

# NEWSLETTER



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*July 3-8, 1994*

*IAMCR/AIERI  
Scientific Conference  
and 19th General  
Assembly  
Seoul - Korea.*

*General theme:  
"Communication in the  
New Millennium:  
Communication Technology  
for Humanity"*

Volume 4 - Number 2 - June 1994

# SEOUL SOPHISTICATION



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## PRESIDENT'S COLUMN

by Cees J. Hamelink

This last column before the Seoul Conference and before I step down as President seems the proper forum to reflect on the achievements of the past four years and on the future of the Association. These are related topics because what was done since 1990 can be seen as building blocks for further consolidation and growth. I must leave the judgment about how adequate all of this was to others. I have on my list the following items:

- A main achievement has been the establishment of an independent Administrative Office in Amsterdam in 1990. The office is directly accessible through phone, fax and email and provides the infrastructural support to all IAMCR activities.
- Membership and financial records were automated.
- The introduction of a variety of modes of payment, (including the option to pay by credit card) facilitated the payment of the membership fee, which resulted in a more regular income.
- Membership continued to slowly increase in spite of the fact that the Administrative Office has rather radically cleared the books of non-payers.
- Special membership payment schemes were introduced in Asia and Africa and must be developed in the years ahead.
- More members got involved in actively running the Association: a number of Committees began to address such matters as legal issues, fund raising, membership, publications and the development of sections.
- Thanks to the outstanding work by the Publications Committee the IAMCR book series took off and its first publication is due during the Seoul Conference.
- Conferences have shifted from biennial meetings to annual events and the Dublin 1993 Conference proved that there is a growing interest for this. An important side-effect of the more regular events has been that the number of off-year lapsations has diminished.
- The Newsletter now appears more frequently; it was upgraded in 'look and feel' and became more and more an instrument of exchange for the membership at large.
- The membership directory was improved by mentioning phone and fax numbers + email addresses. It is now published every year.
- Discounts on books and periodicals are offered to paid up members.
- An electronic network was launched that connects a fairly large number of IAMCR members for different purposes.
- Relations with the intergovernmental organizations were upgraded (status A with Unesco), or initiated (for example with WIPO, CSCE and the Council of Europe).
- The public presence of the Association has improved. At various important international meetings the IAMCR has produced position statements, contributions to hearings and declarations. In the past weeks we contributed to the Council of Europe's work in the field of professional journalism ethics.
- The category of 'Associate Member' has created a network of affiliated non governmental organizations that include such bodies as the IFJ, FID, WACC, IIC, and regional organizations such as ACCE, AMIC and ALAIC. The most recent new Associate Member is the Chinese Communication Association (CCA). Especially rewarding has been our work with the FID (International Federation for Documentation and Information) towards a Strategic Alliance of International Information Organizations. The Seoul General Assembly will be asked to support a joint resolution drafted by over forty international associations in the information/communication field. Our cooperation with the WACC resulted in the co-publishing of two special issues of Media Development of which all members received copies.
- With the addition of BAMR (Baltic Association for Media Research), CCA and national councils such as VSOM (Dutch) and SMID (Danish) the IAMCR developed a federal structure.

What was done needs to be seen in the light of some peculiar features of the Association. As with all *voluntary* bodies there needs to be considerable reliance on members who have time, motivation and energy to contribute to various activities. One general problem here is that in the euphoria of conferences, quite a few people promise active contributions, but once they hit home, life is already sufficiently difficult without the IAMCR. In this context it is a distinct blessing for the IAMCR that we have a very active and

efficient Secretary General, very capable and reliable Presidents of Sections, and a number of very committed members on various Committees!

The IAMCR cannot be run based on its own membership revenues only. Over the past 20 years the financial records show a structural deficit which needs to be compensated by external subsidies. Past President Prof. James D. Halloran and myself considered it the duty of the President to take care of that deficit and to find the necessary funds. And so we did.

If the above is in shorthand our state of the art, the question then arises where we go from here.

I would expect that all that has been put on the road needs further implementation and expansion in the years ahead. In my estimation this needs the continuation of an efficient administrative unit with professional staff. Since the General Assembly at Guarujá (1992) and the International Council at Dublin (1993) have stated explicitly that the IAMCR Administrative Office should be maintained in Amsterdam after July 1994, it is my firm expectation that this will be the case under my successor.

I know there is the structural deficit to deal with (but we all have known this for a considerable time) and the members may expect that the new leadership will secure the necessary funding.

In terms of the public presence of our Association in the years ahead I expect that we shall take matters related to human rights more seriously than we have done in the past. The present discussion in the IAMCR on the case of the *fatwa* against Rushdie is a good case in point.

Although the statement on the *fatwa* is not (yet) official IAMCR policy, I have co-signed it since the initiative for the statement raises the question where our community stands in relation to universally adopted standards and basic principles of international law.

I stated in my speech at the Dublin conference that the defense of human rights is a moral and legal responsibility of scholars. An association of communication researchers should not escape taking sides on such essential questions as the *fatwa*.

Protesting the *fatwa* is in line with established IAMCR policy positions on the 'right to communicate': the General Assembly condemned in Leicester in 1976 those institutions and nations which put obstacles in the way of freedom of communication. Discussions on human rights issues are obviously wrought with procedural difficulties, emotions, cross-cultural miscommunications and the real risk of political antagonism.

In the concrete case of our presence in Seoul, a human rights commitment means that we cannot close our eyes to the information provided by the International Freedom of Expression Exchange Clearing House and the International PEN Writers in Prison Committee about the detention of writers, publishers and editors under the South Korean National Security Law.

I would propose that we have to engage in such discussions lest we negate our own history as an international organization that since its establishment in 1957 has made contributions to the promotion and defense of basic rights and freedoms.

In the past weeks some of our members have informed me about their discomfort with a more active stand of the IAMCR on human rights issues. Their main argument is that this 'politicizes' an association that should primarily dedicate itself to 'genuine scientific work'. In my opinion, the argument is flawed. Firstly, whatever you do or omit in the area of human rights 'politicizes'. *Ignoring* death threats to writers or political detention of publishers, is as political as *protesting* against these acts.

Secondly, the IAMCR certainly has the mandate to be a scientific body, but recent world history has amply demonstrated the incredible dangers of dissociating science and moral reflection. At the core of the scientific attitude is the demand of accountability for choices made in the scientific enterprise. In the matter of human rights abuse there is *no* neutral ground and the scientist is either accomplice (by intent or default) or opponent. After the bombing of Hiroshima and Nagasaki the scientist cannot escape from the 'cui bono' question, i.e. whose interests are served by scientific progress? This is particularly important since scientific achievements can be used to deprive individuals and peoples of their human rights and fundamental freedoms. The development and use of science can contribute to or interfere with the enjoyment of human rights.

Against the option of compliant silence, the scientists has the opportunity to raise a critical voice. The fact that the scientific community is perceived as representing a respectful moral authority adds to its responsibility.

*"In a world increasingly shaped by the omnipresent communication media, I believe that scientists must make themselves heard, on pain of becoming accomplices to the perpetuation of morally unacceptable situations ... It is also vital that they should speak out in time ... Scientists in the last analysis have at their command no more than the force of the word, and they should not hesitate to make their voices heard, soberly and*

*rigorously in keeping with the spirit of the scientific enterprise but strongly and courageously as the quest for truth demands". (Address by the Unesco Director General Federico Mayor to the Annual Conference of the American Association for the Advancement of Science, Chicago, February 7, 1992).*

It is part of the professional ethics of the scientist to realise that the independent search for clarification and understanding is only possible if human rights and

freedoms in the conditions of scientific development are guaranteed.

I look forward to our debates on this and other issues in Seoul next month. Even at this late stage I would still like to encourage those who have not yet registered and are still in doubt, to make the decision and attend! You will not regret visiting Korea and contributing to the 19<sup>th</sup> Scientific Conference and General Assembly of the IAMCR.

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## NEWS FROM THE ADMINISTRATIVE OFFICE

### Administrative Office mail address:

We repeat our request: **do no longer use the P.O. Box number!** It is out of use! For mailings use the address at: Baden Powellweg 109, 1069 LD Amsterdam, The Netherlands.

### Reminders

Some of you will find with this Newsletter an invoice reminding to pay the membership dues for the current year. In 1992 the General Assembly decided that members who do not pay after they were sent a reminder, should no longer receive any information like Newsletters, lists of conference papers, membership directories etc. We are looking forward to your payment!

### Late registration fee

The Korean National Organizing Committee (KNOC) has been very generous: the penalty if US\$ 50 for late registration will be waived! Those who already paid the 'fine' will be reimbursed by the KNOC in Seoul. It also implies that in case you did not yet register, you could still do so at no risk of extra payment!

### Extra copies of your paper.

Authors should bring 30-50 copies of their papers to the Seoul Conference. They can exchange papers with other authors, and sell the rest. There will be a sales point. If you do not bring any copies with you, you may request the hosts to take care of the reproduction of your paper, provided that the original is in Seoul before June 15. The author will have to pay for the reproduction on arrival at the Conference. Address of KNOC:

Prof. Chie Woon Kim, KNOC  
K.P.O. Box 161, Seoul 110-601, Korea  
Fax: +82 2-766 9966  
Tel. +82 2-760 0391 or 763 6214

### Papers to be ordered after the Conference

Please send a clear copy of your paper to the Administrative Office in Amsterdam. After the conference a list of papers will be prepared and sent to all members. Papers can be ordered from the Administrative Office. You will be invoiced for the costs of reproduction and mailing. After we have received your payment, the papers will be sent to you.

### Travel to Korea

The Administrative Office can still arrange for your travel to Seoul through Korean Air Lines. Actually, ordering your ticket through the Adm. Office means that we will be able to support the conference participation of some colleagues from poor countries. Korean Air provides us with 2 free tickets if we sell 50. Help us to help your colleagues!

