

"Television - The New Religion" by George Gerbner as the opening lecture

November 21, 1972

"Television - The New Religion" by Dr. George Gerbner, Dean of the Annenberg School of Communications, is scheduled as the opening lecture in a new series featuring noted authorities in communications theory and analysis and sponsored by the Third College Communications Program, University of California, San Diego.

The lecture will be held at 8 p.m. Wednesday, December 6, in the Lecture Hall, Bldg. 201 on the Matthews Campus. The series is free and open to the public.

"Dr. Gerbner's topic should be of special interest to teachers, religious personnel and all those interested in mass media," said Prof. Mike Real, UCSD Communications Program Coordinator.

The Annenberg School of Communications, located at the University of Pennsylvania, is one of the noted communications schools in the United States.

A native of Hungary, Prof. Gerbner became a U.S. citizen just before World War II and served as a paratrooper and editor for the U.S. Army during the war. He worked in professional communications in Hungary and the U.S. for the "San Francisco Chronicle," for the U.S. Information Service, and as a free-lance writer.

Gerbner received his doctorate from the University of Southern California. He served as a research professor at the Institute of Communications Research at the University of Illinois for eight years before his appointment at the Annenberg School.

Prof. Gerbaer's research interests have included cross-culture studies of films and education, the effects of the portrayal of violence on television, American popular culture, public conceptions of mental illness, and theories of communication.

Recent articles by Dr. Gerbner have appeared in "Communications" (Paris), "The Annals of the American Academy of Political and Social Science," and "Scientific American." His latest book, "Communications Technology and Social Policy," will soon be published by John Wiley and Sons.

Other speakers in the series will include international specialists in the social, political, economic, personal and theoretical dimensions of the social process of communications, and will be scheduled throughout the spring.

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