

CABLE ADDRESS  
"IREXBORD"

INTERNATIONAL RESEARCH AND EXCHANGES BOARD  
110 EAST 59TH STREET  
NEW YORK, N. Y. 10022  
PLAZA 2-9510

ALLEN H. KASSOF  
EXECUTIVE DIRECTOR

SPONSORED BY  
AMERICAN COUNCIL OF LEARNED  
SOCIETIES  
SOCIAL SCIENCE RESEARCH COUNCIL

July 16, 1969

Professor Alfred J. Rieber  
Department of History  
University of Pennsylvania  
Philadelphia, Pennsylvania 19104

Dear Professor Rieber:

We have just received confirmation that Mr. Gyorgy Marvanyi, the Hungarian scholar whom you agreed to accept for the fall semester, will be coming to your campus in mid-September to begin his period of research.

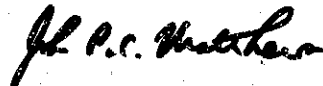
As you may know, we have been authorized to act as the official sponsor for the foreign scholars coming on this exchange and therefore you need not issue a BSP-66 form for this scholar as we have already done so.

Mr. Marvanyi will be participating in an intensive American English course at Columbia University from August 16 to September 13 prior to his arrival on your campus. Detailed information on his arrival time will be sent to you as soon as final travel arrangements have been made.

We would appreciate your giving us an estimate of the cost of housing and an indication of whatever tentative arrangements have been made. We will need an estimate on housing so that we may transfer the necessary funds shortly after Mr. Marvanyi's arrival on your campus. In your reply, please indicate to whom these funds should be sent.

If you have any questions, we shall be happy to be of assistance.

Sincerely yours,



John P. C. Matthews  
Deputy Director

JPCM/jd  
cc: Dean George Gerbner

FROM

A. J. Rieker

6/10

Dr. George Gerbner

## NOTE ON THE EXCHANGE WITH EASTERN EUROPE

### BACKGROUND:

The International Research and Exchanges Board (IREX) is a new organization which is jointly sponsored by the American Council of Learned Societies and the Social Science Research Council. It is at present administering scholarly exchange programs with Hungary, Poland, Romania, Yugoslavia and the U.S.S.R. In addition, as of July 1, IREX will officially become the successor organization of the Inter-University Committee on Travel Grants and will assume responsibility for all of the programs presently administered by the Committee. These include exchanges with Bulgaria and Czechoslovakia.

### INFORMATION ABOUT THE SCHOLAR:

According to the terms of the agreements, each country submits data sheets for the scholars it is nominating. (See attachment) These data sheets describe the background and interests of their scholars, the placement and the period of time which they wish to spend in the United States. Included is "Attachment A" of the agreement, as it provides the questions which correspond numerically to the answers given in the data sheets.

Copies of the data sheet are being sent to all the academic institutions listed by the scholar, and we request that you consider the ability of your university (college) to receive the nominee for the full period of time he wishes to be in our country. A final program will be arranged after all universities have responded to this initial request for information.

We also ask that you consider carefully the possible limitations of your institution's ability to serve the nominee's research needs and interests.

### FINANCIAL ARRANGEMENTS:

IREX will provide funds to your institution to cover the cost of the scholar's room, board and miscellaneous expenses, according to the exchange agreement with the East European authorities. The scholar will also receive allowances for books and microfilming. It is assumed that no tuition or fees will be required since the nominees are, in most cases, the equivalent of post-doctoral researchers, and are, in all cases, not degree candidates. It will not be possible to provide funds for the purchase of capital equipment which might be needed for the nominee's work in the United States. We can assist in the purchase of non-capital, expendable research materials, and we ask that you provide an estimate of such expenses involved in the scholar's work.

IF YOU ARE ABLE TO RECEIVE THE SCHOLAR:

Please complete the attached response form. List any possible conditions you would place on your acceptance due to divergencies between the nominee's interests and the interests and facilities of your institution. This will assist us in determining where the scholar can best be served, and help us to avoid problems after his arrival in the United States. This is particularly important for nominees in the sciences whose orientation may be more applied or industrial in nature than research found on most American university campuses.

