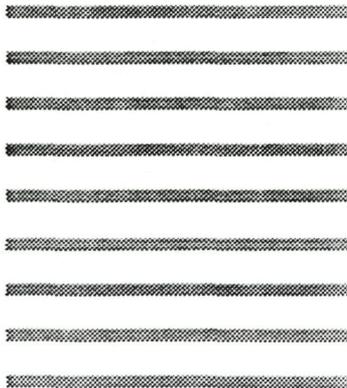


BE PREPARED TO SHARE AND PAY UP, OR WRECK THE CONFERENCE !!!

Almost all prospective (and pampered) Bled conference participants are requesting single rooms. Well, only 100 such rooms are available and hotel managers are not willing to let us have double rooms for the price of a single. Unless you change your mind, only 100 people can attend the conference, whereas in fact the number of people who want to come is extremely high. The damage to the Association, if participation were so limited, would be incalculable.

So, please let the organizers know that you are prepared to share!

Also, many people send in registration forms but make no mention of payment. Much as the organizers would like to host you all, they are simply unable to do so. Please rectify this omission immediately.



PRESIDENTIAL LETTER

by James D. Halloran, President

Dear Friends,

It gives me great pleasure and satisfaction to be able to write to all members in the Association's first official Newsletter. I feel sure that it will be the first of many, and we are in debt to those who, following the decision to go ahead taken at the last meeting of the International Council in Budapest, have worked so hard to launch this new venture. It may be invidious to mention names, but I feel we owe a special vote of thanks to Robin Cheesman, Brenda Dervin and Karol Jakubowicz. Costs of production have been kept to a minimum and the costs of distribution have been generously covered by Robin.

We are also indebted to Slavko Splichal and his colleagues and collaborators in Yugoslavia and, as so often in the past, to my colleague Peggy Gray, for their tremendous efforts, often in the face of considerable difficulties, in preparing for the Bled conference. The information about the Conference provided elsewhere in this Newsletter gives ample evidence of their industry and efficiency. This, together with the encouraging response from our members, augurs well for a most successful meeting. I look forward to Bled, and to meeting all those who have assured such a high level of participation.

For many years we have been conscious that we have only been able to help a very small number of our members from the Third World with conference and travel expenditure. For some time UNESCO has been our only source of funds in this connection. UNESCO is again offering assistance for the Bled Conference, as well as contributing to the costs of interpreting. This continued cooperation is very much appreciated. Fortunately, this year we have received additional grants from SIDA (Sweden), DANIDA (Denmark) and NORAD (Norway) which have enabled us to offer assistance to twenty-five of our members from the Third World. We are most grateful to these agencies, and to Robin Cheesman, Erik Nordahl Svendsen, Olof Hultén and Kaarle Nordenstreng, who were instrumental in making the various arrangements.

Even so, despite this increase in funds, we have not been able to meet all the requests for assistance. I regret this, and I hope that those who were not fortunate this year will fare better on some future occasion. It should be borne in mind that we are not entirely free in making our selections, for some agencies only support people from specific countries, and others require contributions in selected subject areas, or we are tied to a particular Section. Within these parameters

THE INTERNATIONAL COUNCIL NEEDS YOUR IDEAS

This is an experimental issue of a newsletter developed by a special committee appointed by the IAMCR International Council to study publication issues.

This newsletter has been produced under large time and cost restraints. For this reason it appears in English only, except for this short introduction which appears in Spanish and French as well. The committee has issued this newsletter despite these limitations because it was felt it was important to take a concrete step towards establishing a permanent IAMCR Newsletter prior to the Bled meeting.

The concerns which the Council mandated the publication committee to consider are listed below. All IAMCR members are encouraged to relay these ideas to any member of the International Council.

Here are the questions for which your ideas are needed:

- 1. Should IAMCR establish a permanent newsletter? If so, how often should it be issued? Who should edit? What should it focus on? How many languages should it be in? How should the costs be covered?*
- 2. Should IAMCR establish a permanent journal? If so, with what focus? What structures and procedures should be established for control of the journal? Should IAMCR consider cooperation with an established journal? In how many languages?*

we try to apply a first come first served policy and, on the whole, do not offer assistance to those who have already received help in the recent past.

Congratulations also to Hamid Mowlana, who was successful in obtaining travel grants that will enable four of his graduate students to participate at Bled.

I am most grateful to those Section Heads who responded positively to my earlier request and proposed some names from among those of their members submitting papers who might act as discussants at the opening plenary session at Bled. We can look forward to contributions from Mohd Hamdan Adnan, Oscar Gandy, Robin Mansell, Manjunath Pendakur, Trine Syvertsen and Janet Wasko.

I have just heard from Günther Heidorn, who is now in Gothenburg, that at Bled he intends to tender his resignation as Head of the History Section, a position he has held since 1970. We are most grateful to him for all that he has done for the Section, and the Association, over the years, and we are pleased to learn that he hopes to continue as an active member of the Association. The whole position with regard to Sections (old and those recently proposed) will be reviewed at Bled.

As mentioned in my last letter, it has been most encouraging since Barcelona to have witnessed a marked increase in the involvement and activity of quite a number of members, particularly those on the International Council. Unfortunately, this has not been paralleled by an increase in general membership. As I have written so often in the past, "the general position remains more or less the same as it has been for some time" - new members being countered by lapsations. If any change can be detected, unfortunately it would appear to be in a downward direction - the lapsations more than countering the new members, and this even in a conference year, when we can normally expect an increase. Clearly we shall have to give careful attention to this matter in Bled.

We have encountered a rather strange problem concerning the Seat of the Association. Some months ago François-Xavier Hutin drew attention to the fact that there was some confusion as to the location and legitimacy of the Seat, a fact he discovered when he sought to register the Statutes as amended in Barcelona with the Prefecture de Police in Paris. With the help of Cees Hamelink, Jacques Bourquin, Frans Kempers and, above all, David Goldberg from the School of Law at the University of Glasgow, I have looked into the matter very carefully. It would take far too long to recount the full story of who did (or did not) do what when as the Secretariat/Headquarters moved from Paris to Amsterdam and then to Lausanne and finally to Leicester, and as the Statutes were changed in sometimes mysterious and still unexplained ways (records are incomplete prior to 1972).

