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NEWSLETTER

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IAMCR International Association for Media and Communication Research
AIECS Associacion Internacional des Estudios de Comunicacion Social
AIERI Association Internationale des Etudes et Recherches sur L'Information et la Communication

The company of women!

This is the first newsletter after the election of a new president and a leaner, but not necessarily meaner, executive board of just five people. It was IAMCR's first postal vote by our global membership, a system felt to be fairer and more participatory that moved us away from the powerful role of the face-to-face but non-representative aggregation of members at any biennial conference and general assembly. A brief report by Janet Wasko on page 9 provides some analysis of this process and brief suggestions for improvement from the Election Committee.

Postal voting produced IAMCR's first woman president, Robin Mansell, as well as two women vice-presidents, Davina Frau-Meigs and myself. A male member, leaving the conference hall in Porto Alegre just after the results had been announced, was heard to gasp "three women"! But the concomitant of electing we three women is that the Executive Board is quite European (at least in current location) and we need to work not only to expand our membership among Southern academics and researchers but also to improve their involvement in the life of the organization.

One of the benefits of holding our conferences in different locations is the influx of new members from a region: it was good to have so many Latin American researchers in our midst once again and we also gained a new treasurer from Brazil, Cesar

Editor's column by Annabelle Sreberny

Bolano. This is important to remember in the face of comments by Sections Heads about members' cancellations because of travel costs; for those based in the region, it was a welcome conference on home ground. Ole Prehn continues as our Secretary-General, providing much-needed continuity and institutional memory within a vortex of change.

Robin Mansell's acceptance speech and Frank Morgan's farewell address are included here, published in the three languages of the association.

Change: a challenge and an opportunity

I'm sure that we would all like to thank Frank for moving us down the road to greater transparency and democratization. This was not an easy process for such a transnational organization. I have found it somewhat ironic that a president and executive board that focused so much on procedural reform (ie, the not-immediately-evident, slow process of internal change) were sometime accused of not 'doing enough'. In a world that sorely lacks statesmen and women, we as an association often manifest an interesting desire for leadership. Yet we are an organization

of volunteers, all of whom are busy juggling academic lives filled with teaching, research and administration. In a fundamental way, IAMCR 'r' us, and there are plenty of opportunities for members to become more involved, take responsibility, share ideas. For some such opportunities, see below and inside.

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President: Robin Mansell (UK)
Secretary General: Ole Prehn (Denmark)
Treasurer: Cesar Bolano (Brazil)
Vice Presidents: Divina Frau-Meigs (France)
 Annabelle Sreberny (UK)
Immediate Past President: Frank Morgan

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Content for the next newsletter should be emailed to Annabelle Sreberny (a.sreberny@soas.ac.uk) and Kathy Moir (k.moir@lse.ac.uk) or posted to Kathy Moir, Department of Media and Communications, LSE, Houghton Street, London WC2A 2AE, UK.

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CONTACT ADDRESSES

GENERAL INFORMATION

Robin Mansell (President)
 Department of Media & Communications
 London School of Economics & Political Science
 Houghton Street
 London WC2A 2AE
 Tel: +44 20 7955 6380/7195
 Fax: +44 20 7955 7248
 r.e.mansell@lse.ac.uk

INTERNAL COMMUNICATION, CONFERENCES AND WEB

Ole Prehn (Secretary General)
 Faculty of Humanities, Aalborg University
 Kroghstr. 3
 DK-9220 Aalborg, Denmark
 Tel: +45 9635 9038
 Fax: +45 9815 6864
 prehn@hum.aau.dk

BUDGET COMMITTEE & MEMBERSHIP FEES

César Bolaño (Treasurer)
 Universidade Federal de Sergipe
 Departamento de Economia
 Cidade Univ. Prof. José Aloisio de Campos
 49100-000 São Cristóvão SE
 Brazil
 Tel: +55-79 212-6775
 Fax: +55 79 212-6766
 bolanotreasurer@globo.com

PUBLICATION COMMITTEE

Annabelle Sreberny (Vice President)
 Media and Film Studies
 SOAS, University of London
 Tel: +44 20 7898 4422
 a.sreberny@soas.ac.uk

MEMBERSHIP AND PARTICIPATION

Ullamaija Kivikuru
 University of Helsinki
 SSKH/Swedish School of Social Science
 P.O.Box 16
 00014 Helsinki
 Finland
 ullamaija.kivikuru@helsinki.fi

PAST PRESIDENT

Frank Morgan
 Department of Communication and Media Arts
 The University of Newcastle
 Newcastle NSW 2308
 AUSTRALIA
 Tel: +61 2 4921 6639
 Fax: +61 2 4921 6944
 Frank.morgan@newcastle.edu.au

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IAMCR WEBSITE:

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 www.aieri.net
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IAMCR's first woman president!

**Professor Robin Mansell's
Address to the IAMCR General
Assembly, 30 July 2004, Porto
Alegre, Brazil**

I am very honoured to be the President of IAMCR. I thank you for demonstrating your confidence in me. I thank Professor Frank Morgan for his enormous generosity towards me, the care he is taking and will continue to take for a smooth handover, and the multiple good things he has completed and initiated during his tenure as President. He has done so with the help of the outgoing Executive Board and International Council whom I thank as well. I also want to thank the two past Presidents who are here – Professors Pares i Maicas and Cees Hamelink – for their good will towards me.

A few words on the conference in Porto Alegre, IAMCR and what we do. In his introduction to the conference theme on *Communication & Democracy* Frank Morgan stresses deliberation, equality and theory that is lived or practiced. In the opening plenary for the conference, Professor Mazula said that “death and life depend on talk” – and he referred to the work of Amartya Sen on equity and human rights. Professor Rouanet spoke in the same plenary about both the negative and positive roles of media and communications, and about his commitment to the view that a new world – a more equitable world – is indeed possible.

In the World Summit on the Information Society plenaries during the conference, we heard about the importance of working for inclusion and solidarity, and the need for more equitable partnerships, especially with the disparate representatives of civil society. But we know from the work of Yuezhi Zhao – and Peter Golding and Graham Murdock and many others – that changes in media and communications can bring privileges for the few, while making the lives of



the poor even worse. Clearly, this is just the opposite of what we seek or value.

... changes in media and communications can bring privileges for the few, while making the lives of the poor even worse. Clearly, this is just the opposite of what we seek or value.

Two brief reflections on these issues.

First, Pedrinho Guareschi argues that media and communication are important because, “communication constructs reality. A thing comes to be, sociologically speaking, when it is broadcast ... Those who withhold communication withhold, practically speaking, power ...” (2000, cited in Porto Simões and Córdova Wels 2004). Research on media power and issues of distributional equity must be fundamental to what we do in IAMCR.

Second, as Andrew Feenberg, a Canadian-based academic, writes ‘technology cannot be understood through its usefulness, but only

through our specifically technological engagements with the world’ (1999, cited in Rudiger 2004). Those engagements happen through communicative action and continuous dialogue and deliberation. We need to foster this through the research and activities of IAMCR.

