



➤ Daniel Boorstin Delivers Annenberg Lecture

Renowned historian and cultural critic Daniel Boorstin spoke to a convocation of Annenberg School students, faculty, alumni and trustees in the first annual Walter and Leonore Annenberg Distinguished Lecture in Communication on September 24, 1992. The lecture is funded by the alumni of the School as an expression of their gratitude to the Annenbergs.

Addressing "The Rise of Public Discovery," Boorstin spoke about the important role of the arts in an era in which scientific knowledge has exploded with "floods of new data" but in which data often outrun meaning. The arts, Boorstin argued, may serve as a refuge from science's continual alternation between progress and obsolescence. The artist differs from
(continued on page 6)



1993-94 Post-Doctoral Fellowships: Public Space

The Annenberg School will begin the second cycle of its post-doctoral program with research fellowships on the theme of "Public Space." Research projects for 1993-94 will focus on the interaction of media and conversation on public issues, on the ecology of such conversations (their frequency, loci, participants, dynamics), the boundaries between the public and private, the dynamics of public-opinion formation and change, and the question of whether public opinion is fed back into policy.

Five scholars will be appointed for a period of one or two semesters, participating in the program's research seminar and in an international conference on the theme of the program. They will also prepare papers

and monographs while at the School and may be invited to teach an undergraduate course.

Scholars interested in applying for the fellowships should include: a proposal of 2-5 pages outlining a proposed project; a curriculum vitae; the names of three academic references who have been asked to send letters of recommendation; and course descriptions for undergraduate teaching. Applications and references should be submitted by February 26, 1992 to: Professor Elihu Katz, Director, Annenberg Scholars Program, Annenberg School for Communication, University of Pennsylvania, Philadelphia, Pa. 19104-6220.

Carolyn Marvin

In the 1988 Presidential election, candidate George Bush's appearance at a flag factory was viewed as a major symbolic event. Two years later, when then President Bush embarked on military action against Iraq, the American flag was omnipresent in accounts of the departure—and return—of U.S. troops. In the intervening years, the flag as symbol has appeared in everything from the high art of Jasper Johns to the commercial fare of bath towels and bed slippers.

But what is the communicative significance of these very disparate uses of the American flag? And what do flag practices have to say about the way the nation maintains a sense of unity and the power to demand sacrifice from its citizens?

This is the question currently being posed by Carolyn Marvin, Associate Professor at the Annenberg School. In her new book on American flag practices and imagery, Marvin will argue that although the meaning of the flag is largely denied by citizens, it comes to be imbued by them with a kind of talismanic power.

Marvin's concern with the symbolism of the flag grows out of her work in the area of freedom of expression. In examining the controversial Supreme Court decisions about flagburning, Marvin became interested in the different connotations of the flag to different groups of interest in society. In her schema, opponents to the Court's decision are typically those citizens most asked to risk their lives for their country, who view the flag as a sacrificial body. To them, flag desecration is the symbolic equivalent of the desecration of the physical bodies of soldiers themselves. In contrast are those who place a higher value on the text (the Bill of Rights) than on the body (the physical flag.)

This text-body dichotomy emerges from Marvin's other area of intellectual interest, the field of literacy. In partic-

ular, her research has dealt with the ways in which literacy bestows power. As she has written, "Text is traditionally the weapon of those whose cultural power and entitlement to participation in social life derive from educational credentials that exempt them from expending their bodies in pursuit of social resources. Those who command the text are most entitled to preserve their bodies and shield them from physical effort and danger."

A third area in which she has focused her attention has been the social impact of technology. Marvin is the author of *When Old Technologies Were New: Thinking About Communications in the Late Nineteenth Century* (Oxford

University Press, 1988.) The book examines how five inventions—the telephone, phonograph, electric light, wireless and cinema—affected social habits and customs. In it she argues that the early history of electric media "is less the evolution of technical efficiencies in communication than a series of arenas for negotiating issues crucial to the conduct of social life; among them, who is inside and outside, who may speak, who may not, and who has authority and may be believed."

Marvin began her professional career as a staff reporter for the *Atlanta Constitution*, but in 1971 decided to

return to academia. She received her doctorate in communications from the University of Illinois in 1979 and was appointed an assistant professor there. She came to Annenberg a year later, following a stint as a Fulbright lecturer in London. She was the recipient of the 1990 Franklyn S. Haiman Award for Outstanding Scholarship in Freedom of Expression and in 1991 won the University's prestigious Lindback Award for outstanding teaching. Her undergraduate seminar on the History and Theory of the Freedom of Expression is one of the most highly regarded courses at the University.



