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Woz  
Mowlana - 2 to GG

THE AMERICAN UNIVERSITY

WASHINGTON, DISTRICT OF COLUMBIA 20016

College of Public Affairs  
SCHOOL OF INTERNATIONAL SERVICE

COLLEGE OF PUBLIC AFFAIRS  
Center for the Administration of Justice  
Center for Technology and Administration  
School of Government and Public Administration  
School of International Service

November 9, 1973

Professor Geroge Gerbner  
Editor, JOURNAL OF COMMUNICATION  
The Annenberg School of Communication  
University of Pennsylvania  
Philadelphia, Pennsylvania 19174

Dear Professor Gerbner:

I have evaluated E.S. Glenn and E.C. Stewart's manuscript on "Intercultural Communication" and I am afraid my reaction is rather negative. I think the manuscript is an interesting and a very useful review of several approaches to the study of intercultural communication but I believe most of our journal readers are already familiar with these approaches and in its present form it may not be a very suitable article by itself. However, I think if we decide to publish an special issue devoted to research and theory in intercultural communication-- this manuscript can be a good candidate for publication in order to link several relevant contributions together. The review of some of the old and new works on intercultural communication can add additional directions to Glenn-Stewart analysis. In particular I would like to suggest the collection of articles in Northrop and Livingston, eds., Cross-Cultural Understanding: Epistemology in Anthropology (1964) and one of the most interesting presentation by F. K. Hsu, "Psychological Homeostasis and Jen: Conceptual Tools for Advancing Psychological Anthropology," American Anthropologist (Vol. 73, 1971, pp. 23-44).

In reference to the books available for review in the Journal, I would like to review Schwartz's Human Connection & The New Media and Mueller's The Politics of Communication. Last week I sent several reprints of my recent articles. Hope you have received them. Best personal regards.

Cordially,  
*Hamid Mowlana*  
Hamid Mowlana  
Professor & Director  
Program in International  
Communication

↓  
Encl.  
Susie: ① I'll start on Glenn & St.  
② Schwartz out; everybody wants Mueller! We'll see.  
EJ

November 16, 1973  
AIR MAIL

Professor Hamid Mowlana  
Director, Program in International Education  
The American University  
Washington, D.C. 20016

Dear Professor Mowlana:

Thank you very much for your letter of November 9 and the evaluation of the Glenn and Stewart article. Your comments will be very carefully considered in our effort to determine the suitability of this article for publication in the Journal.

I was also interested in your suggestions regarding the symposium on intercultural communication. Our policy is not to carry already published articles. However, I would be interested in your suggestions about unpublished material of high quality that might be relevant to such a symposium.

The Schwartz book has already been assigned to a reviewer, and the Mueller book has not yet arrived. What would be your other choices in case we could not fill these two?

Thank you very much for sending me your reprints; I am reading them with interest.

With best regards.

Sincerely yours,

George Gerbner

GG:kas



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School of International Service

January 14, 1974

Dr. George Gerbner  
Dean, The Annenberg School of Communication  
University of Pennsylvania  
3620 Walnut Street C5  
Philadelphia, Pa. 19174

Dear Dr. Gerbner:

Sorry I have been tardy in answering your note of December 18, but I was away on vacation and have only recently returned.

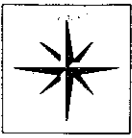
The study proposed by Edward W. Ploman indeed sounds most interesting and I would like to be of help. However, the project would be more than I could undertake personally. If the Arab States Broadcasting Union were to provide some financial assistance, though, I would be able to direct a qualified graduate student to help me in such a research project.

Thank you for letting me know of this project and I hope to hear from you or Mr. Ploman soon.

Cordially,

Hamid Mowlana  
Professor and Director  
Program in International  
Communication

cc: Edward W. Ploman



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School of Government and Public Administration  
School of International Service

26 February 1974

Dr. George Gerbner  
The Annenberg School of Communications  
University of Pennsylvania  
Philadelphia, Pennsylvania 19174

Dear Dr. Gerbner:

Just a note to send my congratulations to you on the Winter issue of JOURNAL OF COMMUNICATION. Judging from the first issue, it is going to be the most interesting and the most challenging journal in the field of communication. In a field where journals tend to be either appallingly complex or seductively simple it is encouraging to see a seductively intellectual enterprise. Everyone from our faculty to graduate students to whom I have shown the journal has agreed with me. The variety of articles you and your associates have selected is indeed excellent. The layout is handsome and not dull.

With best wishes,

Hamid Mowlana  
Professor & Director  
Program in International Communication

P.S. I am working on my two chapters for CURRENT TRENDS IN MASS COMMUNICATION, trying to meet the deadline of March 15.

March 7, 1974

Dr. Hamid Mowlana  
School of International Service  
American University  
Washington, D.C. 20016

Dear Hamid:

Thank you very much for your kind note of February 26.

I was contacted about the USIA program, and I hope  
we can arrange something sometime.

With best regards.

Sincerely yours,

George Gerbner

GG:kas

April 4, 1974

Dr. Hamid Mowlana  
School of International Service  
The American University  
Washington, D.C. 20016

Dear Hamid:

I had a chance to glance at your paper on  
"International News Communicators: The  
Cross-Cultural Analysis" and am wondering  
whether this is committed for publication.

If not, may I consider it for publication in  
the Journal?

With best regards.

Sincerely yours,

George Gerbner

GG:kas



THE AMERICAN UNIVERSITY  
WASHINGTON, DISTRICT OF COLUMBIA 20016

College of Public Affairs  
SCHOOL OF INTERNATIONAL SERVICE

July 15, 1974

Dear George:

I have not received the Spring issue of the Journal; would appreciate if you ask the office to send me a copy.

Also, will you be using my paper "International News Communicators..." in the future issues?

We are considering Heli Ennis de Sagasti, one of your PhDs, for a part-time teaching position. I would appreciate your advise regarding her teaching ability and her areas of specilization.

I plan to attend the Leipzig conference. Will you be going there?