In any case, the original Constitution stipulated that the

LE CONSEIL INTERNATIONAL ATTEND VOUS OPINIONS

Voici un numero spécimen d'un Bulletin de l'AIERI édité par un comité spécial, chargé par le Conseil International de l'AIERI d'étudier des questions relatives aux activités editoriales de l'AIERI.

Ce bulletin a été réalisé en peu de temps et à frais restreints. Pour cette raison il paraît uniquement en version anglaise, excepté cette brève introduction publiée aussi en espagnol et en français. Le bulletin voit le jour malgré les limitations mentionnées, parce que le Comité voyait la nécessité de faire des démarches précises en vue de créer un bulletin permanent de l'AIERI avant la reconte de Bled.

Nous présentons ci-dessous les questions soumises à l'attention du comité. Tous les membres de l'AIERI sont priés de transmettre leurs idées à l'un des membres du Conseil International.

Voici les questions auxquelles vous êtes priés de donner votre avis:

- 1. L'AIERI devrait-elle publier un bulletin permanent? Si oui, avec quelle périodicité? Qui devrait l'éditer? Quelle thématique pourrait-il aborder? De quelle manière devrait-on couvrir les frais de sa publication? En combien de langues devrait-il paraître?*
- 2. L'AIERI devrait-elle publier un périodique permanent? Si oui, quelle devrait être sa thématique? Quelles structures et quels procédés devrait-on établir pour le contrôler?*

Seat of the Association is in Paris. This clause is still included in the current statutes. The "authority of registration" was established and located in Paris. However, it now appears that it was cancelled and withdrawn in 1961, when the seat of IAMCR was transferred to the Netherlands, but without being formally registered there (which was not actually required by Dutch civil law). To the best of our knowledge, there have been no other formal registrations either in Switzerland, or in England, but apparently these would not have been necessary. Quite simply, until the last year, the matter has never even been considered. The question has not arisen during my more than 20 years' membership of the governing bodies of the Association.

Still, I am assured by David Goldberg that there need be no single solution, for the answer to the question as to the location of the Seat could vary, depending on what national legal framework of interpretation was used. It is up to the Board, Council and General Assembly at Bled to discuss the matter and decide where the Seat should be located. Naturally, I would like to have the matter settled before I depart. To make a firm decision is probably more important than what particular decision is taken. I wouldn't like Cees to inherit my illegitimacy!!!

It should be noted that the statutory changes agreed at Barcelona are not affected by this matter.

We are always pleased to hear from members at headquarters, to learn of their interests and activities, and to receive copies of their work. I am most grateful to all those who have written and sent material. The undermentioned journals are received fairly regularly - very regularly in some cases, and this, too, is very much appreciated:

World Broadcast News, The Democratic Journalist, IOJ Newsletter, Unda News, Catholic Media Council, Information Bulletin, VCIP Information, AEJMC News, Nordicom Information, Communication Research Trends, Chasqui, Swedish Radio Audience and Programme Research Newsletter, Cemedim (Cuba), Felafacs, IFDA Dossier, PP Quarterly Review (Warsaw), Revue Tunisienne de Communication, Unesco Bulletin, Zeszyty Prasoznawcze, Africom, Africa Media Review, The Democratic Communique, IFJ Newsletter, Informazione TV (RAI), AMIC Newsletter.

I know that all of you will be sorry to hear that our Secretary General, Tamás Szecskó, recently underwent brain surgery in Philadelphia, where he had been visiting the Annenberg School. I understand that he is progressing well, and that he can look forward to a full recovery. He hoped to be back in Hungary by the end of May.

We intend to prepare and distribute an updated membership booklet prior to the Bled meeting.

**** Please remember your dues ****

Voyez-vous une nécessité de coopération entre l'AIERI et le périodique déjà existant? En combien de langues devrait-il paraître?

EL CONSEJO INTERNACIONAL ESPERA SUS OPINIONES

Le presentamos este primer numero de un Boletín de la IAMCR-AIERI, que ha sido elaborado por uno de trabajo designado por el Consejo internacional, para ocuparse de las cuestiones concernientes a la actividad comunicativa de la Asociación.

Ha sido preparado de forma rápida y con limitaciones presupuestarias, razón por la cual sólo podemos ofrecer en esta ocasión su versión española, aparte de criterio similar que se ha seguido para la versión francesa. No obstante estas contingencias, nos ha parecido necesario emprender unas medidas concretas con el fin de fundar un boletín permanente, con carácter periódico, de la Asociación en visperas de la reunion de Bled.

A continuación les exponemos los temas que han sido sometidos a la consideración de este grupo de trabajo. Rogamos a todos los miembros de la Asociación que expongan sus puntos de vista al miembro del Consejo internacional que se halle más próximo a Vd.

1) ¿Debería la Asociación conter con un boletín permanente? Si su respuesta es positiva, ¿con qué periodicidad? ¿Quién debería asumir la responsabilidad y en qué idiomas? ¿Qué temas podría

THE PRESIDENT-ELECT TWO YEARS ON by Cees Hamelink, President-Elect

Since our meeting in Barcelona, I have come to the conclusion that one should be a President-Elect for life. It is a most comfortable position to explore, propose, and discuss without the burden of presidential responsibility.

Particularly important and inspiring in the past two years have been the number of suggestions for improvements of our work and the offers of collaboration. There would seem to be a good measure of interest in sharing the various tasks the Association needs to perform. This augurs very well for several of the policy proposals I intend to bring to our discussion at Bled. These will concern organizational restructuring, division of labour, financial arrangements, and the extension of activities and contacts. At the meeting of the International Council in Budapest, August 1989, it was decided that we upgrade our relations with UNESCO, explore links with other UN bodies and establish firm working arrangements with regional research associations. All of this is under way and can be reported about at the Bled meeting. Consultations are taking place with UNESCO, ITU, ILO, GATT, WIPO and ECOSOC. Forms of cooperation are being worked out with such regional associations as ACCE (Africa), AMIC (Asia) and ALAIC (Latin America).

