

NEWSLETTER

Volume 3 • Number 1 • March 1993

PRESIDENT'S COLUMN*Cees J. Hamelink, IAMCR President*

Although one normally makes up balances at the end of the year, it can be a very rewarding exercise to start the year with an overview of where we stand. There is a good deal of activity in the Association since our last meeting in Brazil. This is generated by our various committees, sections and working groups, and a number of individual members.

In January the conference committee for the 1994 event came together and decided among other things the theme and dates for the Seoul Conference and General Assembly. Our Korean hosts came extremely well prepared to the committee meeting and this augurs very well for a successful conference in 1994. We are still working on the financial aspects of the conference and make serious efforts to keep registration fees down as well as to arrange for attractive travel options.

The dates are July 3-8 and the rationale for this was given by the already set dates for other important meetings several of our members want to attend. In July, in Australia, the ICA convenes its annual meeting from 11-15 and the World Congress of the ISA meets July 18-23 in Germany. Incidentally, the conference organizers will look into the possibility of offering easy and affordable packages for those who want to attend both IAMCR and ICA in 1994. By the time our October Newsletter comes out, we shall have all the details you need for registration and presentation of papers.

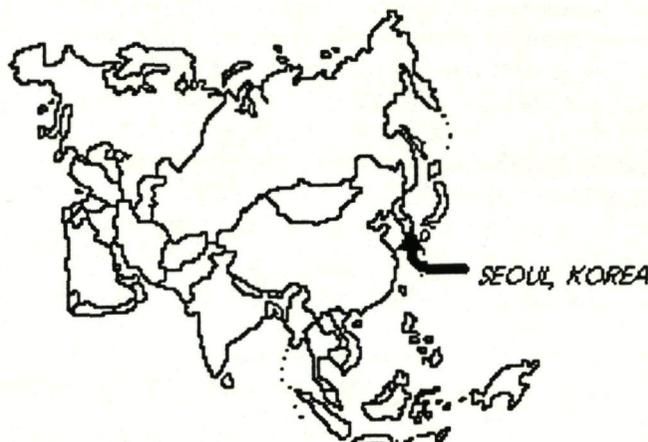
Meanwhile, the preparations for the 1993 "off-year" event in Dublin, Ireland are well under way. This promises to be a very interesting and important conference with a

(continued on page 2)



"Europe in Turmoil: Global Perspectives"
Dublin City University, June 25-26, 1993

See page 3 for more information.



**19th IAMCR Scientific Conference
and General Assembly**
Seoul, Korea ~ July 3-8, 1994

Conference theme:
"Communication in the New Millenium:
Communication Technology for Humanity"

See page 4 for information from the Organizing Committee. The October Newsletter will provide more details on the conference programme as well as the registration form and call for papers.

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President's Column

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considerable input from most of our sections. Particularly important for European members will be the possibility to discuss the establishment of a European forum for communication research under the IAMCR umbrella.

At Dublin the International Council will hold its annual meeting and on its agenda important items will be the decentralization of tasks in the Association, the financial issues and future administrative management, and the implementation of resolutions taken at the Guarujá meeting of the General Assembly.

In connection with activities of our members a special word of thanks is due to the Secretary General Robin Cheesman who volunteered to produce and distribute the membership directory that most of you will have received by now. The fact that the directory could be handled this time outside the Amsterdam Administrative Office meant a great relief for a very small, overburdened staff and was very welcome indeed. It actually sets an excellent example for the kind of contribution that probably many more members could make. I shall be very pleased to receive suggestions for similar inputs from the membership.

Yet another member of the Executive Board needs to be mentioned in the president's column: Kwame Boafo. Since he was appointed as Population Communication and Research Specialist with Unesco in Paris, he has informed us of his decision to relinquish his position as vice-president. I would like to congratulate him on this important appointment, wish him many good and productive years in this new capacity and thank him for all the work he did for the Association. As he wrote in his letter of resignation, "I have every intention of remaining as an active member", I am sure we shall remind him of that as we are pleased to have once again a good ally in the Unesco headquarters.

While on the business of congratulating, I would also like to extend our good wishes to the new president of our associate member in the African region [the ACCE] Francis Wete. I am confident that through him we shall maintain our close links with colleagues in the African countries.

A major international conference is coming up in next June: the United Nations World Conference on Human Rights. The UN Under-Secretary-General for Human Rights, Antoine Blanca, has invited the community of Non-Governmental Organizations to play an essential role in the preparing and holding of the conference. When I had the opportunity to meet Mr. Blanca, late last year, he gave the assurance that the Association is among the NGO's from which he expects an important contribution to the issue of extending and improving information and education efforts in the promotion of human rights throughout the world. We shall take this invitation seriously and in addition to the special seminar in Bratislava [see page 7], we shall contribute to the NGO forum that precedes the world conference as well to the conference itself. Our meeting in Dublin will provide a good opportunity to report about these activities.

Recently, we have also been able—thanks to Tom Jacobson and Howard Frederick—to extend our electronic communications. The IAMCR network is now available on ComServe and this provides a host of new options for

exchange among our "electronized" members.

During our meetings in Brazil I have stated that presently the Association is more in need of implementation than in need of grand ideas. This does not mean, however, that less than grand ideas would not be very welcome and needed. Let me give you two examples of areas where creative suggestions would be very pertinent.

In the past years the idea of holding regular IAMCR Summer Schools was launched by Slavko Splichal. I feel the realization of this initiative would add considerably to the usefulness of the Association and I would like to receive proposals from our membership for topics and locations for future Summer Schools.

Recently we have been informed by the NGO Standing Committee with Unesco [of which we are member] that the Committee has decided to reinforce NGO contributions to the work of Unesco in the area of communication. All Unesco-affiliated NGO's have been asked by the Committee to assist in the definition of the main questions in the area of communication. I would like to have your assistance in providing the Committee with an impression of priorities members of the Association would determine. The questionnaire we are asked to fill out inquires about the most important issues under the heading of "technical priorities, social priorities, political priorities, and ethical priorities". In case you have a little time and interest, please let me have your indication of today's most pressing communication issues under the technical, social, political, and ethical perspectives. ♦♦

NEWS FROM THE ADMINISTRATIVE OFFICE

1. The invoices have been mailed and we eagerly await your manifestations of loyalty. To make early payment even more attractive we have invented a modest lottery scheme. ALL PAYMENTS RECEIVED BEFORE APRIL 1ST 1993, WILL BE ENTERED INTO A DRAW, THE PRIZE BEING TWO FREE SUBSCRIPTIONS TO THE JOURNAL "TDR" (SEE ADVERTISEMENT IN THIS NEWSLETTER): ONE FOR AN INDIVIDUAL AND ONE SUBSCRIPTION FOR AN INSTITUTIONAL MEMBER!

2. The membership directory for 1993 has been distributed, all copies should be received in the near future. In order to keep our records updated could you please inform us of any change to relevant information, particularly concerning position or address. Correspondents responsible for institutional members are also kindly requested to notify the Administrative Office of any changes.

3. May we also take this opportunity to draw your attention to impending arrival of the deadline for the Dublin Conference. ANY REGISTRATIONS RECEIVED AFTER MARCH 1ST ARE CONSIDERED LATE REGISTRATIONS AND AS SUCH ARE SUBJECT TO AN EXTRA FEE OF IR 30. ♦♦

"Europe in Turmoil: Global Perspectives Dublin ~ June 25-26, 1993

Europe confronts turmoil on many levels. This finds its expression in a variety of phenomena ranging from rapidly shifting currency markets and associated political tensions to bloody civil wars. It also manifests itself in the long and obstacle-ridden search for closer West European economic and political unity—and this, in turn, poses new issues concerning European identity.

Is there a common European project? Is there a European house? The European communication landscape is in disarray or—at least—in transition. Public service broadcasting is disappearing, long-time telecom monopolies are being deregulated, and there are rapid changes from State censorship to TNC control in the East European region.

Recently, the EC "Superstate" has launched its own broadcasting policy and initiatives for the audiovisual sector in an effort to foster closer unity and to increase international competitiveness. Such initiatives relate—not always without difficulties—to the proposals and plans emerging from the Council of Europe and the CSCE process.

Europe cannot be understood in isolation. Forces of globalisation affect Europe and the question arises how Europe will cope. At the same time the developments in Europe will affect the rest of the world.

Conference Agenda

Those arriving on Thursday June 24th are kindly invited to participate in a meeting to constitute the European branch of the IAMCR. This meeting begins at 15.00.

Friday June 25, the first day of the conference, opens with a plenary session in which the keynote lecture will be given by Prof. Anthony Giddens (University of Cambridge). The lecture will be followed by general debate.

