

~~SECRET~~

Curriculum Vitae - EMILE GUIGNON McANANY

Born: March 1, 1930, Kansas City, Kansas

Citizenship: U.S.

Education: 1951 - B.A., English (cum laude), Rockhurst College, Kansas City, Missouri  
1959 - Ph.L. (M.A.), Philosophy, St. Louis University, St. Louis, Missouri  
1960 - M.A., English, St. Louis University, St. Louis, Missouri  
1964 - S.T.O. (M.A.) Theology, St. Louis University, St. Louis, Mo.  
1970 - Ph.D., Communication Research, Stanford University, Stanford, California.

Positions Held: 1974 - present Assistant Professor, Department of Communication, Stanford University  
1971 - 1974 Acting Assistant Professor, Department of Communication, Stanford University  
1970 - 1971 Instructor, Department of Communication, Stanford University  
1968 Teaching Assistant, Department of Communication, Stanford University  
1960 Instructor, St. Louis University  
1957 - 1960 Private secondary school teacher, St. Louis, Missouri

Languages: Fluent in Spanish and French. Reading and listening knowledge in Portuguese.

Overseas experience: Lived and studied in Europe for eighteen months.  
Field research in El Salvador, Mexico, the Ivory Coast.  
Travel and consultation in West and Central Africa, Latin America, and Korea.

1) Publications

(a) Books:

The Filmviewers Handbook (with R. Williams). New York: Paulist Press, 1965.

Translator, Ernesto Cardenal's Political Psalms. New York: Herder and Herder, 1972.

Educational Reform with Television: The El Salvador Experience (with John K. Mayo and Robert C. Hornik). Stanford: Stanford University Press, 1976.

Radio's Educational Role in Development (edited with Dean T. Jamison and Peter L. Spain). A book in preparation for the World Bank (to appear May, 1977).

Books (continued):

Radio for Development Communication and Education (with Dean T. Jaminson) in preparation for Sage Publication, Human Communication series (to appear Fall, 1977).

(b) Articles, reports, monographs:

ASCEND: Advanced Satellite Communication for Education in National Development (co-author of chapter on educational applications). Stanford: Department of Electrical Engineering, 1967.

Satellite-Distributed Educational Television for Developing Countries - The Case of Latin America, Vol. III (co-author). Menlo Park: Stanford Research Institute, 1968.

Television and Educational Reform in El Salvador. Series of technical reports (co-author of seven in a total of twenty reports). Stanford: Institute for Communication Research, 1969-1973.

Cross-Cultural Cognitive Development: Two Experiments. Unpublished doctoral dissertation, Stanford University, 1970.

Guidelines for the Research and Evaluation of the Ivory Coast Primary School Reform and Instructional Television Project. Unesco report #4259, December, 1970.

"The Role of Instructional Television in the Educational Reform of El Salvador" (with Eugene M. Nuss) in Educational Broadcasting Review, April, 1971.

Alternatives for Applications of Communication Technology to the Educational Needs of the Democratic Republic of the Congo (Zaire). Washington: report to USAID, May 1971.

Scientific Information Flow and National Development: A Study of Brazilian Chemists (with David A. Lingwood). Stanford: Institute for Communication Research, 1971.

The Mexican Telesecundaria: A Cost-Effectiveness Analysis (with John K. Mayo and Steven J. Klees). Stanford: Institute for Communication Research, 1973.

Mediated Learning in Cross-Cultural Settings. A paper read at the International Reading Association conference, Denver, Colorado, May 1973.

Television and Educational Reform in El Salvador: Final Report (with Robert C. Hornik, Henry T. Ingle, John K. Mayo, Wilbur Schramm). Stanford: Institute for Communication Research, 1973.

"The Mass Media in Rural Education" (with Robert C. Hornik and John K. Mayo) in World Year Book of Education, 1974. London: Evans Brothers Limited, 1973.

Articles, reports, monographs (continued):

Radio's Role in Development: Five Strategies of Use. Washington: Information Bulletin #4, Information Center on Instructional Technology, 1973. (Portuguese and Spanish versions published in 1974).

Studying Instructional Television: What Should be Evaluated (with Robert C. Hornik and John K. Mayo). Stanford: Institute for Communication Research report for UNESCO, 1973.

"Reflections on the International Flow of Information," in Control of the Direct Broadcast Satellite: Values in Conflict. Palo Alto: Aspen Institute Program on Communications and Society, 1974.

"The Latin American Radio Schools in Nonformal Education: An Evaluative Perspective," in La Belle (ed.), Educational Alternatives in Latin America: Social Change and Social Stratification. Los Angeles: UCLA Latin American Center Publications, 1975. (Spanish version published in the Revista del Centro de Estudios Educativos (Mexico City), vol. V, no. 2, 1975.