News

F A C U L T Y



Dan Anderson, Kevin Durkin, Michael Morgan and Patricia Greenfield discuss the conference.

ASC Conferences

Oscar Gandy presented a paper on "Power and Control: The Panoptic Sort" at the October, 1992 meeting of the American Society for Information Science in Pittsburgh.

George Gerbner provided testimony for the United States House Judiciary Committee's subcommittee on Crime and Criminal Justice Oversight Field Hearing on Violence on Television on December 15, 1992.

Larry Gross delivered two papers at the Association for Education in Journalism and Mass Communication meetings in Montreal in August, on "Research Issues in Visual Communication," and "Visual Ethics." His article on "The Body Politic" appeared in the *Village Voice*, September, 1992.

During the fall campaign, Kathleen Hall Jamieson appeared weekly on Bill Moyers' "Listening to America." Her views on campaign discourse were also aired on Good Morning America, the Today Show, the CBS Morning News, NBC, CBS, and ABC Nightly News and on NPR. She delivered invited addresses to the International Board of Chase Manhattan Bank, to the New York Grant Makers' Association, and to the American Philosophical Society. At the November SCA meeting, Jamieson was among those honored for a distinguished career of scholarship.

Klaus Krippendorf delivered a lecture on "Two Paths in Search of the Meaning of Things" at the University of the Arts in Philadelphia, September 29, 1992. He also received an Honorable Mention for the first annual Jay Doblin Awards of the *Design Management Journal*, for an article on "Imaging, Computing, and Designing Minds."

Joseph Turow's article on "The Organizational Underpinnings of Contemporary Media Conglomerates" appeared in the December 1992 issue of the journal *Communication Research*. His new book *Media Systems in Society: Understanding Industries, Strategies, and Power* has been adopted as a text in several universities.

Children, Television, and Education

Does television-viewing spell doom for the education of children—or a bright new hope? In introducing an Annenberg conference on children, television, and education, Dr. Dan Anderson of the University of Massachusetts spoke about two very different schools of thought on the subject. On the one hand, former President George Bush and other world leaders have argued that television is responsible for the crisis in education and even for broader national problems.

At the same time, however, many scholars and practitioners are coming to believe that television has the potential to serve as a valuable educational tool, or in some cases a vehicle for supplementing formal education. The purpose of the Annenberg conference was to bring together many of the world's leading researchers on television and children to assess where, between those two extremes, the truth lies. In particular, scholars at the November conference were charged with assessing the state of current knowledge concerning television and education and pointing the way toward research needed over the next decade.

Speakers included Susan Neuman of Temple University, Robert Hawkins and Susan Pingree of the University of Wisconsin, Patricia Collins of the University of Massachusetts, Elizabeth Lorch of the University of Kentucky, Aimee Dorr and Patricia Greenfield of the University of Southern California, Kevin Durkin of the University of Western Australia, John Wright of the University of Kansas, Byron Reeves of Stanford, Sheryl Graves of Hunter College, and Ellen Wartella of the University of Illinois.

Also in attendance were Professor Danling Peng, chairman of the Psychology Department at Beijing Normal University in China, and Gavriel Solomon, from the University of Haifa. The conference's presentations and discussions will be incorporated into an edited volume.



Social Theory, Politics, and the Arts

The 18th Annual Conference on Social Theory, Politics, and the Arts was held at the Annenberg School from October 8-10, 1992. The keynote speech of the conference was delivered by Richard Bolton from the University of California, Santa Barbara on the topic "Recent Work: How Art Might Be Used to Resuscitate the Public Sphere and Increase Democratic Possibility."

Conference sessions focused on a variety of topics, including: "Culture, Community and Public Policy," "Art and the Public Sphere," "The Media and Their Audiences," "Televising the Holocaust," and "Multi-cultural and Cross-cultural Issues in Arts Administration and Arts Policy Development." There were also panel discussions on "Arts Funding and Its Discontents," "Art Worlds and Art Markets," and "Fourth World Arts and First World Technologies."