The Administrative staff wishes you a very interesting conference!

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### **Message from the President-Elect**

My office in Washington will handle the reproduction and distribution of the Seoul papers. Authors of papers for the IAMCR Conference in Seoul should send a copy of their paper to:

IAMCR/Office of the President  
School of International Service  
The American University  
Washington, DC 20016-8071

As is the practice in the past, those who wish to order a reproduction of any paper can send their order to the above address, including a money order or check covering the reproduction costs of papers. Payment must accompany all orders in order to be processed.

Hamid Mowlana

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## **DEALING WITH THE DISEASE RATHER THAN THE SYMPTOMS: RACIST AND RELIGIOUS HATE SPEECH AND FREEDOM OF EXPRESSION**

*Frances D'Souza  
Executive Director of ARTICLE 19*

We live in worrying and dangerous times. There are new threats to freedom of expression and proposed solutions which could infringe the principles upon which democracy rests. It would seem that we now live in a world where the moral basis of the integration of Europe is challenged by the new urge to limit migrants and asylum seekers, the open espousal of racism and xenophobia and the absence of a concerted resistance to religious terrorism.

Free speech is protected by Article 19 of the International Covenant on Civil and Political Rights and in Article 10 of the European Convention. But so too is respect for the rights, reputation and freedom of others. Advocacy of national, racial or religious hatred that constitutes incitement is forbidden in Article 20 of the ICCPR.

There is here a conflict and it raises a serious problem - where does one draw the line between free speech and personal dignity and how does one balance individual rights? Can legal restrictions on speech be the basis of a gentle and humane society? It must, after all, be emphasised that the structure of human rights law since 1945 is built on a moral answer to the Nazi ideology of racism.

Most are aware of the famous American Supreme Court judgment about fire in a crowded theatre: the essential point of this ruling, which forbids the gratuitous introduction of fear amongst a captive audience by shouting fire in a crowded theatre, concerns not the *content* of speech but its *context*. If people are unable to avoid in this case a deeply frightening message and at the same time it is highly

likely that such a message will introduce public disorder and even violence then such speech constitutes incitement and is disallowed even under First Amendment rights.

There are further examples of how this precious principle of free speech has been adjudicated. An extremely famous case is that of Skokie, Illinois, in 1978. A neo-Nazi group wished to march within the town of Skokie which is largely inhabited by Jewish people, many of whom are survivors of the Holocaust. The march was initially forbidden by the authorities as being a threat to public order. The case was taken up by the American Civil Liberties Union under the First Amendment right which protects freedom of expression including such marches. The case was won on the grounds that the inhabitants of Skokie were not a captive audience and had the opportunity to avoid the march. Although many hundreds of people cancelled their membership of the ACLU as a result of this case, it was nevertheless seen as a victory of tolerance over intolerance. The longer term result of the case was that no one was persuaded to join the Nazis who had delivered their message, which had been in turn been firmly rejected by the people. There were no heroes and no martyrs.

A second case, from Canada, concerns a man called Keegstra who promoted a revisionist theory of history denying the Holocaust and referring to Jews as "sadistic", "power hungry" and "child killers". According to Mr. Keegstra's thesis, Jews created the Holocaust to gain sympathy. Mr. Keegstra was charged and convicted; the charge was quashed on

appeal but reinstated by the Supreme Court of Canada. The important point here is that Mr. Keegstra was not only the Mayor of his community, but a high school teacher and his views were being taught in the classroom. This is wholly different from Skokie in that he was dealing with a captive audience and an impressionable one at that. Once again it was not so much the content of his deeply offensive views but the context in which they were uttered.

Given that there is apparently a great enthusiasm in many European countries to introduce laws to forbid religious and racial insult, it is proper to question whether such laws ever really work in dealing with the underlying problem of racism. The evidence would suggest that legal controls on free expression, however well intentioned, are often abused by those in power. In South Africa, laws against racial hatred were systematically used against victims of racist policies rather than their perpetrators. In Eastern Europe and former Soviet Union republics laws against defamation and insult were used to persecute critics who were also victims of state-tolerated, even state-sponsored, anti-Semitism. In Sri Lanka, torn apart by ethnic war, two lawyers bravely argued against regulation of hate speech because "sadly in Sri Lanka we have witnessed far too much evidence that censoring hate from public discourse only banishes it to more deadly forums". The German supreme court before 1945 consistently refused to apply the Criminal Libel Law, on the books since the 19th century against insults to Jews but used them only to protect large landowners, Christian clerics and German officers. Since 1945 the same law has been used almost exclusively on behalf of Jews. Denmark's Media Law has been used to convict a journalist and editor for broadcasting a television interview with a racist although the law has recently been amended to prevent such cases in the future.

In Israel Meir Kahane, who put forward racist views in the crudest possible terms, was ostracised by his colleagues and forbidden under Israel's law from participating in elections for the Knesset. However, Kahane formed a new party with a more measured expression which apparently is more acceptable. Similarly, anecdotal evidence suggests that Le Pen who was censured by French laws some two years ago to make his message less offensive has apparently been successful in recruiting many more people to his extreme right-wing party, precisely because his message is less offensive.

There is abundant evidence to suggest that the laws which exist on the statute books are not only open to misuse and abuse but do not begin to deal with the

issue which is racism and discrimination in areas such as housing, education and employment.

Freedom of expression, it seems, is best protected by the concept of *negative liberty*, which means the least regulation. New laws designed to forbid offensive speech may violate international human rights law, are counterproductive and, above all, do *not* solve the problem of racism but merely suppress the symptoms.

One should also remember that the civil rights movement in the 1950s and 60s in the USA was kept alive by court rulings upholding the right of protestors to march in the streets, to "sit in" at public buildings and to make speeches highly offensive to the white majority in the south. The black power militants undoubtedly racist speech against the police and other government officials led to reforms. By contrast in the UK, black power militants were the first to be prosecuted under the new racial incitement laws introduced in the 60s. The answer to hate speech, it would appear, is more speech not less in order that the issue of racism becomes firmly fixed in the political agenda and that there is public insistence that the disease is addressed rather than the symptoms suppressed.

May 1994

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**AMIC**  
**A Catalyst for Effective Mass**  
**Communication in the Asia-Pacific**  
**Region**

*by Vijay Menon, Secretary General of AMIC*

The Asian Mass Communication Research and information Centre (AMIC) is a non-profit, non-governmental foundation dedicated to the development of all forms of communication in the Asia-Pacific Region.

AMIC—an Associate Member of the IAMCR—was launched in 1971 with the support of the Government of Singapore and the Friedrich Ebert Stiftung, an independent German Foundation. To carry out its tasks, AMIC is organised into five programme units: Research; Documentation and Information; Publications;

Seminars and Institutional Development; and Print Development. AMIC's primary mission is to promote the understanding, development and use of communication as a field of study and its application in the region, within the broad framework of economic, social and cultural progress.

## Library and Documentation

AMIC's library and documentation centre has one of the most comprehensive collections of mass communication documents in the Asia-Pacific region. The library has developed eight computerised databases comprising some 40,000 records dealing with conference papers on mass communication topics, newspaper clippings, audio-visual materials and journal articles.

To facilitate access to information, the Documentation Unit brings out various publications which serve to inform members of what is available in the library. Those include a quarterly Accessions List, a bi-annual Mass Communication Periodicals Literature Index, a Current Awareness List for the Asia-Pacific and bibliographies on communication topics.

## Research

Researchers will find AMIC's comprehensive research findings in the leading areas of mass communication of considerable help in their research. Projects in progress include studies on media and ethnic conflict resolution, the impact of satellite TV programmes, telecommunication and development, and television and video penetration in rural areas. A survey of communication trends in the region and the development of a general reader for mass communication students are among the other activities.

## Seminars and Training

AMIC has a vigorous programme of workshops, seminars and conferences to help communication organisations meet their human resource development requirements. Some examples are the Video Production, Book Publishing and Environmental Reporting workshops. Seminars discuss issues of current interest, such as media and pluralism; urbanisation, sustainable development and the media; media monitors, alternative media and legal and regulatory aspects of satellite broadcasting. AMIC's annual conference in June provides a forum to discuss issues of regional concern.

## Publications

AMIC disseminates the latest information on mass communication through its bi-monthly newsletter, Asian Mass Communication Bulletin (AMCB), a quarterly magazine: Media Asia; occasional papers, monographs and books. In addition, AMIC co-publishes the Asian Journal of Communication.

The latest release is the Asian Mass Communication Handbook, a compact reference book on communication in Asia. It details communication resources in

twelve Asian countries, provides a bibliography on communication studies and a directory of training institutions in Asia, besides essays on communication topics. Other recent releases are; Press Systems in SAARC and a Broadcasting Glossary.

## Print Development

AMIC has recently, in conjunction with IFRA, added a print development unit which runs workshops to assist newspapers in the region to upgrade technical skills. Workshops on Controlling Colour Quality for Newspapers, Design and Infographics, are among the skills development programmes conducted so far.

## AMICNet

The most recent addition to AMIC's activities, AMICNet is a new on-line database that provides extensive mass communication information on the Asia-Pacific region.

Subscribers to AMICNet will have the most comprehensive accurate, up-to-date on-line information service on mass communication in the Asia-Pacific region with access to the latest on topics ranging from advertising, broadcasting and the environment to media laws, telecommunications and more.

## Membership

AMIC has both individual and institutional members from 36 countries all over the world. They are communication professionals, policy-makers, administrators as well as other interested and engaged in communication activities. AMIC can be reached at 39 Newton Road, Singapore 1130, Republic of Singapore. Tel. 65-2515106 and Fax 65-2534535.

