

INTERNATIONAL ASSOCIATION FOR
MASS COMMUNICATION RESEARCH

Petit-Chêne 18 B,
1002 Lausanne, Switzerland
December 12, 1968.

Letter No 14 from the President

Dear Colleagues and friends,

- I. The Committee of our Association met in Paris, in connection with the 15th Session of the General Conference of UNESCO, as announced in our 13th letter. It was attended by : Messrs. Fernand Terrou, Honorary President, Francesco Fattorello, Vice-President, Vladimir Klimès, General Secretary; Messrs. Claude Bellanger and Jovan Marinovic, members of the Bureau, Mr. Hifzi Topuz, Representative of the Secretariat General of UNESCO, as well as Messrs. Osolnik and Minassian, Presidents of Sections, Gerard Blin and Jean-Louis Hebarre.

A big meeting was held on November 5th, which gathered most of the IAMCR members attending the UNESCO General Conference. As a result, and as advised in our 13th letter, all decisions made in Ljubljana have become effective as of November 30th.

A g e n d a 1969/1970

The Executive Committee has fixed as follows the agenda of the meetings and congresses for the two coming years :

- a) MONTE-CARLO : April 11, 1969 : Session of the Executive Committee.
April 9-10 : Gathering of the Commission for legal matters under the presidency of Dr. Martin Löffler.

The following subjects will be approached :

The different existing Codes of Honor of Information personnel or, in countries where such codes do not exist, the deontology of said personnel concerning 1) the representation of violence in the mass media; 2) the protection of private life (right of privacy).

This gathering will probably be more important than originally foreseen as it will replace a symposium which should have been organized by UNESCO on the same subject, but which has been cancelled due to modifications of budget. Consequently, we count on the cooperation of UNESCO for the organization of this important reunion .

We invite those of our members who wish to attend the meeting to write to Mr. Dr. Martin Löffler, Königstrasse 1 A, Stuttgart, (West. Germany).

- b) The gathering foreseen in PRAGUE to commemorate the 250th anniversary of the Czech press will be organized - if the circumstances permit it - by our General Secretary during the coming month of May.

- c) The date of the Symposium foreseen in VALAPRAISO will be fixed by the International Organization of Journalists and the South American Journalist organizations.
As soon as we have more precisions we shall not fail to inform you.
- d) A symposium dedicated to "Mass Communication and the Human Person" will be held in BARCELONA from November 3 to 7, 1969. It will be organized by Mr. Jorge Xifra, member of the Spanish National Committee. A meeting of the Executive Committee will be called on the same occasion.
- e) An ordinary General Assembly of our Association has to take place in 1970. The National Committee of USSR is considering its organization in Moscow.

Another meeting is being contemplated in BUENOS AIRES. Mr. Francisco G. Manrique, who is in charge of creating the Argentine National Committee will try and find a way to facilitate the transfer of as many members as possible at advantageous conditions.
- f) Professor Otto B, Roegele, Munich, has been approached by our General Secretary to study the possibility of organizing a meeting in this city in 1970.

II. The European Repertory of Research Institutes and Scientists working in the field of information, as well as the repertory of studies published since 1966 or underway and concerned with problems of mass communication, will be sent to those who have returned the little order slip. Once again, we want to say that the repertory is far from being perfect; we have already explained the reasons why.
However, we have received from our Italian members a document they have established on the initiative of Professor Francesco Fattorello and which we have included in our repertory as an annexe.
This example clearly demonstrates that if we want to achieve a satisfactory result, a tight cooperation with the members of the countries concerned is indispensable. The French National Committee, under the impulse of our friends Fernand Terrou and Claude Bellanger is planning to send us a complement concerning the French press. I would be very happy to see their example followed in other countries, in order that the repertory we are already preparing for 1970 do respond to our hopes.
As indicated in the preface, I kindly ask everyone to make any remark or suggestion about the present document, at his convenience.

III. The 15th Session of the General Conference of UNESCO was the occasion of very interesting discussions, particularly on the use of satellites and research projects.