With best regards,

July 23, 1974

File

Dr. Hamid Mowlana  
School of International Service  
The American University  
Washington, D.C. 20016

Dear Hamid:

If you are a subscriber, you should have received not only the Spring but also the Summer issue of the Journal. I am sending you a copy of both under separate cover.

By now you should have received my edited version of your paper.

Hali Enis de Sagasti is an excellent person and you should get her for any position you can before she gets committed elsewhere. I think she would be a good teacher in communication and development, general communication theory and research (especially in field observation, interviewing, content analysis) and perhaps international or intercultural communications.

Yes I plan to attend the Leipzig conference and look forward to seeing you there.

I will be out of town when this is mailed but am sending you best personal regards.

Sincerely yours,

George



THE AMERICAN UNIVERSITY  
WASHINGTON, DISTRICT OF COLUMBIA 20016

College of Public Affairs  
SCHOOL OF INTERNATIONAL SERVICE

April 8, 1974

Dr. George Gerbner  
The Annenberg School of Communication  
University of Pennsylvania  
Philadelphia, Pa. 19174

Dear George:

Thank you for your kind note of April 4. My paper, "International News Communicators: A Cross-Cultural Analysis," is not yet committed for publication. Please feel free to consider it for publication in the Journal and let me know of your decision.

I was pleased to hear that you liked and accepted my manuscript, "A Paradigm for Comparative Mass Media Analysis," for your book, Current Trends in Mass Communication. My second manuscript on "Mass Communication in Middle Eastern Societies" is almost finished and will be on its way to you soon. Sorry for the delay; I hope I have not inconvenienced you.

With best wishes.

Cordially,

Hamid Mowlana

#242



THE AMERICAN UNIVERSITY  
WASHINGTON, DISTRICT OF COLUMBIA 20016

SCHOOL OF INTERNATIONAL SERVICE

OCT. 12, 1976

Dear George:

I am glad that our book - mass media Policies in Changing Cultures - is in production. I have already placed order through our campus book store for copies of it - since I have assigned that as one of our major texts in communication courses.

I sent your presentation at Leicester (with minor editing) to our New York office of Intellect magazine. As you see from the enclosed response they are very eager to publish an article by you - but they would like to see more emphasis on the state of television today. Hope you hurry. Time will allow you to add a few paragraphs. The standard length for Intellect articles is about seven pages double spaced.

I am enclosing my paper on "Political and Social Implications of Communications Satellite ...." which will be published in a book on Economics and Policies of Communication Satellite next year. If any part of it is useful for the Journal of Communication please feel free to use it.

With best regards,

Samuel

P.S. Sorry for the handwriting. My typewriter at home is broken!



# intellect

THE NATIONAL REVIEW OF PROFESSIONAL THOUGHT

1860 BROADWAY, NEW YORK, NEW YORK 10023 / TELEPHONE (AREA CODE 212) 265-6680

Sept. 30

Dear Hamid:

The enclosed article takes too long to reach its theme, not reaching television until halfway through the article. The first half of the article is overly philosophical and pedantic, precisely the sought of material we are trying to avoid in all of our departments.

We would be greatly interested in an article by Prof. Gerbner in view of his position and reputation. The theme is excellent, but the approach should be oriented more to the subject matter--i.e., the state of television today and where it is going.

October 20, 1976

Dr. Hamid Mowlana  
School of International Service  
The American University  
Washington, DC 20016

Dear Hamid:

Thank you for your letter of October 12, and the enclosures. The theme of my Leicester paper was, in fact, the state and (in my opinion) major problem of communications research today rather than television as such. Therefore, it would take more new work than I can now undertake to orient it to what the editor thinks is the "subject matter" -- the state of television today and where it is going.

If and when I can send you something, I will.

I look forward to reading your paper on "Political and Social Implications Satellite Applications in Developed and Developing Countries."

With best regards.

Sincerely yours,

George Gerbner,  
Professor of Communications  
and Dean

GG:kas



THE AMERICAN UNIVERSITY

WASHINGTON, DISTRICT OF COLUMBIA 20016

SCHOOL OF INTERNATIONAL SERVICE

16 August, 1978

Dr. George Gerbner  
Dean, Annenberg School of Communication  
University of Pennsylvania  
Philadelphia, Pennsylvania

Dear George:

Enclosed is my paper, "Toward an Integrative Theory of Mass Media and Culture", prepared for delivery at the Warsaw Conference. I thought you might like to use a portion of this in the Journal of Communication.

I am leaving for Europe today and then on to Poland. Look forward to our meeting in Warsaw.

Best regards.

Sincerely,

Hamid Mowlana  
Professor and Director  
International Communication Studies

HM:kc

March 6, 1979

Dear George:

Events in Iran have prevented me from writing to friends and colleagues. Shakespeare, I don't think, could have set up a situation with more drama and intrigue. If I have delayed in responding to your request for reading manuscript and book review, I know, you can understand the situation.

Nevertheless, I intend to write an article for the Journal of Communication analyzing the Iranian Revolution from the viewpoint of culture and comm. Any suggestion from you along this line will be appreciated.

Best regards,

Harriet

March 13, 1979

*M*  
*File*  
*Please*  
*return*  
*G*

Dr. Hamid Mowlana  
School of International Service  
The American University  
Massachusetts & Nebraska Avenues, N.W.  
Washington, D.C., 20016

Dear Hamid:

Thank you for your letter of March 6. Of course I can understand your deep involvement in the current Iranian situation. Your suggestion for an article analyzing the Iranian revolution from the viewpoint of culture and communications is excellent and timely. The role of the mass media in the events in Iran, and the relevance of Islamic government on communications could be the major features. The timeliness of the issues involved would suggest that we aim at the Summer issue, the deadline for which is April 1, but we could stretch that a couple of weeks if necessary.

Thank you for sending me your articles in the Miami Herald which I found most illuminating. Of course, I had some clues to the situation thanks to our dinner discussion in Warsaw.

Call me if you want to talk more about the article, or other related matters. I look forward to hearing from you.