One policy issue which I would like to see discussed in Bled is the question of the academic input into the international policy-making processes in the field of communication. Policy debates of critical importance take place in a number of multilateral fora today. These debates - addressing such issues as the trading of intellectual property and market access for telecommunication services - are bound to have an impact on national and international communication systems. It is a striking feature of these multilateral negotiations that apart from the political and diplomatic communities, and the organizational bureaucracies, the most prominent non-state actors are the business lobbies and communication practitioners. The academic community is conspicuous by its absence. Yet, many of us may occasionally feel that researchers would have a word or two to contribute as essential decisions are being prepared, taken and implemented. I have agreed with Margaret Laughlin, President-elect of the ICA, that we begin at the ICA conference in Dublin (June 1990) a joint IAMCR/ICA task force on the question of communication research and international policy-making. This initiative would move us towards a joint exploration of such questions as whether communication research does indeed have a contribution to make, and if so, how this could be channelled into the political process. This is likely to be complex and controversial, but I would argue worth the effort. I do expect

tratar? ¿De qué manera podrían cubrirse los gastos que su publicación originaría?

2) ¿Debería la Asociación publicar una revista? En caso positivo, ¿sobre qué temas y en qué idiomas? ¿Qué estructura y qué forma de actuación debería establecerse para su control? ¿Cree que existe la necesidad de que se establecieran unos nexos entre la Asociación y la revista que ya publica?

CONFERENCES AND SEMINARS

Communication Technology and Cultural Environment

IAMCR, the International Centre for Public Enterprises in Developing Countries and the Faculty of Sociology, Political Science and Journalism, Edvard Kardelj University, Ljubljana, will hold a joint session on Communication Technology and Cultural Environment during the IAMCR conference in Bled. This special session will be addressed by a number of speakers and will run as a seminar between August 19 and 31 in Ljubljana and Bled. Interested persons should contact Hamid Mowlana, School of International Service, The American University, 4400 Massachusetts Ave., N.W., Washington, D.C. 20016, U.S.A. or Slavko Splival, Faculty of Sociology, Political Science and Journalism, Edvard Kardelj University, Kardeljeva pl. 5, 61000 Ljubljana, Yugoslavia.

that what may start in Dublin could be taken several steps further in Bled.

Yet another point that I would like us to deal with is the question of how we can make a better use of the enormous pool of knowledge-resources our Association represents. How can we facilitate better and easier access to all the work that goes on among the members and that we could all benefit from at one time or another.

Another issue that needs our attention has to do with the academic quality of work presented at our conferences. This is apparently a difficult area since few ideas on this matter have been proposed so far. Maybe we could do some creating thinking on this before we meet in Bled.

There are very promising indications of a productive and intellectually inspiring meeting in Bled. It would seem that our general theme is very timely and pertinent indeed as developments in different parts of the world make rethinking democracy an inevitable task.

BLED: SETTING THE STAGE

by Robert A. White

The 1990 congress of the IAMCR at Bled in the beautiful Slovenian Alps will undoubtedly be a pleasant place to meet old friends and make new acquaintances. But the congress also comes at a historic moment for communication researchers. Since the 1988 meeting in Barcelona, the political structure Central and Eastern Europe has undergone some of the most dramatic changes of this century. Many nations of the "South" - the southern cone region of Latin America - are emerging from periods of authoritarian government and are grappling with the design of media systems that will provide deeper roots of democracy. The fever of deregulation affecting most industrialised countries has made the question of the "public service function of the media" more central in policy debates than it has been since broadcasting was first introduced back in the 1920s.

In all of these policy discussions, the theme of the 1990 IAMCR conference, "Developments in Communication and Democracy", is crucial. In many countries decisions are being made that may affect the shape of media institutions well into the 21st century. Many of the traditional concepts of the relation of media to democracy, predicated on a definition of communication technology dating back to the 1920s, are now no longer viable. IAMCR members are challenged to provide both solid research information and new conceptual frameworks regarding the relationship of media technology to sociopolitical democracy.

Communication Ethics

The World Association for Christian Communication will hold a one-day pre-conference seminar on Communication Ethics: Our "Universal Human Values" in Bled on August 25, 1990. If you are interested in attending, please contact Dr Michael Traber, WACC, 357 Kennington Lane, London SE11 5QV, U.K.

Information Society and Civil Society

The Fourth International Colloquium on Communication and Culture, devoted to the theme Information Society and Civil Society: an East-West Dialogue will be held in Bled on August 23-25. For further information contact Slavko Splichal, Faculty of Sociology, Political Science and Journalism, Edvard Kardelj University, Kardeljeva pl. 5, 61000 Ljubljana, Yugoslavia.

Europe Speaks to Europe

KomTech GmbH, the Frankfurt-based Centre for Communication and Technology Research, will hold its second conference Europe Speaks to Europe in Moscow in December 1990. The conference, which will discuss the issue of Telecommunications in the Common European House, will be co-organized by the International Centre for Scientific and Technical Information (Director: Prof. Alexander Butrimenko). More than 10 workshops will be held, dealing with such questions as, for example: Data Cooperation; Cooperation in Space Research; The All-European

The Role of the IAMCR

As an association, the IAMCR has never been satisfied with research as a concern of academic professionalism, but has attempted to become engaged with current policy debates and decisions. Not a few of the members of the IAMCR are directly involved in the design and implementation of new media policies in their countries. The exchanges that will take place in Bled may well reflect some of the "heat of the battle" that is going on. The research papers already listed indicated that there will be a great deal of solid new information and new theoretical orientations emerging out of these situations.

For nearly twenty years the IAMCR was one of the major fora for research on the issues of the New World Information and Communication Order. Indeed, the IAMCR with its relationship to UNESCO, was often an important context for defining these issues as research questions. Many of these issues remain, but the context continues to change. The meetings of Barcelona and Bled come at a turning point, and members of the IAMCR have the opportunity of defining the priority research questions for the next ten or fifteen years.

