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## INTERNATIONAL ASSOCIATION FOR MASS COMMUNICATION RESEARCH

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

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March 1982

Dear Friends and Colleagues,

Since I last wrote towards the end of 1981, Peggy Gray and I have been working, together with Francois Hutin, Roque Faraone and others in France, in an attempt to finalise arrangements for our forthcoming Paris conference - 6th-10th September 1982. The fruits of this work - work that has been marked by more difficulties than we have ever experienced before will, I hope, be seen in the enclosed papers, and I trust that there will be enough information in these to prompt you to register immediately for what I am sure will be a conference worthy in every sense of the Association's twenty-fifth anniversary, and one that will represent a fitting reward for the efforts of Francois Hutin and his collaborators.

They have succeeded in obtaining excellent conference facilities at La Maison de la Chemie, in the heart of Paris, within easy walking distance of all the well known Left Bank attractions. Accommodation will be in University halls of residence, not far from the Conference centre. Single and twin bedded rooms will be available, and every effort will be made to provide single accommodation for all those who so wish. But if those willing to share a room would indicate this on the registration form it would be most helpful.

I am most grateful to all those members (and there are many of them) who have shown such interest in the conference, and have indicated their wish to participate and contribute. The extent of this interest is shown in the enclosed blue papers, which list the Section and Workshop programmes. As you know, Section Presidents, Workshop convenors, etc., are responsible for arranging their own programmes, so those members of the Association who wish to participate in any of these activities should write direct to the person concerned.

I understand from Bruce Horsfield (Media Education and Media Awareness) that, as yet, he has not had many offers, and Madeleine Kleberg and Ann-Margrete Wachmeister (Sex Roles and the Mass Media) have just informed me that they would still welcome paper submissions for their workshop. I am sure other convenors would also welcome papers, but it is important to get in touch with them immediately. I am not aware that there have been any closures to date, although I do know that, as always, the Social Psychology Section seems likely to have a very full programme.

As on other occasions in the past, the Professional Education Section will be working jointly with the AEJ and IOJ. (Yassen Zassoursky is the Head of this Section, and is anxious to organise a genuinely international meeting.) Intending participants should write to him or to Richard Cole, Dean, School of Journalism, University of North Carolina, Chapel Hill, 100 Howell Hall, North Carolina 27514, USA.

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

As detailed later in this letter we hope, with the help of Unesco, that it will be possible to organise a special workshop which will focus on the application of new technology in developing countries, special reference being given to democratization and the right to communicate. Specific arrangements for this workshop will be discussed with Bill Melody and Cees Hamelink.

The breadth and complexity of the programme means that some degree of overlapping is inevitable, and some members will not be able to attend all the meetings of their choice. I am sorry about this but, granted the many activities and the time available, it just cannot be avoided.

As far as registration and attendance at the conference are concerned, will you please note that the pink registration form should be completed in duplicate by all intending participants. One copy should be sent to Paris, accompanied by a cheque for the registration fee, and the other copy should be sent to Peggy Gray at Leicester. Should anyone require additional copies of the registration form for colleagues or friends the original could be photocopied, or additional copies can be obtained from Leicester. But please, each application in duplicate.

The gold coloured travel form should be returned to Peggy Gray at Leicester by all those intending to use the cheap group travel London to Paris return. This may even be an advantage for those travelling from much further afield. It is essential that Peggy should have some indication of the numbers wishing to use the group travel arrangements from London as soon as possible.

Visas are required for entry into France by the nationals of many countries. A list of those countries, the citizens of which will definitely require a visa, is on the back of the gold travel form. All intending participants should check this list and take the necessary action.

Members will have noted that the inclusive registration fee is a little higher than I indicated in my last letter. Even so, it represents only a US\$20 increase on the Caracas fee of two years ago - a percentage increase far lower than the inflation rates in most countries. In any case, I am sure this will not deter anyone from joining us in Paris in September, and I look forward to a fully-supported and most memorable occasion.