Sincerely yours,

George Gerbner  
Professor of Communications  
and Dean

GG:ab

# Journal of Communication

Editorial Office • The Annenberg School of Communications • University of Pennsylvania, 3620 Walnut Street C5, Philadelphia, PA. 19174

Telephone: 215—243-6685

May 31, 1979

Dr. Hamid Mowlana  
School of International Service  
The American University  
Washington D.C. 20016

Dear Hamid:

I was glad to have the chance to talk to you about your manuscript which both George and I found very interesting and informative. As I mentioned on the phone, we condensed the opening section of the manuscript and focused the whole article on the communications issues in the context of the revolution. I enclose that edited version, which will be sent to the printers on next Friday, June 8. If you have any changes or corrections to the manuscript, I would appreciate your giving me a call before then so that I could incorporate them into the final version of your article.

Your article will appear in our Summer issue with two others on "Communication and Tradition in Revolutions." Page proofs should be ready toward the end of June. I will send you a copy for your information, since only typographical errors can be corrected at that stage.

Meanwhile, I am enclosing information on offprints and assignment of copyright. Because we did not use your entire article for publication in the Journal, you are welcome to submit the original article to another journal where the entire analysis of the Iranian situation would be more appropriate. The copyright assignment would mean that you would need to credit the Journal of Communication for publishing an abbreviated version of the article.

Again, many thanks for your help in getting this article to us so quickly. We hope you are pleased with the result.

Sincerely yours,

*Marsha*

Marsha Siefert  
Associate Editor

→ MS:jf  
cc: George Gerbner  
enclosures

June 8, 1979

Professor Hamid Mowlana  
College of Public Affairs  
School of International Service  
The American University  
Washington, DC 20016

Dear Hamid:

Many thanks for your note of May 31 and the review of the book by Prosser. I am pleased to accept your review for publication in the forthcoming issue of the Journal in the edited form indicated on the enclosed copy. Please let me know if you have any questions or suggestions.

Many thanks for your contribution.

With best regards,

Sincerely yours,

George Gerbner  
Editor

GG:ab

Enclosure

Hamid Mowlana

December 14, 1979

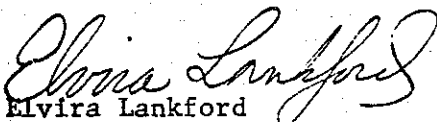
Page 2

Participants from outside the U.S.A. should check with their own governments and with the appropriate American embassies to apply for the necessary visas. We are unable to assist in these matters other than to verify issuance of an invitation to participate.

All inquiries and applications should be sent to:  
WORLD COMMUNICATIONS CONFERENCE  
THE ANNENBERG SCHOOL OF COMMUNICATIONS  
3620 WALNUT STREET  
PHILADELPHIA, PA 19104 U.S.A.

I hope that you will be able to join us for this unique assembly and look forward to hearing from you.

Sincerely,

  
Elvira Lankford  
Conference Manager

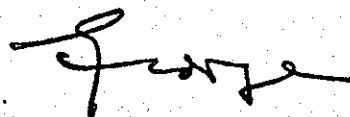
EL/mmcn  
Enclosures

Hamid -

We want a paper from you  
(on international significance  
of Iran coverage?) - will  
pay expenses & honorarium.

Please write title and brief  
description, send it to  
me before Jan 15.

Regards -



December 27, 1979

Dr. George Gerbner  
World Communications Conference  
The Annenberg School of Communications  
3620 Walnut Street  
Philadelphia, PA 19104

Dear George:

Thanks for the invitation and your kind letter... I called your office but could not reach you. I told your associate that I will be preparing a paper as you have suggested. Enclosed please find the description.

Sorry to have missed you in Athens. The Iranian situation has kept me quite busy, but we are engaged in examining the media and organizational activities through a special seminar this semester. I am hoping that the result of our research will be included in my report to the conference.

Best wishes for the holidays and in  
the new decade,



~~Dr.~~ Hamid Mowlaha

February 11, 1980

Hamid Mowlana  
Professor & Director  
International Communication Studies  
American University  
Washington, DC 20016

Dear Hamid:

I am very pleased to invite your participation in and contribution to our conference on **WORLD COMMUNICATIONS: DECISIONS FOR THE EIGHTIES** to be held in Philadelphia May 12-14, 1980. Enclosed is a general announcement of the conference.

We would like you to address the following topic as a member of a conference panel:

"The International Significance of Iran Coverage." The effects of non-traditional diplomatic channels, such as the media and personal and organizational contacts, on the conduct of diplomacy.

You are welcome to revise this title and description as you see fit, or to suggest another if you are now working in another area that fits the framework of the conference. In any case, we should have your reply as soon as possible, so that we can complete and announce the program.

If you agree to give a 15-minute oral presentation, we will be pleased to waive the conference fee, reimburse the cost of round trip economy class travel to Philadelphia, and pay for your accommodations and meals during the conference. If you choose to prepare a paper of 10-12 double spaced pages and we receive it here before May 1, we will provide an honorarium of \$300.00. If your paper is selected for subsequent publication, we will pay an additional \$200.00 for the publication rights.

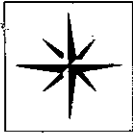
Please indicate in your response the exact title and description of your conference talk (if different from the above), and the exact and full title (or other description) of your position and institutional affiliation as you want it to be listed on the program.

Further information about accommodations and program will be sent after we receive your reply. We are enthusiastic about the prospect of your contribution to this conference and hope to hear from you soon.

Sincerely yours,

George Gerbner  
Professor of Communications  
and Dean

GG/mmcn  
Enclosure



THE AMERICAN UNIVERSITY

WASHINGTON, DISTRICT OF COLUMBIA 20016

SCHOOL OF INTERNATIONAL SERVICE

February 20, 1980

Prof. George Gerbner  
The Annenberg School of Communications  
University of Pennsylvania  
Philadelphia, PA 19104

Dear George:

Thank you for your good note of February 11, 1980. My topic for the World Communications Conference paper is the same as I wrote you earlier. Here is, again, the exact title of the paper and my institutional affiliation to be listed in the program:

Communication and Diplomacy: The International Significance of  
Iran Coverage

by

Hamid Mowlana  
Professor and Director  
International Communication Studies  
School of International Service  
The American University, Washington, D.C.