"Aspiraciones Academicas y Profesionales de los Estudiantes del Tercer Ciclo en El Salvador" (with John K. Mayo and Robert C. Hornik) in Revista del Centro de Estudios Educativos (Mexico City), Vol V, no. 1, 1975.

"Instructional Television in El Salvador's Educational Reform" (with John K. Mayo and Robert C. Hornik), in Prospects, vol. V, no. 1, 1975.

"African Rural Development and Communication: Five Radio-Based Projects," in Rural Africana: Current Research in the Social Sciences, Spring 1975.

"Stanford: Tournant dans la Communication" (interview), in Communication et Langages, no. 27, 1975.

"Television: Mass Communication and Elite Controls" in Society, Vol. 12, no. 6, September-October 1975, pp. 41-46.

"The Mexican Telesecundaria: A Cost-Effectiveness Analysis" (with John K. Mayo and Steven J. Klees) in Instructional Science 4 (October, 1975), pp. 193-236.

"Radio's Role in Nonformal Educational: An Overview" (paper prepared for a volume on Radio's Educational Role in Development, edited with D. Jamison and P. Spain for the World Bank, November 1975.

"Standing on the Shoulders of Giants or Do We Learn from the Past (or Present) in ETV Evaluations?", a paper presented at Open University Conference on Evaluation and Research in Educational Television and Radio, 1976, appeared in Bulletin of Educational Research, No. 11, Summer 1976, pp. 13-23.

Why Educational Technology? Some Decision Criteria for Choosing or Not Choosing. a paper presented at Conference on Educational Technology at Universidad de Santiago, Spain, February 1977.

2) Work in Progress:

- Ivory Coast adult education ETV evaluation.
- Information's role in the rural development context of Africa and Latin America (panel for Africa/Latin American Study Association meeting in November, 1977).
- The access/exposure bias of rural people to communication in low-income countries.
- Research Alternatives in Critical Communication - a book of essays in preparation with Noreene Janus and Jorge Schmitman on alternative research strategies for communication research.
- Radio's Educational Role in Development - 15 case studies edited with Peter Spain and Dean Jamison for the World Bank, to appear May 1977.
- Radio for Development Communication and Education - book co-authored with Dean Jamison, in preparation for Sage Publications, to appear Fall 1977.
- Paper on the Evaluation Methodology appropriate to nutrition and health projects in Latin America, co-authored with Dr. Thomas Cook, Northwestern University, for Pan-American Health Organization conference August 1977.
- Case study of Project Saci, large educational technology experiment in Northeast Brazil.
- Paper for Unesco's Economics of Educational Technology to be held at the University of Dijon, France, March 1978; Topic review of effectiveness of large scale educational technology projects in developing countries.

3) Planned Future Work:

- Communication strategies for health and nutrition in developing contexts.
- Evaluation methods appropriate for field application, especially in developing countries.
- Critical analysis on the utility of information in poverty situations.
- National communication policies and the world flow of information/communication.

4) Areas of Interest and Expertise, and Possible Courses:

- The role of communication in development and social change in the Third World.
- The new communication world order: The flow of communication and the problem of information balance among and within countries.

Areas of Interest and Expertise, and Possible Courses (continued):

- Field research methods for communication research.
- Evaluation of social and mass communication projects.
- Social assessment of educational technology or other communication technologies for social services.
- Communication and social change (general course for U.S. as well as Third World contexts).

5) Professional Associations:

Association for Education in Journalism

International Communication Association

International Association of Mass Communication Researchers

African Studies Association

6) Consulting and Other Work Experience:

a) Consulting:

Unesco

Ford Foundation

World Bank

U.S. Agency for International Development

National Ministries of Education, Planning etc. in Brazil, Guatemala, Ivory Coast, Peru, and South Korea.

b) Teaching:

- Seminar UNESCO-Mexico on evaluation of educational technology, 1970.
- Seminar UNESCO-Ecuador on national communication policies - CIESPAL, 1976.
- Seminar Ministry Planning - Brazil - evaluation of communication strategies, 1973.
- Seminar Ministry Planning - Guatemala on delivery systems for rural communication, 1976.

7) Teaching Experience and Thesis Direction:

Three years of teaching in a private secondary school, St. Louis, Missouri, 1957-60.

Teaching Summer School, St. Louis University, 1960.

Teaching Assistant, Stanford University, 1967-68.

Acting Assistant Professor, Stanford University, 1971-74.

Assistant Professor, Stanford University 1974-present

- My teaching at Stanford has been mainly of graduate students in communication, education and other social sciences; courses have concerned communication theory, social issues in communication, policy questions in communication technology and research methodology in evaluation.
- I have been on a number of doctoral committees in both communication and education and have also directed doctoral theses.

