

IAMCR*AIERI*AIECS Newsletter

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International Association for Media and Communication Research * Association Internationale des Études et Recherches sur l'Information et la Communication * Asociación Internacional de Estudios de Comunicación Social



Singapore 2000	20
President's Column	3
Secretary General's Notes	5
Treasurer's Report	16
Elections 2000	6
Discussion: Present tense - Future Perfect	7
Singapore Conference Registration Forms	24
Singapore Abstract Guidelines	27
Singapore Preliminary Program	23
Singapore Visa Requirements	26
Membership Forms	48-50
Section & Working Group News	34-47
Statutes	28
Governing Bodies	51

IAMCR*AIERI*AIECS* Information



IAMCR*AIERI*AIECS NEWSLETTER

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Manuel Parés I Maicas

1) It is a pity to limit the activities of the Association to a yearly Conference. We should promote regional or thematic meetings as to improve the participation of our members. To ameliorate this participation should be one of our main aims. Any idea proposed should deserve our best attention. The case of the European Consortium and its willingness of cooperation, is an example to be taken into consideration. A leading point to promote this participation should be to answer ourselves the question about what have we to offer to our membership? The International Council is an appropriate forum to discuss it and to elaborate a list of possibilities. In this context we have to be very pragmatic taking into account our limited resources. However, it does not exclude at all, the proposals of our members hips, they will be very much welcome. We should do our best to reinforce the membership and junior scholars participation.

2) Different voices have expressed the wish to count upon our own Journal. I want to propose that a Committee be commissioned to formulate a proposal based on these items: (a) Which fields would cover if we consider the great number of existing Journals? (b) How to become operational? (3) Financing.

3) Our scholars usually remark on the interdisciplinary nature of communication research. I completely agree with this point of view. My wish would be that we discuss how we can enlarge our cooperation with scholars of other Social Sciences or even of Human Sciences. It is not convenient that we remain concentrated in our own field, when the external scientific support is necessary. I request you to think about this issue and to know if you have definite proposals to put forward. Either in the institutional level or in the individual one.

The concept of communication is evolving constantly

integrating inside this word different conceptual approaches. This fact raises a very important epistemological issue. It would be interesting that a group of researchers belonging to different geographical areas, cultures and mentalities try to put in common their knowledge and their skills. The proposal of a Communication Vocabulary might be a first step. We are an Association, which thrives to be quite internationally minded. This fact raises for us a definitive responsibility. This means that the next point is to ask ourselves how much we can do in this direction.

4) Within some months the text of a research that I have conducted on European Research on Communication will appear in English. I believe that a similar initiative might be fulfilled in relation, for instance, to Latin America, Asian, Africa or Arabic countries. Do you believe that this idea is feasible? Personally, my answer would be affirmative, provided we find the right partners.

5) We must analyze the report of the Section Review Committee. It deserves our best consideration. My feeling is that the existing Sections should reflect the present guidelines of communication research. Moreover we should try to create new working-groups that correspond to developments in our research. For instance, I would like to welcome the setting up of working-groups on Intercultural Communication, Health Communication, Advertising, Public Relations, etc. In the future, some of them might become Sections.

6) If we consider the fact that communication is the basic element, which defines our objectives, context and development, we are entitled to ask ourselves if communication among us is as efficient as it might be. I mean communication among our different bodies, communication among our membership, communication as an effective way of participation in



Secretary General's Notes

Naren Chitty



our tasks, our external communication. I am personally satisfied with our Newsletter. However it does not exclude that we must think seriously about adapting it to the new social change challenges. In an Association devoted to the communication, we are compelled to be constantly imaginative about how to communicate among ourselves and with the outside world.

7) I have already expressed to the UNESCO representatives our willingness to cooperate more narrowly with this Organization. My opinion is that this cooperation should be in double sense: For one side; The links between IAMCR, as an Association, and UNESCO. For the other side; To increase the existing connection between UNESCO and our individual members. In any case, it would be helpful that the management of our Association be informed of all type of contacts to try to give them our best support.

8) Let me emphasize the work carried out by Wolfgang Kleinwaechter as the main organizer of the Leipzig Conference. I know his task has been tough and I shall ask him to prepare a report for the Newsletter explaining the problems that the main organizer faces and how to solve them. I wish also to underline the task performed by Ole Prehn, which I evaluate it has been very helpful. I hope that Singapore's organizer will accomplish a similar result.

9) I expect that any of these points may raise an exchange of ideas. It would be fruitful.

Reconstructing IAMCR

On the last day of the Leipzig Conference a handful of International Council Members, straggled into the Leipzig University building in order to have an informal discussion on the future of the organisation. There were many genuinely exciting ideas which surfaced at this meeting. I have requested those present to pen a few lines, for the November Newsletter, on the ideas that bubbled up at that meeting. I also sent out a general invitation on IAMCR-Newsletter List for as many of you as possible to contribute "ideas for the future of IAMCR" for publication in the Newsletter. We are after all discussing nothing less than the future shape and substance of our organisation. Several of you have had something to say about this future and your comments are published in this issue. Members will be able to provide some feedback to the new Committee of Review in December 1999 and the Committee of Review will submit its report to the President by January 1, 2000. The Report will be circulated to all members as soon as it is received. This will provide ample time for study and provision of feedback by members through the April 2000 Newsletter or the Newsletter List. The articles on the future of IAMCR appear on page 7 under the rubric: Present tense - future perfect.

The Committee of Review is convened by Frank Morgan. An invitation from him to send in ideas follows. Responding to Frank and to me are not mutually exclusive tasks. Frank's committee will digest your comments and come up with proposals for change. The April 2000 Newsletter will publish your reactions to comments in the current Newsletter. Our collective performance as global citizens, in terms of our responsibility to IAMCR, will be reflected in the vitality of the contributions to this Newsletter and the following one.

Preparing for Singapore

It's time to pull out those beautiful leather diaries and jot down "IAMCR 2000" from 17 to 20 July 2000. Location: Singapore. Conference details are to be found at:

<http://www.iamcr2000.org>

This will also lead you to a Singapore site which includes visa information at:

<http://www.gov.sg/mfa/consular/mwwwmain.htm>

Nationals of Afghanistan, Algeria, Bangladesh, Cambodia, Commonwealth of Independent States, India, Iraq, Jordan, Laos, Lebanon, Libya, Myanmar, PRC, Syria, Tunisia, Vietnam and Yemen require visas. So do individuals holding HK Documents of Identity, Refugee Travel Documents and Palestinian Authority Passports. Those who require visas are requested to initiate the application process well in time, considering the normal turn-around time for Singaporean visas in their countries of residence.

If you are interested in reading a recent report on Singapore, try and lay your hands on TIME July 19, 1999. The cover story is entitled "Singapore Swings: Can Asia's Nanny State Give Up its Authoritarian Ways?" You can access this story at:

<http://www.pathfinder.com/time/asia/magazine/1999/990719/index.html>

Statutes

The November Newsletter is the larger of the two which we put out each year. I try to keep it at 52 pages for printing and budgetary reasons. We decided to include the Statutes in this issue again so that new members could prepare themselves for the impending season of statutory change. They appeared last in the March 1998 issue.

Treasurer's Report

Acting Treasurer Annie Mear has put together an excellent report with very useful tables. Unfortunately it was delayed due to the vagaries of the postal system, and reached Sydney only after the basic layout had been fixed. Also as the report reached me as hard copy and not in digital form, it was not possible to start the report here. Under the circumstances the best that could be done was to introduce the report here and actually carry it elsewhere in this Newsletter, commencing on page 16.

Executive Board Elections

Elections for the Executive Board are underway. The positions concerned are: President Elect, Secretary General, Deputy Secretary General, Treasurer and five Vice Presidents.

President Manuel Pares I Maicas has informed the following individuals that the International Council has appointed them as members of the Technical Election Committee under the procedure for postal voting for the Executive Board.

Cees Hamelink of Netherlands

Keval Kumar of India

Janet Wasko of United States

Notification of candidacy (and 100 word vitae) must be sent by registered letter only and be received by the Technical Election Committee 90 days before the General Assembly. All notifications should go to Janet Wasko at the address provided hereunder. The TEC will arrange for all paid-up members of IAMCR to receive ballots and relevant information no later than 60 days before the General Assembly. Ballots are to be returned to Janet Wasko 21 days before the Singapore conference. Janet Wasko will bring the ballots to the conference where they will be counted by a Tellers Committee. The results will be announced in Singapore.

Prof. Janet Wasko, University of Oregon, School of Journalism and Communication, Allen Hall, Eugene, OR 97403, United States.

PROCEDURE FOR POSTAL VOTING FOR THE EXECUTIVE BOARD

GENERAL PRINCIPLES

- All current voting principles are maintained, in particular free candidacy for all elected offices first past the post system
- A technical Election Committee composed of three members appointed by the International Council will oversee the postal voting procedure and a Tellers Committee will process the ballot

CANDIDACY PROCEDURE

- Each candidate, who must be a paid-up member of IAMCR, should be sponsored by five paid-up

members of IAMCR from at least two different countries

– the notification of candidacy (and 100 word vitae) must be sent by her/him by registered letter only and be received by the Technical Election Committee 90 days before the General Assembly – candidates can only apply to one category of office of the Executive Board.

POSTAL VOTING PROCEDURE

All paid-up members of IAMCR will receive the following material which will be sent no later than 60 days before the General Assembly.

one ballot paper containing the names of all the candidates for each position vitae of each candidate
one voting envelope for the returned ballot paper
one pre-printed return envelope

Members should sign over the backflap of the return envelope, which must be received by the Technical Election Committee no later than 21 days before the General Assembly.

TIMETABLE AND PROCEDURE FOR PROCESSING THE BALLOT

– A tellers Committee of seven members already present and registered for the Scientific Conference will be randomly drawn under the supervision of the Technical Election Committee just before the ceremonial opening session, on the evening preceding the first day.

– the Tellers Committee will process the votes brought by the Technical Election Committee during the first day of the Scientific Conference

– the Tellers Committee will announce the result of the ballot on the same day.

NB: Unsuccessful candidates for the Executive Board may still apply for election to the International Council, which will take place under current voting procedures on the following days of the Scientific Conference.

Speaking for the voiceless

“In future tense” was the title of the first round table discussion of the Graduate Students Network. And this is what all this is about : the future.

‘On the last day of the Leipzig conference members of the International Council who were still present sat down and let their visions about the future of the IAMCR fly’ writes Ulla, but others too. But this meeting was only open to those who already can speak.

Therefore if we are honest and really look for ways to project IAMCR into the future then we have to restructure its own fundamentals. We cannot talk about glasnost if discussions are not accessible and not transparent. The graduate students network, renamed to junior scholars network in order to become even more inclusive and demonstrate a year of existence in the IAMCR but also a year of development, would have liked to have had the opportunity to participate in the International Council and present its ideas.

Yes, IAMCR needs to open up and invite more women, more young people, more academics coming from less privileged parts of the world even within the privileged part of it. In other words IAMCR has to become the organisation with a truly international character and include the vast majority that is being excluded one way or another. But this has to be done in practical ways. An ideal discussion will not emancipate anyone: it is its practical? aesthetic? creation that will (Lash).

I agree with and therefore will not repeat the request for regional associations, academic activity and conferences that would meet every three or four years internationally. This allows students and academics or institutions with low budget to participate in the big conferences.

The organisation of the conferences should be done in a transparent way: junior scholars have offered translation services and administrative services in exchange to accommodation and fees - an offer that was turned down. Junior scholars asked for lower fees in conferences in order for them to be able and participate - still no change. Accessibility is the main request: it is unfortunately as simple as that institutions are reluctant to pay for their graduates to participate in such high cost events, juniors usually lack the means, less and less new members are able to be physically present.

At the same time IAMCR should reconsider its mission in this world. Is it a club of academics who read and speak for internal consumption? Or is it an organisation where intellectual work is promoted and universal values are protected and campaigned for? We need to bring IAMCR in the forefront of the battle for the protection of human rights and democracy: after all we are the scholars of communication, of the exchange of information and ideas that comes down to the very basic right of being, as existing, without fear, the right of being respected as a human, as an organism of this world, the right of listening and speaking and believing. Only then would IAMCR gain its importance as a international organisation worth consulting.

In this process I would like to ask you to accept, to invite young scholars to contribute, in a meaningful way that would be recognised and credited for.

Let us move beyond the 'ideal' dialogue - let us create.

Katharine Sarikakis

GO OR NO GO? IAMCR as NGO

IAMCR has been preoccupied, for several years now, by internal soul-searching. At the same time, however, we have largely lost sight of our position in the wider scheme of things. What, for instance, is our standing with Unesco? We have been told that IAMCR enjoys the highest standing accorded to non-governmental organizations (NGOs) by this inter-governmental body. But that is not quite true.

From the mid-1980s to 1995, largely due to the representational efforts of Jim Halloran, Cees Hamelink, myself and others, Unesco classified IAMCR as a to category ("A") NGO. Most of the almost 600 NGOs associated with Unesco were classified "B" or "C". Some 50 were in "A", and we were there as one of three coming from the field of media and communication; the other two were the International Council for Film, Television and Audiovisual Communication, and the International Federation of Journalists.

The situation changed drastically in 1995, when Unesco decided to abandon categories "A" - "C" and replace them with a new classification of three types of relations: (1) formal associate relations, (2) formal consultative relations and (3) operational relations. The new ranking again reflects the closeness and

efficiency of the relationship with (1) being the highest and (3) the loosest. By 1997, when the new classification was applied, Unesco has made a comprehensive review of all associated NGOs. IAMCR made a submission to that review, detailing its structures and activities.

The outcome of Unesco's review (Unesco 29C/5, 1997) was that 133 NGOs were dropped for failing to respond and more than 100 others were classified only provisionally. Those classified were divided as follows:

Type of relation	Total NGOs	
Media/Comm NGOs		
(1) formal associate relation	16	nil
(2) formal consultative relation	63	16
(3) operational relation	156	19
Total	235	35

IAMCR failed to make (1) but neither did any other media/communication NGO. Instead it is listed in type (2) — a group including such others as AMIC, IFJ, IIC, IPI, AMARC and the World Press Freedom Committee. Thus it is only partly correct to claim that we are "in the highest category".

Why did we fail to make the top ranking? Because we are neither sufficiently heavy duty nor clearly an umbrella organization, like the International Council of Scientific Unions or the International Social Science Council. The International Federation of Information and Documentation and the International Federation of Library Associations and Institutions, both of which are information-related NGOs in category (1), could perhaps be considered communication NGOs in a wider sense, thus making two instead of nil, but IAMCR would not be one of these chosen few.

The old categories only required wide geographical representation, which IAMCR had and still enjoys. The new criteria, however, require that type (1) NGOs have a federal structure. Despite the fact that IAMCR has in its Statutes a category of associate members (AMIC, ICA and IIC among others are our associate members) for which Hamid Mowlana and I tried to argue, we did not pass this test. To do so, national, regional and international associate members would have to be incorporated more formally into the Association's structure and governance. For example, regional organizations such as ACCE (Africa), AMIC

(Asia), ALAIC (Latin America), ICA (North America) and ECCR (Europe) might have "ex officio" seats on the International Council. There are a number of such possibilities.