Your President would like to seize this opportunity of express our thanks and congratulations to Messrs. Gjesdal and Navaux for having considerably increased for 1969/70 the sums affected to studies and researches.

The Executive Committee has summarized as follows the programme which should be realized in close cooperation by UNESCO and our Association.

1. The coming ten years will be characterized by the explosion of mass media. Consequently, it is essential to follow this revolution and use it in an educational and cultural way. Therefore an effort of imagination and prospective is to be made.
2. The combination on one side of the most recent electronical techniques : spatial, computers, coaxial cables, new recording possibilities of sounds and images and, on the other side, mass media, will enable every individual to enter in contact, according to his choice, with the radio or television programme he wishes, but also with the editors of newspapers, news and advertising agencies, research centers, the most important libraries, the best laboratories, professional associations, universities, etc.
3. It is essential that a long range prospective programme be set up, concerning studies and researches on mass communications. This work has to be done by using the relationship established 11 years ago by the IAMCR, created on the initiative of UNESCO.
4. It is advisable to carry on and extend the establishment of repertories of research institutes dealing with mass communication, of lists of scientists and of studies realized in this field. Information on mass communication is insufficient. It has to be developed.
5. It is advisable to promote mutual knowledge and cooperation between scientists by facilitating the organization of meetings, colloques, conferences, symposiums, etc; by assuming financially the publication and translation of the lectures presented on these occasions.
6. The creation, under the auspices of UNESCO, of an International Institute for Documentation about mass communication in Paris has to be supported, as well as the continuation of studies on professional education, which is presently assumed by the Universities of Rome and Budapest.
7. A documentation on legal matters has to be collected and studies on the right of information have to be carried on with the assistance of the Centers of Stuttgart and Monaco.
8. The terminology of information should also be studied in the Centers of Cracovie and Paris.
9. The mutual cooperation of press agencies and the role of satellites will be studied under the direction of specialists from the University of Saskatchewan (Canada) and Belgrade.

10. The set up of an encyclopedy of journalism will have to be realized by the Institute of Theory and History of Mass Media of the Charles University, in Prague.

11. Finally, the important and fundamental question of the use of mass media to promote international understanding should be studied at the Institute for Sociology at the University of Ljubljana.

- IV. Many of our members are concerned with the professional education in journalism. The section directed by Prof. Francesco Fattorello is contemplating to organize a meeting dedicated to these problems. This gathering will be set up with the cooperation of our General Secretary and could take place in Budapest.
- V. The contents analysis of the various media under definite circumstances keeps raising interests. A study concerning press, radio and television in the French-speaking part of Switzerland has been undertaken. The author of this research is Mr. Jean-François Bruttin. Messrs. Osolnik and Blin will be in charge of coordinating the researches on the subject.
- VI. The publication of the most interesting works presented at the congresses of Pamplona and Ljubljana in French and English language should be made possible. Their publication in Spanish and Serbo-Croatian seems already assured. We are presently solicitating support from various sides, especially from UNESCO, in order to be able to publish these documents in our two working languages.

Before closing, I would like to thank you for your active cooperation during this ending year, and I do wish you will show the same interest in 1969. On this occasion, I address to all of you my very best wishes of success and happiness for the new year.

Your President

Jacques Bourquin
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NEWS AND PUBLICATIONS FROM OUR MEMBERS

- First of all, we would like to draw your attention on the reports of our General Secretary had prepared for the Ljubljana Symposium and which could not be presented :

By Mrs. Hana Klimesova, from the Czechoslovak Radio Research Department, Prague : "CULTURAL PROGRAMS OF THE CZECHOSLOVAK RADIO AS AN INSTRUMENT OF INTERNATIONAL UNDERSTANDING".

By Mr. Vladimir Klimès : "MAN'S RIGHT TO INFORMATION AND INTERNATIONAL UNDERSTANDING".

- The Centre d'Etudes des Techniques de Diffusion Collectives of the Free University of Brussels sent us a book containing the results of a very interesting inquiry, conducted by Prof. Roger Clause, and which title is : "Press, Radio and Television during the Elections". It is an analysis of the relationship between press opinion and public opinion. (Published at the Institute of Sociology of the Free University of Brussels - Fr. B. 845.- in French).

