Dear George,

once again I want to thank you for giving me the opportunity to attend the Philadelphia Conference. It was a perfectly organized and highly stimulating congress. Please give my warmest thanks to your co-workers in the Annenberg Schools.

For my colleagues in the German broadcasting stations I wrote a short report on your conference of which I am sending you a copy.

Hoping to have an opportunity to meet you again soon, I remain

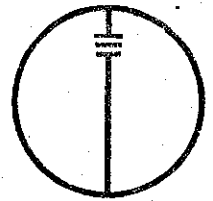
very sincerely yours

*J. J. J.*

Incl.

*Mailed as is*

**Süddeutscher  
Rundfunk  
Stuttgart**



Anstalt des öffentlichen Rechts

Süddeutscher Rundfunk, Postfach 837, 7000 Stuttgart 1

Abteilung Medienforschung

Prof. Dr. George Gerbner  
University of Pennsylvania  
The Annenberg School of Communications  
3620 Walnut Street C 5  
Philadelphia, PA 19104  
U.S.A.

Telefon (07 11) 288

Ihr Zeichen

Ihre Nachricht vom

Unser Zeichen

Datum

M/bau

Feb. 19, 1981

Dear George,

one of my colleagues is working on problems of heavy television viewing. In this connection I would like to ask you whether you could send to us a copy each of the following articles:

Gensch and Shamann (1979)  
The Estimation of Total Network Television Viewing  
Working Paper 3/15/79  
School of Business Administration  
University of Wisconsin-Milwaukee

George Gerbner (1976)  
Violence Profile No. 7  
A Technical Report  
Annenberg School of Communications

*} This is old. Current (#11) is mailed.*

*I know nothing about this for best figures see current Journal of Comm.*

Hoping that you are well, I remain

very sincerely yours

*Maletzke*

(Dr. Gerhard Maletzke)

*Best regards!  
George*

September 15, 1981

Dr. Gerhard Maletzke  
Suddeutscher Rundfunk  
Postfach 837  
7000 Stuttgart 1 FEDERAL REPUBLIC OF GERMANY

Dear Gerhard:

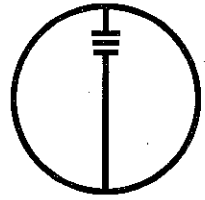
Thank you for writing to me about Ms. Doris Lapple, who is here and happily settled in Professor Hornik's course.

She is an enterprising young woman and I am pleased to be of assistance.

Sincerely yours,

George Gerbner  
Professor of Communications  
and Dean

GG:ab



Süddeutscher Rundfunk, Postfach 837, 7000 Stuttgart 1

Abteilung

Prof.  
Dr. George Gerbner  
The Annenberg School  
of Journalism  
University of Pennsylvania  
3620 Walnut Street  
Philadelphia, Pa. 19 104  
U.S.A.

Telefon (0711) 288

Ihr Zeichen

Ihre Nachricht vom

Unser Zeichen

Datum

M/bau

August 25, 1981

Dear George,

a student of mine, Miss Doris Läßle, will stay for one year in Philadelphia. Because she is highly interested in problems of communication in developing countries and since she intends to make the Master's Degree (and perhaps later on the Ph.D.) in this field, she would like to participate in Prof. Hornik's course on "Communication and Development". Although she is not a regular student of the University of Philadelphia, I would be very grateful to you, if you could admit her to this course.

Let me mention in addition, that Miss Läßle has already a Master's Degree in Economics and that I know her as a very able and sincere student in journalism.

With best wishes

sincerely yours,