After the morning coffee break, the rest of the day will be dedicated to papers and debates on the various dimensions of the core theme. These parallel sessions will be organised by the following sections: Communication Technology Policy (in collaboration with Documentation and Information Systems), Gender and Communication, International Communication, Law, Political Communication Research, Political Economy, and Professional Education.

The second day will again begin with a plenary session, focussing on the significance of the United Nations Vienna World Conference on Human Rights (June 1993) for European communications in a global context. The keynote lecture for this session will be given by Prof. Cees J. Hamelink.

After general debate, the session will be followed by a series of parallel meetings.

A closing plenary at the end of the second day will be followed by a festive reception.

Sunday has been reserved for those IAMCR working groups that want to convene a special session. The following groups have indicated their interest to hold such sessions: "Science Journalism in the World" and "Ethnicity, Racism and the Media."

PROVISIONAL CONFERENCE PROGRAMME

June 22

16.00: Meeting of the IAMCR Executive Board

June 23

10.00: Meeting of the IAMCR International Council

June 24

Arrival and registration of the conference participants

15.00: Constitution of a European forum for communication research

June 25

9.30: Plenary session. Welcome and opening. Keynote: Prof. Anthony Giddens, "Europe in Turmoil"

11.00: Parallel sessions convened by: Communication Technology Policy, Gender and Communication, International Communication, Law, Political Communication Research, Political Economy

13.00: Lunch

14.30: Continuation of parallel sessions

June 26

9.30: Plenary session. Chair: Prof. Farrel Corcoran. Keynote: Prof. Cees J. Hamelink, "Human Rights, Europe and Global Communication"

11.00: Parallel sessions convened by: Communication Technology Policy & Documentation and Information Systems, International Communication, Law, Political Communication Research, Political Economy, Professional Education

13.00: Lunch

14.30: Continuation of parallel sessions

17.00: Plenary closing session

19.00: Reception

June 27

10.00: Meetings of IAMCR working groups: "Science Journalism in the World", "Ethnicity, Racism and the Media"; Departures.

Registration Information

Registration fee (IR 185 punts + IR 30 late fee after March 1, for bed, breakfast, lunch at Dublin City University) should be sent to: Ms. Louise McDermott, School of Communications, Dublin City University, Dublin 9. FAX: 353-1-7045447; E-Mail: MCDERMOTTL@DCU.IE.

Information about other forms of accommodation, etc. is available from Ms. McDermott. ♦♦

Korean National Organizing Committee Prepares for 1994

With the dates of our 19th Scientific Conference/General Assembly and its theme finally set, the Korean National Organizing Committee for IAMCR '94 in Seoul (KNOC) has been set in motion to help make the event as successful and fruitful as possible. We (the host organizers), with some 'modest confidence', would like to issue in advance a friendly 'warning' to all our fellow members: if you somehow don't make it to Seoul in 1994, you will regret it not only very much but also very long.

A number of favourable factors have combined to make us feel confident and positive. By the time you are in Seoul next year, Korean society will have 'enjoyed' a year and half of 'truly civilian government' committed to a guarantee of the freedom of speech and the press in particular. In addition, with the introduction and development of advanced communication technologies and a national priority project, Korea is sure to provide a plethora of issues and problems for all participating members to look into and think about as students of communication. Participants will find themselves in politico-economic-social-cultural landscapes similar to or different from theirs in some, and very likely, in many respects, that is, much to tell about and ponder back home.

As usual, we expect balmy and comfortable conditions in Seoul early in July. We are likely to be sprinkled by showers once or twice during the conference but only to render the urban scenes and surrounding mountains more fresh and greener. A pre- or post-conference tour will take you to sun-bathing/swimming/surfing on Jeju Island (within an hour's flight of Seoul) and scenic/cultural attractions in other parts of the country. With the temperature ranging 77 to 85 degrees Fahrenheit (25-30 degrees Centigrade) in Seoul at the time, one can enjoy swimming in and boating on the River Han.

A side trip either to China or Japan, both within one to two hours flight from Seoul, might tempt you. We will search for some reasonable "beyond-Seoul" deals, stretching your mileage to Korea.

The year of our conference incidentally falls on the 600th anniversary of Seoul as the capital of Korea, and also 1994 has been designated as "visit Korea year" by the government and the nation's tourism industry. These extra-conference developments in 1994 assure us of a host of commemorative as well as beneficial programs and events which we strongly recommend you 'not to miss'.

You will find a respecting host at your service, an academic community in ferment, a nation on the move, and people in action. Join us in bringing about a fruitful academic conference and a memorable social gathering, and also in benefiting from a series of extra-academic activities/events in an environment of the Land of Morning Calm with fantastic natural beauty.

Prof. Chie-Woon KIM
President Korean National Organizing Committee (KNOC)
For IAMCR '94 in Seoul

IAMCRNet On the Move!

"Welcome to IAMCRNet "A Service of IAMCR/AIERI."

These were the first words to be transmitted on January 31, 1993 through IAMCR's newest service to its members. IAMCRNet is a global computer communications "list" operated by the Documentation and Information Systems Section. IAMCRNet is located at Comserve, a service of the New York-based non-profit Communication Institute for Online Scholarship (CIOS). Already more than 200 communication researchers from around the world are taking part in this "virtual" institute, IAMCRNet.

There are close to 3,000 lists circulating on worldwide computer networks. About 800 are academic in nature. Comserve houses 28 lists on communication research (about half the total of such lists). Comserve is probably the world's best in terms of documentation and ease of use.

To subscribe to IAMCRNet, send the message "Join IAMCRNet Yourfirstname Yourlastname" (leave out the quotes, all on one line) to: comserve@vm.its.rpi.edu (Internet) or Comserve@rpitsvm (Bitnet). Don't put anything in the subject field (it's ignored).

Also try sending some of these interesting commands (you can include up to five lines of commands in one message): directory ejrec, help topics, join newbooks, join newline, send comserve helpfile, set language spanish, show hotlines, show journals, show members iamcrnet, help topics associates.

If you have questions about IAMCRNet, feel free to contact IAMCRNet's facilitators, Howard Frederick hfederick%igc.org@stanford (Bitnet) hfederick@igc.apc.org (Internet) or Tom Jacobson comacker@ubvms (Bitnet) comacker@ubvms.cc.buffalo.edu (Internet). ♦♦

Date: Sat, 6 Feb 1993 11:12:23 EST

From: Gary Gumpert <GYGQC@CUNYVM.BITNET

Subject: Meetings and more meetings

To: Multiple recipients of list IAMCRNET

Are any other members of IAMCR a bit concerned about the trend to schedule yearly meetings? My concern grows out of that very special spirit which permeates the organization - an egalitarian, non-elitist aura which is different from most of the other organizations to which most of us belong. Because IAMCR is truly an international organization, rather than a national one, its membership has to allocate a considerable portion of funds for travel. Making IAMCR a yearly affair creates a few problems, because it caters to those with an availability of funding. There is absolutely nothing wrong in wisely using research funds for such purposes because the IAMCR meeting provides the opportunity for collaboration and consultation, but the opportunity is limited to the few. The two year approach seems a bit more viable, particularly with the next meeting scheduled for Korea. That same year ICA is scheduled for Australia. . . . The cost of attending such meetings quickly becomes prohibitive. We need to orchestrate conventions based upon a theoretical convention profile of scholars.



Letters from IAMCRNet

Sections & Working Groups

Gender and Communication Section

The Gender and Communication Section is arranging a session in Dublin addressing questions on women and mass media in the new European situation. One of the keynote speakers will be Margaret Gallagher (France), who will speak on "The Changes of Economical and Political Contexts for Women for and Behind the Camera." The aim is to invite another keynote speaker from East Europe to focus on the changing conditions within this part of Europe. ♦♦

Popular Video and Local Development

The Community Video Network, jointly with the international Communication Section, will hold a working group in Dublin on the use of video, as both process and product, to promote economic, political and cultural development in local communities. The Community Video Network has recently been formed in Ireland, and brings together community activists and video makers seeking an alternative to mass-media and to recruit video to development purposes. The working group will focus on experience and lessons from elsewhere, including Europe and the third world, and on ways forward to build bridges with other similar initiatives. Those interested please contact: Sean O'Siochru, Community Video Network, c/o NEXUS Research Cooperative, 9 North Frederick Street, Dublin 1, Ireland. tel: 353.1.74 51 58, (work, 8745158 after 24th April), fax +353.1. 74 51 86 (8745186 after 24th April), +353.1. 2821003 (home). ♦♦

Science Journalism Working Group

Public communication of science and technology belongs to the mass media agenda around the world. Scientific research is international but the way each culture manages the problem of science journalism is different, not just because of different states of economic development.

