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Newsletter

INTERNATIONAL ASSOCIATION FOR MEDIA AND COMMUNICATION RESEARCH
ASSOCIATION INTERNATIONALE DES ÉTUDES ET RECHERCHES SUR
L'INFORMATION ET LA COMMUNICATION
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THE 1997 IAMCR CONFERENCE New Information Technologies, Globalization and Multi Cultural Societies

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The information age is posing both a challenge and opportunity to all the communities of the world, with local cultures responding to this phenomena in diverse ways. The different social and cultural groups living in urban and rural areas as well as more remote ethnic communities are providing challenging research questions to professionals in the field of communication. Information technologies and telecommunications must be studied from different perspectives - economic, political, social and cultural. New efforts and endeavors are needed in research and policy making which should provide more adequate conditions for new information technologies' use for diverse regions, countries, and distinct social and cultural groups.

The main objectives of the IAMCR 1997 conference are to discuss the reactions of different cultures to globalization and in particular to new information technologies innovation; to explore and analyze the different mechanisms that the social groups are developing to cope with the new information technologies and the media; to explore the different areas now opening to telecommunications and information research; and to propose strategic policy and actions needed in the face of globalization and

(continued on page 8)

PRESIDENT'S COLUMN

Hamid Mowlana

The 20th Scientific Conference and General Assembly of IAMCR held in Sydney, Australia, August 18-22, was a major success. Some 380 delegates representing sixty countries attended the five-day Sydney conference with an additional fifty individuals registering as part time participants. This made the 1996 conference one of the largest IAMCR gatherings of the decade. The Sydney conference was also historical in that the General Assembly completed its task of amending the Statutes and officially revising the name of our association to "International Association for Media and Communication Research" while retaining its old acronym of IAMCR.

The conference was an occasion for the election of IAMCR's new Executive Board and International Council for the years 1996-2000. For the first time in the association's history the postal voting for the election of the Executive Board was inaugurated and carried out (for the list of new officers see IAMCR Governing Bodies page in this issue). The General Assembly unanimously approved the reports of the President and the Treasurer and reaffirmed the process of decentralization and the new administrative structure that began two years ago. As you can see in the Treasurer's report the association has doubled its financial assets in the last two years while saving thousands of dollars in terms of eliminating rental and other operational costs including reducing staff expenses.

We were able to raise funds in support of some forty delegates from the low income countries including Eastern Europe and the former Republics of the Soviet Union. This definitely was one of the largest amounts of financial assistance the IAMCR has mustered in my recollection. We extend our thanks to the generous assistance and contributions of many international and national organizations, including UNESCO, the Australian Agency for International Development, the Australian National Commission for UNESCO, the Swedish International Development Agency, Canadian International Development Agency, and the Sydney Conference Organizing Committee and various governmental and non governmental organizations.

Additionally, the Sydney conference was memorable in that more women members were elected to various governing bodies and offices and a greater number participated in various panels and plenaries. I sincerely congratulate the women's caucus and network which began its work two years ago and I shall continue my support and work with the women's network in the years to come.

The General Assembly approved our future conference sites for the next few years. Thanks to the efforts of Vice President Carmen Gómez Mont and her colleagues the 1997 off-year conference will be held in Oaxaca, Mexico, July 4th to the 7th. All information regarding the program and panels should be directed to president elect

Manuel Pares I Maicas (Spain) and all information regarding accommodation and registration should be directed to Carmen Gómez Mont. The 21st General Assembly and Scientific Conference will be held in Glasgow, Scotland, July 26-30, 1998. Pre-registration information is available in this newsletter. The General Assembly has approved in principle Cairo, Egypt as the site for the 22nd World Congress and General Assembly in 2000.

Beginning with the next issue, the IAMCR newsletter will be edited by our new Secretary General, Naren Chitty (Australia) and Melita Poler (Slovenia). I would like to take this opportunity to thank Andrew Calabrese (USA) who diligently helped to edit and contributed greatly to the continuity of our newsletter during the transition period. Gratitude and thanks must go to the outgoing members of the Executive Board, as well as the International Council, whose dedication and hard work have contributed to the growth of IAMCR and the welfare of our community. I welcome the new Executive Board and the International Council, congratulate them on their election, and look forward to working with them for the coming years. I am very glad to see that Gee Gee Robinson has been re-elected as the Treasurer of IAMCR. She has done extraordinary work in her capacity as Treasurer unprecedented in IAMCR's history.

In Sydney, the International Council and the General Assembly heard the draft interim report of professor Aggrey Brown (Jamaica), the chairman of the "IAMCR in the 21st Century Commission." Professor Brown is inviting all the members of IAMCR to send their suggestions, comments and contributions to him (see the commission's announcement in this issue). The commission will prepare a final report for the 1998 conference in Glasgow. I urge all of our members including section heads to take advantage of this opportunity to send all their suggestions to the commission. The International Council elected a new Section Review Committee to examine and review the structure of existing IAMCR Sections.

Congratulations to George Gerbner and Herbert I. Schiller who were awarded honorary membership of IAMCR by the General Assembly in recognition of their outstanding and long time contribution to the association and the profession; and best



wishes to Cees Hamelink who as the past president is now an honorary president.

The Sydney conference was unique in that for the first time in IAMCR's history daily plenary sessions were featured, with themes ranging from communication and UNESCO to such themes as indigenous cultures, human rights, and critical research. For example, the plenary session on Communication and UNESCO not only provided an occasion to commemorate the 50th anniversary of this body, but also an opportunity to examine the role of international organizations in the post cold war era. Here I would like to share with you some of my thoughts on the past achievements and future challenges of UNESCO which I was able to elaborate on my opening address to the conference.

In its fifty years history, in my estimate, UNESCO has gone through a number of historical periods. It is within these developments that the work of this international body should be reviewed and examined.

The first period of UNESCO's activities, 1946-1950, can be best described as a period of idealism. Created in the aftermath of a long and devastating world war, UNESCO and its parent organization, the United Nations, were founded on the understanding that there is an undeniable basic link between peace, international solidarity, and respect for human rights. The international community, then, rejected all political systems and governments based on contempt for human rights and racial equality. Indeed, the struggle against intolerance, prejudice, racism, has been one of the principal activities of UNESCO from its foundation, as were the issues of peace and development in their broader psychological and social dimensions.

It was during this period that a number of symposia, seminars, and studies were launched by UNESCO, including a project on "Tensions Affecting International Understanding," an outgrowth of the second session of the General Conference held in Mexico City in 1947. The UNESCO statement on race formulated by social scientists in 1950, a series of studies on national stereotypes conducted in 1948 and 1949, a number of studies by eminent European and American scholars, and publications concerning the winning of what came to be known as "civil rights" and a number of other peace related studies were indeed milestones in modern international relations studies.

It was precisely the period's idealism that influenced UNESCO to include in its projects inquiries into "the influence of modern technology upon the attitudes and mutual relationships of peoples." In other words, to what degree does greater technological capacity increase the ability to wage war or prevent it from happening? Similarly, UNESCO's major project on the "Mutual Appreciation of Eastern and Western Cultural Values," and many similar activities, proceeded with the assumption that information could have a positive effect on people's attitudes toward one another.

The second period of UNESCO's history, 1950-1967, can best be described as one of quietism. The intensity of the cold war, the rivalry of the two superpowers, the arms race, and all the problems associated with them made it difficult for many cultural organizations, including UNESCO, to carry out some of the earlier ideas in an even larger context and with greater inten-

sity. The paternalistic attitudes of the superpowers no doubt were a major factor.

During this period, in 1957, the International Association for Mass Communication Research (IAMCR) was born with the active participation of UNESCO and with a small but committed number of scholars and researchers from the Western and Eastern bloc countries. IAMCR's establishment at that time represented an attempt on the part of its founders, including its main supporter, UNESCO, that the Cold War tensions may be reduced by building educational and scientific non-governmental institutional organizations in various social science disciplines, including communication.

The third period of UNESCO's works, 1968-1984, is a period of realism in its general sense. Here, the realities of the world in which UNESCO had to function can be better understood if we consider historical processes of the post World War Two years, such as the birth of the new nation states that tripled and increased the membership of the United Nations to 161, the greater demands of citizens to participate in political and economic decision making, the increasing number and power of transnational corporations, the increasing movement of people across national boundaries, the worldwide development of communication technologies, and last but not least, anti-colonialism, anti-imperialism, revolution, and the quest for self-determination and self-reliance in many parts of the world.

The debate on the New World Information and Communication Order (NWICO), the work of the International Commission for the Study of Communication Problems (MacBride Commission), and the subsequent withdrawal of the United States from UNESCO in 1984 were all part of the historical events that marked this period of realism. IAMCR's contribution to these debates marked a period of active and intense discussion and research within our own association.

We are presently experiencing the fourth period of UNESCO's activities, a period of eclecticism or self-evaluation. Beginning around 1984 and continuing to the present, this period represents somewhat of a return to the organization's early emphasis on idealism. With the weakening of Cold War tensions, the apparent easing of ideological differences and the eventual collapse of the Soviet Union, UNESCO has become involved in much broader topics, such as peace and development.

UNESCO's activities are once again varied and far-ranging. But as many international organizations have discovered, objectives must not only be desirable but feasible as well. The challenge for UNESCO today, therefore is to transpose its lofty ideals into feasible policy initiatives. By concentrating at first on a smaller number of issue-areas and determining its priorities, the organization would have a chance to build on its legitimacy in support of the specific critical issues facing us.

UNESCO, like its parent organization, the United Nations, is at present still the leading organization in the sphere of educational and cultural activities, it cannot abide confronting the two great tests which challenge the longevity of major international organizations that claim to be universal: first, whether in the international and multi cultural world it can preserve a reasonable independence from the economic and political powers that

now dominate the post Cold war era; and second, whether it can address itself to the specific communication, cultural and technological issues of a critical nature that now confront the international society.

As pointed out in the recent Miollis Group report on the organization's future in the 21st century, UNESCO has devoted itself to the promotion of both peace and development. But has development always promoted peace, or are these concept unrelated?

UNESCO's field of responsibilities have been determined largely in the light of Second World War and the Post-War bipolar world. How can the realities of the Post-Cold War era be incorporated into the responsibilities of UNESCO? In short, are the current fields sufficiently universal to remain as guidelines into the 21st century, or do they need revisions?

Among the four major fields of UNESCO's activities, education, science, culture, and communication, ironically it is the last that is not part of the organization's title. Yet the field of mass communication was prominently mentioned in the UNESCO charter, and over the last several decades the communication field has been one of the most widely developed areas in the global scene. This poses both a promise and a challenge to UNESCO in its future professional and research activities.

The 50th anniversary of UNESCO provides us with an opportunity to reflect on specific issues areas and the institutional shortcomings that limit the international community's capacity to deal with problems which confront it. To be more specific I see at least four challenges ahead for UNESCO: (1) the current worldwide trends of commercialization of information and communication; (2) the new communication technology and its impact on the individual and society; (3) the need for diverse epistemological, onthological and methodological approaches to the nature of communication and the media in support of "other" cultures and civilizations; and (4) finally UNESCO's challenge to evaluate itself as an international organization in the light of the new world order and in the face of the 21st century.

TREASURER'S REPORT

Gertrude J. Robinson, McGill Canada

On August 15, 1996 the Treasurer submitted the second "good news" treasurer's report in two years. She noted that since the 1995 Portoroz meetings when there had also been a surplus of \$ 22,679, additional moneys have been saved. In the period August 1, 1995 to July 31, 1996, a net surplus of \$ 24,592 was added to IAMCR's operating budget. The summary of

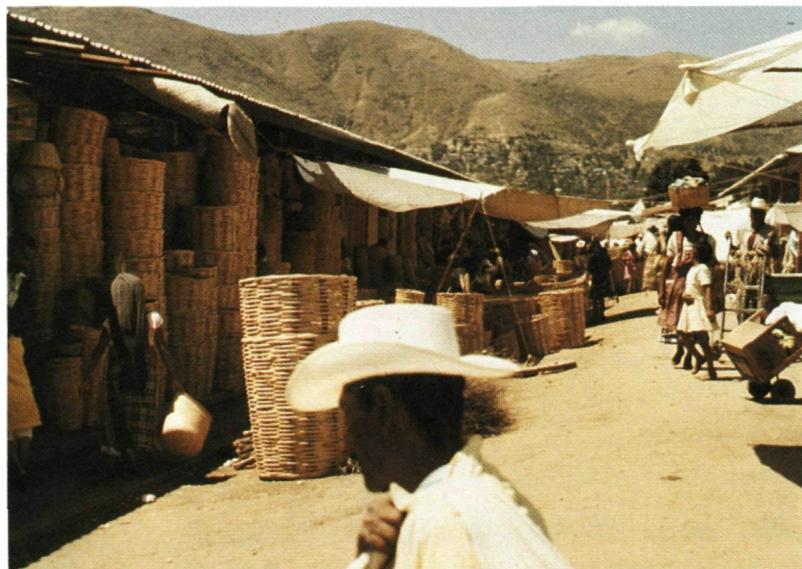
IAMCR operations was audited by Schlesinger, Newman & Goldman of Montreal. It indicates that \$56,135 of revenues were received from membership fees and that the mailing list rental, paper sales and contributions from supporting members brought the total to \$ 59,679.

