

Dean M. Krugman - 1977  
 Maria C.M. Kuhonta - 1969  
 Hideya Kumata - 1958  
 Edward W. Lakner - 1970  
 Yassin Ahmed Lashin - 1984  
 Richard G. Lawson - 1964  
 John Leckenby - 1974  
 Michael David Levin - 1985  
 Charles A. Lewis - 1955  
 John E. Limber - 1969  
 William J. Lord - 1961  
 Mary Sue Mander - 1979  
 Dudley R. Marcum - 1978  
 Dennis Grant Martin - 1985  
 James E. Martin - 1968  
 Carolyn Ann Marvin - 1979  
 Eileen Rose Meehan - 1983  
 Irving R. Merrill - 1954  
 Rilla Dean Mills - 1981  
 William A. Mindak - 1955  
 Jack W. Mitchell - 1972  
 Hamilton F. Moore - 1965  
 Kiyoshi Nagata - 1969  
 Sari J. Nasir - 1962  
 Michael C. Nielsen - 1985  
 Lawrence Nogle - 1970  
 Vincent P. Norris - 1960  
 Richard E. O'Brien - 1959  
 Frederick O'Hara - 1974  
 Gordona Opacic - 1973  
 Waldemar G. Ostermann - 1977  
 Philip Owen - 1970  
 Donald E. Parente - 1974  
 Charles Patti - 1974

John James Pauly, Jr. - 1979  
 Steve Permut - 1975  
 Theodore D. Peterson - 1955  
 Frank N. Pierce - 1969  
 Jean Praninskas - 1963  
 Nora C. Quebral - 1966  
 Irving I. Raines - 1952  
 Lana Fay Rakow - 1987  
 Michael Real - 1972  
 John A. Regnell - 1966  
 Leonard N. Reid - 1978  
 Marshall David Rice - 1985  
 David Richmond - 1964  
 Richard L. Rider - 1958  
 Sidney Robinovitch - 1970  
 Gertrude J. Robinson - 1968  
 Herbert J. Rotfeld - 1978  
 Willard D. Rowland, Jr. - 1978  
 John T. Russell - 1970  
 William D. Ryan - 1968  
 Elizabeth A. Sandage - 1983  
 Tulsi Saral - 1969  
 Leslie W. Sargent - 1958  
 Hugh W. Sargent - 1958  
 Emery L. Sasser - 1967  
 Lowell S. Saunders - 1968  
 Henry F. Schulte - 1966  
 Quentin J. Schultze - 1978  
 Jack Schwartz - 1963  
 Richard A. Schwarzlose - 1965  
 Wendell C. Shackelford - 1969  
 Russell Shain - 1972  
 Ankanahalli V. Shanmugam - 1963  
 Leonard Shedletsky - 1974

Norman Howard Sims - 1979  
 Jennifer Daryl Slack - 1981  
 Margie Earnest Slate - 1973  
 Esther Smith - 1975  
 Larry Smith - 1970  
 Don S. Somerville - 1956  
 Norman W. Spaulding - 1981  
 Michael James Stankey - 1982  
 Linda Claire Steiner - 1979  
 Patricia Ann Stout - 1985  
 Yasumasa Tanaka - 1963  
 Percy H. Tannenbaum - 1953  
 Ronald Earl Taylor - 1983  
 Wilson L. Taylor - 1954  
 William L. Thompson - 1958  
 Spencer Tinkham - 1973  
 David P. Treacy - 1966  
 William T. Tucker - 1955  
 Joseph Alan Ullian - 1980  
 Stuart Umpleby - 1975  
 Christine Urban - 1975  
 Walter J. Utz, Jr. - 1968  
 Janet Marie Wasko - 1980  
 James Ray Watson - 1973  
 Joseph Webb - 1973  
 William Weksel - 1963  
 Gordon White - 1971  
 Gilbert A. Williams - 1979  
 Noel A. Wilson - 1968  
 Willis L. Winter, Jr. - 1968  
 Marian M. Wood - 1965  
 Gregory T. Wuliger - 1987  
 Eric J. Zanot - 1977  
 Cyril E. Zoerner - 1966

## CURRENT DOCTORAL STUDENTS

Charles Acland  
 Amy Aidman  
 Anne Balsamo  
 Geoffrey Bant  
 Linda Baughman  
 Jon Bekken  
 Ronald Bettig  
 Michael Braden  
 Jae Young Cha  
 Pradip Chakravarty  
 Jonathan Crane  
 Nadine Curias  
 Sandra Daniel  
 Marcy Dorfman  
 Earl Dowdy  
 Jeffrey Ediger  
 Matthew Ehrlich  
 Gregory Flentje