Emile G. Mc Anany

Personal

Born: March 1, 1920, Kansas City, Kansas  
Citizenship: U.S.  
Marital Status: Married  
Residence: 1305 Alta Vista, Austin, Texas 78704  
(512) 443-7406

Education

PhD	1970	Stanford University	Communication Research
MA	1964	St. Louis University	Theology
MA	1960	St. Louis University	English
MA	1959	St. Louis University	Philosophy
BA	1951	Rockhurst College	English

Experience in Education

1979-present	Associate Professor, Radio-TV-Film University of Texas
1973-1978	Assistant Professor, Communication Department Stanford University
1971-1973	Acting Assistant Professor, Communication Department, Stanford University
1970-1971	Instructor, Communication Department Stanford University
1957-1960	Professor of English, St. Louis University High School, St. Louis

International Experience

1978	Three months in Brazil for field study of National Space Research Institute
1975-1978	Ivory Coast, principal investigator (from Stanford) of rural television project

- 1975-1977 Guatemala, co-principal investigator (from Stanford) of rural media project
- 1971-1973 Mexico, Field Director, research project of radio and television for rural areas
- 1968-1969 El Salvador, Field Director, educational television evaluation project
- 1964-1965 Lived and studied in Europe, Belgium, France and Spain

### Languages

Fluency in Spanish and French. Reading and listening knowledge in Portuguese.

### Fellowships

- 1980 (March-Aug.) Research Fellow, Centre National de Recherche Scientifique, IREDU, University of Dijon, France
- 1976 (Jan-April) Research Fellow, Institute of Development Studies, University of Sussex, UK
- 1974 (Feb-April) Research Fellow, East-West Communication Institute, East-West Center, Honolulu
- 1966-1968 Graduate Fellowship, National Institute Child Health and Development, Stanford Univ.

### Consultancies

relating to use of communication media in education, health, agriculture and other public service areas:

Assoc. Latin American Radio Schools, Ford Foundation, U.S. Agency for International Development, UNICEF, UNESCO, World Bank; also for national ministries in Brazil, Guatemala, Ivory Coast, Mexico, Peru, Senegal, South Korea, Spain, Tunisia and Zaire

### Publications

#### 1. Books

- 1982 The Economics of New Educational Media; Cost and Effectiveness (with Eicher, Hawkridge, Orivel) Paris: Unesco Press, 1982, pp. 149
- 1981 Communication and Social Structure: Critical Essays in Mass Media Research (edited with Janus, Schnitman) New York: Praeger Publishers, 1981, pp. 341

- 1980 Communication in the Rural Third World: The Role of Information in Development (edited) New York: Praeger Publishers, 1980, pp. 243
- 1978 Radio for Education and Development (with Jamison) Beverly Hills, CA.: Sage Publications, 1978, pp. 224
- 1977 Radio for Education and Development: Case Studies\* edited with Jamison, Spain) Washington, D.C.: World Bank, vols. 1 and 2, pp.199, pp. 260
- 1976 Educational Reform with Television: The El Salvador Experience (with Hornik and Mayo) Stanford: Stanford University Press, 1976, pp. 216
- 1965 The Filmviewer's Handbook (with Williams) New York: Paulist Press, 1965, pp. 176

## 2. Monographs

- 1980 The SACI/EXERN Project in Brazil: An Analytical Case Study (with Oliveira) Paris: UNESCO, Reports and Papers on Mass Comm. #89, 46 pp.
- 1980 Communication Media in Education for Low-Income Countries: Implications for Planning (with Mayo) Paris: International Institute of Education Planning, #29, 77 pp.
- 1973 Radio's Role in Development: Five Strategies of Use Washington, D.C.: Clearinghouse of Development Communication, #4, 29 pp.

## 3. Chapters

- (in press) "From Modernization and Diffusion to Dependency and Beyond: Theory and Practice in Communication for Social Change in the 1980's" in Sigman et al (eds) Proceedings of the Conference on Development Communications in the Third World College of Agriculture, University of Illinois at Urbana-Champaign.
- (in press) "The Logic of Cultural Industries: The Television Industry in Brazil" in Mosco and Wasko Critical Communication Review, vol. 2 (Ablex)
- 1981 "Change and Social Structure in Mass Communication: An Overview" in McAnany et al (ed) Communication and Social Structure New York: Praeger Publishers pp. 3-15.

