

AUTHOR'S MARKETING
QUESTIONNAIRE

Oxford University Press
200 Madison Avenue
New York, NY 10016
Attention: Karen Casey
Please return by: July 10, 1987

TO: Erik Barnouw, Editor

TITLE OF BOOK: International Encyclopedia of Communications

DATE: June 16, 1987

Please fill in this information sheet and return it to us as soon as possible to assist us in promoting the International Encyclopedia of Communications. If you have any additional information you think may be useful to us, please write on a separate sheet.

1. Name in full Erik Barnouw

Please also indicate name as it is to appear on title page

Erik Barnouw

Citizenship U.S.A.

2. Address and telephone number 39 Claremont Avenue, New York NY 10027
(212) 864-6431

Also: Temple Road, Benson VT 05731 - (802) 537-3131

3. Present Position
Professor Emeritus of Dramatic Arts, Columbia University

4a. Education, previous positions held, appointments, academic honors or prizes, membership in professional organizations or societies
A.B., Princeton, 1929
Litt.D., Columbia, 1984

Fellowships: Fulbright (India), 1961; Guggenheim, 1969; Woodrow Wilson, 1976; Indo-American, 1978

Organizations: Authors League (Secretary 1949-53); Writers Guild of America (Chairman, 1957-59); Society of American Historians.

4b. Please supply a brief biographical sketch, about four lines, that could

be used in our promotion. Born in the Netherlands, educated at Princeton, became active as writer/director in all electronic media. Organized and headed radio-film studies at Columbia University School of the Arts. In 1978 became Chief of the newly formed Broadcasting and Motion Picture Division of the Library of Congress. Joined encyclopedia project 1983.
(See also attached)

5a. Books previously published
(include publisher and date of publication)

Among books, best known for 3-volume History of Broadcasting in the United States (Oxford, 1966, 1968, 1970), winner of Bancroft Prize and George Polk Award; and for Documentary: A History of the Non-Fiction Film (Oxford, 1974) and The Sponsor: Notes on a Modern Potentate (Oxford, 1978). (See also attached)

5b. Forthcoming books (include publisher and projected publication date)

Among films, best known for Hiroshima-Nagasaki, August 1945 (released 1970), making first use of long-suppressed footage.

6. Please write a description of the Encyclopedia in about 300 words that could be used in our promotion. Please do not repeat verbatim your introduction or preface. Attach a separate sheet if necessary.

Four hundred fifty writers in twenty-nine countries have contributed to this new reference work, the first to define comprehensively a field of rapidly growing significance. Entries focus on ways in which information, ideas, and attitudes pass among individuals, groups, nations, and generations. Histories and social roles of media from cave drawings to the computer are examined, with emphasis on international ramifications. Communications processes are examined from psychological, sociological, anthropological, and other perspectives. Individuals who have enriched our understanding of these processes or made pioneering contributions to the evolution of media are profiled in brief biographical entries. The role and influence of the arts, education, religion, commerce, journalism, politics, and other social activities in the diffusion of ideas are examined -- as are the institutions that have grown up around them: libraries, museums, universities, broadcasting systems, advertising agencies, telecommunications networks, satellite systems. Roadblocks to communication, psychological and societal, are analyzed. The historic communications impact of such developments as exploration, colonization, migration, revolution, and war are considered. A number of entries focus on forms of nonverbal communication. Numerous types of animal communication, and the light they throw on human communication, are also examined. Special communications phenomena and problems in various parts of the world are analyzed, and the challenging ~~tasks of intercultural communication~~ form a pervasive theme in the work.

7. It is often necessary to shorten the description of a book to fit catalogues or advertisements. Please write a 75 word description of the Encyclopedia.

The first comprehensive reference work on a field of ever-growing significance, the INTERNATIONAL ENCYCLOPEDIA OF COMMUNICATIONS focuses on ways in which information, ideas, and attitudes pass among individuals, groups, nations, and generations. Histories and social roles of media from cave drawings to the computer are examined, as are roadblocks to communication, psychological and societal. The challenging tasks of intercultural communication form a pervasive theme in the work. Many entries focus on the role of the arts, education, religion, commerce, journalism, politics, and other activities in the international diffusion of ideas.

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8. Please list the most important or unique features of the IEC that should be emphasized in our promotion. Include points that would interest those in various areas, e.g. academics, professionals (in communications and other fields), teachers, librarians, booksellers, book buyers.