This new working group aims to share the results of comparative analysis and to focus on the methodological problem of launching these kind of studies. A seminar in Dublin will be supported by the International PCST Network (Public Communication about Science and Technology).

Call for papers: Scientific research is international, but Europe still is a cultural mosaic with so many languages and specificities, though there is a growing awareness of common interest. Professionally, does a European scientific journalism exist, with specific ways and means? In a research perspective, are there special methodologies and programs available for science journalism in Europe? Is European science covered in the European press?

Expected papers would include results of comparative research, case studies or presentation of professional innovations and services. Professionals and researchers from other regions of the world (Americas, Asia and Africa) could also present their approaches, linked to their realities.

Contact : Dr. Pierre Marie Fayard, Faculte des Sciences, Universite dedex, France. Fax: 33-49 45 36 00; or, Prof. Jose Marques de Melo, Av. Prof. Lucio M. Rodrigues 443, Bloco A - s/32, Cidade Universitaria - CEP 05508-900, Sao Paulo, Brazil. Fax: 55-11-815-4272. Email: "jomdmelo@brusp.bitnet" or "jomdmelo@BRUSP.ANSP.BR" ♦♦

Sociology and Social Psychology Section

Call for Papers: The Sociology and Social Psychology section has made a late decision to offer a session at the Dublin conference. The delay is partially due to the change in head of this section at the Brazil conference. Thus, the regular deadline for abstract submissions (Feb. 15) will not apply to this section. Scholars who would like to present a paper that in some way refers to the conference theme are requested to send an extended abstract (2-5 pages) to the address below by April 15, 1993. Upon acceptance, a full paper is required for the conference.

The name of the section has been changed to Sociology and Social Psychology to reflect a social science approach to the field of mass communication. This approach can be realized either through original research employing empirical research methods or through theoretical considerations within the framework of social science concepts. The common denominator of our research should be to describe and explain social and political attitudes and behaviors in reference to the existence or content of the mass media.

Please submit proposals to the section head: Dr. Wolfgang Donsback, FB Kommunikationswissenschaften (WE2), Freie Universität Berlin, Malteserstr. 74-100, D-1000 Berlin 46, Germany. Fax: +49-30-7756035. ♦♦

History Section

Juergen Wilke, the Section's co-chair, visited Mary S. Mander in early February to plan strategies for publicizing the meeting in Seoul. We will be sending a call for papers to the main journals in the field, as well as the newsletters for the various communications organizations: ICA, SCA, AEJMC, and newsletters in Germany and Brazil. We will also be communicating with schools in Asia. Because the meeting is in Korea, we believe that many paper presenters will come from Asian countries. We want to ask each member to help us publicize the section. You can do this by sending us the address of any publication that would advertise the call for papers and by communicating personally with historians or anyone you know who is interested in communication history.

The deadline for abstracts is July 1. However, we will probably have to be pretty flexible about this because some newsletters may not publish the information before the deadline. The topics of special interest are propaganda in the twentieth century and comparative national histories that demonstrate the degree to which history is an argument. Although we hope to focus on these two issues, members may submit abstracts on other historical topics. Send abstracts to Mary S. Mander, 127 Carnegie, School of Communications, Pennsylvania State University, University Park, PA. 16802, USA.

The updated members' directory of the section, which includes a partial bibliography of members' publications, will be mailed out soon. Please check three items for accuracy and completeness: your address, your bibliography, and the list of publications. Send any corrections or additions to Mander. ♦♦

Professional Education Section

The Professional Education Section will hold in Dublin two open sessions on Saturday, June 26. The first at 11.00-13.00 will focus on the conference theme to professional education with invited speakers from within and outside Europe. The second at 14.30-16.30 will discuss various projects and plans by the Section or its members (textbook project, ethics workshop, networking of institutions, etc.).

A new form of 'North-South-South' co-operation—a project with ACCE—has been launched under the auspices of the Section as described below.

—Kaarle Nordenstreng, Tampere, Finland

Report on IAMCR/ ACCE Project

Journalism for a new world: perspectives for journalism training in European, African, Caribbean and Pacific (ACP) areas

A new world approach requests promoting exchange and cooperation on a global basis giving room for practical local action. Participants of a round table, organized by the professional education section of the IAMCR, in Guarujá, Brazil, 20/8/92, emphasized in particular that such cooperation should initially focus on south-south cooperation and reciprocal on north-east-south cooperation.

Journalists ought to look over their own national and regional boundaries, and increase the mutual understanding and knowledge about their countries and continents. They should be able to perform as key actors in a cross cultural communication scheme, through mutual professionalization.

The round table proposed that journalism/education institutions and/or organizations engage in a program of structured and consistent exchange of professional training materials and human resources. It was decided that the range of cooperating areas should include the following:

1. networking of institutions;
2. relocation of equipment;
3. exchange of students/staff; training of trainers;
4. provision and interchange of curricula and teaching materials;
5. media management training;
6. standardization of information exchange/databases;
7. communication and development communication.

The steering committee of the professional education section of the IAMCR adopted the idea as an IAMCR sustained activity.

The Academy of Journalism and Communication in Tilburg, The Netherlands, was asked to host the interim secretariat. The institution accepted for the initial year of functioning of the project. Gabriella Meerbach has been designated to be the correspondent.

Participants serving on the steering committee of the project are the following: Awatef Abd El Rahman (Egypt), Abdou Rahmane Cisse (Senegal), Hopeton Dunn (Jamaica),

Francis Kasoma (Zambia), Gabriella Meerbach (Netherlands), Luke Uka Uche (Nigeria).

A follow up meeting on the issue was held during the meeting of the African Council for Communication Education (ACCE) in Cairo, Egypt, 19-23 October 1992. The following IAMCR/ACCE members were present: Awatef Abd El Rahman (Egypt), S.T. Kwame Boafo (Kenia ACCE board), Abdou Rahmane Cisse (Senegal), Kimani Gecau (Zimbabwe), Cees J. Hamelink (Netherlands/IAMCR president), Francis Kasoma (Zambia), Eric Louw (South-Africa), Magayu K. Magayu (Kenia), Gabriella Meerbach (Netherlands) Hanna Simon (Eritrea), Luke Uka Uche (Nigeria), Chudi Ukpabi (Nigeria/Netherlands), Francis Wete (Cameroun/ACCE president).

The meeting recommended that the above action be carried out within the framework of the European Community's program for Africa, the Caribbean and Pacific (ACP). The lines of action will be the following: short term practical training to be carried out in both Europe and the ACP countries, involving the mastering of new information and communication technologies; structured exchange of professional training materials as well as human resources, with focus on Europe and the ACP countries.

For implementation of the project four priorities have been selected:

1. creation of a structured network of institutions;
2. provision of a structure for interchange of curricula and teaching materials;
3. provision of a structure for relocation of equipment;
4. creation of international programmes/exchange of staff and students.

Participants expressed the need for practical arrangements to further implementation of the project. It was suggested that the secretariat would begin to operationalize the proposal in terms of:

1. circulation of this outline;
2. executing a feasibility study, including budgetting of projects proposed;
3. exploring funding possibilities;
4. preparing a follow up report to be discussed at the IAMCR meeting in Dublin 1993;
5. investigating possibilities to organize a follow up meeting with participating organizations/institutions
6. liaising with organizations pursuing similar objectives.

Those organizations/institutions interested in joining this project, are hereby invited to contact:

Gabriella W.M. Meerbach,
a.i. secretariat IAMCR/ACCE project
Academy of Journalism and Communication
P.O. Box 90906
5000GH Tilburg
The Netherlands

Phone: 31-13394804
Fax: 31- 13350565. ♦♦

Conferences & Seminars

IAMCR to Co-Sponsor Expert Seminar on Communication and Human Rights

The Slovak Institute of Journalism and the Slovak Association for Mass Communication Research, together with IAMCR's Legal Section and International Communication Section are planning an "Expert Seminar for Scholars, Lawyers, and Journalists on The Human Right to Communicate." The Seminar will take place as part of the NGO Forum on Human Rights of the World Conference on Human Rights (WCHR), Vienna and will be held in Bratislava, Slovakia, June 9-12, 1993, just 50 kilometers outside Vienna.

The United Nations World Conference on Human Rights, to be held June 14-25, 1993 in Vienna, is the first global human rights assembly in twenty-five years. It has been called to review progress since the adoption of the 1948 Universal Declaration of Human Rights; to examine ways to improve the implementation of existing human rights law; to evaluate the effectiveness of the U.N. mechanisms; and to make concrete recommendations for improving the effectiveness of U.N. human rights activities.