Marilyn Fritzler  
 Keya Ganguly  
 Steven Goldman  
 Hannelore Grisko-Kelley  
 Julian Halliday  
 Sang-Pil Han  
 Katharine Heintz  
 Linda Hunter  
 Helen Katz  
 Paulette Kilmer  
 Young Chan Kim  
 Susan Kray  
 Peggy Kreshel  
 Gary Krug  
 Holly Kruse  
 Suren Lalvani  
 Lawson Lau

Byung Hyo Lee  
 Wei-Na Lee  
 Richard Louisell  
 Elizabeth MacAdams  
 Linda Maguire  
 William May  
 Sharon Mazzarella  
 Matthew McAllister  
 Mary Ann Moffitt  
 Scott Moore  
 Connie Ono  
 Norma Pecora  
 Biswarup Sen  
 Wing-Luk Seto  
 Robert Thompson  
 Angharad Valdivia  
 Sunita Vasudeva

# the institute of communications research

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## anniversary

University of Illinois at Urbana-Champaign

## Program Highlights

Friday, March 18, 1988

Levis Faculty Center

6:30 p.m. Reception Hosted by the Current Doctoral Students

7:30 p.m. Gala Anniversary Dinner

Howard MacIay  
Clifford Christians  
Theodore Peterson  
Rita Simon  
Charles Whitney  
James W. Carey

Master of Ceremonies  
Faculty Introductions  
A Cartoon History  
Remembering ICR  
Birthday Tribute to Eleanor Blum  
"Wilbur Schramm and the Early Years  
of Communication Research"

Saturday, March 19, 1988

Levis Faculty Center

9:00 a.m. Coffee and rolls

9:30 a.m. Working Session:  
Thomas Guback

George Gerbner  
Herbert Schiller  
Percy Tannenbaum

State of the Art in Communications Scholarship  
Moderator

"Telling Stories"  
"Media Power: Does It Exist? Who Has It?"  
"Communication Resumes at Middle Age"

1:00 p.m. Anniversary Luncheon:  
Ellen Wartella

Klaus Krippendorff

Our Future Agenda  
Moderator

"An Heretic Communication about  
Communication about Communication"

8:00 p.m. Informal Social Hour

Dean James Carey's residence  
711 W. Pennsylvania, Urbana

Thanks to ICR's staff, Anita Specht and Diane Tipps, for their assistance with the program planning and scheduling. Program design and production by Anne Balsamo.

## ON READING WILBUR SCHRAMM'S OBITUARY IN THE *TIMES*

Somehow, my usually reliable communication network failed, and I didn't learn about Wilbur Schramm's death until I opened the obituary page of *The New York Times* on New Year's Day. The headline in the upper right-hand corner leaped out at me:

Wilbur Schramm;  
Wrote Many Works  
On Communications

It was a good report, I suppose. It was accurate so far as I could tell. In the careful mathematics of dying used by the *Times*, it was long enough to indicate the importance of the man. But how much it missed!

(There, Wilbur, I've used an exclamation mark, and I know you wouldn't have approved; you always told me that an exclamation mark wouldn't make up for a puny verb.)

The story missed the extent of Wilbur Schramm's enthusiasm. Was there ever a more enthusiastic man? Whatever topic he was discussing with his students and his friends this minute was certainly the most important idea advanced in the last century in all of Western Civilization. If Wilbur's students were among the most productive scholars in the field--and many of them were and are--it was because he set them afire with his enthusiasm.

The story missed the reach of Wilbur Schramm's intellect. Will we ever see such a mind again? It extended across music, art, literature, philosophy, mathematics, religion, the natural and social sciences. It found no boundaries, no end points. The man could teach anything, and not just in generalities. He had the details. In the early 1950s, at a time when most communication researchers were struggling to understand the chi square distribution, Wilbur's lectures at Stanford on the mathematical theory of information were models of clarity and insight.

The story missed the depth of Wilbur Schramm's kindness. Was there ever a more thoughtful and considerate man? During my doctor's orals at Stanford, he asked me to name the ten most important books in our field in the last decade. Easy for him perhaps, but a tall order for me! (Sorry about that exclamation mark, Wilbur.) Sensing my desperation, he smoothly amended the question to ask for the three most important books in the last decade. I could handle that all right and, no fool I, named three right away--all by Wilbur Schramm.

The story missed the point of Wilbur Schramm's life. He was a pioneer. Like Johnny Appleseed, he loved going into new territory a generation before everyone else, leaving behind helpful orchards for us latecomers to cultivate. Once he told me, in a kindly way, that I had been fooling around with computers and content analysis for too long. "You need to be moving on," he said, and I'm sure he was right, but somehow I was reluctant to make the effort to change.