I will prepare a paper of approximately 15 pages on the subject, and would be glad to see it published.

Please let me know if I can be of any further assistance to you in the arrangement of the conference, etc.

Sincerely,

Hamid Mowlana



# THE AMERICAN UNIVERSITY

WASHINGTON, D. C. 20016

SCHOOL OF INTERNATIONAL SERVICE

March 23, 1980

Dr. George Gerbner  
Professor and Dean  
The Annenberg School of Communication  
University of Pennsylvania  
Philadelphia, Pennsylvania 19104

Dear George:

I have made a slight change in the title of my paper for our conference on WORLD COMMUNICATION. The new title should read:

COMMUNICATION IN POLITICAL CRISIS: THE INTERNATIONAL SIGNIFICANCE OF IRAN COVERAGE. The effects of nontraditional channels such as the media and personal and organizational contacts. ✓

My affiliation should read:

HAMID MOWLANA, Professor and Director, International Communication Studies, School of International Service, The American University, Washington, D.C.

I am enclosing the program participants' information form for Ms Elvira Lankford and the biographical sketch for Ms. Katz. *Not enclosed*  
*given to SK.*

With best regards,

Hamid Mowlana  
Professor and Director

Dear George:

Just a note to congratulate you and your excellent staff and to express my thanks and gratitude for the World Communication conference you had arranged and organized. It was a magnificent gathering, an unprecedented meeting that will be remembered and talked about for a long time.

Marsha Siefert showed interest in the volume I am editing on Tradition and Revolution in Iran and has written Eve that you shared her enthusiasm for the project. I will soon send you an outline of what I have in mind.

Best personal regards,

Fannie  
Nowlana

December 22, 1981

Hamid Mowlana  
The American University  
School of International Service  
Massachusetts & Nebraska Avenues, NW  
Washington, D.C. 20016

Dear Hamid:

Forgive my delayed answer to your note of November 16 and the two papers. End-of-semester activities slowed my editorial work.

The World Media Conference paper is interesting and undoubtedly made a good contribution to the conference. However, it does not extend or challenge any established or advance any new theory that would warrant its publication in the Journal.

The statement before the subcommittee could have been considered for the symposium in the current issue on "The Press, The US, and UNESCO" but came in too late for that. I read about your statement in the press (I think Broadcasting Magazine) and wondered how you felt as the only "balancing" statement before the committee.

Even though we cannot use these papers now, I hope you will continue to send me possible contributions in the future. We are looking forward to receiving your book manuscript.

With best regards and wishes for happy holidays.

Sincerely yours,

George Gerbner  
Editor

GG:ab

January 4, 1983

Hamid Mowlana  
Director of International Communication  
School of International Service  
The American University  
Washington, D.C. 20016

Dear Hamid:

Many thanks for your letter and kind words of December 9 from Paris. Your assignment there and visits elsewhere sound very interesting.

We are looking forward to receiving your manuscript on communication and tradition in Iran. When you send it to us, it would be useful to get a brief description of the potential market for that book, and of its distinct characteristics compared to other similar and potentially competing books that have appeared in the past couple of years.

I am also looking forward to reading your manuscript with Fred Collins and David Gibson on "Feedback in International Broadcasting, etc." It will also be submitted to our readers and staff for review. We will write you again about the decision as soon as possible.

Best wishes for a Happy New Year.

Sincerely yours,

George Gerbner  
Editor

GG:ab



**THE AMERICAN UNIVERSITY**  
WASHINGTON, D.C.

March 28, 1983

*Call  
Journal*

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

Dear George,

I have been asked by UNESCO to prepare a study synthesizing the relevant research already undertaken by different institutions and organizations in all aspects of international flow of information, including the mass media (press, radio, television, video, film) and particularly, transborder data flow.

The study will reflect the situation in the beginning of the 1980s with regard to international flow of information and will be carried out on the basis of a methodology to follow in the future for an evaluation of related development. This study, which I estimate will be about 120 pages in length, will analyze political, cultural, economic, technological, legal, and professional practices affecting the flow of information. It will identify in particular, the nature of obstacles involved at the different stages of production and dissemination.

The first draft of this report will be finished by the end of April and I wonder if you would be kind enough to accept my invitation to review the draft copy and make whatever recommendations you might feel appropriate. I shall be grateful for your reactions, whether in depth or cursory given your time constraints.

Please be assured that your kind generosity in commenting on my manuscript will in no way be construed as you having responsibility for the final product. As the author of the report, I will bear full responsibility for whatever shortcomings it might have, but with the full acknowledgement of my good colleagues who will be making suggestions to improve the quality of the study.

If your time permits, and I hope it will, I shall send you the draft of the report during the first week of May. I look forward to hearing from you soon.

*George -  
I hope you will  
have time to take  
a look at my report*

Cordially,

*Hamid*

Hamid Mowlana  
Professor and Director  
International Communication Studies

*Best wishes* School of International Service

Copy placed in Marsha's mailbox. Avis —

*with Mrs.*

MEMO TO: Marsha Siefert

FROM: George Gerbner

DATE: June 7, 1983

Marsha:

We may or may not have had a chance to discuss this. I think the manuscript is good and almost finished. If you agree, please call Mowlana and try to get his okay to proceed to contract as soon as possible. You are welcome to improve on my letter or take out the rough edges as I dictated it in a hurry. In any case let me know what you think.

George

June 7, 1983

Dr. Hamid Mowlana  
Director of International Communication  
The American University  
Washington, D.C. 20016

Dear Hamid:

It was good to see you here and to have an opportunity to read your "Global Report in International Flow of Information." This is a first-class effort and deserves wide dissemination. I agree that it would make an excellent text or supplementary reading in international relations programs, world communications courses, and for international information programs.