The aim of this Expert Seminar is to assist and promote the efforts of the World Conference by reconsidering the scope of Article 19 in the light of developments which have taken place since the last review of the Universal Declaration as well as the imperatives of social democracy.

The Seminar has two target constituencies. Scholars and lawyers will monitor, describe, analyze, evaluate and comment on developments currently taking place within the United Nations system on the right to freedom of opinion and expression, protection of journalists, and the evolution of international human rights law in general, focussing on the connection between communication and other basic political, civil, social, cultural and economic rights.

A second target audience are journalists. The content of these concurrent seminars, in addition to the above, will include skills training on human rights journalism and global electronic networking on human rights.

The seminar includes techniques of verification and corroboration; measures for protection of journalists in hostile environments; techniques of global communication of human rights information networking; and global computer networking for improved human rights coverage.

IAMCR's main Slovak partner is the Institute of Journalism in Bratislava, established in 1955. One of the original founders of Central European Mass Communication Research documentation (CECOM), in the new political era, the Institute has become a national center for mass commu-

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IAMCR at ICA

"Invisible Crises: Origin, Maturation and Representations." IAMCR-ICA Joint Session, ICA Conference, May 27 - 31, 1993, Washington, D.C.

In the 1990s there is no lack of crises. If anything is in abundant supply it is crisis. And yet, definition-makers rarely, if at all, describe the current era in terms of general crisis. To the contrary, opinion-shapers strive mightily to deny the existence, much less the pervasiveness of deep-structured crisis. Even when some inescapable to overlook crisis erupts, it is customarily stripped of its context, trivialized or presented as a unique event. Wars, famines, revolutions, huge migrations, urban upheavals and turbulent social movements pass across the (TV) screen as a phenomenon hardly warranting intense debate and continuing scrutiny.

To what degree are the media and the institutions of communication focusing on these invisible crises that are now in the making? What is the nature of these crises as seen by various social science scholars who are interested in the communication dimensions of these hidden issues? This round table will explore communication and research implications of this phenomenon through cross-disciplinary dialogue and exchange.

It is our intention to examine some of the sites of this multi-faceted, yet still largely invisible, systemic crisis, searching out its sources and its already observable manifestations in representative government and electoral democracy, international law and organization, economic welfare and resource use and abuse, information collection, generation and dissemination, individual rights and personal (and national) identity and autonomy.

Chair: Hamid Mowlana (American University, Washington, D.C.; President-Elect, IAMCR). Panelists: Rosalind Baxandall, (History, New York State University at Old Westbury); Robert Eisner (Economics, Northwestern University, former President of the American Economic Association); Elizabeth Ewen (History, New York State University at Old Westbury); Richard A. Falk (Albert G. Milbank Professor of International Law and Practice, Princeton University, New Jersey); George Gerbner (University of Pennsylvania); Stanley Meisler (United Nations correspondent, Los Angeles Times); Herbert I. Schiller (University of California San Diego).

"Global Communication as a Field of Study and Education." Joint panel with ICA Intercultural/Development Communication Section.

Four IAMCR members will participate: Howard Frederick, University of California at Irvine; Abbas Malek, Howard University, Washington, DC; Paschal Preston, Dublin University; Hussein Amin, American University in Cairo. Also, Sonla Moreira, Universidade do Estado do Rio de Janeiro; and Mario Plenkovic, University of Zagreb.

The panel will be chaired by Frederick, Malek and Chris Ogan, Chair of ICA's Intercultural/Development section. ♦♦

TDR **Transnational Data and Communications Report**

reporting on international data policy and trade

Each issue of *TDR* will bring you not only news on developments within the ever evolving field of transborder telecommunications policy and regulation but will also provide you with an insight into the motivations behind the news. This is accomplished through the presentation of authored articles, written by authorities from around the world, bringing to the pages of the magazine different and frequently conflicting perspectives. These voices, often not heard anywhere else other than in the halls and aisles of policy-making institutions, speak freely and clearly on the pages of *TDR*. Such in-depth comment cannot be found anywhere else. In addition, *TDR* will keep you informed and up to the moment on happenings that affect you in:

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Books & Publications

IAMCR members are strongly encouraged to send news about their research and publications, which will be printed in the newsletter, as space permits.

Colleen Roach, ed., **Communication and Culture in War and Peace**, Sage 1993, (h) \$42.95; (p) \$21.95.

• Chapters by five members of the IAMCR: Peter Bruck, Howard Frederick, Colleen Roach, Herbert Schiller and Majid Tehranian. Preface by Johan Galtung.

• Provides a history and overview of critical mass media research and investigates emerging issues dealing with the ongoing debate over communication in war and peace.

• Deals specifically with the role of communication and culture in the Gulf War, as well as more general themes, including the military/industrial communications complex, the role of culture in ethnic conflicts, cultural imperialism, and transnational control of communications.

• Offers a uniquely feminist reading of war and peace, a perspective typically unacknowledged in mainstream communications work.

• Weaves peripheral concerns such as multiculturalism, international communications law, and communication technology into the primary theme of media and war.

Nabil H. Dajani, **Disoriented Media in a Fragmented Society: The Lebanese Experience**, American University of Beirut. Includes chapters on the print media, radio broadcasting television, and the media and society.

Leonard R. Sussman, **The Culture of Freedom: The Small World of Fulbright Scholars**, Rowman & Littlefield Publishers, Lanham Maryland. Includes chapters on history of the Fulbright Program, how to get a Fulbright grant, who are the Fulbrighters, who pays and for what, country models for Japan, Indonesia, India, and Italy, etc.

José Marques de Melo, ed., **Communication for a New World: Brazilian Perspectives**. Published by the National and International Cooperation Center, Escola de Comunicações e Artes, Universidade São Paulo. Thirty papers presented by the Brazilian researchers at the XVIII IAMCR Conference, Guarujá, 1992.

The first edition of Edmund B. Lambeth's **Committed Journalism** has been translated into Spanish as **Periodismo Comprometido, Un Codigo de etica para la profesion**. Mexico City: LIMUSA Noriega Editores, 1992.

Pierre Fayard, **Sciences Aux Quotidiens: Science Reporting in the European Daily Press**. Z'Editions, 2 rue Bavasto 06300 Nice, France. Conclusions on the circulation of scientific and technical information drawn from interviews with science editors of 22 major daily newspapers in nine European countries about information.

Oleg Manaev, ed. **Media in Transition: From Totalitarianism to Democracy**. Publishing House of Humanitarian Literature ABRIS, Kiev, Ukraine. (Order from Taras Zakidalsky, 505 Annette St., Toronto, Canada M6P 1S1. \$40 hard cover.) Includes sections on:

• Media, Power and Society (articles by Francois-Xavier Hutin, Oleg Manaev, John Kean, Marc Raboy, Peter Gross, Colin Sparks, Elen Gourko, Peter Bruck).

• Formation of Socio-Political Alternatives in Process of Media, Power and Society Interaction (Everette Dennis, Jose Marques de Melo, Luis Buzato, William Barlow, Peter Lewis, Hania Fedorowicz).

• Pluralism as Mechanism of Media, Power and Society Interaction in Democratization Process (Marie-Claude Taranger, Nadezhda Yefimova, Leonid Kesselman, Andrey Alekseyev, Yuri Priliuk).

Scarlett Epstein, Janet Gruber and Graham Mytton, **A Training Manual for Development Market Research Investigators**. BBC World Service.

Graham Mytton, convener of the IAMCR Working Group on Audience Research, is responsible for research into radio and television audiences for the BBC worldwide. The BBC is one of the largest commissioners of international market research. Mytton notes that "it is a great pity that the techniques of market and opinion research are not used more to assist in solving the acute developmental and communication problems which beset much of the world... This book is dedicated to those who, in serving the poor of the world, seek first to find out what they want and need."

The training manual shows how the techniques of market research, regarded as essential for commercial ventures, can be adapted for more urgent human needs. It is a practical guide to the techniques and pitfalls of market research in different cultural situations. By using the concept of key cultural variables the authors show how market research techniques can be adapted for use in all societies.

The normal price is £5.95 or \$US10, but IAMCR members can order the book for £4.00 or \$US7.00. Please add £1.50 (\$US2.00) for postage and packing outside the UK. Postage is free inside the UK.

Write to BBC, Audience Research, Room 512 Queen's House, 56 Lincoln's Inn Fields, London WC2A 3LJ, U.K. Pay by cheque or by Visa, Access, Mastercard or Amex quoting expiration date.