In one of his most revealing stories, "Old Professors Never Die," published in the *Saturday Evening Post* in 1946, Wilbur wrote of an elderly professor, Birdy Feathers, who gets up one morning, walks to the university, visits his office, strolls to class, opens his notebook to the proper place, and begins a familiar lecture on Basic Principles. Only then does he notice that no students are present. Thinking back over the day's events, he gradually comes to the conclusion that he is dead. In the process, he discovers a Basic Principle himself: "You don't die all at once. You die gradually. You take a long time dying. You're never completely alive or completely dead. A good many of my colleagues, Birdy Feathers thought, are deader than they know."

Wilbur Schramm was not Birdy Feathers. Wilbur always ran toward the future. He always ran toward the unknown. He always ran toward life. That's why I doubt, even after reading the story in the *Times*, that Wilbur is really dead. One day somewhere in the future I'm sure we'll find another orchard that he has planted.

By Wayne Danielson

Jesse Jones Professor of Journalism, The University of Texas at Austin  
February 28, 1988

In memory of his pioneering work in the field of communication, the College of Communications has established the Wilbur Schramm Annual Lecture. Scholars from various disciplines on the intellectual frontier in communication theory and research will be selected to present their work on the UIUC campus. Gifts from alumni to this Lectureship are welcomed at the College office, 119 Gregory Hall, Urbana, Illinois 61801.

# A HISTORY OF THE INSTITUTE OF COMMUNICATIONS RESEARCH

By Ellen Wartella

## FORMER FACULTY

Wilbur Schramm  
*Journalism, Assistant to President*  
1948-1956

Fred S. Siebert  
*Journalism*  
1948-1957

C. H. Sandage  
*Journalism, Advertising*  
1948-1954

R. B. Nixon  
*Journalism*  
1948-49

J. W. Albig  
*Sociology, Anthropology*  
1950-54

Dallas W. Smythe  
*Communications, Economics*  
1950-63

J. E. Bachelder  
*Communications,  
Sociology, Anthropology*  
1950-1954

C. E. Swanson  
*Communications, Administration*  
1951-54

Jum C. Nunnally, Jr.  
*Communications,  
U.S. Public Health Service*  
1954-57

George J. Suci  
*Communications,  
U.S. Public Health Service*  
1954-57

The Institute of Communications Research is celebrating its 40th anniversary. The 40 years have seen, in addition to its current faculty of 18, and 51 current students, 33 other faculty members and at least 205 doctorates. Here we would like to chronicle a few of the people and events that have led the Institute to be what it is today.

The Institute of Communications Research, created on April 24, 1947, is one of the oldest interdisciplinary research institutes on this campus. Its creation coincided with the appointment of its first director, Wilbur Schramm, a man considered by many in the field of communications as the founder of communications research. At a meeting on April 25, 1947, the Board of Trustees announced the appointment of Professor Schramm; the following press release described the nature of the new institute:

The Institute of Communications Research is for the graduate study of press, radio and pictures. Through basic research it hopes to contribute to our knowledge of these mass media, their audiences and effects, their relation to government, business and society, their rights and responsibilities, their relation to each other, their ways of working and means of improving their effectiveness, and the quality of their performance in a world which has increasing need of skillful and accurate communication. In addition to this research program, the Institute also will have responsibilities for training and service. It will train selected graduate students for leadership in communications, and it will make the latest techniques of scientific research available to the newspapers, radio stations, magazines, and advertising agencies of Illinois.

The Institute will operate as an integral part of the University's program in journalism and radio. Professor Fred Siebert, director of the school of journalism and other members of the present staff will also be on the faculty of the Institute together with other specialists in various aspects of communication who will be brought to the University from elsewhere.

This new research center was modeled in part after several comparable research institutes that were sprouting around the country, most notably Paul Lazarsfeld's Bureau of Applied Social Research at Columbia University, which had begun life as the Office of Radio Research at Princeton University in 1938 before transferring to Columbia in the early 1940s. In a December 1947 statement Director Schramm laid out the activities of the Institute: (1) It would conduct research, funded both

through outside agencies and internal funds, on important topics of communication, in particular research which would contribute to the "democratic uses of communications in society"; (2) it would offer seminars for both institute faculty and students on important topics of communication (the first one being a consideration of press responsibility and the 1947 Hutchins Report on a free and responsible press); (3) it would hold conferences; (4) it would begin a publications program; and (5) it would be a home for doctoral and postdoctoral work in communications. In short, Director Schramm set about to develop a field of communications where none existed.