Above left:
Ken Bode, David Broder and Jeff Birnbaum
Above right:
Harold Kaplan and Mandy Grunwald

Election Debriefing: Learning From the 1992 Campaign

Network television reporters, national newspaper correspondents, and top Presidential campaign advisers converged on the Annenberg School on December 12, 1992 to discuss the communication of the 1992 Presidential campaign. Ed Fouhy, member of the Presidential Debates Commission and producer of the Presidential debates opened the day with a discussion of how well the formats for the debates worked and how they could be improved in the future. CBS correspondent Lesley Stahl and NBC reporter Lisa Myers then discussed "Accountability: The Problems Posed by Ross Perot."

A panel featuring David Broder of the *Washington Post* and "Meet the Press," Ken Bode of CNN, and Jeff Birnbaum of the *Wall Street Journal*, examined "Media Bias and Candidate Access." The group discussed whether the media, as Republicans charged, covered the economic news of the fall unfairly and whether the candidates were sufficiently accessible to reporters.

Eric Engberg of CBS News reviewed the links between 1988 and 1992 campaign news coverage while Bush-Quayle ad team adviser Harold Kaplan and Clinton-Gore adviser Mandy Grunwald addressed the question of whether advertising in this campaign functioned differently than in the 1988 campaign.

Lessons learned from the broadcast adwatches were drawn by Brooks Jackson from CNN and Andy Bowers of NPR, while Democratic adviser Ann Lewis and *New York Times* reporter Gwen Ifill discussed the "The Hillary Factor."

Scholars attending the conference included: David Birdsell of Baruch College, Jane Blankenship of the University of Massachusetts, Bruce Buchanan of the University of Texas, Karlyn Campbell of the University of Minnesota, Murray Edelman of the University of Wisconsin, Michael Gurevitch of the University of Maryland, Rod Hart of the University of Texas, and Montague Kern of Rutgers University.

Also in attendance were Max McCombs of the University of Texas, Marc Ross of Bryn Mawr College, Herb Simons of Temple University, Holly Semetko of the University of Michigan, Michael Traugott of the University of Michigan, Darrell West of Brown University, Ted Windt of the University of Pittsburgh, and David Zarefsky of Northwestern University.

The conference concluded with an off-the-record briefing by members of the Clinton transition team, including Annenberg graduate Maggie Williams (M.A.'92), who is chief of staff for Hillary Clinton, Bob Boorstin, deputy director of communication, and Richard Mintz, head of the inaugural team.

To obtain a one hour VHS tape of conference highlights, send a check for \$15.00 to Maxine Beiderman, Annenberg School, 3620 Walnut Street, Philadelphia Pa. 19104-6220.

JEFF BIRNBAUM, *Wall Street Journal*: "What Clinton focused on more than Bush was the substance of his positions, and I think that went over much better with the electorate. I think the electorate this time around got pretty tired of negative campaigning...I remember in Winston-Salem...that Clinton dwelled on attacking Bush in his stump speech before a large crowd in a stadium. And then we heard a lone voice shout out, 'Well, what are you going to do?' And I think that was the question that most audiences were asking... And I think the Clinton campaign got that more than the other campaign did."

Lesley Stahl, *CBS News*:

"I pressed Ross Perot for an interview {for "60 Minutes"} and he said that he would think about it and we should call him back. After subsequent requests, within a week, to our surprise he said yes. His only condition was that we hold the interview after the last debate, which we agreed to, even though we realized that that would put this piece on the air nine days before the election. And I will tell you that there was great discussion and debate in the office about this because naturally we were concerned that Perot would be making these allegations on the air against the Bush campaign when we knew they weren't true and this became the heart of our planning for this story."

KEN BODE, CNN: "I think Jim Pinkerton, domestic adviser to President Bush, had it about right in terms of the perspective of Republicans. He said, 'I believe the media has a liberal bias, but it's the same media we've had for the last six elections and we won five of the last six, so it really wasn't the media that had anything to do with this one.'"



ERIC ENGBERG, CBS NEWS: "The public believes that there are laws ensuring fair, free, honest elections. We have agencies that have grand-sounding names, like the Federal Election Commission. As if there's a group of people sitting in black robes, I guess, [saying], that's fair, yes, that's honest. What I learned in the course of investigating this story is that these laws are basically empty shells."

Mandy Grunwald, Clinton-Gore campaign: "I spent more time talking about economics and the latest statistics from the Bureau of Labor Statistics and the Bureau of the Census than I thought a creative person ever would in her lifetime. Gene Sperling, who was the economic director of the Clinton campaign, and I talked far more than any two people in the campaign... And a lot of the style of our spots was dictated by [the] distrust of advertising people had."