These challenges may be especially pressing for members from the countries of the South. There, the cultural industries are developing rapidly and there are new levels of maturity in the development of indigenous genres of television, radio and press. In some context, there is also fairly rapid development of the informatics industries. All of this is affected, however, but the shadow of the international debt problem and the national economic crises. Communication researchers, members of the IAMCR, are directly affected by this crises. Ironically, at the very time that many new university-level courses in communications are opening in Africa, Asia and Latin American and there is ever greater need for expertise in communication policy, communication research is becoming more difficult. And it is not only in these regions that the problem is being felt.

All this should remind us that the greatest resource of the IAMCR is that it brings us truly international solidarity. How many of us have remarked that the IAMCR often seems more like a community of supportive friends than just a professional association of colleagues. So ... till we meet in August at Bled.

PUTTING IAMCR STILL MORE FIRMLY ON THE MAP

by Hamid Mowlana, Vice President

After the Barcelona conference of our Association, the International Council decided to establish new linkages with

Future of HDTV; Take-over of Eastern European Media Markets by Western European Conglomerates? Participation is by personal invitation only, but IAMCR members can still get an invitation if they send paper proposals to Prof. Dr. Jörg Becker, KomTech GmbH, Arnburgerstr. 70, D-6000 Frankfurt 60. FRG, tel 069-4020144, tlx 416532, fax 069-4020137. Papers should not be individual country studies only, but should deal with aspects of relations between Eastern and Western European countries and have a strong empirical base.

Journalism in the New Europe

*The next Stockholm University Spring Colloquium on Journalism will take place at the Inter-University Centre in Dubrovnik, Yugoslavia, between 6 and 11 May 1991. The topic will be **Journalism in the New Europe**. The aim is to look at the implications for media structures and journalistic practices in Eastern and Western Europe following the transformations of 1989 and 1990. The organizers invite proposals for scholarly papers addressing any aspect of this general topic. They are particularly keen to encourage new voices from Eastern Europe, but it is expected that there will also be participants from Western Europe and beyond. The organizers will be able to provide assistance with the costs of travel, accommodation and subsistence for those participants who would otherwise have difficulty in attending and giving papers. Enquiries,*

international, regional and national research organizations and to enhance the existing joint collaboration of IAMCR with communication research associations around the world. Efforts to this end included President James Halloran's visits to Brazil and the Far East, negotiations by President-elect Cees Hamelink and myself with UNESCO, and similar activities by other members of the Executive Committee. All of these will be reported in detail to the International Council and the General Assembly of IAMCR in Bled in August.

Below follows a brief report of some of the other developments in this field.

- A joint IAMCR/ICA session on *Communication Studies and Cultural Settings*, attended by more than 200 participants, was organized during the annual conference of the International Communication Association in San Francisco in May, 1989. Presentations included those by Hamid Mowlana (chair), François-Xavier Hutin, Yanichi Ito and James Carey, all members of IAMCR, and a number of ICA researchers. Arrangements are underway for the third joint meeting on the European communication field to be held in during the ICA conference in Dublin, Ireland, in June 1990.
- IAMCR was present at the *International Cultural Exchange Symposium*, held in Tokyo in June, 1989 and attended by some 200 researchers and educators from Japan, the U.S., and the United Kingdom. Yanichi Ito and Hamid Mowlana held a number of meetings at the universities of Tokyo and Keio exploring areas of research cooperation with Japanese and Pacific area researchers and exploring the possibility of an IAMCR conference in Japan.
- In August, 1989, a meeting of communication educators and researchers, sponsored by the Prague-based International Journalism Institute, was held outside Budapest and discussed a number of projects on international news coverage and the means of data collection. Wolfgang Kleinwächter, Kaarle Nordenstreng and Hamid Mowlana made presentations and discussed enhancing the linkages between interested sections of IAMCR and those scholars of Europe, Africa, North and South America, and elsewhere, involved in international news reporting projects.
- IAMCR also played a leading role at the first *MacBride Round Table on Communication* held in Harare, Zimbabwe, in October, 1989. It was sponsored by the Federation of Southern African Journalists in cooperation with IAMCR, the International Organization of Journalists (IOJ) and 16 other non-governmental organizations. Thirty-five communication professionals and specialists from 14 countries attended this gathering, assessing the state of global communication ten years after the publication of the MacBride Report. IAMCR members who made presentations included Wolfgang Kleinwächter, Hamid Mowlana, Kaarle Nordenstreng, Slavko Splichal, and Michael Traber.

both formal and informal, should be sent to Peter Dahlgren, Department of Journalism, Media and Communication, University of Stockholm, Gjörwellsgatan 26, S-112 60 Stockholm, Sweden, tel. +46 8 13 19 60. The closing date for formal abstracts is 1 November 1990.

Science and Technology: Implications for Communication Development in Africa

Scholars, trainers and practitioners in the field of human and mass communication are invited to submit papers for the 7th Biennial Conference of the African Council on Communication Education (ACCE). The Biennial will be held 22-27 October 1990 in Ougadougou, Burkina Faso. The deadline for submissions is 30 July 1990.

Contact: ACCE Executive Coordinator, P.O.Box 47495, Nairobi, Kenya, tel 27043/334244 ext 2068/722089, tlx 25148 ACCE KE.

PROJECTS

Political Communication and Eastern/Central Europe

Professor David L. Paletz (Department of Political Science, 214 Perkins Library, Duke University, Durham, North Carolina 27706, USA) is interested in receiving submissions of unpublished original research and analysis for two books he is currently compiling. The first is the next volume in the *Political Communication Research series*

- IAMCR was one of the official sponsors of a three-day International Colloquy on *Europe: Les Industries de la communication, ont elles un sens?* organized in Grenoble in December by Le GRESEC (Group de recherche sur les enjeux de la communication), Université Stendhal, Grenoble 3, and the French national organization (CNRS), under the leadership of M. Bernard Miège, President of the University of Grenoble and the conference chair. Nicholas Garnham, François-Xavier Hutin, Manuel Pares i Maicas, Armand Mattelart, Hamid Mowlana and Michael Palmer, IAMCR members all, were among the participants who made presentations.