Some might question whether IAMCR needs to be legitimized by Unesco recognition. Clearly it doesn't, any more than Unesco needs the imprimatur of IAMCR. Nevertheless, the world cries out for better media and communication, a better life for its peoples and better research on the link between the two. NGOs, like IAMCR, have unique and vital contributions to make to that cause. JOURNET, the new global network for professional education in journalism and media, is a splendid example of what can be achieved through co-operation between IAMCR and Unesco.

Our loss of standing in the eyes of Unesco is symptomatic of our wider loss of touch with the world. All researchers have to pass the tests of external appraisal. We are no exception. We can no longer pretend to be a club of individuals enjoying each other's company somewhere around the world every year or two. We need to accept the reality of the times and the opportunities of new technology, meeting in our regional associations annually or biannually, with world assemblies only every four or five years. Meanwhile, IAMCR as an umbrella organization, could co-ordinate and serve as a clearing house for the regional associations. And, all the while, a dynamic program of research and publication could flourish in cyberspace, rooted in a series of thematic networks which would grow out of the current sections and working groups.

This story was written as a factual explanation of our Unesco relations, but you see how that led me to present a long-held vision for the future of IAMCR. Lesson: you cannot — and should not — separate bureaucracy from reflection and vision.

Kaarle Nordenstreng

UNESCO: High point in relations with IAMCR

Kaarle Nordenstreng's "GO OR NO GO? IAMCR as NGO" makes an inaccurate and misleading assesment of IAMCR's relations with UNESCO. IAMCR enjoys "formal consultative relations" with UNESCO under the new category which

entitles the association the same benefits as was with the old "A" category during the Cold War era. Under the new classification IAMCR shall keep the Director-General of UNESCO regularly informed of those of its activities that are relevant to UNESCO's programs and of the assistance given to them to the achievement of UNESCO's objectives; at the Director-General's request give advice and provide assistance in connection with consultations on the preparation of UNESCO's program; contribute to the execution of UNESCO's program, including the agenda of the meetings; submit to the Director-General's periodic report on its activities, its statutory meetings and the support it has given to UNESCO's action; contribute substantially to the preparation of the sexennial report by the executive board of the general conference; and send representatives at the highest level to the Conference of Intergovernmental Organizations and contribute to the deliberation of the General Conference. This is indeed a long list of activities that puts us at the highest possible consultation status with UNESCO given the category of NGO which we are.

Our relationship with UNESCO has never been as high as in the last several years. We have enjoyed generous UNESCO financial support to bring many of our colleagues from the less-income countries to our conferences and through grants from UNESCO we have supported many workshops and publications including a special issue of the Journal of International Communication on human rights. UNESCO had to abandon the old categories A-C simply because many NGOs were not active under these categories and the classifications were inherited from the post-Cold War era where NGOs classifications were heavily influenced by political leanings and considerations. The fact that representatives of UNESCO as well as the director of the communication division of that organization have participated in our recent conferences and have supported many of our workshops speaks for the high level at which IAMCR is regarded in UNESCO. We should take advantage of the opportunities offered to us not only by UNESCO but by the score of other International Organizations with which we have formal relations. The question is not what UNESCO can do for us, but what we can do for ourselves. The important thing is to have a positive attitude and be forward-looking.

Hamid Mowlana
Past President

Not a bastion of power but a marketplace of ideas

On the last day of the Leipzig Conference, members of the International Council who were still present sat down and let their visions about the future of the IAMCR fly. We were advised to 'go wild' and then report of our visions in the Newsletter. So here it comes, my vision about my ideal IAMCR in the 21st century.

My IAMCR is a wide, flat but deep organisation. Its administration is decentralised in such a way that its regional associations and sections are able to operate freely. The main role of the 'central administration' is that of a clearinghouse of information and a flagbearer for the interests of the field towards the outer world. It could be viewed as a global trade union of media and communication researchers, while substance activities concentrate to working groups. It is the duty of the headquarters or its decentralised units to collect information about members, their research interests and ongoing research projects world-wide and to organise and update this kind of directory information. The headquarters should also handle the funds collected as membership fees. Additional funds are collected e.g. via IAMCR research and book projects to enable members with limited resources (from the so-called South, women, young researchers) to be active in the association's operations. Transparency is respected in all financial actions. Not a single committee is established unnecessarily, because we respect each other's work and the time it demands.

My IAMCR has regional associations all over the world. It also has a few sections and dozens and dozens of working groups, which emerge and disappear according to the interests of the members. Working groups compose the heart of the association, its most important unit. Working groups can be overlapping and based on varying logic, and they have a loose link with one or several sections. Working groups can carry out research projects. Anyone who wants to establish a working group is able to do so, but in order to get their share of the membership funds, they have to report of their activities to sections on a regular basis; sections again report of working groups under their umbrella to the headquarters.

Sections are predominantly administrative and information gathering units but they can also organise meetings, seminars and conferences independently. Sections publish newsletters, journals, and books. None

of the present sections continue because they are outdated in their approach. The new sections are not many, and they are based e.g. on such rough categories as sender-message-receiver, methods maybe; borderlines are few and flexible. Media researchers, speech communicators, and researchers of organisational communication are all welcome in the exercise, and they mingle freely in the working groups.

A living professional association needs both debates and cohesion. My IAMCR is responsible for several book series, a newsletter and at least one journal. The Internet is naturally also used as a channel for information; discussions on the global level are hardly possible, but net debates are encouraged within the working groups; all postlists and www pages are moderated in such a way that temporary 'spirals of silence' a la the Womennet are not possible — but debates found relevant by participants hardly die out, either.

The role of regional associations varies according to regional needs. In any case, regional associations form a link between national associations or institutions and the IAMCR. My IAMCR organises big conferences only once in four years; a variety of regional conferences, section seminars and working group meetings are arranged in the meantime. Conferences are big occasions, well planned but not luxurious; the IAMCR meets where we come from: in university halls. Participants live in dormitories. Thematic plenary debates catch considerable attention, because the themes are well chosen and decided just before the conference in order to meet present challenges of the researcher community. And in the evenings, we have fun and get acquainted with local cultures.

The conferences are big shows, while the core of IAMCR professional activities takes place in working groups which organise projects and seminars and try to give as much as possible to the ordinary members of the organisation. Hence the majority of activities happen outside the conferences, but conferences are needed as a global marketplace of ideas and an arena to make contacts, which then are followed up accordingly, in working group activities and via the Internet. The possibilities offered by the Internet are taken seriously. All conference and seminar papers are put on the Internet and discussed there; hence even those who are not able to travel to such occasions are able to get something out of these exercises.

Ullamaija Kivikuru

The future starts in Singapore

The final session of the International Council meeting in Leipzig lacked a quorum but nevertheless conducted a wide-ranging discussion about the future of the Association, drawing on ideas put forward in both academic sessions and business meetings during the Leipzig conference and including proposal for possible inclusion in the program for Singapore 2000.

The council members present were unanimous in their perception that the Association and its Sections need reviving. They need to attract more and more vigorous members. They need more women. They need a greater presence in developing nations. They also need to revitalise their academic agendas. The meeting applauded the performance of the Students' Network in Leipzig, Glasgow and the period between those meetings. It saw that group as a clearly promising node for future growth. It further looked for ways to open up and invigorate conference programs.

Observing that many long-established events, such as the Edinburgh (Arts) Festival have been greatly enriched and stimulated by fringe activities, that provide the kind of intellectual and cultural "transgression" that Annabelle Sreberny had called for in the final plenum of the Sydney conference, the meeting suggested that the organisers of Singapore 2000 might consider providing a space (both temporal and geographical) in which all comers (including new and nascent interest groups) might "put out their shingle". This would be more substantial than the traditional poster session, now familiar to conference goers in North America. It would necessarily (even desirably) be somewhat chaotic with contenders first competing with one another to book time and space but then free to mount *ex tempore* events in any vacant spaces and times. Thus might new or previously neglected areas attract attention.

In similar vein, the meeting noted that communication and media were (as Denis McQuail observed years ago) fields of practice and performance just as much as they were bodies of knowledge. And, given the exhilaration of the cultural entertainments which had been provided in Leipzig, it was suggested that this energy could well be incorporated into the conference program. So, in addition to traditional papers, panels and plenary presentations, there should also be space for more innovative performances, as part of the academic agenda. One suggestion was for live and genuine debates on

contentious issues, either in addition or as an alternative to the current set-piece panels and "discussions". Likewise, there should be space for the display and discussion of student work in the field - such as video and audio production, multimedia constructions and writing (both journalistic and more freely expressive). God forbid that we should put journalism either in opposition to or as a category of "creative" writing, or sound or video! We might even give this exhibition the incentive of one or two prizes.

Media and communication practice, and hence education for that practice, is increasingly affected by new technology. So too is research in this field. It was therefore suggested that a substantial exhibition of that technology (both hardware and software) be included in IAMCR conferences (as we now have book displays). To be fully effective, these displays would need to provide an opportunity for hands-on "play" by delegates to help them learn what the technology is capable of enabling them to do. This might provide an additional revenue stream for the conferences, as well as improving their communicative power. E-mail and Web access were considered highly desirable, if not necessary, for delegates.

Two points were picked up and reinforced from earlier International Council sessions. One was the Section Heads' unanimous belief that coherent and compatible websites are needed across the Sections. This would raise their profile to both the world academic community and the communication and media industries. It would also enable conference programs and papers to be published internationally ahead of time and allow conferences to get on with the more important task of discussing and pondering their content instead of spending all their precious time listening and reading. And, furthermore, it would relieve the pressure on our publications policy, especially in regard to journals. The widely respected and highly successful *Journal of International Communication* is inundated with a backlog of submissions and unable realistically to cover the whole range of association interests. This will require concerted action within the Association. The second point was the urgent need to equalise the burden of membership subscriptions by adopting a policy based on ability to pay. This too is an urgent matter for the whole Association. As is the need to streamline the currently cumbersome structure of boards, councils and committees.

We trust that our Singapore colleagues will, with their usual efficiency, take on board as many of these ideas

as they can for the Singapore 2000 conference and provide adequate time and space for us to address the longer-term issues affecting our future.

Frank Morgan

Notes on IAMCR's Future

As a relatively new member of the International Council, I hesitate. Despite this, I will honor Naren Chitty's request that those attending the last meeting of the International Council in Leipzig "pen a few lines" addressing the future of IAMCR. My few lines will address two topics. First, among the important issues facing the Association is Section review. The work done thus far has been useful, and if closure was not found in Leipzig so be it. Among the accomplishments of the Section Review Committee's report I count progress towards a policy that includes ongoing Section review, and dissolution when necessary, in addition to previous policy related to establishing Sections. An association such as IAMCR needs such a policy, and on this matter the Section Review Committee's ideas were sensible.

Among the problematic elements I must count what I saw as the somewhat arbitrary suggestion of a limitation to the number of Sections, and further suggestions for combining specific Sections. These proposals were actually withdrawn during discussions of the Council amid discussion on the topics that IAMCR Sections should cover. Wolfgang Donsbach contributed a number of key observations in his remarks about the kind principle or "Theory" that might be used to rationalize Sections. My own view is that such a theoretical discussion serves admirably to highlight the complexity of the matter, but that the care and feeding of Sections must in practice be an "organic" process arising from the activity of members. Where there is energy in service of a specific subject Sections will form, and where not they will wither. That said, it does seem that certain topics are under represented at present. And here my own proposal would be that perhaps the Association's recent attempts to network with other communication related associations could be made to serve this need. If IAMCR members would like to see under represented topics addressed, they might try to co-sponsor projects with groups from other associations, either at IAMCR or other conferences. Build momentum that can feed back into IAMCR in the form of intellectual vigor or new members, or both. But,

again, this activity can only be produced through member initiative, not legislated.

Second, this and other issues facing the association, such as budgeting, conference locations, conference venues and so on must actually be determined in part within the context of the Association's overall mission. Thus mission was another topic much discussed in Leipzig though not always in official Council meetings. The Association played an important role during the cold war in preserving and facilitating intercourse between the East and West. Now that the cold war is over, perhaps it is time that IAMCR's mission should revert to its original, United Nations, type ideals. In other words the question of mission has an answer ready to hand in the ideals of fashioning a global community, serving not the East, or West, but serving all the world's communities, in the name of the scholarly and professional needs of the human community for communication. If the Association must readjust its mission in the post cold war period what more appropriate and laudable mission could there be than this?

Tom Jacobson

News Item on Graduate Student Involvement in IAMCR

Graduate students involved in IAMCR have over the past few years sought to make the organization more attentive to their needs. In Glasgow they elected a spokesperson, Katharine Sarikakis, from Glasgow Caledonian University in the UK. They have also constructed a web presence that is accessible through a link to the IAMCR home page. The aim of the Graduate Student Network is, in the words of their promotional pamphlet: [quotation indented.]

"... to bring young academics together, to create and maintain lines of communication with researchers internationally, to promote universal values of solidarity, peace, equality and respects, to work on new ideas for research and teaching and to create an umbrella for future projects that are related to the study and analysis of communications."

In Leipzig they organized a roundtable discussion and, getting to the point, approached Council members informally inquiring about the possibility that there could be a graduate student representative on the Council. The purpose of this representative would be to facilitate the flow of information in two directions,

i.e. to represent the interests of graduate students to the organization at large, and also to more effectively transmit information about the operations of the Association to graduate student members. Thus a proposal was made to the Council that a graduate student representative be made a permanent position on the Council. This proposal was favorably received in general discussion. The President embraced it, met with their spokesperson, and has taken it under formal review. During the coming year the Executive Board will study any necessary requirements, including a possible change in Association bylaws, in order to make this possible. It is intended that appropriate action be taken in Singapore.

Tom Jacobson

Room for Views in reviews

In a dark moment, between overcast council meetings in Leipzig, a frustrated and despondent colleague complained that IAMCR had become "an association for mis-communication". Media did not even rate a mention. Nor did research. For this person, communication is as much about establishing and maintaining communities, display and making sense of the world around us, as sending and receiving messages. The Association is not. The membership is declining and ageing, the demand for conference papers and proceedings is slack, funds are tight and four fifths of the world are excluded by cost.

Fortunately, by the end of the Leipzig conference, IAMCR's academic and business agendas had intersected. The dark stuff happens but so does the bright. Vincent Porter (UK) reminded us that research is supposed to give us something to teach, as well as something to learn. Lamenting "the lack of passion and excitement" in IAMCR, Farrell Corcoran (Ireland) imagined more relevant, appropriate and productive approaches to research. Polycarp Ochilo (Kenya) reminded anxious Europeans that, just as national and cultural difference had once helped the rest of the world to resist European colonisation, so humility and globalisation could now help them resist US colonisation of their media and their scholarship. The student network quietly demonstrated its political savvy, its academic prowess and its commitment to the future of the Association. I heard echoes of Jim Halloran, Manji Pendakur and Annabelle Sreberny in Sydney calling for less wanking and incestuous

self-absorption and more enterprising, exhilarating and "transgressive" engagement with the field (dare I say, "the world"?). I began to see hope for a more balanced and equitable Association. One which included more young people, more women, more of our colleagues from "the south", or whatever you wish to call the vast majority of the human race; and one which put more store by media and communication themselves than by some fairly problematic research traditions and methodologies.