Clearly, Schramm had set for himself a large task: to build a social science oriented program in communications at Illinois that would be a model for a nascent field. Speech education and journalism education had existed at Illinois long before 1947, but the kinds of communications program Schramm envisioned was something new and he was just the man to do it. Wilbur Schramm was something of a renaissance man. His academic background was in English literature (AB Marietta College, MA Harvard and PhD University of Iowa). While on the faculty at the University of Iowa, he had founded the Iowa Writers Workshop in the 1930's and was an O. Henry award winning short story writer. During World War II he had worked with the Office of War Information, where he became imbued with the importance of social science quantitative techniques for assessing the impact of mass media. When he returned to Iowa as dean of journalism after the war, he laid plans for founding a communications research center there. However, George Stoddard, president of the University of Illinois, wanted Schramm in Urbana. Schramm had a very special relationship with Stoddard: they had met at Iowa before the war and had worked together in Washington during the war, and essentially, Schramm was brought to campus to be Stoddard's public relations specialist. The Institute was Schramm's *quid pro quo* for his work with Stoddard.

In 1950 Wilbur Schramm became dean of a new Division of Communications, a position that turned him into a campus communications czar. Under his jurisdiction were the Institute of Communications Research, the Library School, the School of Journalism, the University Library, the University Press, the Athletic Department's public relations offices, the Alumni Associations, the University Foundation and all public relations activities of the President's office, including the establishment of Allerton House as a meeting and conference center. It was quite a potpourri of activities, and it did not last long. The division was disbanded in 1954, a year after George Stoddard was fired by the Board of Trustees.

Wilson L. Taylor  
*Communications,  
U.S. Public Health Service*  
1954-57

Percy H. Tannenbaum  
*Communications, Journalism*  
1955-59

George Gerbner  
*Communications, Journalism*  
1956-64

Frederick L. Will  
*Communications, Philosophy*  
1958-77

William J. McGuire  
*Communications, Psychology*  
1958-61

Bennett Berger  
*Communications, Sociology*  
1959-63

Mary D. Sleator Temperly  
*Communications,  
English as an International Language*  
1959-64

Herbert Hamilton  
*Communications, Sociology*  
1960-62

Edwin Parker  
*Communications*  
1960-62

Ed Ware  
*Communications, Psychology*  
1960-63

Robert B. Lees  
Communications, Linguistics  
1965-71

Murray S. Miron  
Communications, Psychology  
1961-65

Howard M. Bobren  
Communications, Assistant Director  
1963-64

Evelyn Katz  
Communications, Psychology  
1963-65

Roger L. Brown  
Communications, Journalism  
1964-65

Kenneth Forster  
Communications, Psychology  
1964-67

Rita J. Simon  
Communications,  
Law, Sociology  
1965-85

Leon A. Jakobovits  
Communications, Psychology  
1965-71

William K. Archer  
Linguistics  
1965-82

William H. May  
Linguistics  
1965-80

Nancy A. Wiggins  
Communications, Psychology  
1967-77

Marilyn Wilkins  
Communications, Psychology  
1967-69

In 1954 the Institute of Communications Research became a division of the Graduate College and then in 1957 the Institute was placed within the new College of Communications, home of the Departments of Radio-TV, Journalism and Advertising, and the Division of Broadcasting under its first dean, Ted Peterson.

In addition to those wide-ranging administrative responsibilities on campus, Schramm had even more work to do in founding a field of communication. When Schramm arrived in the summer of 1947, he began a concerted effort to establish an interdisciplinary program in communication research with far ranging influence. First, he organized a conference on "Communications in Modern Society" in January of 1948 that brought together some of the major social scientists from around the country working in communications. Participants included Edgar Dale (who had worked on the Payne Fund studies of the effects of film on adolescents in the early 1930's), Robert Merton and Paul Lazarsfeld of Columbia's Bureau of Applied Social Research, and Carl Hovland from the Yale program on communication. The papers prepared for this conference were published by the University Press later that year as the collection, *Communications in Modern Society: Fifteen Studies of the Mass Media*, edited by Schramm. In 1949 he edited, and the University Press published, *Mass Communications*, and in 1954 came the edited collection *The Process and Effects of Mass Communications*. Those edited collections formed the major part of the curriculum in graduate communications research departments, not just at Illinois but throughout the nation. Moreover, they represented the Illinois perspective of bringing social scientists to work in the area of communications research and thereby nurtured a new field of study.