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The IAMCR / AIERI Newsletter is published at least two times a year. Each issue includes news of IAMCR business (sections, committees, task forces, etc.) and news from individual IAMCR members (conferences, projects, publications, jobs, professional activities, honors, etc.). At least 25% of each issue is reserved for news from individual members, which will be included after necessary editing on a first submitted, first included basis as space is available. Submissions may be in English, French or Spanish and will be published in that language. This issue was prepared in Roskilde, Denmark, and printed in Amsterdam, The Netherlands.

## THIS IS NOT JUST ABOUT RUSHDIE!

*The March issue of the IAMCR Newsletter included the following statement on the Rushdie "affair". Since the publication, several members of the Association have wished to be included in the list of signatories, which is now updated.*

Five years have now passed since Ayatollah Khomeini issued the *fatwa* encouraging the assassination of Salman Rushdie. Many people have been killed or wounded as a result of the *fatwa*. Salman Rushdie has become a symbol of freedom of expression. He did not choose this, Ayatollah Khomeini did. The principles that are actualized by Rushdie's situation would have been the same, had he been a mediocre author or a morally and politically dubious person. He is not.

On the contrary, Rushdie is a brilliant author and an engaged intellectual. In his authorship he has expressed ideals that should govern also our activities as internationally oriented researchers. We should also fight for equity and tolerance, for freedom of expression, religion. We should constantly defend "universal civilization", because it needs to be defended if cultures, people and societies are to survive in a world where media become global and technology makes distance almost disappear.

The Rushdie affair is not just a problem for literary authors and their organisations. It is just as relevant for an association like IAMCR, as an organisation of intellectuals devoted to the role of media in society. We too ought to show that we dare defend freedom of expression, for *Rushdie and for all!*

- |                                       |   |
|---------------------------------------|---|
| Marit Bakke (Norway)                  | Vincent Mosco (Canada)                        |
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| Peter A. Bruck (Austria)              | David L. Paletz (USA)                         |
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| David Mitchell (Canada)               |   |
| Bella Mody (USA)                      |   |
| Ali Mohammadi (United Kingdom)        |   |
| Nancy Morris (United Kingdom)         |   |

*[Signatories appear in their personal capacity as IAMCR members.]*

## COMMUNICATION IN KOREA

### ***Professor Yueng-Hui Lee***

*Keynote speaker of the 19<sup>th</sup> IAMCR Conference in Seoul, Korea.* Born in 1929, North Pyung-An Province, North Korea; Graduated from the National College of Merchant Marine in Pusan; Studied at the Northwestern University School of Journalism in Evanston, Illinois (as a working journalist); Served for 7 years as an Army liaison officer of the United Nations Forces during the Korean War and after; For 14 years since 1957, worked as a reporter, foreign news correspondent, and foreign news editor of a news agency and the nation's leading dailies.

Since 1972 to present, he taught at Dept. of Communication, Hanyang University, Seoul, during which (1) he once was an exchange professor at the University of Tokyo, Japan, a lecturer at School of Education, University of California, Berkeley, and also at Forschungsstätte der Evangelischen Studiengemeinschaft, Heidelberg, Germany (West).

Throughout his career of journalist and professor he has participated in social and academic movement(s) for human rights, press freedom and democratization under the military-dominated regimes.

In recognition of his dedication for the cause of press freedom and democracy he was awarded in 1989 the first Award of Press Freedom of the Foreign Correspondents Club in Korea, an organization composed of correspondents stationing in Korea for foreign press institutions.

He has authored some of most-widely-read books in the country, such as *Logics of Social Transformation*, *The Idol and Reason*, *The Nation of a Billion People* (about China), and *The Vietnamese War*.

### ***Mass Media in Korea***

*by Jae-won Lee, Professor of Communication at Cleveland State University*

History books record Korea's brilliant past of printing technology. The Confucian tradition and the Buddhist culture fostered an early awakening to the value of books and the honoring of learning. Koreans invented and used the movable metal types as early as in the 13<sup>th</sup> century, even before Gutenberg did the same. In a well-known Buddhist temple, Haein-sa, they preserve as a "national treasure" a set of centuries-old 80,000-plus wood blocks with inscriptions of Buddhist scriptures. More recently, however, South Korea used to be remembered with scenes of violent street demonstrations by anti-government students. Dissident

intellectuals used to be jailed for voicing criticism against oppressive measures. Certain publications that defied governmental guidelines would be punished and shut down. Such days are over by now.

The democratization process finally caught up with the industrialization process in Korea. The freedom of the press took a major positive turn in 1987, and since then it has been honored as the nation's Constitution promises it. Korea's mass media are now entering a period of unprecedented progresses. The truly civilian government, installed in 1993, is a sure guarantor of continuity in the democratization of the country.

Especially vibrant and aggressive is the press sector. About 110 daily newspapers are being published for a population of 42 million people; a dozen or so operating out of Seoul are the influential national dailies which tend to set the tones and pace in newsmaking. There are two English-language papers and several business papers; the rest are primarily general dailies. The daily issue contains 24 to 32 pages. Four of the national dailies, which publish 1 to 2 million copies a day each, wield an enormous amount of influences in setting national agendas. They are: Chosun Ilbo, Dong-A Ilbo, Joong-Ang Ilbo, and Hankook Ilbo. Koreans read daily papers voraciously, and government and business offices often subscribe to many papers for their employees at work.

Dailies are the type of quality papers as a rule. Weeklies, numbering around 1,850 publications, are either specialized or sensational. There are some 2,900 monthly magazines of various kinds and additionally about 2,100 other periodicals. Major national dailies look like business conglomerates.

Some businesses run media for power and status. The broadcasting sector is also experiencing a rapid expansion and diversification. Every household has at least one color television set, and a Korean adult watches television an average of three hours a day. The state-run Korean Broadcasting System (KBS) operates two television channels, financed in part by license fees paid by viewers and with ad revenues. KBS was the host broadcaster of the 1988 Seoul Olympics; it is equipped with modern technologies and hires some 7,000 employees. Two commercial networks—Munhwa Broadcasting Corp. (MBC) and Seoul Broadcasting System (SBS)—are mounting successful ratings wars against the KBS with creative and popular programming. The KBS is now groping for a new

identity and its proper role as a public broadcasting institution.

The broadcasting industries in Korea are now preparing for the upcoming introduction of cable television services in 1995. Multiple channels of specialized programming will be the new kids in the already heated broadcasting market. Cable channels will not be allowed to air more than 30% of their programs from foreign origins. Therefore, domestic production of quality television programs will emerge as a challenge to the Korean broadcasting industry.

The mass media in Korea encounter additional pains of growth, too. The print media need to complete their computerization process in production. The media as a whole need to define their social responsibility and propriety in the use of freedom. While retaining their elitist stance, they also try to be a catalyst for change in a civil society. Further, they have to deal with an ideological shift now occurring in the newsroom, a shift from the old-guard conservatism to the nationalistic outlooks of the post-war generation.

### ***Politico-Economic Impact on Evolution of Information & Telecommunications in the Republic of Korea***

*By Dr. Eun-Ju Kim, Senior Research Fellow (KISDI), Special Advisor (MOC)*

The speed of Korea's economic growth has been well recognized together with that of neighboring newly industrialized countries (NICs). For example, her GNP per person increased from US\$ 87 in 1962 to about US\$ 7,000 in 1992, of which rank is the 38<sup>th</sup> in the world. Likewise, telephone lines also increased from 120,000 in 1961 to about 20,000,000 in 1994, of which rank is the 8<sup>th</sup>. That is why she has been in recent regarded as one of the fastest growing countries not only in her economy as a whole but also in her information and telecommunications (hereinafter referred to "I&T").

Focusing on Korea's I&T, it is not merely technological factor but politico-economic forces which have at large-impacted on a process of dynamic evolution, if not innovation, of I&T within her unique and rapidly changing environment. In fact, efficient management and implementation of technology, so-called policy, determines a nation's I&T competence.

In a macro-sense, there had been close relations between changing politico-economic regimes and evolving I&T policies from the 1950s to 1980s under the hard Governments. It has so far appeared to be no visible change in terms of the close relationship even in the 1990s particularly after the new democratic Government took its power. For example, in 1993 the

new Government replaced the existing 7<sup>th</sup> Economic Development Plan with the New Economic Plan which places an emphasis on attracting foreign investments, streamlining organizational structure of the government and government affiliates in particular, and privatizing the government-owned bodies among many others. This macro plan has been directly and indirectly impacting on I&T policies in Korea.

In a micro-sense, hot and controversial issues have been incessantly occurred in her I&T sector driven by the decentralization or privatization of the relevant bodies including the government (i.e., Ministry of Communications), basic service providers (e.g., KT, DACOM), and various mobile and value-added service providers. In practice, both KT and DACOM of which shares had been owned by the MOC and KT respectively continue to sell off their shares to the private based on a step-by-step approach starting from 1993. After fierce politico-economic huddles for the last few years, in particular, the second mobile communications operator was licensed to compete with the existing operator (KMTC) in 1994 and to provide users with commercial services from 1995 on the basis of a digital technology called CDMA. In addition, Korea plans to introduce new I&T technologies such as satellites (e.g., KOREASAT) and cable TV through fiber optical cables in the dynamically changing communications environment where the technologies and industries of broadcasting, telecommunications, and information began to be merged one another at both national and international levels.

Korea's experiences leading to the dynamic change or expansion in her I&T sector generally show that the government-driven policies such as liberalization or privatization per se does not guarantee development; rather, the Government centered by the MOC - i.e., politico-economic drive - must ensure that a form of liberalization suited to her unique characteristics and conditions could be adopted at least up until the early 1990s.

