

**THE ANNENBERG SCHOOL FOR
COMMUNICATION**

UNIVERSITY of PENNSYLVANIA

3620 Walnut Street Philadelphia, Pennsylvania 19104-6220

August 13, 1992

Dr. Barbra S. Morris
English Composition Board
College of Science, Literature, and the Arts
The University of Michigan
1025 Angell Hall
Ann Arbor, MI 46109

Dear Barbra:

I hasten to reply to your welcome letter and interesting materials before leaving the country for a couple of weeks.

I may have some questions after fully digesting the materials you sent me. Are you suggesting a collaborative project?

Will you see Farrell Corcoran of City University (Communication) in Dublin? He is a good person, also a contributor to our book on *Triumph of the Image*, etc. (see enclosed).

As to the encyclopedia article, I am too backed-up to accept any new commitments for a while. I have written two such articles before. One was an entry on "Study of Communications" (With Wilbur Schramm) in the *International Encyclopedia of Communications* (New York: Oxford University Press, 1989) - a source I highly recommend for many related purposes; and the entry on "Communication" in *The Encyclopedia Americana*, 1968. If somebody wants to do a cut-and-paste job based on these, I will be glad to go over and edit and update it.

I hope to hear from you again soon and wish you a pleasant and productive stay in Dublin.

Sincerely yours,

George Gerbner
Professor of Communication and Dean Emeritus



DUBLIN CITY
UNIVERSITY

Ollscoil Chathair Bhaile Átha Cliath

DUBLIN 9, IRELAND.

Telephone : 7045000. Facsimile : 360830. Telex : 30690.

October 5, 1992

Dear George,

I just received your letter of 13 August, which rather belatedly trailed after me here to Dublin. In response to your inquiries, Farrel Corcoran sends back to you his best regards. He has been so kind and hospitable to me since I arrived here on my 92-93 Fulbright. Everyone here thinks quite as highly of him as you do. I feel very fortunate to have landed here for this year.

The encyclopedia entry that I asked you about does sound as though it is duplicated elsewhere, and I will recommend the two sources you mention to the readers. Thanks for the advice.

Yes, I would like to collaborate with you and my hope is that in your reading of the materials I have forwarded to you, that the idea sounds good to you as well. As you can see,

School of Communications

Head of School : Professor Farrel Corcoran PhD

Telephone : 7045219, Facsimile : 7045447



DUBLIN CITY UNIVERSITY

Ollscoil Chathair Bhaile Átha Cliath

DUBLIN 9, IRELAND.

Telephone : 7045000. Facsimile : 360830. Telex : 30690.

I am interested in viewer response studies and in the improvement of media education. I think television provides a unique potential for engaging school-age students in television research projects of their own in their schools.

Since I have already done a great deal of work in the Detroit Public Schools, one possible project might be the design and development of media research projects to be done by students in several Detroit schools. Teachers would be trained in courses or seminars to guide students in these T.V. projects and to lead group evaluations of them. In this way, both teachers and their students would benefit from school-based model projects. The publications would be produced as collaborative designs, thus developing recognized media teachers on-sites.

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Head of School : Professor Farrel Corcoran PhD

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Telephone : 7045000. Facsimile : 360830. Telex : 30690.

Is there any sort of grant program at the Annenberg School that would fund me to come there and work with you - perhaps to design some projects and seek funds to carry them through? If there is any avenue you know of, please send me the application forms. If not, we would need to consider other possibilities for planning and collaborating. I welcome your ideas, too. I'm sorry that this has taken so long in getting back to you. I do appreciate your quick and thorough answers,

Sincerely yours,
Barbara Morris

School of Communications

Head of School : Professor Farrel Corcoran PhD

Telephone : 7045219, Facsimile : 7045447

5/10/93

THE ANNENBERG SCHOOL FOR
COMMUNICATION

UNIVERSITY of PENNSYLVANIA

3620 Walnut Street Philadelphia, Pennsylvania 19104-6220

Dr. Barbara S. Morris
Dublin City University
Fax 011 353 01 704 5447

Dear Barbara -

Thanks you for your letter and
materials -- to many hectic months ago.

I will be at the IAMCR conference
June 22-25 in Dublin. If you are
still there at that time, this would
give us an opportunity to discuss
our interest in a possible media
literacy project. Please let me
know. (fax 215 898 2024). Hope
to see you there.

