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**ASSOCIATION INTERNATIONALE
DES ÉTUDES ET RECHERCHES SUR L'INFORMATION**

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Please note change of telephone number to
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May 1979

Dear Friends and Colleagues,

You will remember from my last letter and from the General Assembly in Warsaw, if you were present, that there was a widespread feeling that more time ought to be given to discussing the future of our Association. Because we were unable to find enough time at Warsaw it was decided that as a first step in what should be a continuing dialogue, a collection of position papers should be prepared and distributed to all members of the Association. Several members of the International Council had already agreed to prepare papers, and an invitation for contributions was issued from the platform at the Warsaw Assembly. I now have great pleasure in sending you a copy of the outcome, which I hope you will find useful and sufficiently interesting and provocative to persuade you to make your own contribution.

Not surprisingly, the contributors to the collection are mainly from the International Council, and it is intended to use the papers as a sort of working document at the next meeting of the Council, which will be held in Leicester from 11-13 July, when one whole day will be given over to discussing this important issue. I would like to stress, however, that there is no intention that the discussions should be confined to the International Council. In fact, essentially, the Council's task is to prepare the ground for a debate with wider participation at the 1980 General Assembly. But even before this we could still have wider exchanges, if you would be kind enough to write and let me have your reactions to the papers and any other comments or suggestions you would like to make. If you could do this so that your letter would arrive here in Leicester before July 9th it would be particularly useful, for then all members of the Council would be able to benefit from your comments.

You will be pleased to know that there is increasing world-wide interest in the affairs of the Association, and that membership continues to grow. We could, however, do with more consistency with regard to the yearly payment of dues. Some members seem to disappear for a year from time to time. I have been asked to suggest that, although we fully recognize and accept the sabbatical principle, absence from normal duties to facilitate (amongst other things) deeper thought and contemplation need not entail neglect of one's more mundane duties and responsibilities!!

Perhaps more important than increased membership as such is increased interest, activity and participation by members, and there is no doubt that this is happening. I am particularly pleased and encouraged, for example, by the response to the invitation to take part in the multi-nation Foreign Images study. This study developed from a decision at the UNESCO Nairobi Conference and, at the request of UNESCO, we undertook to design and coordinate the work. Unfortunately, apart from a small grant which enabled us to have a preliminary planning meeting, UNESCO was unable to support the work financially and it was left to those who wished to participate to find their own funds. In these circumstances the fact that 21 countries are now being covered in this unique international project is quite

*From the Office of the President:
Professor James D. Halloran*

remarkable. I am most grateful to all those who responded so positively, and very appreciative of the help I have received, particularly from Denis McQuail, Richard Cole and his colleagues and, above all, from my own colleague here at Leicester, Paul Hartmann, who so successfully undertook the arduous tasks of planning and of preparing all the necessary coding instruments. We are hoping that UNESCO will agree to support a pre-analysis meeting which might be held around October time.

The Association continues to work with UNESCO in a variety of ways, and it was confirmed recently that UNESCO, as in the cases of the 1974 and 1976 Conferences, would contribute support to the publication of a monograph based on the proceedings of the 1978 Warsaw Conference. Dr Oledzki and I have had our first meeting to prepare for this publication.

As you probably know UNESCO, from time to time, holds meetings in different parts of the world on a variety of topics which come within our general terms of reference. Invariably we are asked to send an official observer to these meetings. We like to be represented, but sometimes there are problems as observers receive no financial assistance from UNESCO. Fortunately we are usually able to deal with these problems because it is more than likely that one of our members will have been invited in an individual capacity to attend as a participant.

One of our members, Mr Brajesh Bhatia from the Asian Institute for Broadcasting Development, represented the Association in this way at the Intergovernmental Conference on Communication Policies in Asia and Oceania which took place in Kuala Lumpur in February. Earlier, in December 1978, Professor Nelly de Camargo acted in a similar capacity at the Panama meeting of Latin American experts on communication research. She reported as follows:

"The UNESCO meeting on Communication Research in Latin America took place at Panama City, last December from the 4th to the 8th, with the participation of researchers (24) from eleven different countries, and observers (26) from different organizations on the field of Communication.