Brooks Jackson and Andy Bowers



ASC Conference



Ann Lewis, Democratic adviser: “BILL AND HILLARY CLINTON... UNDERSTAND SYMBOLIC POLITICS AS WELL AS ANYBODY I KNOW. THE ONE MISTAKE THEY MADE EARLY WAS [ASSUMING] THAT AFTER SO MANY YEARS IN ARKANSAS AS A GOVERNING TEAM, PEOPLE WERE READY TO ACCEPT THEM AS A TEAM. AND IN FACT WHEN YOU GO FOR PRESIDENT, IT’S A WHOLE NEW SET OF PEOPLE WHO DON’T KNOW YOU AND YOU HAD TO RE-EARN THE WAY.”

Gwen Ifill, *New York Times*:

“It tells...where my generational biases are. I still think I’m able to do a fair job, but...when I was standing there and {Hillary Clinton} made that comment about cookies and teas, I thought ‘what a snappy line.’ And it didn’t occur to me in the least that this was an offensive thing. Days later I realized I had missed. I had written the stories just straight on. I didn’t realize what the fallout was going to be.”

HAROLD KAPLAN, BUSH-QUAYLE CAMPAIGN:

“In ‘88 I felt as though we had a pretty clear strategy. George Bush was the rightful heir to the Reagan revolution...In ‘92, we didn’t have that strategy. We had what we called a lot of little strategies. We would go into focus groups each week with about ten different ideas ...from taxes to health care. And we would run ‘em through focus groups and whatever would come out that week would be something we’d produce and run it through focus groups again and see if that was going to stick...We produced 94 commercials. And I don’t think they had a chance to seed. In ‘88 we produced far less and they seemed to have run the whole campaign.”

(continued from cover page)

the scientist in that the former is “primarily and essentially a creator...a maker of the new,” Boorstin said, adding that western culture has always exhibited a “special hospitality to the new.”

“Of a work of science,” Boorstin stated, “we ask, is it the latest? Of art, we ask, did it, will it, can it, endure? There is no past or future in art. If a work of art cannot exist in the present, it should not exist at all.”

Boorstin’s lecture drew from the subject of his latest work, *The Creators* (Random House, 1992.) He is also the author of *The Image or What Happened to the American Dream*, *The Americans: The Democratic Experience* (for which he won a Pulitzer prize), *Democracy and its Discontents*, and *The Discoverers*. Boorstin was Preston and Sterling Morton Distinguished Service professor of history at the University of Chicago and went on to become Librarian of Congress.

In introducing Boorstin, Dean Kathleen Hall Jamieson noted that it was appropriate that the first Annenberg lecturer be a person who had contributed fundamental concepts (such as the “pseudo-event”) to the field of communication and who has also been a long-time personal friend of Walter and Leonore Annenberg. In turn, Boorstin noted that he could “do nothing that would be worthy of the people being honored,” lauding the Annenbergs for their great sense of social responsibility and the “special quality and character of giving of themselves.”



Walter and Leonore Annenberg greet Daniel and Ruth Boorstin after the lecture.

COVERING THE BODY

The Kennedy Assassination, the Media, and the Shaping of Collective Memory

BARBIE ZELIZER



{ Alumni }

News

In Print

***Covering the Body: The Kennedy Assassination, the Media, and the Shaping of Collective Memory* by Barbie Zelizer (Ph.D.'90) explores the way the public learned about and came to make sense of the killing of President Kennedy. The book examines how journalists used assassination coverage to legitimize their own role as official interpreter of American society. Zelizer argues that journalists used the assassination not just to relay the news but to promote themselves as cultural authorities.**

The *Washington Post* called the book a "timely...provocative study," noting that Zelizer "rightly criticizes television's longtime reluctance to criticize the Warren Commission or to take seriously the research of independent critics." The *Dallas Morning News* wrote, "Ms. Zelizer is at her best when considering Oliver Stone and his *JFK*...The book poses a subversive question: when Mr. Wicker, Mr. Rather and the others rose up to rebut Mr. Stone, were they defending a certain version of events? Or were they also acting to protect their turf, their role as custodians of Memory?"

ALUMNI:

Please update us on your current address and professional activities. When you fill out the enclosed form and return to us, you will receive an Annenberg bookbag for the reduced cost of \$10.00.

NADINE CANTER BARNICLE (M.A.'90) is a communications specialist in Seattle, Washington.

PETER EDWARDS (M.A. '81) is president of Atlas Video, a home video distribution company based in Bethesda, Maryland.