However, it is also unavoidable for Korea - particularly her I&T sector - to face various internal and external challenges such as liberalization, competition and globalization. Internally, she faces a variety of tasks ranging from development of the state-of-art technologies especially in mobile and value-added communications areas, which have been relatively less developed than wired communications area, to realization of the high speed information networks, which will be the mainstay for the overall economic and social growth in the more competitive communications environment. Externally, she like other countries should be equipped with the world-wide

trends of liberalization resulted from multilateral trade agreements such as the Uruguay Round.

Pointing out the limits of government-driven policies in the contemporary national and international politico-economic circumstances, therefore, the author suggests some ways in which Korea can further develop the I&T: government-arbitrated rather than government-intervened policies' to meet or mediate various, if not conflicting, interests of the actors; market-oriented policies' to encourage the private sectors to exert their creativities and capital capabilities; technological strategies' to develop both environment and user friendly facilities, balance between hardware and software markets, and achieve self-reliance; and extended scope of activities' to the global arenas such as the ITU, GATT to be replaced by WTO, OECD and others in the forthcoming 21C.

Taking into account Korea's experiences of I&T development from the 17,000 telephone lines with 0.085% penetration rates in the 1950s to about 20,000,000 lines with some 40% in 1994, last but not least, other developing countries are hoped to consider her step-by-step approach of improvement as a model to develop their own I&T sector, whilst the advanced countries to better understand her I&T policies pursuing further privatization and liberalization under the unique politico-economic environment.

### ***Press Freedom and Judicial Review in South Korea***

*by Kyu Ho Youm, Associate Professor, Cronkite School of Journalism & Telecommunication, Arizona State University*

Judicial review of legislation constitutes one of the most prominent structural mechanisms in a democracy for ensuring a government of law, rather than a government of individuals. The value of judicial review evolves from the separation of powers between the executive, legislative, and judicial branches of government. Such a system has been recognized as the modus operandi of "human rights constitutionalism."

Notwithstanding nine constitutional revisions in South Korea since 1948, the institution of judicial review has rarely been challenged because "each constitutional amendment has concentrated primarily on the term of the presidency or the executive branch's relationship to the legislative." It is noteworthy, however, that the varying status of judicial review has often reflected the political motives of those behind each of the constitutional amendments.

Indeed, the constitutionalism characterized by judicial review had been an ideal rather than a reality in Korea until the late 1980s. It is little wonder, then, that

judicial review was an important issue in the debate over the constitutional amendment of 1987. Since the current Constitution was adopted in 1987, Korea's politics have moved away from authoritarianism toward libertarianism.

The emergence of judicial independence as embodied by the increasingly active Constitution Court epitomizes a more functioning democracy in Korea. In the context of the revitalized judicial review system in Korea as "a very significant factor in the guardianship of human rights," it not surprising that the Korean press enjoys more freedom than ever before.

As of September 30, 1993, the Constitution Court had adjudicated 1,388 cases. This is truly extraordinary when it is viewed against Korea's struggling experience with judicial review. No previous record of judicial review can parallel the number of judgments rendered by the Constitution Court during its existence of four years.

The Constitution Court's recognition of the right to know as a positive notion of freedom of the press will serve as a sorely needed incentive to institutionalize access to information for the press in Korea as is the case in the United States.

The Constitution Court's decision on the registration provision of the Periodicals Act is also important to the Korean press for its long-term implications. The Court's analysis of the "essential aspect" of press freedom will prompt the Supreme Court and lower courts to set a more predictable "definitional balancing" rule to protect free-speech interests.

But the Constitution Court views the registration requirements of the Periodicals Act as no more than an administrative mechanism for the efficient operation of the Act. The Court's ruling is arguably consistent in that registration of periodicals is not a violation of the "essential" aspect of press freedom, as defined by the Court.

The Constitution Court's explicit fiat against literally interpreting the facilities requirement of the Periodicals Act will expand the publishing opportunities of many Koreans, who cannot afford to possess their own printing facilities.

Undoubtedly, the Court's ruling was a realistic and sensitive response to the critics of the Act that "conditioning approval of a registration upon ownership of costly printing facilities deprives a number of financially weak publishers of the opportunity to exercise press freedom."

The notice of apology ruling of the Court on the Civil Code is potentially significant to the press in connection with the Court's right of reply decision on the Periodicals Act. Publication in the news media of

court opinions on libel complaints and retraction of libellous stories as alternatives to compelled apologies is already adopted by Korean courts in defamation rulings.

The increasingly independent Constitution Court epitomizes an institutional approach by the Korean government toward implementing the "human rights constitutionalism." The unprecedented petition jurisdiction of the Court already indicates that Koreans can directly turn to the Court to challenge the constitutionality of government violations of freedom of speech and the press. The Constitution Court's forceful posture thus far has wrought notable changes. The National Assembly has revised the National Security Act in the wake of the Court's limited validation of the Act. The Military Secrets Protection Act is currently under revision to rectify the constitutional problems in its application. Further, the

Periodicals Act is no longer enforced against potential publishers who do not possess their own printing facilities at the time of their registration.

Judicial review is emerging as one of the most important institutions in a democratic Korea. Indeed, the relationship between judicial independence and the emergence of a free press in Korea since 1988 has been "synergistic." As constitutional law scholar Prina Lahav of Boston University Law School has stated: "[T]he judicial awareness of the liberal justifications of a free press and the acceptability of those justifications as part of the legal argument, may depend on and be encouraged by the formal constitutional commitment to press freedom."

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## NEWS FROM SECTIONS

### Communication Technology Policy

I will resign as President of the *Communication Technology Policy Section* at the IAMCR Conference in Korea. It is much regret that I am unable to continue to coordinate the section's activities. This is due to growing research, teaching and administrative commitments. Nominations will be accepted at the Section Business Meeting in Seoul, a new President will be elected at the meeting, and proposed to the Assembly and formally appointed there. I look forward to contributing to the section and IAMCR in future years. I would like to thank all participants in the Section for their assistance and contributions, and particularly, Dr. Rohan Samarajiva, Section Vice-President.

Dr. *Robin Mansell*, President  
IAMCR Communication Technology Policy Section  
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### Political Communication Research

The Political Communication Research Section is pleased to report that it will be presenting the following panels at the Association's Seoul meeting:

- "Media Influence on Recent Unification and Disintegration Processes" (joint with the Research Committee on Political Communication of the International Political Science Association).

- "Korea and the Media" and "Media and Elections."
- "Media, Institutions, and Movements"
- "Women, Politics and the Media" (joint with Gender and Communication Section)

IAMCR/AIERI conferees are invited to attend any and all of these panels which promise to be intellectually invigorating and informative.

*David L. Paletz*, Chairperson, PCRS

### Professional Education

The section will host in Seoul three sessions with papers as well as a workshop and the regular business meeting. A major session, chaired by David Weaver (Indiana University, USA), will review global trends in the professionalization of journalists. Papers will cover contemporary situation in the US, Russia, Germany, Korea and in some Latin American countries. One session, chaired by Anura Goonasekera (AMIC, Singapore) deals with perspectives on journalism education. Another session, chaired by Clifford Christians (University of Illinois, USA), focuses on communication ethics. The workshop, chaired by Aggrey Brown (CARIMAC, Jamaica), will review an evaluate the textbook project carried out through the Section with financial support from the Finnish International Development Agency (FINNIDA). The three-year project will be completed by the end of 1994 and will produce among others a textbook on environmental reporting and another on communication theories from a multi-cultural perspective. The business meeting will set out the Section's work plan

for the next biennium. Particular efforts will be made to promote networking between institutions of journalism education from different parts of the world, with the support of electronic databases. Also, the Section will follow up an earlier initiative to prepare a UNESCO recommendation for communication education. Those who cannot come to Seoul are invited to pass their ideas to the above-mentioned session

chairs or to Section President Kaarle Nordenstreng (University of Tampere, P.O.Box 607, 33101 Tampere, Finland; fax +358-31-2156248; e-mail: tikano@uta.fi).

Kaarle Nordenstreng

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## NEWS ABOUT RESEARCH & RESEARCHERS

### SMID

#### comments on the Rushdie statement

The board of SMID (The Danish Association for Communication Research) is pleased to see that a large number of IAMCR members have signed the Rushdie statement in the March 1994 issue of the IAMCR Newsletter. We fully support the statement, and we hope that it signifies a change in the IAMCR, from the so common general but non-committing statements to a more active involvement in concrete issues of human rights related to communication.

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### Nouvelles de France

#### Creation d'un "Centre d'études Comparées en Communication Politique et Publique" ("CECCOPOP")

Fonde par Philippe J Maarek, Co-Organisateur d'une des tables rondes du prochain Congrès de Seoul, et membre du Comité juridique de l'AIERI, ce Centre de Recherche a pour but de promouvoir l'étude et la recherche en Communication Politique et Publique, en France et dans sa dimension comparative, en liaison, le cas échéant avec les activités d'enseignants chercheurs de certains de ses membres. Cette activité se traduira notamment par l'organisation de rencontres, de colloques, par des publications, et par l'aide au déplacement en France ou à l'étranger d'étudiants désireux de compléter leurs études par des recherches dans ce domaine.

Les Premières "Journées de la Communication Politique et Publique" qu'il organise les jeudi 8 et vendredi 9 juin 1995, de concert avec le Département de Communication de l'Université Paris XII, auront pour thème "L'inflation de communicateurs politiques et publics: symphonie ou cacophonie?"