---

\* The 1977 and 1978 books have the same title but are completely different books

- 1980 "Overview" and "The Role of Information in Communication with the Rural Poor: Some Reflections" in McAnany (ed) Communication in the Rural Third World New York: Praeger Publishers pp. xi-xvi; pp. 3-18.
- 1980 "Understanding 'Success' in Communication Technology: A Review of Some Third World Projects" in Klees et al (eds) The Economics of New Educational Media Paris: Unesco vol. 2, pp. 48-60.
- 1979 "Recent Experiences in Evaluation Research in the U.S. with Implications for Latin America" (with Cook) in Kline et al (eds) Evaluating the Impact of Nutrition and Health Programs New York: Plenum Publishers, pp. 39-76.
- 1977 "Standing on the Shoulders of Giants: Do We Learn Anything from the Past in Educational Television Evaluation" in Bates et al (eds) Evaluating Educational Television and Radio Milton Keynes: The Open University Press, pp. 270-276.
- 1977 "Television: Mass Communication and Elite Controls" in Policy Studies Review Annual Beverly Hills, California: Sage Publications, pp. 354-370.
- 1975 "The Latin American Radio Schools in Nonformal Education: An Evaluation Perspective" in LaBelle (ed) Educational Alternatives in Latin America: Social Change and Social Stratifications Los Angeles: UCLA Latin American Center, pp. 238-254.
- 1974 "Reflections on the International Flow of Information" in Chayes et al (eds) Control of the Direct Broadcast Satellite Palo Alto: Aspen Institute Program for Communication and Society, pp. 15-26.
- 1973 "The Mass Media in Rural Education" (with Hornik and Mayo) in World Yearbook of Education London: Evans Brothers Ltd., pp. 69-91.

#### 4. Articles

- (in press) "Distance Education: Evaluating New Approaches in Education for Developing Countries" (with Oliveira, Orivel, Stone) entire issue Evaluation in Education: International Series
- 1983 "Television and Crisis: Ten Years of Network Coverage of Central America, 1972-1981" Media, Culture and Society 5, 2, pp. 199-212.
- 1982 "Tecnologia y Cambio Social" (Technology and Social Change), Chasqui, 2, 1 (Ecuador), pp. 97-101.

- 1980 "Pueden ser util para los paises de tercer mundo las nuevas tecnicas de ensenanza?" (Can New Technologies be Useful for Third World Education?) (with Orivel) Revista de Educacion (Spain) #263 (Jan-April), pp. 85-107.
- 1980 "The Utility of Evaluation in Development Communication" Development Communication Report, #29 (Jan), pp. 1-2.
- 1978 "Como avliar projetos de tecnologia educacional: criterios e valores" (How to Evaluate Educational Technology: Criteria and Values) Tecnologia Educacional (Brazil) 7, 25, pp. 16-22.
- 1978 "Does Information Really Work?" Journal of Communication 28, 1, pp. 84-90.
- 1976 "Standing on the Shoulders of Giants or Do We Learn from Past (or Present) ETV Evaluations?" Bulletin of Educational Research (UK), 11, 3, pp. 13-23.
- 1975 "African Rural Development and Communication: Five Radio-Based Projects" Rural Africana, #27.
- 1975 "The Mexican Telesecundaria: A Cost-Effectiveness Analysis" Instructional Science, 4, 4, 193-236.
- 1975 "Instructional Television in El Salvador's Educational Reform" Prospects (with Hornik and Mayo) (UNESCO) 5, 1, pp. 120-126.
- 1975 "Television: Mass Communication and Elite Controls" Society, 12, 6, pp. 41-46.
- 1975 "Aspiraciones academicos y profesionales de los estudiantes en El Salvador" (Academic and Professional Aspirations of Salvadoran Students) (with Hornik and Mayo) Revista del centro de Estudios Educativos (Mexico) 5, 1, pp. 33-52.
- 1975 "Impacto de las escuelas radiofonicas de America Latina en la educacion" (Impact on Latin American Education of the Radio Schools), Revista del Centro de Estudios Educativos (Mexico) 5, 2, pp. 9-25.
- 1974 "O Radio no tercer mundo: 5 estrategias para utilizacao" (Radio for the Third World: Five Strategies of Use) Revista Brasileira de Teleducacao (Brazil) 5, 1, pp. 49-72.
- 1971 "The Role of Instructional Television in the Educational Reform of El Salvador" (with Nuss) Educational Broadcasting Review, 5, 2, pp. 17-25.

## 5. Translation

- 1971 Songs of Struggle and Liberation (from Spanish) by Ernesto Cardenal. New York: Herder and Herder

## 6. Reports

- 1979 "Communication and Health Planning" (with Goldschmidt et al) Stanford: Institute of Communication Research, Stanford University, pp. 112.
- 1978 "Final Report: Economic Studies and Out-of-School Evaluation for the Ivory Coast" (with Grant, Klees, Lenglet) Washington, D.C.: Academy for Educational Development, pp. 98.
- 1978 "The SACI Project in Brazil" (with Oliveira) Washington, D.C.: Academy for Educational Development, pp. 108.
- 1978 "Third World Communication and the Rural Poor" Stanford: Institute for Communication Research, Stanford University, pp.137
- 1977 "Rural Adult Education and the Role of the Mass Media: A Comparative Analysis of Four Projects" (with Lenglet) Stanford: Institute for Communication Research, Stanford University, pp. 63.
- 1973 "Studying Instructional Television: What Should Be Evaluated?" (with Hornik and Mayo) Stanford: Institute for Communication Research, Stanford University, pp. 140.
- 1971 "Scientific Information Flow and National Development: A Study of Brazilian Chemists" (with Lingwood) Stanford: Institute for Communication Research, Stanford University, pp. 60.
- 1967 "ASCEND: Advanced Satellite Communication for Education in National Development" (with Lusignan et al) Stanford: Department of Electrical Engineering, Stanford University, pp. 273.