In addition to the conference and publication ventures, Schramm was instrumental in establishing the Institute as the focus of theoretical rather than practical research in communications. Indeed, the early faculty of the Institute reflect the wide-ranging theoretical focus of communications research here at Illinois. Moreover, these faculty educated doctoral students in the field with establishment of an interdepartmental doctoral program in mass communications in 1949. Administered by a committee appointed by the dean of the Graduate College, it originally consisted of professors from political science, speech, psychology, sociology, and the Institute. Schramm pulled together faculty and students to found a unique type of interdisciplinary communications program.

The original staff of the Institute was composed of Fred Siebert, Charles Sandage, and J.W. Albig. Schramm's first faculty hire in 1948 (one he frequently referred to in later years as "the best faculty appointment I ever made") was a young assistant professor of psychology at the University of Connecticut, Charles Osgood. And in 1950, Dallas Smythe joined with a joint appointment in economics. Each of these early faculty established intellectual roots in the Institute that have grown and continue to shape the Institute's activities.

Fred Siebert was made director of the the School of Journalism at Illinois in 1941, but he had been on the faculty since 1936. His law degree was coupled with a deep interest in philosophy and history. Siebert and his intellectual progeny, Jay Jensen, Ted Peterson, Eleanor Blum and James Carey, brought to the Institute interest in the philosophical, historical and institutional foundations of journalism and communications. Siebert's monumental study, *Freedom of the Press in England 1476-1776*, published in 1952, was the first of major studies of press freedom and press philosophy published at Illinois including Schramm, Peterson and Siebert's *Four Theories of the Press* (1956). Current interest in and strength of cultural analyses of communication has Fred Siebert as grandfather of the tradition here at Illinois.

In a similar manner, Charles Sandage, head of advertising at Illinois and considered the "father of advertising education," established with his joint appointment in the Institute a long tradition of advertising education among doctoral students. Sandage diverged from other advertising educators of his day by pointing the way toward an intellectual, theory-based approach to advertising. His own academic background was in economics (an Iowa PhD); his research on advertising economics, including his book *Radio Advertising for Retailers* (1948), made Illinois the academic leader in advertising education. Indeed, he directed the dissertation of the first PhD in communications at Illinois, S. Watson Dunn, who went on to be head of the Illinois Department of Advertising and later dean of the business school at Missouri. Other Illinois PhD's who have gone on to leadership in advertising education include Willard "Tommy" Thompson at Minnesota, William Mindak at Texas, Thomas Russell and Leonard Reid at Georgia, and Don Hileman, the late dean of the College of Communications at Tennessee. They are among a large number of advertising educators over the years who have received Illinois PhDs.

Dallas Smythe's appointment to the Institute in 1950 and his tenure here throughout the 50s and up to the mid 1960s established the importance of political economic studies of media institutions as part of the Institute. Smythe held a joint appointment in the Department of Economics. He had served as a staff economist with the FCC in the 1940's and was a major force in the doctoral program during its first decade. Through his own research on the early television industry and his students such as Thomas Guback, he ensured that Illinois would be a home for political economic analyses long before other communications programs became interested in this area. Herbert Schiller's tenure in the Institute from 1968-1970 further elaborated political economic analyses in the international arena, for it was here that he published the important *Mass Communications and American Empire* (1969).

It is noteworthy that among the earliest appointees in the Institute was J.W. Albig, a well known professor of sociology on campus and author of a classic study, *Public Opinion* (1939). Schramm and his successors as Director sought to bring people interested in communications from

Herbert I. Schiller  
Communications, Economics  
1968-70

Tulsi Saral  
Communications, Survey Research Lab  
1969-72

Edward Lakner  
Communications, Survey Research Lab  
1970-72

William McLean  
Communications  
1972-73

Arnold Barban  
Advertising  
1973-83

Albert Kreiling  
Communications, Journalism  
1973-78

John Leckenby  
Advertising, Communications  
1974-85

Oliver Tzeng  
Communications  
1974-75

Peter Miller  
Communications, Journalism  
1977-79

Willard D. Rowland, Jr.  
Communications,  
Radio & TV  
1977-87

Carolyn Marvin  
Communications, Journalism  
1978-81



## CURRENT FACULTY

William F. Brewer  
Professor Psychology  
Research Professor ICR

James W. Carey  
Dean, College of Communication  
Research Professor ICR  
Professor Journalism

Clifford Christians  
Director, ICR  
Professor Journalism  
Research Professor ICR

Jesse Delia  
Head, Department of  
Speech Communication  
Professor Speech Communication  
Research Professor ICR

Norman Denzin  
Professor Sociology  
Professor Criticism and  
Interpretive Theory  
Research Professor ICR

