

January 9, 1973

Dr. Armand Mattelart
ICIRA
Casilla 1949
Santiago, CHILE

Dear Dr. Mattelart:

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.

Santiago, le 18 janvier 1973

Professor George Gerbner
The Annenberg School of
Communications
3620 Walnut Street
University of Pennsylvania
Philadelphia

See above address et enq

Cher Professeur,

Je vous remercie de votre lettre du 9 janvier 1973, dans laquelle vous me faites part de votre projet de livre intitulé "Mass-produced Communication; varieties of industrial culture and their study". Je participerai volontiers à ce projet et pour répondre à votre proposition, je peux vous offrir deux types de contributions.

1) Le premier travail pourrait consister en une analyse des moyens de communication de masse en Amérique Latine et comporterait les thèmes suivants : analyse de la structure de pouvoir ; relations de dépendance vis-à-vis de l'extérieur ; les exigences de l'impérialisme et les nouvelles formes de pénétration culturelle en Amérique Latine ; la fonctionnalité des contenus et un exemple d'évolution d'une classe dominante et l'utilisation qu'elle fait des moyens de communication ; Comment les secteurs dominés répondent à la domination culturelle et en décodifient les messages.

Titre provisoire : Les Moyens de Communication de Masse dans la formation sociale dépendante latino-américaine.

* | 2) La seconde contribution serait de caractère théorique et essaierait de tirer les conclusions de diverses expériences de transformation de la communication dans les pays socialistes ou en transition au socialisme de la région (Cuba et Chili), ainsi que des discussions qui se développent au sein des partis de gauche en Amérique Latine. Il s'agirait ici de dresser l'appareil conceptuel sur lequel s'appuient les discussions, de faire remarquer le rôle des facteurs superstructurels vus sous l'angle de la communication dans les processus de transformation révolutionnaire .

Titre provisoire : Communication massive et révolution socialiste : vers une nouvelle pratique et une nouvelle théorie de la communication de masse en Amérique Latine ?

Je peux rédiger ces deux chapitres ou seulement un seul, selon les convenances de l'éditeur et les besoins de l'oeuvre collective.

.../...

J' aimerais que vous me précisiez le nombre de pages que doivent comporter les travaux .

Par ailleurs, je peux vous proposer une autre contribution, qui serait prise en charge par une compagne de notre équipe, sur les caractères spécifiques de la presse féminine dans le continent latino-américain, ses aspects fonctionnels à la situation de la femme , ses relations avec une politique de résistance aux changements sociaux et les différentes tentatives d' ouverture du phénomène . Cette étude reposerait sur l' analyse des deux types de revues les plus significatifs , en ce qui concerne la production culturelle massive dirigée aux femmes : le magazine et la revue photo-roman ou presse du coeur, mise en relation avec la forme télévisive qui assure la pénétration chaque fois plus massifiée de ce genre de message, si caractéristique du continent latino-américain.

Cette collaboratrice a déjà , à son actif, un ensemble de publications sur le thème de la communication massive .

Je reste à votre disposition pour tout renseignement ou toute précision ultérieure. Je vous remercie chaleureusement de vous montrer intéressé à ma collaboration et je vous réitère le plaisir que j' aurai à participer à cette aventure , avec vous.

Il vous sera plus facile de me contacter à mon adresse personnelle , qui est la suivante :

Armand Attelart
Francisco de Aguirre 5046
Vitacura
Santiago de Chile.

Bien sincèrement,



Armand Attelart

AIR MAIL

February 26, 1973

Professor Armand Mattelart
Francisco de Aguirre
5046 Vitacura
Santiago de CHILE

Dear Professor Mattelart:

Thank you very much for your letter of January 18 and your kind offer of several most interesting contributions.

I would like to suggest that you combine suggestions (1) and (2) into a single contribution entitled "Mass Communication and the Structure of Power in Latin America." I hope that this will be acceptable to you. If I don't hear from you to the contrary, you will receive a formal letter of commission from the publisher, which will also specify the approximate length.

As to the study of the feminine press and image of women in Latin American magazines, that subject also interests me for possible publication elsewhere. I would appreciate it, therefore, if I could receive a copy when it is finished. In that connection, I am enclosing my own study of the confession magazines, published sometime ago, for your information.

With best regards.

Sincerely yours,

GG:kss
encl.

George Gerbner,
Professor of Communications
and Dean

AIR MAIL

March 13, 1973

Professor Amand Mattelart
Francisco de Aguirre 5046
Vitacura
Santiago, CHILE

Dear Professor Mattelart:

As I suggested in my letter of February 26, we would like to have your contribution, to be titled "Mass Communication and the Structure of Power in Latin America," combining points (1) and (2) of your letter of January 18.

Professor Thomas A. Sebeok, Editor-in-Chief of the series in which our volume will appear, is sending you the formal invitation with additional detail on behalf of our publisher, Mouton. You will note that the completed manuscript is due in one year. Your acceptance of the offer should be mailed to Professor Sebeok within the month, with a copy to me. Upon receiving the acceptances, I will send you my notes toward a proposed introduction for your information and comment.