On a more personal note, in November 1989 I was invited by the Turkish Communication Research Association (ILAD) and the Turkish Political Science Association for a series of lectures and conferences in Turkey. During my discussions with our Turkish colleagues, ILAD agreed to host the IAMCR annual conference in the summer of 1991 in Istanbul. Proposal and details will be submitted to the International Council and the IAMCR General Assembly for approval when we meet in Bled. ILAD has also decided to establish an IAMCR National Council in Turkey. Also in November, I visited Iran and the Persian Gulf area, where I discussed the establishment of close linkages between IAMCR and the Middle East communication research organizations. Iranian communication research groups and a number of non-governmental organizations in the Persian Gulf have decided to join IAMCR.

SECTIONS

Political Economy

Vincent Mosco of Carleton University (School of Journalism, Carleton University, Ottawa, Canada K1S 5B6) was appointed Acting Head of the section in the fall of 1989. A meeting of the *Friends of the Political Economy Section* was held on October 28, 1989 in New York. Among the topics of greatest interest was the need to initiate and organize debate about the central issues in political economy, including its relationship to internationalism, cultural studies, and political and political change in Eastern and Central Europe. The Section is organizing two sessions during the Bled conference: *Political Economy: State of the Art* and *The State, Capitalism and the Media*. The session committee, comprised of Vincent Mosco, Robin Cheesman of Roskilde University, Denmark, and Janet Wasko of the University of Oregon, USA, has accepted twenty-seven abstracts on these themes and has selected three to five papers for formal presentation at each of these sessions.

he initiated, published by Ablex Publishers. The second volume will consist of original essays by individuals involved in, or who have done research on (or both), the relationship between the media (broadly defined) and recent political, economic and social events and changes in the USSR, Eastern and Central Europe. Anyone interested in contributing to those books should contact professor Paletz and send either an abstract or a completed paper.

Television Around the World

There is a clear lack of reliable comparative knowledge about the role of television and about the consequences of different systems and policies in various countries. We know very little, in comparative terms, about how program policies are developed and administered or about the themes, values, images, and "facts of life" different countries project and cultivate through their television news and entertainment. We know even less about how exposure to television's messages influences people's beliefs, and actions in different countries and culture.

This makes the process of planning, assessment, and decision-making within each country and across countries difficult and unreliable.

This cross-cultural comparative research project of television policy, content, and effects is designed to address that problem. Its purpose is two-fold. First it is to provide decision-makers and public in

Bibliography

The Section still has room in its line-up of speakers for two more papers. The sessions will deal with: *National, Regional or International Reviews in Mass Communication for 1988-1990* and *New Technologies in Bibliographical Work: On-line Databases, Electronic Mail, Electronic Journals, etc.* Send paper abstracts to professor Walery Pisarek, Press Research Centre, Rynek Główny 23, 31-008 Kraków, Poland.

Communication Technology

Communication Technology Research Exchange: Current and Future Activities, Thursday 30 August. Chair: William H. Melody, CIRCIT, Australia. There is a substantial amount of interesting research being undertaken and planned at an increasing number of research centres around the world. This session will involve an informal exchange of information on such research activities. Participants are invited to bring written materials about ongoing or planned activities at institutions, centres, units and groups that are active in this field.

Areas of interest for discussion will include, but are not limited to:

1. New Technologies - OSI - ISDN, mobile, satellites, radio, etc.
2. Innovation, diffusion and technology transfer
3. Information and communication economics
4. Broadcasting and the mass media
5. Electronic data bases
6. Human-machine interfaces
7. Changing structure and design of organizations
8. Changing structure of employment and work
9. Training and education
10. Communication policy development, procedures and substantive issues

The last part of the session will discuss future activities and priorities of the Communication Technology Section.

CIRCIT

A new Centre for International Research on Communication and Information Technologies (CIRCIT) was established in Melbourne, Australia, on 1 July, 1989. It is an independent, non-profit research institution, founded jointly with the Universities of Melbourne and Monash and the Royal Melbourne Institute of Technology. It is studying the implications of communication and information technologies for the contemporary economy and society. It is focussing on the implications for policy development by government, industry, trade unions and other institutions as they adapt to the future

each country information about television policies, content and effects in a broad international comparative perspective. Secondly, it is to assist scholars and researchers to build and test theories about the dynamics of television within and across cultures.

Participating countries are: Belgium, Canada, the People's Republic of China, Finland, France, Hungary, Italy, Japan, South Korea, Taiwan, USSR, USA. Directed by George Gerbner, University of Pennsylvania; Ellen Mickiewicz, Emory University; Michael Moran, University of Massachusetts; Nancy Signorielli, University of Delaware; and scholars in participating countries.

Media and Social Interaction in Public Space

Professor Gary Gumpert and some of his colleagues from the Department of Communication Arts and Sciences (Queens College, Flushing, New York 11367, USA) are currently working on a project which examines how innovations in media technology alter the immediate need and form of social interaction in public space. This concerns specifically the regulations which govern the establishment of cafes, pubs, plazas, gardens, coffeehouses, churches, promenades, streets and shopping districts and malls. In the United States, numerous regulations influence social life in public places: alcoholic and beverage, traffic, health and Fire Department regula-

global information economy. CIRCIT is building a body of knowledge that will inform policymakers at local, national and international levels; strengthen education and training programs; and provide a valuable resource for the media and the general public.

The research program

CIRCIT will develop new knowledge by undertaking and promoting basic and applied interdisciplinary research in six inter-related areas: the Information Economy; the Electronic Telecommunication Infrastructure; Content and Communication; Organisational Structure; Employment and Training; Policy Analysis and Assessment. Research programs currently underway include: Australian Satellites; Policy Options for the Future; Remote Area Broadcasting Services; Satellite Applications for the Future Including DBS; Pay TV; Community Service Obligations of the Telecommunication System; Broadcast Regulation and its Relation to Telecommunication Regulation; Implications of High Definition Television (HDTV); ITU Regulation of Technical Standards; Language, Culture and Information Markets.