I - The proposed aims of the meeting were:

1. to make a general overview of what has been done on the research field of Communications in Latin America;
2. taking into account the recommendations related to the area of Communication, made by the Intergovernmental Conference for Communication Policies in Latin America and Caribbean (Costa Rica, July 76), to discuss the possibilities for research work;
3. to collect, from the experience of the participants and information from UNESCO Secretariat, ideas about the feasibility of a regional program for Communication research that could bring together the available researchers, research institutes, academic organizations, government entities, mass media and other national and international organizations;
4. to create a regional organization (Confederative type) able to become a main channel between national organizations existent in Latin America, and to stimulate the creation of such organizations in the countries where they do not exist yet.

II - The discussion main points were:

1. research needs and priorities in the field of Communications;
2. methodological problems and the need of a transdisciplinary approach to Communication phenomena;
3. definition of the role of the Communicator in Latin America society; curricula problems for the formation of such an agent; the role of the University in the context of the problem;
4. special items such as "alternative forms of Communication", relationship between "research findings and decision-making policies", and related subjects;
5. importance of the creation of ALAIC (Latin American Association for Communication Research), at the measure it might become a regional interface with UNESCO and act as a channel and/or a gate-keeper for technical and financial investments on research in Latin America region.

Conclusions

At the end, a provisional report with all the suggestions was read to the plenary, being not submitted to approval. Its final draft was committed to UNESCO's Secretariat and shall be ready January's end.

As an observer from IAMCR I had the opportunity to clarify certain questions about our forum and operational bases and to invite all the participants that still do not belong to IAMCR to join it.

The official language was Spanish; all documents and discussions were expressed in that language. If such documents may be of importance for IAMCR purposes I will be very happy to send them to the Presidency."

It would be a great help if members could let me know as soon as they have been invited to any such meeting. I could then ask them if they would be willing to act as IAMCR official observer.

Latin America, Caracas in Venezuela to be precise is, of course, the place of our next International Conference and General Assembly, which will be held from August 25th to August 29th, 1980.

Peggy Gray and I visited Caracas in January and were most impressed by the facilities that were available and by the enthusiasm and organizational efforts of our Venezuelan colleagues. Our visit was followed immediately by a meeting of the Programme Committee at Allensbach, FRG, by courtesy of our generous host, Professor Elisabeth Noelle-Neumann, and shortly after this I had a further meeting with Professor Luis Anibal Gomez and Mrs Elizabeth Safar in Leicester before they returned to Caracas.

The meeting of the Programme Committee was attended by the President, Professor James D Halloran; Assistant to the President, Mrs Peggy Gray; Secretary-General, Professor Dr Emil Dusiska; Members of the elected Programme Committee, Professor Nabil Dajani, Dr Ceos Hamelink, Professor Elisabeth Noelle-Neumann; Co-opted members from the Venezuelan Organizing Committee, Professor Luis Anibal Gomez, Mrs Elizabeth Safar; Observers from the International Council, Professor Nelly de Camargo, Mr Frans Kempers; official observer from UNESCO, Mr Wolfgang Seeger.

Dr Brigitte Weyl, member of the German National Commission to UNESCO, also attended on the invitation of Professor Elisabeth Noelle-Neumann. Apologies were received from Mr Fernando Reyes Matta.

At the meeting I reported on my visit, together with Peggy Gray, to Caracas, where I had met members of the Venezuelan Organizing Committee and seen the proposed site for the Conference, the hotels that may be used, and so on. I reported that the facilities were first class. Provided all Conference participants could be accommodated "under one roof" for all Conference purposes, I thought that all augured well for a successful Conference. It was recognized that there may be some local difficulties in housing all participants and proceedings under one roof in Caracas (i.e. the Anauco Hilton Hotel Complex), but this was possible and should be attempted. The Venezuelan Programme Committee were making tremendous efforts to ensure the success of the Conference, and the Congress has the backing of the President-elect of the country, and many other important national organizations.