The visits to Paris in connection with the conference made it possible for me to have several useful exchanges with our friends at Unesco, and I am pleased to report that we have arranged (or are in the process of arranging) some useful cooperative ventures.

I reported in the last letter that, with some support from Unesco, I had been able to ask Annabelle Sreberny to prepare a report on the reactions and follow-ups to the MacBride Report. I asked her to do this within the Unesco remit which stated, amongst other things, that it should be accomplished "in consultation with as wide a range of communication specialists as time and the membership of IAMCR will allow". We tried to ensure that the net would be spread as widely as possible but, as yet, the response has not been overwhelming. However, there is still time - we have delayed the deadline by a month - so please do let me have your contributions, which I can then pass on to Annabelle. The following could be used as general guidelines:

1. Review the Report of the International Commission for the Study of Communication Problems (Unesco 1980) and related materials.

2. Analyse the opinions expressed and suggestions made for follow-up to the recommendations made by the Commission.
3. Identify those areas of communication which may not have been dealt with by the Commission as comprehensively as it might have wished, but could not owing to lack of time or information.
4. Recommend follow-up action pertaining to researchable questions raised by the Commission (including suggestions on appropriate research methods).
5. Recommend follow-up action pertaining to those suggestions of the Commission which can be operationalised by Unesco, as well as by Member States, professional organisations, scholars, researchers and practitioners.

The report prepared by Annabelle would then be used as a working paper at a joint IAMCR/UNESCO meeting which, amongst other things, would be charged with making firm research proposals and policy recommendations. It is likely (it has still to be confirmed by Unesco) that this meeting will be held in Leicester for three days within the period 17th to 23rd July 1982. It is anticipated that the Unesco grant will make it possible for us to invite about six of our members to this meeting. The usual "representative" criteria would apply.

As indicated earlier, it has also been agreed with Unesco (although again official confirmation is still awaited, and the contract has not yet been signed) that on the occasion of the Paris conference we should arrange a special workshop, under the general heading New Technology/Democratization/Right to Communicate/Developing Countries. A special working paper would be prepared for this workshop, and a report would be submitted to Unesco after the meeting. A grant from Unesco would make it possible for us to subsidise the travel of seven or eight Unesco-approved members from developing countries, who had expertise and research interests in this area. The exact numbers invited would depend on the distances to be travelled, or if some of those invited would be able to accept part subsidy.

The report on Developmental News, which stemmed from the more comprehensive 27-nation study on Foreign Images, has now been completed by Annabelle Sreberny, and submitted to Unesco. There is a possibility that this report might also be used as the basis for a workshop at the Paris conference. As yet we have not been given a firm date for the publication of the Foreign Images report, but I would certainly like it to be available before September.

#### OTHER RELATIONSHIPS WITH UNESCO

As some of you already know from earlier correspondence and requests, the Association is also working with Unesco on another project, namely Media Influence and Media Education. Here an attempt is being made to relate what might be broadly termed media education courses to the findings from the broad stream of mass communication research. The aim is to ascertain to what degree, if at all, have the findings from mass communication research been incorporated or used in any way in the planning and formulation of media education courses. In addition, the approaches and findings of research/evaluations on the effectiveness of media education courses will be summarised. If any members could provide information which would be of help to us in preparing a report on this important, but as yet not too well researched topic, it would be very much appreciated.

As reported in the last letter, the work on Media and Ethnicity continues, although our Unesco collaborators in this case are in the Social Science Division, and not the Division of Free Flow of Information and Communication Policies, which is the division responsible for all the other cooperative projects.

#### FINANCE AND MEMBERSHIP

As you will remember, I dealt very fully with our financial situation in the November letter, and for once I do not think detailed repetition is necessary. The response from members to my request to pay arrears in membership dues has been most encouraging. I am most grateful to those who have responded in this way, and I would like to think that their good example will be followed by others. There still are "others" - plenty of them - but the situation has improved a little. The answer is really quite simple, i.e. the regular payment of annual dues, preferably by bankers order or draft, and I would again remind you of the possibilities of life membership. I urge you all to attend to this.