The first definition of a growing field.

A sweeping historic survey of ways of communication throughout human history.

An international treatment of the subject, enhanced by participation of 450 contributors in 29 countries.

A multidisciplinary approach including psychological, sociological, anthropological, aesthetic, political, journalistic, semiological, legal, economic, and other perspectives on communication processes.

Many name entries on individuals who have enriched our understanding of communication processes or pioneered in the evolution of media.

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9. We expect the Encyclopedia to be purchased by institutions for their patrons. Please indicate below the audience for the Encyclopedia, and any features that make it essential to a particular group.

Target institutions:

colleges
universities
public libraries
government agencies
newspapers
news agencies
broadcasting organizations
advertising agencies
advertisers
religious groups
public relations firms
lobbying groups
trade associations
unions
international organizations

Communication processes, techniques, problems, roadblocks, and theories have become significant issues for all of these and the groups they serve.

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10. What academic/professional organizations and associations will be interested in the IEC?

All organizations in fields listed above.

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11. Please indicate any export markets where you feel the Encyclopedia will be of (particular) interest--and explain why.

Australia
Belgium
China
France
Germany (East & West)
Great Britain India
Italy
Japan
Netherlands
Poland
Sweden
Switzerland
USSR
Yugoslavia

Basis: observation during trips abroad; responsiveness to my previous works (books & films) via reviews and translations.

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12. It may significantly increase sales if we can supply foreign OUP branches with the names of people--preferably, but not necessarily "authorities"--who are acquainted with your work and likely, if approached by the local branch, to provide a quotable endorsement to be used in local promotional material. This is particularly true of Japan. Please list such names below, with full addresses.

JAPAN:

Kashiko Kawakita, Toho-Towa Co., Ltd., Central P.O. Box 78, Tokyo
(leading figure in Japanese feature-film world)
Junichi Ushiyama, Nippon AV Productions, 1-363-8 Nishi-Okubo,
Shinjuku-ku, Tokyo 160
(leading documentary producer and publisher; published Japanese edition of my book Documentary)

INDIA:

Satyajit Ray
1-1 Bishop Lefroy Road, Calcutta 700020, India
(world-famous film director)

SWITZERLAND:

Gian-Carlo Bertelli, Via Delle Bolle 8, 6648 Minusio, Locarno,
Switzerland
(member of Locarno Film Festival directorate; documentary coordinator)

NETHERLANDS:

Jan de Vaal, Netherlands Filmmuseum, Paviljoen Vondelpark, Amsterdam
(director of the film museum and archive) Thank You!

(see additional page)

12 (cont'd)

FRANCE:

Jean Rouch, 4, rue de Grenelle, Paris 6, France
(director, Musée de l'Homme)

ITALY:

Alvisa Zorzi, Secretary General, Prix Italia, 00187 Roma
Maurizio Bardi, Coordinator, Teleconfronto, Chianciano Terme, Italy

BELGIUM:

Henri Storck, Groeselenberg 93B, 1180 Bruxelles, Belgium
(leader in arts and cultural affairs)

NOTE: Above addresses are at least several years old and some may no longer be valid.

Erik Barnouw, Professor Emeritus of Dramatic Arts at Columbia University and author of books on the mass media, was born in The Hague, Netherlands; his family moved to the United States in 1919. After graduating from Princeton in 1929, he served briefly as a writer for Fortune, then spent a year in Europe on a traveling fellowship, during which he studied with Max Reinhardt in Vienna. On his return he entered the broadcasting field as director and writer. During World War II he supervised educational programs for the Armed Forces Radio Service.

In 1946 he became a Columbia University faculty member, while continuing his activity in broadcasting, mainly as a writer for the Theatre Guild radio and television series. He headed (1957-59) the Writers Guild of America, representing the nation's screen and television writers. At Columbia he organized and chaired the film division of the School of the Arts. He also started a mass-media division of Columbia University Press, the Center for Mass Communication. The center's series of films on constitutional law, Decision, produced for public television and written by Barnouw in consultation with Herbert Wechsler of the Columbia School of Law, won the 1959 Gavel Award of the American Bar Association. He produced the center's 1970 film Hiroshima-Nagasaki, August 1945, made from long-suppressed footage and shown on public television on the 25th anniversary of the Hiroshima bomb. It continues to be widely shown.

