

UCSD communication professor Susan Davis receives Guggenheim fellowship

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UCSD COMMUNICATION PROFESSOR RECEIVES GUGGENHEIM TO STUDY ENVIRONMENTALISM AND MASS MEDIA

Susan Davis, a professor of communication at the University of California, San Diego, has received a fellowship in the amount of \$26,000 from the John Simon Guggenheim Memorial Foundation. The award will support Davis' research on popular environmentalism and the mass media.

"Throughout history, nature and animals have been powerful images for humans," said Davis. "People use images of nature and the environment to express themselves socially, as well as to think about themselves and their future. My research is focusing on the various ways these images are being shaped by the American mass media, especially through corporate advertising and other commercial influences."

According to Davis, the nature of popular environmentalism has changed dramatically over the past two decades. The grass roots environmentalism of the past has given way to public extravaganzas like "Earth Day," which Davis calls "an interesting blend of commercial culture -- a modern day melding of corporate sponsorship and popular environmental sentiments."

Davis is one of 143 scholars, artists and scientists selected from among 3,092 applicants to receive the annual fellowship awards. Guggenheim Fellows are appointed on the basis of unusually distinguished achievement in the past and exceptional promise for the future. Davis, an associate professor, is the third faculty member in UCSD's Department of Communication to be awarded a Guggenheim Fellowship.

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