Total operating expenses for the year were only \$35,037. The 1995/96 comparisons indicate that the \$ 12,274 increase in operating expenses were not in the domains of office expenses and administrative support, which continued to be supported by the American University (president's office) and McGill University (treasurer). The major increases in costs were registered in printing and mail expenses, as well as travel and contingencies. Mail and production expenses continued to rise and together amount to about \$18,000 per year for the two Newsletters and the Membership Directory. Contingencies reflect the costs for the mail ballot and pre-paid printing expenses, while travel includes the expenses of the three top executives.

A comparison between IAMCR's income of \$ 47,154 in 1995 and \$ 59,679 in 1996 indicates that there is about a \$ 2,000 income difference between "off years", when regional meetings are held and the "on years" when a General Assembly takes place. These fluctuations are typical for IAMCR, which attracts about 150 more members for its General Assembly meetings. Most of these membership fluctuations involve individuals rather than institutions.

Individual and institutional memberships in IAMCR have remained virtually static over the past three years, though new members registered in both categories. The stable membership count results from the fact that yearly gains are balanced by lapsations, especially in the "student" category, which constitutes about 25% of the total. IAMCR has about 550 members and 100 institutional ones (representing about 900 members). The greatest increase in individual members has occurred in North America and industrial Asia, while European figures vary little because they are paid for by institutions.

In Portoroz the treasurer was asked to investigate the re-introduction of credit card payments to ease the high bank transfer fees imposed on members from Germany, Great Britain, Japan and various Latin American countries. A review of 1994 payment



records indicates that 29% of members had paid with credit cards and that 20% used VISA, 9% Eurocheques and 7% American Express. To accommodate these payment patterns, the treasurer shifted the IAMCR accounts to the Royal Bank of Canada which handles VISA and AMEX, though Eurocheques carry such heavy collection charges that they cannot be redeemed in Canada. Credit card payments in Canadian dollars were approved by the Executive Committee in Sydney and amount to \$ 116 (Cdn) for individuals and \$ 575 (Cdn) for institutions. (The Canadian dollar is discounted about 30% vis a vis the US dollar).

Tolerance, the Threshold of Peace

Remarks by Henrikas Yushkiavitshus
UNESCO's Assistant Director-General for
Communication, Information and Informatics

At the opening of the Scientific Congress of the International Association for Mass Communication Research, may I first of all convey to you the sincere greetings of Federico Mayor, Director-General of UNESCO, and express my own best wishes for your deliberations.

Much as I regret not being with you today, there is a very good reason. It was decided to spend the money set aside for my travel to finance the participation of scholars who could not otherwise have attended. It is much more important that discussions on research in the vast, expanding and highly complicated field of communication be attended by your own members and associates, than by representatives of our Organization who can, in any case, as you now see, be easily replaced by their computers! If I am a virtual presence today, this should in no way be taken to reflect that IAMCR is any less important to UNESCO, than it has always been. We simply wish to give priority to the attendance at your Congress of the principal players and actors in the field of communication research. UNESCO has always relied on the universities and researcher members of IAMCR for their contribution to our programme in communication research and training and will continue to do so.

Ladies and Gentlemen,

There are three themes I wish to bring to your attention today. The first concerns the fiftieth anniversary of both the United Nations and UNESCO. These two international bodies were conceived out of the most hideous intolerance the world has witnessed this century and their declared intention is to promote tolerance and lasting peace world-wide. Today and tomorrow if we are to continue the struggle for peace the exercise of greater and greater tolerance will be required in the face of expanding cultural diversity which follows as a natural process on the end of ideological warfare. The second theme which is closely linked with tolerance is that of the UN decade for indigenous people. The third encompasses the other two because I want to try and deepen our understanding of how all types of media may contribute to understanding, tolerance and a culture of peace.

1. Have our differences led us to war ?

1995 was the fiftieth anniversary of the United Nations and 1996 is that of UNESCO. It is still relevant to recall why such international bodies were created, and all the more so when the population of our planet has more than doubled and when most people alive today

Summary of IAMCR Operations			
Fiscal Years 1994/95 and 1995/96 Ending July 31			
(In US Dollars)			
	<u>31 July 1996</u>	<u>31 July 1995</u>	<u>Budget</u>
A) REVENUES			
Memberships	56,135	44,994	
Papers Sale	0	160	
Mailing List Rental	710	0	
Contributions from			
Supporting Members	2,000	2,000	
SIDA Fund	248	0	
Income from Projects	600	0	
TOTAL REVENUE	59,679	47,154	50,000
B) EXPENSES			
Bank Charges	311	671	1,300
Copy/Printing	4,248	6,663	8,000
Office Supplies	892	757	2,000
Administrative Support	230	1,200	1,200
Mail	6,395	2,001	7,000
Seminars/Meeting	0	1,337	2,500
Telephone	1,151	546	3,000
Travel	5,172	361	3,000
Contingencies	6,169	1,134	2,000
Office Staff	10,469	11,093	20,000
Total Operating Expenses	35,037	22,763	50,000
Currency Conversion			
Expense	50	(1,288)	
NET SURPLUS	24,592	22,679	0

were not in 1946 when peace was made after the Second World War. We have lived so long under the conditions of a Cold War, that perhaps we no longer understand how ignorance, suspicion, mistrust, disrespect and prejudice could have led to a conflict which circled the entire world. And yet both during the Cold War, and in the last six years of a "Cold Peace", there still remain among peoples, in some parts of the world - even in parts of Europe and North America, ignorance, suspicion, mistrust, disrespect and prejudice. These human evils are not the prerogative of any particular part of the globe.

It is no wonder then that the founders of UNESCO wrote in the Preamble to our Charter: "That ignorance of each other's ways and lives has been a common cause, throughout the history of mankind, of that suspicion and mistrust between the peoples of the world through which their differences have all too often broken into war; that the great and terrible war which has now ended was a war made possible by the denial of the democratic principles of the dignity, equality and mutual respect of men, and by the propagation, in their place, through ignorance and prejudice, of the doctrine of the inequality of men and races".

Ignorance of each other's ways and lives has indeed led to suspicion and mistrust. The refusal or inability to tolerate cultural differences among peoples has too often led to war. And until we can all overcome our ignorance of each other and positively accept differences among peoples, we stand only at the threshold of peace. Indeed, in many ways, the Cold Peace is not a great deal better than the Cold War. Although there are less confrontations between nations, today sadly there are more internal conflicts, more intense hatred among and between peoples of different cultural origins living side by side. There are even several instances of genocide and human butchery of the kind we thought we had banished at the end of the Second World War.

2. Social and Cultural Tolerance

The need for social and cultural tolerance is highlighted by the situation of indigenous people of the world. It is a shocking fact that the "first peoples" to greet Columbus in the Americas in 1492 disappeared as a distinct ethnic group within twenty-five years of that contact. The International Indian Treaty Council estimates that by 1997, ninety-two distinct peoples will have disappeared from the Western Hemisphere. In another part of the Americas, long before the first Europeans arrived, the people known as the Mayas had built a flourishing civilization that lasted more than 3,000 years. It is estimated that by the year 2000 some 10 million indigenous people of Maya decent will be living in the area covered today by southern Mexico, Yucatan, Belize, Guatemala, Honduras and El Salvador. But only about one million of them will still be able to speak their ancient tongue.

Today, indigenous people all over the world number more than 300 million, and even though they constitute only four per cent of the world's population, they are a very important four per cent who are frequently the victims of discrimination. Indigenous peoples share a tragic history: invasion of their territories, destruction of their environment, disrespect for their treaties and communal forms of property, continuing violence

against their peoples - their women and children, attacks on their beliefs and customs, desecration of their sacred sites, imposition of alien education systems and languages, the undermining of their way of governance and rejection of their respect for community rather than individual rights. Even when they represent the majority of a country's populations, as they do in parts of the Americas, they nonetheless lead a marginalized existence, cut off from the sources of political power and often exploited economically. Everywhere in the world, their unique cultures are threatened with extinction.

In 1993 the United Nations proclaimed a UN Decade for the World's Indigenous People and in this same year the United Nations Working Group of Indigenous Populations finalized the Draft Declaration on the Rights of Indigenous People. This declaration is of the greatest importance because it was drafted with the participation of the very people it was meant to benefit. One of the most significant rights included in the declaration, as it is in the UN Charter, is the right to self-determination, or the right of people to govern themselves. Perhaps for this very reason, the draft Declaration is yet to be adopted by many countries.

Another reason for us to reflect on how to foster tolerance and peace is that, at the very most, only about 10% of all countries in the world may be qualified as ethnically homogenous. The great majority of us therefore already live in multicultural societies and most of us here now live with people of other cultural and racial origins. Cultural diversity is with us. We must be grateful for it, learn to appreciate it and to view our cultural diversity - for it is "ours" not "theirs" - as a source of enrichment for every community. The protection and promotion of those cultural identities that make up our multi-ethnic communities are the sine qua non for the prevention of cultural conflicts and the building of a culture of peace.

It is probably true to say that democracy is, at the present time, the only institutional framework in which satisfactory solutions can be found to guarantee the rights of persons belonging to minorities and the rights of indigenous people. However, we will need to advance beyond traditional forms of democracy, beyond the rule of the simple majority. We must seek to apply the principles of a modern, more refined democracy that takes into account cultural requirements and finds a place for national ethics based on tolerance and social justice.

3. The issues and their treatment in the mass media

1. The medias of mass communication have a central role to play in building the multi-ethnic and multi-cultural societies of today and tomorrow. Traditionally, culture has been handed down from one generation to the next through direct social contact, various art forms, rituals, songs, dances, oral and written literature. Today, however, culture, and especially cultural values, are also purveyed by the electronic beams of the television set as well as through the mass media generally. As said so eloquently by Ashis Ray of CNN: "Culture is the historical interplay of ideas and influences through violent and non-violent means, culture is as old as mankind itself. We are just a moment in this whole drama. But in our moment, technology has so increased the pace of change and of cultural interplay that we are some-

times at a loss as to how to deal with it. And television accelerates the cultural interplay of our moment”.

There are several levels on which television and the mass media generally influence audiences and one of these is the portrayal of stereotyped, biased, or otherwise unfounded images of other people, that result in a misrepresentation of authentic character and socio-cultural values. Sometimes, these images are presented unwittingly, but, the outcome is no less real for all that. In news reporting for example, an ethnic group may be generalized as “illegal immigrants” even though many of its members are neither immigrants nor have entered the country illegally. A residential area may also be labeled as an immigrant quarter, in spite of the fact that other nationals live in the same neighborhood.

One great advantage which is also a great danger with stereotypes is that they are convenient coverall words which require no mental effort whatsoever. They are totally without nuance and allow the many millions of viewers and readers who have no wish to do so, not to think. They are not disturbing and may even be comforting in that they confirm us in our prejudices and make the world appear structured and simplistic. Purveyed by the media, they have lasting and pernicious effects. One of the reasons the media fall into the trap of stereotypes is their limited vocabulary. Most newspapers have a vocabulary of about 7,000 words and some tabloids of less than 4,000 words. Within such limited vocabularies, the temptation to use stereotypes is very strong indeed.

Professional journalists’ organizations are aware of these dangers and weaknesses in the media. As early as 1954, the International Federation of Journalists (IFJ) formulated their Code of Conduct: “The journalist shall be aware of the danger of discrimination being furthered by the media, and shall do the utmost to avoid facilitating such discrimination based on, among other things, race, sex, sexual orientation, language, religion, political or other opinions, and national or social origins”.

2. Another area of concern to society today is that of violence on the screen. While it is difficult to substantiate the theory of a causal relationship between screen violence and violence in reality, it nevertheless appears that repeated exposure to such violence make us less sensitive to the fact that it is unacceptable. Screen violence may not directly provoke violent actions, but as a regular diet may encourage us to accept or at least ignore the unacceptable. At the international round table on Non-violence, Television and Tolerance in New Delhi, I proposed some directions for research which it may be relevant to recall to the members of IAMCR :

Most research concerning violence on television has focussed on whether violent programmes on television provoke aggressive or violent behavior in spectators, and consequently whether violence on television is the cause of violence in the real world. Much of this research so far is inconclusive. Extremely little research, however, has dealt with the more pervasive effects of television violence on society as a whole : reinforcement of already depraved attitudes of some television watchers towards violence and aggression; degrading of personal, cultural and social values, espe-

cially the enhanced option of violence to achieve power or status; psychological identification with violent, aggressive heroes or even villains.

3. A third area where media impact on society is when they are used to disseminate propaganda and to stir up hatred for an ethnic group, nation or peoples. The best known recent case is that of Radio Mille Collines in Rwanda in which radio propaganda was used openly and aggressively to provoke listeners to commit outright genocide against another tribe of the same country in an overall programme of ethnic cleansing. These incidents have been documented in a study commissioned by UNESCO, and presented to its Executive Board. There are certainly other cases of this nature, in all regions, in Europe, Asia and other countries of Africa though perhaps less well documented. As eloquently put by the Indian Secretary of Broadcasting and Information, Shri Bhasker Ghose at the same Delhi round table :

Hatred is a failure of the imagination, said Graham Greene. Hatred is also a failure of communication. The more you know about each other, the less room there is for hatred and intolerance. And it is often television that has let light into the dark closed world of hatred and intolerance in which we live. The question is, how does one increase these instances and use television to dispel bigotry and hatred and what it breeds - violence, savagery and death.

The cause of hatred, in many cases, is ignorance. The range and spread of cultural diversity is so fast and so rapidly expanding, efforts must be redoubled in order to catch up through knowledge and better understanding of the other. If there is a political will to do so, communication can contribute to enhancing understanding among peoples and the appreciation of other cultures. The mass media, radio, television, the printed press, are formidable means for exchanging ideas, opinions, and for influencing action.