- From Prof. Wilmont HAACKE we received special copies of various articles "Die politische Zeitschrift als Medium der Meinungsbildung"; (Verl. Dr Max Cotta).

"Zur Begriffsbestimmung der politischen Zeitschrift", in "Beiträge zur Wirtschafts- und Gesellschaftsgestaltung" (Duncker & Humblot, Berlin 1968).
"Genealogie der politischen Zeitschrift", in "Publizistik", Heft 2/3, 1967.
"Schlözers Göttinger Zeitungskolleg von 1777", in "Festschrift Viktor Wurm Für den Tag Geschrieben", Göttingen 1968.

- Mr. Antonio GARBARINO sent us the report of the National Order of Journalists on the "International Congress of Studies on Problems of the Liberty of the Press", which was held in Milan from March 8 to 10, 1968. (In Italian).

- Prof. FREITAS NOBRE (Brazil): we have received "Lei da informação", (Laws on Information), dealing with press, radio, television, news agencies, printing, etc (in Portuguese).

- Mr. Julio GARCIA MOREJON sent us the "Review of the School of Cultural Communications" in Sao Paulo, in which all the problems inherent to mass communications are approached.

Mr. José MARQUES DE MELO sent us a series of publications from the School of Communications of Sao Paulo:
"Cuaderno de Ciências da Comunicação";
"Panorama actual da Pesquisa em Comunicação";
Several copies of "A Imprensa", review of the Faculty of Journalism "Casper Libero".

- Prof. Juan BENEYTO sent us special copies of his article published in "La Revista Espanola de la Opinion Publica No 13 - July/September 1968", which title is : "Psychological Aspects of the activity of Information".

From Mr. Paul M.G. LEVY, we received a special copy of his article "Esquisse d'une socio-pathologie de l'information contemporaine", which appeared in Res Publica Vol X, No 1/68.

- By Mr. Mieczyslaw KAFEL we would like to mention "Prasoznawstwo" (Press Research). In this book, the author studies the various methods of press research : those adapted from other social disciplines, and those specific to the press, such as contents analysis. He then tries to give a classification of the main trends and sections of this field, divided in two groups : history and theory.

By the same author, "Historia prasy polskiej a ksztaltowanie sie kultury narodowej". This book, published in November 1968 by the Polish Academy of Sciences, is devoted to the general problems of Polish Culture and its influence on the Polish Press. Mr. Kafel studies more particularly the various systems of professional education for journalists in the contemporary world and their prospective developments.

- We have also received a book by Mr. Henri DONA, Professor at the University of Bucarest. It is a tentative of sociological interpretation of the contemporary Western press.

- In Journalism Quarterly Vol 45, No 3, Autumn 1968, appeared an article by Mr. Laurence DAY : "The Latin American Journalist : A Tentative Profile". In this book, the author studies the interesting differences as well as similarities as revealed by working journalists in Argentina, Bolivia and Mexico. They have professional aspirations, but may tend to compromise their ethics for economic gain.

- By Mr. Edward A. Walsh, a very pertinent article on "Journalism Teaching in a Liberal Arts College".

- Mr. Khalil SABAT, Professor at the Section of Journalism of the Cairo University informed us of 3 studies he recently directed :

- 1) "The Role of Broadcasting in the Formation of Public Opinion and its Application in R.A.U.";
 - 2) "Study of an Arabic Literary Review "Al Rissala" (The Message), from 1933 until 1953, date of its Disappearing".
 - 3) "Study of the Algerian Newspaper "Al Moujahed", organ of the FLN".
- These three documents have been written in Arabic language; English summaries are available.

In addition, Mr. Sabat draws our attention on two books recently published: "To-Morrow's Press", by H.T. Bahari, and "The attitude of the Egyptian Press during the British Occupation", by Sami Aziz.

We thank all members who keep us informed regularly of their activities. We kindly ask those of our members who would like to receive one of these documents to apply to the author directly.