I look forward to working with IAMCR members – those present and absent – to uphold these values, through our scholarly research and our representations of ourselves and our work throughout the world.

I will work on your behalf and with your help – and with the new Executive Board and International Council – to continue the building of our association and through that effort, to strengthening the positions of new scholars, women, and our contributions with those from economically disadvantaged countries and regions.

I make no long list of promises – that would be premature given the short hand-over period – but I do promise you that I will do my best to provide leadership and support.

Finally, I thank the local conference organising committee in Porto Alegre and wish everyone a safe journey home.

It is with very great honour that on behalf of our new Honorary President, Frank Morgan, and myself, I close this meeting of the IAMCR General Assembly.

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Porto Simões, R and Córdova Wels, AM (2004) ‘The Process of News within the Theory of Information: Possible Parallels between the Two Concepts’, in *Revista FAMECOS*, No. 24, p69, citing Guareschi, PA (2000) *Os construtores da informação*, Petrópolis: Vozes, p 28.

Rudiger, F. (2004) ‘The Mathematical and the Metaphysical Roots of Modern Technological Thought: Reading Heidegger’, in *Revista FAMECOS*, No. 24, p. 74, citing A. Feenberg (1999) *Questioning Technology*, New York: Routledge, p. 186.

VERSION FRANÇAISE

Communication du Professeur Robin Mansell à l'Assemblée Générale de l'AIERI, 30 juillet 2004, Porto Alegre, Brésil.

Je suis très honorée d'être présidente de l'AIERI et vous remercie de m'avoir témoigné votre confiance. Je remercie le Professeur Frank Morgan pour sa grande générosité à mon endroit, les efforts qu'il a mis, et continue de mettre, à assurer une passation des pouvoirs tout en douceur, et les nombreuses initiatives qu'il a menées à bien durant son mandat à la présidence. Je remercie également les membres du comité exécutif et du conseil international sortants, qui ont contribué à ces succès. Enfin, je souhaite remercier deux des anciens présidents de l'Association qui sont parmi nous – les professeurs Pares i Maicas et Cees Hamelink – pour leur bonne volonté à mon égard.

J'aimerais dire quelques mots sur la conférence de Porto Alegre, l'AIERI et nos activités. Dans son introduction au thème de conférence portant sur la Communication et la démocratie, Frank Morgan met l'accent sur la délibération, l'égalité et la théorie, soit-elle vécue ou pratiquée. Dans la séance plénière d'ouverture de cette conférence, le Professeur Mazula a dit que 'la mort et la vie dépendent de paroles' et il a fait référence aux travaux de Amartya Sen sur l'équité et les droits humains. Le Professeur Rouanet a quant à lui soulevé, au cours de la même séance plénière, tant les aspects négatifs que positifs des médias et de la communication et il exprimé sa croyance en la possibilité d'un monde nouveau et plus équitable.

Les séances plénières sur le Sommet mondial sur la société de l'information ont souligné l'importance d'œuvrer à l'inclusion et la solidarité, ainsi que le besoin d'établir des partenariats équitables, en particulier avec les représentants dispersés de la société civile. Pourtant, les travaux de Yuezhi Zhao – de même que ceux de

Peter Golding et Graham Murdock, et plusieurs autres – nous enseignent que le changement dans le domaine des médias et de la communication profite le plus souvent à une minorité déjà aisée, et rend la vie plus dure aux moins nantis. Bien entendu, cela est tout à l'opposé de ce que nous voulons et valorisons.

Permettez-moi deux brèves réflexions à ce sujet.

D'abord, Pedrinho Guareschi soutient que les médias et la communication sont importants en ce que 'la communication construit la réalité. Une chose en vient à exister, au sens sociologique, lorsqu'elle est diffusée... Ceux qui retiennent la communication retiennent, en pratique, le pouvoir... (2000, cité par Porto Simões et Córdova Wels 2004; traduction libre). La recherche sur le pouvoir des médias et les questions de distribution équitable doivent être au cœur des activités de l'AIERI.

Ensuite, comme l'écrit Andrew Feenberg de l'Université Simon Fraser au Canada, 'la technologie ne peut être comprise de par son utilité, mais plutôt de par nos engagements proprement technologiques avec le monde (1999, cité par Rudiger 2004; traduction libre). Ces engagements se produisent en vertu de l'agir communicationnel ainsi que le dialogue et la délibération soutenus – voilà ce que la recherche et les activités de l'AIERI doivent cultiver.

Je compte bien travailler avec les membres de l'AIERI – ceux ici présents de même que les absents – afin de défendre ces valeurs, aussi bien dans nos recherches que dans les représentations de l'association et la diffusion de nos travaux dans le monde entier.

Je travaillerai en votre nom et avec votre aide – en collaboration avec le nouveau comité exécutif et le conseil international – au développement de notre association. Cet effort permettra d'accroître le rôle des nouveaux chercheurs et des femmes, ainsi que la collaboration avec ceux et celles provenant de régions et de pays économiquement défavorisés.

Je ne ferai pas de longue liste de promesses; cela serait prématuré étant donné le peu de temps écoulé depuis la transition. Je promets toutefois que je ferai mon possible pour assurer le leadership et mon soutien à l'AIERI.

Enfin, je remercie le comité d'organisation local de la conférence de Porto Alegre et souhaite à toutes et à tous un bon retour à la maison.

C'est avec grand plaisir et honneur que je déclare, au nom du nouveau président d'honneur Frank Morgan et en mon nom propre, la clôture de l'Assemblée Générale de l'AIERI.

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Porto Simões, R and Córdova Wels, A M (2004) 'The Process of News within the Theory of Information: Possible Parallels between the Two Concepts', in *Revista FAMECOS*, No. 24, p69, citing Guareschi, PA (2000) *Os construtores da informação*, Petrópolis: Vozes, p. 28.

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VERSIÓN EN ESPAÑOL

Palabras de la profesora Robin Mansell a la Asamblea General de la AIECS, 30 de Julio del 2004, Porto Alegre, Brazil.

Me siento muy honrada de ser la presidenta de la AIECS y les agradezco por su demostración de confianza en mí. Le agradezco al profesor Frank Morgan por su enorme generosidad hacia mí, el cuidado que se ha tomado y seguirá tomando para hacer una fluida transición, y las múltiples buenas cosas que ha completado e iniciado durante su período como presidente. Esto lo ha hecho con la ayuda de la saliente Junta Directiva y el Consejo Internacional, a los que también les agradezco. También quiero agradecer a los anteriores presidentes que están aquí: profesores Pares i Maicas y Cees Hamelink por su buena disposición hacia mí.