IREX will inform you of the placement arrangements for the scholar as soon as a final decision is reached.

Please do not correspond with the nominee until you have been informed by IREX that he will be coming to the United States. If you have questions concerning his interests, or your ability to serve him, please contact us. We will attempt to obtain any additional information which you may desire.

In the past, IREX has learned that some of the East European nominees have written to the scholars in American universities concerning placement at certain universities, without indicating this on his data sheet. If you have corresponded with the scholar concerning his proposed visit prior to receipt of his data sheet, please send copies of this correspondence to us along with your response form.

IF YOU ARE UNABLE TO RECEIVE THE SCHOLAR:

A brief statement outlining the reasons for your decision will be greatly appreciated. This will be for our information only. Your comments on the relative merits of the institutions listed on the data sheet, as well as your suggestions as to additional academic institutions which might serve his needs well, will be greatly appreciated, since it will aid IREX in making proper placement arrangements for the scholar. If you suggest other institutions, please include the names and departments of scholars who might be interested. Placement at an industrial installation is not possible. After the scholar's arrival, visits to industries may be possible.

VISA ELIGIBILITY:

Copies of the data sheet have also been sent to the Department of State to determine the nominee's eligibility for a visa. In the past, the State Department has not been able to issue visas to some of the East European nominees because of the sensitivity of their fields of study. We shall inform you should any problems develop.

If you have any questions about the exchange, please contact Mr. John P. C. Matthews, Deputy Director, or Mrs. Laurel Carmichael, Assistant to the Executive Director. Please note that our address after June 1 will be 110 East 59th Street, New York, New York 10022.

Name:

I. GYÖRGY MARVÁNYI

Attachment A-Form 2

Address: II. Budapest, II. Labanc ut 7/B

Birthplace: III. Budapest, Hungary

Birthdate: IV. 21. IV. 1929

Field: V. Theory of mass communication

Present employment: VI. Eötvös Loránd University of Science, Budapest, Faculty of

Literature, Chair of Adult Education. Lecturer on mass communication and adult education.

Academy of Theatre and Film Arts, Budapest.

Lecturer on theory of mass communication and TV as a mass medium.

Hungarian Television, Budapest.

Head of Current Affairs Dept.

Institutions attended: VII. Eötvös Loránd University of Science, Budapest,

M.A. Ph.D. Hungarian Language and Literature, 1954-57.

Has corresponded with:

VIII. --

Previous relevant positions:

IX. Member of Editorial Board of the TV Review

Publications:

X. Radio, TV and Adult Education /notes of the university

lectures Tankönyvtárs, Budapest

Specifics of TV Journalism; Report to the III. Hungarian Festival of Documentary and TV Films.

British TV in Premier Plan /Radio and TV Review/

"Newspaper" - on the screen /Magyar Szó 1964/

Everybody is an Eyewitness... /Yearbook of Hungarian Radio and TV 1965/

Since the Beginnings of Things There was the TV....

/Magyar Szó/

Subjective Remarks on Objective Figures /TV Review/

Effect Analysis of the Hungarian TV News /TV Review/

Publications: (cont.)

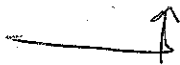
The Function and Role of TV in the Field of Information/TV Review,  
Aesthetics and Television /Uj Irda 1969/

Honors and  
achievements: I. —  
II. —  
III.

- Research proposal:
- 1./ New studies and results in mass communication research with special attention, to
    - a./ the effects of mass media on the political development of a given society;
    - b./ the effects of mass media on the political knowledge of the public and on the social mobility and activity of the audience.
    - c./ the position and role of mass media in the structure of a highly developed industrial society; the impact of TV on the traditional press.
  - 2./ The current research work and the methodology of research in the topics below:
    - the role of mass communication in the formation of the audience's attitude;
    - the motifs of the persuasive communication in TV information programs;
    - the modification of the theory of "two step flow of communication" after TV became one of the dominating source of informations;
    - opinion leadership and television personalities; group membership and TV;
    - the psychological advantages of audio-visual communication with special respect of colour TV;

- the prestige and the credibility of communi-  
cators in the TV.