Martin Fishbein  
Professor Psychology  
Research Professor ICR

Lawrence Grossberg  
Associate Professor  
Speech Communication  
Associate Professor Criticism and  
Interpretive Theory  
Research Associate Professor ICR

Thomas H. Guback  
Research Professor ICR  
Professor Advertising

Catherine Kaha  
Visiting Assistant Professor ICR

throughout the campus into the Institute. Over the years, illustrious psychology, sociology, political science, speech and other faculty from the campus have held joint appointments in the Institute. Albig, for instance, helped to found the Institute's interest in public opinion research which other faculty including social psychologists William McGuire in the 1950s, Nancy Wiggins in the 1960s and 70s and Martin Fishbein since the 1960s have maintained. Successors to Albig from sociology have included J.E. Bachelder and Bennett Berger during the late 195's and ita James Simon during the 1960s and 1970s and currently Norman Denzin. The first Institute joint appointment from political science was Richard Merritt, who joined the faculty in 1967; however, even before then, Murray Edelman frequented the Institute and worked with doctoral students in the program. Although the ties with speech and later speech communication were formally made in the 1970s with the joint appointment of Jesse Delia and then Larry Grossberg in the 1980's, several earlier speech faculty worked with Institute students, including Marie Hockmuth Nichols, Karl Wallace and Grant Fairbanks. Indeed, doctoral students in the Institute during the 1950s went on to be leaders in pushing speech faculties toward social scientific approaches to the study of human communication; noteworthy are Illinois PhD's David Berlo, Hideyo Kumata and Ervin Bettinghaus who reshaped Michigan State University's speech program during the 1960s. Much like the speech faculty who worked with doctoral students but who never held joint appointment in the Institute is Ross Ashby, a professor of electrical engineering during the 1950s and 1960s who influenced the study of cybernetics and information theory in the doctoral program. Professor Ashby left his mark on many of our students, most notably on Klaus Krippendorff, who went on to utilize cybernetic notions in his work on content analysis.

Originally, then, the Institute of Communications Research was primarily a research center, but the doctoral program was always integral to the overall program. The faculty typically held joint appointments with other social science departments on campus. Many faculty in the early days were heavily involved in graduate teaching, with courses originating in parent departments such as journalism and advertising, but many were not. The Institute during the 1950s in particular was the home of numerous cooperative research projects run by Institute faculty. For instance, the 1954 research activities of the staff of the Institute included 51 studies in the areas of attitudes and attitude change, language and meaning, media messages and content, mass communication audiences, international communications, and studies of media institutions such as the economics of mass communications. Many if not most of these projects involved collaborations of psychologists, political scientists, economists, sociologists and journalism professors for their conduct. A number of these studies were funded by such agencies as USIA, U.S. Public Health, the Social Science Research Council, Ford Foundation; and many were supported through Institute funds.

During the fifties the personnel of the Institute varied along with the research activities. With the departure of Wilbur Schramm to Stanford in 1955, and the appointment of Charles Osgood as Director of the Institute in 1957, the Institute went through a period of expansion in the area of psycholinguistics, and the number of psychologists and linguists on its faculty increased. Osgood headed the Institute until 1965, and during his tenure the Institute's funded research program grew enormously with the Institute becoming the center of psycholinguistic research on campus. Osgood, like his predecessor Schramm, proved to be an exceptional scholar, and academic leader. Osgood held a PhD in psychology from Yale, and with his appointment here, he was expected to start a program in research on language on campus. Osgood's contributions to psychology, psycholinguistics and communications research are enormous. In 1965 he was made a professor in the Center for Advanced Study here on campus, in 1960 he received the American Psychological Association's award for Distinguished Contributions to the science of Psychology; in 1971 he received the Kurt Lewin Award for Contribution to the Solution of Social Issues, and in 1972 he was elected to membership in the National Academy of Sciences, among many other honors. Throughout the late 1950s, 1960s and into the 1970's Osgood's research on language, in particular his 20-year study examining cross cultural universals in 23 countries (published in the book *Cross Cultural Universals of Affective Meaning* with William May and Murray Miron, 1975), dominated the "micro" side of the Institute's research and doctoral program. This study was originally funded in 1962 with grants from the National Science Foundation and National Institute of Mental Health. One symbol of this was the establishment in 1962 of the Center for Comparative Psycholinguistics as a unit of the Institute. Charles Osgood's research on the semantic differential and studies of meaning resulted in an early major book out of the Institute at Illinois, *The Measurement of Meaning* with Percy Tannenbaum and George Suci (1957).