We shall not set an arbitrary length for your chapter. Please write as concisely as you can. If we have to cut, we will. The principal objective, however, is to make each chapter a well-rounded, critical, comprehensive, and well-documented presentation of recent and current work on your topic, even if the focus is on your own work and ideas. The context for your own chapter may be suggested by its tentative placement in the Table of Contents. Further perspective may come from my notes toward an introduction, to be mailed to you later.

We look forward to our collaboration. Please let us have your response, and send me any questions or suggestions you might have.

With best regards.

Sincerely yours,

GG:kas

George Gerbner,
Professor of Communications
and Dean

CC: Professor Thomas A. Sebeok

March 15, 1973

Professor Armand Mattelart
ICIRA
Casilla 1949
Santiago, CHILE

Dear Professor Mattelart:

Early in September, 1972, a new publication project, CURRENT TRENDS IN THE LANGUAGE SCIENCES (with "Language Sciences" taken in its broadest sense), was inaugurated, with myself as Editor-in-Chief and Mouton as Publisher. Professor George Gerbner, of The Annenberg School of Communications, University of Pennsylvania, has undertaken the organization of one volume for this series, titled Current Trends in Mass Communications, and it is about this particular volume that I am writing to you now.

On behalf of Professor Gerbner, as Editor of this volume, and myself, as Editor-in-Chief, I would like to invite you to contribute a chapter on "Mass Communication and the Structure of Power in Latin America" (please see the enclosed tentative Table of Contents). Suggestions about the scope and substance of your contribution are being forwarded to you directly by Professor Gerbner, who will also be glad to discuss your chapter in greater detail, if you will send him your questions or comments.

The deadline for contributions will be March 15, 1974.

If you are willing to undertake this assignment, please let me know as soon as possible, but in any case no later than April 15, 1973. (Please send a copy of your acceptance also to Professor George Gerbner, The Annenberg School of Communications, University of Pennsylvania, Philadelphia, Pennsylvania 19174.) Upon receipt of your acceptance, I will send you some instructions of a technical nature concerning style, abbreviations, and the like. In due course, I will also circulate to all contributors the definitive Table of Contents, with authorship indicated throughout.

-2- March 15, 1973

An honorarium of \$300 will be paid for your chapter upon delivery and acceptance of the manuscript. In addition to this, each author will also get a complimentary copy of the book, as well as twenty-five free offprints of his contribution (instructions for ordering additional offprints at cost will be furnished authors by the Publisher at a later date).

Authors are asked to send their manuscript directly to Professor Gerbner. Upon his acceptance of a manuscript, Professor Gerbner will send it on to me, and, when complete, I shall forward the set of approved manuscripts to the Publisher, for copy-editing.

Authors will be given an opportunity to see and revise the copy-edited version of their manuscript, but not proofs, and, while they are asked to correspond directly with Professor Gerbner about the substance of their article, the Publisher will contact authors about technical editorial problems, where indicated.

Professor Gerbner and I look forward to working with you on what promises to be a most interesting and useful book.

Sincerely,

TAS:kas
enclosure

Thomas A. Sebeok

CC: Professor Gerbner
Mr. de Ridder
Files

Santiago, 27 mars 1973

Professor Thomas A. Sebeok
Research Center for the Language Sciences
Patton House
516 East Sixth University
Bloomington
Indiana 47401 USA

Cher Professeur Sebeok,

ACCEPT

C'est avec plaisir que j'accepte de rédiger l'article
"Mass Communication and the Structure of Power in Latin America"
pour le volume préparé par le Professeur G. Gerbner, qui portera le
titre "Current Trends in Mass Communications". Comme convenu, je
me maintiendrai donc directement en contact avec ce dernier.

Vous remerciant de votre proposition, je vous prie de recevoir
Monsieur le Professeur, l'expression de mes sentiments distingués.



Armand Mattelart

Francisco de Aguirre 5046

Vitacura

Santiago de CHILE

CC: Professor Gerbner

May 8, 1973

Dr. Armand Mattelart
Francisco de Aguirre 5046
Vitacura
Santiago, CHILE

Dear Dr. Mattelart:

I am very glad that we can look forward to receiving your contribution for CURRENT TRENDS IN MASS COMMUNICATIONS.

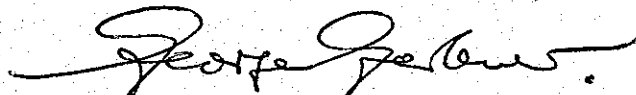
The promised draft notes toward an introduction are enclosed. The purpose of these notes is to propose a statement of purpose, some terminology, and a framework, if applicable. None of this should constrain or limit you in any way. Please make such use of these suggestions as you see fit. Your comments and criticism will be helpful in working toward a final draft which will, of course, reflect the substance of the final papers.

If you plan to change your title or approach from that which you have indicated before, please let me know. I will be glad to answer any questions you may have, except for July and August when I expect to be travelling (but can be reached if necessary).