Quero decir unas pocas palabras acerca de la conferencia en Porto Alegre, la AIECS y sobre lo que hacemos. En su introducción al tema de la conferencia 'comunicación y democracia', Frank Morgan ha resaltado la importancia de la deliberación, la igualdad, y la teoría en su relación con la práctica. En la plenaria de apertura el profesor Mazula dijo que 'la muerte y la vida dependen del diálogo' y se refirió al trabajo de Amartya Sen sobre equidad y derechos humanos. El profesor Rouanet habló en la misma plenaria sobre el rol tanto negativo como positivo de los medios y las comunicaciones, y acerca de su compromiso con la perspectiva de que un nuevo mundo –un mundo mas equitativo- es aun posible.

Hemos escuchado en las plenarios de la Cumbre Mundial sobre la sociedad de la información y en esta conferencia acerca de la importancia de trabajar para la inclusión y la solidaridad, y la necesidad de crear asociaciones mas equitativas, especialmente con los diversos representantes de la sociedad civil. Pero sabemos por el trabajo del profesor Yuezhi Zhao – y Peter Golding y Graham Murdock y tantos otros- que los cambios en los medios y las comunicaciones pueden brindar privilegios a unos pocos, y al mismo tiempo hacer la vida de los pobres aun peor. Claramente, esto es exactamente lo opuesto de lo que buscamos o valoramos.

Dos breves reflexiones sobre estas cuestiones:

Primero, Pedrinho Guareschi sostiene que los medios y las comunicaciones son importantes porque 'la comunicación construye la realidad. Algo comienza a ser, sociológicamente hablando, cuando se da a conocer ... Aquellos que retienen la comunicación retienen, en la práctica, el poder...' (2000, citado en Porto Simões y Córdoba Wels 2004). La investigación sobre el poder de los medios y sobre cuestiones de equidad en la distribución deben ser fundamentales en lo que nosotros hacemos en la AIECS.

Segundo, como Andrew Feenberg, un académico establecido en Canadá ha escrito: 'la tecnología no puede ser entendida por su utilidad, sino únicamente a través de nuestra interacciones específicamente tecnológicas con el mundo' (1999, citado en Rudiger 2004). Estas interacciones se producen a través de la acción comunicativa y continuo diálogo y deliberación. Debemos fomentar esto a través de la investigación y las actividades de la AIECS.

Estoy deseosa de trabajar con los miembros de la AIECS –los presentes y los ausentes- para defender estos valores a través de nuestra investigación, de nuestras representaciones y de nuestro trabajo alrededor del mundo.

Trabajaré para ustedes y con la ayuda de ustedes – y con la nueva Junta Ejecutiva y el Consejo Internacional-para continuar la construcción de nuestra Asociación y a través de ese esfuerzo fortalecer la posición de nuevos académicos, las mujeres y nuestra contribución con aquellos que pertenecen a países y regiones económicamente desventajadas.

No hago una larga lista de promesas – que serían prematuras dado el corto período desde la entrega del cargo- pero sí les prometo que daré lo mejor de mí para brindar liderazgo y apoyo.

Finalmente, agradezco al comité organizador local de la conferencia en Porto Alegre y les deseo a todos un buen viaje de vuelta a casa.

Con gran honor, en mi nombre y el de nuestro nuevo presidente honorario, Frank Morgan, cierro la asamblea general de la AIECS.

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Porto Simões, R y Córdoba Wels, A M (2004) 'The Process of News within the Theory of Information: Possible Parallels between the Two Concepts' en la *Revista FAMECOS*, no 24, p69 citando a Guareschi, P A (2000) *Os construtores da informação*, Petrópolis: Vozes, p28.

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Frank Morgan's outgoing speech

My final responsibility in this meeting is to hand over the leadership of the Association to the new President, Robin Mansell, the incoming Board and the new International Council – and to withdraw to my new position as Past President. I will have no vote but will remain available to do whatever is requested and required.

You will recall that I was elected under the old Statutes in Singapore in 2000 and that I took office in Barcelona two years ago. You will recall also that, when we adopted the new Statutes, I promised to stand aside early to synchronise the Presidency with the terms of the Board and Council.

I honoured my promise, you made your decision and all of us succeeded in making this a more democratic Association. A few old-timers want desperately to restore the ways of the past – to pull strings and play puppets behind the scenes – but, by and large, we have built a better and more transparent organization. We should be very proud of our achievement.

I personally have been fortunate beyond my wildest expectation and, for that, I thank you all. The outgoing Board and Council were gracious in the extreme. They made me their leader and rallied to the tasks that had to be done. All of us worked as volunteers without much institutional support. Indeed, as our friend Ole Prehn observed the other day, it is probably better that our institutions do not realize how they have helped us to serve the Association.

Divina Frau-Meigs has remarked on the 'chaotic internationalism' that marks this Association and makes it special. Yet, she has worked long and hard to develop our relationships with UNESCO, with the World Summit on Information Society and with ourselves. I am delighted that she and Annabelle Sreberny will be our new

Concluding remarks to the General Assembly in Porto Alegre, Brazil by Frank Morgan, Outgoing President

Vice Presidents. Both are bright and brilliant leaders of great vision and capacity. We are lucky to have them among us.

We must, however, ponder the loss of leaders like Eddie Kuo and Ruth Teer Tomaselli. Both played a major role in representing the Association in the developing world. Both brought great grace and courage and personal wisdom to their tasks. Both sadly were overcome by the challenges that face the world beyond Europe and North America.

... we have built a better and more transparent organization. We should be very proud of our achievement

Jan Servaes strove to develop our publication programme – meanwhile wrestling with a new job in Australia – and we thank him for that. Marjan de Bruin worked wonders with the Newsletter and raised the possibility that it might become a new format of journal for the Association. Fortunately, as we move into a future that will depend much more heavily on the leadership of the International Council, Marjan remains among us.

Katharine Sarikakis served for four years to recruit younger members and more women. She also suggested various new approaches to the mounting and management of future conferences. Annie Mears managed our finances through difficult times. As she retires, I thank her for her efforts and wish her well. I also agree with her that we should look for a

Budget Committee in the future. Last of all, let me thank my predecessor Manuel Pares i Maicas who was always generous and helpful and wise.

Finally, I thank the Section Heads and International Council members, especially the group of them who persuaded me to stand again for the Presidency. As we said to one another in Loughborough last year, we had not completed the reforms that we had begun. I was deeply moved by their faith and trust. I agreed to stand – but not to run or fight – and the measure of our success is in the strength of the Association. I trust that those of you who voted for me voted for our shared vision of the Association. I trust also that you will reaffirm your commitment to the Association and to its new leadership.

Occasionally, some of us complain that the Association does not sufficiently look after us or our individual interests. It is much more important that we ask what we can do for the Association, not what it can do for us. In the words of the Brazilian minister and musician Gilberto Gil, 'it is good to be alive'. It is good too to have a leadership group willing to work with us and on our behalf.

I am glad therefore to recommit myself to the Association and to Robin Mansell's leadership. I wish her well and invite her to assume the Presidency.

Thank you all.