As far as membership is concerned, unfortunately the many new members - thank you for your recruiting efforts - tend to be offset by those who allow their membership to lapse, even though some of these do return to the fold in due course. It was decided at the Sigtuna meeting of the International Council in August 1981 that the lapsation rule would be rigorously applied in future. However, on enquiry we find that some of the other measures proposed and reported in the last presidential letter would require changes in the Statutes, so these will be left in abeyance until the Paris meeting, when they will be discussed and their implications with regard to the Statutes formally considered. I would be grateful if members would regard this intimation as a formal notification.

#### REVISION OF STATUTES, ORGANISATION, PROCEDURES, etc. RE CONFERENCE ASSEMBLY AND RELATED MATTERS

As reported in November, a sub-committee of the International Council was set up at Sigtuna to deal with these matters. This committee will report back to the Paris Council meeting, but it would be greatly assisted in its deliberations if more members than have so far contributed would write in with their comments, suggestions and proposals. The enthusiasm for change, so conspicuous at the Caracas meeting, seems to have waned a little - although admittedly many of the suggestions made then have been taken aboard, as will be seen from the programme for the Paris conference.

#### IAMCR JOURNAL

Several suggestions have been made in this connection, including a proposal from Sage Publications, as reported earlier, and one from Nicholas Garnham that we should explore some form of association with Media Culture and Society. The sub-committee set up for the purpose will report back to the Paris meeting, when it is hoped that a firm decision will be taken. In the meantime, comments and suggestions are welcome.

#### RELATIONSHIPS WITH OTHER ASSOCIATIONS, ATTENDANCE AT MEETINGS, REPORTS, etc.

Roque Faraone represented the Association as official observer at the Symposium on Regional and International Mechanisms for the Dissemination and Exchange of Information. The Symposium was held in Paris from 27-30 October 1981. Roque Faraone formally reported on the Symposium. The official report is available from Leicester, or Unesco headquarters. Walery Pisarek acted as our official observer at the 9th Congress

of the International Organisation of Journalists, which was held in Moscow from 19-22 October 1981, and his report is also available, on request, from Leicester. Rafael Roncagliolo and Juan Somavia were observers for the Association at the Intergovernmental Council of the International Programme for the Development of Communication (IPDC), which was held in Acapulco from 18-22 January 1982, and a report should be available shortly.

Together with several other members of the Association, I hope to be able to represent the Association and contribute to the proceedings of the XII World Congress of Political Scientists, which will be held in Rio de Janeiro from 9-14 August 1982. I also hope to be able to join several other members at the meeting of the Research Committee on Communication, Knowledge and Culture which is part of the programme of the International Sociological Association's conference, which will be held in Mexico City from 16-21 August 1982.

The Association has been invited by Unesco to send an official observer to the World Conference on Cultural Policies, which will also be held in Mexico City from 26 July to 5 August 1982. Our policy on these occasions is that, wherever possible, we should be represented by a member (or members) of the International Council, who live(s) sufficiently near to the conference venue so that no expenditure is entailed for the Association. I hope that we shall be represented at this important World Conference.

We enjoy good, cooperative relationships with several international bodies with interests similar to our own, and normally we manage to avoid clashes of dates and the like. Unfortunately, I heard quite recently, a considerable time after we had announced the date of the Paris conference, that the 1982 Annual Conference of the International Institute of Communications would be held in Helsinki from 4-7 September 1982. It is unlikely, however, that there will be much overlap. I also hear that INTERCOM Sociedade Brasileira de Estudos Interdisciplinares da Comunicacao will be holding a conference from 3-7 September 1982.