The work is fairly comprehensive and well structured. The tone is scholarly, analytical, and critical throughout. The conceptual development is strong and detailed. All it needs now is a strong concluding chapter pulling the underlying critical implications together and proposing a politically sophisticated thesis in which the dynamics of international flow can be seen.

I just read Hamelink's new book on cultural autonomy (which is suggestive.)

I have no major criticism to make (a rare occasion), and the few minor questions and corrections can wait. Obviously, this book deserves attractive production and packaging and a professional world-wide marketing effort, much beyond what UNESCO can provide.

I don't know what arrangements you have with UNESCO, but I would like to propose that we recommend this to our publishing partner, Longman, for timely publication and strong promotion. I think we and Longman can give it the kind of visibility it must have to do well intellectually and economically.

By copy of this letter I am asking Marsha Siefert to review the manuscript herself (we have not had time to discuss it and will not be meeting for some weeks because of my trip) and get in touch with you regarding the recommendation to Longman. If you agree, and tell us when the final chapter might be coming, I think we can move toward a quick and timely publication.

June 7, 1983

I am glad you left the manuscript with me and we have the opportunity to get started on this before I return. I will be looking forward to news of developments from you and Marsha and wish you best regards until July.

Sincerely yours,

George Gerbner  
Editor

GG:ab

CC: Marsha Siefert

MEMO TO: Marsha Siefert

FROM: George Gerbner

DATE: June 7, 1983

Marsha:

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George

June 7, 1983

Dr. Hamid Mowlana  
Director of International Communication  
The American University  
Washington, D.C. 20016

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June 7, 1983

I am glad you left the manuscript with me and we have the opportunity to get started on this before I return. I will be looking forward to news of developments from you and Marsha and wish you best regards until July.

Sincerely yours,

George Gerbner  
Editor

GG:ab

CC: Marsha Siefert

June 30, 1983

Dr. Hamid Mowlana  
Director, School of International Service  
The American University  
Washington, DC 20016

Dear Hamid:

Our telephone conversation filled me with delight, as it appears that both you and we are thinking along the same lines in terms of the book potential for your "International Information Flow: A Report and Analysis." Your thoughts about its value to both communications and international relations are especially welcome.

I am sure George will also be pleased that you are planning to be finished with the whole book by late July. Upon receiving your additional chapters, we can begin working on the details concerning UNESCO and book publication, as well as making any comments we might have on the rest of the book manuscript.

The fact that you already have another chapter on the exchange of scientific information, informatics, books and film, etc., is great news. The chapter on the human aspect of information exchange is also attractive considering the framework of analysis you describe in your Chapter 1. The concluding chapter should round out the manuscript nicely and make the book a good length.

We did notice that a few of the references you cite now appear or will appear in published form, either in the JOURNAL OF COMMUNICATION or in World Communications: A Handbook. For your information and use, I am enclosing a copy of the table of contents for World Communications: A Handbook. The Rosengren article on "One Paradigm or Four" will be appearing in the Summer 1983 issue of the JOURNAL.

I will talk with George about your suggestion that the summary of Chapter 1 or part of Chapter 2 might be useful as a JOURNAL contribution, and will let you know.

Meanwhile, let me say again how pleased we are that we are in general agreement about the shaping of your manuscript into a

book, for we feel that your work can make a significant and long-lasting contribution to the field. We look forward to receiving the rest of your manuscript.

Best,

Marsha Siefert

→ cc: George Gerbner  
enc

*cl*  
*George*  
*mm*



THE AMERICAN UNIVERSITY  
WASHINGTON, DC

June 6, 1984

Ms. Marsha Siefert  
Annenberg-Longman Communication Books  
The Annenberg School of Communication  
3620 Walnut Street C5  
University of Pennsylvania  
Philadelphia, Pennsylvania

Dear Marsha:

I am pleased to know that you and George have liked the new chapters of my book. I am also glad that the manuscript is now in copy-editing process. Ms Barbara Lambardo of Longman in New York called me last week, inquiring about the bibliography. I told her that she will be getting it soon. I also talked with her about the suggestions you had made on chapter headings etc that they should be edited the way you have suggested. I am very thankful to you about the constructive suggestions you have made. I was not myself happy with some of the subtitles, etc. All of your suggestions are to the point and I agree with them

I am glad to see that both you and George will be in Prague for the IAMCR conference. As you probably know I am now head of the International Communication Section of IAMCR and therefore responsible for its program. Enclosed please find a copy of the panels on international communication.

Best regards,

Sincerely,

*Hamid*  
Hamid Mowlana

cc. George Gerbner

*George - I hope you will consider serving on the Executive Board or/and International Council of IAMCR. I took the liberty of suggesting your name to my colleague at the Council -*

*Hamid*

---

School of International Service

4400 Massachusetts Avenue, N.W., Washington, D.C. 20016 (202) 686-2470

*Copy to A. A. ...*



THE AMERICAN UNIVERSITY  
WASHINGTON, DC

November 15, 1984

Mr. Gordon T.R. Anderson  
Executive Editor  
College and Professional Book Division  
Longman, Inc.  
1560 Broadway  
New York, New York, 10036

Dear Mr. Anderson:

After our telephone conversation of last week, I called Mr. Hamdy Kandil's office in Paris and explained to him the situation that Longman might be facing if my report is not published by UNESCO before the end of the year. I asked specifically if he could allow you to release my book, GLOBAL INFORMATION AND WORLD COMMUNICATION, for sale as March of 1986 whether or not the UNESCO publication of my report has been released. He said he will look in to the matter and will let me know soon.

I have just received a telegram from Mr. Kandil which I enclose for your information. It seems that we have to wait until the publication of my report by UNESCO. I was under the impression that my report would be out some time in September or late 1984, as Mr. Kandil's letter of April 6, 1984, to you indicates. I was told by the UNESCO staff in August that my report has been cleared and has been sent to their publication department for production. However, at this point I have no idea of the exact date of its publication. I am sorry to see that this is putting us in a difficult position and creating production problems for you. I know you realize how anxious I am to see both publications in print soon. At this late hour one suggestion might be for Longman to contact UNESCO directly asking them of the exact date of publication and whether there is any chance the UNESCO publications might be out before the end of this year.