I remember once being driven hell for leather up a US freeway by a generous and inquisitive host. With his intense eyes fixed on mine, he asked whether I could see what he was driving at. All I could see was hurtling traffic and certain death. Some of the debates in Leipzig (as in Glasgow, Oaxaca and Sydney) provoked similar anxiety. Farrell Corcoran's reflection on the methodologies drawn dubiously regional representation. Many wonder about the vigour with which existing Sections guard their turf, only to ignore all boundaries when they compile their conference programs. Others wonder why we do not make more and better use of new technology to perform and publish our work, and to invigorate the Association. Why don't we have more than one journal? Why not a sliding scale of membership fees based on ability to pay? What do we want out of the Association? And, perhaps more importantly, what do we have to put into it?

The Committee of Review has to report to the President by 1 January 2000. I have already (as I was asked to do) invited Section Heads, other members of International Council and the Section Review Committee to let me know whether they wish to join the Committee or be respondents to it. I now invite every member of the Association to reflect on its future and to contribute their views to this review.

We have room for your view.

Frank Morgan,

Convenor, IAMCR Committee of Review.

Department of Communication & Media Arts, The University of Newcastle, 2308, Australia. e-mail: fmorgan@mail.newcastle.edu.au

Fax: +61+2+4921 6944

Virtually yours

I am very interested to read the report of the Commission on the Future of IAMCR, which I originally proposed when I was on the Council. I believe that Aggrey Brown and his commission members will contribute greatly to these deliberations.

In my humble opinion, IAMCR is too fixated on physicality. International Council meetings only take place face-to-face. Papers are presented only at great expense of travel. Our scientific congresses only take place in physical space.

Some six years ago I proposed that our Association virtualise much of its operations. Today this kind of virtual organisation is a practical reality in many other organisations with which I'm associated. The comment that some members would be excluded because they do not have Internet could be solved with a net-to-fax distribution gateway, whose small costs could be cross-subsidised. The Secretariat could key in the very few messages that would arrive in letter form from non-connected colleagues.

We should have mediated scientific congresses on the Internet. Perhaps the Communications Technology section could demonstrate how easy and fruitful this can be. We should produce an online scholarly journal in pdf format. We should have online payment mechanisms for dues.

Most importantly, we need leadership with broader visions. We should not tolerate "territoriality" but encourage inclusiveness within a framework of theoretical rigor. I fully support Wolfgang Donsbach's efforts to classify sections theoretically, but this will be only partially successful and we shouldn't fret about it (Wolfgang's effort) if this is impossible. It is never too late to innovate.

Howard H. Frederick

Rejuvenating IAMCR

I refer to your plea for feedback from members to rejuvenate IAMCR. Here are a few points to think about.

1. Structure: IAMCR's structure needs radical change. Elections to each office must occur at every biennial conference of the association. Section heads should be elected by mail ballot, not by a few present at the business meeting.

2. Clean up the committees: Take the example of the publications committee. A few people seem to dominate this committee in perpetuity.

3. Publications: It's essential for IAMCR publications to keep to a regular publication schedule. Just like in other associations, the editor/s of the association's journal/s must present a platform at each biennial meeting and be re-elected or elected.

4. Fee structure: Introduce a membership fee structure based on the country of residence of the prospective member. Use the World Bank classification of countries: High income, Upper middle-income, Lower middle-income, and Low income.

5. Communication: Maintain a Web site that someone must update at least once a month. Office-bearers must make it a point to respond to messages from members. This may be arduous but that's the territory that comes with the office. Those who cannot correspond should not hold office.

6. Conference papers: Introduce a peer review process. Section heads should mail the paper proposals or the papers to qualified members to determine the quality of the presentation.

Shelton Gunaratne

Theorising sections

What could a "theory of sections" look like? I suggest that any discipline can be structured according to the following dimensions: Object, problem, theory and methods.

First, other than the natural sciences and the well-defined fields within the social sciences (like psychology or sociology) the field of communication is almost without boundaries concerning its object. Communication is involved in almost any process in life which makes it difficult to define the borders of the field. This, of course, also affects the possibilities for clear internal substructures. However, some of our sections get their identity from the object of investigation: Communication Technology, History, Law, Community Communication, Political Communication, Documentation & Information Systems, International Communication.

Second, another possible dimension for distinction is through the problems that are sought to be solved by the discipline. In medicine, for instance trauma research, and clinical psychology are defined by solving a specific problem. IAMCR has defined at least five sections by problems:

Gender and Communication;
Participatory Communication;
Media Education Research;
and Professional Education.

Third, a discipline can be subdivided by different theories. Again different from neighboring fields, the field of communication lives to a great extent from adapting and employing methods and theories from other disciplines. Psychological theories about information processing, or sociological theories on group behavior are cases in point. This makes us much different from, for instance, sociology where different theories are developed for different objects (e.g. macro and micro sociology). We have different theories for the same object, for instance, sociological and psychological approaches to the study of media exposure or effects. I think we have two sections that are defined by their theoretical approaches, the one that I am chairing, sociology and social psychology, and political economy (although the latter could also fall into the fourth category.)

Fourth, one can divide a discipline by different epistemologies. Psychology is a case in point although psychoanalysts and behaviorists would rather see themselves as two different fields. "Quantitative vs. qualitative" is only one denomination of the different schools of thought in communications. This problem we share with most social sciences though not with the natural sciences and the greater part of psychology. We have these divides within sections although probably each of our sections has a "dominant epistemology". As mentioned above, political economy (understood in the traditional sense of the word) could be listed here.

For historical reasons there are probably only few disciplines that have developed a consistent way of subdividing themselves and for some (like Law) it is easier than for others like us. Nevertheless, the

committee could have given some thoughts on these

problems. Our current structure, and also the one among the eight undisputed sessions, has elements of each of the four dimensions.

One could argue: if all important objects, problems, theories and epistemologies are incorporated that way one can live with the inconsistency. But they are not. We have certainly more objects than the seven mentioned above (for instance media content, audience exposure, media effects), more problems than solving the role of women, citizens' participation, media education and how journalists are trained (for instance globalization, media policies), more theories than sociology and social psychology (for instance political or economic theories), and there are more methodologies than neo-Marxist political economy.

I do not have a solution to this complex problem. All I know is that our current dealing with it in the association is insufficient and leads to arbitrary results. For instance, theoretically we have not one section that deals with professional journalists, their role perceptions, impact on news decisions etc. Only when the Professional Education section extends its mandate as defined it would deal with it. If you merge this section with media education you move its identity even further away from journalism.

We have no section that deals with exposure research. Where in our association would you locate cognitive dissonance, uses and gratifications, mood management and other theories of selective exposure?

Where would you locate media effects theories? I know that Political Communication or Participatory Communication are dealing with it. But do they cover the whole range and where would a researcher go who has investigated media effects in the nonpolitical realm and without a participatory paradigm? Actually, in the past the sociology and social psychology section has dealt with both broad fields probably more than any other section. Or, where is personal communication, organizational communication?

Wolfgang Donsbach

IAMCR INTERIM TREASURER'S REPORT

Submitted by Annie Méar, Université de Montréal

Leipzig, Germany, July 1999



Balance Sheet Commentary

This is the first Treasurer's report I am submitting to the Executive Board and the International Council since the President asked me to act as Treasurer in September 1998. I agreed to serve the Association as Acting Treasurer until the next General Assembly in Singapore in July 2000. I am essentially fulfilling the duties previously carried out by Gertrud Robinson who was elected Treasurer of IAMCR in 1992. She served the Association in that capacity from 1992 to 1998.

Financial Statements

The IAMCR financial statements indicate, that, as of June 30, 1999, our association has total assets of 91 281 \$. These assets consist of 51 281 \$ in cash and a term deposit of 40 000 \$.

1. Revenues

In the past eleven months, since August, 1998, IAMCR had revenues of 50 048 \$. The bulk of those revenues came from membership fees which amounted to 46 459 \$. The balance consisted of the following items :

- 1) 800 \$ from mailing list rentals.
- 2) 800 \$ from advertising income.
- 3) 1 989 \$ from interest income realized on the 40 000 \$ term deposit.

Last year, during the same time period, we had revenues of 52 509 \$ from membership fees. The difference in membership revenues realized in 1998 and 1999 reflects a drop of 6 000 \$ which can be attributed to the fact that this is not the year when we have our General Assembly. The 6 000 \$ drop in membership revenue is consistent with past experience, which shows that not as many people renew their membership in the years when we do not have a regular conference and a General Assembly.

2. Expenses

As far as expenses are concerned, for the fiscal year 1998-99 we had total operating expenses of 47 495 \$. For the same period in 1998, the total operating expenses amounted to 51 096 \$.

In July 1998, the General Assembly approved an operating expense budget of 52 000 \$ for both fiscal years 1999 and 2000. For the fiscal year ending in July 1999, we are going to be operating within the limits of the proposed budget.

3. Grants and University Contributions

In 1998, IAMCR received two grants to help cover the travel expenses of third world country members to Glasgow. The grants came from the following agencies :

1. SIDA (Swedish International Development Agency) which contributed 9 290 \$ to cover the travel expenses of 7 low income country members.
2. UNESCO which contributed 25 000 \$ to cover the travel expenses of 15 third world members as well as the publication expenses of a special issue of the *International Journal of Communication on Human Rights*.

When considering IAMCR's operating budget one must also take into account the indirect contribution of Universities which agree to house some of the activities of IAMCR. The University of Barcelona for example provides an office as well as the salary of a full-time administrative assistant to the President; American University provides an office as well as the salary of a part-time administrative assistant for the Past President; Macquarie University provides an office as well as the salary of a part-time administrative assistant for the Secretary General; the Université de Montréal provides an office for the Treasury; the University of Tampere from where the *Womennet* operates; several other universities provide the Presidents of Sections with the necessary facilities to carry out their respective duties.

Membership Growth and Distribution

Let us now look at the membership growth and distribution.

1. Membership growth : Table 1 shows that as of June 1st 1999 IAMCR has about 524 individual members. For 1999, we also have 74 institutional members (= 692 individuals). In 1998 we had 606 individual members besides the 93 institutional members (= 907 individuals); in 1997, we had 543 individual members besides the 92 institutional members (= 849 individuals); in 1996, we had 631 individual members besides the 103 institutional members (= 908 individuals). We notice that there is a consistent drop in the year when there is no regular scientific conference and General Assembly.
2. Distribution by category : Table 2 shows the distribution of members by category over the past four years. Once again we notice that the numbers are higher in the year when we have a General Assembly both for regular members as well as student members. In the low income category, the numbers have remained virtually constant for the past two years (52 and 53 respectively).

3. **Distribution by region :** Table 3 shows the distribution of members by region. We notice that Western Europe (164) and North America (161) still have the most members. However, industrial Asia and Latin America have a significant number of members and we should definitely make every effort possible to increase the number of members in Africa, the Middle East and Eastern Europe. Table 4 provides a list of the 80 countries where we have members.
4. **Distribution by gender :** About one-third of our members are now women (35% women and 65% men). Women also seem to have more and more influence in the governing bodies : The Executive Committee has 4 women out of a total of 10 members; the International Council has 15 women out of a total of 28 members.

Credit Card Use

Credit cards are now widely used by our members. Our statistics show that :

1. Credit cards (Visa and AMEX) are used by almost 50% of our members. We are now looking into the possibility of accepting MasterCard and EuroCard in the near future.
2. The convenience of credit card use seems to outweigh the small additional charge which the association has to pay for this service (2% for Visa and 3,4 % for AMEX).
3. The credit card option increases staff cost, as each transaction has to be individually registered and approved by the relevant office before it can be processed.

Conclusion

In summary, I think our association is financially sound. The decentralized mode of operation with the Office of the President in Barcelona, the Secretariat in Sydney and the Treasury in Montreal seems to be working more and more efficiently. We should however attempt to increase the number of members from all regions of the world, but particularly from low-income countries, in order to be able to continue to promote our association as the truly international association of communication researchers and to be deserving of the special status that UNESCO provides for IAMCR.

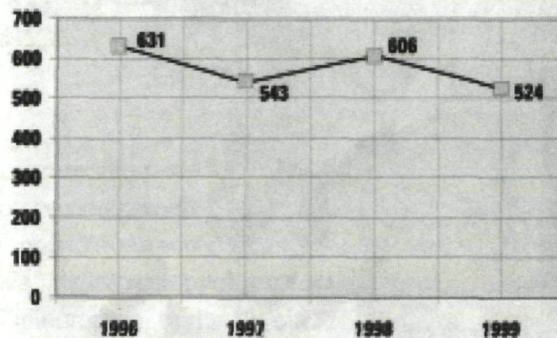
Tables related to the Treasurer's Report

Table 3
Individual members distribution in the world
(1996-1999)

	Industrialized Countries			Non-Industrialized Countries					Total
	Industrialized Asia	Western Europe	North America	Latin America and The Caribbean	Asia Industrialized	Eastern Europe	Middle East		
1996									
Regular	81	103	126	11	30	8	8	14	377
Student	11	20	24		5	1		2	73
Emeritus		2	2						9
Life		7	8		1	2			12
Low Inc		8	1		8	19			50
Total	92	140	161	16	44	11	10	16	314
1997									
Regular	32	128	127	19	47	12	18	28	404
Student	14	18	24		6			2	64
Emeritus		8			1			1	11
Life		7	4		1	2			14
Low Inc	1	8	1		8	24	11		55
Total	47	162	156	19	63	38	29	31	454
1998									
Regular	88	138	117	8	24	8	8	18	387
Student	18	4	20		2			1	41
Emeritus		11			1			1	13
Life	4	8	2		1	2	1		18
Low Inc		2	2		8	21	22		53
Total	110	163	139	8	36	11	31	21	352
1999									
Regular	88	121	148	19	28	12	1		408
Student	3	17	28		2				40
Emeritus		11			1			1	13
Life		5	2		1	2	4		18
Low Inc	17	4	2		11	24	20		68
Total	118	158	178	19	42	38	25	1	437

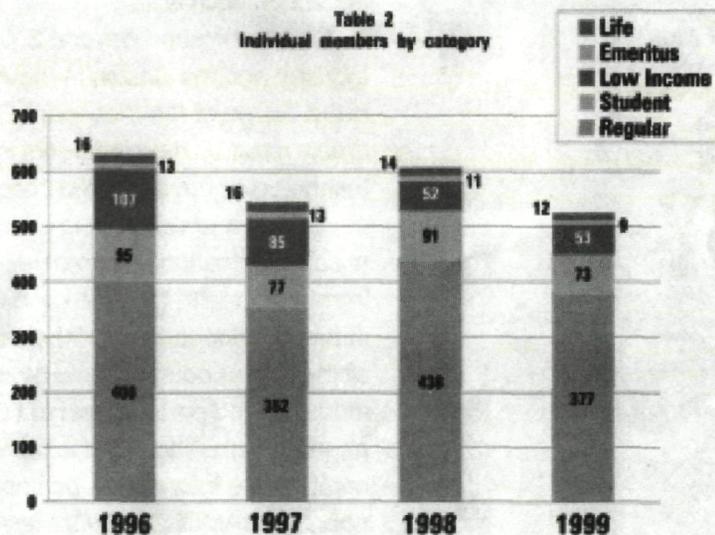
June 1st 1999

Table 1
Individual members



June 1st 1999

Table 2
Individual members by category



June 1st 1999



“Having recently taught in the School of Communication Studies at Nanyang Technological University in Singapore, I urge my IAMCR colleagues to come to the 2000 Conference. What better place to explore the new media and their impacts than on the ‘Intelligent Island’, which offers one vision of the future technology city.”