El Consejo Nacional para la Enseñanza y la Investigacion de las Ciencias de la Comunicación (CONEICC) will hold a conference in Ciudad de Monterrey, Mexico from 22-24 April 1982, and an International Congress on the Economics of Mass Media will be held in Fribourg, Switzerland, on 13 and 14 May 1982. Enquiries should be addressed to The Institute for Journalism at the University of Fribourg.

We heard from our Romanian members and from the Journalists Council of Romania of the Bucharest forum of European Journalists, 23-26 February 1982, on The Journalists Role and Responsibility in Mobilizing World Public Opinion in the Struggle for Disarmament, Security and Peace. But this information was received too late for the Association to be represented. A report has also been received (available from Leicester) from the Toronto meeting (21-25 September 1981) of the International Copyright Society on The Utilization of Computers for Access to and Creation of Works.

#### OTHER INFORMATION

I was pleased to report in the last letter of the formation of a new group (Union for Democratic Communication) in the USA. I understand that this group is now well and formally established, and already has its own newsletter, which we are pleased to receive. Information about the group may be obtained from Karen Paulsell, Alternate Media Center, 725 Broadway, New York, NY 10003, USA. Howard Frederick hopes that the group will have a strong presence at the Paris conference, and he also informs me that

the Union's Washington and Philadelphia chapters are co-sponsoring another Communication and Development Study Tour to Cuba from 30 April to 9 May 1982. Further information on this Communication Study Tour can be obtained from Howard Frederick, 4545 Connecticut Avenue N.W., Apartment 510, Washington, D.C. 20008 and John Lent, Department of Journalism, Temple University, Philadelphia, PA 19122.

The journal Austriaca of the Austrian Research and Studies Center at the University of Haute-Normandie has published a special issue on "Mass Media in Austria". The collection contains articles on Holocaust and the Austrian TV viewer, communication policy, radio history, daily press, journalism education, book industry, film, new media, communication research, Austria in the international media system, etc. For more information about this issue (No.13, November 1981) write to Centre d'Etudes et de Recherches Autrichiennes, Université de Haute-Normandie, F-76130 Mont Saint Aignan, France.

René Bassier from the Université Radiophonique et Télévisuelle Internationale, 116 Avenue du Président-Kennedy, 75786 Paris Cedex 16, France, writes that he is "presently in charge of conducting a survey on behalf of Unesco's F.C.P. (Free Communications Policies), with a view to defining the feasibility of implementing a worldwide system devised to boost the production, co-production and exchange of documentary films and TV programmes of a cultural nature, resting upon the already existing structures". He has asked that as many members as possible should write to him immediately, giving their own estimates on the following issues:

- What is the volume of such TV programmes that is believed to be exchanged between industrialized and developing countries?
- Are these exchanges improving, stable or reducing?
- Which are the main suppliers of TV documentary films?
- What problems are being encountered in conducting such exchanges? (e.g. financial, technical, political, geographic, etc.)
- What do you think would be advisable to overcome them?
- How, in your opinion, can local or regional production or co-production of documentary films or TV programmes of a cultural nature be emphasized?
- What are the specific needs of the audiences in the matter?

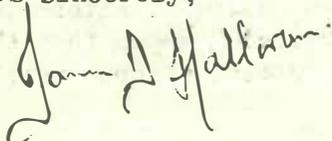
He would like to incorporate your estimates in a final Working Document, which is to be submitted to a Unesco meeting later this year "in the prospect of implementing a sound structure of production, co-production and exchange of documentary films and TV programmes of a cultural nature for the benefit of audiences who need it most".

In the last letter I mentioned that Publisher Services were hoping to develop an International Publishing Newsletter. This never got off the ground.

In addition to the information sheets about the Paris conference, registration form, travel arrangements, etc. information is also enclosed on new members, members' publications, and publications received at Leicester. A form is also enclosed to enable members to let us know about their work and publications over the past year and, of course, there is the INVOICE to which I seek to direct your immediate attention.

Don't forget the registration deadline for the Paris conference. Hope to see you all in September, if not before.

Yours sincerely,



James D Halloran  
President - IAMCR