Meanwhile, I am ready to assist you in anyway you might see useful in facilitating the early publication of my book.

Sincerely,

Hamid Mowlana

cc: George Gerbner ✓  
Marsha Siefert

---

School of International Service

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4400 Massachusetts Avenue, N.W., Washington, D.C. 20016 (202) 686-2470



# Telegram

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HAMID MOWLANA

4201 CATHEDRAL AVENUE

WASHINGTON D.C. 20016

46075

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KANDIL UNESCO

COL 4201 WASHINGTON D.C. 20016 46075

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1634 EST



**THE AMERICAN UNIVERSITY**  
WASHINGTON, DC

Mr. G. T. Anderson  
Executive Editor  
Longman, Inc.  
95 Church Street  
White Plains, New York 10601

May 14, 1987

Dear Mr. Anderson:

A few days ago I received a copy of the second edition of my book Global Information and World Communication from Longman. I was deeply disappointed to see that in this edition the dedication page has been removed, and that the inscription has been included on the copyright page. Whatever the reasons for this, commercial or otherwise, I will have to be honest with you and say that this very much deviates from the publishing tradition which honors the author's sentiments, however symbolic. It's regrettable that this tradition is not being honored, especially considering the fact that I personally talked with Longman and we agreed to include the dedication page as a separate sheet as is standard in the field. As this was the agreement for the first edition, I would appreciate it if, in future editions, the dedication page be placed in the traditional manner on a separate sheet of paper.

Thank you.

Cordially,

Hamid Mowlana

copies to: ✓ Dr. George Gerbner  
Dr. Marsha Siefert

---

School of International Service  
International Communication Program

4400 Massachusetts Avenue, N.W., Washington, D.C. 20016 (202) 885-1628

To the memory of my parents,  
who first taught me the importance of  
communication and its meaning.

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Executive Editor: Gordon T. Anderson  
Cover Design: Nina Tallarico  
Compositor: Graphicraft Typesetters Ltd.

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Library of Congress Cataloging in Publication Data

Mowlana, Hamid, 1937-  
Global information and world communication.  
(Annenberg/Longman communication books)  
Bibliography: p.  
Includes index.  
I. Communication, International. I. Title.  
II. Series.  
P96.I5M68 1985 001.51 84-19460  
ISBN 0-582-28519-4

86 87 88 9 8 7 6 5 4 3 2



THE AMERICAN UNIVERSITY  
WASHINGTON, D.C.

October 23, 1987

Professor George Gerbner, Dean  
The Annenberg School of Communications  
University of Pennsylvania  
3620 Walnut Street  
Philadelphia, PA 19104-6220

Dear George:

I have some recordings of the Montreal Conference and I shall try and prepare a transcript for you. I thank you for agreeing to contribute to the volume.

I have not heard from Kaarle for some time and I assume everybody in Paris is busy with the General Conference.

Looking forward to seeing you in Finland in December if everything goes as planned. Otherwise, I will make sure to stop by Philadelphia before the year is over.

Cordially,



Hamid Mowlana  
Professor and Director

HM:mch



# INDIANA UNIVERSITY

SCHOOL OF JOURNALISM

Ernie Pyle Hall

Bloomington, Indiana 47405

(812) 335-9247

January 29, 1988

Professor George Gerbner  
Dean, Annenberg School of Communications  
University of Pennsylvania  
3620 Walnut St.  
Philadelphia, PA 19104

Dear Dean Gerbner:

Hamid Mowlana has applied for the position of Roy W. Howard Professor in the School of Journalism at Indiana University. We consider him a strong candidate and are writing to persons he identified as referees who can comment on his qualifications and abilities.

The major qualification for the Howard Professor is a record of research excellence in journalism and mass communications. In addition, the Howard Professor should meet the qualifications for full rank at Indiana University and those include a record of teaching success. As a member of the faculty, the Howard Professor will be expected to continue a career of research productivity of high quality and to serve as a research leader and catalyst for colleagues and students.

From the curriculum vitae that Professor Mowlana has submitted, the Search Committee has assessed his record in these areas:

1. Education;
2. Employment history;
3. Research record;
4. Teaching experience; and
5. Departmental, university and professional service.

We welcome your comments on any of these areas. You could help us more, however, by assessing Mowlana's credentials and performance in ways that are difficult to evaluate by examining a candidate's curriculum vitae. Your assessment of Mowlana in the following areas would be especially helpful:

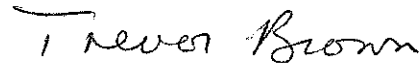
1. Intellectual breadth and vitality. The Howard Professor should serve as a stimulus for research leadership and ideas for colleagues and students in and out of the classroom.
2. Research prowess and productivity. The Howard Professor should have a research agenda that promises a continuing career of significant research of high quality.

3. Teaching skills. The Howard Professor should be an effective teacher, particularly of graduate students, but also of undergraduates.
4. Collegiality. The Howard Professor should be able to work well with colleagues and students and contribute his or her share as academic citizen.
5. Other qualities you feel are important.

We would much appreciate your judgments of Hamid Mowlana's strengths and weaknesses in these areas. So that we may give your reference as much consideration as possible, we would like you to respond by February 19.

We thank you for any help you can give us in our search and look forward to hearing from you.

Sincerely,



Trevor R. Brown  
Dean

imw

February 8, 1988

*File Mowlana*

Dr. Trevor R. Brown  
Dean  
School of Journalism  
Indiana University  
Bloomington, IN 47405

Dear Dean Brown:

I am pleased to respond to your request for information about Professor Hamid Mowlana.

I have known Professor Mowlana for many years as a colleague, an author, and an active member of professional organizations in our field. We have published his work in the JOURNAL OF COMMUNICATION which I edit, and I have also edited his recent and very successful book for our book series at Longman publishers.