VERSION FRANÇAISE

Remarques finales présentées à l'Assemblée Générale par Frank Morgan, Président, AIERI

Ma dernière responsabilité dans cette rencontre est de céder la direction de l'Association à la nouvelle présidente, Robin Mansell, au comité exécutif et au nouveau Conseil international, et d'assumer mon nouveau rôle d'ancien président. Je ne détiendrai pas le droit de vote mais je serai disponible lorsque l'on fera appel à mes services.

J'ai été élu dans le cadre des anciens statuts de l'Association à Singapour en 2000 et j'ai assumé mes fonctions il y a deux ans. L'on se souviendra qu'à l'adoption des nouveaux statuts, j'avais promis de me retirer promptement afin d'assurer que la Présidence soit harmonisée avec le Comité et le Conseil.

J'ai tenu cette promesse, vous avez fait votre choix et tous ensemble, nous avons réussi à bâtir une AIERI plus démocratique. Certes, quelques irréductibles de la vieille garde persistent à vouloir ramener les méthodes du passé – à tirer les ficelles depuis les coulisses. Mais de façon générale, nous avons bâti une organisation meilleure et plus transparente. Nous pouvons être fières/fiers de cette réalisation.

Personnellement, j'ai été comblé bien au-delà de mes attentes et je vous en suis reconnaissant. Le Comité et le Conseil sortants ont été d'une élégance exemplaire à mon endroit. Ils m'ont reconnu comme leader et ont mis l'épaulé à la roue. Toutes et tous, nous avons travaillé bénévolement, avec très peu de soutien institutionnel. En fait, comme le remarquait l'autre jour notre ami Ole Prehn, il est peut-être préférable que nos institutions ne sachent pas à quel point elles nous ont aidé à servir l'Association.

Divina Frau Meigs a souligné « l'internationalisme chaotique » qui caractérise cette Association et la rend si particulière. Elle a néanmoins travaillé très fort au développement de

nos relations avec l'UNESCO et le Sommet mondial sur la société de l'information. Je suis donc ravi qu'elle assume, tout comme Annabelle Sreberny, les fonctions de vice-Présidente. Voilà deux brillants leaders, d'une grande intelligence et d'une sagacité remarquable. Nous avons de la chance de les compter parmi nous.

Il nous faut cependant déplorer la perte de grands leaders tels que Eddie Kuo et Ruth Teer Tomaselli. Tous deux ont joué un rôle de premier plan en représentant l'Association dans les pays en développement. Ils ont accompli leur travail avec grâce, courage et sagesse mais malheureusement, ont succombé à l'ampleur des défis qui attendent le monde en dehors de l'Europe et de l'Amérique du Nord.

Nous remercions Jan Servaes, qui a oeuvré au développement de notre programme de publications tout en s'ajustant à un nouveau poste en Australie. Pour sa part, Marjan de Bruin a fait des merveilles avec notre Bulletin d'informations et elle a suggéré la possibilité d'en faire une revue de format novateur pour l'Association. Heureusement, alors qu'on se prépare à un avenir qui fera davantage appel au Conseil International, Marjan demeure avec nous.

Katharine Sarikakis a travaillé pendant quatre ans au recrutement de jeunes membres et de femmes. Elle a aussi proposé de nouvelles approches à l'organisation et la gestion de conférences. Annie Méar a géré les finances de l'Association durant une période difficile. Je la remercie de ses efforts et lui souhaite une belle retraite. Je partage son avis quant au besoin de former un comité budgétaire pour l'avenir. Permettez-moi aussi de remercier mon prédécesseur Manuel Pares i Maicas pour sa générosité, son aide et sa sagesse.

Enfin, je remercie les directeurs de Sections et les membres du Conseil International, et surtout ceux et celles parmi eux qui m'ont convaincu de présenter à nouveau ma candidature à

la Présidence. À Loughborough l'année dernière, nous nous sommes dit que nous n'avions pas encore mené à terme les réformes que nous avons entreprises. J'ai été profondément ému par leur confiance. J'ai accepté de me présenter à nouveau – mais pas de me défilier ou de me battre – et notre succès se mesure par la force de l'Association. Je suis certain que ceux et celles d'entre vous qui avez voté pour moi l'avez fait parce que vous partagiez ma vision de l'Association. Je suis certain également vous allez renouveler votre engagement envers l'Association et sa nouvelle direction.

Certains d'entre nous plaignons, à l'occasion, de ce que l'Association ne servent pas suffisamment nos intérêts individuels. Mais il est bien plus important de se demander ce que nous pouvons faire pour l'Association, que ce qu'elle peut faire pour nous. Comme le dit si bien le ministre et musicien brésilien Gilberto Gil, il fait bon vivre. Il est également bon d'avoir un groupe de directeurs déterminés à travailler avec nous et en notre nom.

Je suis donc heureux de réitérer mon engagement envers l'Association et le leadership de Robin Mansell. Je lui souhaite bonne chance et l'invite à présent à assumer la Présidence.

Merci à toutes et à tous.

VERSIÓN EN ESPAÑOL

Observaciones finales presentadas a la Asamblea General Frank Morgan, Presidente, AIECS

Mi responsabilidad final en este encuentro es entregar el liderazgo de la Asociación a la nueva Presidenta, Robin Mansell, a la Junta entrante y al nuevo Consejo Internacional y retirarme a mi nueva posición como ex-presidente. No tendré voto, pero permaneceré disponible para responder a cualquier petición y necesidad.

Recordarán que fui elegido bajo los viejos estatutos en Singapur en el 2000 y que asumí el cargo en

(Continued from page 7)

Barcelona dos años atrás. Recordarán también que cuando adoptamos los nuevos estatutos, yo prometí retirarme anticipadamente para sincronizar la Presidencia con los mandatos de la Junta y el Consejo.

Yo honré mi promesa, ustedes tomaron su decisión y todos triunfamos en hacer una Asociación más democrática. Unos poco quieren desesperadamente restaurar el estilo del pasado –tomando decisiones entre unos pocos y en la oscuridad- pero, generalmente, hemos construido una organización mejor y más transparente. Debemos estar muy orgullosos de nuestro logro. Yo, personalmente, he sido recompensado mas allá de mis más amplias expectativas y por eso les agradezco a todos ustedes. La Junta y el Consejo salientes fueron extremadamente generosos conmigo. Me hicieron su líder e hicieron gran esfuerzo para llevar a cabo las tareas que debían ser realizadas. Todos nosotros trabajamos como voluntarios sin mucho apoyo institucional. De hecho, como nuestro amigo Ole Prehn observo el otro día, probablemente sea mejor que las instituciones a las que pertenecemos no se den cuenta de cómo nos han ayudado a servir a la Asociación.

Divina Frau Meigs ha remarcado el ‘internacionalismo caótico’ que caracteriza a esta Asociación y que la hace especial. En ese contexto, ella ha trabajado mucho y duramente para desarrollar nuestro vínculo con la UNESCO, con la Cumbre Mundial sobre la sociedad de la información, y con nosotros mismos. Estoy encantado con el hecho de que ella y Annabelle Sreberny serán nuestras nuevas Vice-Presidentas. Ambas son líderes brillantes y de gran inteligencia, y tienen gran visión y capacidad. Somos afortunados de tenerlas entre nosotros.