## 7. Papers at Scholarly Meetings

### Keynote addresses:

- 1983 "From Moderization and Diffusion to Dependency and Beyond: Communications for Development in the 1980s" Conference on Development Communication, University of Illinois, Champaign, April

- 1982 Research Trends in the U.S. and Implications for Latin America" Conference of the Society of Interdisciplinary Studies in Communication, Sao Paulo, Brazil
- 1978 "Success or Failure of Communication Technology in the Third World: By Which Criteria Shall We Judge?" Conference on the Economic Analysis for Educational Technology Decisions, University of Dijon, Dijon, France
- 1977 "Why Educational Technology? Criteria for Choosing or Not" Conference on Educational Technology, National Institutes of Education Sciences, Santiago de Compostella, Spain

Approximately 25 other papers delivered at conferences of the following professional societies: International Communication Association, Speech Communication Association, Latin American Studies Association, African Studies Association, American Educational Research Association, American Association for the Advancement of Science, International Reading Association, plus individual conferences in the U.S. and abroad.

#### Invited Lectures

Numerous invited lectures at universities and research institutes in the U.S., Europe, Latin America, and Africa. Some examples: University of Illinois, Nov. 1982, April 1983; University of Pennsylvania, March 1978, Nov. 1983; Florida State University, Oct. 1981; East-West Communication Institute, March 1981; In Europe: London School of Economics, March 1976; Institute of Development Studies, Sussex University, May 1978; The Open University, April 1976; University of Dijon, France 1980; The Institute of Social Studies, The Hague, Netherlands, April 1980; University of Stockholm, Feb. 1976; Stockholm School of Economics, Feb. 1976; the Swedish Radio-TV Broadcast Institute, Feb. 1976, June 1980; Tampere University, Finland, Feb. 1976; University of Lagos, Nigeria, March 1976; ITESO, Guadalajara, Mexico, March 1975; ITESM, Monterrey, Mexico 1974.

#### Professional Activity

Memberships: International Communication Association, International Association of Mass Communication Researchers, Brazilian Society of Interdisciplinary Studies in Communication, Union of Democratic Communicators, Latin American Studies Association.

Editorial Boards: Journal of Communication, Chasqui (Latin American communication journal), Development Communication Report, Publication Advisory Committee for the Centre for the Study of Communication and Culture, London.

Advisory Committees: Pres. Board of Advisors, Central American Resource Center, Austin, Texas; Educational Technology Committee, Fifth World Congress of Comparative Education (Paris 1984); Clearinghouse for Development Communication, Washington, D.C.

Consultation: Academy for Educational Development, Washington, D.C. 1982-83; Interamerica Research Associates, Rosslyn, VA 1983

### Department, College and University Service

Graduate Advisor, Latin American Studies, 1981-1983

Member Budget Council, Radio-TV-Film, 1980-83

### Committees:

Chair, Graduate Studies Committee, RTF, 1982

Chair, University of Nice Exchange Committee, 1981-82

Chair, Alternatives Committee, Institute of Latin American Studies, 1983-84

Alternatives Committee, ILAS 1981-83

Advisory Committee, ILAS, 1979-80

Graduate Studies Committee, ILAS, 1981-present

Teaching Excellence Committee, College of Communication, 1980-1981

Research Committee, College of Communication, 1981-1982

### Research Grants/Contracts

Principal Investigator, Study of Impact of Rural Adult Television Education, Ivory Coast, at Stanford University, 1976-78, \$140,000

Co-principal Investigator, Planning for Basic Rural Education Project, Guatemala, at Stanford University, 1975-77, \$165,000

Acting Director, 1973-74, for Stanford University 211D AID institutional grant (1973-78) of \$1,000,000

Mellon Summer Research Grant in Latin American Studies,  
Institute of Latin American Studies, University of Texas,  
1983, \$5,000

Emile G. McAnany

Personal

Born: March 1, 1930, Kansas City, Kansas  
Citizenship: U.S.  
Marital Status: Married  
Residence: 1305 Alta Vista, Austin, Texas 78704  
(512) 443-7406

Education

Ph.D.	1970	Stanford University	Communication Research
M.A.	1964	St. Louis University	Theology
M.A.	1960	St. Louis University	English
M.A.	1959	St. Louis University	Philosophy
B.A.	1951	Rockhurst College	English