Mowlana is a thoughtful and responsible scholar and a good writer. He is a self-propelled hard-driving academic producer of considerable talent for leadership. He is able to deal successfully with diverse orientations and people.

His research in international communications and development is outstanding. He has a good theoretical grasp of his area of specialization and is clearly programmed to maintain high visibility and productivity. I have not observed his teaching but had ample opportunity to witness his collegiality and professional citizenship.

In Hamid Mowlana you would have a solid and dependable contributor to knowledge and academic life. I think he is well qualified for the Roy W. Howard Professorship.

Sincerely yours,

George Gerbner  
Professor of Communications  
and Dean

GG:ab

March 17, 1988

Dr. Hamid Mowlana  
The American University  
School of International Service  
International Communication Program  
4400 Massachusetts Avenue, N.W.  
Washington, D.C. 20016

Dear Hamid:

I received your letter and memo of March 10 concerning the papers prepared for the symposium on the 1978 Mass Media Declaration of UNESCO.

In my opinion, UNESCO has no right to insist on publishing the papers. First of all, I do not recall having signed a contract for publication with UNESCO or anyone else. Secondly, in my opinion, UNESCO helped scuttle the symposium. Third, an "evaluation of the Declaration" is not the subject of my paper, nor is my paper relevant to that subject. I did not undertake to write an "evaluation," but a study of its coverage in the American press.

Finally, my study was a serious investment of time and effort at a very busy period, foregoing other commitments, and is not to be relegated to a distant, unspecified, uncertain, possibly inappropriate, and probably unlikely purpose.

Therefore, unless we receive a formal agreement, timetable, and table of contents from UNESCO that we can consider and evaluate, I urge you and Kaarle to proceed with a publication that is likely to be more timely, more appropriate, and more effective.

Sincerely yours,

George Gerbner

GG:ab

CC: Dr. Kaarle Nordenstreng



THE AMERICAN UNIVERSITY  
WASHINGTON, DC

September 14, 1990

Dr. George Gerbner  
Annenberg School of Communications  
University of Pennsylvania  
3620 Walnut Street  
Philadelphia, PA 19104

Dear George:

It gives me great pleasure to have the honor of inviting you to become a member of a small Advisory Board which we are planning for the International Communication Program here at the School of International Service, The American University.

The International Communication Program, established in 1968, is the oldest specialized degree program of its kind in the United States and in April, 1989, was designated a Center of Excellence by the university. As a Center of Excellence, the International Communication Program will be concentrating on the development of research projects in the area of international telecommunications and its impact on international economics, trade, and foreign policy.

The advisory group will provide guidance and counsel on the activities of the program, and especially on its long range goals. As an Advisory Board member, you only will be asked to attend one annual meeting in Washington as your time permits.

Given your long and outstanding experience in the field, it would be a great honor if you could accept this invitation to serve on the International Communication Program Advisory Board. I look forward to hearing from you.

Cordially,

Hamid Mowlana  
Professor and Director

HM:gs

Oct. 1, 1990

Dear Hamid:

Thank you for your kind invitation to serve on the Advisory Board of the International Communication Program. I consider it an honor to serve on that Board and am pleased to accept.

With best regards.

Sincerely,

George Gerbner  
Professor of Communications  
Dean Emeritus

Oct. 1, 1990

Dear Hamid:

Thank you for your kind invitation to serve on the Advisory Board of the International Communication Program. I consider it an honor to serve on that Board and am pleased to accept.

With best regards.

Sincerely,

George Gerbner  
Professor of Communications  
Dean Emeritus



THE AMERICAN UNIVERSITY  
WASHINGTON, DC

June 6, 1990

Prof. George Gerbner  
Professor of Communications  
The Annenberg School of Communications  
University of Pennsylvania  
3620 Walnut Street  
Philadelphia, Pennsylvania 19104

Dear George:

Thanks for your letter of May 21. I have signed the original copy of the contract and have forwarded it to Kaarle. I also talked with him yesterday reminding him of the new deadline and the urgency of making the full manuscripts ready. He promised to send his contribution to you by the end of the month.

Regarding Sara Fletcher Luther's paper on Cuba, although this is an interesting paper, in my opinion, it is a bit "off the road" in that it is a country-oriented piece and may not go well with other chapters of our volume which are international or regional in scope. What Luther says could also apply to such countries as Iran, Nicaragua, and a number of others. It would have been nice if she had treated the subject matter in a comparative way rather than focusing on Cuba alone. In any case, we can discuss it further with Kaarle when we all meet in Dublin in a few weeks.

Meanwhile, I am enclosing a copy of my paper which I read at the International Telecommunications Society conference in Venice.

Best regards.

Cordially,

Hamid Mowlana

HM:gs  
Enclosure

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School of International Service

4400 Massachusetts Avenue, N.W., Washington, D.C. 20016-8071 (202) 885-1600



THE AMERICAN UNIVERSITY  
WASHINGTON, D.C.

April 11, 1991

Professor George Gerbner  
The Annenberg School of Communications  
University of Pennsylvania  
3620 Walnut Street  
Philadelphia, PA 19104

Dear George:

The Center of Excellence Advisory Board meeting last Friday was an important event for the International Communication Program, and we greatly appreciate your taking time from your many other responsibilities to share your thoughts on the future directions of the Program. I particularly was pleased with the specific observations and suggestions you made, and we all welcomed your helpful comments and keen interest in evaluating the activities of the Program.

Once again, I want to thank you for your participation and the extremely useful contribution you made toward our policies and goals for the upcoming year and beyond. I will keep you informed of our activities and would appreciate any further comments you may have.

Cordially,

Hamid Mowlana  
Professor and Director

HM:gs

**THE ANNENBERG SCHOOL FOR  
COMMUNICATION**

**UNIVERSITY of PENNSYLVANIA**  
3620 Walnut Street Philadelphia, Pennsylvania 19104-6220

Dr. Hamid Mowlana  
International Communication Program  
The American University  
Fax: 202 885 2494

Dear Hamid:

I suggest something like this to replace the current text:

We further recommend that the theme of the meeting be "Communication in Crisis: Economic, Political, Military." This could focus attention on the role of the media in the extraordinary events that shaped -- and will, no doubt continue to shape -- the history of the early 1990s. Subtopics could include the intensified global recession and competition; the breakup of the Soviet Union; emergence of new social movements; wars and coups; the environmental crunch; the rise of ethnic and religious conflicts, etc.