Les collègues et chercheurs désireux d'y participer, ou de faire une communication, sont invités à contacter Philippe J Maarek lors du prochain Congrès de l'AIERI de Seoul, ou à le contacter à l'adresse

suivante: Philippe J Maarek, Centre d'Études Comparées en Communication Politique et Publique, Université Paris XII Val de Marne, CRETEIL, Fax +33.1.43.59.57.03 (pers) ou +33.1.45.17.11.85 (bur)

### News from France

#### Creation of a "Centre for Comparative Studies in Political and Public Communication"

A "Centre for Comparative Studies in Political and Public Communication has been newly established by Philippe J Maarek, Co-Organizer of one of the panels of the next Seoul IAMCR Conference, and member of IAMCR Legal Committee. This Research Centre wants to promote Study and Research in Political and Public Communication, in France as well as in a comparative dimension. It will notably organise meetings, panels, publish literature in that field, and help students wishing to travel within France or abroad in order to complete a research project in political or public communication.

The first "Public and Political communication Days" it will be organising will be held on June 8 and 9<sup>th</sup> 1995, with the help of the Department of Communication Studies of Paris XII University. Their theme will be "Inflation of political and public communicating bodies: symphony or cacophony?"

If interested in attending, or giving a paper, please contact Philippe J. Maarek during the AIERI/IAMCR Seoul Conference or at the following address: Philippe J Maarek, Centre d'Études Comparées en Communication Politique et Publique, Université Paris XII Val de Marne, CRETEIL, Fax +33.1.43.59.57.03 (h) or +33.1.45.17.11.85 (o).

### MEDIA FLOWS RESEARCH SYMPOSIUM

The University of Tampere in Finland welcomes scholars of all generations to discuss the past, present and future research into foreign news and television programme flows at a symposium to be held on 4-6 September 1994, on the eve of the annual conference

of the International Institute of Communications (IIC) convened also in Tampere.

International news flow studies have been carried out by a number of scholars and research groups since the 'classic' study by Kaiser in the early 1950s. One of the major projects was the Unesco-sponsored "World of the News" study by the IAMCR in the early 1980s. Today scholars again entertain an idea of launching a similar stock-taking exercise to document the balances and imbalances of news flow among nations.

Likewise, television programme imports and exports have been studied under several rounds, beginning with a Unesco-sponsored survey carried out at the University of Tampere in the early 1970s, followed by an IIC-sponsored TV flow project and further Unesco projects. These studies provide for several generations of research tradition which today merits critical examination, with a view to sharpening the questions asked and improving the methods employed. Scholars who have been involved in various flow studies will gather at the symposium to review the theoretical, methodological and political dimensions of the research tradition, with a focus on lessons to be learned for further flow studies.

Obviously flow research is not only of academic interest but bears relevance to the most pertinent issues of media policies such as the media contribution to ethnic conflicts, racism and xenophobia. In this regard it is to be admitted that research has been unable to provide adequate response to topical questions, largely due to the fact that despite a lot of content analysis work in various countries little of it ever gets pooled together and digested into global overviews. Time seems to have come to materialize the idea which several media scholars have entertained for some time: to create a system of monitoring the media performance in issues of global concern such as development, environment and human rights, while appreciating the national and regional particularities in covering social reality.

The symposium will discuss ways and means to promote collaboration between various research groups with a view to producing a joint annual report, a pilot version being scheduled for early 1995. Also, the symposium will examine an initiative to launch a European Journalism Review as a professional and academic forum for media criticism.

For further information, contact symposium secretary  
Liisa Sukki

Department of Journalism and Mass Communication  
University of Tampere, Box 607  
33101 Tampere, Finland  
fax +358-31-2156248; email (Internet) tilisu@uta.fi

## **PUBLICATIONS**

### **The Urban Dilemma: A Communication Analysis And A Call For Papers**

*Guest Editors: Gary Gumpert (Queens College of the City University of New York) and Susan Drucker (Speech Arts & Sciences, Hofstra University)*

The state of the modern urban landscape suggests many reasons for despair and some reasons for hope. The streets have been abandoned to cars and the disenfranchised. Retail functions behind closed doors with transactions under the scrutiny of security guards. Public space has been de-emphasized and made plausible only when controlled. The mall and suburbia transform economic and social life. A vital social life offered by an urban environment replete with busy streets, markets, parks, promenades, and squares has long been a defining characteristic of urban culture. However, commercial and public uses of media technology from telephone and computer and cable seem to be facilitating intra-organizational and intra-group communication away from the structures of urban life. Despite these pessimistic conditions, the urban scene also percolates with less visible cultural and economic vitality generated largely by recent immigrant groups.

Communication Research invites submissions for a special issue on "Communication and the Urban Landscape" to be edited by Gary Gumpert and Susan Drucker. This issue will be devoted to an interdisciplinary examination of the urban landscape with particular emphasis placed upon the role of communication in creating, maintaining and changing the past and future condition of cities. Manuscripts addressing this topic from a broad range of perspectives and methodologies are appropriate. Possible topics include, but are not limited to the following: public vs. private life, the relationship of urban and media developments, special urban populations, the symbolic function of the urban landscape, social networks, gender variables, politics and urban spaces, public rituals, performance in public spaces, the regulation of communication opportunities in urban environments.

Manuscripts will be evaluated beginning immediately. No manuscript submitted after March 15, 1995 will be given the necessary editorial review to be included in this 1995 special issue. Three copies of manuscripts in the format required by Communication Research should be submitted to: Gary Gumpert, 6 Fourth Road, Great Neck, NY 11021, USA, Email: gygqc@sunysb.cuny.edu; Phone (516) 466 0136; Fax (516) 466 0136.

### Just Published: Special 20% discount For IAMCR Members

*Games In The Global Village: A 50-Nation Study of Entertainment TV*, by Anne Cooper-Chen, Center for International Journalism, Ohio University, Athens, OH 45701 USA

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Sample copies on display at Seoul meeting or order from the Popular Press, Bowling Green, OH, USA 43403. \$US 15 (discounted price)

### New from Westview Press

*Counterclockwise. Perspectives on Communication*, edited by Thomas Guback.

During the Seoul conference a special memorial session in honour of Dallas Smythe will be held. Smythe who died on September 6, 1992, at the age of eighty-five, is generally credited with founding the field of the political economy of communication. Westview Press has recently published a volume with most of Smythe's most important papers and talks that have escaped publication to date. The volume was edited by Thomas Guback, former student of Smythe and research professor at the Institute of Communications, University of Illinois at Urbana-Champaign in the USA.

*Counterclockwise. Perspectives on Communication* can be ordered from Westview Press, 5500 Central Ave.; Boulder, CO 80301-2877; USA. Fax: (1) 303 449 3356. For MasterCard/VISA orders use: 800.456-1995. The hardcopy price is \$ 47.95. The paperback price is \$ 15.95. (These prices include the special discount of 25% for IAMCR members).

### New from Ablex Publishing:

*Mass Communication Research: On Problems and Policies*, edited by Cees J. Hamelink and Olga Linné.

This volume brings together a collection of twenty-six articles written in honour of James D. Halloran on the occasion of his farewell, after 18 years, as President of the IAMCR. The subtitle of the publication is *The art of asking the right questions*. This points to a continuing theme in the work of Halloran who has consistently reminded us of the need to ask the right questions. The chapters address those topics which

Halloran has made a focus of his work and were written by scholars who collaborated with him in many different situations. The volume offers a wide ranging series of reflections on the key issues of mass communication research today. Contributors are Nordenstreng, Hancock, McQuail, Gitlin, Seymour-Ure, Szecsök, Noelle-Neumann, Dervin, Gerbner, von Feilitzen, Murdock, Robinson, Lang & Lang, Morrison, Tumber, de Camargo, Eapen, White, Roncagliolo, Ansah, Kumar, Masterman, Hulten, Schiller, Mowlana, Hansen, Linné and Hamelink.

The book can be ordered from Ablex Publishing Corporation, 355 Chestnut Street; Norwood, NJ 07648; USA. Fax (1) 201 767 6717. The hardcover price is \$ 72.50; the paperback costs \$ 32.50.

### Greenwood Press

Linda K. Fuller: *Community Television in the United States - A Sourcebook on Public, Educational and Governmental Access*. 65,00 US\$, 304 pp.

## ETIQUETTE

### *Learn a bit of Korean etiquette before you take off for Seoul!*

For most of us Korea is quite an unknown country. All we know is perhaps that the Koreans belong to the Mongoloid racial group, that the country is split in a communist North and a democratic South Korea, that the people suffered from harsh suppression and many cruel wars, that South Korea made an explosive industrial growth since the sixties, and that right now there again seem to be serious problems that might jeopardize the peaceful lives of many hard working people.

Korea: once the "land of the morning calm". In the city center of Seoul, you will hardly experience this "calm": hectic traffic as in every big city; people rushing to their jobs; busy markets where you bargain before you buy; innumerable small eateries next to towers of glass and steel. The area where the Sheraton Walker Hill hotel is located, is still beautifully quiet and calm. South Korea is a land of contradictions: past and present, tradition and modernity, dourness and friendliness play equal roles in Korean society. Koreans won't be very open and spontaneous towards a stranger; however, once they become your friend, it's for life. For those who have never been to Korea, we have gathered some information about habits and customs.

Koreans have (in general) 3-part names: the family name, followed by "generation" and given names. The

family name is passed from father to children. Kim, Park and Lee are the most common names. Married women do not take their husband's family name, which means that Miss Park will become Mrs Park after marriage; however it is common practice that she will be referred to as "the mother of so and so". Only close friends and relatives address a person by his or her first name.

**K**oreans love children, and spoil them until the age of 7. At that age school starts and strict obedience and discipline are expected. Education is of utmost importance and families make great sacrifices to that end. Relationships established at middle and high school are very important for the career. Loyalty to family and clan, respect for aged people, deference to authority, propriety and patriotism are some of the most important values.

The father is the head of the family; the wife takes a secondary role in society. Although women participate nowadays in many sectors of society, the main responsibility of a wife remains to raise the children and to run the household. A young female must obey her parents, when she is married she must serve her husband and when she is old she pays respect to her son. Although times are also changing in Korea, Western ideas of women's liberation still do not seem to be very popular.

