

Michael Schudson wins Gannett Fellowship

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Michael Schudson, professor in the University of California, San Diego's departments of communication and sociology, is one of nine persons appointed to a fellowship at the Gannett Center for Media Studies at Columbia University.

Schudson is the author of the book, "Advertising, the Uneasy Persuasion," which was released in 1984 by Basic Books, and has won critical acclaim. At the center he will study memory as a social force, and components of news.

"The Gannett Center is the country's first think tank devoted to the study of the media. I feel very lucky and pleased to be one of the people chosen for a fellowship in the center's first full year of operation," Schudson said.

Schudson's studies on memory as social force will be the basis for a book on social memory (how and where a person acquires his sense of history), a project which may not be completed for some years, he said. His studies on "Components of News" will contribute to a more immediate work that Pantheon Books will publish in 1986, called, "Reading the Newspaper."

The center was established by the Gannett Foundation to allow resident fellows to examine crucial media issues for periods of four months to a year. Funded by a foundation grant, fellows explore such questions as how television affects children and how television news influences U.S. politics, among other issues.

The fellowship is awarded to authorities on the subject of the mass media, so they might study several of the most important and enduring problems facing the mass media and their audiences, according to Frank H. T. Rhodes, president of Cornell University and chairman of the center's National Advisory Committee.

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