The next paragraph could be cut. And, instead of the second paragraph on Page 2, we should suggest what we can provide for the meeting, instead of asking IAMCR to fund it - which is a futile gesture.

Let me know what you and Herb think.



**THE AMERICAN UNIVERSITY**  
WASHINGTON, D.C.

December 4, 1991

Professor George Gerbner  
Dean Emeritus  
The Annenberg School of Communications  
University of Pennsylvania  
3620 Walnut Street  
Philadelphia, Pennsylvania 19104-6220

Dear George:

Pursuant to our conversation, I would like to discuss with you the idea of your teaching a course for us during the fall, 1992, semester with the hope that your time and schedule would permit you to be in Washington.

What I have in mind is an arrangement similar to that which we were able to offer Herb Schiller this year. I would recommend to the Dean that the appointment be as Distinguished Visiting Scholar and entail teaching one graduate or undergraduate course for a remuneration equal to \$5,000.

Our course offering is flexible enough to accommodate the scheduling of such a class for a once-a-week session of 2 1/2 hours, either during the daytime or evening hours, or two 1 1/4 hour sessions. (Evening classes are scheduled from 5:30 to 8 and 8:10 to 10:45 p.m.) It would be our honor to have you conduct such a course.

As far as the course itself, let me offer a few suggestions, both at the undergraduate and graduate levels. At the undergraduate level, we have two courses which might be of interest to you: 33.340 Foundations of International Communication and 33.349 Policy Crises in World Communication. At the graduate level, we have 33.645 International and Comparative Policies and 33.641 Psychological and Cultural Aspects of International Politics. If you have any other suggestions regarding the course you might teach, let's talk about it.

I hope we can work out a mutually convenient and beneficial arrangement. It would be terrific both for our students and, of course, for me personally to have this idea materialize.

Cordially,

Hamid Mowlana

HM:gs

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School of International Service  
International Communication Program

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4400 Massachusetts Avenue, N.W., Washington, D.C. 20016-8071 (202) 885-1628



**THE AMERICAN UNIVERSITY**  
WASHINGTON, DC

April 29, 1992

Dr. George Gerbner  
Dean Emeritus  
Annenberg School of Communications  
University of Pennsylvania  
3620 Walnut Street  
Philadelphia, Pennsylvania 19104

Dear George:

Please accept my thanks for your participation in our second annual COE Advisory Board meeting last month.

Our discussions were helpful in planning upcoming activities and in conceptualizing long term goals for the International Communication Program. I shall keep you informed of any progress we make in the implementation of the program's goals as well as your recommendations.

Again, my sincere appreciation for taking time from your busy schedule to be with us.

Cordially,

Hamid Mowlana  
Professor and Director

HM:gs

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School of International Service  
International Communication Program

---

4400 Massachusetts Avenue, N.W., Washington, D.C. 20016-8071 (202) 885-1628

[94] From: mowlana@american.edu at SMTP-po 8/5/96 2:20PM (2104 bytes: 45 ln)  
To: fgg at POST1  
Receipt Requested  
Subject: Re: Considering texts

----- Message Contents -----

Text item 1: Text Item

Received: by cmail from jericho.american.edu  
From mowlana@american.edu  
X-Envelope-From: mowlana@american.edu  
Received: from thailand.sis.american.edu (thailand.sis.american.edu  
[147.9.104.36]) by jericho.american.edu (8.6.13/8.6.12) with SMTP id OAA26666  
for <fgg@asc.upenn.edu>; Mon, 5 Aug 1996 14:09:56 -0400  
Message-Id: <199608051809.OAA26666@jericho.american.edu>  
From: mowlana@american.edu  
To: fgg@asc.upenn.edu  
Date: Mon, 5 Aug 1996 14:16:20 EST5EDT  
Subject: Re: Considering texts  
Return-receipt-to: mowlana@american.edu  
Priority: normal  
X-mailer: Pegasus Mail/Windows (v1.11a)

Dear George,

The Sydney weather is around 60-65 degrees Farenheit. I advise you take a rain coat/jacket and whatever is appropriate for early spring type weather in Philadelphia. You may wish to use my Global Communication in Transition book as a major text and reserve Sandra Brahman's book in our library for references. I also feel that for the purpose of your course, our Invisible Crisis will be a good one and should be recommended. If you fax or e-mail Sage and indicate this is for review and possible adoption, they should mail it to you right away. Global Comm. in Transition is \$18.95 in paperback. By the way, here is an up to date bio of mine for inclusion in Invisible Crisis:

Hamid Mowlana is Professor of International Relations and founding Director of the International Communication Program at the School of Interntional Service at American University, Washington, D.C. He is President of the International Association for Mass Communication Research (IAMCR).

George, please indicate in your letter to Westview that I have been identified incorrectly as well as IAMCR on page 281 in About the Book and Editors and that should be edited.

I will be leaving Washington on August 9th. Have a safe trip and see you in Sydney.

Regards,

Hamid



# AMERICAN UNIVERSITY

W A S H I N G T O N , D C

DIVISION OF INTERNATIONAL COMMUNICATION

September 18, 1996

Professor George Gerbner  
Cultural Environmental Movement  
P.O. Box 31847  
Philadelphia, PA 19104

Dear George,

Thank you for inviting me to join as a member of the Board of Cultural Environmental Movement and I am honored to accept your invitation. I look forward to working with you and the Board members in the months to come.

Cordially,

Hamid Mowlana  
Professor and Director  
International Communication Program

SCHOOL OF INTERNATIONAL SERVICE

4400 MASSACHUSETTS AVENUE, NW WASHINGTON, DC 20016-8071 202-885-1621 FAX: 202-885-2494