Debemos, sin embargo, reflexionar sobre la pérdida de líderes como Eddie Kuo y Ruth Teer Tomaselli. Ambos jugaron un importantísimo rol representando a la Asociación en el mundo en desarrollo. Ambos brindaron enorme distinción, coraje y

sabiduría a su trabajo. Ambos, desafortunadamente, fueron vencidas por los retos que enfrenta el mundo más allá de Europa y Norteamérica.

Jan Servaes hizo gran esfuerzo para desarrollar nuestro programa de publicaciones –mientras luchaba con un nuevo trabajo en Australia- y le agradecemos por ello. Marjan deBruin hizo maravillas con el *newsletter* y creo la posibilidad de que éste se transforme en el nuevo formato para el *journal* de la Asociación. Afortunadamente, mientras avanzamos hacia un futuro que dependerá mucho más fundamentalmente del liderazgo del Consejo Internacional, Mrjan permanecerá entre nosotros.

Katharine Sarikakis trabajó cuatro años para reclutar miembros jóvenes y más mujeres. Ella ha sugerido también varias nuevas ideas para la organización de futuras conferencias. Annie Mears administró nuestras finanzas en medio de tiempos difíciles. Como se retira, quiero agradecerle por sus esfuerzos y deseárselo lo mejor. También estoy de acuerdo con ella en que deberíamos tratar de conformar un Comité de Presupuesto en el futuro. Finalmente, agradezco a mi predecesor Manuel Pares i Maicas quien siempre fue generoso, servicial y sabio.

Por ultimo, agradezco a los directores de las distintas Secciones y a los miembros del Consejo Internacional,

especialmente a aquellos que me persuadieron a presentarme nuevamente como candidato a la presidencia. Como nos dijimos unos a los otros en Loughborough el año pasado, aun no habíamos completado las reformas que habíamos iniciado. Me sentí profundamente conmovido por su fe y confianza en mí. Yo estuve de acuerdo en presentarme –pero no en hacer campaña ni pelear- y la medida de nuestro éxito es la fortaleza de la Asociación. Confío en que aquellos que me han votado, lo hicieron por la visión que compartimos de la Asociación. Confío también en que ustedes reafirmaran su compromiso con la Asociación y con su nuevo liderazgo.

Ocasionalmente, algunos de nosotros nos quejamos de que la Asociación no cuida la suficientemente bien de nosotros o de nuestros intereses individuales. Es mucho mas importante que nos preguntemos que podemos hacer nosotros por la Asociación, y no que puede hacer ella por nosotros. En la palabras del ministro y músico brasilero Gilberto Gil: es bueno estar vivo. Y también es bueno tener un grupo de liderazgo deseoso de trabajar con nosotros y en nombre de todos.

Por lo tanto, estoy contento de reafirmar mi compromiso con la Asociación y con el liderazgo de Robin Mansell. Le deseo a ella lo mejor y la invito a asumir la presidencia.

Gracias a todos.

Shaping Tomorrow's Media Systems

Edited by Elena Vartanova and Yassen N. Zassoursky
Published with the financial support of UNESCO

ISBN 5-7776-0059-X

Changes in media systems seem to be profound. Economic models, professional norms and ethical standards are put under pressures. The growth of new media becomes another outcome of current shifts, but not the only one.

Commercialization, fragmentation of audiences, decrease in socially oriented journalism are further consequences of evolving changes. These issues have been reflected in this volume from different angles – globalization and glocalization, public service and access to the media, technology as a force of change. Among the authors there are scholars from many countries – Russia, France, Germany, USA, Sweden, Finland, Poland, Canada.

TO ORDER:

The book can be obtained FREE from the Faculty of Journalism, Moscow State University. Individual orders must include the price of the book postage from Moscow. For more information contact Elena Vartanova (eva@journ.msu.ru) or Marianna Seferova (semaries@journ.msu.ru)

Election Report

The elections for the next Executive Board and International Council were conducted according to the voting system that was adopted by the General Assembly in Barcelona, 2002, and guidelines that were adopted by the International Council meeting in Loughborough on November 8, 2003. The Elections Committee included Cees Hamelink (Netherlands), Janet Wasko (USA), and Alina Bernstein (Israel).

Elections for both the Executive Board and International Council were conducted by postal voting using an optional preferential voting system. The postal election was intended to allow more members to participate in the election of Council members (who were previously elected during conferences). The system also was intended to allow members interested in serving the organization to be considered for more than one elected position.

Nominations for President, two Vice-Presidents, Secretary-General, Treasurer and 15 International Council members were opened on February 1, 2004. Updates of nominations were posted periodically on the IAMCR listserv and on the website. Nominations closed on May 1, 2004.

Janet Wasko, IAMCR Election Committee

Candidates submitted short statements, which were included with voting material sent to members before May 31, 2004. The material included a guide for the procedures to be followed, and an explanation of the optional preferential voting system. Ballots were to be postmarked by July 10, 2004 (21 days before the General Assembly at the Porto Alegre conference).

At the conference, the ballots were counted by a Tellers Committee appointed by the Elections Committee. It included Jan Ekecrantz (Sweden), Eileen Meehan (USA), Edgard Reboucas (Brazil), Joseph Straubhaar (USA), and Robert White (Italy).

The results of the election were announced at the end of the opening plenary session and posted during the conference. Because there were no nominations for Treasurer during the postal election process, Cesar Bolano (Brazil) was elected Treasurer during the General Assembly. Since Bolano had been elected to the International

Council, the candidate with the next highest number of votes was subsequently elected to the Council. The election process was relatively smooth, although several suggestions were made by the Election Committee to improve the process. Two of these suggestions were presented as amendments to the process, and were proposed by the International Council and approved by the General Assembly. The two amendments involved earlier deadlines for all stages of the election process and uniform candidacy statements of no more than 200 words. The earlier deadlines should make it easier for all members' ballots to reach the election committee in good time, which is one of the biggest problems with the current postal voting process.

Other proposals from the committee included dropping preferential voting, announcing the election process (especially nominations) in the printed newsletter, and establishing clearer definitions of eligible members.

The results of the election are as listed under IAMCR Governing Bodies on Page 7. More information about the election, including voting data, can be requested from the Secretary-General.

IAMCR's Herbert Schiller Prize

A prize in memory of Herbert Schiller was established in 2000. The prize is awarded in recognition of Herbert's seminal contribution to founding and developing the Association's Political Economy Section. It honours someone who embodied the very best traditions of intellectual life, as a scholar, as an engaged critic and public orator, and above all, as an inspirational teacher. The prize is expressly designed to reward outstanding younger scholars whose work best reflects the critical, innovative and engaged spirit of Herbert Schiller's own contribution to communications scholarship. It is

therefore confined to those aged 35 or under at the final date for submissions. Papers may be offered to any IAMCR Section or Working Group. There will be a call for submissions for the 2006 IAMCR conference.