I said that I felt it was clear that the Venezuelan Organizing Committee did not regard this simply as another IAMCR Scientific Conference and General Assembly. To them it was something special, something that should reflect the communication realities and problems of the Third World, and something that ought to result in increased activity in mass communication research, and increased membership in IAMCR, particularly as far as Latin American countries were concerned.

It was agreed that the President-elect of Venezuela would be invited to open the Conference, and that the Director-General of UNESCO should also be invited to be present and to contribute to the opening ceremony.

The Committee formally confirmed that the XII Conference and General Assembly of IAMCR would take place in Caracas, Venezuela, starting with an official opening ceremony in the early evening of Monday, 25th August, and continuing until the late evening of Friday, 29th August, 1980. The fee for the Conference, inclusive of registration, accommodation, meals, etc. would be \$200 for members of IAMCR. A fee of \$250 would be charged for non-members and for late registrations, i.e. those made after 30th April 1980.

At the time of the meeting it seemed likely that group travel fares from Europe (various points) would be in the region of \$700 for the round trip. Peggy Gray would continue to make enquiries in this connection and report back to members via presidential letters. It was appreciated that the cost of living in Caracas was quite high, as also was the inflation rate. The difficulties of the Venezuelan Organizing Committee in raising funds were also appreciated, but it was agreed that in view of the high overall costs involved in travel for most members, every effort should be made to keep the registration fee as low as possible. All circumstances considered, an inclusive registration fee of \$200 seemed reasonable in the light of the Warsaw 1978 fee of \$150 and the Leicester 1976 fee of \$90. Even so, it was urged that \$200 be seen as a maximum and that, if at all possible, efforts should be made to reduce this fee. It was noted that the Venezuelan Organizing Committee had formulated an ambitious fund-raising campaign for the Conference.

The Venezuelan Organizing Committee would also arrange a social programme during the Conference for accompanying persons (registration fee \$200) and a travel/social programme after the Conference, at an additional fee, for those who so wished.

Since the meeting Peggy Gray has had several meetings concerning travel and can now report that we have confirmed an earlier agreement that KLM/Viasa will be the official conference carriers, and will be able to place a leaflet in the final programme of all participants.

KLM have assured us that they will do their utmost to ensure that we have the most economic deal possible. At present this means that for a party from London/Caracas, round trip (all travelling on the same plane - minimum of 10) the individual fare would be \$700 (i.e. \$900 with conference fee). Expected travel times would be depart Sunday midday, arrive Caracas 1915; return Saturday 1815, arrive London 1014 Sunday. We are assured that London is the place from which the cheapest package arrangements are available.

It might also be possible to arrange a flight out of Amsterdam. In any case, Canterbury Travel is working out cheapest group travel into London (to connect) from Scandinavia (\$170); France (\$120); Germany (\$150), etc. Figures are approximate for Oslo/Copenhagen, Paris and Frankfurt respectively.

For those wishing to stay on in Venezuela after the Conference, packages for 10 are available from various capitals (Rome, Madrid, Amsterdam, London, Frankfurt) for approximately \$800 (+ conference fees + cost of extra time in Venezuela). People wishing to stay would have to contact others with whom to travel, or inform Peggy Gray very early so that she could see if others would wish to join, etc.

KLM offices in any country will help individual members to find the best deal or means of link-up with the London package. This is true for Socialist countries where the currency regulations would probably mean that bookings through Leicester would not be possible.

Canterbury Travel would also cooperate with a USA agency to see what packages could be arranged from the United States.