3./ Planning, organization and ~~own~~ program coordination of  
of  
multi channelled TV networks. Visit ~~in~~ the leading TV  
companies.



The institutions of higher research and learning in which  
I wish to conduct my studies, and the names of consultants:

University of Pennsylvania, The Annenberg School of  
communication:

George Gerbner

Harvard University

David Riesman

Harvard Business School

Raymond A. Bauer

Massachusetts Institute of Technology

Ithiel de Sola Pool

Lucien S. W. Hye

Columbia University, (Public Broadcasting Lab.)

Fred Friendly

Stanford University

Wilbur Schramm

Richard H. Kagen

University of California, Los Angeles

Jack Lyle

Yale University

Carl I. Nevland

William McGuire

Irving L. Janis

Harold H. Kelley

Washington State University  
Prof. Eisenstein

National E Opinion research Center /Chicago/

A.C. Nielsen Co. /Chicago/

CHI Research Center

Joseph E. Klapper

Other consultants: Paul P. Lazarfeld

Leo Bagart

During my studies I need to travel to the places mentioned above.

I would like to use the libraries of the respective universities, and to take part in the laboratory research which are going on, and in addition to conduct independent research work.

Willing to lecture:

XIII.

Period of

study: XIV.

A. / One-half academic year beginning in September

English XV.

Proficiency:

Reading: good

Writing: satisfactory

Speaking: good

Other languages:

Understanding of the spoken language: good

XVI.

Family accompanying:

XVII.

AIR MAIL

October 9, 1972

Dr. George L. Marvanyi  
Head of Current Affairs Department  
Magyar Televizio  
V. Szabadsag Ter 17  
Budapest, HUNGARY

Dear George:

I was pleased to receive your letter of September 28 and to know that you are well and back to work. We are all fine and busy as usual. We expect to be in Budapest next July or August, and hope to see you and Judith then, if not before.

As to our joint project, after many delays because of computer problems we are now about to get our first frequencies and cross-tabulations of the results. After we get that, we begin the more detailed analysis of the findings. I will be pleased to send you any of these data and to collaborate with you on the final report if you let me know that you are interested in and willing to do that.

With best regards.

Sincerely yours,

GG:kas  
encl.

George Gerbner,  
Professor of Communications  
and Dean



# MAGYAR TELEVÍZIÓ

BUDAPEST, V., SZABADSÁG TÉR 17

Telefon: 113-200

Telex: 463

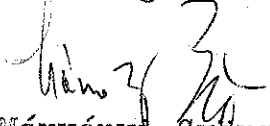
Prof. George Gerbner  
Dean, The Annenberg School of Communication  
University of Pennsylvania  
3620 Walnut street,  
Philadelphia, Pa. 19104

Dear George!

After a postponed and delayed Summer holiday I resumed my duties here, in the Television and as your partner in our common study. I assume that the completion of the sample was successful, and now a new phase of the work would open. I would be very thankful if you or Bob Adels would inform me about the present status of the study.

My personal life goes on as it used to go, my son entered to the Eötvös Loránd University as a student of the Hungarian language and literature and the adult education.

I hope that both you and Ilona are well together with the boys. Let me send to you my best greetings:

  
/Márványi György/

Budapest, 28.IX.1972

26.I.74

Dear George!

Since your Summer visit many important things happened to me and these events hindered the necessary reopening of our conversations.

First of all, my mother died in the middle of November and this brought important changes to my life. I had to manage all those terrible things which are connected with one's obituary starting with the autopsy, the funeral, going through the senseless buerocrcy of offices, companies etc. Her sister who is no 80 year old /she was 75/ needs less care, because she is not ill as my mother was, but it is impossible to let her live alone, and for that ~~XXXXX~~ reason I changed my adress and moved to my mothers

flat in Pest.

As far as my second trip is concerned, everything is approved by the Hungarian and US authorities, so I hope that in the early April I will be again in Phila, at the Annenberg. My object is to devote all my time to study the results, to consult with you, and to write a draft, a blueprint for a longer paper, or -at your will- to contribute at the same time to the analysis according to your concept.