In the meantime, fundraising is the highest priority! This award can only be offered if IAMCR receives regular donations to the scholarship fund when members pay their membership fees or at any other time. IAMCR is seeking funds to support this prize. If you would like to contribute please contact Robin Mansell, IAMCR

President or tick the box on the membership renewal form.

IAMCR gives high priority to raising funds to encourage the best critical scholarship in our field. Members who wish to suggest **additional prizes** and/or fund them should make a brief case, suggest the proposed value of any award, and indicate sources of funds. Awards do not need to be of the same value and members should be creative in considering innovative ways of supporting IAMCR scholars. Send suggestions to Robin Mansell.

Busy time ahead for IAMCR Task Force on WSIS

Preparations are moving ahead for Phase II of the World Summit on the Information Society (WSIS), scheduled to take place in Tunis in November 2005. Following two highly successful plenaries in Porto Alegre and several sessions where WSIS-related papers were presented, the General Assembly decided to continue the mandate of the IAMCR Task Force on WSIS (see box on this page) and the International Council named us as Task Force chairs.

Mandate and functioning of the Task Force

In keeping with the mandate voted by the General Assembly, the Task Force will focus on a clear number of tasks. There are clearly many possibilities for IAMCR involvement in WSIS but they all take time, energy and commitment. Furthermore, we do not have the luxury of being able to meet in person more than once a year. We have therefore suggested that the Task Force adopt a decentralized mode of functioning, with specific tasks delegated to those who are prepared to carry them out. Every member of the group should have at least one clear task.

Monitoring and information-sharing

One of the key basic functions of the Task Force will be to monitor the WSIS process and provide basic information to the IAMCR membership on an ongoing basis. This will be done by way of an occasional news digest as well as by creating a resource list of pertinent websites that members can access on their own, according to their degree of interest in WSIS. Meanwhile, all members should inform the Task Force – and the membership via the IAMCR listserv – directly of relevant information in each of the areas that they are following closely.

Representation

Two members of the Task Force (Divina and Wolfgang Kleinwächter) are members of the WSIS Civil

Marc Raboy and
Divina Frau-Meigs,
Task Force co-chairs

Society Bureau, representing respectively the research and education family and foundations and philanthropic entities. Although they are clearly not there to represent IAMCR as such, their presence can serve to inform us from the inside of ongoing issues, as well as inform the broader civil society community about IAMCR activities regarding WSIS. We have also nominated Wolfgang to be a civil society representative on the WSIS Working Group on Internet Governance which will report to the Tunis phase of the Summit. Any official representation of IAMCR (should IAMCR have an opportunity to intervene in the process in its own name) however will be made by our president, Robin Mansell (who is an ex-officio member of the Task Force).

Researchers' Charter

This initiative is well under way. Several members of the Task Force as well as other members of IAMCR at large have indicated interest in working on developing it further and finalizing the draft. The aim is to produce a final version of the Charter in time for its adoption by the International Council in Taipei and subsequently to publicize and circulate it as widely as possible within WSIS and elsewhere,

approaching like-minded partners and allies. The Charter could be launched in Tunis.

Conferences

Several suggestions have been made for sessions on WSIS in Taipei, and a plenary session organized jointly by the Law, Communication Technology Policy, and International Communication Sections has already been announced. One possibility is to have a one-day "pre-" or "post-conference" on WSIS in Taipei. Other possibilities that have been mentioned include a joint IAMCR-ICA event, participation in WSIS regional and/or thematic conferences, an event focussed on communication rights, or an event to be organized with the newly formed Tunisian Association of communication researchers. A sub-group of Task Force members is developing these possibilities further.

Alliances

There is a strong consensus that IAMCR should seek alliances at every possible level. These should be both 'top-down' (ie. within the UN system) and 'bottom-up' (joining with other NGOs and CSOs). In this process, we will be particularly focussing on the UN, UNESCO, and building grassroots alliances.

Meanwhile, anyone wishing to get involved in the activities of the Task Force should simply contact either of the co-chairs. (see back page for email addresses)

IAMCR WSIS Task Force mandate as adopted by the General Assembly in Porto Allegre:

In view of the active involvement of the IAMCR in the ongoing WSIS process, the General Assembly resolves to retain a task force on the WSIS, with the membership to be decided by the International Council. In the spirit of critical independent scholarship, the Task Force is to have the following mandate:

- to contribute to the sharing of relevant information and documentation about the WSIS process with the broader academic community
- to facilitate the synthesizing of existing research on information society issues and feed this into the ongoing WSIS process
- to assist in the clarification of crucial concepts (such as information society, communication, knowledge society, etc.)
- to assist in the development of effective and relevant alliances
- to ensure effective representation of IAMCR in the WSIS process

OURMedia partners with IAMCR in Porto Alegre

For its fourth annual conference, OURMedia/NuestrosMedios (OM) joined IAMCR in Porto Alegre. Just before IAMCR began, OM held four days of field trips, panel discussions, workshops and a polymedia lab. Over 130 people from thirty countries attended, including a number of IAMCR members.

With a conference theme of “Building Communication Strategies,” OURMedia/NuestrosMedios added a new language to its title, “NossosMeios” to reflect our host country, and the contribution of the many Brazilians to the conference. The panel sessions were designed to be as participatory as possible, with presentations and workshops on strategies and practices to enhance communication rights, influence global media policy, and strengthen and enlarge the networks we have already created through OM and other progressive media groups.

This year, OM expanded its commitment to include media-making along with the academic research and policy discussions. We experimented with a polymedia lab, a room stocked with computers loaded with media-making software that was available to anyone who wanted to participate. Over thirty people brought digital cameras, audio recorders and other equipment to interface with the computers. They came to teach each other and learn new techniques in guerilla production. A number of participants traveled together by bus from Rio de Janeiro and Sao Paulo. Within a few hours, the lab was up and running, people were busy creating new web sites, loading audio and video files onto the web and sharing open-source software.

On the third day of the conference, people from the polymedia lab — along with others from the conference—visited the community of Restinga, just outside of Porto Alegre. OM brought equipment to the public market on Saturday afternoon, and

Janice K. Windborne
Southwest Missouri State
University

created a mini-radio station. Children from the neighborhood, along with a local samba band, came to be on the radio.

On the same day, we visited a community radio station a few blocks away. Imagine two busloads of people parading unannounced through your neighborhood! The radio host introduced a number of OM people on the air, and talked briefly about the challenges of running a community radio project. The challenge intensified. A few days later, police swooped in and closed down Radio Restinga creating an international outcry, but so far, no success in getting the place re-opened. See <http://www.ipsnews.net/interna.asp?dnews=24991> for more information.

From Canada to Argentina and many places in between came accounts of the determination of people to be heard and to tell their own stories in their own way, despite threats from government and other powerful groups.

We also visited two other community radio projects in other parts of town. Again, some of OM members found themselves—speaking Portuguese or not—on the low power air waves. In the discussions about the projects, we were also able to see some of the inevitable tensions between government officials and community activists around issues like funding, policy goals, trust and support.