It should be emphasized that all figures are approximate, and make no allowance for inflation. The KLM representative is asking for reservations on the relevant planes now as August is a very busy time - all planes Europe/Caracas are normally full. It is therefore essential that we get some idea as early as possible of numbers likely to use the packages. Deposits will be needed in January 1980. It would also be most helpful if all those who think/hope they will be able to attend Caracas could write to me immediately indicating this. There would be no firm commitment at this stage - just a general indication that would help us in our planning. Remember, I am always prepared to write official letters of invitation for those who require them for administrative purposes.

I reported to the Programme Committee that, over the past four or five years, several members had written reinforcing comments made at the General Assemblies at Leicester and Warsaw that too much time had been given in the conferences to plenary sessions and to discussions on the main theme of the Conference. Many members clearly wanted more time to be given to the meetings of small groups, workshops, etc. where specific research topics could be discussed. It had also been emphasized by several members that we were in danger of forgetting that our main task was research, not policy and politics. Additionally, it had been suggested that "middle-sized sessions", accommodating say between one third and half of Conference members (half-way between a plenary and a workshop group) should be organized. It was appreciated that the main lines of complaint - (a) main theme, (b) plenary sessions, and (c) not enough hard research, although overlapping to some extent, were not necessarily one and the same thing.

The Venezuelan representatives on the Programme Committee stressed the importance of the theme from their point of view. After a lengthy discussion it was decided that on Tuesday, 26th August, there would be two main plenary sessions, one in the morning and one in the afternoon (see below for details), and that the Sections of the Association; small groups, sessions, workshops, etc. would be organized on

Wednesday, 27th, and the mornings of Thursday, 28th, and Friday, 29th. The General Assembly of IAMCR would take place on the afternoon of Thursday, 28th, and there would be a final plenary session of the International Scientific Conference on the afternoon of Friday, 29th, at which all Sections, groups, etc. would be expected to report on their activities.

Even at this early stage, could I urgently request that all those who wish to organize a session, group or workshop (which would be formally included in the Conference programme) let me know of their wishes (preferably having first contacted a number of fellow-members likely to join their group), at the very earliest opportunity - if possible before July 10th. This is not a deadline - proposals may be received after that date, and in keeping with past practice, in addition to these formal arrangements, it would be possible to organize small lunch or dinner-time meetings on a more informal basis during the Conference. The facilities are available. But the earlier we receive proposals the better, particularly if they are to be included in the published programme.

Already I have heard from John Lent, Department of Journalism, School of Communications and Theater, Temple University, Philadelphia, Pennsylvania 19122, USA, that he would like to organize a group on the appropriateness or inappropriateness of Western communication research and theory in the Third World. David Paletz, Department of Political Science, Duke University, Durham, North Carolina 27706, USA, has also expressed interest in a group on the general topic of the relationship of the media to the possession and exercise of power within states, and Elisabeth Noelle-Neumann, Institut für Demoskopie Allensbach GMBG, Deutsches Mitglied der International Research Associates (INRA), 7753 Allensbach am Bodensee, FRG, will arrange a joint session with the World Association for Public Opinion Research. This will probably be a full day session. Dallas Smythe (Communication Satellite and Technology Section) Department of Communication Studies, Simon Fraser University, Burnaby, British Columbia V5A 1S6, Canada, has also suggested a preliminary programme for Caracas, which might take a full day and be seen as a major programme item rather than as an ordinary Section meeting. This tendency towards "middle size sessions" is growing, and is very encouraging despite the fact that it leads to quite a few timetabling, overlapping and administrative problems. Alex Edelstein, School of Communications, University of Washington, Seattle, Washington 98195, USA, is another member who has expressed an interest in this type of session, particularly with regard to international telecommunications technology. His ideas might well link up with those of the newly formed Communication Satellite and Technology Section. Alex also feels some limits should be placed on the ad hoc sessions, and fears the problem of overlap and clash of interests. Otto Roegele, Institut für Zeitungswissenschaft der Ludwig-Maximilians-Universität, Karolinenplatz 3, 8000 Munich 2, FRG, has proposed that there should be a session which dealt with Aid in Media Development in terms of what has been done already, what were the consequences of this, what is now required, and so on.