CIRCIT plans to grow to an on-site staff of about 40. Approximately 10 professionals will provide first-class research support services, including computer, library data base and publication services. There will be about a dozen longer-term research associates, and about 8-10 scholars visiting from overseas and within Australia, with periods in residence ranging generally from 3 months and 2 years, as they complete research and prepare it for publication. In addition, 10-12 doctoral students can be accommodated in the Centre at any one time.

CIRCIT sponsors a regular series of workshops, seminars and conferences. It publishes its research in a variety of formats, including newsletters, policy research papers, working papers, monographs and books. *Prometheus*, the journal of technological change, innovation, information economics, communication and science policy is edited and published at CIRCIT.

CIRCIT invites inquiries from organisations or individuals regarding the research program, publications, seminars, conferences, Ph.D. research opportunities, international visitor and exchange programs and possibilities for international cooperative research.

Please direct all enquiries to:

Professor William H. Melody, Director
CIRCIT
Riverside Quay
4 Byrne Street
South Melbourne
Victoria, Australia
Tel (61-3) 616 8888; Fax (61-3) 616 8800

tions. In addition, land use regulations (zoning) are extremely relevant. Gary and his colleagues are interested in finding sources which have dealt with this regulatory issue, but would particularly appreciate citations, sources, and addresses (of those civic bureaucracies that govern the establishment of public spaces and places) in your respective countries.

PUBLICATIONS

Who's Who in Mass Communications, edited by Sylwester Dziki, Janina Maczuga, Walery Pisarek; Forewords by Walery Pisarek and Jörg Becker; Database indexed by Frank-Michael Bahr. The Press Research Centre, Cracow, on behalf of the IAMCR Bibliographic Section; K.G. Saur Verlag GmbH & Co. KG, München, FRG, 1990.

This is the enlarged, corrected, updated and revised second edition of *World Directory of Mass Communication Researchers*. As commonly requested by readers of the first edition, it has been supplemented by an integrated index. K. G. Saur Verlag have provided an elegant cover and make-up.

"This *Who's Who* - writes Jörg Becker in the "Foreword" to the second edition - aims at facilitating the vital international and comparative research work. When IAMCR was founded, it very consciously included scientists from Eastern and Western

BLED CONFERENCE INFORMATION AND NEWS

by Peggy Gray

Registrations

Some 360 registrations have been received already and many more people are saying they intend to be there. The registration date was March 31st, by which time *all single rooms had been taken* and Category A hotels were full.

As everyone was warned last February, Bled is a very lovely place and an important centre of the Yugoslav tourist industry, so that even rooms for double occupation are now at a premium. Therefore, if you have not done so, *register immediately or you may be disappointed*.

All registration money and requests for accommodation should be sent to Ljubljana/Bled.

Papers

Almost 200 abstracts have been received and convenors say that they anticipate papers of a high standard. Papers, not exceeding 10 single-spaced pages, should now have been written and copies sent to the relevant meeting convenor and Peggy Gray at Leicester. All paper givers should carry a number of copies with them to Bled for distribution to those attending the meeting at which the paper will be presented. Other copies will be on sale in Bled and, of course, will be available after the conference from Leicester (as long as authors have sent them to Leicester as requested). *No further abstracts or new papers can now be accepted for publication.*

The programme

All eight Sections and 37 different Working Groups will hold meetings in Bled which means that there will be some 80 meetings taking place during the five main working sessions, each of three hours' duration. In addition there will be the Opening Plenary session and the General Assembly. In order to facilitate proper organisation *every participant* is asked to *complete the form* (enclosed with this *Newsletter*) indicating the meetings which they expect to attend during the Conference and *return the form immediately to Peggy Gray at Leicester.*

Details of various meetings were given in Calls for Papers in the last Letter from Headquarters (blue pages). Some additional groups have been established since then in which case they are listed below and any special information sent by convenor is included.

The list of working groups sent in the last Presidential Letter (yellow pages) stands with the exception of those

Europe, from North America and from developing countries. On its agenda at the same time was the concern of how to overcome the problems of the Cold War. Today, it is especially concerned with establishing closer scientific cooperation with Africa, Asia and Latin America. In this context, also, *Who's Who* may be seen as an encouraging beginning".

Positionen der kritischen Sozialwissenschaft. Informations- und Kommunikationstechnologien, by Jörg Becker, KomTech. SEL-Stiftung, P.O. Box 40078, D-7000 Stuttgart 40, FRG, 1989, free.

This brochure contains intellectual portraits of 30 scholars from the field of mass media and information and communication technologies who represent the critical research orientation. Each portrait includes the scholar's abbreviated c.v., a description of his or her most important theoretical work and a sizeable list of publications. Although most of the scholars profiled here are from West Germany, providing a useful introduction to critical research in that country, it does also include a number of scholars from Western and Eastern European countries and from the Third World.

Missed Opportunities: The Story of Canada's Broadcasting Policy, by Marc Raboy. McGill-Queen's University Press, 3430 McTavish St., Montreal, Quebec H3A 1X9, Canada, 1990, Cloth - \$44.95, paper - \$19.95.

listed under the names of Bob White and Bruce Horsfield. Graham Mytton's group on Audience Research will not meet in Bled, either, but those interested should attend the Working Group on Communication Policy and Planning, convened by Asle Rosland and Sissel Lund. Graham Mytton will be there.

The following working groups should now be added to that list:

New Directions in International/Intercultural Communication Scholarship: Anantha Babbili, Department of Journalism, Texas Christian University, Box 32930, Fort Worth, Texas 76129, U.S.A.

Broadcasting & Cultural Policy in Small European Countries: Jean-Claude Burgelman, Faculteit der Letteren en Wijsbegeerte, Sectie Communicatiewetenschap, Vrije Universiteit Brussel, Pleinlaan 2, 1050 Brussels, Belgium

This group will study the problems faced by small European countries in view of 1992 and of the emergence of a single European market, concentrating on 4 topics in the field of broadcasting: regulation (contact: W. Tritzschler), programme production (contact: S. Manschot), national broadcasting strategies (contact: W. Meier), and audience research (contact: D. Biltreyst).