Experience in Education

1983-present	Professor, Radio-TV-Film, University of Texas
1979-1982	Associate Professor, Radio-TV-Film, University of Texas
1973-1978	Assistant Professor, Communication Department, Stanford University
1971-1973	Acting Assistant Professor, Communication Department, Stanford University
1970-1971	Instructor, Communication Department, Stanford University
1957-1960	Professor of English, St. Louis University High School, St. Louis

International Experience

1983	Six weeks in Brazil for study of national satellite agency
------	--

1980 CNRS Research Fellow at the  
Institute for the Economics of  
Education, University of Dijon,  
France (six months)

1978 Three months in Brazil for field  
study of National Space Research  
Institute

1975-1978 Ivory Coast, principal  
investigator (from Stanford) of  
rural television project

1975-1977 Guatemala, co-principal  
investigator (from Stanford) of  
rural media project

1971-1973 Mexico, Field Director, research  
project of radio and television  
for rural areas

1968-1969 El Salvador, Field Director,  
educational television  
evaluation project

1964-1965 Lived and studied in Europe,  
Belgium, France and Spain

Languages

Fluency in Spanish and French. Reading and  
listening knowledge in Portuguese.

Fellowships

1986-1987 Faculty Fellow, College of  
Communication  
University of Texas

1980 (March-Aug.) Research Fellow, Centre  
National de Recherche  
Scientifique, IREDU,  
University of Dijon, France

1976 (Jan.-April) Research Fellow, Institute  
of Development Studies,  
University of Sussex, UK

1974 (Feb.-April) Research Fellow, East-West  
Communication Institute,  
East-West Center, Honolulu

1966-1968 Graduate Fellowship,  
National Institute Child  
Health and Development,  
Stanford University

## Consultancies

relating to use of communication media in education, health, agriculture and other public service areas:

Assoc. Latin American Radio Schools, Ford Foundation, U.S. Agency for International Development, UNICEF, UNESCO, World Bank; also for national ministries in Brazil, Guatemala, Ivory Coast, Mexico, Peru, Senegal, South Korea, Spain, Tunisia and Zaire.

## Publications

### 1. Books

- 1986 Communication and Latin American Society: Trends in Critical Research, 1960-1985 (edited with Atwood). Madison: University of Wisconsin Press (Studies in Communications and Society Series, vol. 1)
- 1982 The Economics of New Educational Media; Cost and Effectiveness with Eicher, Hawkrige, Orivel). Paris: Unesco Press, 1982, pp. 149.
- 1981 Communication and Social Structure: Critical Essays in Mass Media Research (edited with Janus, Schnitman). New York: Praeger Publishers, 1981, pp. 341.
- 1980 Communication in the Rural Third World: The Role of Information in Development (edited). New York: Praeger Publishers, 1980, pp. 243.
- 1978 Radio for Education and Development (with Jamison). Beverly Hills, CA: Sage Publications, 1978, pp. 224.
- 1977 Radio for Education and Development: Case Studies\* (edited with Jamison, Spain). Washington, D.C.: World Bank, Vols. 1 and 2, pp. 199, pp. 260.
- 1976 Educational Reform with Television: The El Salvador Experience (with Hornik and Mayo). Stanford: Stanford University Press, 1976, pp. 216.
- 1965 The Filmviewer's Handbook (with Williams). New York: Paulist Press, 1965, pp. 176.

---

\* The 1977 and 1978 books have the same title but are completely different books.

## 2. Monographs

- 1980 The SACI/EXERN Project in Brazil: An Analytical Case Study (with Oliveira). Paris: UNESCO, Reports and Papers on Mass Comm. #89, pp. 46.
- 1980 Communication Media in Education for Low-Income Countries: Implications for Planning (with Mayo). Paris: International Institute of Education Planning, #29, pp. 77.
- 1973 Radio's Role in Development: Five Strategies of Use. Washington, D.C.: Clearinghouse of Development Communication, #4, pp. 29.

## 3. Chapters

- in press "New Technologies, Old Paradigms: Broadcasting for Education and Development in Latin America", in Mahan, Nichols and Straubhaar, (eds) Broadcasting in Latin America. Philadelphia: Temple University Press.
- 1986 "Seminal Ideas in Latin American Critical Communication Research: An Agenda for the North" in Atwood and McAnany (eds) Communication and Latin American Society: Trends in Critical Research, 1960-1985 Madison: University of Wisconsin Press, pp. 28-47.
- 1986 "Cultural Industries in International Perspective: Convergence or Conflict?" Vol. 7, in Dervin and Voigt (eds) Progress in Communication Sciences, Albex, pp. 1-29.
- 1984 "Broadcasting in Latin America," Encyclopedia of International Education: Research Studies. London, Pergamon.
- 1984 "From Modernization and Diffusion to Dependency and Beyond: Theory and Practice in Communication for Social Change in the 1980's" in Sigman et.al. (eds.). Proceedings of the Conference on Development Communications in the Third World. College of Agriculture, University of Illinois at Champaign-Urbana.

