

Petit-Chêne 18 B, 1003 Lausanne  
October 1st, 1969

17th Letter from the President  
Or. Fr./Trad. Engl.

Dear colleague and friends,

First of all, I would like to thank the numerous members of the association who have paid their annual membership dues. This fidelity, which for some of them, has been constant for now twelve years, is a valuable encouragement to us. It proves that IAMCR can ensure itself its viability and its independence.

MONTREAL - The International Meeting of Experts on Mass Communication and Society, organized in Montreal by Unesco from June 21 to 30, 1969, was an opportunity for many members of our Executive Committee and of our Association to meet and exchange ideas.

During this meeting, perfectly well organized by the Canadian National Commission for Unesco and very well prepared by Unesco and particularly Messrs. Pierre Navaux and Y.V.L. Rao, the following problems were studied :

1. The impact of Mass communication on society.
2. The present state and organization of research in mass communication.
3. The need for research into new fields.
4. The need for co-operative action at the national and international levels.

At the end of four days of discussions, the meeting broke up into three small groups to draw up in detail specific recommendations based on the consensus of views expressed at the plenary sessions. The topics taken up by the three groups were the following :

- a) The technological developments in the media and the need for research into new areas.
- b) The specific needs of the developing countries in regard to the the new technology and in regard to research and training.
- c) The need for co-operative action at the national and international levels.

The final report of this conference has been set up by Unesco. You will find enclosed this important document, which drafts a tentative programme in the field of mass communication research.

2. An informal meeting of the Executive Committee, held on June 30, in Montreal, was the opportunity to evoke the activities of our various sections  
It was decided to propose, at the Barcelona meeting, the creation of a new section, concerned with problems related to developing countries. The suggestion was made by Professor Bogdan Osolnik and the following persons, who attended the Montreal meeting, accepted to participate in the works of the new section : Messrs. Kaarle Nordenstreng (Helsinki), who would take its presidency upon himself, Gerhard Maletzke (Berlin), Ulf Himmelstrand (Uppsala), Doudou Gueye (Dakar), Ayo Ogunsheye (Nigeria), Gloria Feliciano (Philippines). Of course, the members who are particularly interested in these activities will be warmly welcome in the new section.
3. The proposal was also made to call the 1970 General Assembly for the first week of September 1970, in Constance (Bodensee, Western Germany). Many suggestions have already been made concerning the subjects to take up :
  - a) Professors Edelstein and Halloran would like to take up the subject : "Cross Cultural Communication" and "Mass Culture and Popular Culture".
  - b) Mr. Bogdan Osolnik would like to devote a session to "Mass Communication and International Understanding".
  - c) Professor Dallas W. Smythe, of the Saskatchewan University, desires to reserve one day to investigate the problem of "Communication by Satellites".
  - d) "Charles Minassian, President of the Technological Section, wishes to approach "Electronics and the training of Journalists".
4. Secretary General Vladimir Klimès and Vice Secretary General Otto Roegele met a few times in the course of the Summer. We would like to seize this opportunity to express our pleasure on Vladimir Klimès' complete recovery; we are very happy to see that he has taken up his activities again with brand-new enthusiasm. Messrs. Klimès and Roegele have studied the programme of the General Assembly, which they are preparing with the cooperation of other members. Their suggestions will be examined in Barcelona by the members of the Bureau.
5. The Technological Section, presided by Charles Minassian, is publishing twice a month a technical bulletin : AIERI FLASH. Six issues have already been addressed to those who have shown their interest in technical problems new methods of composition and print, informatique, etc. Copies of these bulletins are at the disposal of our members. Please notify us of your desire to receive them regularly. AIERI FLASH is already well known and appreciated among publishers and printers. The Section is gaining new members from all over Europe, and even overseas.

6. As a result of the Monte-Carlo meeting, a certain number of documents were collected by the President of the Section for Legal Matters, Dr. Martin Löffler, and by Mr. Jean-Louis Hebarre, of the French Ministry of Information.

In addition, we have received from Mr. Philippe Solal the remarkable study on "The Deontology of French Written Press Personnel", he presented on this occasion. We are presently examining with Unesco the possibility of printing and distributing these texts.

7. On our request, Professor Marcello Eydalin sent us the very interesting report on the "Ideology of the Press", which he presented at the General Assembly in Pamplona. We shall take the necessary steps to stencil this text and put it at your disposal; an English translation will also be available.

8. The 15th presidential letter draw your attention on the "Biennale Internationale de l'Information", which was held in Annecy (France) on September 25 and 26, 1969.

The theme of the congress was "Information and the Consumer".

A few members of our association attended the debates and had the pleasure to hear Mr. Louis Armand, of the French Academy (Académie Française) presenting a brilliant inaugural address. Mr. Claude Bellanger and your President presided each a round-table.

9. The next meeting of the Executive Committee has been fixed, as announced in our 15th and 16th letters, during the week of November 3 to 7, in Barcelona, on the occasion of the International Week of Social Sciences. Many members have already sent their application to Mr. Jorge XIFRA, Carmen 47, Barcelona (Spain). Those who have not yet done so are kindly requested to write directly and immediately to Mr. Xifra.

Our Executive Committee will have to decide upon 1970 activity programme and upon the organization of our General Assembly.

