

# NEWS RELEASE



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**CONTACT: EVAN WELSH  
(610) 526-2967**

## **DEAN EMERITUS OF THE ANNENBERG SCHOOL TO SPEAK AT ROSEMONT COLLEGE**

George Gerbner, Ph.D., Bell Atlantic Professor of Telecommunications at Temple University and Dean Emeritus of The Annenberg School for Communications, will speak at Rosemont College on Thursday, October 9, at 7:00 p.m., in the McShain Performing Arts Center. Dr. Gerbner will be lecturing on the use of television and its effect on our culture.

Much of Dr. Gerbner's research has focused on the relationship between television programming and the public's desensitization towards violence. Among his findings, Dr. Gerbner estimates that by the time an average American child leaves elementary school, he/she will have witnessed more than 8,000 murders and 100,000 violent acts on television. Dr. Gerbner believes that as a society, we are "born into a cultural environment created mostly by conglomerate storytellers who have nothing to teach but much to sell."

Dr. Gerbner came to the United States from Hungary in 1939, received his B.A. from the University in California and his M.S. and Ph.D. from the University of Southern California. He is the author of dozens of articles and books on television and the media, including most recently, 1996's *Invisible Crises: What Conglomerate Media Control Means for America and the World.*

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A reception will follow the discussion. For more information, please contact the Office of Public Relations at (610) 526-2967. Rosemont College is located at 1400 Montgomery Avenue in Rosemont, PA.

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