Knowledge is the first step to tolerance. And mass media can become the forum of exchanging ideas and opinions even and especially in zones of conflict. Radio and television particularly can be used to air public debates on the issues that separate peoples : territorial lines, religious beliefs, cultural mores, social behavior, aspirations for development and social betterment. Such media fora can contribute to consolidating peace where basic accords have been reached and can support efforts towards realizing such accords in countries where conflict still holds sway.

I trust that the members of the International Association for Mass Communication Research share these positive ideas of what media and communication can do. This being the case, I believe that more research, studies and discussion on these possibilities initiated by you, your universities and donor partners can lead towards a more organized and coordinated use of media for peaceful ends. And if the media cannot contribute to peace, then communication is the first failure in the process of peace. And we are a part of that failure ! On the other hand, if the media can make a contribution to peace-building and peace-keeping, together, we may be able to do something small but positive, and perhaps in our humble way, we can be part of the solution.

Mexico (Continued from page 1)

the penetration of new information technologies in society.

CONFERENCE VENUE

The 1997 IAMCR conference will be held in Oaxaca, Mexico from July 4-7, 1997. The conference site will be the Victoria Hotel located atop Fortín Hill, which is five minutes away from the city center. The central theme of the conference is: "Globalization, Information Technologies and MULTI CULTURAL Societies." Oaxaca, a city 55 minutes away from Mexico City, has been declared as the Patrimony of Humankind by UNESCO. The entire city is predominantly inhabited by a native Indian population. Oaxaca offers valleys, mountains, archeological sites, colonial architecture, and some of the best Mexican food.

The 1997 conference will be carried out within the framework of the 40th anniversary of IAMCR. A special session will take place in the Alcala Theater in order to highlight the most important events of the association's growth and development during the last four decades. Co-sponsors of the conference are the UNESCO Chair on Telecommunications and Society, Oaxaca State Government, and Department of Communication, and Iberoamericana University. The IAMCR Conference Committee for Oaxaca, Mexico, includes Hamid Mowlana (President), Manuel Pares I Maicas (President Elect) and Carmen Gómez Mont (Vice President). A National Committee representing the most important communication organizations in Mexico has been confirmed as well.

The mornings and afternoons will be devoted to section meetings. Two plenary sessions will be held on the 5th and 6th of July: Perspectives and Challenges of the Mexican Communication Research (July 5th, 9:00-11:00 a.m.) and Latin American Communication Research (July 6th, 9:00-11:00 a.m.). A book dealing with Mexican communication research will be published in English for availability at the conference. Sections are encouraged to organize their sessions around subjects related to the conference theme. All members wishing to present papers at the Oaxaca Conference should send their abstracts to appropriate Section heads.

Following are the deadlines for the conference:

February 15	Abstracts due to section presidents and Manuel Pares I Maicas
March 15	Final day for registration
April 30	Final papers due to section presidents and Manuel Pares I Maicas

INQUIRIES AND INFORMATION

Professors Carmen Gómez Mont and Manuel Pares I Maicas are the coordinators of the conference. For all information regarding registration, accommodation, and facilities please contact:

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For information regarding paper presentations, sessions, and section meetings as well as theme proposals all inquiries should be directed to:

Prof. Manuel Pares I Maicas
Universidad Autónoma de Barcelona
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TRAVEL INFORMATION

Oaxaca is 55 minutes away from Mexico City by plane and four hours and 40 minutes by car. All flights can find easy connections with Mexican airlines every three or four hours per day. The main companies in Mexico that are recommended are Mexicana and Aeromexico. They offer five flights to Oaxaca every day. The national and international terminals at the airport in Mexico City are located in the same building. At the Oaxaca airport you will find easy transportation to your hotels. Taxis cost approximately 2 US\$ per person for groups and 5 US\$ per persons traveling individually.

The Mexican currency is the peso. As of September 15, 1996 1 US\$ is equivalent to 7.5 pesos. Check with your bank for current exchange rates.

July is a common Mexican summer month. The rainy season begins around this time of the year with an expected temperature of 26-28 C.

HOTEL INFORMATION

The main conference site will be the Victoria Hotel, a five star hotel located atop Fortín Hill, in the midst of 70,000 sq. meters of gardens. The hotel, offering a breathtaking view of the ancient city of Oaxaca, is five minutes away from the city center. It has 110 comfortable rooms, villas, and junior suites that are beautifully furnished and offers private terraces, telephones, satellite television, and other amenities.

Two other hotels have been selected as well: the four star Fortín Plaza (60 rooms) five minutes away by foot from the conference site, and Misión de los Angeles (100 rooms), which is five minutes away by car. A first come - first serve principle will be applied in accommodating the participants. Breakfast is included in your hotel fee, lunch and dinner will be at Hotel Victoria, and there will be cultural activities in the evenings. There will be a special Women's Dinner at the Restaurante La Catedral.

The registration fee includes accommodation, meals, and

registration. There are two types of registration: a three night registration from July 4-7 for regular members and other participants, and a five night registration from July 2-7 for members of the Executive Board and International Council, and those who may wish to arrive early. The July 4-7 registration includes three breakfasts, three lunches and three dinners (4th, 5th and 6th of July), July 2-7 registration includes four breakfasts, four lunches and four dinners (3rd, 4th, 5th and 6th of July). Prices listed on the registration form are per person.

We have obtained very good rates for the whole package in order to invite you to explore Oaxaca during the days prior to the conference. Oaxaca is a magical and fascinating place that you must visit. We shall try to organize for you and your family interesting cultural tours to main villages and pyramids.

SECTION REPORTS

Comic Art Working Group

John Lent, Chair

The Comic Art Working Group, founded by John A. Lent in Prague in 1984, held its seventh consecutive meeting in Sydney on August 22, 1996. Three papers were presented: Blueprints for the Destruction of the Earth: Translating Japanese Comics and Animation, by Craig Norris (Australia); The Political Use of Cartoons in Egypt: The Case of Press Law 93: A Presentation of Sample Cartoons, by Richard Boylan and Sonia Dabbous (Egypt); Cartooning, Development, and Social Conscientization, with Special Attention to the Case of South Africa, by John A. Lent (USA). The Norris presentation was supplemented with various videotapes; the Boyland and Dabbous with overhead transparencies, and the Lent with a UNICEF video, "Drawing Insights." 12 participants from 9 different countries carried on a lively discussion. Proposals for the 1998 conference should be sent to:

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Communication Technology Policy Section

Rohan Samarajiva, President

Communication with Members

The section maintains active communication with the membership. The pilot version of e-CTP (<http://www.komdat.sbg.ac.at/ectp/>) demonstrated at the Portoroz conference has been further updated and expanded. The member

database now allows registered members to directly edit and update their records using a password-based system. The Sydney Program and other relevant section information (including this report) are mounted on the website along with the member database and links to relevant sites. Upon completion of tests and refinements, the system will be broadly advertised among current and potential CTP members. Vice-president Maier-Rabler, who has been responsible for the original design and upgrades, is confident that eCTP will become a lively forum for scholarly exchanges and a useful source of information on the activities of the section and its members.

Sydney Conference

Despite the reduction in allotted time, the section accommodated 29 scholars from 15 countries in four well-attended thematically coherent sessions. The average attendance was 50, with a high of 70 and low of 30. Despite high costs, student members presented three papers, and about one-third of papers were from first-time participants at an AIERI/IAMCR/AIECS conference. Participation by region was: USA/Canada-9; EFTA countries-8; East & Southeast Asia-7; Australia/NZ-4; Latin America-1; Former Comecon Europe-0; South Asia-0; West Asia-0; Africa-0. The section continues to work on recruiting members from the non-represented regions. Significant progress was achieved in increasing participation by Scandinavian and Central European members.

The eCTP site was demonstrated at the business meeting and suggestions for future development were solicited. The president was also mandated to continue the thematic sessions to accommodate the optimum number of papers. The business meeting also voted to: (1) fix the vice-president's term at four years, running concurrently with that of the president; (2) fix the number of vice-presidents at one; and (3) elect Ursula Maier-Rabler as vice-president for the 1996-98 term. At the Glasgow meeting in 1998, elections for president and vice-president (each with a four year term) will be held.

Publication

Following discussions with the Publications Committee, the section sought to establish an informal working relationship with a proposed new journal from Sage Publications, "Journal of New Media: Technology, Society, Culture." Unfortunately, the project was postponed by Sage, but the section continues to be open to formal or informal relations with appropriate high-quality journals. At Sydney, discussants were asked to give written comments on papers prior to the conference in the hope of increasing the quality of papers. The discussants were also asked to assess the publishability of papers. The new procedure was very well received. Thanks are due to Paschal Preston, Ursula Maier-Rabler, and Yves Punie.

Administrative Matters

The section was active at the International Council and other committees. The section president was active in the technical elections committee which is responsible for the election of members to the executive and the informal working group of

section presidents. The section president was elected as the non-voting liaison with the strengthened Section Review Committee appointed by the International Council.

Advisory Committee

In August 1995, the section president invited a number of colleagues with long-standing ties with the section to serve as an advisory committee. Past section presidents Bill Melody (Denmark), Robin Mansell (UK), Nicholas Garnham (UK), Hans Kleinstueber (Germany), Bella Mody (USA), Carmen Gómez Mont (Mexico), Paschal Preston (Ireland), Gaetan Tremblay (Canada), and Jan van Cuilenburg (Netherlands) serve on this committee.

Other Activities

The section president was recently elected as vice-chair and chair-elect of the corresponding division — Communication and Technology (CAT) Division — in the International Communication Association (ICA). As a result excellent working relations are predicted with the CAT Division, which is the fourth largest division in the ICA. A de facto CTP co-sponsored panel was organized by Advisory Committee member Paschal Preston at the 1996 ICA conference. Leah Lievrouw (ICA-CAT Division Chair, 1996-98), Paschal Preston, and Roger Silverstone presented papers at this well attended panel. Rohan Samarajiva chaired the panel and served as discussant. Planning is underway on formal collaboration at the ICA's Montreal conference 22-26 May, 1997. Proposals for the pre-conference workshop on the Global Information Infrastructure and panels must be submitted by November 1, 1996. Interested members should contact the section president.

The section president visited members in Montreal in July 1995, promoting the association and the section during visits to Vancouver and Victoria, Canada (January 1996); the Chicago conference of the ICA (May 1996); Taipei, Taiwan ROC (June 1996); and Sydney, Wollongong, Melbourne, and Perth, Australia (August 1996). Section publicity was mailed to Australia, India, Malaysia, Singapore, Sri Lanka, and USA, among other countries. The section vice-president visited members in Montreal in July 1996 and organized a conference on "Time after Media" in Linz, Austria, with participation of CTP-members as speakers. The section can claim credit for 9% of the new members joining the association in the last reporting period. Oaxaca Conference, 1997

The conference organizer, Carmen Gómez Mont, a member of the section advisory committee, has indicated that new technologies and telecommunication will be part of the theme of the Oaxaca conference. The section looks forward to collaborating with the organizers on theme sessions and will organize a session on "Current research in communication technology policy". Abstracts of less than 250 words are invited from current and future members by January 31, 1997. Please send to:

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Documentation and Information Systems

Yvonne Mingnot-Lefebvre, President

As many members remember, the section is heir to the former Bibliography Section, one of the oldest sections in IAMCR, which was headed by Prof. Valery Pisarek. When Prof. Pisarek stepped down, Robin Chessman took over the section and changed its scope by extending its focus to information systems, which have developed considerably, due to the progress of computing and databases. Presently the section is active in information strategies and Internet stakes: social impacts, levels of interactivity, and critical debates on the construction of value. We are also working on cognitive problems linked to document indexing and knowledge-based systems.

We prepared four sessions for the Sydney conference: Internet, transformation of the research field sphere, strategic uses of information, cognitive processes, and documentation systems and cognitive processes. Two were cancelled due to financial cuts made by the French Government at the last minute. Finally, we organized two sessions, one about the Internet and the other about cognitive processes in documentation systems.

The first session began with an introduction on information strategy made by Isaac Epstein. In her paper, Maria das Graças Targino discussed the impact on Brazilian reality by the Internet as an electronic information network with the strongest penetrating power worldwide. Its impact in Brazil is important to study, due to its recent implantation and fast expansion without systematic follow-through and evaluation parameters.

David Marshall traced the development of the Internet as a commodity as interactivity becomes the means of generating increasingly accurate information about the audience. Investment in a website becomes a particular relationship to a new public culture and a transformed public sphere. A dialectic of anonymity and effusive self-proclamation continues to be an essential feature of the subjectivity embodied by Internet use. Those very different perspectives produce a very interesting confrontation with the public about the techno-utopia Internet in its different forms.

The second session began with Claire David and her colleagues, Luc Giroux and Suzanne Bertrand-Gastaldy, as they discussed the fact that it is useless to produce automated indexing programs without a better grasp of human indexing. From a theoretical standpoint, indexing is considered as a problem-solving situation. Presenting experimental results, they showed that

indexers' personal representations of the solution provide some basic components to build a cognitive model of the task, but that criteria used to produce an initial list of keywords is distorted by constraints imposed by the thesaurus.

Margarida Kunsch presented the Bibliographic Scientific Production of Brazilian Communication in the 80's. This project is linked to the Documentation Center of Portuguese Speaking Countries (PORT-COM) in association with the Brazilian Society of Interdisciplinary Communication Studies and the Communication and Arts School (USP). The phases involved the bibliographic gathering, selection, summary, and indexation of important material (books, scientific magazines, and theses) in the database and the double checking of registration/information, development of charts, and indexes. The bibliographic gathering is now extended to the 90's.