During the late 1950s and 1960s the "micro" side of communication studies in the Institute grew with several major appointments. Percy Tannenbaum, who was working with Osgood on the semantic differential research joined the faculty in 1955; Wilson Taylor, creator of the "cloze procedure" for reading analysis, joined the faculty in 1955; Howard Maclay in 1957; Mary Sleator in 1958; Leon Jakobovits, who worked with Osgood on the Cross Cultural project in the 1960s, and William Brewer of our current faculty. And the Institute's interest in psycholinguistics expanded beyond its confines. Importantly, Osgood and other Institute faculty in the 1950s nurtured linguistics at the University of Illinois at a time when there was no linguistics department on campus and when psychology was not terribly hospitable to psycholinguistics. The Institute spawned the University's Department of Linguistics in 1965. Osgood and romance language professor Henry Kahane were the intellectual parents of linguistics on this campus, and the linguistics department's first chair, Robert Lees, was a faculty member of the Institute. The "micro" emphasis

Howard S. Maclay  
Research Professor ICR  
Professor English as an  
International Language  
Professor Linguistics  
Professor Education

Richard L. Merritt  
Professor Political Science  
Research Professor ICR

John Nerone  
Research Assistant Professor ICR

Charles Osgood  
Research Professor ICR Emeritus  
Professor Psychology Emeritus

Theodore Peterson  
Professor Journalism Emeritus  
Research Professor ICR Emeritus

Kim B. Rotzoll  
Head, Department of Advertising  
Professor Advertising  
Research Professor ICR

William Solomon  
Visiting Assistant Professor  
Journalism  
Visiting Assistant Professor ICR

Paula Treichler  
Assistant Professor Medicine  
Research Assistant Professor ICR  
Assistant Professor Criticism and Interpretive Theory

Ellen Wartella  
Research Associate Professor ICR  
Associate Professor Advertising

D. Charles Whitney  
Research Associate Professor ICR  
Associate Professor Journalism

ALUMNI

Martin Allor - 1984  
Raphael Cukwubunna Anasiudu - 1979  
Fenwick Anderson - 1980  
Joan Arteberry - 1975  
Roberta Jill Astroff - 1987  
Emma Auer - 1968  
Francis E. Barcus - 1959  
Doris W. Barr - 1958  
Richard Bayley - 1968  
Richard L. Beard - 1966  
Lary Belman - 1975  
David K. Berlo - 1956  
William E. Berry - 1978  
Melinda Birchmore - 1974  
Lynne Blanton - 1979  
Eleanor Blum - 1958  
Howard M. Bobren - 1962  
Julian E. Boggess III - 1981  
Marsha Michele Boyd - 1985  
Roger L. Brown - 1964  
Thomas P. Callanan - 1970  
James W. Carey - 1963  
Bob Carrell, Jr. - 1969  
Sumita S. Chakravarty - 1987  
Richard E. Chapin - 1955  
Clifford Christians - 1974  
Laurel M. Church - 1975  
Jack H. Colldeweih - 1968  
Dennis M. Corrigan - 1980  
Glenna G. Crotts - 1974  
Dogan M. Cuceлогу - 1967  
Muhammad A. Dahlan - 1967  
Joseph M. Dailey - 1975  
Abayomi Charles Daramola - 1982  
Venicio Artur de Lima - 1979  
Wayne B. Dickerson - 1971  
Dennis J. Dombkowski - 1982  
Sara U. Douglas - 1983  
Edward Douglass - 1971  
S. Watson Dunn - 1951  
Donald H. Erickson - 1969  
John E. Erickson - 1973  
James F. Evans - 1968  
Jack C. Everly - 1968  
Paul Mark Fackler - 1982  
Fred Allan Fejes - 1982  
John Patrick Ferr - 1986  
Alan D. Fletcher - 1969  
Ronald C. Foreman, Jr. - 1968  
Robert S. Fortner - 1978  
Charles F. Frazer - 1976  
Patrice L. French - 1974

in the Institute continued under Howard MacLay's directorship between 1965 and 1969. Notable PhD's from the Institute with a psycholinguistic emphasis include Merrill Garrett, Patrice French and John Limber.