Everett M. Rogers, PhD, Regents' Professor, Department of Communication and Journalism, University of New Mexico; former President of International Communication Association (ICA)

communication beyond 2000

technology, industry and the citizen in the age of globalization

22nd IAMCR General Assembly
and Scientific Conference

New media technologies have revolutionized communication. A global communication network has emerged causing fundamental shifts in how we think about society, culture, community, information, commerce, citizenship and civil society. As the new millennium approaches, it is crucial that we develop frameworks for understanding these shifts and their potential impact on society.

'Communication Beyond 2000: Technology, Industry and the Citizen in the Age of Globalization' is the theme of the Singapore Conference. This is a timely issue as developments in new information technologies have created uneven results for developed and developing countries. Developments in communication technologies have brought immense wealth to some countries, particularly those in the developed parts of the world. However, many of the poorer countries and even some people in the industrialized parts are yet to be touched by this phenomenon. The world is being drawn into two camps—the information rich and the information poor. The IAMCR 2000 Conference will be addressing these and other pressing issues.

New Asia—Singapore

New Asia—Singapore expresses the essence of today's Singapore: a vibrant, multicultural, sophisticated city-state where tradition and modernity, East and West meet in comfortable companionship.

In many ways Singapore is the perfect place for the newcomer in Asia—it is tropical, colourful and multi-racial. Singapore's reputation as a gourmet's paradise is well-founded: from traditional local fare to international cuisine to New Asia cuisine—a deliciously innovative blend of East and West. Mention Orchard Road and immediately shopping springs to mind. The main belt stretching from the length of Orchard Road and extending beyond to the Marina area is lined with shopping malls. Besides the legendary shopping and dining, the island republic offers an exciting array of cultural and entertainment activities—ranging from traditional shows to modern international class night spots. July and August are also the months for activities such as the Great Singapore Sale—a shopping extravaganza.

The climate is generally sunny and warm and light tropical clothing will suffice. Temperatures range from 31 degrees Celsius in the day to 23 degrees at night.

“Singapore promotes itself as the intelligent island. It is. Within a small geographical area, Singapore combines rich multicultural traditions with state of the art technologies. After inventing itself as a manufacturing and distributive hub, Singapore has turned to information and culture, building a cultural infrastructure that includes a film festival, a thriving local drama scene, fine arts and splendid universities. Great shops, fabulous food and a great sense of going somewhere. Singapore has a lot to offer—on all fronts.”

Brian Shoosmith, PhD
Associate Professor and Acting Chair
School of Communications and Multimedia
Edith Cowan University, Perth, Western Australia

“Singapore's arts scene and nightlife have changed dramatically ... Locals looking for something lighter head to the Sugar Bar ... for a shot of tequila. Or they hit the dance floor at Zouk ... where DJs are often flown in from Europe for the packed weekend crowds.”

Time, 19 July 1999

Entertainment Activities

A whole array of day and night tours is available. There is a tour to suit every taste—whether visiting Singapore's historical sites, a harbour cruise, a tour around a modern housing estate—where some 80 per cent of Singapore's population live—or a visit to Singapore's world-famous Night Safari, you will be intrigued and entertained. In addition, the organisers are planning a series of entertainment activities for the delegates.

Getting around is easy. Public transport is reliable and inexpensive. The MRT (Mass Rapid Transit) links the whole city area and runs from 6am to midnight. Buses are plentiful and run between 6am and midnight as well. Taxi fares are metered and charges are clearly published.

The organizers of the IAMCR 2000 Conference in Singapore are the Asian Media Information and Communication Centre, a premier communication resource centre in Asia and the School of Communication Studies at Nanyang Technological University, an international leader in communication research, teaching and training, focusing on Asia.

“Singapore offers the past, present and future of Asia on a few square kilometres. It's an exciting and intellectually challenging place to discuss issues like Asian and Western values, tradition and modernity, freedom and control, power and empowerment, culture and technology ...”

Jan Smeets, Deen, Faculty of Political and Social Sciences, K.U.Brussel, Belgium

Papers

Papers are invited for the following areas. Papers should be submitted to the respective Heads of Section:

- Communication Technology Policy
- Documentation and Information Systems
- Gender and Communications
- History
- International Communication
- Law
- Local Radio and Television
- Media Education Research
- Participatory Communication Research
- Political Communication Research
- Political Economy
- Professional Education
- Sociology and Social Psychology

“Part 21st century communication hub, part tropical port, Singapore is a green, clean modern center of intellectual life and cultural enrichment. During my year-long sabbatical at Nanyang Technological University, I had a fabulous teaching experience, made wonderful new friends, and ate some of Asia's best food. Definitely worth a visit.”

Mark R. Levy, PhD, Professor and Chairperson
Department of Telecommunications, Michigan
State University

Conference venue

The conference will be held at the Mandarin Singapore, a five-star hotel located in Orchard Road, the heart of the main shopping district. Major shopping centers, food centres, restaurants and entertainment areas are within walking distance from the hotel. This part of the city is well connected to the rest of the island by an efficient transport system which includes taxis, public buses and the Mass Rapid Transit subway. The hotel offers a preferential room rate for participants who sign up for the registration package.



Other hotels

Other hotels offering preferential rates can be found in the Hotel Reservation Form.

For more information on other hotels in Singapore please check the following websites: <http://www.iamcr2000.org/> or www.meet-in-singapore.com/ or www.newasia-singapore.com

Air Travel

Singapore is an important air services hub and is served by more than 65 airlines which connect Singapore to some 150 cities. Singapore Changi Airport is situated about 20 minutes from the city centre and both taxis and bus services are readily available from the airport. The organisers are negotiating with Singapore Airlines for a special rate for delegates.

Travel Documentation

Visas are not required for nationals of many countries, however, it is prudent to check with your travel agent to confirm whether you need a visa.

http://www.mha.gov.sg/sir/travel_tips/visareqs.html

“Singapore is a superb setting for IAMCR first because it is so technologically advanced that it seems well on its way toward a goal of being a paperless society. Last one imagine that the ‘wired’ island-nation is no longer a tropical paradise, think again. After returning to Texas from my Fulbright lectureship at Nanyang Technological University, it was discouraging to realize that I had traded expressways luxuriant with blooming orchids and bougainvillea for freeways lined with dead weeds. I miss Singapore's food too-sumptuous, and inexpensive. Food for thought is bountiful as well. I miss good discussions with my NTU colleagues who will be your hosts, so I'm returning for IAMCR. Hope to see you there.”

Doug Newsom, Ph.D., Texas Christian University, USA, former President of AEJMC
former Fulbright Visiting Professor at SCS, NTU



Preliminary Programme

Pre-Conference

Day 1 Saturday 15 July 2000

09.00-13.00 Executive Board Meeting
14.00-18.00 Executive Board Meeting

Day 2 Sunday 16 July 2000

09.00-12.00 Section Heads Meeting
13.30-17.00 Registration (half day)
09.00-13.00 International Council Meeting
14.00-18.00 (all day)

Conference

Day 1 Monday 17 July 2000

08.00-17.00 Registration (Whole Day)
09.00-10.30 Opening Plenary Session (1)
Communication Beyond 2000:
Technology, Industry and the
Citizen in the Age of
Globalization
10.30-11.00 Coffee Break
11.00-12.30 Plenary Session (2) Citizen,
Civil Society & the Internet
12.30-14.00 Lunch
14.00-13.00 Parallel Sessions*
18.30-22.30 Welcome Dinner (Buffet)

Day 2 Tuesday 18 July 2000

08.30-10.00 Parallel Sessions*
10.00-10.30 Coffee Break
10.30-12.00 Plenary (3)
12.00-13.30 Lunch
14.00-15.00 Parallel Sessions*
15.00-15.30 Coffee Break
15.30-17.00 Parallel Sessions*

Day 3 Wednesday 19 July 2000

08.30-10.00 Parallel Sessions*
10.00-10.30 Coffee Break
10.30-12.00 Parallel Sessions*
12.00-13.30 Lunch
13.30-15.00 Parallel Sessions*
15.00-15.30 Coffee Break
15.30-17.00 Parallel Sessions*
15.30-19.00 International Council Meeting

Day 4 Thursday 20 July 2000

08.30-10.00 Parallel Sessions*
10.00-10.30 Coffee Break
10.30-12.00 Parallel Sessions*
12.00-13.00 Lunch
13.00-15.00 General Assembly
15.00-15.30 Coffee Break
15.30-17.00 General Assembly
17.30-19.00 International Council Meeting

*Parallel sessions for section meetings, academic meetings and working groups.

Registration Fees

Early Bird Registration payment before/on 1 May 2000			
	IAMCR Members (S\$)	Non-IAMCR Members (S\$)	Student (S\$)
Registration Only	695	875	295
1 registration fee with hotel & breakfast (single)	1475	1655	
1 registration fee with hotel & breakfast (twin)	1555	1735	
2 registration fee with hotel & breakfast (twin)	2250	2610	

Late Registration payment from 2 May 2000 to 1 July 2000			
	IAMCR Members (S\$)	Non-IAMCR Members (S\$)	Student (S\$)
Registration Only	875	1055	475
1 registration fee with hotel & breakfast (single)	1655	1835	
1 registration fee with hotel & breakfast (twin)	1735	1915	
2 registration fee with hotel & breakfast (twin)	2610	2970	

Notes:

- Conference registration fee includes admission to all sessions, exhibition, lunches, tea/coffee breaks, conference banquet, abstracts book and 3% goods and services tax.
- Registration plus accommodation includes four nights accommodation and daily breakfast at Mandarin Singapore from 17 to 20 July 2000.
Additional night with breakfast charges are:
Single deluxe room: S\$195/night; Twin room: S\$215/night
- Any changes must be conveyed to the secretariat in writing before 1 July 2000. Registration fees are non-refundable.
- For information on other hotels in Singapore, please check the following websites — <http://www.iamcr2000.org/> or <http://www.newasia-singapore.com/> Please make reservations directly with the hotel of your choice.

Please email/fax/mail the completed registration form and payment to:

IAMCR2000 Secretariat
Nanyang Technological University
Conference Management Centre/CCE
Administration Annex Building #04-06
42 Nanyang Avenue
Singapore 639815

Tel: (65) 7904566
Fax: (65) 7930997
Email: IAMCR@ntu.edu.sg
Web page: <http://www.iamcr2000.org>

Registration Form

Name (underline surname): _____

Prof Dr Mr Mrs Ms

Organization: _____

Address: _____

Country: _____ Tel: _____

Email: _____ Fax: _____

Whether current IAMCR member Yes No

Special meal request (if any) Vegetarian Muslim

Total Amount Due

Registration Only		S\$	_____
Registration plus accommodation (Mandarin Singapore)		S\$	_____
Extra accommodation	_____ nights(s)	S\$	_____
@ S\$195/215 per night			
Accompanying person's	_____ nights(s)	S\$	_____
lunches and conference			
banquet @ S\$180 per person			
(please provide names and contact details)	TOTAL	S\$	_____

Method of payment:

All payments are to be made in Singapore currency.* Cheques or bank drafts should be payable in Singapore.

- Payment by cheque/bank draft should be made payable to "Nanyang Technological University".

Draft/Cheque no: _____

Issuing Bank: _____

- Payment by Credit Card

Visa MasterCard

Credit Card No: _____

Card Expiry Date: _____

Card Holder's Name: _____

Card Holder's Signature: _____

Date: _____

*At the time of going to press the rate of exchange was S\$1.7 to US\$1, but please note that the rate varies from day to day.

17-20 July 2000

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2000

communication
beyond 2000

technology, industry
and the citizen
in the age of globalization

Name _____
(Prof/Dr/Mr/Mrs/Ms) (Underline Family Name)

Organisation _____

Address _____

Country _____

Telephone _____ Fax _____

Check-in Date _____ Arrival Flight/Time _____

Check-out Date _____ Departure Flight/Time _____

Please charge my VISA MasterCard AMEX Diners card for room reservation.

Card holder's name _____ Card's number _____

Card holder's signature _____ Card expiry Date _____ Date _____

The following hotels offer special room rates to the conference participants. The official hotel is **Mandarin Singapore**. Please make reservation directly with the hotel of your choice. To guarantee your reservation, one night deposit or consent-to-charge to a valid credit card is required. Reservation is on a first-come-first-served basis. You may wish to visit the web page <http://www.newasia-singapore.com.sg> for more details.

Hotel Phoenix
277 Orchard Road, Singapore 238858
Attn: Ms Tina Phua Tel: (65) 731 8161 Fax: (65) 731 8197 E-mail: rsvp@phoenix.com.sg
q Deluxe: S\$140 nett (single/twin) American Buffet Breakfast: S\$15 nett/person (Optional)

York Hotel
21 Mt Elizabeth, Singapore 228516
Attn: Ms Lynn Lim Tel: (65) 830 1127 Fax: (65) 738 5810 E-mail: yorkhtl@mbox3.singnet.com.sg
q Superior: S\$130/\$140 nett (single/twin)*
q Deluxe: S\$165/\$175 nett (single/twin)* *Complimentary American Buffet Breakfast

Hotel Grand Central
22 Cavenagh/Orchard Road, Singapore 229617
Attn: Ms Jean Wong Tel: (65) 733 3922 Fax: (65) 732 7742 E-mail: jean@grandcentral.com.sg
q Deluxe: S\$85 nett(single/twin)
q Deluxe: S\$110 nett (triple)
Buffet Breakfast at \$8 nett/person (Optional)

Remarks

1. Please tick appropriate box and fax/mail the form to the hotel of your choice.
2. Above prices quoted are nett inclusive of tax and service charges per room/night.
3. While we have negotiated special prices for the participants, we do not guarantee the prices quoted are the lowest available. Participants may wish to check with their travel agents or air carriers to find out if better rates are available. Some hotels offer additional free nights if participants stay for the duration of the conference plus one night. Please check with your hotel for details.



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Visa Requirements

Foreigners holding travel documents issued by the following countries will require a Visa to enter Singapore:

List of Countries

Afghanistan
Algeria
Bangladesh*
Cambodia
Commonwealth of Independent States
Armenia
Azerbaijan
Belarus
Georgia
Kazakhstan
Kyrgyzstan
Moldova
Russia
Tajikistan
Turkmenistan
Ukraine
Uzbekistan
India*
Iraq
Jordan*
Laos*
Lebanon
Libya
Myanmar*
People's Republic of China
Syria
Tunisia
Vietnam*
Yemen

▶ For Singaporeans

▶ Disembarkation/
Embarkation Card

▶ Visa
Requirements

▶ Extension of Stay
in Singapore

▶ Loss of Foreigner's
Passport

▶ Foreigners Giving
Birth in S'pore

▶ Entry/Exit
Requirements

◀ Travel Tips

* Except for visitors with Diplomatic and Official passports.

In addition, those holding Hong Kong Documents of Identity, Refugee Travel Documents issued by Middle-East countries and Palestinian Authority Passports will also require a Visa.

Abstract Information by Ole Prehn



PROCEDURES FOR SUBMITTING PAPERS

Procedures for submitting papers to be presented at the Singapore conference are the following:

1. Identify the section or working group that matches your planned paper best. If you are not sure where your paper fits best or whom to contact, kindly ask the program coordinator.
2. Fill out the abstract form (make your own using the header below). It is important that you give all details asked for: title of paper, name(s) of author(s), institutional affiliation, complete address(es), telephone and fax number(s), and e-mail address(es). The abstract text must not exceed 400 words. The abstract form shall be sent to the chair of the section or working group of your choice in electronic form (disk or e-mail). Hard copies are not accepted unless approved by the relevant chair. It is very important that you comply with this as your form will be processed directly and un-edited into the book of abstracts. The deadline for submitting abstracts is **March 1st, 2000**.
3. When your abstract has been assessed, you will be contacted by the chair as soon as possible and preferably no later than April 15th. The chair will inform you on the deadline for the final paper and other procedural details.