Anyhow it would be important to know what kind of works had been done already by you and by your research assistants, to make up my mind for the coming study.

Dear George! Let me send my best wishes to you and to Ilona, let me wish you -even so late- a very-very happy New Year.

George

February 22, 1974  
AIR MAIL

Dr. George L. Marvanyi  
Head of Current Affairs Dept.  
Magyar Televizio  
V. Szabadsag Ter 17  
Budapest, HUNGARY

Dear George:

IREX in New York has informed me that the funds for your visit here are still available. However, these funds will not be released until the current problems are satisfactorily resolved. We do not know when that will happen. I hope for an early resolution of current problems and look forward to completing our research project with you here this spring or summer.

Sincerely yours,

George Gerbner

GG:kas

13. II. 74

Dear George!

I couldn't wait your answer to my last letter, because I've got some new information, and according to these new facts I need your help again.

I wrote to you that both the Hungarian authorities and the IREX endorsed my second trip to you and I've got the official confirmations etc. Meanwhile the IREX decided a temporary stop of the common projects and exchanges. The disputes between the American and Hungarian parties are not yet settled and the ~~the~~ ban -against some expectations- not yet lifted. More precisely: no one knows here, whether the IREX will give the money to me to cover my expenses or not - which would be a complete disaster to me.

My friends, here, wouldn't risk an open refusal so they are patiently waiting. But I have less time. What I am going to ask you: please find out the real situation, asking the IREX about the means and methods how to finance my visit; the amount<sup>w)</sup> of the allowance etc. From their answer it will be clear whether I have to wait until everything will be settled and go smoothly again, or -according

to my original plans in April and May I will be able to work under your guidance in Philadelphia.

It is not necessary to emphasise how important is this visit to me.  
Please give your kind help to

your very thankful

*George*

P.S. Please, in your answer do not refer to this letter!

Prof. Dean George Gerbner

The Annenberg School of Communications

3620 Walnut street,  
Philadelphia Pa 19104

Dear George!

According to my latest informations, IREX confirmed my trip to Philadelphia, to take part in the last stage of our common research. As I have told you by telephone the time of my arrival depends on my duties here at the TV, but I assume that late April or early May will be most available. I would like to prepare myself as thoroughly as I could to utilize the weeks I will spend with you at the Annenberg Center. I would appreciate very much your kind advise how to prepare my trip: what to learn, what to study in advance to secure the best cooperation at the spot.

As far as your question is concerned, I look after the possible ways how to make reservations for your Summer holiday. According to IBUSZ officials you may turn to the travel bureaus in Philadelphia. Either to

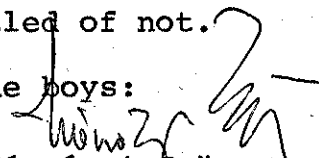
Mr. Rosenbluth /or Mr. Neumann/  
1515 Walnut street

or

ASTROTRAVEL  
1411 Walnut street

Both of them have good, regular, operational contact with IBUSZ and through them you can arrange your accommodations at any place of Balaton. According to IBUSZ's operational rules I cannot book or pay rooms in advance for you.. Please let me know ~~yes~~ whether it is settled or not.

Best wishes to you, to Ilona and to the boys:

  
Márványi György

IREX

INTERNATIONAL RESEARCH AND EXCHANGES BOARD

ALLEN H. KASSOF  
Executive Director

JOHN P. C. MATTHEWS  
DANIEL C. MATUSZEWSKI  
Deputy Directors

110 EAST FIFTY-NINTH STREET, NEW YORK, NEW YORK 10022  
CABLE: IREXBORD NEWYORK • TELEPHONE: (212) 752-9510

March 1, 1974

Dean George Gerbner  
The Annenberg School of Communications  
University of Pennsylvania  
3620 Walnut Street C5  
Philadelphia, Pennsylvania 19174

Dear Dean Gerbner:

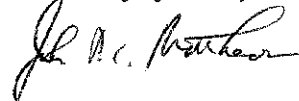
I am delighted to be able to report that our hoped for solution to the Deak affair is about to become reality. No less a person than Gyorgy Aczel has pledged in writing that Deak can get a visa to re-enter Hungary whenever he wishes to apply. This is a complete capitulation and came long before we thought it would, but we, of course, will not announce it to the world as such. It means, however, that we have no objection to Marvanyi coming as soon as he wants to; our funds for him will be forthcoming. Naturally, the full suspension of the exchange will not be lifted until Deak does get his visa, but we are confident enough of that to unfreeze such peripheral matters as the long-since pledged support of Marvanyi's visit.

In your letter to him I think you can say that "a solution to the problem appears to be in the offing" and that IREX is thus releasing the funds for his stay.

I hope he will pay us a visit either coming or going. Let us know when you'll need the funds.

With best regards,

Sincerely yours,



John P.C. Matthews

JPCM/mg

Sent letter to GM 3/12/74

March 12, 1974

Dr. George Marvanyi  
Magyar Televizio  
V. Szabadsag Ter 17  
Budapest, HUNGARY

VIA AIR MAIL

Dear George:

I only now received your letter of January 26. It was mailed registered ("Kijelölt"), but not air mail, therefore it arrived in Philadelphia only on March 8.

That explains why my letter of February 22, responding to your letter of February 13, made no reference to receiving your earlier, that is your January 26, letter.

Let me know how things are progressing now.

Sincerely yours,

George Gerbner

GG:kas

PS -

April 25, 1974  
AIR MAIL

Dr. George L. Marvanyi  
Magyar Televizio  
V. Szabadsag Ter 17  
Budapest, HUNGARY

Dear George:

IREX has informed me that they are sending us funds in the amount of \$790 to cover the expenses of a six-week visit by you.

Please inform us of the approximate time of your arrival, and if we can do anything to assist by finding a place for you, etc.

I look forward to seeing you here.

Sincerely yours,

George Gerbner

GG:kas

mailed original to Karoly

Joze - 1 term

4/22/74

IREX

INTERNATIONAL RESEARCH AND EXCHANGES BOARD

ALLEN H. KASSOF  
Executive Director

JOHN P. C. MATTHEWS  
DANIEL C. MATUSZEWSKI  
Deputy Directors

110 EAST FIFTY-NINTH STREET, NEW YORK, NEW YORK 10022  
CABLE: IREXBORD NEWYORK • TELEPHONE: (212) 752-9510

April 15, 1974

Dr. George Gerbner  
University of Pennsylvania The  
Annenberg School of Communications  
3620 Walnut Street C  
Philadelphia, Pennsylvania 19174

Dear Dr. Gerbner:

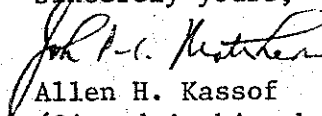
I am pleased to inform you that the IREX Program Committee has approved your request for funds in the amount of \$790.00 to cover the expenses of a six-week visit to be made by Dr. Gyorgy Marvanyi of the Institute for Mass Communications Research, Budapest to your institution. The visit will enable Dr. Marvanyi to assist in the final phase of the Annenberg School of Communication analysis on the way in which issues of international character are communicated to the national press of ten countries.

Will you kindly indicate your acceptance of the terms and conditions of this grant by returning a signed copy of this letter? A detailed financial accounting and a narrative report will be required at the end of Dr. Marvanyi's visit. IREX would prefer to make the check payable to an institution or organization rather than to an individual. If this is possible, please designate, as indicated below, the appropriate institution and the person to whom the check should be sent. In the event that Dr. Marvanyi's visit is for less than six weeks, we would expect to receive reimbursement of the unexpended funds.

IREX grantees are advised that, since their grants may be derived in whole or in part from federal funds, they may be considered subgrantees subject to government audit within three years of the expiration of their grants. As a practical matter such an audit would be an extreme rarity, but prudence suggests that essential records be kept for that period.

Please accept my best wishes for the successful completion of the analysis.