Sincerely -
George
(GARBNER)



DUBLIN CITY UNIVERSITY

Ollscoil Chathair Bhaile Átha Cliath

DUBLIN 9, IRELAND.

Telephone : 7045000. Facsimile : 360830. Telex : 30690.

May 11, 1993

Professor George Gerbner
The Annenberg School for Communication
University of Pennsylvania, USA
FAX: 215-898-2024

Dear George,

Thank you for letting me know that you will be here for the IAMCR Conference. I certainly do want to talk to you about a possible media literacy project and I will be here for the entire event. I leave Ireland on July first to tour around Europe until I return to Ann Arbor, to the University of Michigan in August. This has been a fine year and Farrel Corcoran has been a splendid host. See you in June.

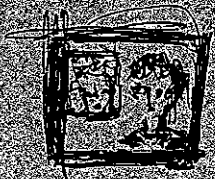
Sincerely,

Dr. Barbra S. Morris
Fulbright in DCU, 92-93

School of Communications

Head of School : Professor Farrel Corcoran *PhD*

Telephone : 7045219. Facsimile : 7045447



Dr. Barbra S. Morris

The University of Michigan

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THE UNIVERSITY OF MICHIGAN

College of Literature, Science, and the Arts

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September 9, 1993

Professor George Gerbner
The Annenberg School for Communication
University of Pennsylvania
3620 Walnut Street
Philadelphia PA 19104-6220

Dear George,

It does seem like a few light years since I was in Ireland at Dublin City University on my year's Fulbright, and we had an opportunity to talk about our similar directions in media literacy and media education as a cultural imperative. I remain interested in coming to The Annenberg School on a faculty research fellowship. I called the school and spoke to Debbie Stinnet, who said she would send me an application as soon as they are ready to go out.

I remain hopeful that my approach to teaching television/media literacy as research in schools will capture the interest of teachers in NCTE. I am completing my book for NCTE this semester, if all goes as planned. I think I gave you a copy of the article that briefly describes combining content and viewer studies with my students, when you talked with Karl Grimes and me in the cafeteria at DCU. In any event, it has received positive attention and spurs me on to finish off the longer work. I am quite happy to be home again, and I am taking a bit of time just to enjoy that good feeling. I hope that our paths cross again and that I have the opportunity to connect up with people at Annenberg.

Thanks for your encouragement,

Sincerely,



Dr. Barbra S. Morris

MORRIS

THE UNIVERSITY OF MICHIGAN

College of Literature, Science, and the Arts

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Ann Arbor, Michigan 48109

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English Composition Board

Professor George Gerbner
Annenberg School
University of Pennsylvania
Philadelphia, Pennsylvania 19104

Dear George,

It was a great pleasure to sit next to you during the NCTE dinner for the Conference for Media Educators and to hear your keynote talk. During dinner, we spoke about working with the schools in collaborative efforts and I promised to send you some materials which are attached.

Also, if you recall, we talked about television analysis and about the work that I have been interested in regarding sports text analysis, so I am sending a bit of that along also. I know how busy you must be so I expect it would be some time before you might have an opportunity to read it. I'll be going to Dublin on my Fulbright September 1 and my FAX number there will be 011-353-01-704-5447. I'll be at Dublin City University in their Department of Communication for the year, teaching and engaging in cross-cultural television analysis. Should you be in Ireland, please contact me. I intend to continue college/pre-college collaborative projects when I return to the University in Ann Arbor in Fall 1993.

Once again, thank you for your interest in my work and for the engaging, excellent dinner talk. Best wishes in your collaborative work. I'd appreciate reading about it, and about your latest findings regarding television.

Sincerely,


Dr. Barbara S. Morris

George, I am one of the editors of a new Encyclopedia of English Studies and Language Arts being published by NCTE and Scholastic Books. I am responsible for the MEDIA section. I need someone to write an entry on "Communication Theories" that would be readable for the outsider, the classroom teacher, the student beginning to study communication. The entry would identify and explain the major theoretical positions in the field of communication and indicate what sorts of research result from them. Would you be willing to write this entry? It could be 3000 words or less. The major editor is Alan Purves of SUNY/Albany. If you are willing to do this, please let me know as quickly as possible. The entry would be due by late September. I hope you can contribute to this important volume that seeks to make the area of Communication accessible to teachers.

Dear Barbra:

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