Koreans easily show their emotions when they are among friends and family; in relation with others however, they are rather reserved. One of the most embarrassing things that can happen is "to lose face". One should try to avoid this at all times. When a Korean lends money, he won't ask for a receipt: that would be an insult. If the borrower does not return the money, he will lose face- and that's real bad! Faith and reliability are very important.

Koreans like to eat and drink together; however: when they sit down to eat, they eat – conversation starts after the meal. Usually food (rice and side dishes) is served all at once, instead of in courses. The best-known Korean food is "Kimch'i", which is served with almost every meal: a spicy cabbage mixture. There are no desserts, and sweets are only served on traditional holidays. Of course you will find all kinds of desserts on the menus of Western restaurants. Some restaurants have picture-book menus which diminish the language problems.

**R**ice is served in a bowl, no plates are used. To eat your food, you use chopsticks, perhaps in combination with a shallow spoon. Do not touch the food with your hands. Pans and deep dishes with stew are put in the center of the table. There might be a gasburner also, or a charcoal pot - used for the meat. If you take a short break during the meal, put your chopsticks flat across your rice cup, indicating that you are only resting. When finished eating, lay your spoon and chopsticks to the side of the rice bowl.

The real "local" restaurants have low tables; before you sit down on the "ondol" floor (warm in wintertime, cool in the summer), take off your shoes. (You will do the same before you enter a house or a temple). Make sure to wear socks: it is very impolite to show your bare feet! Men sit on the floor with their legs crossed, women have the legs bent; do not

stretch your legs: it is improper! It is all right to make noise while eating, like slurping soup, sucking in noodles, or sniffing, but blowing your nose at table is absolutely *not done!*

Drinking in Korea is not only well accepted, it is encouraged and almost necessary at certain occasions. Koreans won't drink alone: it is a social event. If you do not drink at all, refusing is no problem, but once you start it is beyond awkward to refuse another glass.

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When you finish a drink you pass on the glass to someone else and immediately fill it for him. (It is mainly MEN who drink in public, although nowadays also young women drink with friends). Someone else will pass you an empty cup or glass and fill it. Receive the glass with both hands, pour with both hands and also offer the glass with both hands, or: support the right hand with the left. (B.t.w.: do the same when you offer or accept business cards).



Some of the traditional Korean drinks are *makkolli* (a milky-white sweetish wine made from rice; cheap, and sold by the pot or in plastic bottles), "soju" (clear potato liquor; strong and cheap);

*Ch'ongjong* (purified rice wine like the Japanese sake, usually drunk warm - expensive); *Majuwang* (the best of Korea's grape wines. Semi-dry); and *Maekju* (beer). N.B.: alcoholic drinks are

very expensive in the Western restaurants and (hotel) bars, for instance: US\$ 8 for a Korean-brewed Heineken!

Finally some tips before you take off to Seoul:

- make sure that you have earplugs and a sleeping mask on board of your flight; flying hours are long and by simply putting in earplugs you "shut off" the noise of the engines and you won't be bothered by the 'interesting' conversations of your neighbours. The sleeping mask prevents you from being disturbed by the flickering light of the tv screen, or by the daylight when you want to sleep. Also: drink lots of mineral water on board. The air is extremely dry and causes headache. Alcoholic drinks increase the dry-out process.
- take an umbrella with you to Seoul: it is rainy season in July.
- also have a pull over with you. The hotel is airconditioned, and it might be chilly at night.
- change some money at the airport before you leave the arrival hall. On Saturday and Sunday (July 2 and 3) there will be a welcome desk for conference participants, where you can collect the voucher for the limousine bus to the hotel. If you arrive earlier: buy in the arrival hall a voucher for transfer to the hotel (about US\$ 5). Do not take an ordinary cab: it is expensive and un-necessary.
- if possible, stay a few extra days! Korea is beautiful, Seoul is exciting and the Koreans are warm, hospitable people!

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## CALENDAR OF EVENTS

Prepared by Trine Syvertsen

### 12-17 JUNE 1994: LOCAL RADIO

Radio 2000: The Jerusalem international conference on local radio. Jerusalem, Israel. Contact: The Secretariat, POB 8550, Jerusalem 91083, Israel; tel +972 2 618 070; fax +972 2 665 668.

### 19 JUNE - 1 JULY 1994: COMPUTING

Electronic Texts in the Humanities: Methods and Tools. Third Annual Summer Seminar, Princeton University, New Jersey. Contact: Summer Seminar 1994, Center for Electronic Texts in the Humanities, 169 College Avenue, New Brunswick, NJ 08903, USA; tel +1 908 932 1384; fax +1 908 932 1386; email ceth@zodiac.bitnet or ceth@zodiac.rutgers.edu

### 23-25 JUNE 1994: AMIC ANNUAL CONFERENCE

AMIC annual conference: The Changing Communications Scene in the Asia-Pacific: Implications for Development. Chulalongkorn University, Bangkok, Thailand. Contact: AMIC, 39 Newton Rd., Singapore 1130; tel +65 251 5106; fax +65 253 4535.

### 23-26 JUNE 1994: VISUAL COMMUNICATION

The 8th Annual Conference on Visual Communication, Feather River Inn Conference Center, California Sierra. Contact: Prof. Philip Kipper, Broadcast & Electronic Communication Arts Dept., San Francisco State University, 1600 Holloway Avenue, San Francisco, CA

94132; tel +1 415 338 1626; email: Pkipper@sfsuvax.sfsu.edu

25-27 JUNE 1994: MULTIMEDIA

ED-MEDIA 94 in Vancouver, Canada. World Conference on Educational Multimedia and Hypermedia. Submission deadline October 22. Contact: ED-MEDIA 94/AACE, PO Box 2966, Charlottesville, VA, USA 22902; tel 804-973-3987; fax 804-978-7449; email AACE@virginia.edu

27 JUNE - 1 JULY 1994: TELEMATICS

Home-oriented informatics, telematics & automation. University of Copenhagen, Denmark. Contact: HOIT-94, Kresten Bjerg, Psychological Laboratory, University of Copenhagen, 88, Njalsgade, DK 2300 Copenhagen S; tel +45 31541856; fax +45 32963138; email kresten@vax.psl.ku.dk

27 JUNE - 2 JULY 1994: COMMUNICATION TECHNOLOGY

The 4th International Russian Forum on Electronic Communication Technology for the 90s. Academy of National Economy, Moscow, Russia. Contact: Juri Gornostaev/Juri Andrianov, ECT'94 Program Committee, 125252, Moscow, Russia, Kuusinen Str. 21-B, ICSTI; fax +7 095 943 0089; tel +7 095 198 7041 / 7350 / 7691; email enir@ccic.icsti.msk.su

3-8 JULY 1994: IAMCR

"Communication in the new millennium: Communication technology for humanity." XIXth IAMCR Scientific Conference and General Assembly. Seoul, Korea.

6-8 JULY 1994: MEDIA POLICY

New technologies, telecommunications, media policy, programming and consumption patterns. The International "Media Futures: Policy & Performance" Conference, Gold Coast, Queensland, Australia. Call for papers, submissions close on 10 January 1994. Contact: Administrative Officer, Institute for Cultural Policy Studies, Faculty of Humanities, Griffith University Qld 4111 Australia; email B.Jeppesen@hum.gu.edu.au; fax +61 7 875 551; phone +61 7 875 7772

6-9 JULY 1994: LANGUAGE

Fifth International Conference on Language and Social Psychology, University of Queensland, Brisbane, Australia. Contact: Ann Dellow, Conference Secretary, Department of Psychology, The University of Queensland, Brisbane, Australia 4072; tel +61 7 3656230; fax +61 7 3654466; email cg@psych.psy.uq.oz.au

12-15 JULY 1994: ICA ANNUAL CONFERENCE

ICA Annual Conference. Sydney, Australia.

19-22 JULY 1994: EUROPEAN TV AND FILM

National Film Theatre, London: Turbulent Europe: Conflict, Identity and Culture. First European Film and Television Studies Conference. Contact: EFTSC, Research and Education Division, British Film Institute, 21 Stephen Street, London W1P 1PL, UK; fax +44 071 580 8434

9-12 AUGUST 1994: ICIT'94

International Conference on Information Technology: Towards an Information-Rich Society: An agenda for action. Kuala Lumpur, Malaysia. Contact: ICIT'94 Conference Secretariat, Malaysian National Computer Confederation, 46A, Jalan SS2/66, 47300 Petaling Jaya, Selangor Darul Ehsan, Malaysia; tel 603 775 1576; fax 603 774 7026; email icit94@jaring.my

18-20 AUGUST 1994: VIRTUAL REALITY

OSLO International conference, technical demonstrations and exhibitions. University of Oslo and Norwegian Telecom Research, Oslo, Norway. Contact: email vro94@tf.tele.no; phone: +47 63 80 98 85 (Ola Odegard, Norwegian Telecom Research); fax: +47 63 81 00 76.

2-6 SEPTEMBER: COMMUNICATION AND SOCIAL CHANGE

XVII Brazilian Congress of Communication Research. Piracicaba, Sao Paulo, Brazil. Contact: INTERCOM - Brazilian Society for Communication Interdisciplinary Studies, Caixa Postal 20793, 01498-970 Sao Paulo, Brazil; phone +55 11 818 4088.

4-6 SEPTEMBER 1994: MEDIA FLOWS

Media Flows Research Symposium, University of Tampere, Finland. Contact: Liisa Sukki, Department of Journalism and Mass Communication, University of Tampere, P.O. Box 607, 33101 Tampere, Finland, fax +358 31 215 6248; email: tilisu@uta.fi

11-15 OCTOBER 1994: CHILDRENS BOOKS

Childrens books - A space of freedom? Seville, Spain. Contact: Organización española para el libro infantil y juvenil, Secretaria 24 Congreso del IBBY, Santiago Rusinol, E-28040 Madrid.