The academic programme runs from Monday, July 17th through Thursday, July 20th. To avoid overlap between sections and working groups/special panels, the latter will take place on Wednesday.

According to IAMCR's "open door policy" you are welcome to establish a working group or prepare for special panels, roundtables etc. as far as space allows. Working groups etc. are provided with two time slots of 90 minutes each. Kindly contact the programme coordinator a.s.a.p. if you have such plans.

Prof. Ole Prehn, **Special Academic Coordinator, Singapore 2000 Conference**,
Aalborg University, Kroghst. 3, DK-9220 Aalborg,
Denmark. Phone: +45 9635 9038
Fax: +45 9815 6864. E-mail: prehn@hum.auc.dk

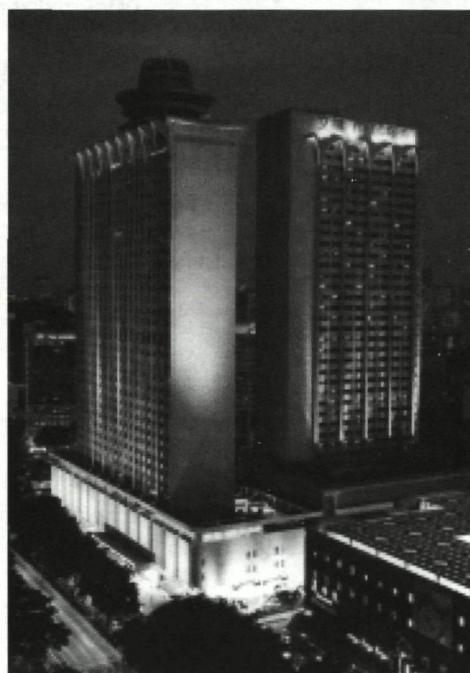
IAMCR 2000 - SINGAPORE

ABSTRACT FORM - DEADLINE MARCH 1ST, 2000

HEADER FOR ABSTRACT PROPOSALS

Title of paper:
Author's name(s):
Institutional Affiliation:
Postal Address:
Phone:
Fax:
E-mail:
Abstract text (maximum 400 or lesser number stipulated by Section):

Please reproduce the above header, complete and attach to the front of your abstract before submitting.



The status of associate member shall be conferred on national and international institutions, organizations and associations which have interests and activities in related fields and whose aims are consistent with those of the Association.

II The regulations of membership are the following:

- a) Membership shall be conferred by the International Council (majority: two-thirds of the expressed votes). In the case of refusal to admit to membership, the person refused may have recourse to the General Assembly which may decide on membership (majority required: two-thirds of the expressed votes).
- b) The resignation of a member does not affect his dues up to the end of the calendar year of his resignation.
- c) Membership expires without notice if a member does not pay his dues for two consecutive years.

ARTICLE 4 - GOVERNING BODIES

The Association has the following governing bodies:

- i) a General Assembly;
- ii) an International Council;
- iii) an Executive Board;
- iv) a President.

ARTICLE 5 - GENERAL ASSEMBLY (MEETINGS AND VOTES)

- a) The General Assembly meets ordinarily every second year. It may be convened by the President for an extraordinary meeting if necessary, and it must be convened on request of at least one third of the Association's members.
- b) The individual and collective members (see Article 3.1) are entitled to vote and elect in the General Assembly as follows:
 - i) each individual member has one vote;
 - ii) each institution, organization and association accredited as a collective member (see Article 3.1 b) ii)) has three votes;
 - iii) each international institution, organization and association accredited as a collective member has five votes.
- c) Collective members shall be represented by delegates of their own choice, including delegates attending in their capacity as individual members. Individual members may be represented by other members of the Association if this representative produces a written and signed mandate before the votes or elections. A representative, be he individual member or not, cannot represent more than one member, collective or individual.
- d) The General Assembly votes and elects by a simple majority of expressed votes, and subject to e), f) and g) (infra).
 - e) If a ballot is not requested (see f) and g)) (infra), the President may validly ask for vote and election by a show of hands. In this normal case each individual and collective member has one vote.
 - f) the vote or election will be by ballot if at least five members request this before the vote or election, each member having then the votes according to b) (supra).
 - g) If requested before the vote or election by at least five members, the votes shall be so counted that the number of votes of members from the same country, present or represented, who express an identical opinion, shall not be allowed to count as more than one-fifth of the total number of votes expressing the same opinion.

- h) Associate members can be present at the General Assembly in an advisory non-voting capacity.

ARTICLE 6 - GENERAL ASSEMBLY (TASKS)

- a) The General Assembly shall define the Association's principles of action and in particular make decisions concerning the work-programmes proposed by the International Council.
- b) It shall decide on establishing, commissioning and dissolving Sections as provided in Article 11.
- c) It shall make decisions concerning the management report, the accounts and the budget proposed by the President of the Association with the comments of the International Council.
- d) The General Assembly shall decide on its internal regulations, and on all matters which have not been assigned to other bodies.
- e) It shall elect by simple majority, the President, for a four year mandate in the eventuality provided for in Article 9 d) beyond, the Vice Presidents (up to a maximum of five) and the other members of the Association's Executive Board, as listed in the first sentence of Article 9 a). It shall also elect the members of the International Council in accordance with Article 7.
- f) It shall elect by simple majority the President of each Section established in accordance with Article 11 below, chosen from a list submitted by the International Council.
- g) The General Assembly may elect Honorary Presidents and Honorary Members. Honorary Presidents and Honorary Members have the same rights as individual members. Additionally Honorary Presidents are by right members of the International Council.

ARTICLE 7 - INTERNATIONAL COUNCIL (MEMBERS AND MEETINGS)

- a) The International Council, under the presidency of the Association's President, shall comprise apart from the President and the other members of the Executive Board:
- i) Between 16 and 30 individual members elected by the General Assembly. In so far as possible, a fair and balanced geographical distribution and representation of specialists coming from the various fields of mass communication and mass communication research should be aimed at in the election of these members.
- ii) The presidents of sections.
- iii) The Honorary Presidents.
- b) The members of the International Council referred to in para a) i) above shall be elected for four years. The members in office may be re-elected. In case of the death or resignation of one of its members, the International Council shall coopt a substitute pending the meeting of the General Assembly, which shall elect a new member for the remainder of the mandate.
- c) The International Council shall be convened by the President as often as appears necessary, but he is bound to convene it on the request of at least two-thirds of the members.
- d) The International Council shall decide by a simple majority of votes. Each member of the International Council shall have one vote.

ARTICLE 8 - INTERNATIONAL COUNCIL (TASKS)

The International Council shall:

- a) control the execution of the programmes approved by the General Assembly;
- b) give its opinion on the report and on the accounts presented by the President and the Treasurer;
- c) decide on the admission of new members;
- d) establish the draft budget and present it for approval to the General Assembly;

- e) prepare the agenda of the General Assembly and the work-programmes which are to be submitted for the Assembly's approval;
- f) define the organization details of management and financing of Sections and draw up the list of members whose names are to be submitted to the General Assembly for election to the office of presidents of Sections;
- g) ratify agreements between the Association and other bodies as provided for in Article 11 e).

ARTICLE 9 - EXECUTIVE BOARD (MEMBERS AND TASKS)

- a) The Executive Board comprises the President of the Association, the President Elect, the Vice Presidents (to a limit of five), the Treasurer, the Secretary General, and the Deputy Secretary General. The immediate past President is a member of the Executive Board for a period not exceeding two years. The mandate of this immediate past President expires, in any case, on the day the President Elect is elected, so as to avoid the past President and the President Elect being members of the Executive board at the same time.
- b) Voting, in connection with the election of the President Elect, the Secretary General, the Deputy Secretary General, the Treasurer and the Vice Presidents shall take place by postal vote, two years before the end of the President's mandate. The President Elect shall succeed the President of the Association, without further formality, on the expiry of the latter's mandate.
- c) The Executive Board shall decide by a simple majority of votes. Each member of the Executive Board shall have one vote.
- d) Members of the Executive Board may be re-elected. In case of the death or resignation of one of its members, the Executive Board shall coopt a substitute pending the meeting of the General Assembly, which shall elect a new member for the remainder of the mandate. However, in the event of the death or resignation of the President Elect, the Executive Board shall not coopt a substitute, and the next meeting of the General Assembly shall elect, by simple majority, the President of the Association, with immediate effect.
- e) The Association's Executive Board shall be charged with carrying out the Association's current business.
- f) Between the meetings of the International Council, the Executive Board shall control the execution of the programmes and, shall provisionally, admit new members.
- g) The individual members holding office within the Executive Board may not hold this office as well as that of a Section President. Should ever such a situation arise, the member shall resolve this by resigning immediately from which ever of the offices he chooses.

ARTICLE 10 - PRESIDENT

- a) The President shall represent the Association and ensure the regularity of its action.
- b) Should the President be unable to exercise his functions, he shall be replaced by the President elect, or by the past President.
- c) The President shall be elected for four years, his mandate not being immediately renewable. However, he may then be elected as President Elect after his two years mandate on the Executive Board as past President, and thereafter carry out the office of the President of the Association.

ARTICLE 11 - SECTIONS AND CO-OPERATIVE AGREEMENTS

- a) By decision of the General Assembly, Sections of the Association may be established or commissioned to perform specified tasks consistent with the aims of the Association. These Sections may be dissolved by decision of the General Assembly.
- b) Each Section shall have a President who shall be elected by the General Assembly and who shall serve ex officio on the International Council for the duration of his presidency.
- c) The organization, details of management, and the financing of the Sections shall be defined by the

International Council.

d) Exceptionally, a Section may be constituted by a collective or associate member of the Association, in accordance with an agreement prepared by the International Council, and ratified by the General Assembly.

e) The Association shall also be empowered to conclude agreements with any person or any international or national institution, organization or association to accomplish tasks consistent with its aims. These agreements must be ratified by the International Council.

ARTICLE 12 - UNESCO AND OTHER INTERNATIONAL ORGANIZATIONS

The Association has the status of a non-governmental organization with UNESCO and a number of other international organizations and has a consultative and co-operative relationship with these international organizations. An observer from UNESCO, and other such organizations duly appointed by them, may take part (without the right to vote) in all meetings of the governing bodies of the Association.

ARTICLE 13 - FINANCIAL REGULATIONS

The financial resources of the Association are chiefly derived from:

a) Membership fees

The membership fees shall be established for each category of members by a decision of the General Assembly.

b) Grants, awards, and donations.

c) Payment for work undertaken by the Association.

ARTICLE 14 - AMENDMENTS OF THE STATUTES

Amendments of the statutes must be approved by the General Assembly (majority required: two-thirds of the votes present or represented). The proposals for amendment should be sent to the President who communicates them to the Association's members two months before the General Assembly commissioned to examine them.

ARTICLE 15 - DISSOLUTION

The dissolution of the Association can only be decided by the General Assembly (majority required: two-thirds of the votes present or represented). The proposal for dissolution should be sent to the President who communicates it to the Association's members two months before the General Assembly commissioned to examine it. In the event of dissolution, the assets of the Association, once all debts have been settled, will be devolved according to the rules fixed by the General Assembly that voted the dissolution. Without these rules, the dissolution decision shall not take effect.

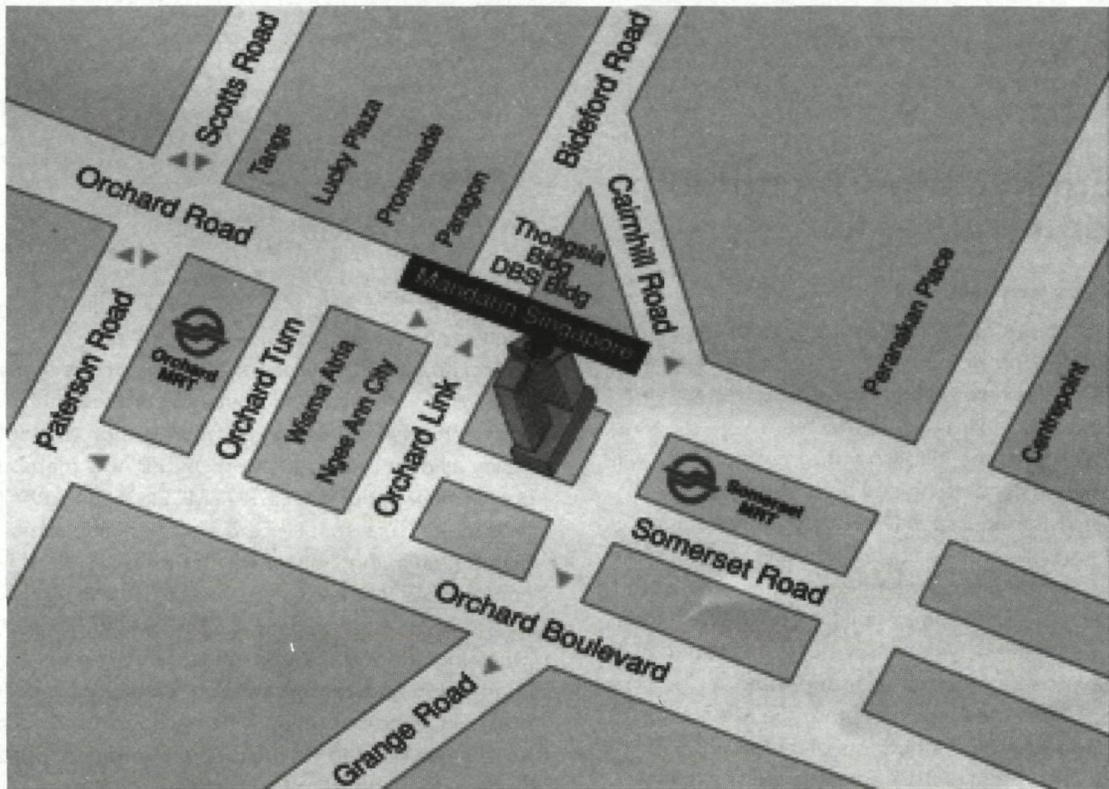
The above Statutes have been approved by the Constitutive Conference held in Paris, at the seat of UNESCO, on the 18th and 19th of December 1957; they have been completed, simplified, and amended by the General Assemblies held on 8th September, 1966, in Herceg-Novi; on 26th April, 1968, in Pamplona; on 3rd September, 1976, in Leicester; on 28th July, 1988, in Barcelona; on July 7th, 1994 in Seoul; and on August 21st, 1996 in Sydney.