The panel sessions began with a plenary roundtable on “Networking

Community and Citizen’s Media.” It was a good introduction to some of the work our member organizations are doing. From Canada to Argentina and many places in between came accounts of the determination of people to be heard and to tell their own stories in their own way, despite threats from government and other powerful groups. The process of media-making itself can also be empowering. We heard examples of how community media can strengthen existing movements and engender new ones.

Transnational advocacy for communication rights was discussed in several sessions. After the first World Summit on the Information Society (WSIS), members of CRIS (Communication Rights in the Information Society <http://www.crisinfo.org>) shared some of their experiences and challenges in Geneva. At WSIS, some activists were allowed representation on the floor, while others were relegated to a location miles away. The divisive strategy had some advantages, like solidification and networking for both groups, but it also meant a lack of communication among groups that potentially had a lot in common. CRIS introduced its Global Governance Project, a proposed theoretical framework for global communication rights policy. Another member is also researching whether we are in the middle of a bona fide social movement. A lively, if too short, discussion led to some new ideas and new alliances.

Public policy and its implications at a more local level was also discussed. In Egypt, for example, the government uses the net to prosecute its critics, along with homosexuals and others whose lifestyles offend the status quo. In England, community media is used for teen peer counseling to foster healthy social and sexual behavior; in Brazil to encourage positive racial identity for oppressed ethnic groups.

Maps of the OM network showed the

(OURMedia continued from page 11)

patterns of e-mail communication among members. The maps showed that OM tends to be a hub, a central information locale through which many people and groups communicate. The maps also showed a separation between the academics and the polymedia lab participants, a point that was made later in the conference evaluation session. Most people agreed this separation is the opposite of what we all want from the conference and the network, and the discussion continues over how media making can go on simultaneously with theoretical discussions, with both kinds of sessions available to everyone. This is one of the challenges for our next conference.

Media Sana performed a lively, multi-media critique of commercial television over lunch one day. Dozens of films were introduced from around the world, but there wasn't time to fully discuss them. This is another challenge for the next conference.

Besides the immediate concerns of the conference, OM members discussed the possibility of housing OM temporarily at Southern Illinois University in the US. John Downing, a founding member of OM, is the new director of the Global Media Research Center at SIU. He offered institutional support over a two-year period and we have voted to go ahead with that plan. The location of future conferences is in discussion. If you are interested in submitting a proposal, click onto the OURMedia/NuestrosMedios web site (www.OURMedia.org) for a list of basic criteria.

(Editor's column continued from page 1)

I also take this opportunity on behalf of everyone to thank Marjan de Bruin for developing the newsletter into a much more substantial publication that not only carries organizational information and details about future conferences but also information about members' work, IAMCR linkages with external activities like the WSIS process, think pieces, etc. I now carry the overall responsibility for all publications, from book series to journals to the newsletter and the website. We intend to investigate the possibilities of publishing in other languages and of providing journals as part of membership subscription; and we commit to using the website more interactively. If there is anyone interested and able to take on the role of newsletter editor, with a chance to show off your design skills as well as a platform from which to speak to the membership, please let me know.

This newsletter sports a design that we have used as a logo for IAMCR. Kirsten Bach of Aarhus University describes it as three interlocking elements that represent the three languages of the association, shaped like question marks to reflect the spirit of research and critical debate.

The membership of all Standing Committees is not yet set, although the person responsible has been designated. Here, as in other areas of activity of the organization, members are welcome to put their names forward to the Chair concerned.

On-going Activities

The Sections, the heart of IAMCR life, are busy planning for the Taiwan conference in July 2005. Details of the conference programme as of October 2004, deadlines for paper and panel submissions, and registration and hotel costs can be found in the centre pages. This is followed by the reports of Sections on activities in Porto Alegre and their calls for papers for Taiwan.

Many members have been involved in WSIS-related activities. Mark Raboy and Davina Frau-Meigs report on the WSIS Taskforce, the development of a Researcher's Charter and plans for Tunis, and also invite further participation.

The alternative media network, OURMedia, organised its meeting just before our Porto Alegre conference, and Janice Windbourne provides a report of that meeting. It is an example of where some interests of IAMCR members overlap with another organization. There is considerable scope for developing collegial and collaborative relations with other organizations, and the Executive Board would be pleased to receive and consider suggestions.

As we go to press, it seems likely that both Cairo and St. Louis will be contenders for the 2006 conference. Further details of this will be posted on the IAMCR listserv so make sure to join that now (instructions on inside cover).

I am pleased to be part of the new company of women, and look forward to an active and creative period ahead for IAMCR.

Media Panics: Freedom, Control and Democracy in the Age of Globalization IAMCR Conference 26 - 28 July 2005, Taipei, Taiwan

Certain events, from time to time, shock the world, sometimes into action, sometimes into paralysis. Often, it seems, it is because of the way they are featured in the media. Generally, they are 'bad news' such as disasters and conflict. Recall the Chicken Flu scare in Asia, the SARS epidemic, various terrorist atrocities, the 9/11 attacks in the USA; even Janet Jackson's exposure of herself!

Twenty five years after observers of the 'active audience' challenged effects theory, the media and their messages seem to reassert their power. And some governments seek to strengthen their controls, whatever the cost to democracy.

Media panics have themselves become the focus of media attention, as well as of scholarly interest. The 2005 IAMCR conference will thus focus on "Media Panics: Freedom, Control and Democracy in the Age of Globalization."

At least two theoretical perspectives apply. One is that exaggerated media reports of disasters and violence are either things to be corrected and controlled or are reflective of the culture of our time. Any attempt to curb them is an infringement on our freedom. The other involves the age-old debates that pit social and psychological effects of media against their mass market orientations. How and why have media panics come to be the major concerns of our societies? How do people in different worlds and circumstances respond to this communication phenomenon?

The use of new technology in communication, the process of news production, the content of media coverage from opposing perspectives, and the influence of these events on different audiences and nations are examples of possible debates. Furthermore, regulation/deregulation of the global media, empowerment of audience in the development of media literacy, as well as meanings of the global and local interactions in this "panic" context are all critical issues to be examined.

Key Submission Dates

Deadline for Abstracts:	February 1, 2005
Submission Results Announced:	April 1, 2005
Early Registration Deadline:	May 1, 2005
Deadline for Hotel and Tour Bookings:	June 1, 2005
Full Paper Due Date:	June 1, 2005

Process for submission of papers

Papers: Applicants should submit a **500 word abstract** that describes the topic of their research and its significance, the theoretical framework and methods used. A submission in the author's native language must also include an **English translation**. Abstracts must include the title of the paper, followed by the title, name, institutional address and email of the author(s). No biographical notes or references are required.

Panels: Proposals for panels should include a well-defined statement of purpose, a complete list of panel participants, and full abstracts for each presentation.