MIRIAM ESCALANTE-VERMEIREN (M.A.'70) is editorial assistant for the *Houston Post* Washington Bureau.

RICHARD ROBERT GROSS (M.A.'85), assistant professor of communication and mass media at the University of Wyoming, was recently named Japan-U.S. Friendship Fellow to Columbia University.

ROBERT HANKE (PH.D.'87) is assistant professor of communication at the University of Louisville.

MARGOT HORWITZ (M.A.'62) is director of public relations for Harcum Jr. College in Bryn Mawr, Pennsylvania.

KEN KARP (M.A.'77) is eastern manager for *Billboard Magazine*, a music industry trade journal.

GALE KELLOGG KOKUBU (M.A.'91) is producer of special projects and international news for the New York bureau of TV Asahi, a Japanese commercial network.

MILTON MUELLER (M.A. '86, PH.D.'89), assistant professor in the Department of Communication at Rutgers University, New Brunswick, received a grant from the National Science Foundation to study "Trade and Telecommunication in Greater China."

DAVID PERLMUTTER (M.A. '91), a Ph.D. candidate at the University of Minnesota School of Journalism, has just published "The Vision of War in High School Science Textbooks" in the *Journal of Communication*.

WILLIAM C. STRONG (M.A.'67) is vice president for Communications and Sales for the Civic Arena Corporation and Pittsburgh Penguins.

MALGORZATA TERENTIEW (M.A.'85) is managing editor for Point Publications, publisher of the oldest independent Polish-language newspaper in the United States, based in Wisconsin.

JOSEPH ALAN ULLIAN (M.A.'75) is associate professor of corporate communication at Southern Connecticut State University.

LESLEE YORK (M.A.'90) has been promoted to market analyst in the consumer behavior department at J. Walter Thompson in New York.

Professionals-In-Residence: Robert Shogan

Robert Shogan, the national political correspondent for the *Los Angeles Times*, is spending the spring semester at Annenberg under the School's new Professionals-in-Residence Program. Supported by a \$1 million grant from the Annenberg Foundation, the program brings distinguished journalists as well as government and industry executives to the School to write books and articles on important social issues with a communication dimension.



While at Annenberg, Shogan will be writing a book about the bargain struck by Winston Churchill and Franklin Roosevelt in 1940 that sent 50 U.S. destroyers to the British in return for leases to a chain of British naval bases. The book is intended to offer an examination of one of history's most successful collaborations, namely the partnership between Roosevelt and Churchill, and in broader terms, illuminate how the U.S. changed its role in the world from remote bystander to dominating power.

Shogan has written three previous books on the American presidency, *Promises to Keep: Carter's First 100 Days* (Crowell, 1977), *None of the Above: Why Presidents Fail and What Can Be Done About It* (New American Library, 1982) and *Riddle of Power: Presidential Leadership from Truman to Bush* (Dutton, 1991.)



Danny Tate (Ph.D. '92) was named the recipient of the 1992 Kramarae Outstanding Dissertation Award by the Organization for the Study of Communication, Language and Gender. The topic of his dissertation was "Ideology and Ambiguity: Models of Narrative Relationship among Narrators, Narrative Situations, and Addressed Audiences of Women's Magazine Fiction and Non-fiction Published from 1910-1930." The dissertation was directed by Kathleen Hall Jamieson.

ASSISTANT DEAN PHYLLIS KANISS delivered a lecture at Princeton University on November 16, 1992 on the topic "Manipulating the Locals: The Use of Local Television News in the 1992 Presidential Election." A column based on the lecture appeared in the *New York Times* on December 5, 1992.

ASSISTANT DEAN CATHERINE SCHIFTER has been appointed Acting Judicial Inquiry Officer for the University for 1992-93.

HEAD LIBRARIAN SUSAN WILLIAMSON has been selected to moderate a forum on "Faces and Interfaces: Techniques and Technologies for Accessing Information in a Multidisciplinary Field" at the International Communication Association meetings in Washington.

The Annenberg School Faculty

Joseph Cappella
Oscar Gandy
George Gerbner
Larry Gross
Robert Hornik
Elihu Katz
Klaus Krippendorff

Carolyn Marvin
Paul Messaris
Zhongdang Pan
Roberta Pearson
Joseph Turov
Charles R. Wright

Kathleen Hall Jamieson, Dean

PHYLLIS KANISS, *Assistant Dean and Newslink Editor*
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