16-23 OCTOBER 1994: ACCE ANNUAL CONFERENCE

African Council for Communication (ACCE): Media and Sustainable Development. 9th annual conference, Accra, Ghana. Contributions are expected to be received before March 31. Contact ACCE Secretariat, University of Nairobi, P.O. Box 47495, Nairobi, Kenya; tel +254 2 227043/23615; fax +254 2 750329.

17-20 OCTOBER 1994: ECONOMICS OF INFORMATION

ASIS '94: The Economics of Information, Alexandria, VA. Contact: Mickie Voges, Chicago-Kent College of Law, Illinois Institute of Technology, 565 West Adams Street, Chicago, Illinois 60661-3691; tel +1 312 906 5000; fax +1 312 906 5685; email: mvoges@mail.kentlaw.edu

26-29 OCTOBER 1994: EUROPEAN CULTURE

European Culture. European Documentation Center, University of Navarra. Contact: Centro de Documentacion Europea, Universidad de Navarra, E31080 Pamplona; tel 9 48 252700 ext. 2714; fax 9 48 173651; telex 37917 unav e.

**6–12 NOVEMBER 1994: PEN**

International P.E.N. Congress, Prague, Czech Republic.  
 Contact: International P.E.N., 61. World Congress,  
 Guarant, Opletalova 15, 11000 Prague 1, Czech Republic.

**9–11 JANUARY 1995: INFORMATION TECHNOLOGY**

Information Technology and Socio-economic Development: Challenges and Opportunities. Co-hosted by IFIP WG 9.4 and RITSEC. Marriott Hotel, Cairo, Egypt.  
 Contact: Mr Sherif Kamel, Regional Information Technology and Software Engineering, Centre (RITSEC), 11 A Hassan Sabri Street Zamalek, Cairo, Egypt; tel 202 341 1761 or 202 355 1551, ext 8010; fax 202 341 2139.

**23–30 JANUARY 1995: COMMUNITY RADIO**

AMARC 6: Sixth World Conference of Community Radio Broadcasters, Dakar, Senegal. Contact: AMARC, 3575 blvd. St-Laurent, Suite 704, Montreal, Quebec CANADA H2X 2T7; tel +1 (514) 982-0351; fax: +1 (514) 849-7129; email: amarc@web.apc.org

**25–29 MAY 1995: COMMUNICATION AND REALITY**

ICA Annual Conference, Albuquerque, New Mexico, USA.  
 Contact: International Communication Association (ICA), P.O. Box 9589, Austin, Texas 78 766 USA, Phone 512-454-8299; fax 512-454-4221; e-mail: ijaa513@utxvm.cc.utexas.edu

**25–29 SEPTEMBER 1995: INFORMATION**

Congreso Internacional de Información (International Congress of Information), Institute for Scientific and Technological Information (IDICT), Havana, Cuba. Parallel to the Congress, the International Exhibition EXPOINFO'95 will take place. Contact: Lic. Humberto Arango Sales, Aptdo. postal 2019, 10200 La Habana, Cuba; telex 512 322, 511 648; fax 0537 338237, 338212, 338213; email ceniai@ax.apc.org or info@ceniai.cu.

**7–11 OCTOBER 1995: TELECOM 95**

TELECOM 95 Exhibition and Forum, Geneva Switzerland. Contact: International Telecommunication Union (ITU), Place des Nations, CH-1211 Geneva 20, Switzerland; tel +41 22 730 5680; fax +41 22 740 1013 or +41 22 730 6444.



*Is this a Newsletter editor and his secretary –  
 or a future IAMCR president and his editor?*

# The People's Communication Charter

In recent years concern has arisen in connection with the quality of the provision of information and culture. In many countries groups of citizens have established associations for critical media monitoring and projects such as the Cultural Environment Movement (an initiative of George Gerbner) have emerged. Inspired by the Penang-based [Malaysia] Third World Network a group of scholars and activists have begun to work towards the introduction of civil society interests in the arena of world communication. As a first step in this global civil initiative the following text has been drafted. The 'People's Communication Charter' is intended to provide a common framework for all those who share the belief that people should be active and critical participants in their cultural environment. In preparation of the 50<sup>th</sup> anniversary of the Universal Declaration of Human Rights (in 1998) the initiators wish to solicit individual and organizational endorsements of the Charter over the next four year period.

IAMCR members are invited to respond and to make suggestions for the improvement of the present text. Particularly ideas on the enforcement of the Charter are very welcome. Also important are suggestions for the kind of civil organizations and social movements that might support the initiative as well as proposals for ways to organize these into a world-wide movement for people's concerns in the area of communication.

This fourth draft version of the Charter was edited by Cees J. Hamelink. The text has specifically benefitted from contributions made by Howard Frederick, George Gerbner, David Goldberg, Wolfgang Kleinwächter, Kaarle Nordenstreng and students at Ohio State University (USA), the American University at Washington DC (USA), the University of Amsterdam (The Netherlands), and the Institute of Social Studies at the Hague (The Netherlands)]. The address for all contributions to further versions of the Charter is: *Centre for Communication & Human Rights*, 111 Baden Powellweg, 1069 LD Amsterdam. Email: hamelink@antenna.nl.

## PEOPLE'S COMMUNICATION CHARTER

### **PREAMBLE**

Signatories of this Charter,

Affirming that communication is basic to the life of individuals and peoples and that communication is crucial in the issues and crises which affect all members of the world community;

Mindful that communication can be used as a force to support the powerful and to victimize the powerless and that communication is fundamental to the shaping of the cultural environment of every society;

Affirming that communication should contribute towards the empowerment of people and that the development of just and democratic societies requires just and democratic communication structures;

Affirming that the formats and contents of communication in most societies tend to disempower people by withholding information, by distorting information, by overwhelming people with overloads of information, or by obstructing people's access to communication channels;

Recognizing that for many people there is no adequate access to channels of communication;

Affirming the need that people develop their own communication channels through which they can speak for themselves;

Recognizing that the rights of communication professionals need to be secured, but that also the information and communication rights of the public need to be protected;

Affirming the right of children to be born in a free, fair, diverse and non-threatening cultural environment;

Recognizing that various forms of censorship, among them interference with media contents by political, military and commercial interests, threaten the independence of information provision;

Recognizing that the consolidation of commercial media into a small number of transnational conglomerates endangers the provision of a pluralism of opinions and a variety of cultural products;

Recognizing that in many countries information and culture are no longer primarily provided as public service but for private profit which may result in an erosion of the public sphere in many societies and the weakening if not disappearance of existing public media;

Acknowledging that the insecurity of journalists working in situations of armed conflict keeps news personnel from having the widest access to sources of information, to travel unhampered, and to transmit information without unreasonable or discriminatory limitation;

Mindful that in spite of the so called 'information revolution', today's reality shows an increasing gap between the world's information-rich and information-poor countries, and between information-rich and information-poor sectors within societies;

Reaffirming with regard to the freedom of information, the social responsibility of the mass media, the development of communication, and the protection of cultural rights the pertinent provisions in international law as listed in the Annexe to the Charter;

Desirous of strengthening current provisions on information, communication, and culture under international law, and in particular the mechanisms for their implementation;

Desirous of promoting greater people's participation in the communication processes of their societies that facilitate political, economic and social development and secure a peaceful and democratic order;

Desirous of creating a cultural environment that protects people's interests and needs;

Convinced that the present Charter contributes to the development of just and democratic communication processes;

Determined to take new steps towards securing a basic human right to communicate for all people;

Agree on the adoption of this Charter and hereby set forth the following guidelines.

## **OBJECTIVES.**

The Charter intends to contribute to a critical understanding of the significance of communication in the daily lives of individuals and peoples;

The Charter articulates a shared position on communication from the perspective of people's interests and needs;

The Charter aims to bring to (national and international) policy making processes a set of claims that represent people's fundamental right to communicate.

## **SCOPE OF APPLICATION.**

Signatories to the Charter can be individuals and people's movements (through their representatives) and as such the scope of application of the provisions of the Charter will include all such parties.

## **DEFINITIONS.**

The term Charter as used in this Charter means a set of guidelines voluntarily adopted by parties and used as their common frame of reference in addressing communication issues.

The term 'parties' as used in this Charter refers to all signatories of the Charter.

The term 'communication' refers to all interactive processes through which individuals and communities share opinions, information, and ideas.

The term 'information' is understood in a very broad sense and includes opinions and ideas presented in entertainment.

The term 'media' refers to publicly or privately owned mass media for print or audiovisual communication.

The term 'information providers' refers to private or public institutions that provide information to the general public and to those individuals who provide information on behalf of such institutions.

The term cultural producers refers to those individuals and institutions who produce and distribute cultural products.

## **GUIDELINES**

### **GENERAL STANDARDS.**

#### *Article 1.*

Fundamental to these standards is the conviction that all people are entitled to the respect of their dignity, integrity, equality, and liberty.

#### *Article 2.*

People have the right to freedom of expression of opinions, information, and ideas, without interference by public or private parties. For people to exercise the fundamental right to freedom of expression there should be free and independent channels of communication. This means that media should be independent from governmental, political or economic control or from control of materials and infrastructures essential to the production and dissemination of newspapers, magazines, periodicals, and broadcast programs. Free media are pluralistic media. This means that monopolies of any kind are impermissible and that current trends towards the predominantly commercial provision of information and culture should be controlled.