A shift occurred again after James Carey became director in 1969. During his seven-year tenure as director, the "macro" side of communication research, or the studies of mass media grew in prominence among doctoral students and faculty. This continued through the time of Howard MacLay's second term as director between 1976 and 1987. Indeed the 1970s and 1980s have seen the cementing of the Institute of Communications Research as a home for media studies; a key moment in this was the transfer of the doctoral program in communications from the College to the Institute in 1972. For the first time the Institute director also headed the doctoral program in communications. That is not to say that the "macro" side had been neglected earlier. In addition to the historical/philosophical and political economic studies that had their home in the Institute since the early 1950's, faculty members throughout the history of the institute have been interested in the nature of media messages and content as well as their influence on audience members. For instance, a major funded project of the 1950s was "Communication of Mental Health Information via the Mass Media," which was conducted between 1953 and 1959. Co-directors of the study included Charles Osgood and Jum Nunnally, and included research by Percy Tannenbaum and George Gerbner. Gerbner, who joined the faculty in 1956 and who left in the mid 1960s to become dean of the Annenberg School of Communication at the University of Pennsylvania, conducted numerous funded studies of television content and institutional analyses. This line of research on media audiences was continued in the 1970s by Peter Miller, Ellen Wartella, and Chuck Whitney. More qualitative research approaches to studies of media and society were introduced in the 1970s with the work of Clifford Christians, Willard Rowland and Carolyn Marvin. In 1983, John Nerone, a communications historian, was added to the faculty on the "macro" side of communications research.

The strength of the Institute from the beginning has been its people and in its interest in interdisciplinary research and training. It has seen an academic field of communications research grow up around it, and this has occurred in no small part because of the contributions to that field made by its students and faculty. It is an accomplishment which we justifiably can celebrate.

POST SCRIPTS

*The flexible, interdisciplinary nature of the Institute's doctoral program has been instrumental in leading me toward new ways of thinking about the questions and issues surrounding children and the mass media, my major area of study.*

Amy Aidman, 1987

*The history and tradition of the Institute brings visits from top scholars in the field. During my residency we got the chance to hear and chat with Paulo Freire, Herbert Schiller, Stuart Hall and Jeremy Turnstall.*

Ron Bettig, 1983

*I don't think there's another program anywhere where students have the opportunity to work with so many of the top researchers in such a wide variety of disciplines.*

Katie Heintz, 1986

*The Institute supports the kind of interdisciplinary work that, to me, seems essential to the study of contemporary culture. My own work, for example, combines feminist theory, cultural studies and interpretive sociology.*

Anne Balsamo, 1985

*Rather than the dogma of method and the blind revelry in technique as its article of faith, the Institute has encouraged its students to engage in a holistic conception premised on the belief that intellectual development should be sought, never complacently ratified, but defined and redefined in the interplay and juxtaposition of competing claims. I take this opportunity to thank all those who with considerable openness, elegance and subtlety have guided my passage but never directed my course.*

Suren Lalvani, 1983

*Being an Institute student is a humbling experience. One is constantly reminded of one's shortcomings, especially when competing with other students for scarce resources. However I have felt absolute freedom to pursue my academic interests and have greatly appreciated meeting some of the top people in our field.*

Angharad Valdivia, 1983

*Being an Institute student is "solipsism plus a mailbox."*

Biswarup Sen, 1982

Robert B. Fulton - 1968  
Merrill F. Garrett - 1965  
Richard M. Gentry - 1960  
Myron Glassman - 1974  
Donald R. Glover - 1976  
Alfred R. Gobbell - 1967  
Herbert Goodrich - 1964  
John R. Gregory - 1961  
Lawrence Grossberg - 1976  
Thomas H. Guback - 1964  
Ragini Gujral - 1984  
Robert J. Gwyn - 1963  
John S. Hadley - 1970  
Margaret J. Haefner - 1985  
George Hafer - 1972  
Roy Halverson - 1970  
Virgil E. Harder - 1958  
Sally B. Hardin - 1978  
Victoria F. Harris - 1977  
Richard Allen Hatch - 1969  
Carla Wilson Heath - 1987  
James D. Hennes - 1966  
Donald G. Hileman - 1955  
Walter H. Hollins - 1959  
James Nicholas Holly - 1983  
Sidney J. Hormell - 1966  
Roxanne Hovland - 1983  
Ying-Chun Hsieh - 1985  
William D. Hull - 1972  
Donald L. Hurwitz - 1983  
Robert L. Husband - 1982  
Virginia Ingersoll - 1971  
Ralph S. Izard - 1969  
Jay W. Jensen - 1957  
Joli Kathleen Jensen - 1984  
Robert Walter Johnson - 1981  
Steven G. Jones - 1987  
Donald W. Jugenheimer - 1972  
Catherine Waite Kaha - 1986  
Kent W. Kelling - 1970  
George Kent - 1965  
Jean S. Kerrick - 1954  
Gordon M. Keswick - 1958  
Karen Whitehill King - 1986  
Shizue Kishi - 1983  
John W. Kitson - 1968  
John M. Kittross - 1960  
Ana Kong - 1973  
Betty Kordick - 1975  
Albert Kreiling - 1973  
Klaus Krippendorff - 1967  
Sultana Krippendorff - 1971