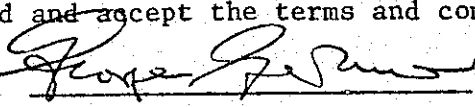
Sincerely yours,



Allen H. Kassof  
(Signed in his absence by  
John P.C. Matthews)

AHK/jh

I have read and accept the terms and conditions of this grant

Signature: 

Date: April 22, 1974

Please make check payable to:  
TRUSTEES OF THE UNIVERSITY OF PENNSYLVANIA

and send to: Mrs. Joyce Wattenberger  
Annenberg School of

Communications  
SPONSORED BY AMERICAN COUNCIL OF LEARNED SOCIETIES AND THE SOCIAL SCIENCE RESEARCH COUNCIL  
3620 Walnut St., Phila., Pa. 19174



# Telegram

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LT

GEORGE GERBNER

PROFESSOR AND DEAN OF THE ANNENBERG

SCHOOL OF COMM SINTYEOF PENNSYLVANIA

3620 WALNUTSTRET 05

PHILADEPHIAPA.19174

DEAR GERORGE MANY THANKS FOR YOUR NOTICE IREX HAS INFORMED ME TOO  
THAT THEY ACCEPT ME FROM 15TH MAY FORSTHE PLANNED VISIT TO  
THE ANNENBE STOP THE USA VISA NOT YET



# Telegram

COL LT 3620 05 19174 15TH

BTR775 GEORGE PAGE 2/50

ARRIVED STOP I SUPPOSE I' LL GET I T JUST BEFORE MY DEPARTURE  
SCHEDULED TO 16TH MAY STOP MOST PROBABLY I WILL ARRIVE TO PHILA  
AT 20TH MAY BECAUSE I COM E VIA NEW YORK WHERE I WILL SPEND  
THE WEEKEND WITH MY COUSIN STOP THE ALLOCATED FUND IS NOT A  
COL 20TH RECT IRPT SUPPOSE I' LL GET

BTR775 GEORGE PAGE 3/50

BIG FORTUNE SO I THINK I REALLY NEED YOUR ASSISTANCE TO FIND  
A CHAEP APARTMENT CLOSE TO THE ANNENBERG IN THE UNIVERSITY  
CITY ( ONE ROOM PLUS BATHROOM AND KITCHEN WITH LINEN  
BLANKETS ETC ) STOP IN THE GOOD OLD TIMES IT WAS 90-100  
DOLLARS PER MONTH STOP SINCE WE ARE  
COL ( ) 90-100



# Telegram

BTR775 GEORGE PAGE 4/52  
AT THE END OF THE ACADEMIC YEAR I HOPE YOUR AIDES WILL BE  
ABLE TO ARRANGE IT STOP IF THE TIME OF MY DEPARTURE WILL  
FIXED I WILL SEND A TELEX-TELEGRAMM TO YOU STOP IT WILL BE  
A GREAT PLEASURE T  
SEE YOU AND WORK WITH YOU AGAIN STOP  
YOUR GEORGE MARVANYI

NNN

NNNN



# Telegram

PHD022(0545)(1-054931G135)PD 05/15/74 0542

ICS IPMIIHA IISS

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RMS PHILADELPHIA PA

AWC305 VIA ITT HTB023

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BUDAPEST 36 15 1030

ANNENBERG SCHOOL OF COMM

3620 WALNUTSTR C5

PHILADELPHIAPA19174

ACCORDING TO THE ORIGINAL SCHEDULE I WILL ARRIVE TO PHILA AT

MONDAY MAY 20TH BY BUS STOP I WILL CALL YOU IMMEDIATELY

AFTER THE ARRIVAL STOP

GEORGE MARVANYI

COL 3620 C5 19174 20TH

NNN

Till  
Hustedt

Prof. George Gerbner  
The Annenberg School of Communications  
University of Pennsylvania  
3620 Walnut street C 5  
Philadelphia 19154

Dear George!

It was exactly four weeks ago that I left Phila. After a wonderful week in Algiers and the additional Summer holiday in Balatonkenese, I resumed duties as a TV program editor and communications researcher as well.