You may send me your draft or manuscript for comment or editorial advice at any time; the sooner the better. The production schedule makes it necessary to observe strictly the final deadline noted in Professor Sebeok's letter.

In the meantime I wish you a pleasant and productive year.

Sincerely yours,



George Gerbner
Professor of Communications
and Dean

GG:ml
encs.

AIRMAIL

RESEARCH CENTER
FOR THE
LANGUAGE SCIENCES

*Current Trends
in the
Language Sciences*

EDITOR-IN-CHIEF
Thomas A. Sebeok



Patton House
516 East Sixth Street
Indiana University
Bloomington, Indiana 47401 U.S.A.

Telephone 812-337-6193
Telex 27-2254

June 8, 1973

Professor Armand Mattelart
Francisco de Aguirre 5046
Vitacura
Santiago, Chile

Dear Professor Mattelart:

Thank you for your letter of March 27, received in my absence in the Soviet Union. Please excuse the delay in my response to you, but I have only recently become settled in Hawaii, which will be my home until the end of August. I was faced with an enormous accumulation of unanswered correspondence upon my arrival in Honolulu, all of which must be handled in a somewhat awkward manner, through my office in Bloomington (this letter is being typed and signed for me there, by my secretary for the CTLS project, Ms. Katie Pursley).

I am delighted that you will be contributing a chapter on "Mass Communication and the Structure of Power in Latin America" to Professor Gerbner's CTLS volume on Current Trends in Mass Communication, and shall look forward to seeing your paper.

As promised in my initial letter to you, I am enclosing both a style sheet to be followed in the preparation of your chapter and a biographical note questionnaire (a short biographical sketch of each author is to appear at the end of the volume). The definitive Table of Contents for the book should follow within the next few weeks.

With all good wishes,

Sincerely,

Katie Pursley for TAS

Thomas A. Sebeok

TAS/ad

cc. ✓ Professor Gerbner
Mr. de Ridder
Files

Enclosures

ANDRE LESPAGNOL
PRESIDENT DE L'UNIVERSITE RENNES 2 - HAUTE BRETAGNE

à

PROFESSOR GEORGE GERBNER
EDITOR OF JOURNAL OF COMMUNICATION
THE ANNENBERG SCHOOL OF COMMUNICATION
UNIVERSITY OF PENNSYLVANIA
3620 WALNUT ST.
PHILADELPHIA PA 19104 - USA

Arts et Lettres
Langues
Sciences Humaines
Sciences Sociales
Sports
6, avenue Gaston-Berger
35043 Rennes Cedex
Fax 99 33 51 75
Minitel 3614 code UHB
Tél. 99 33 52 52

Le Président

Tél. 99 33 52 02

Rennes, le 24 février 1992

N/REF. : CAB/AL/MA/92.102

OBJET : INSTITUT UNIVERSITAIRE DE FRANCE (IUF)

Monsieur et Cher Professeur,

La circulaire n° 91-301 du 15 novembre 1991 ouvre une nouvelle campagne de candidatures pour l'Institut Universitaire de France (IUF) créé par le décret du 26 Août 1991.

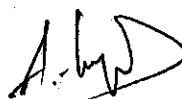
Il existe à l'Université de Rennes 2 - Haute Bretagne des enseignants-chercheurs dont la qualité des recherches est internationalement reconnue.

C'est le cas de Monsieur Armand MATTELART, Professeur titulaire de Sciences de l'Information et de la Communication dont je propose la candidature à l'IUF. Pour donner suite à cette demande, celle-ci doit être accompagnée de lettres d'appui émanant de personnalités scientifiques françaises et étrangères.

Monsieur MATTELART m'ayant communiqué vos nom et adresse, j'ai l'honneur de vous demander de bien vouloir me transmettre, sous pli confidentiel, la lettre de recommandation que vous voudrez bien rédiger en sa faveur dès que cela vous sera possible.

Je vous remercie vivement à l'avance et vous prie de croire, Monsieur et Cher Professeur, à l'expression de ma haute considération.

Le Président,



A. LESPAGNOL

UNIVERSITÉ
RENNES 2
HAUTE BRETAGNE
LE PRÉSIDENT

**THE ANNENBERG SCHOOL FOR
COMMUNICATION**

UNIVERSITY of PENNSYLVANIA

3620 Walnut Street Philadelphia, Pennsylvania 19104-6220

March 4, 1992

Andre Lespagnol
President de L'Universite Rennes 2 - Haute Bretagne
6, avenue Gaston-Berger
3503 Rennes Cedex
FRANCE

Dear President Lespagnol:

I am pleased to write this letter supporting Professor Armand Mattelart's candidature for l'Institute Universitaire de France.

I have known Professor Mattelart and his work since 1973. He has contributed to books and to the *Journal of Communication* I have edited. We have invited him to our conference on World Communication at The Annenberg School. I have observed him at several other international conferences.

Professor Mattelart has made significant contributions to our field for many years. He is an internationally recognized scholar of distinction, well qualified for the award for which he is proposed.

Sincerely yours,



George Gerbner
Professor of Communication and Dean Emeritus