Content Analysis and the Evolution of Media Performances: Denis McQuail, Department of Mass Communication, University of Amsterdam, Oude Hoogstraat 24, 1012 CE Amsterdam, The Netherlands

Rethinking Development, Revisiting Communication: Achal Mehra, Albright College, Reading, PA 19612-5234, U.S.A.

Multilingualism and the Media: joint with Annie Mear's *Ethnolinguistic Diversity, Democracy & Developments in Communication*. The Working Group on Ethnolinguistic Diversity, Democracy & Developments in Communication will foster an exchange of ideas between scholars who have studied the implications of multiculturalism in communications. Few nations are exempt from tensions between their diverse cultural and linguistic groups. Therefore, it has become urgent for communication scholars to 1) to study the problems posed by multiculturalism on a global scale and in an information society where cultural boundaries tend to blur in the face of the internationalization of communications; 2) to attempt to understand the challenges posed by multiculturalism, also at the political, economic and social levels; 3) to bring that new understanding to the attention of policy-makers and the public worldwide; 4) to promote new policy initiatives and actions in order to enhance democracy through developments in communication.

Joint Meeting of the *Political Communication Research Group* and Pavao Novosel's Group.

UDC will hold two meetings: *Critical Projects in Communication Analysis*, convened by Janet Wasko, and *Communi-*

Mark Raboy, an Associate Professor in the Département d'information et de communication, Université Laval, seeks to clarify the relationship between the evolution of Canadian broadcasting policy over the past sixty years and the changes in Canadian society over the same period. He reveals that Canadian broadcasting policy has served as a political instrument for reinforcing a certain image of Canada against insurgent challenges, such as maintaining the image of Canada as a political entity distinct from the United States, and acting against internal threats, most notably from Quebec. It has served as a vehicle for the development of private broadcasting industries and to further the interests of the Canadian state. Thus "the story of Canadian broadcasting illustrates the need to distinguish 'national' from 'public' interests...the tendency to confuse the two ends up turning broadcasting into an instrument of 'state' policy with all that this implies."

Europe Speaks to Europe. International Information Flows Between Eastern and Western Europe, edited by Jörg Becker (FRG) and Tamás Szecskő (Hungary). Published for KomTech GmbH, Frankfurt, by Pergamon Press, Headington Hill Hall, Oxford OX3 0BW, Great Britain, 1989, Hard cover - US\$ 69.95.

The book, with a foreword by Nobel Peace Prize winner, Willy Brandt, contains more than 30 articles by scholars

on *Strategies for and Against Democracy*, convened by Marc Raboy, Dept. d'Information et de communication, Université Laval, Cité Universitaire, Quebec, Canada

The ICYC meeting will be chaired by John Murray as neither Marlene Cuthbert nor Deanna Robinson will be able to be in Bled. The meeting will take place on Sunday, August 26th.

The Formal Printed Programme will list all chairpersons, paper presenters, panel members and discussants whose names have already been sent to Peggy, but lists have now closed to facilitate preparation and printing of the programme. Similarly it is now too late to include new abstracts in the Conference Publication.

Travel

Citizens of most countries do not need visas to visit Yugoslavia. However, those from Afghanistan, Australia, Brazil, Canada, Egypt, Ethiopia, GDR, India, Israel, Jordan, Kenya, Korea, Kuwait, Lebanon, Mali, New Zealand, Pakistan, People's Republic of China, Saudi Arabia, Syria, Taiwan, Tanzania, Uganda, USA, USSR, Venezuela do need visas. You should check whether or not you need a visa with the Yugoslav embassy in the country in which you are resident.

The special groups travelling from London on Adria Airways are going out on Friday, August 24th and Sunday, August 26th, returning on Friday, August 31st or Sunday, September 2nd. It is still possible to join one of the outgoing groups for the price of 125 pounds sterling as long as you stay over a Saturday night. Anyone wishing to do so should contact Peggy Gray before June 1st, or after that date contact Adria Airways London office to enquire about availability.

Travel from Ljubljana to Bled

On Sunday, August 26th there will be an IAMCR desk at the airport and special buses will run to Bled at intervals during the day. If a group are travelling together to Ljubljana it would be helpful for them to let Slavko Splichal know their time of their time of arrival as soon as possible (copy to Peggy). The cost of this journey will be in the region of \$10 payable in any hard currency, including Yugo dinars.

People arriving on other days will be responsible for organising their own travel to Bled. Public transport goes regularly to Bled from beside the train station. Those arriving by air are advised to take a taxi to Bled. The cost is approximately \$30 per car. It is possible to go from the airport to Bled by local bus but you would have to go through Graz and change buses there. It will not be very convenient but should be cheap for those not wanting to use taxis.

Please remember that there will be an airport tax of 100 dinars (approximately \$8.50) to be paid on departure from Ljubljana airport.

from all over Europe and provides an unprecedented wealth of information and analysis on television programme and information flows in Europe. The range of issues covered here is suggested by the titles of particular chapters: Politics, Culture and Science; Television Exchange; Data Exchange; CoCom and US Export Controls; International Regulations and International Law. As the reintegration of Europe is picking up momentum, undisturbed communication and information flows are acquiring paramount importance. In these circumstances it is a most timely book, an irreplaceable source of inspiration on how to go about solving one of the most crucial tasks facing Europe today. The West German newsletter *Password* nominated it Book of the Year 1989.

Questioning the Media, edited by John Downing, Ali Mohammadi and Annabelle Sreberny-Mohammadi. Sage Publications, Newbury Park and London, 1990, US\$ 24.00.

This reader on critical media analysis consists of twenty-five original chapters by authors with experience in seven countries: the USA, Canada, the UK, the Netherlands, Ireland, Italy and Iran. It is tailored for introductory and sophomore-level students and is intended to make the sometimes very difficult language and concepts of critical analysis accessible to the beginning reader. It also sets out to reflect the quite different approaches which go under the "critical" heading:

The weather in Bled in August may be hot (25-27 Centigrade) but it gets cool in the evening and there is sometimes rain. Therefore, you are advised to take a raincoat/umbrella and something warm (cardigan/jacket/wrap) as well as usual summer clothes.