**IAMCR
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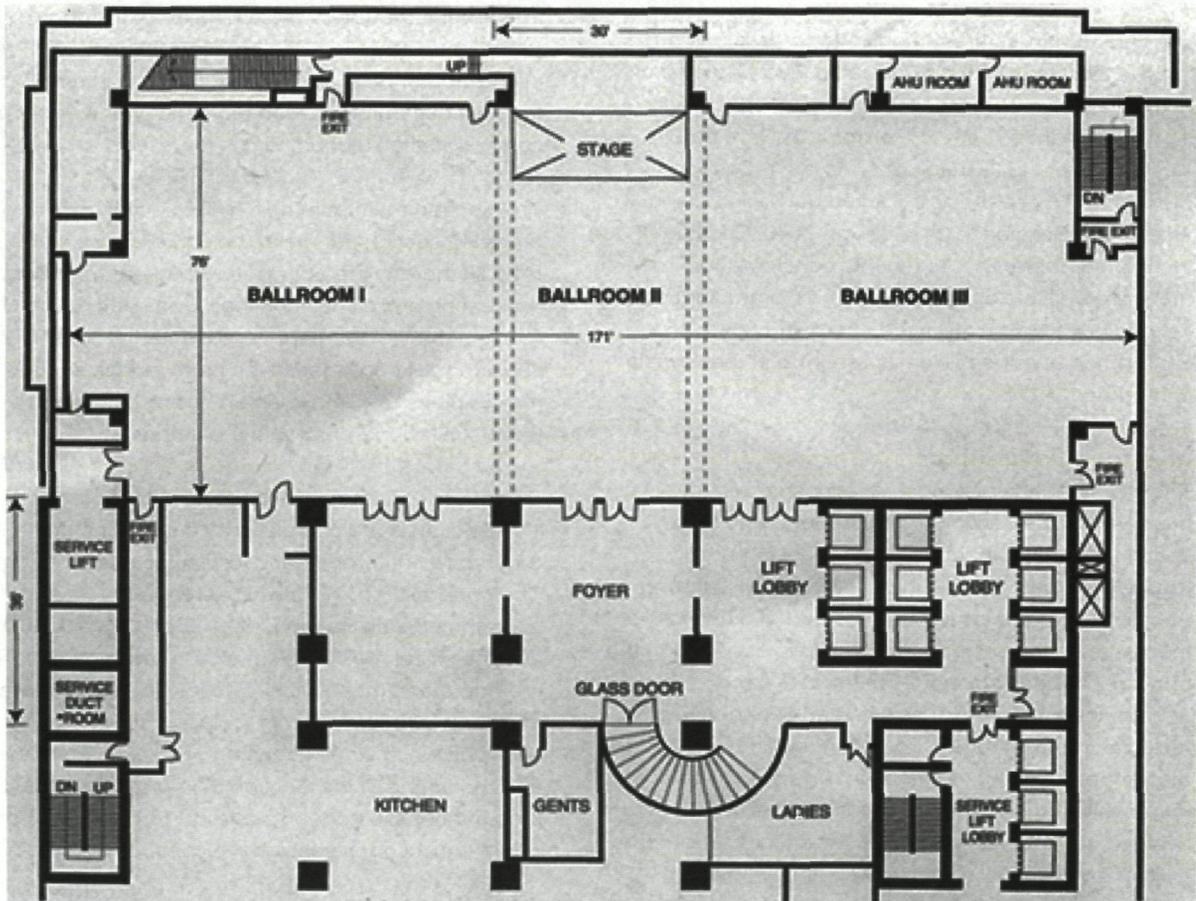
The President

The Secretary-General

Location of Mandarin Hotel and Singapore



Conference rooms at the Mandarin Hotel



Sections and Working Groups

Communication Technology Section

Leipzig Report:

The first year under the new presidency of Ursula Maier-Rabler and vice-presidency of Pascal Verhoest of the section is now behind us. Leipzig was the first conference organized by the new team.

The Section filled the following program sessions with one of the sessions organised as a round-table discussing future perspectives for communication technology policy research; contributors were senior and long-standing CTP-members:- (1) access and capabilities (2) culture, geo-politics and the design of telecommunication systems (3) electronic commerce (4) challenges for research – round-table.

The program of the Leipzig conference is available at the electronic archive. Abstracts of the all presentations, most of the papers as well as active links to email addresses of all speakers are provided. A write-up of the round-table-outcome will soon be mounted at the website. (<http://www.komdat.sbg.ac.at/ectp/leipzig/leipzig.htm>).

We had 16 papers presented in three sessions and 6 input-statements in the round-table involving over all 33 researchers from 11 different countries (USA 13, The Netherlands 7, UK 2, Germany 2, Canada 2, Austria 2, Ireland 1, Belgium 1, Korea 1, Greece 1, Mexico 1). The sessions attracted between 22 and 40 attendees (Session 1: 24, Session 2: 40, Session 3: 22, Round-Table: 24). Taken into consideration that there are multiple appearances, the Communication Technology Section attracted approximately 100 conference attendees with its program at the Leipzig conference.

Member relationships:

The maintenance of a close relationship with the members of the section is very important to the section. We think that one of the most important reasons for membership in an association is that people consider themselves as a part of a network of members. In the case of our academic association the network provides access to researchers and academics with similar interests and experiences. To facilitate the exchange of experiences and knowledge also in-between our meetings in physical space at the meanwhile annually conferences of the IAMCR, the section maintains an electronic forum for its members and for all that want to get into contact with the

section and its members. A database of approximately 50 members of the section is available to anyone who wishes to get into contact with researchers in the field of communication technology policy all over the world. Many of our new members got to know about CTP and IAMCR via the website first, mostly as a result of the section's electronic distribution of the Call for Papers for IAMCR conferences.

Many inquiries for experts in the field of new information and communication technologies or for prospective co-operation with members of the section have been initiated via the online member database. To provide "access" to the sections members independently of physical presence, to bring people together to share ideas or to exchange experience is one of the most fundamental objectives of the CTP section. At present the CTP section officially counts 168 regular members. Additionally we distribute reports and other activities of the section to approximately 400 addresses of people interested in the field of communication technology and especially communication technology policy issues.

The second main objective of the section is to organise section panels at the conferences of the IAMCR thereby providing a forum to our members for presenting and discussing their ideas and research results. Many of the papers presented at the CTP sessions got published in the past and the section makes plans to compile an archive of published papers in co-operation with the authors.

Singapore Conference – Call for Papers:

The Section is making plans for 4 sessions at the Singapore conference and for a business meeting. The general theme of the conference is "Communication Beyond 2000. Technology, industry, and the citizen in the age of globalisation". Section members and those wishing to join the section are invited to submit abstracts of papers for the following sessions. Given the increasing volume of submissions and the efforts of the Section to improve the quality of presentations, extended abstracts (3-5 pages) that fall within the scope of session descriptions and the CTP

Section's vision and policy statement are encouraged. However, standard one-page abstracts will also be considered. Submission of abstracts via e-mail to ctp@sbg.ac.at. Deadline: February 1, 2000.

The CTP Section thinks of the conference sessions as important moments in ongoing research relationships between members and as opportunities for the initiation of new research contacts. The sessions are primarily intended to provide an environment for exchanges between members, rather than to merely provide time for the reading of self-contained papers. The CTP Section will facilitate fruitful exchanges by mounting abstracts on eCTP beforehand, encouraging interaction between presenters, providing detailed comments before and during the conference, and by reserving adequate time for structured discussion. All paper presenters are requested to tailor their work to the relevant session theme, to make their papers available to members on eCTP and in hardcopy and to prepare concise oral presentations. Conditional or absolute acceptance/rejection decisions will be made at the beginning of March 2000 and will be communicated expeditiously by email, fax or mail (please send full contact info). Completed papers are expected by June 1, 2000.

Session Themes:

(1) The Internet and the Economic Foundations of Communication Infrastructures:

The worldwide success of the Internet has profound implications for the communications infrastructure market. For example, the Internet is of increasing importance as a means to access and to capture customers. This, along with many other factors, is affecting the pricing of telecommunication services, product innovation as well as the strategic conduct of telecommunication businesses. This session welcomes papers on all three of the afore-mentioned subjects. Preference will be given to business case studies along with papers that show how the 'Internet model' is affecting the market structure of the telecommunication sector.

(2) Emerging Business Models for Publishing and Library management: Publishers, libraries and documentation centres are experiencing increasing

competition from the Internet as a platform for the conservation and dissemination of the written word. The history of communication teaches us that the emergence of new media and information platforms rarely leads to the disappearance of others. Rather, the 'old' media reposition or 'reinvent' themselves in order to face the new challenges. This session addresses the question of how publishers, libraries and documentation centres are reacting to the changing environment. Papers are welcomed that provide insight into innovative business models and their consequences for the information market structure.

(3) New Patterns of Social Cohesion in the Networked Society:

The emergence of new information and communication technology has important consequences for 'time-space distancing'. Among other things, geographical boundaries that confined the creation and maintenance of social networks are eradicated and allow for the creation of new types of social 'spaces'. However, the quality of these new social networks may be totally different to hitherto existing ones. This session investigates how real or 'virtual' these communities are and assesses their social and political significance. Methodological contributions on the subject are also welcomed.

(4) Comparing Information Society Policy Models: Regional and Continental Perspectives:

Constructing a coherent information society policy has become a prominent topic on many policy agendas worldwide. While acknowledging the many national differences, this session seeks to compare these policies on a regional or continental basis. The aim of the session is to identify and explain the trends in building the political agendas for the information society as well as to acquire a better understanding of the social, economic and political problems in different international regions of the world. Papers are solicited that address these issues from a comparative perspective, describing and analysing different policies and perception of issues at a regional or continental level.

Please send abstracts via email so that they arrive by

February 1st, 2000 to:
CTP@SBG.AC.AT

Prof. Ursula Maier-Rabler
Section President, IAMCR-CTPS,
Department of Communication, University of Salzburg,
Rudolfskai 42, A-5020 Salzburg, Austria. Phone +43
662 8044 4163; Fax +43 662 8044 4190 (from
Overseas +43 662 8044 413); Email: [ursula.maier-
rabler@sbg.ac.at](mailto:ursula.maier-rabler@sbg.ac.at); URL of the Section: [http://
www.komdat.sbg.ac.at/ectp](http://www.komdat.sbg.ac.at/ectp)

Gender and Communication Section

Singapore 2000: Call for papers

Topics: The theme of the IAMCR Singapore Conference, "Technology, Industry and the Citizen in the Age of Globalization", is wide enough to cover a range of topics of importance to the Gender and Communication Section.

The Gender and Communication Section wishes to emphasize a few headings that have been of concern to its members:

1) Developing theory: The topic of women and media, widened in recent years to "gender" and media, has been the subject of continuing discussions in academic and journalistic circles. Much work has been done on the representation of women in media content; the analysis of the "masculine narrative form" of news discourse; the unbalanced and one-sided gender choice in the use of sources. Also, a considerable amount of work has been completed on women's presence in media organisations; their - often minor - share in ownership and control, and the skewed media employment patterns. However, what we miss is an attempt to integrate our findings, a comprehensive approach to produce more coherence. Some people would call this "a global perspective"; others may talk about "developing theory." Contributions that aim to bring us a step forward in this respect are particularly encouraged. Please address ideas about themes and/or special panels to the Section's chair.

2) The identification of "gaps" in the Gender and Communication research: In the vast amount of work

that we begin to see in our field, certain elements are missing. This applies to content as well as to regions. As far as content is concerned, the section welcomes everybody who wishes to concentrate in whatever area they feel to be under represented, or areas that have only begun to be explored and need more academic attention. (For instance one such area could be: a further analysis of the gendered nature of the conditions and circumstances in which news is produced). The section will organise at least one special session (with an aim to produce a publication) on "Journalism, Organisational Cultures and Gender."

3) The development of NEW research trajectories is a third area of priority for the section the Section would like to express its concern over the absence of women researchers from the South? Mainly because of lack of funding their input is dearly needed if we want to make our new research trajectories relevant and useful at a global level.

Joint sessions: The Participatory Research and Community Communication sections each expressed interest in joint sessions. An inter-disciplinary approach in our field is crucial and we would like to encourage especially papers that offer the opportunity for linking.

The deadline for Abstracts is March 1, 2000. For more details see elsewhere in this publication. The deadline for completed papers is April 8, 2000.

Leipzig Report

Attendance/Gender: The pre-conference registration showed 104 women intending to participate and 172 men (38:62%). By the end of the Conference, registration figures showed a participation of 86 women and 167 men (34:66%). Seventeen percent of the women who expressed an interest in participating by pre-registration couldn't make it; about 3% of the men who intended to come didn't show up.

Sessions: Although not all presenters to the Gender and Communication section, as outlined in the original program, managed to come into Leipzig (lack of funding was a major reason) the section convened three sessions for paper presentation and one short Business meeting. It also supported and sponsored a Graduate Students Network Roundtable Session.

In total we enjoyed 8 presentations from 6 countries during three sessions. One session was entirely devoted to one project. In this report I will briefly mention what was presented. For those who are interested in getting a copy of any of the papers I attach the author's email address.

Thursday 29/7, early morning session: "Representations". Steve Carr (USA) analysed the Abstinence Only Education Campaign in Indiana identifying the coalitions and conflicts between the various forces in the political arena and demonstrating sexual and gender identities as a form of ideological labor against the background of capitalism and consumerism. (Steve Carr's email address is: carr@ipfw.edu)

Flailda Siqueira (Brazil) elaborated the theme she had introduced through her presentation last year in Glasgow and included this year an analysis of masculine gender representations in Brazilian advertisements. She took ten advertisements from her research material to show the representation of one of the categories men were representing during the last five years. (Among the many changes in the way men have been represented in Brazilian ads one change struck the audience in particular: men being humiliated by women.) (Flailda Siqueira's email address is: fbgsiqueira@hotmail.com OR garbosiq@correionet.com.br).

Sevda Alankus Kural (Turkey) focussed on the use of violence in Turkish sitcoms. Her paper was co-authored by Ayse Inal, who, unfortunately, was not able to attend the Conference. Sevda highlighted some of the conclusions, such as the finding that violence appeared as the main, almost the only device of creating humorous situations in Turkish sitcoms. By displaying violence towards woman with "justifiable motives", domestic violence is legitimized and neutralized and masculine hegemonic discourse is reproduced. (Sevda Kural's email address is: alankus@media.ankara.edu.tr).

After a short coffee-break, Ramona Rush (USA), Margit Hawelleck (USA), Marjan de Bruin (Jamaica) and Dalia Liran-Alper (Israel) presented under the

common theme "Status Quo or Change?". Ramona Rush brought to bear the several decades she has been involved in women and mass communications topics, only to have to conclude that we are still running into the "flooring" effects for women in mass media

where women occupy more than men, the lower paying and lower-titled (status?) positions. In her personal presentation she made a case for journalism and mass communication educators to join with media workers to influence important societal actions and impacts in the next century. (Ramona Rush's email address is rrrush@pop.uky.edu).

Margit Hawelleck shared her findings - as well as methodological challenges ? in the attempt to compare priorities in African media studies and USA literature. The history of communication studies shows a research tradition strongly influenced by Western and male ideology. She argued the need for an international/intercultural dialogue between, in particular, female media scholars to work "towards the development of an intercultural media studies based on the interconnection of all human societies." Margit Hawelleck's email address is: mh332489@oak.cats.ohiou.edu).

Marjan de Bruin analyzed the debate on gender and news production and showed how the various case studies and essays indicate the need to distinguish at least three identities, which need to be looked at separately as well as in interconnectedness: gender identity, professional identity and organizational identity. Her paper tries to come up with a preliminary positioning of these identities in media content production. (Marjan de Bruin's email address is: mdebruin@uwimona.edu.jm AND maxinf@cwjamaica.com).