I presume, as always, we can look forward to an active Section programme. I know from Dallas Smythe (see above), Breda Pavlic, University of Ljubljana, Faculty of Sociology, Political Science and Journalism, Titova Cesta 102, 6100 Ljubljana, Yugoslavia, and Hamid Mowlana, Director of Program in International Communication, School of International Service, The American University, Washington D.C. 20016, USA, that two of our new Sections, Communication Satellite and Technology and International Communication, are planning interesting programmes, and I will write to you further about this after the next meeting of Council and the Programme Committee.

I have also heard from Günter Heidorn (History Section), Humboldt-Universität zu Berlin, Sektion Geschichte, Unter den Linden 6, 1086 Berlin, DDR, that the Section will take part in the next International Congress of Historical Sciences in Bucharest 1980. The Secretary General of the International Committee of Historical Sciences

(ICHS), Professor Michel Francois (Paris) has informed Professor Heidorn that the meeting may be held on 11-12 August 1980, joint with the International Commission of the History of the Press. This Commission is an organization of the ICHS. The topic is War and Peace in the Mass Media between both World Wars (1918 - 1939).

All those interested in any of these proposals or activities should get in touch with the persons concerned as soon as possible.

It was recognized by the Programme Committee that information on all these various activities must be provided at the very earliest opportunity so that the necessary planning and organization could be arranged, and needless overlap and duplication avoided. Although the freedom of all groups, Sections, etc. to arrange their own programmes as they saw fit was fully accepted, it was decided that all of them would be asked to devote at least part of their activities to some aspect of the general Conference theme.

Following a statement from the UNESCO observer, Mr Wolfgang Seeger, assuring the Association of UNESCO's continued interest and support, it was decided that it was extremely important for the general principles of the Conference programme to be agreed as soon as possible. This would then enable a submission to be made to UNESCO (and probably other bodies as well) requesting financial support which would help members from the Third World, especially Africa and Asia, to travel to Latin America and participate in the Conference. It was thought possible that at least \$40,000 might be available from UNESCO to assist members in this way.

As far as the main plenary sessions on the first day of the Conference are concerned, the first session on Tuesday morning would be chaired by the President of IAMCR, who would also speak for about 15 minutes introducing the main theme of the Conference, i.e. NEW STRUCTURES OF INTERNATIONAL COMMUNICATION? THE ROLE OF RESEARCH, and its implications. This introduction would be followed by three or four speakers who would speak for not more than 10/15 minutes to papers which, ideally, would have already been distributed before the start of the Conference to all participants. It was decided that invitations would be sent to the following:

1. Paulo Friere (who would, in the first instance, be approached personally by Cees Hamelink);
2. Oswaldo Capriles, proposed by ININCO, the host institution;
3. Ithiel de Sola Pool;
4. someone from a socialist country.

Professor Emil Dusiska expressed the wish to discuss the choice of this last person with some of his colleagues, such as Yassen Zassoursky and Alice Bunzlova, but the Programme Committee urged that the person chosen should be Tamas Szecsko from Hungary.

The overall approach in the papers from all the abovementioned contributors would focus on a critical assessment and evaluation of the merits and demerits, the achievements and failures of research which had been carried out on special issues, problems, etc. germane to the main theme of the Conference.

There would also be a plenary session on the afternoon of Tuesday, 26th August, and this would be presided over by Dr Antonio Pasquali, provided his UNESCO commitments permitted this. In case this should not be possible, the chair could be taken by Fr. Dr. Alberto Ancizar Mendoza, S.J., also from Venezuela.