Residents in India only can buy the book from National Council of Development Communication, Old E/2, Jodhpur Colony, BHU, Varanasi 221005. Price 125 Rupees including postage. Money order or demand draft, drawn in favour of National Council of Development Communication, Varanasi. ♦♦



Announcements

WAPOR Regional Seminar: Public Opinion and Public Opinion Research in Eastern Europe

For the first time in its history, the World Association for Public Opinion Research will host a seminar in one of the eastern European countries. Tallinn, the capital of the Republic of Estonia in the Baltics, is the site of the regional seminar "Public Opinion and Public Opinion Research in Eastern Europe" from June 11-12, 1993.

The short history of public opinion research in the former socialist countries in eastern Europe is a fascinating one. Its naissance is intertwined with the rise of democratic movements, with the people's demand for a reliable and trustworthy expression of public opinion. In most countries, this demand led to quite adventurous and pioneering attempts to conduct representative surveys and to use their results as arguments in the process of democratization. The latest issue of WAPOR's *International Journal of Public Opinion Research*, compiled by guest editor Albert E. Gollin, is the first scientific documentation of this recent history.

The four sessions of this seminar will build on the state of research and focus on mainly four topics (working titles):

Session I: Democratization in the Minds of the People: Changing Public Opinion in the Countries of Eastern Europe.

Session II: The Naissance of Public Opinion Research in the Fall of Communism.

Session III: Recent Developments in Survey Methodology.

Session IV: Precision Journalism.

Proposals for papers should describe the content in about 3-5 pages, mentioning the empirical evidence and the main results of the research. The proposals must be submitted no later than March 15, 1993 to Program Chair Dr. Wolfgang Donsback, FB Kommunikationswissenschaften (WE2), Freie Universität Berlin, Malteserstr. 74-100, D-1000 Berlin 46, Germany. Fax: +49-30-7756035. ♦♦

Sage Journal Offer

SAGE publications is pleased to offer IAMCR individual members the chance to subscribe to *Discourse & Society*, *European Journal of Communication* and *Media, Culture & Society* at a 20% discount. That's just 22/\$38 for *Discourse & Society*, 25/\$40 for *European Journal of Communication* and 25/\$40 for *Media, Culture & Society*. Please send orders to Jane Markoff, SAGE Publications Ltd, 6 Bonhill Street, London EC2A 4PU, UK. US orders to SAGE Publications, Inc, PO Box 5096, Newbury Park, CA 91359-9924, USA. ♦♦

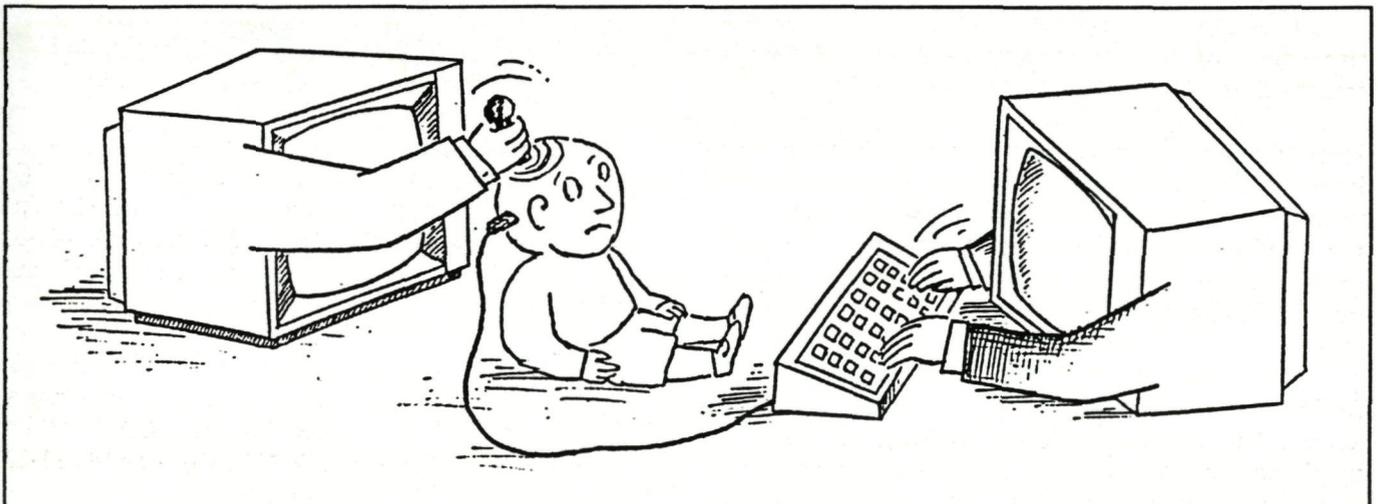
European Communications Studies at University of Amsterdam

The Department of Communication of the University of Amsterdam is offering a one year MA Course on European Communication Studies, starting in September 1993. The course will provide a broad overview of the cultural, economic and political developments that are presently taking place in Western Europe, vis-a-vis developments in other continents. Courses offered cover themes like: media production and reception, dynamics of media policy in Western Europe, telecommunications policy and media economics. Courses are taught by Denis Mcquail, Liesbet van Zoonen and Kees Brants. More information is available from Liesbet van Zoonen or Paul Slaa, e-mail paul@sara.nl, post: Oude Hoogstraat 24, 1012CE Amsterdam NL. ♦♦

News from Members

IAMCR members are encouraged to send announcements regarding changes of address, promotions, or other personal news to be included in the newsletter, as space permits.

Abbas Malek was promoted to Associate Professor with tenure at the School of Communication, Howard University, Washington, DC. He just published a chapter entitled: "Overcovered...Underreported: Mandela's Visit to the United States," in *African American Communications: An Anthology in Traditional and Contemporary Studies*, James Ward, (ed.), Kendall/Hunt Press. ♦♦



Advances in Brazilian Communication Research

By Jose Marques de Melo

Communication researchers from all over the world gathered in Latin America for the third time last year. The first meeting took place in Argentina in 1972, the second was in Caracas in 1980 and the third was held in the city of Guarujá, São Paulo, August 16-21, 1992.

The opportunity to welcome scientists from over fifty countries afforded a fruitful dialogue concerning the problems of mass communication and its role in the configuration of a fully globalized cultural environment.

Brazil already had a long history of communication research, however the distinction as a promising scientific community occurred at the IAMCR Congress in 1990 in Bled (Slovenia) where the Brazil ranked in the number of paper contributions, outranked only by the United States and the U.K. This rise of our country to international leadership in scientific productivity in the field of mass communication determined the choice of São Paulo as headquarters for the next Congress of the organization. The choice of Brazil represented a willingness on the part of the international community to hold discussions with Brazilian colleagues from all over the country, besides visiting our scientific institutions and coming into direct contact with the communication phenomena analyzed by our academic literature.

Thus the 1992 Congress in Guarujá represented the admittance of Brazil into the international circuit of scientific production in the area of communication, channeling a process of university interchange, projects of comparative research and initiating cooperation among researchers devoted to the study of similar objects.

If Brazil participated with 25 papers at the Bled Congress, the great majority of articles submitted by researchers from the University of São Paulo School of Communication and Arts (ECA-US), Brazilian participation increased 100% at the Guarujá Congress. Over 50 articles were presented, 42 of which were included in the conference's volume of abstracts. Many of these articles came from other national universities, although the leadership of the ECA-USP (the principal entity sponsoring the event) persisted.

Besides Brazil's quantitative presence in the permanent sessions and thematic groups, the country was responsible for the main conference event, a plenary address by the sociologist Fernando Henrique Cardoso on the theme "Communication for a New World." The ex-president of the International Association of Sociology analyzed the new scenarios that have taken shape at the end of this century, and also outlined the social and political implications resulting from a new "form of production" unleashed by automation, the main focus of the "new international order" whose profile is being determined by regional economic poles and by the transnational culture disseminated by means of mass media. In relation to this latter aspect, Cardoso emphasized the complexity of the industry of culture, of information and leisure, which generates surprising phenomena of democratic oxygenation and of popular mobilization not entirely coincidental with the pessimistic

forecasts of the scientific community. Cardoza stimulated the researchers assembled at the congress to move ahead with the diagnosis and interpretation of these new sociopolitical phenomena protagonized especially by the electronic media upon which, to a great extent, the features of the "new world" will depend, a world that is being outlined at the threshold of the twenty-first century.