Dalia Liran-Alper presented a case study on the Women Status Committee at the Israeli Broadcasting Authority. Her study showed the tension and power struggles between the various interest groups and actors against the background of public broadcasting. Despite some feminization of the journalistic profession, the most important news is still created by a majority of men. Various female journalists prefer to identify in the first place with their professional status and not with their sexual status. Dalia expressed the view that a breakthrough of women in traditionally male domains (politics,

security, and economy) may contribute to changes "in the reconstruction of reality among media consumers." (Dalia Alper's 's email address is: alper@isdn.net.it)

At the end of the two morning sessions, Ramona Rush took the opportunity to say a few words of tribute to honor Dr. Donna Allen, longtime director of the Women's Institute for Freedom of the Press in the US and founder and editor of Media Report to Women. Donna Allen died suddenly and unexpectedly of a heart attack on last July 19.

The section's third session (Saturday July 31, 9:00 to 11:00) was allocated to discuss Virginia Nightingale's (Australia) experiences in the production of a video in the Breast Health project 1999. The project, in which also a companion booklet and research report were produced, was a vivid example of how a committed researcher tries to keep her integrity when confronted by institutional power, source power and community interests. Ullamaija Kivikuru has already reported on *Womennet* (beginning of August) how useful the sharing of this kind of experience was. The special collaboration with the Graduate Students Network of the IAMCR (GSN) in a Round Table session on "Global Communications: Talking in Future Tense" took place on Wednesday 28/7 from 8:00 to 10:00. An overview of presentations can be asked through the Coordinator of this Network: Katharine Sarikakis (k.sarikakis@coventry.ac.uk)

Business Meeting:

The membership of the section has grown by 12% in ten months: the section's latest membership list (June 1999) shows 130 members. Our members come from 39 countries (5 more countries than last year). The section, which for several years consisted almost exclusively of women, enjoys an increasing membership from men: this year about 20% of the membership consists of men, last year it was about 14%.

At the Business Meeting the point was discussed how we could free up more time for discussion after paper presentation. Posting complete papers on the Net well in advance is one way of freeing up space and time during the Conference for discussion. Participants will then have been able to read each other's paper and the meeting could then be used to

deepen the discussion.

For the year 2000 (Singapore) Participatory Research and Community Communication expressed an interest to offer a joint session. For the Year 2001 (Tel-Aviv) the Mass media and Sport Working Group also wants to organize a joint session. All members present at this meeting expressed the wish for the section to have its own website. Marjan de Bruin and Steve Carr will try to work out a model to realize this point.

On behalf of the section, chairperson Marjan de Bruin attended several Council meetings, which will be reported on separately to the session members. Co-chair Karen Ross was unable to participate fully in this year's Conference preparation and couldn't attend the Conference.

The International Council has taken on the discussion of the text produced by the Section Review Committee in which the future of the sections is discussed. Marjan de Bruin sent by email the text available at the moment (August) and invites everybody who would like to comment on it, to do so by email. Members who have no access to email, please read the latest developments on this document in the IAMCR Newsletter and send your comments to the section chair.

Women's Dinner

Although we don't see the organization of this dinner as a specific responsibility of the section, the Gender and Communication section was involved in a last minute organization of the IAMCR Women's Dinner: about 25 women joined the Women's table at the Friday evening dinner in the Leipzig Zoo. The organizers of Singapore Conference have already been asked to include a Women's Dinner on the IAMCR program.

Vision

The Gender section has started the discussion on its vision through email and aims to publish the results of this discussion in the March/April issue of the IAMCR Newsletter.

Prof. Marjan de Bruin, Section President,
Caribbean Institute of Media and Communication,
University of the West Indies, Mona Campus, Kingston
7, Jamaica. Fax: 876-9771597; Telephone: 876 -
9771397/9771398; E-mail:

mdebruin@uwimona.edu.jm AND
maxinf@cwjamaica.com (send to both addresses)

Karen Ross. email: karenr@chelt.ac.uk

History Section

Singapore - Call for Papers:

For the millennium's conference of IAMCR 2000 in Singapore the History Section is planning the following sessions:

1. Comparisons in Media History. This topic grew out of the Round Table on „Writing Media History“ which we held in Leipzig. Participants felt that we should strengthen efforts to compare media history in different countries. We may learn a lot of it. Papers based on such comparisons are welcome.
2. Media and Identity in historical Perspective. The relations between media and the construction of identity have been discussed already for many years. But until today there is lacking reference to history in this debate. We should try to put a different complexion to the matter.
3. Media History in Asia. As in earlier years the place where the conference will be held should be the occasion to learn something about media history in the region, this time Asia. We think that even non-Asian members of IAMCR are interested to get an idea what media history in Asia means as a subject and as a field of research.
4. Is there a history of new media technology? In proposing this topic we will try to contribute to the overall theme of the Singapore conference by giving it a historical perspective. What are we able to contribute to the history of old and new media technologies?
5. Media History: Research in Progress. This session will be again a kind of „open channel“ to present advanced perspectives in media history research. Papers should concentrate on the question of progress in scientific perspectives. Members of IAMCR wishing to contribute to any of these sessions should submit one page abstracts to the Section President not later than March 1, 2000.



Each proposal should name the session for which it is submitted. Because the dateline next year is rather late, no submissions after March 1 will be accepted. Final papers must then be submitted June 1.

Leipzig report

The Section held its four planned sessions and a Business meeting in Leipzig. The sessions were well attended, some with 20 to 30 people being present. This was especially true for the Round Table on „Writing Media History“ that opened the Section's program. We had very stimulating contributions and a lively discussion on basic thoughts and ideas on what writing media history means. Although we expanded the session, time was finally too short so that the discussion should be picked up again at a conference in the future. I have to thank Svennik Hoyer who had organized the session and chaired it. Not only the Round Table but also the other sessions were of specific interest bringing together researchers from different parts of the world. Because not all presenters could have come, this time we had more time for discussion. The papers presented may be ordered at the Secretary General's office.

Update: All other information:

In Leipzig the discussion on the future of the Sections and the inner structure of IAMCR has been carried on but not with much advancement. The Section Review Committee's final report stimulated controversies which will be dealt with by a new committee. Members will read more about that somewhere else in this newsletter.

The list that Annie Mear, the Treasurer, gave me in Leipzig includes about ninety paid up members of IAMCR who declared their interest in the History Section. But there are still others with such an interest (as we learned in Leipzig) that are not on the list (especially from institutional members). Again: if you are not sure being on the list, let me know.

In Leipzig we discussed at the Business meeting the possibility of establishing a new international journal for research in media and communication history. There was a strong support for the idea although all know that there are a lot of difficulties to realize it. Thankfully Marsha Siefert who has the most experience of all of us in working for a journal is ready to make a first draft for such a journal and try to get into contact with possible publishers. Whoever wishes to support this project should contact her or me. And if you have other proposals and thoughts concerning the future work of the History Section let me know.

Prof. Juergen Wilke, Section President, IAMCR-HS, Institut für Publizistik, Johannes Gutenberg-Universitaet, 55099 Mainz, Germany. Tel. +49 6131 392539; Fax. +49 6131 394239; E-mail: juergen.wilke@uni-mainz.de

International Communication Section

<Singapore 2000 - Call for Papers:>

Sessions will be held under the following themes at the 2000 IAMCR Conference to be held in Singapore: (1) Current Research in International Communication; (2) Media and International Peace/Conflicts (3) Global Communication and New World Structure:- Effects of globalization on national development; - International media images and national values/culture; - International news flow; - New technology and international information gaps; - Communication media in Asia

Members, researchers, and scholars are invited to submit abstracts
-between 300- 400 words- on the topical areas above to be considered for presentation. For more details information on the Conference visit the IAMCR website. Deadline for submission: March 1, 2000

Please send all your correspondence to:

Prof. Abbas Malek, Section President, IAMCR-ICS, Howard University, School of Communications, Department of Radio, TV, and Film Washington,

Media Education Research Section

Singapore 2000: Call for Papers

Research papers are invited for three sessions proposed to be held by the Media Education Research Section at the IAMCR conference in Singapore. Abstracts of around 500 words should be sent by email by March 1, and complete papers by June 15. Presenters of papers will be notified of the approval of Abstracts by March 15.

The following themes are suggested:

1. New Trends in Mass Communication Research: Implications for Media Education.
2. Globalization of the Media: Implications for Media Education Theory and Practice.
3. Evaluating Media Education Strategies: Problems and Prospects.
4. Children, Literacy and the Media.
5. Rethinking Concepts of 'Media' and 'Education'.
6. Media Education and the Internet.
7. The Uses of Production in Media Education.
8. Media Education for Adults
9. Media Education and the New Media.

Leipzig: Report:

The following six papers were presented in the Media Education Research Section of the IAMCR conference at Leipzig:

1. The Role of Narrative and Serendipity in Media Education: Isabelle Riusset-Lemarie (IUFM de Versailles, Paris).

2. Media Literacy as a Higher Education Trend in U.S. Communication Studies: Ramona Rush and Lindsay Hoffman (University of Kentucky, Lexington).
3. The Critical Approach in Media Education: Jose Martinez de Toda (CICS, Gregorian University, Rome).
4. Training Journalism Ethics in CEE/CIS Countries: Barbara Thomas (University of Hamburg).
5. Teaching Media Citizenship: Mark Hickson III, Eduardo Neiva, John Wittig and Jean Bodon (University of Alabama at Birmingham).
6. National and Transnational Television in the Arab Gulf Region: The Role of Religion, Keval J Kumar (Resource Centre for Media Education, Pune and University of Pune, India).

The following papers were also sent in but could not be presented as the researchers could not make it to Leipzig:

1. The Preparation of Future Pedagogues for the Training Work at School Establishments on the Basis of Screen Media: Alexander Federov (Russia).
2. The Term 'Generation' in the Perspective of Global Communication Theory: Ingrid Volkmer (University of Augsburg, Germany).
3. Global Media: Local Educational Responses: Andrew Hart (Media Education Centre, University of Southampton).
4. Online Programs in Mass Communication Education: George Thottam (Iona College, New York).
5. Media Literacy in India: Lessons from the Canadian Experience: Manisha Shelat (MS University of Baroda, India).
6. Media Education in Bulgaria after Ten Years of Change: Lilia Raycheva (St. Kliment Okhridsky Sofia University, Bulgaria).

7. Media Education: Philosophy, Pedagogy and Strategies: Noor Bathi Badaruddin (University of Malaya).

Update:

The second Yearbook of the UNESCO International Clearing House on Children and Violence on the Screen (Edited by Ulla Carlsson and Cecilia von Feilitzen) has dedicated a whole section to Media Education. The Yearbook carries in-depth discussion of Media Education in Canada, Austria, India, the Philippines and other countries. Copies may be requested from the editors at Goteberg University, Goteberg, Sweden.

All correspondence should be sent to the Media Education Research Section President:

Dr. Keval J. Kumar, President IAMCR-MERS,
Resource Centre for Media Education and Research,
4 Chintamani Apts, Kale Path, Bhandarkar Road,
PUNE-411004. INDIA. Tel: +91-20-5651018;
Computer Fax: +91



Participatory Communication Research Section

Singapore 2000 - Call for papers:

The Participatory Communication Research Section requests papers for the 22nd General Assembly and Annual Conference in Singapore. Papers will be considered that address communication and participation in any of a variety of contexts, including 1st, 2nd, or 3rd World countries, at local, regional, national or international levels.

In addition the Section will organize a number of sessions on preplanned themes: 1) Participation and Gender, 2) Participation through Community Media, 3) Participation and Minority Rights within the Framework of the Right to Communicate, and 4) Participation and Public Spheres in Asia. The first three of these will be co-sponsored with the IAMCR Gender Section, the IAMCR Community Media Section and with UNESCO, respectively. The conference theme is "Communication Beyond 2000." For this reason, papers addressing participation and new technology are also solicited.

Submissions can be in the form of full papers or extended abstracts (500 to 1000 words), due March 1, 1999. In either case, please also include a brief abstract of no more than 150 words for inclusion in the IAMCR conference booklet of program and abstracts. All submissions will be reviewed with preference given to full papers. In the case of submitted abstracts, full papers will be due May 15th. Abstracts and papers can be submitted via post or email to either the Section President or Vice-President, listed below.

Report:

The Participatory Communication Research Section had a successful year. In Leipzig, two sessions presented eight papers in total, a smaller number than in Glasgow but predictable for an "off year" conference and typical of other Sections given space limitations. As usual, PCR Section papers had a healthy representation of "development" communication work. A book representing Section research has just been published. "A Theoretical Approach to Participatory Communication," Tom Jacobson and Jan Servaes (Eds.), has just been released by the Hampton Press under the auspices of the IAMCR publication committee. And the Section has grown dramatically

over the past year. In Glasgow, IAMCR records showed 38 Members. In Leipzig 106! Therefore, we hope for a strong program in Singapore.

Current plans over the coming year include continuing efforts to support publication of Section members' work and to improve conference sessions. In regard to the former, another volume is under consideration. The recently released book concerns theoretical issues, and the next will focus on case studies of participation. The Section is also engaged in producing a handbook for development communication in association with the African Council for Communication Education (ACCE). Also, discussion is under way to consider establishing a journal addressing issues of participatory communication.

In connection with improving conference sessions, the Section is taking a number of modest but significant steps. 1) Abstracts submitted for conference presentation have always been subjected to review. But review efforts will become more rigorous, with more attention being given to written feedback. For this reason, abstracts solicited are to be lengthy (as noted in the call above) and full papers will be preferred. 2) The Section has obtained authorization from President Maicas to employ poster sessions. If the PCR Section uses just one poster session a considerably larger number of papers can be accepted. This should help a large number of members to attend the conference, by obtaining travel



support, and also increase the variety of papers. At the same time, from among this larger number of papers it will be possible to select for panel presentation those papers whose topics are closely related to one another, thus improving the coherence of panel sessions. Formal presentations by "respondents" will regularly be employed whenever appropriate, in addition to the active discussion usually characteristic of PCR sessions. Other news. Section officers will be actively searching this year for money to support the travel of at least some Third World members to Singapore. There was much discussion in Leipzig of low levels of participation by Third World members in the Association. These funds are difficult to come by, but efforts will be made.

Finally, there was some discussion regarding the Section's name. Although the Participatory Communication Research Section has always supported studying communication in the context of social change, this may not be clear to new comers. It may be advisable to make the "Communication for Social Change" agenda more clear in the Section's printed and program materials.

Discussion on these and other Section matters, including the Singapore conference, will be welcomed. Section information can be found on the Section's web page at <http://www.kubrusssel.ac.be/psw/pcr.html>. A Section newsletter will be forthcoming in November. Contact Section officers at the addresses listed below.

Prof. Thomas L. Jacobson, Section President, IAMCR-PCRS, Department of Communication, 359 Baldy Hall, State University of New York at Buffalo, Buffalo, New York 14260, USA; Phone: +1 (716) 645-2141, ex.761; Fax: +1 (716) 645-2086; Email: jacobson@acsu.buffalo.edu

Prof. Ullamaija Kivikuru, Section Vice President, IAMCR-PCRS, Swedish School of Social Science, P.O. Box 16, 00014 University of Helsinki, Finland; Phone: +358 9 40500209; Fax: +358 9 40500295; Email: ullamaija.kivikuru@helsinki.fi



Political Communication Section

Singapore 2000 – Call for Papers

The Section will be organizing panels for the Singapore Conference under the conference theme. Anyone interested in presenting a paper, chairing a panel, serving as a discussant, should contact the Section President by March 1, 2000. Paper proposals should be no longer than one page, list the author's name, address, affiliation, telephone, fax and email followed by the paper's title and an abstract of no more than 250 words. The abstract should specify the subject, questions asked, methodology and findings.