Yvonne Mignot-Lefebvre argued that, contrary to accepted ideas, a multimedia product is structured by a limited number of basic invariants. It is necessary to distinguish between two ways of assimilating information, play or elaborating new knowledge, which requires effort. Further research must be considered. First, it remains for us to imagine how these communicating machines and the digital products they generate will help us to understand our society, which is in a state of upheaval due to the introduction of digital technology. And, more importantly, we still have to imagine how the control of ownership and the access to information and knowledge might be organized. This will be an area of contention for some time to come and a new challenge for our democratic societies. The general discussion about cognitive problems and the difficulties of elaborating new paths to knowledge demonstrate the importance of continuing work on such issues.

Section meeting

A section meeting took place after the second session and we decided to continue with these new orientations in the next call for papers. We elected two vice-presidents, Claire David (Canada) and Maria das Graças Targino (Brazil).

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Gender

Karen Ross, Vice President

A total of 25 papers from 18 countries were selected for the Sydney conference although in the end, only 16 speakers were able to attend the conference and present their papers and Shirley Ramsey's paper "Gender Competency in TV News Spokespersons" was delivered by a colleague. The original programme had scheduled three sessions plus a panel discussion on feminist media studies in Australia, although this plan was sub-

sequently modified because of the volume of papers being offered in the session on "International Perspectives" and the lack of time available to organize the panel discussion. Instead, the Gender Section ran four sessions plus two meetings of an impromptu "Women's Forum" and one Business Meeting.

The following sessions were held by the Gender Section in Sydney: Session 1 - Women and Women's Issues in the News (Joint Session with Political Communication Section); Session 2 - Gender and New Information Technologies; Session 3 - Current Research: Popular Culture; Session 4 - International Perspectives. All four 'mainstream' sessions went well, were well attended and provoked interesting questions and debate. The wide range of presentations and content made clear that 'gender' inscribes everything, that the personal is political and that attending to the gender dimension in all academic endeavor, in all research contexts, in every research study is both possible and desirable, if we are to bring some reality to our understanding of social life and social processes. It was remarkable in the non-gender sessions, how gender was almost entirely absent from analytical discussions: when speakers were asked, very gently, how this or that finding broke down in terms of gender, they were generally surprised that they had been asked to make such distinctions. Weird. It was interesting that gender was also almost entirely absent from the platform plenaries, although Annabelle Sreberny-Mohammadi made a spirited response in the last plenary of the conference to the tired clichés and negativity which were being hawked around by the so-called luminaries of Mass Communication: things HAVE changed in the last 30 years of mass. comm research, not least in the development of alternative (including feminist and sub-altern) perspectives on 'traditional' topics.

Women's Forum: Ullamaija Kivikuru (Finland) and Annie Mear (Canada) called a meeting of the Women's Forum to disseminate data from the Womennet Survey and to provide an open forum in which to discuss issues of concern which had arisen during the conference or which could be considered for inclusion at Oaxaca next year. Among other things, we agreed that we would attempt to plan a pre-conference Gender Section day, possibly the day immediately prior to the conference start day, to have a more relaxed series of discussions about the place of women in IAMCR as an organization, how we could be more effective as members and campaigners and how we might support each other.

Business Meeting: During the business meeting, Karen Ross was elected as Vice President of the Section but we also felt that other women could make a valuable contribution so Virginia Nightingale (Aus), Ingunn Hagen (Norway) and Andrea MacDonald (US) were also elected as Co-Vice Presidents, so the load could be more evenly shared. Andrea agreed to take on the development of a web-site for the Gender Section. The meeting noted the absence of papers which focused on sexuality and overall, only one contributor in the Gender Section sessions addressed 'race' in her work. Given that the theme of the Oaxaca conference is 'globalisation, ethnicity and telecommunications', we felt that perhaps one session theme could focus on issues of multiple identities, multiple disadvantages and identity

hierarchies (see call for papers below). The business meeting ended on a very positive note, with much exchanging of cards and good wishes all round. A enjoyable and sisterly experience.

Women's Dinner: For the first time in the history of IAMCR, a women's dinner was specifically programmed into the conference by Virginia Nightingale. Although not, strictly speaking, a Gender Section activity, I want to signal how important the dinner was for encouraging a feeling of sisterly support and good humour and to thank Virginia for thinking about it, organizing it and laying on a poetry reading by students in between courses. It was of course to be expected that some of our male colleagues were not only bemused by the women's dinner but straightforwardly hostile towards the idea, arguing that such a 'separatist' activity was regressive and counter-productive to fostering 'good' relations between the sexes. Well, they're in a good position to comment, huh??!! As a personal aside, as someone who has English as her first language, I was acutely aware, particularly in the context of the main theme of the conference - "shifting centres" - of the tyranny of English as the lingua franca and felt humbled by the fluency of many of the speakers who had to accommodate themselves to speak, think and write in English. I thank all of them/you who so indulged the ex-colonials.

Call for Papers: For the Oaxaca conference, the Gender Section welcomes contributions from scholars on research work which locates 'gender' as its primary focus. However, given the theme of the conference, the Section particularly welcomes contributions which: look at the interplay of 'race' and the media; provide comparative studies of gender/media issues; consider the gender dimension of new technologies and their uses; or which focus on aspects of media and sexuality. Participants wishing to contribute papers should submit an abstract to Karen Ross in the first instance by at least 31 January 1997 and the Section team will then review the contributions and inform participants within four weeks of the deadline.

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History

Jürgen Wilke, President

At the conference in Sydney, the presidency of the History Section passed from Mary Mander to me. Regretfully, Mary Mander could not attend the conference, although she had organized the section's program. If the section has once again become a vital part of IAMCR, then this is largely due to her. Thus, there was a need to thank Mary for everything she has done for the section in recent years. I expressed this thanks at

the beginning of the conference and again at the Business Meeting.

The section received approximately 30 paper proposals for the conference. Of those, 24 were selected and scheduled across four sessions. Not all who submitted paper proposals could come to Sydney. We missed about every fifth paper, but the program was not greatly affected.

A first session was entitled "Globalization and Shifting Centers of Media Power" and was designed to contribute historical aspects to the overall topic of the conference. Paper topics included: Assis Chateaubriand, the "Hearst" of Brazil; the role of the telegraph for globalization; globalization in the German, French, British, and American press; and the history of Hispanic media in the USA.

A second session was devoted to the history of communications research. Papers focused on the relation of press theory and power, as well as on the importance of various individuals from W. M. Ball to Paul F. Lazarsfeld.

The third session, "History of Communication Media" provided the opportunity to address different subjects from various regions of the world, including: the development of the press in the United Arab Emirates; the "Cultural Pages" in the Finnish press; the PR strategies of the public broadcasting organizations in Germany; the historic background of Japan's ascent to an economic and communications technology giant; and a chapter about India's press history prior to independence.

The fourth session dealt with the role of media in constituting historical events. Papers included: a comparison of the VJ Day reminiscences in the Australian and Chinese press; the Dreyfus Affair in the Jewish press; the function of the Malaysian press in gaining independence; the relations between press and politics in the history of Norway; and the importance of TV-fiction for historic consciousness as examined in an example from Denmark.

The section's program was varied and highly stimulating. Contributions to research from different parts of the world mutually highlighted each other. Each session was attended by approximately 25 participants. Respondents in particular contributed to the success of the sessions, pointing to common factors and differences in the various papers. Further, there was time for lively discussions since the program was not brimming over with papers. The participants agreed that the section's sessions were fruitful and interesting.

On the other hand, I would have preferred more participants at the Business Meeting at the end of the conference. Terhi Rantanen was elected vice-president, a position for which she was nominated in Seoul. I am pleased, and sure I will have strong support from her when organizing the section's work in the coming four years. To her credit is due for publishing the first edition of the section's own newsletter a few months ago. A second edition will be published early in 1997. All members of the History Section, and those interested in it, are requested to contribute to this newsletter. We would like to see ideas and comments, information about conferences and books, or new research projects in future issues. The contributions should be received no later than December 31, 1996.

For more information, contact:

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I informed the Business Meeting participants that the book including the papers on propaganda presented at the IAMCR conference in Seoul has been prepared and will be printed soon. It will be published in the IAMCR's book series by Hampton Press.

In addition, subjects for the section's sessions at future conferences were discussed. The section plans three sessions for the 'off year' conference in Oaxaca, Mexico, June 2-4, 1997. The following subjects were suggested: 1) History of Mass Media and News Agencies in Latin America, 2) V-Day Reporting Fifty Years Later, and, 3) Do Individuals or Structures Shape Media History? As the conference is being held in Mexico, the first topic should give researchers from Latin American countries the opportunity to unfold their media history. For the second topic, papers are requested describing (quantitatively or qualitatively) the portrayal of the end of World War II as it appears in the mass media of 1995. There are examinations on this in the news flow-project managed by Annabelle Sreberny-Mohammadi and Bob Stevenson, but other contributions on this subject are desirable. If possible, a joint session should be arranged with the International Communication section. The third session should pick up on ideas from the discussions at the Sydney conference. Abstracts should be 250 words in length and are due by January 15, 1997. Upon receipt of the abstracts, a panel will select papers for presentation. I will send out letters regarding the status of the papers after February 15, which is the deadline for scheduling the agenda for Oaxaca.

Send to:

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Human Rights Committee

Shalini Venturelli, Chair

For the first time in the history of the Association, the IAMCR offered an organized program of research and discussion on human rights at its recent World Congress in Sydney, Australia. Assisted by the Sydney conference organizing committee, the association's leadership, and UNESCO, the IAMCR Committee on Human Rights attempted to focus attention on the problems of communication and human rights by means of a special plenary session, joint research panels, and discussion fora.

The keynote speaker for the plenary session on Human Rights and Communications was UNESCO representative, His Excellency Dr. Francisco Claver of The Philippines. His remarks were followed by Virginia Nightingale of the University of Western Sydney and Convenor of the Sydney Conference Organizing Committee, and Shalini Venturelli of The American University and Chair of the IAMCR Committee on Human Rights. Issues raised by the speakers included an emphasis on the place of free expression, political freedom, cultural diversity, and cultural self-determination in the design and evolution of new information networks and services.

The World Congress in Sydney also allowed the IAMCR Human Rights Committee to cooperate with the Law Section in arranging a roundtable discussion on Citizens' Communication Rights on the Global Information Highway, which included participation by Wolfgang Kleinwachter, Philippe Maarek, Divina Frau-Meigs, Andrei Richter, and Shalini Venturelli. Discussion centered on the development of new stages in the evolution of human rights of communication, censorship in cyberspace, freedom of expression in post-socialist states, and principal challenges in ensuring citizens' communication rights in international agreements for the policy design of the Global Information Highway. With the additional participation of Knut Lundby and Charles Husband, the roundtable will continue to work between IAMCR conferences and meetings to engage in intellectual debate on the conceptualization of communication rights issues in the information age.

In addition, the IAMCR Human Rights Committee collaborated with the Participatory Communication Section to organize two joint research panels featuring the results of original human rights research conducted in different regions of the world by IAMCR members. The range of human rights research covered the literary empowerment of prisoners in Brazil (Heleusa F. Camara), semantic analysis of human rights coverage Malaysian media (Rajib A. Ghani and Faridah Ibrahim), destruction of cultural heritage in African television (Yvonne Mignot-Lefebvre), human rights literacy strategies in India (Dipak De and V. K. Dubey), free expression in non-democratic countries: the case of Argentina (Susana N. Vittadini Andres), and the politics of human rights in Islamic societies: the case of the Islamic Republic (Ali Mohammadi). The group of papers emerging from these panels represent a significant direction in field research on human rights being conducted by IAMCR members in developing and non-Western regions of the world.

A forum of open discussion on human rights was held in Sydney to help guide the work of the IAMCR Human Rights Committee. Suggestions advanced by those in attendance included: creating an on-line documentary source for human rights documents; identifying key areas of research; defining a working concept of communication rights; establishing relations with human rights organizations; and articulating communication and human rights policies.

At the meeting of the IAMCR Human Rights Committee, it was determined that two members are currently inactive and were unable to attend the World Congress in Sydney. In light of its growing responsibilities in the area of human rights, the committee invited two additional IAMCR members to serve who

express a deep commitment to communication and human rights in their own work and who support and are willing to work toward the goals of the committee. Knut Lundby (Finland) and Andrew Jakubowicz (Australia) have been invited to carry major responsibilities for continuing the human rights agenda of the IAMCR. They join the current active committee membership which includes Yvonne Mignot-Lefebvre (France), Chie-Woon Kim (South Korea), and Shalini Venturelli (USA). The efforts of the committee are supported by two standing advisors, Wolfgang Kleinwachter (Germany) and Cees Hamelink (The Netherlands).

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International Communication

Abbas Malek, President

As president of the International Communication (IC) Section, I am proudly announcing the new affiliation of a scholarly journal with our section. Beginning December 1995, the Journal of International Communication (JIC), has become the official journal of the International Communication Section of IAMCR. One of the immediate benefits of this affiliation is a 50% discount on the published rate for all individual IAMCR members. I would like to sincerely thank our section vice-president and Dr. Naren Chitty, the Managing Editor of the JIC, for their efforts making this affiliation possible. This is a historic success, not only for the IC section, but for the IAMCR as well. This is the first time in the history of this association that one of its sections is affiliated with a scholarly journal.