#### *Article 3.*

People have the right to receive opinions, information and ideas. This implies that people have the right to be informed about matters of public interest. This includes the right to receive information which is

independent of commercial and political interests, and the right to receive a range of information and cultural products designed for a wide variety of tastes and interests.

*Article 4.*

People have the right to gather information. This includes the right of access to government information and information on matters of public interest held by public authorities or private interests. There can only be restrictions on access to government and privately held information of public interest if such restrictions are necessary for the protection of a democratic society or the basic rights of others.

*Article 5.*

Since information of public interest will often be gathered on behalf of the people by professionals, effective measures to ensure the safety of journalists on dangerous missions are essential. To be secure in their persons, journalists must be accorded full protection of the law. For journalists working in zones of armed conflict, the appropriate provisions in international humanitarian law should be respected and enforced. In accordance with these provisions journalists must be recognized as civilians enjoying rights and immunities accorded to all civilians in order to conduct their professional duties without harm. Journalists must have safe, unrestricted access to sources of information in order to provide the public with a balanced and adequate reflection of all sides of events. If these rights are not guaranteed, journalists must be able to seek justice through an international body protecting human rights.

*Article 6.*

People have the right to distribute information. This includes fair and equitable access to media distribution channels and to adequate resources and facilities.

*Article 7.*

People have the right of reply. In relation to information concerning individuals published in any medium, the individuals concerned shall have an effective possibility for correction, without undue delay, of incorrect facts relating to them which they have a justified interest in having corrected, such corrections being given, as far as practical, the same prominence as the original expression. Individuals shall have an effective remedy against expressions in any medium which interfere with their privacy except where legitimate public interests justify this interference, or against expressions which constitute violations of their fundamental human rights.

*Article 8.*

People have the right to a diversity of languages. This includes the right to express themselves in their own language. This implies the need to create provisions for minority languages in the media and the need to promote educational facilities to encourage language learning by all people without discrimination.

*Article 9.*

People have the right to protect their cultural identity. This includes the respect for people's free pursuit of their cultural development and the right to express existing cultural variety through the media as well as to receive a variety of cultural expressions.

People have the right to the protection of their local cultural space and provisions for the protection of cultural heritage should be established.

*Article 10.*

People have the right to knowledge. This right includes that no one shall be arbitrarily deprived of sources of knowledge. The right shall imply that all peoples and nations have the duty to share with one another their knowledge. The right also entitles everyone to benefit from the protection of the immaterial and material interests resulting from the production of knowledge.

*Article 11.*

People have the right to participate in public decision making on the provision of information. This means that there should be ample scope for public participation in the formulation and implementation of public information policies.

*Article 12.*

People have the right to participate in public decision making on the development and utilisation of knowledge. This means that there should be ample scope for public participation in the formulation and implementation of public policies on the generation and application of knowledge.

*Article 13.*

People have the right to participate in public decision making on the preservation, protection and development of culture. This means that there should be ample scope for public participation in the formulation and implementation of public cultural policies.

*Article 14.*

People have the right to participate in public decision making on the choice, development and application of communication technology. This means that there should be ample scope for public participation in the formulation and implementation of public technology policies and the adoption of technology standards.

*Article 15.*

All forms of public regulation on communication should be transparent. This includes the right of the public to receive full information on public policies in the field of information, knowledge, culture and communication technology. Public transparency should also extend to the practices and organizational structures of large private operators. This means that information on the ownership patterns of large communication corporations should be publicly accessible.

**PROTECTIVE STANDARDS.***Article 16.*

People have the right to the protection by law against interference with their privacy. The media should respect people's right to respect for their private lives. Privacy concerns private, family and home life, physical and moral integrity, honour and reputation, avoidance of being placed in a false light, non-revelation of irrelevant and embarrassing facts, unauthorized publication of private photographs, protection against misuse of private communication, protection from disclosure of information given or received by the individual confidentially.

*Article 17.*

People have the right to the protection by law against prejudicial treatment of their person in the media. This right to be treated in non-biased ways implies that reporting by the media should refrain from the use of images that distort the realities and complexities of people's lives or that fuel prejudice by discriminatory descriptions of people and situations, and that neglect the dignity and ability of opponents in national, racial or ethnic conflict.

The media should also contribute to the modification of the social and cultural patterns of conduct of men and women, with a view to achieving the elimination of prejudice and all other practices which are based on the idea of the inferiority or the superiority of either of the sexes or on stereotyped roles for men and women.

*Article 18.*

People have the right to respect for the standard of due process in the coverage of criminal cases by the media. This standard implies that the media should not declare defendants guilty before courts have established a verdict of guilt.

*Article 19.*

People have the right to be protected against misleading and distorted information. This right concerns the dissemination of news, the provision of

consumer information, and in particular advertising directed at children.

News dissemination should be based on accuracy and impartiality. The provision of consumer information should be guided by the consumer's right to protection of health and safety, to protection of economic interests, the right of redress and the right of representation.

*Article 20.*

People's fundamental right to communicate under international human rights law can only be restricted if limitations are prescribed by international law and are necessary in democratic societies.

**ACCOUNTABILITY and LIABILITY.***Article 21.*

The media should establish mechanisms to address their accountability to the general public. This can be done through self-regulatory bodies set up the media, and through the adoption of editorial statutes in print and audio-visual media in order to strengthen editorial independence. The media should undertake to submit to firm ethical principles guaranteeing the freedom of expression and the fundamental right of citizens to receive accurate and full information on matters of public interest.

*Article 22.*

Media users should organize themselves and establish voluntary associations through which they monitor and assess the performance of the media. These associations could include experts from the academic community.

*Article 23.*

People have the right to hold information providers accountable for the accuracy of their information and establish liability in case inaccurate information causes damage. This should not construe undue limits for the freedom of expression, but if proven in a court of law that an information provider has wilfully disseminated inaccurate or misleading information or has facilitated the dissemination of such information by gross negligence people should have recourse to compensation in case damage can be established.

**EDUCATION AND DEVELOPMENT***Article 24.*

People have the right to acquire the skills necessary to participate fully in public communication. This requires programmes for basic literacy in reading and writing as well as media literacy and critical education about the role of communication in society. This right

should enable people to become critical users and producers of information and culture.

*Article 25.*

People have the right to participate in, contribute to and enjoy the development of self-reliant communication infrastructures. This right includes international assistance to the development of independent media, training programmes for professional mediaworkers, the establishment of independent, representative associations, syndicates or trade unions of journalists and associations of editors and publishers, and international co-operation in the field of policy making, regulation and management of media.

### **PEOPLE'S RESPONSIBILITIES.**

*Article 26.*

In accordance with international law all people have the responsibility to strive towards the respect of human rights. In the light of this responsibility we urge all people to contribute to the implementation of the provisions of this Charter. We recommend strongly that users of media should form (national and international) coalitions to promote people's right to communicate.

### **ENFORCEMENT OF THE CHARTER**

In order to ensure and promote the enforcement of the Charter, Parties shall:

**A. General provisions:**

- a. publicize and disseminate the Charter;
- b. ensure the enforcement of the provisions of the Charter within their own movements;
- c. monitor in their own environment the performance of media and information providers and producers of culture in the light of the standards proposed in the Charter;
- d. report regularly about the enforcement of the Charter to a Commission for the Enforcement of the Charter.

**B. Institutional provisions:**

A Commission for the Enforcement of the Charter shall be established by all parties adopting the Charter.

Functions of the Commission.

- a. To coordinate the monitoring of the enforcement of the Charter;
- b. To receive complaints about violations of the provisions of the Charter from parties and non-parties to the Charter.

- c. To arbitrate in cases of appeal.
- d. To specify, extend and adapt the Charter.
- e. To coordinate the regular review of the Charter.

*Procedures.* ad b. Everyone who observes a violation of provisions of the Charter by parties signatory to the Charter or by media, information providers and producers of culture can lodge a written complaint against those parties with the Commission. The Commission will inform Parties involved through a copy of the letter of complaint and ask them for a defence. The Commission can decide to hear plaintiffs and defendants. Plaintiff and defendant are informed in writing about the judgment the Commission has achieved.

The Commission can judge a complaint to be well-founded or unfounded. Arbitration will in cases of appeal will follow an agreed and specified procedure. ad e. The review should be re-current and the first formal review should take place not later than five years after adoption of the Charter.

### **ANNEXE**

With regard to the freedom of information standards are set by Article 19 of the Universal Declaration of Human Rights, by Article 19 of the International Covenant on Civil and Political Rights, by Unesco Resolutions 3.2. of 1983 and 4.1 of 1991 on the Right to Communicate; by the provisions on information of the 1975 Final Act of the Conference on Security and Co-operation in Europe; by the 1991 Unesco Declaration of Windhoek; and by Article 13 of the Convention on the Rights of the Child.

With regard to the social responsibility of mass media standards are set by the 1978 Unesco Declaration on Fundamental Principles concerning the Contribution of the Mass Media to Strengthening Peace and International Understanding, to the Promotion of Human Rights and to Countering Racism, Apartheid and Incitement to War; by Article 4 of the International Convention on the Elimination of All Forms of Racial Discrimination; by Article 5 of the Convention on the Elimination of All Forms of Discrimination against Women; and by Article 17 of the Convention on the Rights of the Child.

With regard to the development of communication standards are set by the UN Declaration on the Right to Development of 1986; and by Unesco Resolution 4.1. of 1991 on Communication for development.

With regard to the protection of cultural rights standards are set by Article 27 of the Universal Declaration of Human Rights; by Article 15 of the International Covenant on Economic, Social and Cultural Rights; and by the 1966 Unesco Declaration of the Principles of International Cultural Co-operation.

□

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*Cees J. Hamelink, Robin Cheesman, Chie-Woon Kim, Hamid Mowlana, Fernando Perrone, Marina Rector, Jae Cheon Yu*

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