

## UCSD professor Michael S. Schudson wins \$270,000 MacArthur Fellowship

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Media Contact: Dolores Davies, (619) 534-3120

UCSD COMMUNICATION PROFESSOR WINS \$270,000 MACARTHUR FELLOWSHIP

Michael S. Schudson, a professor of Communication and Sociology at the University of California, San Diego, has been named a winner of a MacArthur Fellowship from the John D. and Catherine T. MacArthur Foundation.

Schudson is the seventh UCSD faculty member to win a MacArthur Fellowship, a \$270,000 tax-free award spread over a five-year period. The terms of the award allow the recipients to use the funds in any way they wish.

"The fellowship will allow me to concentrate my efforts on two major research projects: one on the history of political learning and political communication in the United States from 1690 to the present, and the other a study of the social recollection of Watergate -- how the Congress, the news media and the general public remember, reconstruct and forget Watergate," said Schudson.

According to the MacArthur Foundation, the purpose of the Fellows Program is "to provide unique, unrestricted fellowships to exceptionally talented and promising individuals who have given evidence of originality, dedication to creative pursuits, and capacity for self-direction."

Schudson was one of 36 winners nationally, and three within the UC system, to be announced as Fellows by the Chicago-based foundation on Tuesday, July 17. The other UC winners were both at UC Berkeley.

Schudson, who has received numerous awards and honors throughout his academic career, is one of the nation's leading scholars of media studies and communication. His work focuses on the impact of mass media on public and private life, as well as on the study of public culture and collective memory. Schudson's books include the highly praised "Advertising, The Uneasy Persuasion," and "Discovering the News." His research has been published widely in academic and popular journals and magazines, including the Columbia Journalism Review, Harvard Educational Review, Media, Culture and Society, Daedalus and Psychology Today.

Schudson's work generally aims to provide a historical understanding of contemporary issues concerning the news media. "The past is part of what defines us -- defines our limits and our possibilities," said Schudson. "I'm trying to take a long view of our political culture and the role of the media in it."

Schudson, 43, has taught at UCSD since 1981. Until 1989, in addition to teaching in both the Communication and Sociology departments, Schudson served as the chairman of the Communication Department. He received his Ph.D. in Sociology from Harvard University in 1976.

Other UCSD faculty members who have won MacArthur Fellowships include: Professor Michael Freedman, Mathematics Department; Assistant Professor Ramon Gutierrez, History Department; Professor Edwin Hutchins, Department of Cognitive Science; and Professor Arnold Mandell, Psychiatry Department.

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