The section was very active during the 1996 Conference in Sydney and clearly demonstrates the international nature and diversity of our Association. We selected 48 papers, representing 65 contributors from 25 different countries. We organized eight panels and one joint panel with Participatory Communication. The section continued its history of strong representation in our conferences. The section continues as a link between IAMCR and other professional/scholarly associations around the world. We organized a joint session with International Communication Association during their 1996 Conference Chicago, USA. I personally chaired the panel and we had two of our colleagues participating in the joint panel.

Presently we are involved in an international research project with Imam Sadeq University in Tehran, Iran on a universal survey on the subject of "mass media in the Islamic world". We are in the process of collecting data from more than 50 Islamic nations to produce a handbook on mass media in the Islamic nations. Some of our colleagues in the Islamic countries have

received or will be receiving a questionnaire soon.

All this good news about our section comes with some not so good news. First, some members who submit their papers for review and have them accepted continue to be absent from our panels. We realize that this is not an isolated problem. However, we need to establish a universal policy to address this situation. We hope to work with other sections on a unified plan for future conferences. Second, we in the section strongly believe that there is a need for a major overhaul in the sections' and working groups' structure within the Association. We have put forward a joint proposal with the Communication Technology Policy Section for such a restructuring process. We do need to take a serious look at our sections and working groups in IAMCR if we are to continue our success. We hope our proposal provides some suggestions and points of departure for the badly needed structural changes. Overall, we are very pleased with the members interest in our section and will try to remain as active as we have been throughout the history of our association.

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Law

Wolfgang Kleinwachter, President

Since the Seoul General Assembly 1996 the Law Section has continued to work on two main projects: the right to communicate in cyberspace, and the legal implications of the media transformation of the new democracies in Central and Eastern Europe. During the IAMCR Potoroz conference, the section organized a session on the "Legal Question of the Information Superhighway", which was attended by more than 60 participants. Speakers included: Shalini Venturelli (USA), Marc Raboy (Canada), Ursula Maier Rabler (Austria), and Wolfgang Kleinwachter (Germany). A second session discussed the media law situation in some Eastern and Central European countries including Hungary, Poland, the Czech Republic, and Slovenia.

For the Sydney conference, the section prepared two sessions, one on the Right to Communicate, and one on Media Law in Russia. The session on the Right to Communicate was a joint session with the IAMCR Human Rights Committee. Papers were presented by Shalini Venturelli (USA), Philippe Marek (France), ??? (France), and Wolfgang Kleinwachter (Germany). The discussion centered around the question of censorship in cyberspace. The legal implications of the "proxy server" and the "clipper chip", as well as the question of the "sovereignty of national governments" were discussed in light of the need to guarantee the right to freedom of expression as it is laid down in the United Nations Human Rights declaration of 1948.

The second session concentrated on media law legislation in the Russian Federation after the presidential elections in June

1996. The session, chaired by Monroe Price (USA), included four papers presented by Yassen Sassurski, Svetlana Koleisnik, Elena ???, and Andrej Richter, all from the Russian Federation. The session, which was attended by more than 25 researchers, gave a unique picture on the transformation of the Russian media landscape and the role of legislation in this process. The papers analyzed not only the political and legal aspects, but also referred to the new economic background for the development of the press and broadcasting industry in Russia.

During the Business Meeting, the section decided to continue with the two main topics — the right to communicate and the legal aspects of the transformation of media systems in changing societies — until 1998. Sessions will be organized for the forthcoming Mexico IAMCR Off-Conference in 1997 and the next IAMCR General Assembly & Conference in Glasgow 1998. Cooperation with the IAMCR Human Rights Committee will continue. The section and the Human Rights Committee will organize a special session dedicated to the 50th anniversary of the adoption of the United Nations Human Rights Declaration in 1948. Concerning the Central and Eastern European media problems, it is predicted that the work undertaken since the 1990 IAMCR Bled conference will lead to a publication under the title "1988 - 1989: Broadcasting in Transition; The New Laws for Radio and Television in the Former East Bloc". The publication will be ready in 1998. The Business Meeting also thanked David Goldberg (Scotland) for his six years of work as vice-chairman of the section. It elected Andrej Richter (Russian Federation) as acting vice-chair. A new chair of the section will be elected during the next IAMCR General Assembly in 1998.

Local Radio and Television

Ole Prehn, President

The work on local radio and television has been going on within IAMCR since 1982, when a working group on the issue was established. In 1992 the group became a section. During the first years, the work in the group had a primarily European/U.S.-profile, due to the well-established community media in the U.S. and the community radio and television experiments that took place in most Western European countries. During recent years, the focus on broadcasting media in a local setting has attracted participants from many other countries. This reflects the fact that the proliferation of radio and television channels, and the globalization of the media, are followed by a marginal and fragile but still persistent undercurrent that shifts the centre from the global 'everywhere', or perhaps 'nowhere', to the local 'here'.

Prior to the Sydney conference 14 papers from 13 countries were announced. Due to financial problems, four colleagues from South Africa, Malaysia, Spain, and Israel cancelled their participation. During the four sessions in Sydney, papers from Egypt, Malaysia, India, Argentina, Bulgaria, Denmark, Australia, Canada, Austria, and the Netherlands/UK were presented and discussed. The papers covered several topics grounded in local media, the reflections of their localities, and in some instances the unfulfilled needs for local media. Even though the media in focus were small scale, the section's agenda was not. Topics cov-

ered included: rural women's problems in Egypt; how the needs of the agrarian population in southern Argentina are catered for; aboriginal and ethnic information in Canada; media and policy development in Malaysia, India, Bulgaria, and Denmark; policy and theoretical reflections on local media and non-commercial media; and even virtual communities and possible advantages of information technology. In conclusion, the section's work in Sydney lived up to our goal of being a truly cross-disciplinary section with global horizons and local-democratic foci.

During the Business Meeting, plans for future work in the section were discussed. Two items were of particular importance: 1) a new book-project, and, 2) options for the off-year conference in 1997. It was agreed that working sessions on drafts for the book project will be conducted in Mexico. The section will dedicate one or two sessions to local media in Central and South America within the thematic framework of the conference. All members interested in participating in the latter sessions are urged to contact the section president immediately. As the past section president had to resign due to the outcome of the postal election, Nick Jankowski (The Netherlands) was approved as the next president of the section with Per Jauert (Denmark) as vice-president. All contacts to the section should be directed to:

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Vakgroep Communicatiewetenschap
Katholieke Universiteit Nijmegen
P.O.Box 9104
NL-6500 HE Nijmegen
The Netherlands
E-mail: N.Jankowski@MAW.KUN.NL

Mass Media and Sport Working Group

Alina Bernstein

It is my intention to revive the Mass Media and Sport working group for the 1998 Glasgow conference. The group would look into different aspects of the mass media and sport relationship at present and the way it is heading into the future. Possible topics could be: the role of television in globalizing sport; thematic sports satellite and cable channels; sports imperialism versus the media; sports heroes and the media's role in creating them; national identity, the media and sport; images of male and female athletes in the media; race and sports coverage and other issues. All interested association members are welcome to join. Please write as soon as possible to:

Alina Bernstein
3 Gosh Halav Street
Tel Aviv 64581
ISRAEL; Fax: 972 3 5243874.

Media Education Research

Birgitte Tufte, President

In Sydney the section hosted 3 sessions (12 papers presented) and a Business Meeting. The section had, as on previous

occasions, translation problems, due to the fact that we have members from a variety of different countries. However, we did not have translation facilities, as we have had at previous IAMCR conferences. Further, this conference was more expensive than normal IAMCR conferences, and several members of the section who had sent abstracts and papers in advance did not attend because they could not afford the expense.

The discussions in the sessions focused on definitions of Media Education. Now, more than ever, there are two existing trends. The first is a pragmatic production-oriented definition, with, in some cases, a profound interest in pedagogics and didactic aspects. And, a second more theoretical approach trying to define the area as a new scientific field comprising a more pragmatic, hands-on aspect. This second approach emphasizes the importance of description, analysis, and evaluation of media education on various levels of the educational system and ought to be further developed in the future.

Members in Sydney agreed that we should invite Media Education researchers who are internationally well-known, but who may be unaware of our section's existence to our next meeting. Jacques Piette, Susanne Krucsay, Joe Kumar, and the undersigned will contact these researchers. We encourage members of the section to attend Oaxaca in 1997.

Media, Myth & Ritual Working Group

Stewart Hoover, Chair

The Media, Myth and Ritual Working Group met in Sydney for the presentation of important papers dealing with "Myth and Symbol in Public Communication." The largest audience ever to attend MMR meetings heard and discussed papers from Jose Marques de Melo of the University of Sao Paulo, Gabriel Bar-Haim of the New College of Management Academic Studies, Tel Aviv, Matthias Marschik of the Ibris Center in Vienna, Betania Maciel de Araujo of Recife, Brazil, and Albert Chillon, of Barcelona. An extensive discussion took place focusing on critical theoretical and methodological issues. Also considered were suggestions that a philosophical or humanistic approach to understanding global communication might also be in order.

The Media, Myth and Ritual Working Group also met in a joint session with NEQTAR in a Working Roundtable on Theory and Methodology in Current Reception Research. Papers were delivered by Stewart M. Hoover and Lynn Schofield Clark of the University of Colorado, Alf Linderman of the University of Uppsala, and Robert White of the Gregorian University. Klaus Bruhn Jensen responded. There was much discussion of both the response and the various issues raised by the papers. As research projects in progress, they provided an excellent opportunity for discussion of "next steps" in reception research.

Participants in these sessions enthusiastically encouraged the development of further programs of this kind. Therefore, the Media, Myth and Ritual Working Group will once again hold a call for papers for an open session at the 1996 IAMCR General Assembly. Likewise, the chairs of MMR and NEQTAR plan a further joint session at that same meeting. Details will be shared with the IAMCR membership in due course.

Contact:

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Participatory Communication Research

Jan Servaes, President

The work of the Participatory Communication Research Section/Network (PCRN) is not based on any specific definition of participation. Rather, participation is a term used to refer to a number of social and planning processes occurring in many different places and in many different contexts. The section meetings are designed to work toward theoretical and methodological clarification. Therefore, papers discussing theoretical or methodological perspectives and/or documenting specific case studies are welcome.

The section collaborates with other international, national, and grassroots organizations, both at academic and professional levels, to explore and advocate issues on participatory communication research. For instance, the PCRN Network has been involved in the organization of the UNESCO-IAMCR and the Inter-Agency Roundtables on Development Communication. The PCRN is in touch with more than 300 researchers in different parts of the world, both through its newsletter (published in English, French, and Spanish) and its individual contacts. Its sessions attract strong papers and are well attended at both the biennial scientific conferences and other regional events. Topics discussed include: folk media, social movements, national and cultural identity, the concept of community, the relationship between participation and emancipation, etc.

Five papers were presented at the Portoroz Conference in 1995. These papers covered topics ranging from an examination of underlying assumptions of Participatory Communication for Development, and principles of Participatory Communication Research: its strengths and weaknesses, to Participatory Video Production: towards a methodology for work with children. Some of the papers in this session evoked multiple points, each of which could have served for a long session.

At the 1996 Sydney Conference eight sessions were organized: participatory communication; the second roundtable on development communication: communication for development: what role for the next century? (this was in cooperation with UNESCO); significance and impact of satellite television programming in South Asia; Asian perspectives on communication for development (joint session with the Professional Education Section); human rights, culture, and participatory communication: literacy, language, and semantics (joint session with the Human Rights Committee); human rights, culture and participatory communication: political and policy problems (joint session

with the Human Rights Committee); participatory communication and cultural identity in the 21st century: international agency perspectives (joint session with the International Communication Section); and participatory communication and cultural identity in the 21st century (joint session with the International Communication Section).

Two issues of the PCRNewsletter are published annually. Each issue includes PCRN business, and at least 25% of each issue is reserved for news from individual members on a first submitted, first included basis as space permits. Submissions may be in English, French, or Spanish and will be published in that language after necessary editing. The PCRNewsletter is also available online through ComDev, a service of Comserve, an information service operating out of Rensselaer Polytechnic Institute, New York State, in the USA. It is accessible through BITNET, EARN, NetNorth, AsiaNet and other electronic networks. The section president and editorial assistant of the newsletter were also instrumental in coordinating a closed list-server for section presidents to prepare for the Sydney conference.

Participatory Communication for Social Change, a book of papers presented during section meetings was published in early 1996 by Sage in New Delhi, Jan Servaes, Thomas Jacobson, and Shirley White, eds. Another book project which aims to explore a number of theoretical approaches to participatory communication is underway and will be published by Hampton Press.

Brussels Conference, February 29 - March 1, 1997: Call for papers

The PCR Section, in collaboration with the Political Communication Section, the Human Rights Committee, and the Faculty of Political and Social Sciences of the Catholic University of Brussels (KUB) will organize an international conference on the theme of "Media & Politics", which will take place from Thursday, February 27, through Saturday, March 1, 1997, at the Catholic University of Brussels, Belgium.

The theme of the conference will be reflected in a number of plenary sessions with invited national and international speakers from the academic, political, and media world. Sessions will include presentations and discussions on: the existence of a so-called "public opinion"; the mutual influence of public and commercial broadcasting on political values and party preferences; the effects of agenda-setting and media stereotyping; mass media and grassroots networking in the so-called Third World; the European (tele)communications policies and their impact on small member states; and the new challenges for political journalists. Deadline for paper abstracts is November 15, 1996. Deadline for full papers is January 1, 1997.