In recent years his chief interest has been in media history. His books have included Mass Communication, published by Rinehart (1956) and translated into Arabic and Chinese; Indian Film, written under a Fulbright grant with the collaboration of S. Krishnaswamy, published by Columbia University Press (1963), Orient Longmans (1964), and in an updated edition by Oxford University Press (1980); and seven other works published by Oxford. They have included a three-volume History of Broadcasting in the United States, comprised of "A Tower in Babel" (Vol. 1, 1966), "The Golden Web" (Vol. 2, 1968), and "The Image Empire" (Vol. 3, 1970). This series won the Bancroft Prize in American history, the Frank Luther Mott Award in journalism research, and the George Polk Award. During 1971-72 he and his wife visited film archives and studios in twenty countries in preparation for Documentary: a history of the nonfiction film (1974). Subsequent works, all Oxford publications, have been Tube of Plenty: the evolution of American television (1975), a condensation of the trilogy; The Sponsor: notes on a modern potentate (1978); and The Magician and the Cinema (1981).

Since retirement from Columbia University he has been a 1976 Fellow of the Woodrow Wilson International Center for Scholars, Smithsonian Institution, where The Sponsor was written; and in 1977 he joined the Library of Congress as a Film and Television Specialist. In 1978 he became Chief of the Library's newly formed Motion Picture, Broadcasting and Recorded Sound Division, a position he held until a second retirement in 1981. In 1983 he became Editor of the International Encyclopedia of Communications, a four-volume reference work to be published in 1988 by Oxford University Press and the University of Pennsylvania.

Address:

39 Claremont Avenue, New York, N.Y. 10027

Erik Barnouw

Professor Emeritus of Dramatic Arts, Columbia University; Litt.D., 1984.
Editor, International Encyclopedia of Communications, Oxford University Press and the University of Pennsylvania (work in progress).

BOOKS

The Magician and the Cinema. Oxford, 1981; *also Japanese edition.*

The Sponsor: notes on a modern potentate. Oxford, 1978

Tube of Plenty: the evolution of American television. Oxford, 1975; also Italian edition

Documentary: a history of the nonfiction film. Oxford, 1974; also editions in Japanese and Serbo-Croatian

A History of Broadcasting in the United States. Oxford, in 3 vols.:

"A Tower in Babel" (to 1933), 1966

"The Golden Web" (1933-53), 1968

"The Image Empire" (from 1953), 1970

Indian Film (with S. Krishnaswamy). Columbia, 1963; Orient Longmans, 1964; 2nd edition, Oxford, 1980

Mass Communication: television, radio, film, press. Rinehart, 1956; also editions in Arabic and Chinese

FILMS

Fable-Safe (writer, director). Columbia, 1971

Hiroshima-Nagasaki, August 1945 (producer). Columbia, 1970

Decision: the constitution in action (producer and writer, in consultation with Herbert Wechsler). 7 films. National Educational Television, 1957-59

AWARDS

International Documentary Association, 1985: life achievement

Vermont Peace Film Festival, 1985: for Hiroshima-Nagasaki

Eastman Kodak Gold Medal, 1982: services to film and television

Italian Television Critics book award, 1981: for Il Canale dell' Opulenza (Tube of Plenty)

Cracow Film Festival, 1972: Silver Dragon Award, for Fable-Safe

Frank Luther Mott Award in journalism history, 1971: for A History of Broadcasting in the United States

George Polk Award, 1971: for A History of Broadcasting in the United States

Bancroft Prize in American history, 1971: for The Image Empire

American Bar Association, Gavel Award, 1959: for Decision

FELLOWSHIPS

Indo-American Fellow, 1978

Woodrow Wilson Fellow, 1976

JDR 3rd Fund Fellow, 1972

Guggenheim Fellow, 1969

Fulbright Fellow (India), 1961

MEMBERSHIPS

Society of American Historians

International Film Seminars (President, 1960-68)

Writers Guild of America (National Chairman, 1957-59)

Authors League of America (Secretary, 1949-53)

GOVERNMENT SERVICE

Head, Education Unit, Armed Forces Radio Service, War Department, 1944-45

Chief, Motion Picture, Broadcasting and Recorded Sound Division, Library of Congress, 1978-81

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