1984. "The Logic of Cultural Industries: The Television Industry in Brazil" in Mosco and Wasko (eds) Critical Communication Review, Vol. 2, Ablex, pp. 185-208.
- 1981 "Change and Social Structure in Mass Communication: An Overview: in McAnany et.al. (ed.), Communication and Social Structure. New York: Praeger Publishers, pp. 3-15.
- 1980 "Overview" and "The Role of Information in Communication with the Rural Poor: Some Reflections" in McAnany (ed.) Communication in the Rural Third World. New York: Praeger Publishers, pp. xi-xvi; pp. 3-18.
- 1980 "Understanding 'Success' in Communication Technology: A Review of Some Third World Projects" in Klees et. al. (eds.) The Economics of New Educational Media. Paris: Unesco, Vol. 2, pp. 48-60.
- 1979 "Recent Experiences in Evaluation Research in the U.S. with Implications for Latin America" (with Cook) in Kline et.al. (eds.) Evaluating the Impact of Nutrition and Health Programs. New York: Plenum Publishers, pp. 39-76.
- 1977 "Standing on the Shoulders of Giants: Do We Learn Anything from the Past in Educational Television Evaluation in Bates et.al. (eds.) Evaluating Educational Television and Radio. Milton Keynes: The Open University Press, pp. 270-276.
- 1977 "Television: Mass Communication and Elite Controls" in Policy Studies Review Annual. Beverly Hills, CA: Sage Publications, pp. 354-370.
- 1975 "The Latin American Radio Schools in Nonformal Education: An Evaluation Perspective" in LaBelle (ed.) Educational Alternatives in Latin America: Social Change and Social Stratifications. Los Angeles: UCLA Latin American Center, pp. 238-254.

- 1974 "Reflections on the International Flow of Information" in Chayes et.al. (eds.) Control of the Direct Broadcast Satellite. Palo Alto: Aspen Institute Program for Communication and Society, pp. 15-26.
- 1973 "The Mass Media in Rural Education" (with Hornik and Mayo) in World Yearbook of Education. London: Evans Brothers Ltd., pp. 69-91.

4. Articles

submitted "Television and Cultural Discourses: Latin American and U.S. Research as Cultural Meaning" Critical Studies in Mass Communication

in press "Cultural Policy and Television: Chile as a Case", Studies in Latin American Popular Culture, vol. 6.

1986 "News of Latin America on Network Television 1972-1981: A Northern Perspective on the Southern Hemisphere" (with Larson and Storey), Critical Studies in Mass Communication, 3, 2, 169-183.

1984 "A Communication Classic or Useful Guide for Decisions?" in Critical Studies in Mass Communication, Vol. 1, No. 4.

1983 "Distance Education: Evaluating New Approaches in Education for Developing Countries" (with Oliveira, Orivel, Stone) entire issue of Evaluation in Education: International Series, Vol. 6, No. 3, pp. 97-176.

1983 "A logica de industria cultural na America Latina" in Sociedade e Cultura, Vol. 9, (June 1983), Sao Paulo, Brazil, pp. 35-59.

1983 "The Interaction of Government and Media: The Case of Mexico," in Mexican Forum, Vol 3, No. 3 (July), pp. 6-7.

- 1983 "Television and Crisis: Ten Years of Network Coverage of Central America, 1972-1981" in Media, Culture and Society, Vol. 5, No. 2, pp. 199-212.
- 1982 "Tecnologia y Cambio Social" (Technology and Social Change), in Chasqui, 1 (Ecuador), pp. 97-101.
- 1980 "Pueden ser util para los paises de tercer mundo las nuevas tecnicas de ensananza?" (Can New Technologies Be Useful for Third World Education?) (with Orivel) in Revista de Educacion (Spain) #263 (Jan.-April), pp. 85-107.
- 1980 "The Utility of Evaluation in Development Communication" in Development Communication Report, #29 (Jan.), pp. 1-2.
- 1978 "Does Information Really Work?" in Journal of Communication 28, 1, pp. 84-90.
- 1976 "Standing on the Shoulders of Giants or Do We Learn from Past (or Present) ETV Evaluations?" in Bulletin of Educational Research (UK), 11, 3, pp. 13-23.
- 1975 "African Rural Development and Communication: Five Radio-Based Projects," in Rural Africana, #27.
- 1975 "The Mexican Telesecundaria: A Cost-Effectiveness Analysis" (with Mayo, Klees) in Instructional Science, 4, 4, pp. 193-236.
- 1975 "Instructional Televison in El Salvador's Educational Reform," (with Hornik and Mayo) in Prospects (UNESCO) 5, 1, pp. 120-126.
- 1975 "Television: Mass Communication and Elite Controls," in Society, 12, 6, pp. 41-46.
- 1975 "Aspiraciones academicos y profesionales de los estudiantes en El Salvador" (Academic and Professional Aspirations of Salvadoran Students) (with Hornik and Mayo) in Revista del centro de Estudios Educativos (Mexico) 5, 1, pp. 33-52.