It is also important to mention that Brazil was the central object of discussions and reflections promoted in different study groups which analyzed aspect such as romantic television series, popular culture, scientific dissemination, the new technologies of communication and systems of mass communication, thus revealing interest by more researchers from other countries in Brazilian issues. These contributions represent valuable tools for the revision that Brazilian scientists will undertake in the nineties on the trends of the national communication networks, mainly in the face of economic modernizing and political democratization that is taking place throughout the country. The viewpoints presented by our colleagues from other countries will certainly influence the reevaluation of the scenarios constructed sometimes exclusively from local views, although they may contain extranational ingredients by the growing interaction and complexity between the popular national and the transnational. ♦♦

Human Rights Seminar

(continued from page 7)

nication research in Slovakia. The other partner is the Slovak Association for Mass Communication Research, the only professional organization of its kind in the country.

For more information on these seminars, contact one of the following:

Samuel Brecka, Slovak Institute of Journalism, Pionierska 4, Bratislava, 81246, Slovak Republic 42-7-255-630 (o), 42-7-512-72 (h), 42-7-255630 (fax, call first).

David Goldberg (Law Section), School of Law, University of Glasgow, Glasgow Scotland G12 8QQ United Kingdom, +44-41-339-8855 x5538 (o), +44-41-330-4900 +44-41-644-5075 (f).

Wolfgang Kleinwaechter (Law Section), NETCOM, Institut der Medienstadt Leipzig e.V., Muehlstrasse 1, Leipzig Saxonia O-7050 Germany, +49-341-269-9913 (o), +49-341-54-801 (h), +49-341-269-9914 (f) email: stiehler@rz.uni-leipzig.de.

Howard Frederick (International Communication Section), Department of Politics and Society, University of California, Irvine, P.O.B. 94653, Pasadena, CA 91109 USA +1-818-568-0994 (o), +1-818-578-1372 (h), +1-818-791-2205 (f), email: hfrederick@igc.apc.org. ♦♦

REPORT OF 4TH MACBRIDE ROUND TABLE

By Colleen Roach

The 4th MacBride Round Table was held on August 21, 1992, in Guarujá, Brazil, immediately after the biennial conference of the IAMCR (International Association of Mass Communication Researchers). The Fourth MacBride Round Table brought together some 53 different participants from 22 different countries, representing 32 universities and 15 professional/media organizations.

The meeting was opened by Kaarle Nordenstreng, who briefly resumed the work of the three previous Round Tables (Harare, 1989; Prague, 1990; and Istanbul, 1991) and noted which professional, media and academic organizations were represented at this meeting. The agenda was proposed by the existing steering committee (Kaarle Nordenstreng, Finland; Yvonne Mignot-Lefebvre, France; Hamid Mowlana, USA; Colleen Roach, USA; Rafael Roncagliolo, Peru; and Mike Traber, UK).

Mike Traber made a brief presentation on the recent NWICO-related publications of the World Association of Christian Communication (WACC). The Istanbul Round Table in 1991 decided that a monograph would be published presenting recent NWICO-related activities, notably the various statements of the three Round Tables, as well as certain "classic" NWICO documents, such as the MacBride Report Recommendations. The monograph entitled "Few Voices, Many Worlds" (see Addendum) was published in 1992, and made available at the meeting. Traber noted that a Spanish translation, to be published in the "Coleccion Comunicacion" series in Quito, would hopefully be available in the coming year. Traber also noted that a recent issue of *Media Development* (2/1992) included the major papers from a recent communications conference in Lima.

Nordenstreng explained to the participants that the intention was to translate the WACC monograph into at least French and Spanish and to assure a very wide distribution, extending into international grassroots groups involved in media work. The original aim of reaching some 2,000 NGOs around the world had been too optimistic, since neither the WACC nor the University of Tampere had the wherewithal to undertake such an endeavour.

On the subject of the steering committee, Nordenstreng explained that three additional names (Becker, Mowlana, and Roncagliolo) were added to the original four members chosen at Istanbul (Mignot-Lefebvre, Nordenstreng, Roach and Traber), with the original four constituting the core members. It was emphasized that no formal mechanism for the selection and work of the committee had been elaborated, and that the core members worked as best as possible to organize the Guarujá meeting, given geographic constraints.

Fernando Perrone (Brazil) was elected chair of the meeting, and Colleen Roach, with the help of Philip Lee (WACC), rapporteurs. With the exception of Becker (absent) the original six members of the Steering Committee were asked to continue as the steering committee of the Guarujá Round Table.

Perrone stated that his chairing of the meeting was done not only in his name, but also as a representative of the School of Communication and Arts in Sao Paulo. He also noted that Professor Marques de Melo had offered the school as a venue for the Round Table, but that it was more practical to hold it in Guarujá.

The next item on the agenda was an "Overview of Recent NWICO-Related Events" since the Istanbul Round Table in 1991, by Colleen Roach and Hamid Mowlana. In presenting this paper (see Addendum I), Roach noted that she and Mowlana attempted to "chronicle" important NWICO-related events since the Prague Round Table in 1990, and that these previous papers were summarized in the WACC monograph "Few Voices, Many Worlds". Roach's oral summary of this paper emphasized that events of the last year showed the continuing relevance of the NWICO, or the "MacBride Movement," as it is sometimes called. She noted that although Unesco had continued to revert to defense of the "free flow of information," as shown at its General Conference in 1991, other backers of the NWICO, such as the WACC, continued to support this movement, as shown in various statements and meetings.

One of the main NWICO issues which particularly concerned the International Organization of Journalists (IOJ), as shown in a seminar it co-sponsored in Amman, in September 1991, was the "protection of journalists," which had been, in particular, an original strong concern of the late Sean MacBride. Roach stated that a relatively "new" communication issue receiving increased attention in the last year was the media/environment connection. It was noted that in June 1992, at the Earth Summit, a "Communication, Information Media and Networking Treaty" was drafted by NGOs from around the world at the Global Forum. This treaty began by mentioning an essential plank of the NWICO platform: the right to communicate.

In sum, the paper resumed a number of meetings of media workers, (e.g. Manila, 1992), professionals (the Non-Aligned News Agencies Pool, Tehran, June 1992) and even the UN Information Committee (April 1992) which emphasized the continuing concerns of various groups around the world, for either the NWICO per se, or NWICO-related issues, such as freedom of information, and the democratization of the media.

Jose Terrero (Columbia/UK) added a recent meeting in Latin America held in La Paz, Bolivia in July, which adopted a "Declaracion de la Paz" (published in *Media Development*, 4/1992) to commemorate the 10th anniversary of the "Declaration of Embu," which endorsed the NWICO in Brazil in 1981.

Several speakers mentioned additional groups, establishing what was to emerge as a main theme of the day's discussions: the existence of many other groups which are already working for the democratization of communications, with whom we should establish contacts. Putting this within the context of "civil society," Roncagliolo noted at least four such groups: 1) the World Association of Community Radio; 2) VIDEAZIMUT; 3) the "Olympics of Local TV and Radio," which recently met in France; 4) "South/North Production," a Canadian initiative.

Luis Santoro (Brazil) noted that we should not forget about groups working with the "new technologies," in

particular video, and offered to make available to participants literature on VIDEAZIMUT. Marc Raboy (Canada/Sweden) took the discussion to a more general level, by pointing out that in many countries both the "adult education" and "media education" movements were already following the direction we should be taking. In relation to these various comments, Roach invited the participants to begin collecting names of NGOs in their countries or regions with whom the Round Table could collaborate.

Awatef Abd El-Rahman (Egypt) then presented a short regional report (see Addendum), emphasizing the continuing relevance of the NWICO to the peoples of the South, and dealing with two topics of special concern: the Gulf War and Women and the Media. Abd El-Rahman emphasized that the Gulf War: 1) was perhaps the first true "communication war;" 2) the censorship practices of both the U.S. and Iraqi governments emphasized the need for a more comprehensive international legal regime assuring journalists access to information sources in time of war; and 3) the racism and ethnocentric attitudes to Arab-Islamic culture dominated the reporting. With regard to "Women and the Media," attention was drawn to the fact that the original MacBride Report had paid only scarce attention to women. It was argued that the Round Table had a duty to more fully deal with issues relating to women in its work, particularly since current globalization trends were disproportionately affecting poor women. In sum, "the issue of women and the media should occupy its right position within the framework of the NWICO as an organic part of all struggles for equality, self determination, development and peace."

Two speakers responded to this oral presentation. Eileen Mahoney (USA) also made a strong plea for the Round Table to deal more effectively with women's issues, and cited a recent issue of *Media Development* (2/1991) which dealt with "Women's Perspectives on Communications". Peter Bruck (Austria/Canada) emphasized that the current NWICO discussions could well be framed within the context of the Gulf War and the Media.