Abstracts are to be emailed to the Section Head(s) unless a different process is indicated below. Section Heads welcome enquiries regarding possible themes and also appreciate indications of intent to submit proposals.

IAMCR conference policy states that a paper can be presented in one Section only. All Sections will reject any papers submitted to more than one Section.

PRELIMINARY PROGRAMME

Pre-Conference Meetings

Sunday, July 24

0900-1700
IAMCR Executive Board Meeting

Afternoon
IAMCR Section Heads' Meeting

Evening
Board Member Dinner

Monday, July 25

0900-1700
IAMCR International Council Meeting

Afternoon
Registration Begins

Conference Sessions

Tuesday, July 26 (Day 1)

Morning
Opening Ceremony &
Keynote Speeches: Douglas Kellner
and Yun-peng Ying
Plenary Session (to be organized)

Noon - Lunch
Afternoon - Sections

Evening
Reception Dinner

Wednesday, July 27 (Day 2)

Morning - Sections

Noon - Lunch

Afternoon - Sections

Evening
Tour A: Taiwan Movie Night



Registration Fees (\$USD)

RATE BASIS	EARLY (before May 1)	LATE (after May 1)
IAMCR members	\$210	\$275
Non-members	\$275	\$325
Reduced Non-members.	\$170	\$210
Reduced members.	\$105	\$150

The beneficiaries of the reduced registration fee are students, members from low-income countries as identified by the World Bank, and other qualified participants.

Visa requirements

EXEMPT VISA: The following nationals currently need no visas for stays of up to 14 days: Australia, Austria, Belgium, Canada, Costa Rica, France, Germany, Greece, Italy, Japan, Luxembourg, New Zealand, The Netherlands, Norway, Portugal, Spain, Singapore, Sweden, U.K., U.S.A. and Switzerland.

VISITOR VISA: For other citizens, a visitor visa for up to 60 days can be issued to tourists and/or conference participants at the nearest R.O.C. embassies or Taipei Representative Offices. A single entry visa costs US\$36. Applicants need to provide passport (valid for at least six months), application form, one photo, an incoming and outgoing airline ticket, as well as documents verifying the purpose of visit.

TAIPEI JULY 2005

Post-Conference Tours (Subject to change)

Thursday, July 28 (Day 3)

Morning - Sections

Noon - Lunch

Afternoon

Plenary Session (to be organized)

Concluding Session
(chaired by Frank Morgan)

Evening Tour B:
Local Folk Dance/Music Activities

Friday, July 29

Tour C: Taipei City & Vicinity
1 Full Day
(National Palace Museum, Yang Ming
Shan National Park, and Chu-Ming
Open Art Museum)

Saturday, July 30

Tour D: Pottery and Silicon Valley
1 Full Day
(Chiang Kai Shek Memorial, Yinko
Pottery Museum, and Hsinchu High-
tech Industrial Park)

Saturday/Sunday, July 30~31

Tour E: South-East Taiwan Coast and
Taroko National Park by Tourist
Train and Airplane
2 Days/1 night



Accommodation (\$USD) (subject to negotiation)

Conference Room Rates (including taxes and service charges)*

Hotels	Code	Room Type/Class	Single	Double
Chien-Tan Youth Hostel (or similar)	A	Standard Twin/Double	\$35	\$35
Conference Hotel	B	Standard Single	\$50	
(Howard International House)	C	Semi-Suite	\$85	\$95
Le Petit Sherwood Hotel	D	Standard Single	\$110	
	E	Luxury	\$130	\$150

*Conference Hotel and Le Petit Sherwood Hotel rates include breakfast.

Taiwan Local Organizing Committee (Registration etc):

Lucie Cheng (Committee Chair), Professor & Dean, College of Journalism and Communications, Shih Hsin University
lcheng@cc.shu.edu.tw; FAX: +886 2 2236 7150

Tao-ming Chuang (Executive Director), Associate Professor, Department of Information and Communications, Shih Hsin University
tmchuang@cc.shu.edu.tw; FAX: +886 2 22361722

For further details about the conference and how to register, see the Conference website at <http://iamcr2005.shu.edu.tw>

Member's New Work

Entertaining the Citizen: When Politics and Popular Culture Converge, by Liesbet van Zoonen (2004)

Can politics be combined with entertainment? Can political involvement and participation be fun? Politics and popular culture are converging all the time, whether it's in Arnold Schwarzenegger's election as governor of California or in political television dramas and movies like *The West Wing* and *Dave*. This book encourages readers to think about how links between entertainment and politics have the potential to rejuvenate citizenship, endorse civic values, and sustain civic commitment. Instead of discarding the popular as irrelevant or dangerous to the democratic process, Liesbet van Zoonen shows us the possibilities for increasing political knowledge and participation through the arenas of politics and popular music, political "soaps," political television dramas, and politicians as celebrities. A first-rate starting point for debate, *Entertaining the Citizen* will stimulate and entertain students and general readers alike.

Rowman & Littlefield Publishers Inc.
ISBN: 0-7425-2907-X £53/£20.95
www.rowmanlittlefield.com

Gender and Newsroom Cultures: Identities at Work, edited by Marjan de Bruin and Karen Ross (2004)

This book offers a series of engagements with the shifting dialectics of gender and newsroom culture, bringing a feminist analysis to the contours of those strange and often strained relations. Importantly, for a text which aims to bring coherence and insight to a still relatively under-researched topic, the contributors draw inspiration for their work from an impressively diverse range of geographies, approaches and contexts, from gender stereotyping in Spanish newsrooms, to self-perception of women journalists in India; from women's activism in Es-

tonia to knowledge hierarchies in the USA and hostile media cultures in Africa.

Together, the 14 essays contained in these pages provide a timely intervention in the debates around gender and journalism, extending the traditional Anglo-centred analysis to produce a genuinely East-West, North-South set of analyses on this important subject.

Hampton Press
ISBN 1 57273 397 7. £20.50
www.eurospan.co.uk

European Culture and the Media, edited by Ib Bondebjerg and Peter Golding (2004)

We are witnessing a dynamic reshaping of the European 'mediascape'. This has been underway for more than a decade since the fall of the Berlin wall in 1989, the growing impact of globalisation, and the birth of new technologies and new media, or the convergence between old and new media. A new and more intense 'mediatisation' of society and everyday life is emerging.

This is happening alongside the rapid reconstruction of the cultural and economic landscape of Europe itself. In this transformation the communicative and ideological dimensions, the digitalisation of technology, and changes in culture - 'the imaginary', the discursive universe of politics and communication, are all crucial areas for research.

The cultural industries, (film, television, books, magazines, entertainment and music), but also the world of news, actuality, 'infotainment' and the internet, are key areas for the study of what we may begin to understand as a changing European culture in all its complexity and with all its differences and conflicts. The media and the cultural industries are among the fastest growing sectors in the global economy.

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This book provides a wealth of empirical studies examining gender aspects of in/ex-clusion processes and other features of the changing role of women in the production and consumption/use of digital technologies and new media in Europe.

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