- 1975 "Impacto de las escuelas radiofonicas de America Latina en la educacion" (Impact on Latin American Education of the Radio Schools), in Revista del Centro de Estudios Educativos (Mexico), 5, 2, pp. 9-25.
- 1974 "O Radio no tercer mundo: 5 estrategias para utilizacao" (Radio for the Third World: Five Strategies of Use) in Revista Brasileira de Teleducacao (Brazil), 5, 1, pp. 49-72.
- 1971 "The Role of Instructional Television in the Educational Reform of El Salvador" (with Nuss) in Educational Broadcasting Review, 5, 2, pp. 17-25.
5. Translation 1971 Songs of Struggle and Liberation (from Spanish) by Ernesto Cardenal. New York: Herder and Herder.
6. Reports 1979 "Communication and Health Planning" (with Goldschmidt et.al.). Stanford: Institute of Communication Research, Stanford University, pp. 112.
- 1978 "Final Report: Economic Studies and Out-of-School Evaluation for the Ivory Coast" (with Grant, Klees, Lenglet). Washington, D.C.: Academy for Educational Development, pp. 98.
- 1978 "The SACI Project in Brazil" (with Oliveira). Washington, D.C.: Academy for Educational Development, pp. 98.
- 1978 "Third World Communication and the Rural Poor," Stanford: Institute for Communication Research, Stanford University, pp. 137.
- 1977 "Rural Adult Education and the Role of the Mass Media: A Comparative Analysis of Four Projects" (with Lenglet). Stanford: Institute for Communication Research, Stanford University, pp. 63.
- 1973 "Studying Instructional Television: What Should Be Evaluated?" (with Hornik and Mayo). Stanford: Institute for Communication Research, Stanford University, pp. 140.

- 1971 "Scientific Information Flow and National Development: A Study of Brazilian Chemists" (with Lingwood). Stanford: Institute for Communication Research, Stanford University, pp. 60.
- 1967 "ASCEND: Advanced Satellite Communication for Education in National Development" (With Lusignan et.al.). Stanford: Department of Electrical Engineering, Stanford University, pp. 273.

## 7. Papers at Scholarly Meetings

### Keynote addresses:

- 1986 "Television and Cultural Discourses: Latin American and U.S. Research on Television as Cultural Meaning". Keynote address, Conference on Latin American Popular Culture, Tulane University, New Orleans, April 12-14.
- 1983 "Will New Technologies Create New Societies in the Third World? Some Ethical Considerations." Keynote address, New Technologies Symposium, Iowa State University, November.
- 1983 "From Modernization and Diffusion to Dependency and Beyond: Communications for Development in the 1980s." Conference on Development Communication, University of Illinois, Champaign, April.
- 1982 "Research Trends in the U.S. and Implications for Latin America." Conference of the Society of Interdisciplinary Studies in Communication, Sao Paulo, Brazil.
- 1978 "Success or Failure of Communication Technology in the Third World: By Which Criteria Shall We Judge?" Conference on the Economic Analysis for Educational Technology Decisions, University of Dijon, France.
- 1977 "Why Educational Technology? Criteria for Choosing or Not." Conference on Educational Technology, National Institutes of Education Sciences, Santiago de Compostella, Spain.

Approximately 30 other papers delivered at conferences of the following professional societies: International Communication Association, Speech Communication Association, Latin American Studies Association, African Studies Association, American Educational Research Association, American Association for the Advancement of Science, International Reading Association, plus individual conferences in the U.S. and abroad.

### Invited Lectures

Numerous invited lectures at universities and research institutes in the U.S., Europe, Latin America, and Africa. Some examples: University of Illinois, November 1982, April 1983; University of Pennsylvania, March 1978, November 1983; Florida State University, October 1981; East-West Communication Institute, March 1981; In Europe: London School of Economics, March 1976; Institute of Development Studies, Sussex University, May 1978; The Open University, April 1976; University of Dijon, France, 1980; The Institute of Social Studies, The Hague, Netherlands, April 1980; University of Stockholm, February 1976; Stockholm School of Economics, February 1976; the Swedish Radio-TV-Broadcast Institute, February 1976, June 1980; Tampere University, Finland, February 1976; University of Lagos, Nigeria, March 1976; ITESCO Guadalajara, Mexico, March 1975; ITESM, Monterrey, Mexico, 1974.

### Professional Activity

#### Memberships:

International Communication Association  
International Association of Mass Communication  
Researchers  
Brazilian Society of Interdisciplinary Studies  
in Communication  
Union of Democratic Communicators  
Latin American Studies Association

#### Editorial Boards:

Journal of Communication  
Communication  
Critical Studies in Mass Communication  
Studies in Latin American Popular Culture  
Communication and Development