For inquiries and more information, please contact:

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Catholic University of Brussels (KUB)
Avenue de la Liberté 17; B-1081 Brussels
Belgium
phone: +32-(0)2-412 4278
fax: +32-(0)2-412 4200
E-mail: FPSW@ufsal3.kubrusssel.ac.be

Oaxaca Conference, July 3-6, 1997: Call for Papers

We cordially invite you to submit papers for the section on Participatory Communication Research, which will be held during the IAMCR Conference in Oaxaca, Mexico from July 3-6, 1997.

Papers discussing both theoretical or methodological perspectives and/or documenting specific case studies are welcome. Participants wishing to contribute a paper should submit an extended abstract (not exceeding 800 words/two pages) to the convenors of the section by January 31, 1997. Early abstracts will be given priority. The convenors will select those to be used and inform the authors accordingly before February 15, 1997. Final papers must reach the convenors by May 1, 1997.

Abstracts and papers can be sent by mail or e-mail to either Jan Servaes at the address above or:

Tom Jacobson, Section Vice-President
State University of New York at Buffalo
Dept. of Communication, Faculty of Social Sciences
338 MFAC-Ellicott Complex
Box 610011; Buffalo, New York 14261
USA
phone: +1 (716) 645-2141, 2142
fax: +1 (716) 645-2086
E-mail: Comacker@ubvms.cc.buffalo.edu

The PCR Section has a website maintained by Rico Lie on URL:
<<http://www.kubrusssel.ac.be/psw/menu1.html>>

Political Communication Research

David L. Paletz, President

In Sydney, the Political Communication Research Section sponsored five panels covering basic issues, including: trans-border media influences on internal government and politics; women and women's issues in the news; news and lobbying; representation and elections; and new technology. One panel was co-sponsored by the Committee on Political Communication of the International Political Science Association. Another panel was co-sponsored and organized by the Gender Section. All told, the five panels featured 47 participants from 21 countries. Most of the panel chairs, paper-givers, and discussants were able to come to Sydney and participate in person. Due to a family emergency, the section's head was among the absentees. Professors Philippe Maarek (France) and Youichi Ito (Japan) kindly and ably carried out his responsibilities. Had he attended the conference, the section head would have reported on two new books he has edited featuring research by section members and other scholars — Political Communication in Action (Hampton Press 1996) and Political Communication Research, Vol. II (Ablex, 1996).

As announced in this newsletter, the Association's next conference will be held in Oaxaca, Mexico during the summer of 1997. Anyone interested in participating on a Political Communication Research Section panel should submit an abstract of no more than 250 words following the Association's specifications to:

Professor David L. Paletz

Department of Political Science
 Box 90204; Duke University
 Durham, NC 27708
 USA. ; fax: 919-660-4330
 E-mail: paletz@acpub.duke.edu

As also announced elsewhere in this newsletter, an International Conference on Media and Politics will be held in Brussels, Belgium from February 27 to March 1, 1997. It is being organized by Prof. dr. Jan Servaes and the Faculty of Political and Social Sciences, Catholic University of Brussels in association with our Political Communication Research Section and other IAMCR sections. Anyone interested in presenting a paper under our Section's auspices at the conference should contact Professor David L. Paletz (see above for his address).

Political Economy

Manjunath Pendakur, President

The Political Economy Section is stronger than ever, as evidenced by its success at the biennial congress held in Sydney. Four panels with paper presentations were held successfully. The quality of material presented was high, and the participation from IAMCR members strong. We had decided in Seoul that the Political Economy Section would do more panels in collaboration with other sections and interest groups in the IAMCR. Two of the four panels at Sydney were done in such a collaborative spirit and proved that the idea had merit. The joint session with NEQTAR, billed as "Consuming Audiences", was a roundtable of presenters whose work may be included in the book project that the section had endorsed two years ago. The section's publications committee organized at Seoul under Janet Wasko has endorsed this book plan to be submitted to Hampton Press. Janet Wasko and Ingun Hagen will co-edit the anthology. The other joint session was organized in collaboration with the Working Group on Ethnicity, Racism & Media. Andrew Jakubowicz, John Downing, Manji Pendakur, Charles Husband, Kalinga Seneviratne, and Kath Howey gave brief reports on the relationship between ethnicity, racism, and the media covering Australia, the USA, India, U.K. and Sri Lanka. We plan to continue these sorts of cooperative projects in future conference planning, as they were very productive in terms of encouraging interdisciplinary work and in enhancing mutual research across various groups and sections. The section had a strong presence in the conference, with Manji Pendakur being one of the speakers on the plenary session entitled, "The State of Critical Communication". All session meetings had strong attendance and good participation during the question period.

As is customary at the Business Meeting of the section, we discussed ideas for the Mexico off-year conference. The following panel ideas were proposed for inclusion in the Call for Papers: Political Economy and Cultural Studies; Political Economy of Social Movements; Political Economy of Gender (possibly with the Section on Gender); Labor in the Communications Industries; Political Economy of Latin American and Caribbean Media Industries; Political Economy of Human Rights (with the Human Rights Committee).

The section has three vice-presidents: John Sinclair (Australia), Andrew Calabrese (USA), and Nikhil Sinha (India/USA). They have all expressed a desire to continue in their positions until the Mexico conference. Andrew's work as editor of the PEC newsletter is much appreciated by the section. For further information, contact:

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 <<http://www.rtvf.nwu.edu>>

Professional Education

Kaarle Nordenstreng, Past President

In Sydney, the Professional Education Section convened our first session with papers by leading Australian communication educators. This session, chaired by Frank Morgan (Australia) and attended by over 40 participants from 18 countries, highlighted current issues of professional education on this continent ranging from the choice of appropriate media theory and the teaching of media ethics to curricula for aboriginal broadcasters. A second session on professional perspectives was chaired by Joaquin Sanchez (Colombia) with papers reviewing the situation in selected countries as well as worldwide. A third joint session was organized with Participatory Communication Research, chaired by Anura Goonasekera (Singapore). Another joint session was convened with the Law Section focusing on current media structures and laws in Russia, with papers by Svetlana Koleshnik, Andrei Richter, Elena Vartanova, and Yassen Zassoursky from Moscow State University. Finally, the section brought together a panel discussing the state of regional associations of media educators and their networking. First-hand reports were heard from Asia (Anura Goonasekera, AMIC), the British Commonwealth (Eapen, CAEJAC), Africa and Arab world (Awatef El-Rahman, ACCE), Latin America (Joaquin Sanchez & Luis Nunez Gornes, FELAFACS), Europe (Jan Bierhoff, EJC, and Mercedes Riederer, EJTA), as well as Russia and CIS (Yassen Zassoursky). Also, Helen Molnar (Australia) introduced the newly formed ORBICOM network of Unesco Chairs in Communication.

The Business Meeting confirmed that the section continues as an umbrella for relevant regional associations, with representatives of the above regional bodies in its steering committee. In this respect the section promotes the coordination of directories of training institutions with a view toward establishing an online databank in the World Wide Web and welcomes the request by ACCE to Unesco's IPDC to set-up a network of journalism schools. The section continues as a co-sponsor of the Communication Depository Library System, whereby book and journal donations are mobilized to selected institutions in regions with currency problems (Africa, Asia, Central and South

America, and Eastern Europe). The section's project to promote textbooks in communication studies, funded by Unesco's IPDC and FINNIDA, is finished with three forthcoming publications.

Section President Nordenstreng, who succeeded Yassen Zassoursky in Barcelona in 1988, stepped down in conformity with the informal rule that IAMCR ruling body positions should not be held for longer than two four-year terms. He continues in the section steering committee for two years as past-president, ensuring a smooth transition to new section president Frank Morgan.

From Frank Morgan, President:

I am honored to be elected to succeed Kaarle Nordenstreng as president of the Professional Education Section of IAMCR. For those members who do not know me, I have worked in film and broadcasting, both in Australia and overseas, done extensive communication development and training work in Asia and the Pacific, and pursued research into the relationship between cultural identity and media production. I recently completed a review of Unesco's Communication Training Activities, 1983-92. You can find my CV on the ORBICOM Homepage on the Internet.

Kaarle has reported the current work-program agenda. I am very keen to involve the membership in the future development of the Professional Education Section's work-program and hope to hear from anyone and everyone who has ideas for the future. I shall then circulate those ideas for discussion, endorsement, and (most important of all) action. I am looking forward to hearing from you and to working with you for the mutual benefit of our colleagues, students, and trainees worldwide.

My contact numbers are as follows:

phone: +61+49 21 66 39

Fax: +61+49 21 69 44

E-mail: fmorgan@mail.newcastle.edu.au.

My postal address is:

Frank Morgan

Department of Communication and Media Arts

The University of Newcastle

NSW, 2308; Australia

Sociology/Social Psychology

Wolfgang Donsbach, President

As with other sections, the sessions of the Sociology and Social Psychology Section suffered from a low general attendance at the Sydney conference. In addition, neither the section's president nor the vice-president were able to attend. The section therefore is grateful to Dr. Friedrich Kroetz of the Hans-Bredow-Institut Hamburg, Germany, who with very short-notice, volunteered to chair all three sessions. The following is the chairman's report on the proceedings of the sessions.

There were some short-term cancellations of announced

participants, which turned out to be an advantage. According to the section's official program, 13 presentations were scheduled. However, after the cancellations there remained 3 presentations at 2 sessions and 4 presentations in the last session. The intensive discussions which followed these presentations could only have occurred under these circumstances.

The first session included presentations of research projects from Germany, Hong Kong, and Norway. Their common theme was the reception and processing of media contents. The presentations in the second session came from Japan, USA, and India and revolved around the search for indirect media effects. The final session, with presentations from Hong Kong and the USA, was preoccupied with the problems of the media and the perception of reality.

Presentations such as these piqued peoples' curiosity to read the respective papers, which usually contain more information than the presentation itself. So there was great audience interest in getting copies of these papers. Unfortunately not all speakers had enough copies for those who requested them. At the Seoul conference two years ago, there was a central bureau where all participants could examine the papers presented at the whole congress and where they could get a copy of interesting papers. Such a service was not offered in Sydney, and many participants regretted this. In sum, despite low attendance, the discussions in the three sessions were intense and fruitful for the audience as well as for the speakers.

The Sociology and Social Psychology Section invites scholars to submit proposals for papers to be presented in Mexico. All academic work is welcome that describes and/or explains how media content is generated by journalists and other actors; what the dominant characteristic of media content is; why people expose themselves to certain media content; how they process the information within their cognitive system; and how media content affects knowledge, opinions, attitudes, and behaviors. The section provides a forum for all scholars who employ a social science approach to the field of mass communication. This approach can be realized through original research using empirical research methods, or through theoretical considerations within the framework of social science concepts.

Deadline for proposals is January 31, 1997 and May 1, 1997 for completed papers. Proposals must comprise between 2-5 pages and describe the theoretical focus of the research methods and the main (expected) results.

Contact:

Wolfgang Donsbach

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IAMCR•AIERI•AIECS Newsletter

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The IAMCR•AIERI•AIECS Newsletter is published two to three times each year in cooperation with the University of Colorado. Please send contributions to the editors.

CONFERENCE FEES

A) HOTEL

Conference Registrant	Accompanying Persons (breakfast & dinner included)
Hotel Victoria	
Single: USD\$80.00	USD\$110.00
Double: USD\$60.00	USD\$90.00
Hotel Fortín Plaza	
Single: USD\$60.00	USD\$90.00
Double: USD\$35.00	USD\$65.00
Hotel Misión de los Angeles	
Single: USD\$70.00	USD\$100.00
Double: USD\$35.00	USD\$65.00

These fares will be the same for extra-days before and after the conference.

For late registration and non-members, add USD\$100.00.

B) REGISTRATION

- 2-7 July (five nights) USD\$385.00 (includes: 2-7 July: 4 breakfast, 4 lunches, 4 dinners)
- 4-7 July (Three nights) USD\$320.00 (includes: 4-7 July: 3 breakfast, 3 lunches 4 dinners)

Payment entitles registrants to participate in the conference activities and in cultural activities during the evenings.

C) WOMEN'S DINNER

If you want to participate in the women's dinner Restaurante La Catedral add: USD\$30.00 to your payment.

1997 IAMCR CONFERENCE REGISTRATION FORM

4-7 July, 1997 • Oaxaca, Mexico

Name: _____

Organization: _____

Position: _____

Address: _____

Telephone: _____

Fax: _____

E-Mail: _____

I wish to share a room with: _____

Hotel choice: _____

Arrival date: _____ Time: _____ Departure date: _____

Credit card number: _____ Expiration date: _____

The summary of your payment must include: (A+B) or (A+B+C): _____

- A) First night of hotel stay
- B) Conference registration
- C) Women's dinner

All payments should be made in US dollars and payable by international draft (cashier's check) to:

Universidad Iberoamericana A.C.

Return this registration form and copy of your payment by March 15, 1997 to:

Carmen Gómez Mont
Departamento de Comunicación. Salón A-201
Universidad Iberoamericana
Prol. Paseo de la Reforma 880
Lomas de Sta. Fe
01210. Mexico, D.F.
Phone: (525) 723 11 37
Fax (525) 604-17-58

We strictly recommend that you send your cashier's check by UPS, Federal Express or DHL or other mail services that guarantee the arrival of your money. Please DO NOT send us any information by ordinary mail or certified mail.

Payment of the first night's rate must be received with your registration, not later than March 15, to secure your booking. The first night will be booked when we receive your cashier's check. The other nights will be guaranteed only if we receive your credit card number in advance with your registration form.

