

Drs. Opubor and Tannenbaum, internationally famous mass communications experts to be guest speakers at UCSD

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Two internationally famous mass communications experts one researching African mass communications and one studying the effects of visual communications on sex and violence - will be guest speakers March 6 and 8 at the University of California, San Diego.

The first, Dr. Alfred Esimatemi Opubor, Director of the African Studies Center at Michigan State University, will speak at 8 p.m., Tuesday, March 6, on "Black Africa: Communication, Identity, and Multicodality."

The second, Dr. Percy Tannenbaum, Professor in the University of California, Berkeley Graduate School of Public Policy and also Research Psychologist at Berkeley's Institute of Human Learning will speak at 8 p.m., Thursday, March 8. He will discuss "Sex and Violence: Arousal Research in Visual Communications."

Both lectures will be held in Garren Auditorium, 1105 Basic Science Bldg., UCSD School of Medicine, and are free and open to the public. They are part of the Communications and Society Lecture Series featuring specialists in communications theory and analysis which began in December and is sponsored by the Communications Program at UCSD's Third College.

Opubor was born in Kaduna, Nigeria. He has attended the University of Ibadan as both an undergraduate and graduate student. He received his B.A. in English from the University of London, his M.A. in linguistics from UCLA, and his Ph.D. in communications research from Michigan State University.

His research interests include the ethnography of communication, sociolinguistics, and communication planning strategies for national development.

Besides various appointments Opubor has held at Michigan State University, he has taught at Duquesne University and the Institute of Mass Communication at the University of Lagos in Nigeria.

His publications include "Mass Media and Society in Nigeria" (1972), and "Mass Communication in Nigeria" (1972). Soon to be published is "Mass Media in West Africa" for which he was joint editor and which came from proceedings of the All-West Africa Mass Media Seminar in July 1971. The new book is being published by the International Association for Cultural Freedom, Paris.

Opubor is also editor of "Rural Africana," a journal of current research in the social sciences and assistant editor of the "Journal of the New African Literature and the Arts" and the "Journal of African Languages."

Born in Montreal, Canada, Tannenbaum was a staff writer for the Montreal Herald before becoming an academician and social scientist. He has taught at Michigan State University, the University of Illinois, and the University of Pennsylvania. He also served as Professor and Director of the Communication Research Center at the University of Wisconsin.

He received his B.Sc. from McGill University and his M.S. and Ph.D. from the University of Illinois.

From 1970 to the present Tannenbaum has served as consultant on social psychology to the National Science Foundation. He is a fellow of the Center for Advanced Study in Behavioral Sciences and the American Psychological Association. He is a member of the American Association of University Professors, The American Association of Public Opinion Research and the International Association on Mass Communications Research.

He has written numerous articles dealing with the effects of visual communications on mass culture. "Emotional Arousal as a Mediator of Communication Effects" was published in 1971 in the technical reports of the Commission on Obscenity and Pornography (Vol. 8). He was co-author with E. Gaer of "Mood Change as a Function of the Stress on the Protagonist in the Degree of Identification in a Film-Viewing Situation," published in 1965 in the "Journal of Personality and Social Psychology" (Vol. 2). A 1972 article, "Studies in Film- and Television-Mediated Arousal and Aggression," published in a technical report to the Surgeon General's Scientific Advisory Committee on Television and Social Behavior, will be the basis for his lecture March 8.

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