10. On September 10 and 11, the Commission for Legal Matters of the Council of Europe gathered in Paris a certain number of experts, who revised the project of recommendation and the project of declaration on Mass Communication Media and the Human Rights. These texts, collected at the time of the Conference held in Salzburg, last Fall, will be put at the disposition of those who are interested in juridical questions and who order them from the Lausanne office. The Section for Legal Matters is invited to make comments on these texts.

11. I hope there will be many of you attending the Barcelona symposium and, in the meantime, I remain, with best personal regards,

sincerely yours.

Your Président

*Bourquin*  
Jacques Bourquin

Nous avons reçu / We have received

French/Français

BECOURT Daniel : "Le droit de la personne sur son image", aux Editions Michel Brient, Paris 1969. (64, rue de Saintonge, Paris 3ème). Présentation de Guy Chavanon, Procureur Général près la Cour d'Appel de Paris et préface de Jacques Bourquin, Président AIERI.

DIERICKX Jean : "Glossaire de l'anglais du journalisme". Diffusé par le Centre d'études des techniques de diffusion collective. Editions de l'Institut de Sociologie, Université libre de Bruxelles, Parc Léopold, Bruxelles 4, (1968, in-8<sup>o</sup>, 180 pages, 360 FB).

CLAUSSE Roger : "Les nouvelles", synthèse critique. Editions de l'Institut de sociologie, Université libre de Bruxelles.

T.D.C. (Techniques de diffusion collective), publie la bibliographie belge des ouvrages et articles sur les Techniques de diffusion collective (presse, cinéma, radio, télévision) 1951/1955. (No 14/66)

English/Anglais

BARTON Frank : "African Assignment". The story of IPI's six-year training programme in tropical Africa, published by The International Press Institute, Zurich. 1969.

SINGER Benjamin D. : "Mass Media and Communication Processes as Factors in the Detroit Riot of 1967". Department of Sociology, University of Western Ontario, London, Ontario, Canada. July 1969.

KHURSHID Abdus Salam : "Journalism". A quarterly research and professional journal devoted to press, films, radio, television and public relations. Vol. 1, No 2, 1968. Department of Journalism, University of the Punjab, New Campus, Lahore. (Arabic and English).

Spanish/Español/Espanol

BENEYTO Juan : "La opinion publica" Teoria y Tecnica. Editorial Tecnos SA, 1969, O'Donnell 27, Madrid.

MOND Georges H. : "Periodistas, Escritores Y Poder en la Republica Democratica Alemana : ¿Quien ejerce presion sobre quien ?" Separata de la Revista Espanola de la Opinion Publica, No 15, Enero/Marzo 1969

UNIVERSIDAD DEL ZULIA, Maracaibo, Venezuela.

"Segundo Congreso Pedagógico Venezolano", Facultad de Humanidades y Educación, No 3/1969.

"Boletín de la Escuela de Educación", Julio/Diciembre 1968  
(La comunicación interpersonal, por Lic. Socorro María Sánchez Villalobos).

Don Andrés ROMERO nos comunica :

Del 1 al 5 de Septiembre ha tenido lugar en el Monasterio de la Santo Cruz del Valle de los Caídos (El Escorial, España) la Primera Mesa Redonda sobre el tema : "LOS MEDIOS DE COMUNICACION DE MASAS ANTE LA MORAL", en la cual ha presentado Don Andrés Romero una ponencia sobre el tema "La libertad en los Medios de Comunicación de Masas".

Se celebró en la Universidad de Navarra (Pamplona, España) el CURSO INTERNACIONAL DE VERANO SOBRE CIENCIAS Y TÉCNICAS DE LA INFORMACION. Don Andrés Romero desarrolló un Seminario sobre "Teoría de la Noticia".

Sobre el tema "LA INFORMACION EN EL MUNDO SINDICAL Y LABORAL" ha pronunciado el mismo Don Andrés Romero diversas conferencias en las Jornadas de Convivencia que para dirigentes Sindicales españoles han tenido lugar en la Ciudad Residencial de Tarragona, España.

Portuguese/Portugais

FERRI DE BARROS Benedito : "Introdução a McLuhan", Escola de Comunicações Culturais, Departamento de Jornalismo, São Paulo, Brasil.

CENTRO DE PESQUISAS DA COMUNICACAO SOCIAL : "Conhecimento das Revistas em Quadrinhos no Brasil", Separata das Vozes, Ano 63, No 7, Julho de 1969.

Italian/Italien/Italiano

GAETA Giuliano : "Per un catalogo nazionale dei periodici", estratto dagli atti della XLIX Riunione della S.I.P.S., Siena 23-27 settembre 1967.

English } NOTIZIARIO del Congresso di Grado, 22-26 settembre 1968.  
French } Centro Internazionale di Studi per la Protezione dei Diritti  
Italian } dell'uomo, Pesaro, Italia

Miscellaneous/Divers

ZESZYTY PRASOZNAWCZE, Ośrodek Badań Prasoznawczych RSW Prasa, No 3 (41) R. X  
Cracovie 1969

ZURNALISTIKA\* Zbornik Filozofickej Fakulty, Universitas Comeniana.  
Slovenske Pedagogické Nakladateľstvo, Bratislava. \*Journalism.

BIBLIOGRAFIA : Both published by the Department of Journalism of the  
Faculty of Philosophy of the Comenius University, Bratislava.

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