The main theme of the afternoon plenary session would be WHERE DO WE GO FROM HERE? and four papers would be invited covering such subjects as research developments, new directions in research, methodological problems, the difficulties of comparative research, the application of research to communication policy, planning and practice, etc. etc. In this case, too, speakers would speak to their papers, previously circulated to all participants, for not more than 10/15 minutes.

It was agreed that all members of the Programme Committee would write to the President at Leicester within two weeks from the conclusion of the Allensbach meeting, making their recommendations for speakers at the second main session. These recommendations should be accompanied by full details re position, experience, publications, research interests, etc. The sooner this information was received the better, for it was important to send invitations to the speakers for both the main sessions as soon as possible, so as to ensure that their papers could be received in Caracas and Leicester for translation (English/Spanish) and reproduction not later than 1 December 1979. Distribution would be from Caracas to members in the American continent, and from Leicester to all other members. The Venezuelan Programme Committee would work closely with the Leicester headquarters of IAMCR, and the Leicester headquarters would assist in the distribution of information, etc. in all areas other than the American continent. So much for the Conference, then, but please remember to write giving an early indication of your intentions. I hope you will be able to make it.

I have recently heard from David Paletz that he has agreed to edit a special issue of the International Journal of Political Education devoted to comparing and analyzing the effects of the television program Holocaust on audiences throughout the world. He would like to hear from anyone who has conducted any Holocaust research. He is interested in seeing it and considering it for publication in the special journal issue. He is in Denmark now but leaves in June, so if interested please write to

Professor David L. Paletz
Department of Political Science
Duke University
Durham
North Carolina 27706
U.S.A.

Another of our members is in a less fortunate position. Majid Tehranian, formerly professor and director of the Iran Communications and Development Institute and currently a Visiting Fellow at St. Antony's College, Oxford University, England, has informed me that he has formally resigned from his post in Teheran "to give my colleagues a free hand to deal with an extremely difficult political situation". He is seeking a suitable position with an academic or an international organization. He has a doctorate from Harvard in Political Economy and 16 years of experience in teaching, research and consulting in the United States and Iran. He has written extensively on problems of development and communication with a particular focus on Iran, the Middle East, and the Third World. He may be contacted at the Oxford College.

I would like to bring to your notice that in 1980, at the Caracas meeting, elections will take place for the Executive Board and International Council. Could I remind you that it was decided at Warsaw that members who so wished might write to me suggesting lists or individual names for election or re-election. This would enable the Secretary and I, members of the Board and Council, to get a better appreciation of what members are thinking and feeling in this connection, and it should help us to draw up a thoroughly representative list. Of course, nominations are always possible from the floor of the Assembly although, in the past, this has not been

the normal practice. This is mainly because the International Council is required by Statutes to be "fair and balanced" both with regard to geography and discipline or field of study. Please let me have your comments and proposals.

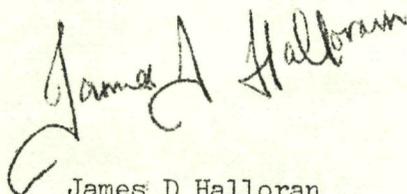
You wouldn't expect me to conclude without another reference to finance, and I will not disappoint you. In addition to the missing year phenomena which I referred to earlier, there is also the missing two year (or more) phenomena. Peggy, diligent as ever, is currently preparing the expiration of membership list. I am sure no one would wish to have their name on this list, so please check your membership standing for 1977 and 1978 and take the necessary action. Might I suggest Bankers Standing Orders as a way of overcoming all these problems? Many members find them most convenient, and so do we.

The invoice for the 1979 subscription was sent with the last letter. I am grateful to all those who responded so promptly and feel sure I can look forward to others following this good example.

Do please remember to let me have your comments on the various points raised in this letter.

Warmest regards,

Yours sincerely,

A handwritten signature in cursive script that reads "James D. Halloran". The signature is written in dark ink and is positioned above the typed name.

James D Halloran
President - IAMCR