Another oral presentation from the floor by Armando Rollember (Brazil), president of the IOJ (see Addendum), stressed that the ideals of the MacBride Movement certainly continued to be lucid and relevant, particularly in light of the growing control of the TNCs over the last decade. From an historical perspective, he felt that the movement, nonetheless, had been a prisoner of the "ideological dilemma of the Cold War", and suffered from the fact that its advocates in the former Socialist-bloc countries had media under strong State control. Key themes of his intervention were: the need for plurality of communication sources and the democratization of communications, and respect for Article 19 of the Universal Declaration of Human Rights. He also stressed that alternative communication structures and public control over the mass media through mechanisms linked to civil society and independent of the State "should be one of the main concerns of the MacBride Movement in the coming years."

The next formal presentation on the agenda was a draft NGO statute for the "MacBride Round Table on Communication" prepared by Wolfgang Kleinwachter (Germany) (See Addendum). Kleinwachter began by noting: 1) that his proposal was very much in the nature of a draft set of

statutes and that nothing could be decided at this meeting; 2) that the idea of converting the MacBride Round Table into a NGO with official UN status had been "in the air" for some time, most notably at the last two Round Tables. The articles of the Draft Statute prepared by Kleinwachter were: Article I: Name; Article II: Purpose; Article III: Methods of work; Article IV: Steering Committee; Article V: Rights and Duties; Article VI: Finances; and Article VII: Seat/Registration.

The general discussion that followed focussed on the "name" our organization should take, with two participants, Terrero and Roncagliolo, suggesting that both "MacBride" and NWICO be dropped in favor of the "democratization of communication." This idea was indirectly supported by Bob White (Italy/USA) who seconded Rollemberg's reference to the same phrase.

In reference to Article III, Work Methods, the theme of developing cooperation with other NGOs already engaged in work on the democratization of communication, was again raised. El-Rahman strongly concurred with this notion, emphasizing that we must not just be a "group of intellectuals," talking to ourselves, but must begin to decide, in concrete fashion, which kinds of NGOs (e.g. women's groups, environmental coalitions, etc.) we wish to work with. At this point, Roach again requested that participants collect names of NGOs in their countries with whom we could collaborate.

Several speakers emphasized that we need to stimulate awareness of the MacBride Report and/or the MacBride Movement. Howard Frederick (USA) noted that we should work hard to see that the same fate that befell the media and environment treaty (see Addendum), which was largely ignored, did not also happen to our work. In this regard, Mignot-Lefebvre added that in France today no one remembers anything about the NWICO and it is largely "off the agenda."

Bruck stated that we need to make people aware of our eventual work in clear language, so that we could truly be a recognized "umbrella group," on international media matters, with recognized international authority on a par with that of the Club of Rome. On the practical level, Anura Gonnasekera (Sri Lanka) added that to make our work known, one would eventually need to publish a newsletter. Also, in referring to our future work, Traber emphasized, based on past experience, the need for a minimal structure as well as the obvious need for an openness to other NGOs. On the question of who to collaborate with, Joelle Hullebroeck (Peru/Belgium) was in slight disagreement with Rollemberg's previous criticism of the State, noting that we cannot just eliminate the State sector, which can at times help build necessary national industries.

This part of the discussion closed with the recognition that a drafting committee for the Statutes needed to be set up. Three participants volunteered or were asked from the floor to be members: Wolfgang Kleinwachter, Vincent Mosco (Canada/USA) and Colleen Roach.*

Nordenstreng then presented an "Action Plan for 1992-1995" stating that thus far, the Round Table had the following plans of action: 1) to distribute as widely as possible the monograph and to begin to network with other NGOs; and 2) to plan another Round Table in 1993 where a more concrete plan of action and statutes for NGO status could be

decided upon.

On the second point, the Round Table was informed by Nordenstreng that Farrell Corcoran (Ireland), who will be organizing the IAMCR meeting in Dublin in June 1993, had formally extended an invitation to the Round Table to hold its next meeting at this time. Nordenstreng expressed the hope that the Round Table in Dublin, home of the late Sean MacBride, could: 1) approve NGO statutes, thus serving as a "founding conference"; 2) present a "state of the art" for the NWICO, similar to the previous "chronicles" by Roach and Mowlana, but giving greater emphasis to activist NWICO-related activities; and 3) take concrete actions, on who is to do what, e.g. on a newsletter, voluntary work, etc. Roach pointed out that there was another proposal that the founding conference be held in Hawaii. One of the interests of this location, she said, was that many people now agreed that Asia is the area of the world most receptive to and still calling for a NWICO. She also added that there was some concern that by associating the Round Tables with the IAMCR (as would be the case in Dublin) our work is too clearly tied in to the "power structures" of this organization.

Rick Vincent (USA) from the University of Hawaii then provided participants with details on the proposal for hosting a fifth Round Table in Honolulu, either in June 1993 or January 1994. Vincent distributed a dossier with letters of support (some even indicating possible financial assistance) from: the chair of the Department of Communication, University of Hawaii at Manoa ("The work of the MacBride Round Table would certainly find a supportive environment here"), the executive director of the Pacific Telecommunications Council, which hosts an annual January meeting in Honolulu, and who thought a "tie-in" between this meeting and the Round Table both feasible and desirable, as well as various letters of interest and support from Asian organizations such as the Asian Institute of Journalism in Manila.

From the ensuing discussion on Dublin and Honolulu, it was clear that the two proposals were not really competing and that it was certainly feasible to plan Round Tables both in Dublin (June 1993) and Honolulu (1994).

In relation to these meetings, Frederick pointed out that the United Nations was holding an important international conference on Human Rights in Vienna in June 1993, and that the Round Table might want to attend, in some capacity, to raise the question of the Right to Communicate.

The discussion then dealt with a number of practical considerations. An informal Steering Committee was elected to chair future work until Dublin: five of the members of the previous committee (Mignot-Lefebvre, Nordenstreng, Roncagliolo, Roach and Traber) and 4 new additional members (Corcoran, Gerbner, Kleinwachter, and Vincent). The slight imbalance in favor of the North was regretted, but it was felt essential to have the proposers of the Dublin and Honolulu Round Tables on this committee. Roach was also asked to serve as the secretariat for the Round Table.

The last item on the agenda was the adoption of the Sao Paulo statement. Since it was not possible to prepare a final draft over the lunch break, participants of the Round Table agreed to delegate the Steering Committee to produce a final draft that would: 1) add sections on the environment, women, and civil society; 2) address more fully some of the issues

relating to new technologies and electronic networking; and 3) consistently use the word "South" and not "Third World."

Final suggestions relating to the Round Table's work were made by several participants: one person suggested that we produce an annual yearbook on communication developments; another suggested that this was too ambitious but that we should rather serve as a forum in which everyone working towards the democratization of communications could feel at home; a third participant stated that we should produce a clear statement on what the "MacBride Round Table on Democratic Communications" means and to whom our plan of action is addressed.

The closing words of the day were from the Round Table's chair. Perrone reminded participants of a reality that was particularly clear to those following the developments in Brazil during our meeting: in the debate on "civil society vs the State," civil society is very much the order of the day.

Note: The 5th MacBride Round Table will be held on June 27th, Sunday in Dublin, after the IAMCR meetings.

ADDENDUM

The following items were either presented/distributed at the Guarujá Round Table or sent to the Secretary subsequent to the meeting. The address at which copies can be obtained is provided.

1) "Few Voices, Many Worlds" monograph published by the World Association of Christian Communication, 1992. Can be obtained by writing to: WACC (Attention Philip Lee or Mike Traber), 357 Kennington Lane, London SE11 5QY, U.K.

2) "The NWICO Since Istanbul: Overview of Recent Developments and Activities" by C. Roach and H. Mowlana. Writing either of the authors: C. Roach, CAS Department, Queens College, Kissena Blvd., Flushing, NY 11367 USA; or H. Mowlana, School of International Service, American University, Washington DC 20016, USA.

3) Intervention of A. Rollemberg at Guarujá. Can be obtained by writing: IOJ, Celetna 2, 11001 Prague, Czech.

4) Paper presented by Awatef El-Rahman can be obtained by writing: Awatef El-Rahman, Faculty of Communication, Cairo University, Cairo, Egypt.

5) Communication, Information, Media and Networking Treaty. Write to: Howard Frederick, 180 S. Altadena Dr., Pasadena, CA 91107, USA. (specify language)

6) R. Roncagliolo's opening speech delivered at AMARC Conference (in Spanish), August 24, 1992. (Makes mention of Guarujá Round Table) Write to: R. Roncagliolo, Director, IPAL, Av, Juan de Aliaga 204, Lima 17, Peru.