ANNOUNCEMENTS AND MEMBERSHIP NEWS

A NEW NAME FOR THE ASSOCIATION

The International Association for Mass Communication Research has changed its name to the International Association for Media and Communication Research. The English acronym IAMCR will remain the same. The Spanish name remains the same: Asociación Internacional de Estudios de Comunicación Social (AIECS), and the French name change is from Association Internationale des Études et Recherches sur l'Information to the following: Association Internationale des Études et Recherches sur l'Information et la Communication. The French acronym will remain the same (AIERI).

IAMCR COMMISSION INVITES YOUR COMMENTS

"IAMCR in the Twenty-First Century," a commission which has been established to review the association's activities and to make recommendations on its future course is inviting all members, sections, working groups, and committees of IAMCR to send their suggestions, comments, and advice to the commission and its Chairman, Professor Aggrey Brown, CARIMAC, University of West Indies, Mona - Kingston 7, Jamaica; telephone: 809/927-1481, fax: 809/977-1597, e-mail <aggreyb@uwimona.edu.jm>.

The mandate of the commission is to 1) take stock of our current activities as a scientific and scholarly organization; 2) outline the intellectual boundaries and realms which merit further attention over the coming decades; 3) consider what kind of international scholarly organization IAMCR should strive to be in the future, given the changing nature of international relations and the emerging challenges for organizations such as ours; 4) recommend how best to utilize existing communication technologies to serve the scientific community; and 5) determine how we can continue to diversify and expand our association while maintaining its scholarly rigor and quality.

The commission is composed of fifteen individuals, representing the geographical, cultural, and gender constituencies of our organization. Commission members include: Aggrey Brown (Jamaica), Chair Naren Chitty (Australia), Nabil Dajani (Lebanon), Brenda Dervin (USA), Oscar Gandy (USA), Youichi Ito (Japan), Karol Jakubowicz (Poland), Ullamaija Kivikuru (Finland), Temba Masilela (South Africa), Yvonne Mignot-Lefebvre (France), Charles Okigbo (Kenya), Manuel Pares I Maicas (Spain), Leela Rao (India), Colleen Roach (USA), and Enrique Sanchez-Ruiz (Mexico).

The commission will have a meeting in Oaxaca, Mexico during the 1997 IAMCR Conference. The final report of the commission will be presented at the 21st General Assembly and Scientific Conference in 1998.

GLASGOW CONFERENCE (IAMCR 98)

21st IAMCR Scientific Conference and General Assembly
Glasgow, Scotland
26-30 July 1998

Planning for the 1998 gathering in Glasgow, Scotland is at an early stage, with the establishment of a National Organizing Committee the first priority. Glasgow has three universities, the University of Glasgow (the oldest), Glasgow Caledonian University (the youngest), and the University of Strathclyde, which is celebrating "200 Years of Useful Learning" in 1996 and which is where IAMCR 98 will be held. All three universities will work together on planning the conference, along with three or four other universities located in Scotland and England.

Glasgow is Scotland's largest city and has long been known world-wide as an important educational, business, and commercial center. In 1990 it was also designated European City of Culture in recognition of its wide ranging and accessible artistic events. When not involved in individual section meetings or plenary sessions conference delegates will be able to take advantage of an extensive range of leisure activities. The city contains more than 35 museums and art galleries, including the world famous Burrell Collection in parkland and the Hunterian Museum at the University of Glasgow — both regarded among the finest in Britain with respect to the quality and range of their treasures.

Architecturally the city boasts some of the best examples of Victorian architecture in Britain, as well as the Art Nouveau heritage of Charles Rennie MacIntosh. Golf, squash, hill walking, and sailing on the Firth of Clyde are available for the more energetic delegates. The range of restaurants, public houses, and night clubs is what one would expect of one of the largest cities in Britain. For early arrivals or late departures information will be provided in terms of tours of various kinds (both short and long) among the beautiful scenery of the West of Scotland, in historic Edinburgh, to some of our famous whisky distilleries, or even Loch Ness — though sightings of the world famous monster cannot be guaranteed.

Recent developments at Glasgow Airport have made it a major British airport with some 20 direct weekly links across the Atlantic to Boston, Calgary, Chicago, New York, Reykjavik, Toronto, and Vancouver. In addition, there are more than 100 weekly direct flights operating to and from Amsterdam, Brussels, Copenhagen, Dusseldorf, Frankfurt, Hanover, Munich, and Paris. Daily flights between London and Glasgow exceed 40 for incoming travellers from further afield.

The University of Strathclyde offers a wide range of residential accommodations, ranging from single standard rooms at about £20 per day (US \$30), through single rooms with ensuite bathroom facilities at £30 per day (US \$45), a small number of double rooms at £40 per day (US \$60), and more expensive rooms in the Strathclyde Graduate Business School. Additionally, a number of rooms have been reserved at nearby hotels at prices ranging from £60 to more than £100 per day (US \$90 to \$150). A number of self-catering apartments may also be made available for accompanied delegates who intend to travel as a family.

By and large accommodations currently reserved for IAMCR 98 will be situated in the Campus Village, which is purpose-built, beautifully landscaped, and only a five minute walk from the city center. Conference catering (and all lunch breaks) will be mainly in the Lord Todd, which houses a restaurant and lounge bar for residents using university accommodations.

While it is still early to talk about social activities, at least one reception will be held in the City Chambers — a grand Victorian edifice of striking external formality in architectural terms and internally featuring marble and other decorations of a time gone by. To make it easier for budgeting, delegates will be offered a variety of packages based on an overall conference fee plus accommodations selected from a range of four or five price levels.

No conference theme has been selected yet. This will be another of the priorities of the National Organizing Committee. IAMCR members who would like to suggest possible themes are welcome to contact the Glasgow Organizing Committee by fax or E-mail. Please contact:

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SURVEY OF IAMCR WOMEN MEMBERS

Glass Ceiling Found in Academy:
 Big-Boy Games in the Association

The academic as well as the economic status of IAMCR women members is dramatically different, depending on their home countries — the South/North contradiction is clear-cut. Concerning economic resources, a similar gap is found between the East and the West — a woman professor from an Eastern European country might have to wait for half a year for her salary. However, there are also features common to all woman academicians in communication: they tend to finish their dissertation at a mature age; they tend to remain in temporary or non-tenured positions longer than men; they feel that they teach more and do proportionally more administration than their male colleagues; and they feel lonely in their home institutions. As a result, they count on the IAMCR and its potential to create academic contacts with other researchers through networking and continuous services. However, the IAMCR has partly turned into a source of frustrations. Many women have had no contact with the Association because they have not received money to attend conferences, and those who have had the chance to attend have been irritated by the tendency to put aside academic discussions and waste hours with the power-struggles of middle-aged men. The least satisfied members seem to come from Europe.

In Portoroz the IAMCR Women's Caucus decided to organize a survey to collect baseline data on IAMCR women members and to prepare a directory based on the data collected. Another objective was to establish a mailing list, and later, several interest-based or regional networks for IAMCR women members. Though not without problems, the network emerged as the easiest objective to fulfill.

The pilot phase of the Womennet started in October 1995, and the present form in March 1996. The Womennet presently has some 190 members. Not all woman members are reached by

the Womennet, but those on E-mail are repeatedly encouraged to spread the messages appearing on the Womennet. This is not a satisfactory solution, but as long as the Womennet is based entirely on voluntary work with no financial resources it is the only option.

The survey was carried out in the winter. 260 questionnaires were sent out by the Department of Communication, University of Helsinki. Ms Henna Tarjanne, a graduate student in the Department, will prepare her Master's thesis based on the survey and a qualitative study following it. 143 questionnaires were returned, predominantly by ordinary mail, but some replied via E-mail. The qualitative section has been carried out completely by E-mail. The preliminary results, reported to the women participants at the Sydney conference, are based on the quantitative survey alone.

A questionnaire prepared for women representing various organizational cultures and academic systems turned out to be quite complicated. The data remained sporadic, especially concerning publications. Respondents represented 34 countries, with a marked bias toward the industrialized world.

Based on the survey, it appears that 35-40 percent of the academic personnel in communication departments at universities in various parts of the world are women, although the department head is usually a man. The academic interests of women academicians in the field are most often in gender studies and international communication, but television studies and policy research were also mentioned frequently and many had several research interests.

Four basic groups emerged among the respondents based on publication figures: (a) young researchers, aiming for a higher degree and presently publishing very little, (b) generalists doing research in a wide spectrum of areas, often applied research with a domestic focus (this was the main group), (c) specialists operating predominantly in one area and publishing less, but more frequently on international issues, and (d) a small elite group with a wide array of interests and predominantly publishing in international arenas.

Many respondents from developing or Eastern European countries were, or had been, studying or working in the West. Those with totally domestic education and work experience did not seem motivated to answer.

Women often stayed at the same university and only changed positions. This did not apply to the U.S. respondents as much as to the others. Though loyal to their institutions, women felt that they were forced to teach while their male colleagues paid less attention to teaching and devoted more time to research and hence received a tenured position when it was opened.

Almost a half of the respondents had joined the IAMCR in the 1990s, and the form of their membership was predominantly institutional. The network of institutional correspondents does not operate very well since there were several respondents who only learned of their membership in the IAMCR via this survey. The U.S. members used to belong to several other internationally oriented professional organizations as well, while the rest usually only had this international membership. Respondents from the so-called Third World and Eastern Europe feared that their institutions would soon drop membership because the funds

were simply not available.

One-third of the respondents had never had anything to do with the IAMCR, but they did have many expectations. In principle, these expectations fell into two categories: 1) increased academic contacts through various networks, and 2) the minimizing of IAMCR administration. Many of those who had attended IAMCR conferences were irritated by the extended, unorganized, and "ugly" meetings of the International Council and the General Conference, which tended to ruin the academic programmes.

The respondents also emphasized the importance of section activities and warned that the IAMCR might have already lost its chance to develop into a network-based organization because of its slow start in this area. Another frequent complaint was the irregularity of IAMCR mail, often arriving after the occasion mentioned in the message had already taken place.

While discussing the results of this survey, the women participants at the Sydney Conference decided that it is not enough to have an occasional short meeting and a nice Women's Dinner — although the latter was found to be enjoyable and worth repeating. Therefore, they decided to have a day-long women's pre-conference meeting before the off-year conference next July in Mexico. A discussion on this meeting is presently under discussion on the *Womennet*. Karen Ross from Great Britain volunteered to develop a *Womennet* home page in order to increase discussion on this matter and other relevant issues from the survey. Reported for the Women's Caucus by:

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RECENT BOOKS BY IAMCR MEMBERS

Abbas Malek, ed. *News Media and Foreign Relations: A Multifaceted Perspective*. Norwood, NJ: Ablex Publishing Co., 1996.

David Weaver and G. Cleveland Wilhoit. *The American Journalist in the 1990s: U.S. News People at the End of an Era*. Mahwah, NJ: Lawrence Erlbaum, 1996.

George Gerbner, Hamid Mowlana, and Herbert Schiller, eds., *Invisible Crises: What Conglomerate Control of Media Means for America and the World* (Boulder, CO: Westview Press, 1996). Hidden from public sight and mind today are invisible crises that threaten our democracy and existence even more than the crises we know about - or think we know about. These invisible crises include the promotion of practices that drug, hurt, poison, and kill thousands every day; cults of violence that desensitize, terrorize, and brutalize; the growing siege mentality of our cities; widening resource gaps and the most glaring

inequalities in the industrial world; the costly neglect of vital institutions such as public education and the arts; and media-assisted make-believe image politics corrupting the electoral process. Deprived of sustained attention but bombarded by eruptions of surface consequences (often presented as unique events stripped of historical context), people are bewildered, fearful, angry, and cynical. The contributors to this volume - exploring such unattended crises, analyzing why they are hidden, and focusing on the increasing concentration of culture-power that keeps them from view - maintain that a profound general crisis of social vision, public communication, and representative government underlies all of the invisible crises.

FACULTY OPENINGS

Indiana University's School of Journalism on the Bloomington campus seeks applications for an assistant or associate professor on tenure track. Applicants should have research and teaching interests in issues of media, race, and gender from such theoretical and methodological perspectives as critical studies, cultural studies, history, or social science. Ability to teach professional skills courses in advertising, broadcast news, magazine journalism, news editorial, public relations, or visual communication desirable. Ph.D. required. The search committee will start reviewing completed applications on December 2, 1996, and will continue until the position is filled. The School of Journalism is particularly eager to consider applications from women and people of color. Applicants should send a letter of application, a curriculum vitae, three letters of reference and teaching evaluations if available to: Professor Jack Dvorak, Search Committee Chair; School of Journalism; Ernie Pyle Hall; Indiana University; Bloomington, IN 47405-6201; USA

The School of Journalism and Communication at the University of Oregon seeks an assistant professor in electronic media for the fall of 1997. This tenure-track position requires teaching classes in video production. The candidate will also teach classes in visual literacy, coordinate the School's production of broadcast documentaries, and help us integrate new technologies into the curriculum. Creative production or research activity is expected. Demonstrated competence in video production is required. The MFA or Ph.D. is preferred. High-level professional experience will be considered in lieu of an advanced degree. The School of Journalism and Communication is a free-standing academic unit with 1,000 students and 27 full-time faculty. The School has six undergraduate sequences: advertising, communication studies, electronic media, magazine, news-editorial, and public relations, and offers master's and doctoral degree programs. Nationally known for our commitment to undergraduate education and teaching excellence, we are building a new electronic media production facility. Visit our web site: <http://jcomm.uoregon.edu>. Consideration of applications will begin November 15. Indiana University is an affirmative action/equal opportunity employer committed to cultural diversity and compliance with Americans With Disabilities Act. To apply, send vita, videotape and other supporting materials, along with letters from three academic or professional references (which may be sent under separate cover) to:

Professor Al Stavitsky
 Chair, Electronic Media Search Committee
 School of Journalism and Communication
 1275 University of Oregon
 Eugene, OR 97403-1275
 USA

WORKSHOP ON THE IMPACT OF MULTIMEDIA ON ASIAN NEWSPAPERS AND MAGAZINES

October 25-26, 1996
 Bangkok, Thailand

This workshop will focus on the new multimedia environment and its challenges to the newspaper and magazine industries. It is jointly organized by the Asian Media Information and Communication Centre (AMIC) and Illert & Partner. For more information, contact:

Joe Carlos
 phone: 65 792 7570
 fax: 65 792 7129
 E-mail: amiclinc@signet.com.sg.