I tried to contact Matyi, but they are traveling in Greece and Turkey so I left a message with Misi and will call them again in the next month. I passed your best wishes to Szecske who received the first copy of the Journal, and - as I was told - reviewed it in a letter immediately. We agreed that the second issue shows respectable improvement, as the authors of the the Journal are far more "international" as in the first one promised it. I've made the first initial steps to publicize it, but during Summer all the officials are on leave, one cannot find any responsible people in work so I have to wait their return.

Well, during my 8 weeks absence does not happened any important thing neither in Hungary nor in the Television. The only change came last week: the energy crisis reached Hungary too, it was announced officially that from the 1st of September the price of gasoline will go up with 40% and the other oil and gas products with 20-45%. To compensate the latter increases everybody who lives on a salary will get 600 forints per year, and pensions, the money after the children etc. also will have a 50 forints monthly increase respectively. This is more than the average increase of costs of heating /gas or oil-heating/ but the gasoline will not be "compensate" by the government, because <sup>motoring</sup> ~~it~~ is considered as a kind of luxury. So I adopt the American slogan: reduce speed - save fuel!

And what changed at the Annenberg? Did our project make any progress? I didn't receive any mail from Terry Hustedt so I don't know whether the steps we agreed on - had already been taken or not? Let me remind you that in the short memo we have the directive ~~for~~ for the necessary new tabulations what requires further work with the punchcards etc. Please let me inform what's going on, I am eagerly waiting the xerox copies of the newly tabulated figures.

./.

I am meanwhile working on the draft of the paper and I hope I will make good progress until September.

Dear George! I am waiting your kind answer and please pass my best wishes to Ilona too:

George

P.s. What is the opinion of Ilona of the new Örkény play?

November 6, 1975

Dr. George L. Marvanyi  
Hungarian Radio and Television  
V. Szabadsag Ter 17  
1810 Budapest, HUNGARY

Dear George:

I received your letter about our report just before leaving for a conference for a few days. Enclosed is a copy of the report I delivered to IREX, along with the application for a grant to do the study again, now after five years. I will now prepare this for publication, and will follow your suggestions in that revision.

We expect to be in Hungary in July, but, according to a letter just received from Tamas Szecske, will probably not have our conference this summer. If so, I would definitely like to arrange it for next summer. Please let me know what are chances of local support toward such a conference.

I cannot sign this in person because I will be gone when this is transcribed, but am sending best personal regards.

Sincerely yours,

George Gerbner

GG:kas  
enclosure

December 22, 1975

George L. Marvanyi  
Editor in Chief of Programs  
Magyar Televizio  
V. Szabadsag Ter 17  
1810 Budapest, HUNGARY

Dear George:

Under separate cover I have sent you a copy of the latest version of our report. Since that was finished, I have done more work on it and will continue to improve it for publication. I am not yet sure when it will be published.

The IREX grant I requested for replication of our study was not approved. So we shall try to look for some other support.

I am now working on paving the way for a meeting of the Cultural Indicators research groups in Hungary in the summer of 1977, as Tamas Szecscko suggested. Please let me know if there is a possibility of the Hungarian Television cooperating with us in that meeting. In order to obtain a grant to finance the meeting I will have to show that we have Hungarian invitations and cooperation. Please let me know how best to obtain such indication. I am also writing to Tamas.

I think I wrote before that we expect to be in Hungary in July for a family visit. I hope to see you at that time.

Best wishes for a Happy New Year.

Sincerely yours,

George Gerbner

GG:kas

February 5, 1976

Dr. George L. Marvanyi  
Editor in Chief of Programs  
Magyar Televizio  
V. Szabadsag Ter 17  
1810 Budapest, HUNGARY

Dear George:

Thank you for your letter of December 20. You may be interested to know that even though it was marked "express," it seemed to have come by regular mail instead of air mail, and so I received it only yesterday.

IREX turned me down on the replication of our study. I think that the New York office is pressed for funds, and perhaps they prefer new studies. Nevertheless, I think you should apply from there, maybe you will have better luck.