* Subsequent to the Guarujá meeting, Roach requested that Peter Franck also be a member of this committee. Franck, present at the 1st Round Table, is a lawyer and founder of the National Lawyer's Guild Committee on Democratic Communications (represented at all of the Round Tables). The members of the steering committee approved this addition.

THE SAO PAULO STATEMENT OF THE MACBRIDE ROUND TABLE ON COMMUNICATIONS

Guarujá near Sao Paulo in Brazil was the setting of the fourth MacBride Round Table on international communication, held on 21 August 1992. This meeting reminded participants of the 500-year-long invasion of Latin America and the Caribbean by Europe and North America. We witnessed some of its disastrous consequences: the "street children" of Sao Paulo, the culture of violence, and the environmental degradation which had recently been the focus of the Earth Summit in Rio de Janeiro, Brazil's second largest city.

We were reminded of the cycle of poverty which now characterizes most countries in the South and many in the North, and of the convulsion taking place in the Balkans and parts of the former Soviet Union. Daily we read about new threats of war and internecine strife in the Middle East and elsewhere.

Against this backdrop, 53 communications practitioners and academics from 22 countries, many representing NGOs, reflected on the state of public communication and the roles policy makers and media workers could play in the face of such problems. These are our conclusions:

1. Peace

Peace and international understanding were at the very heart of the thoughts and actions of the late Sean MacBride. The report, "Many Voices, One World" [1980, recomm. 79] urges the mass media "to refrain from advocating national, racial or religious hatred, and incitement to discrimination, hostility, violence and war." It states, "A new world information and communication order requires and must become the instrument for peaceful co-operation between nations" [ibid].

It is an irony of history that, although the urgency of peace for human development has increased since the MacBride Report was published, the NWICO - a promoter of peace - was discarded by many governments and treated with derision by influential media establishments.

Present-day wars have taken a heavy toll on civilians, among them journalists carrying out their professional duties. In the former Yugoslavia alone, in the first seven months of 1992 at least 48 journalists were killed. In 1991 (according to "Reporters sans Frontières") at least 72 journalists in 21 countries met a violent death for what they had written or for exercising their profession.

For much of his life as an international statesman, Sean MacBride was particularly concerned about the protection of journalists. He proposed that Unesco convene an annual round table "to review problems related to the protection of journalists and propose...appropriate measures to this end" [Recommendation 51]. Although tribute should be paid to several NGOs which have advanced the cause for the safety of journalists, this topic still needs to be taken up again at the highest intergovernmental level.

The conflicts in the former Yugoslavia and elsewhere are but symptoms of a wider and deeper malaise, namely

the disregard for human rights and the callous indifference to the abysmal living conditions of millions of people. Are we entering a new phase of history in which human dignity is trampled underfoot by the cult of violence: the indiscriminate violence in ethnic, racial, religious and nationalist conflicts, the "precision bombing" in regional and global confrontations, and the subtle strangulation of the South through economic relations and trade wars?

2. Culture

In the quest for peace, justice and development the role played by culture has often been disregarded. In the current (Unesco-proclaimed) Decade of Culture, policy makers and media workers should analyse the way mass media shape and change cultural environments. This is nowhere more evident than in the countries previously subject to a monolithic and ideologically guided cultural policy, and in the countries of the South now overrun by the cultural industries of global capitalism. Both in the former socialist countries of Eastern Europe and in the South there are movements of cultural assertion, embracing old cultural identities and forging new nationalist loyalties. In this situation, new cultural policies are urgently needed, especially to foster cultural identities that are tolerant of and non-threatening to other peoples.

Almost everywhere in the world new cultural environments should be developed in which multi-ethnic, multi-faith, and multicultural societies can flourish. New cultural policies should also pay special attention to the rich cultural life of ordinary people, especially women, whose cultural expressions have often grown out of long traditions of living in peace and harmony. Just as urgent is the need for all countries to counter the widespread culture of violence with a "culture of peace" promoting human dignity for all peoples.

3. Civil Society

Social movements are crucial for the process of democracy in general, and, in particular, for democratizing communications. Many social movements encapsulate NWICO values and can therefore play a paradigmatic role. Such movements include those dealing with the environment, feminist and women's issues, disarmament and peace, adult literacy, adult education, and cultural democracy. All are the natural allies of media reform movements.

Social movements are at the heart of what constitutes civil society, a concept implying that citizens have rights and duties which are not conferred on them by the State, but which are universal and part of the human condition. In this context, the "right to communicate," a key concept of the NWICO, should be viewed not just as a right citizens demand of governments, but rather as an inalienable right held by them as members of civil society.

Institutions of public communication were originally at the heart of civil society, and one of the tasks of the 1990s is to make them once again civil society's champion. At a time when they are considered primarily "industries," it must be stressed that the mass media are a "social property." They exist for the sake of the public and owe their autonomy to the autonomy of civil society. Civil society is thus by definition a media reform movement. It is only through an invigorated civil society that a genuine public sphere can be built, that is, one which is accountable to the public rather than one

absorbed by the State or capitalist market economy, or a combination of the two.

4. Imbalances in Information Technology

Information and communication technology are currently growing at an unprecedented pace. So is the variety of their uses and applications. This situation is characterized by:

- the concentration of high-tech hardware and software firms in North-Atlantic countries, especially the U.S. and Japan;
- the relative decentralization of information technology applications;
- the spread of micro-computers and the reduction of equipment costs.

The adoption of digital technology in telecommunications by the South is constrained by heavy financial costs. In addition, there has been increasing deregulation of telecommunication services and continued intrusion of transnational corporations. An alternative and less costly solution for the development of all means of telecommunication infrastructure would be the use of satellites; unfortunately, they are controlled by power elites.

Special attention must be paid to system design, data processing and software development, all labour intensive processes, which increasingly have been relocated to the South. Once again, cheap labour is paying for the technological advances of the rich. However, there are also impoverished classes in the North, which, like many developing countries, are deprived of information technology. In addition, there is increasing competition between poor European regions and some countries of the South to win their share in information technology industries.

Governments have by and large lost control over the development and application of information and communication technologies. Transnational corporations can either bypass governments or are in collusion with them to ensure greater profits from their "markets."

Various strategies should be devised to harness information technology in such a way that it benefits ordinary people. This means analysing communication technology in the context of people's needs, especially in the countries of the South. It further means monitoring and exposing structures and activities of transnational corporations, a task that is all the more urgent now that the United Nations is primarily promoting the TNCs as "engines of growth" throughout the world. NGOs in both the South and the North have to be mobilized to bring pressure on both the United Nations and national governments so that information technology serves the people's ends.

5. Women and Communications

The Round Table recognized that the previous activities associated with the NWICO did not pay sufficient attention to women's particular needs and perspectives in communications. If the renewed NWICO movement is to move forward in a non-elitist direction, women must be given their due.

What this means, first of all, is acknowledging that women's values are more likely to promote the so-urgently-needed culture of peace. Simply put, women are seldom found among the decision and policy-makers who send people to war. Women frequently make up both the rank-

and-file and the leadership of peace movements, although the latter is rarely reflected in the mass media.

Our rampant culture of violence has had particular effects on women, who are not only especially vulnerable to physical violence in times of war, but who are also subject to daily violence and intimidation in so-called "normal" conditions. In this situation, increasingly recognized by inter-governmental and non-governmental organizations, the mass media and mass culture play a primary role by promoting images of violence towards women.

Women's concerns in communications have, however, gone well beyond the traditional attention paid to negative, stereotyped images in the mass media and discrimination in employment in the media industries. For instance, women have a new agenda with regard to the vital issue of communication technology, which includes: the possibility of gender discrimination built into the very conceptualization of communication technology, the hierarchical structure and binary logic of informatics, felt to be laden with gender-specific values, a critique of information technology built upon a larger epistemological critique of the enlightenment notions of progress and rationality embodied in science and technology. Many women also want to make greater use of communication technology, for example, for building feminist data networks or simply for fostering greater exchanges of information. For these women the primary issue is not a critique of technology, but rather access.

It is above all women, as a social movement, that has greatest relevance to the NWICO. Women as a whole, regardless of their class, ethnic and racial differences, have not been able to participate in the most essential communication process: naming reality. Women are part of another culture, the culture of silence, that also affects the poor, the manual laborers, the marginalized, the minorities, the alienated youth, the lower castes, the people with dark skin, the various peoples from the South "demonized" in the Western press, in short, the mass media's "non-people." A "NWICO for the 1990s" will only be meaningful to the extent that it gives voice to all of these groups. ❖❖

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