

Extension .
Our reference
Your reference



Date 10.2.91.

School
of Education

Dear George,

Many thanks for your letter and kind invitation to join a very interesting movement. I will be happy to do all that I can. As to what I can offer:

- a) I have done some analysis of the possibilities of, and obstacles to collaboration with media professionals. I suspect that the movement will have to devise a strategy for dealing with/working with media personnel and institutions from the outset. Without such a strategy the ways in which the movement will be represented by the media are quite predictable, and could cause it irreparable damage.
- b) I think I know something about how it might be possible to "change the receiver".

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In particular I am interested in a
"lifelong" approach to this question which would
take in parents, community groups, special
interest groups, the media themselves, as well as
formal educational agencies

c) I have been working recently on what is
really at stake in such fields as PR,
sponsorship, governmental production of information
and disinformation, and the general ~~field~~ proliferation
of marketing techniques. I am trying to be
precise about what constitutes an adequate
critical response to such phenomena by the
democratic citizen. I don't think Chomsky's
Propaganda Model is anything like subtle
enough. Certainly it misses out on what
are key areas of struggle at work in the
European context. But I am interested in
the same question as Chomsky, and would
appreciate a collaborative approach to working
out answers to them.

I hope this, very briefly, indicates some
points of contact with the movement.

With all good wishes

— Len Masterman.