Prof. David L. Paletz, Section President, IAMCR-PCS, Department of Political Science, Box 90204=20, Duke University, Durham, NC 27708, 919) 660-4321 (tel.); (919) 660-4330 (fax); Email: paletz@acpub.duke.edu.

Professional Education Section

Leipzig Conference:

Attendance at an off-year conference is often smaller than for full conferences. Nevertheless, the number of papers offered for the Leipzig conference and the turnout to hear them was disappointing, especially given their quality.

Beate Josephi (Australia) reported her recent study of graduates making the transition from a journalism degree to press and broadcast newsrooms. Beyond specific factors, such as a lack of training in telephone manners and technique, she observed that one of the greatest hurdles for the graduates was the shift from a culture of precept in the classroom to a culture of precedent in the newsroom. What is known and shown to work is valued much more highly than what is supposed to work. She recommended the construction of curriculum activities that more closely reflected the decision-making processes of newsrooms and encouraged students' ingenuity, rather than set-piece instruction based on either theoretical or practical formulae. Her paper, available from the Secretary-General's office, is being developed further for publication.

Jacek Kolodziej (Poland) described the proliferation of journalism and media programs in Poland following the relaxation of controls both economically and politically, and discussed the problems arising from the rapid development of so many courses. In particular, he observed the difficulty of ensuring that new courses of this type maintain the traditional qualities of Polish higher education.

Naswil Idris (Indonesia) was himself unable to attend because of funding problems that could not be resolved in time, despite the generosity of the organizing committee. His paper reported the problems arising from the sudden expansion of the media in Indonesia, following the Asian financial crisis and recent political changes, the difficulties encountered in trying to remedy those deficiencies and the attempts made by Universitas Terbuka (the Open University) to use distance education methods to do so.

Frank Morgan (Australia) addressed the issues

involved in the development of Journet, the global network for professional education in journalism and media, recently launched by Unesco. Principal among these issues were how to help journalism and media schools improve their access to expertise, how to strengthen curriculum plans and materials and make them both more relevant and more widely accessible, and how to exploit the global technology of the Internet to allow for greater attention to local needs and details. He also described how the fall of the Berlin Wall, the anniversary of which the conference largely celebrated, had led to the diversion of aid funds from regions such as Africa, the Arab states, Asia, the Caribbean, Latin America and the Pacific to Eastern Europe and the former Soviet republics.

While numbers were down, generally, the discussion was enriched by the contribution of Babacar Fall, Director of Unesco's Communication Division, and Polycarp Omolo Ochilo, Chairman of ACCE and a section vice-president, both attending their first IAMCR conference.

A clash with the scheduled meeting of the International Council meant that it was impossible to hold a Section business meeting in Leipzig. Nevertheless, informal discussions among section members present at the conference indicated serious concern about the future of the Association and that of the Section. Further to recent, more widespread consultation with members, the Section appears to be strengthening its focus on professional education as a preparation for professional practice.

As reported elsewhere in this Newsletter, the Section Review Committee was unable to conclude its deliberations before the Leipzig meeting. Also, there was intense debate in the International Council about the future of the whole Association, and the role of the Sections in that future. Section Heads agreed, among other things, on the need for each Section to have its own website, for the websites to be compatible and linked with one another, and for the Sections to be more active in undertaking and publishing research in the field. Council was continually reminded of the need to attract more women, more young people and

more colleagues from the four-fifths of the world beyond Europe and North America, if the Association is to maintain and expand its membership. Council acknowledged the work of the Section Review Committee, the 21st Century Commission and the review of conference futures and commissioned a new Committee of Review to draw together all of their outcomes, and the views of the membership, to propose recommendations for the Association's future to be presented to the Singapore Conference in 2000. Frank Morgan was asked to convene that Review (see separate report).

Prof. Frank Morgan, Section President, IAMCR-PES,
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University of Newcastle, NSW, AUSTRALIA, 2308;
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fmorgan@mail.newcastle.edu.au

Intercultural Communication Working Group

Call to constitute a new Working Group

There cannot be any doubt that intercultural communication is a world challenge, nowadays. The Information society era is not only technology, it's also relationship between people of different cultures. In the globalization era, the importance of intercultural communication is increasing. Certainly, in 1988, 16th Congress of IAMCR worked in "Mass Communication and Cultural Identity", but intercultural communication is a wider field. Intercultural communication studies work in a transdisciplinary field, and a lot of questions could be included. What is intercultural communication? How to achieve an effective intercultural communication? What are the problems of intercultural communication? What is the role of intercultural communication in the globalization era? How does mass media act in a multicultural society? Is intercultural communication a challenge to ethnocentrism? Our Association has a big deal and a good position to study the intercultural communication. It could be very interesting to find and

to analyze what problems of intercultural communication exist in Africa, Latin America, Europe, Asia... Each area may discuss her own characteristics and try to present them to the others. Then, IAMCR would be able to give a whole vision in intercultural communication in the world. This call to constitute a working group wants to start a discussion about intercultural communication in IACMR. The most important is to discover the crucial about intercultural communication in different societies today. In fact, every meeting of IAMCR is an opportunity to practice intercultural communication and to know different cultural approaches to communication. Our international association is the most suitable forum to propose a discussion group of intercultural communication. In addition, the scheduled Conference of Barcelona at 2002 will principally deal with this subject. So, I would like to call you to set up a working party in intercultural communication. All members of IAMCR who may be interested please make contact (in any of the official languages of IAMCR) with me.

Prof. Miquel Rodrigo,
Facultad de Ciències de la Comunicació Universitat
Autònoma de Barcelona 08193 Bellaterra (Barcelona)
SPAIN e-mail:

Network on Qualitative Audience Research

Singapore 2000 – Call for Papers:

The working group on media reception, focusing on qualitative empirical audience research, will convene again at the 2000 IAMCR conference in Singapore. Since 1988, the NEQTAR group has been a forum for research and debate regarding the theory, methodology, and politics of reception analysis. The convenor especially welcomes papers that address the implications of reception studies for theory development and for the politics of media and communication.

Prof. Klaus Bruhn Jensen, Convenor, IAMCR-
NEQTAR,
Department of Film and Media Studies, University of
Copenhagen, Njalsgade 80, DK-2300 Copenha

Film and Television Fiction Working Group

Letter to Editor

After discussions with Mr. Ib Bondebjerg, the convenor of the Mass Media and Popular Culture Group and Mr. Ole Prehn a group of Danish media researchers attach the following call for papers for a new group for the IAMCR Singapore meeting. Ib Bondebjerg no longer wishes to be the convenor of a group and has accepted that other people do the job. After conferring with Mr. Ole Prehn we decided to change the title and description of the group. We, Mrs. Gunhild Agger and Mr. Henrik Rytter (both at University of Aalborg, Denmark) and myself, Mr. Palle Schantz Lauridsen (University of Copenhagen, Denmark), hope that the description reaches you, the editor of the newsletter in time.

Singapore 2000 - Call for papers:

The Working Group on Film and Television Fiction is a close relative to the former group on Mass Media and Popular Culture. In the new group, however, focus will be on the analysis of the aesthetic products of film and television fiction as well as on relevant theories and methods of analysis. Though obviously different in terms of technique, mode of address and reception situation, film and television share basic features such as the audio-visual, the narrative, the stylistic, and the generic elements. The increasing cooperation between film and television production environments and the growing transnationalization of the two (and other) media focus attention on common tendencies between the fields of film and television studies on the one hand and national and international trends on the other. World-wide media-convergence opens up discussions of other media relating to film and television fiction.

Potential contributors to the Singapore Conference may use the above description as a guideline, however all papers addressing topics within the broad field of film and television fiction will be evaluated for official acceptance by the convenor.

Abstracts of a maximum of 400 words, including the

authors name and address, should reach the convenor at the address below no later than March 1, 1999.

Prof. Palle Schantz Lauridsen,
Convenor, IAMCR-FTFWG,
University of Copenhagen, Institut for Nordisk Filologi,
Njalsgade 80, DK-2300, Denmark. Tel. (+45) 35 32
83 69; Priv. (+45) 33 31 96 61; Fax. (+45) 35 32 83
77; <http://www.nordisk.ku.dk>

Mass Media and Sport Working Group

Report:

The IAMCR Mass Media and Sport WG was revived at the Leipzig conference, meeting for the first time after nearly a decade (naturally, most of the members were new to the group). In its two sessions seven papers were presented. The different contributions, which displayed a range of scholarly perspectives to the study of media/sport, linked to one another in interesting ways. This was especially true for the session, which included four papers related to the Olympic Games.

At the business meeting the members decided to continue meeting at IAMCR conferences and between conferences keep in contact by informing one another of their own work, relevant journal articles and books they come across and so on. As an aim for the future, the members might attempt joined/comparative projects.

The group is going on-line, in the near future, in order to get wider exposure to its activities and eventually include more scholars. In fact, beside the nine members who came to Leipzig and now form the core of the group, over the last few weeks, twenty researchers in the field have expressed an interest in being added to the group=92s mailing list.

Singapore 2000 - Call for Papers:

The Mass Media and Sport Working Group invites submissions for its program for the IAMCR

conference in Singapore. All papers, from the full range of perspectives on the study of Media/Sport, will be considered. However, in accordance with the conference theme "Communication beyond 2000: technology, industry and citizen in the age of globalization" - contributions related to this theme in the context of mediated sport are particularly welcome.

Abstracts of a maximum of 400 words - including the author's name, address and institution - should reach the Convenor, by e-mail, at the address below no later than March 1st, 2000 (prior to that an indication of intention to submit would be greatly appreciated). Completed papers should be sent by June 1st, 2000.

Prof. Alina Bernstein,
Convenor, IAMCR-MM&SWG,
3, Gosh Halav St., Tel Aviv, 64581, Israel. Tel/Fax: +
972 3 5243874;
E-mail: alinaber@netvision.net.il

Media , Religion and Culture Working Group

The Media, Myth and Ritual has metamorphosed, emerging as the Media, Religion and Culture Working Group. Stewart Hoover has passed on the mantle of convenorship Jose Martinez de Toda. All those wishing to have papers in this area considered for the Singapore conference should write in this regard to Martinez de Toda. Conference Announcement: International News In the Twenty-First Century. On 16 and 17 March, 2000, the Centre for Mass Communication Research of Leicester University will host a conference addressing the future of international news production and distribution. With this two day event, CMCR offers researchers and practitioners a venue for conversation about the future of global news. Paper proposals are welcome. Information is available at: <http://www.le.ac.uk/cmcr/cp46/NEWS.html> or from Centre for Mass Communication Research, University of Leicester 104 Regent Road, LE1 7LT UK (44) (0116) 252-3863 (telephone); (44) (0116) 252-3874 (fax); cmcr@le.ac.uk



Membership Forms

Individual Membership Application or Update Form.

TYPE OF MEMBERSHIP REQUESTED (PLEASE CHECK ONE):

All fees cover the calendar year.

Individual US\$80 Emeritus US\$40: Student US\$40*: Low Income Country US\$20:

ADDRESS & PERSONAL INFORMATION:

If you already are a member and wish to make corrections or updates on the information currently listed about you in the IAMCR membership directory, please use the space below to do so.

Family Name: _____

First Name: _____

Nationality: _____

Institutional affiliation: _____

Occupational title: _____

Present Position: _____ Gender: _____

Full address: _____

Telephone: _____ Fax: _____

E-mail: _____

Correction or Update (tick one)

FIELDS OF INTEREST:

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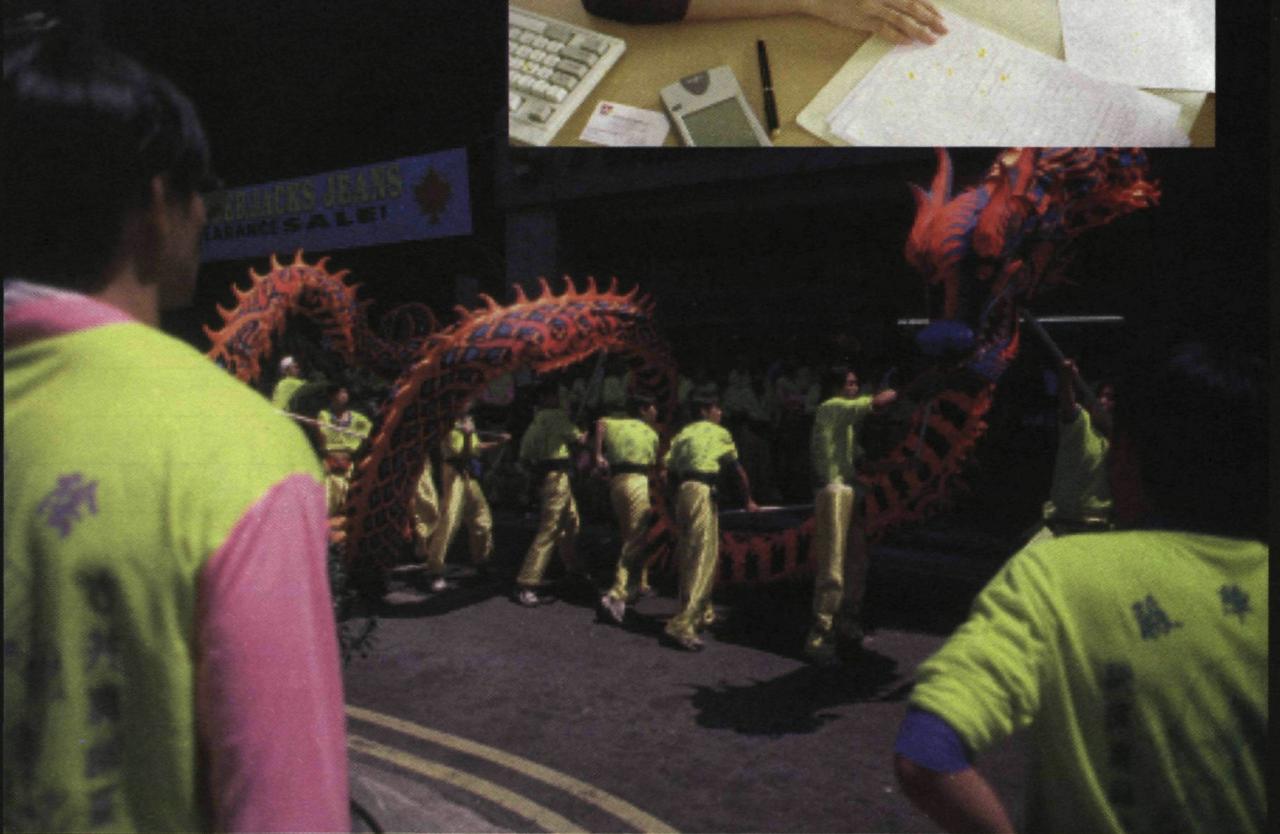
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Thank you
The editor thanks AMIC for providing photographs. Credits are on page 49. Thank you also to Perry Wong for subsidising the design of this issue by under-valuing his time, effort and skill.



SINGAPORE

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