Anyone wishing to leave behind possible contact numbers in Bled may wish to note the following: The Festival Hall, i.e. the main meeting place: Tel: 38 64 7744 - Fax: 38 64 78776 - Telex: 38 64 34674

Hotel telephone numbers:

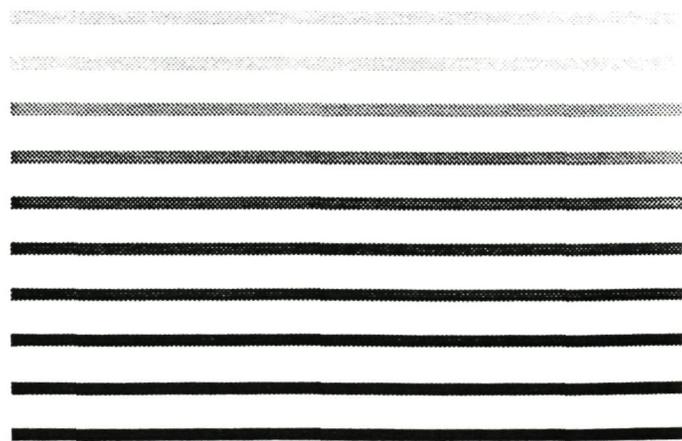
- Toplice 38 64 77222
- Golf 38 64 77591
- Park 38 64 77945
- Jelovice 38 64 77316
- Kompas 38 64 77531
- Krim 38 54 77418
- Lovec 38 64 77692

You will already know from HTP Bled in which hotel you will reside.

Other information

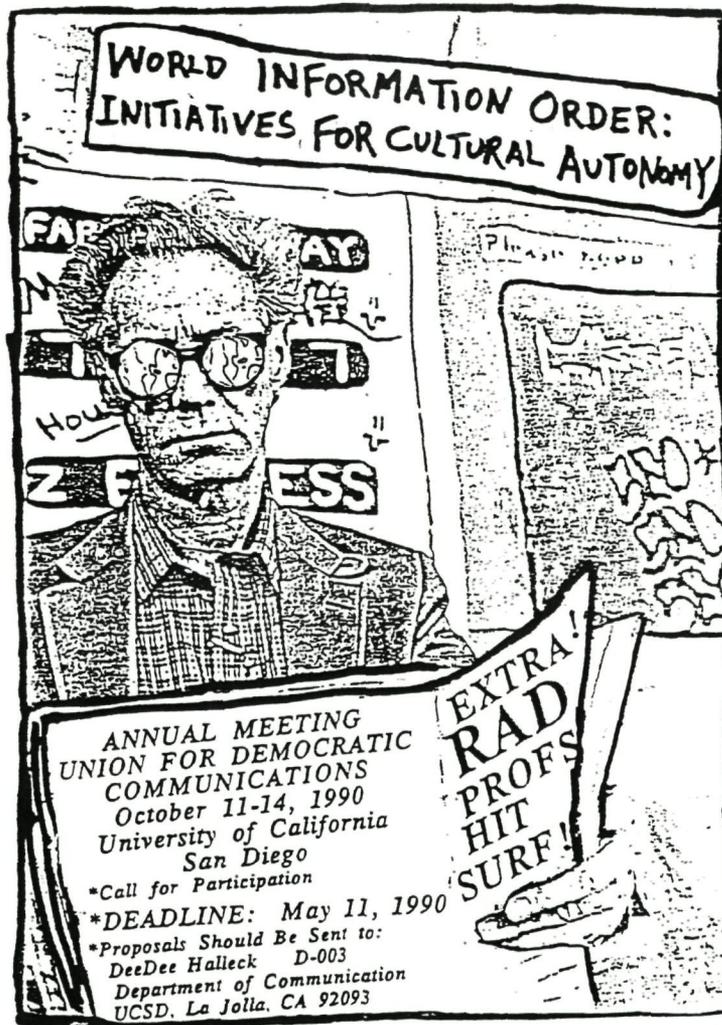
Times are both exciting and difficult for our hosts in Yugoslavia, so that it is important that we all help as much as possible by attending to requests made by them for prompt payments, answering the questionnaire about intentions with regard to meetings, sending papers for reproduction, requests for technical equipment or any other special services quickly to Peggy. It would also be very helpful if participants will prepare to be flexible about the various facilities prepared in Bled and cooperative about the necessity to share rooms. For all of us it is a very exciting prospect to be able to be in Yugoslavia at a time of so much change in Eastern Europe.

*I look forward to seeing you in Bled in August ...
Bon voyage!*



political economy, cultural studies, audience interpretations, new technologies, media history, international communication, alternative media etc. The book has brief editorial introductions to each chapter and sections, an extensive glossary of terms, some representative dates in media history, and a sizable bibliography. Its editors hope it combines three dimensions of education: clarity; basic information; and an introduction to debates and problems - and also that it will stimulate the habit of critical reflection on media, culture and power.

Communication Theory: A Journal of the International Communication Association. CT provides an international, interdisciplinary forum for theory and theoretically-oriented research on all aspects of communication. Open to all views, CT will sustain a scholarly dialogue across disciplinary, methodological and geographical boundaries. Whatever its topic or methodological approach, a work published in CT should make a significant contribution to communication theory. Contact: Robert T. Craig, Editor, Rhetoric and Communication, Temple University 265-65, Philadelphia, PA 19122, USA. Submit books for review to: Robert D. McPhee, Book Review Editor, Communication, Box 413, University of Wisconsin, Milwaukee WI 53201, USA.



International Association for Mass Communication Research (IAMCR)
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This issue of the *Newsletter* was edited by Karol Jakubowicz and set by Robin Cheesman, on behalf of the International Council committee on publications. Other members of the committee are Ulla Carlsson, Brenda Dervin, François-Xavier Hutin, Hamid Mowlana, Manuel Parés i Maicas and Robert White. The Newsletter was printed at Roskilde University, Denmark, 15 June 1990.