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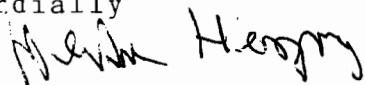
Prof. Elisabeth M. Perse
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Leutasch
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Dear Professor Merse,

thank you for sending me a copy of your manuscript. I think you did a great job .
On reading it as a fairly neutral reader, I no longer liked particularly some of the versions in the pages I sent you. I hope you agree with the small changes. I am sending you these as well as reference to a few typos.
Thank you for taking the time to make order from the pages I sent you .

Cordially


Herta Herzog

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pge 4 : Gymnasium is a school that combines high school with some college- I suggest not explaining it as it is probably, known to communication researchers

pge 5 the name is Pear . Sorry I had misspelled it .

page 8 Lazarsfeld created an independent social science Research Center:

... market research not practised in Austria .

..fit in with Lazarsfeld's early socio-political interest in decision making, such as voting choice.

pge 9 Die Krise der Psychologie

Lazarsfeld as a Jew could not expect a university career . Helped with a Rockefeller Fellowship he left...

(For your info: the Böhlers were certainly helpful, but the main reason for the first fellowship was, as I recall, that the Rockefeller representative in Paris, looking for bright people, was impressed with Marienthal .)

pge 11 : Bartos

pge 12 : She had done qualitative interviews the day after the CBS broadcast

pge 14 : She also introduced and frequently used a projective approach , building on notions first tried in the Marienthal project. Respondents were asked , for example to draw a picture of the product studied , a product in use , or a brand, and tell a story about the drawing. She also initiated the use of relatively easily administered personality tests, such as the Figure Drawing test (created by Karin Machover) to gain some insight into the type of person holding certain notions or attitudes. The basic concept was one stressed by Bühler and since used generally: psychological environment. Under the name of "image " she introduced this phenomenological notion into market research.

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pg 15 (I believe the details about Massing should better go here to explain why I quit work prematurely rather than later , your page 19)

prematurly in 1970 to spend more time with her second husband, a political sociologist at Rutgers, who was suffering from Parkinsonism , an incurable and progressive disease. Massing had been in a German concentration camp, having worked in the German resistance. One of his first books published in the US was appealing to take Hitler serious (Hitler is no Fool) written under the name Karl Billinger. His major US publication was a study on political antisemitism in Imperial Germany , up to National Socialism (Rehearsal for Destruction) which was one of the books done as part of the Studies in Prejudice series.

pg 17(I would prefer to skip this reference but add a bit on the gratification study paragraph) Taking off from the focus of the early studies of the Bureau of Radio Research oncerned with the social effects of radio her study on the gratifications obtained by listeners to day time soaps showed that 'learning' took place even from socalled 'entertainment programs. The emerging concept of the 'active user ' was new and has remained an accepted and much elaborated notion. For her first gratification studies , she says, were primitive in their descriptive discovery of the variety of uses and gratifications experienced. In later years the concept of "decoding" concerned the social, cultural and personal notions brought to the ' negotiation ' with the text- and the text not necessarily constraining a predominant reading. Her later study on the decoding of Dallas and Denver Clan, the world-wide popular evening soaps , among German viewers (final version in German in 1990) documents the readings in this specific non-US socio-cultural context,

pg 19. Lotte's great professional achievements, Herzog feels , are all Lotte's own doing.

The second marriage to Paul Massing (1954) was childless. During the week both spent most ~~their~~ time working, with only an occasional time-out for some concerts or plays. Social life with friends and recreation occurred again on weekends . During the day the Massings - and their guests - worked hard in putting a large but run down farm in the Jersey hills in beautiful shape (general opinion). Long leasurly evenings were spent in good talks on an open

a big open fire place. The farm had to be sold because of the progress of Paul's illness. The few remaining years were spent travelling and getting to know our families in Germany and Austria better.

Notes : I'd prefer if for the Dallas study you could also use the reference to the study , entitled somewhat obscurely by the Journal editors : Der Stich ins Böse:Dallas and Denver Clan , garantiert anders als der Alltag , Medien Journal 1990, Austrian Society of Comm. It contained my final analysis of the material...the earlier publication in English contained only preliminary material.

Unless there is a reason to the contrary I'd also like the reference to my major study so far on problems relating to antisemitism (The Jews as 'Others', on Communicative aspects of Antisemitism ', published in ACTA, SICSA, the Hebrew University of Jerusalem) as communication relating to socio-political problems rather than entertainment materials are going to remain my main focus of interest.