I am exploring other alternatives of funding, and am confident that sooner or later we will get some funds. In the meantime, I definitely think we should proceed on preparing for the methodological and other aspects of the study. The ability to show some trends would be an important contribution.

As to the cultural indicators study meeting, as I have written to Tomas, we agree to postpone the meeting to the early summer of 1977. Therefore, please ask him to send me some more specific details or questions so that we can begin the planning early.

We will be in Budapest sometime in June for a family visit and hope to see you at that time. In the meantime, I look forward to hearing from you about developments.

Best regards.

Sincerely yours,

George Garbner

GG:kas

*File  
Woodbury*

Dear George!

Going through the the text of "The Many Worlds of the World's Press" very carefully, I am convinced that it is a very good summary of our research work. What I propose to alter or change are only two minor things both on page three.

You say that "there is no effective reality check" but I think that since the Vietnam war television broadcasts can be considered a kind of reality check though one could say it's not fully effective.

At the bottom of page 3 I would finish the sentence this way: "...may be at least as much in the "national interest" as the divergent needs that stem out from the different social systems, the different ownership patterns, the different methods of social control and finally the different perception of the societies' political economic or military interests." Maybe this is a little more detailed description of the same notion.

I think that the originality of our research would be strikingly illustrated by the map you proposed to draw. We cannot go on without it. Did you find somebody to accomplish the work?

The camera crew whom you met before your departure arrived home, and the boys promised me to muster the interview they've made with you immediately after the developing process. So I will meet you again in the next days on the screen.

Please keep me informed about your opinion of my proposals. Finally one more thing: in my report I used a very simple graphic method to illustrate the "anatomy of attention" of the different national samples display concerning the other countries and regions. To illustrate our findings at page 15 and 16 you can use the same technique, not for all the countries in the sample but <sup>for</sup> a selected group composed of the US, Hungary, West Germany and the Philippines.

Or: we can work for the similar purposes with the data of a small selected group of various national newspapers - all the elite or all the popular ones- to illustrate the different attention and emphasis paid to the different regions.

Well, that's all I can submit to you this time.

Dear George! I am waiting your answer, please let me inform about the progress of the joint report.

Best greetings to the whole family  
from

*George*



MAGYAR TELEVÍZIO

BUDAPEST, V., SZABADSÁG TER 17.

Telefon: 113-200

1810 Budapest 5.

Dean George Gerbner  
The Annenberg School of Comm.  
University of Pennsylvania  
3620 Walnut str.  
Philadelphia Pa. 19174

Dear George!


I feel myself like a "villain" in your violence study who had committed a real crime: abandoning my best friend and tutor - after the long common work, we have done together. I was very much pleased having gotten the Journal of Communication with the extra prints and let me thank them to you even if so late as it is. Meanwhile we finished another study about the perception and understanding of a literary magazin of the Hungarian TV. It was a long-long process, we had to re-design the the whole study two times, but finally came out with a fairly interesting paper about the topic. /I send a copy to you in a separate letter./ The fact is that the same team is going to continue the study so I would appreciate very much any kind of remarks of yours concerning the method we used or the model we developed. Speaking about the continuation of the study I must tell that our idea is to try to apply our findings to the TV Híradó, to find out the contributing forces of perception and understanding in case of non-fiction, highly political transmissions.

From the newsletter of the Annenberg School I found out the sudden death of Sol Worth and Charles Hoban. Both were extremely nice people, not only with high intellectual capacity, but with friendly and helpful manner in the everyday contact.

What about your work, your plans for 1978? Will you come to Budapest this Summer? I would be very happy to invite you and Ilona not only to my home but to our

small house at Lake Balaton, where we use to spend our weekends and the Summer holiday. Yesterday the TV screened a documentary about the Eucharistical Congress in Phila and I feel a little homesick seeing the well known small streets and plazas.

Dear George ! Let me wish to you and to your whole family a very successful and prosperous new year! I hope you forgive me for this long silence and keep in your heart and mind your devoted friend

  
George Márványi

Budapest, 11.I. 1978