CALLS FOR CONFERENCE PAPERS

Communication, Citizenship and Social Policy:
 Re-thinking the Limits of the Welfare State

September 25-28, 1997
 Boulder, Colorado (USA)

The University of Colorado at Boulder and the European Institute of Communication and Culture (EURICOM) will hold a conference in Boulder, Colorado on the relationship between communication policies and welfare politics. The ideas that welfare policies are inefficient and wasteful, that they undermine economic activity, and that their clientele are enfeebled rather than empowered, not only are the bases of broad consensus across the political spectrum in many countries, but these ideas also have provided an ideological springboard for radical state economic intervention toward what are sometimes referred to as the neo-liberal state and neo-liberal global economic policies. Most defenses of the welfare state attempt to outline a minimum level of human dignity which every citizen should be guaranteed.

The grounds for defending the welfare state have shifted over time and increased, but inadequate recognition has begun to be paid to the relationships between communication policy and social policy. The need to re-think the purposes and possibilities of state intervention into areas such as access to the media, the promotion of technological literacy, the re-invigoration of "public service" media, the sustaining of cultural identity, and the provision of universal geographic coverage, are bases upon which communication policies need to confront more directly the debates in welfare state theory and politics. Communitarian, neo-liberal, materialist, and "post-materialist" critiques of the welfare state raise many important empirical and theoretical questions about what roles governments can and should play to formulate and sustain progressive social policies in the realm of communication. This conference will address those themes.

Proposals for papers, submitted in the form of abstracts of

approximately 250 words, should be submitted to:

Andrew Calabrese
 Center for Mass Media Research
 University of Colorado
 Boulder, CO 80309
 USA ; fax: 1 303 492 0969
 E-mail: andrew.calabrese@colorado.edu

or to:

Jean-Claude Burgelman
 Department of Mass Communications
 Free University of Brussels
 Pleinlaan 2; 1050 Brussels
 Belgium
 fax: + 32/2/629/28/61
 E-mail: jcburgel@vnet3.vub.ac.be

Deadlines: Abstracts Due: April 1, 1997; Papers Due: July 15, 1997

INTERNATIONAL CONFERENCE ON MEDIA AND POLITICS

February 27 - March 1, 1997
 Brussels, Belgium

The Faculty of Political and Social Sciences of the Catholic University of Brussels (KUB), in association with the Political Communication and Participatory Communication Research sections and the Human Rights Committee of the International Association for Mass Communication Research (IAMCR) announce the International Conference on Media and Politics.

The world of politics and mass communication has changed substantially over the past decades. Both separate and integrated developments have led to the present-day situation of turmoil. The confusion is apparent in a number of ways and at distinct levels. The disparity in communication resources between different parts of the world, or within nations, is increasingly recognized as a cause of concern. The attempt by local power-elites to completely control modern communication channels — press, broadcasting, education, and bureaucracy — no longer ensures control of all the communication networks in a given society. Nor does control of the mass media ensure support for the controlling forces, for any mobilization around their objectives, or for the effective repression of opposition. Therefore, no longer are governments or rulers able to operate effectively to control, to censor, or to play the role of gatekeeper with regard to all communications networks at all times. Both alternate and parallel networks — which may not always be active — often function through political, socio-cultural, religious, class structures, and secular, cultural, artistic, or folkloristic channels. These networks feature a highly participatory character, high rates of credibility, and a strong organic integration with other institutions deeply rooted in a given society.

The traditionally claimed high standards of public media performance — especially news reporting — have become eroded by commercialism and transnationalisation. Journalists have to give in to the demand of viewer ratings and outside pressures. The thin demarcation line between the political and media world has become even more blurred as a result of political marketing strategies and economic and political interest groups. Different

and often contradictory logics are guiding public policies. For example, at the level of the European Union the telecommunications policy, with an emphasis on liberalisation and deregulation, differs from the policy recommendations in the broadcasting field, where some measures could be interpreted as protectionist. In general the EU-policies advocate total freedom to provide services across borders. Total liberalisation may lead to a future cultural synchronization and economic oligopolisation of Europe. Therefore, it is questionable whether the present EU policies contribute to more than just a single marketplace for producers, and whether the average European citizen can also benefit from a united Europe.

These and many more topics will be discussed in a number of plenary sessions with invited national and international speakers from the academic, political, and media world. Sessions will include presentations and discussions on: the existence of a so-called "public opinion"; the mutual influence of public and commercial broadcasting on political values and party preferences; the effects of agenda-setting and media stereotyping; the European (tele)communications policies and their impact on small member states; and the new challenges for the political journalist.

Send 200 word abstracts, and papers (15 pages maximum) if possible. When proposing a panel, please indicate whether you would like individual papers considered separately if the panel is not accepted.

Deadlines: Abstracts due by: November 15, 1996,
Completed papers due by: January 1, 1997, Registration due by:
February 1, 1997

For inquiries and more information, please contact:

Dr. Jan Servaes

Faculty of Political and Social Sciences

Catholic University of Brussels (KUB)

Avenue de la Liberté 17; B-1081 Brussels

Belgium

phone: +32-(0)2-412 4278

fax: +32-(0)2-412 4200

E-mail: Jan.Servaes@kubrussel.ac.be

<http://www.kubrussel.ac.be/psw/menu1.html>

Journal of International Communication
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NSW 2109
Australia

All submissions are subject to review by referees. For further information, contact issue editor:

Prof. Shalini Venturelli

International Communication Division

School of International Service

The American University

4400 Massachusetts Ave., NW

Washington, DC 20016

USA

phone: 202-885-1635

fax: 202-885-2494

E-mail: sventur@american.edu.

2) News Media and Foreign Policy

The Journal seeks manuscripts for the special issue on news media and foreign policy. This special issue is scheduled for release in June 1997. Theoretical and research-based manuscripts that address the relationship between the news media and foreign policy are invited. Papers examining the following issues will be considered: public opinion & foreign policy decision-making; the impact of technology on the process of foreign policy making; foreign policy and the challenge of culture; media, democracy, and foreign policy decision-making. Submission deadline is December 1996. Contact:

Abbas Malek

Howard University

Department of RTF, School of Communication

Washington, DC 20059

USA

E-mail: AMALEK@AMERICAN.EDU

MEDIA INTERNATIONAL AUSTRALIA

Special Issue: Marketing Communications and the New Media

Media International Australia plans to publish a theme issue in August 1997 on the reconfiguration of relationships between marketing communications — especially advertising as we have known it — and the emergent new forms of communication and information in the post-"mass media" age.

Media International Australia is Australia's leading journal in the media communications field. It is a peer-reviewed quarterly covering theoretical and cultural, as well as industrial and policy topics. Founded in 1976 as Media Information Australia, it became Media International Australia in 1995 to reflect its more international scope of interest and subscriber base. Recent theme issues include: Digital Desires; Cinema Past and Present; Queer Media; Print Barons; Cultural Export; Sport; and Global Media.

CALLS FOR MANUSCRIPTS

The Journal of International Communication: Two Special Issues:

1) Communication and Human Rights

The Journal and the IAMCR Committee on Human Rights invite paper submissions on conceptual/theoretical, historical, policy, political, and/or cultural aspects of communication and human rights in the information age. Papers should conform to the Journal's style and limit length to 25 typewritten pages, double spaced. Please consult the guidelines for authors listed in the Journal. Authors are asked to submit five copies of their paper to:

Prof. Naren Chitty, editor

The following are suggested as possible areas in which papers might be proposed: how forms of commercial message are adapting to new communication and information technologies; the commercialization of content: infomercials, advertorials, product placement, and promotion; corporate realignments within the manufacturing-marketing media complex: breaking the old rules; market research and marketing in the new age: from mass to niche markets; marketing communications and media development: past, present, and future; assessing advertising's effectiveness in the new era; the future of advertising regulation and the new media; social and theoretical critique of advertising: does it still matter? These topics are indicative rather than prescriptive.

The editor of the issue, John Sinclair, will welcome expressions of interest and abstracts of proposals until December 13, 1996. Abstracts should be 750 words and accompanied by a brief author's bio. On notification of preliminary acceptance, final papers would then need to be submitted no later than March 31, 1997. Note that these would still be subject to the journal's normal peer review process. Expressions of interest should be submitted first to:

Meredith Quinn, Managing Editor
Media International Australia
Australian Film Television and Radio School
PO Box 126
North Ryde
NSW 2113
Australia
phone: 61 2 9805 6453
fax: 61 2 9805 0963
E-mail: meredith.quinn@syd.aftrs.edu.au

HUMAN USES OF COMMUNICATION TECHNOLOGIES

Those who presented papers in the domain of communication technologies at the 1994 Seoul Conference and the 1996 Sydney Conference are invited to participate in the publication of an edited volume entitled *Human Uses of Communication Technologies*. The book will be issued in English by a university press in Seoul, and is to be co-edited by Prof. Chie-woon Kim of SungKyunKwan University, Seoul, and Prof. Jae-won Lee, Cleveland State University, U.S.A. The book will be issued in June 1997. The extent of the promises and capabilities of communication technologies is generally well known. But, how about the merits or demerits, benefits and costs ratio, and values and human-societal consequences or implications of such uses of communication technologies? Papers may be conceptual or empirical (data-based, case studies); they may be intercultural, mass communication or organizational in orientations or frames. Those interested in contributing their papers are asked to contact Prof. Jae-won Lee no later than December 1, 1996 at:

Cleveland State University
Cleveland, Ohio 44115
USA; Tel: 216-687-3588
Fax: 216-687-9290
E-mail r0729@vmcms.csuohio.edu

IAMCR AIERI AIECS NEWSLETTER EDITOR CHANGE

Due to other professional commitments, I respectfully announce my resignation as editor of the IAMCR•AIERI•AIECS Newsletter. I enjoyed working with the association's officers, and with Melita Poler (Slovenia), my co-editor on the previous two issues of the Newsletter. I continue to be an enthusiastic supporter of IAMCR•AIERI•AIECS, which is the most internationally representative and inclusive media and communication research association in the world, and I will continue to be an active member through work in the Political Economy Section and through other association activities. My appreciation and warm welcome goes to Naren Chitty (Australia), who will begin editing the Newsletter as of the next issue.

Regards,
Andrew Calabrese
University of Colorado at Boulder
Editor, IAMCR•AIERI•AIECS Newsletter

GUIDELINES FOR CONTRIBUTIONS TO THE MARCH 1997 ISSUE OF THE IAMCR NEWSLETTER

All copy in English should be sent to Naren Chitty
NCHITTY@PIP.ENGL.MQ.EDU.AU

All copy in French should be sent to Annie Mear
MEAR@ERE.UMONTREAL.CA

All copy in Spanish should be sent to M. Pares i Maicas
fax: 34-3-581-20-05

Deadlines for all copy to reach Naren Chitty
Hard copy: December 3, 1996
E-mail: December 17, 1996

Spanish and French copy should be sent to Annie Mear and M. Pares i Maicas in time for them to forward materials to Naren Chitty by the above deadlines. The newsletter will be mailed out on February 10th. Contact:

Naren Chitty
International Communication Program
ELM Macquarie University
North Ryde
Sydney 2109; Australia

SYDNEY CONFERENCE PAPERS RECEIVED BY THE IAMCR OFFICE

The following is a list of IAMCR Sydney conference papers received by the IAMCR office by September 15. Members are advised to write to Section heads in case certain requested titles are not in the list. Papers can be ordered by sending a list of requested titles and payment (US \$5 per paper including postage and handling) to: Professor Naren Chitty, IAMCR Secretary General, Macquarie University, Media and Communication Department, North Ryde, NSW 2109 AUSTRALIA.

Abd-El-Rahman, Awatef, "Gender and Media in The Arab World," pp. 29.

Angerer, Marie-Luise, "The Body on Stage: Spectator, Viewer, User," pp. 10.

Badii, Naiim, "The Problems of Press Development in Post-Revolutionary Iran : Perspectives for Promoting an Independent and Pluralistic Press," pp. 31.

Bailey, Gina, "Historical Observations on Media Education in Canada and the United States," pp. 20 and charts pp. 15.

Barlow, David M., "Whither Non-Profit Community Media in the Information Society?," pp. 14.

Bondebjerg, Ib, "Filmcomedy, Modernization, and Sexroles," pp. 25.

Breunig, Christian, "Freedom of Communication in Constitutional Law and Practice: A Worldwide Comparison," pp. 25.

Buitoni, Dulcilia Helena Schroeder, "Sex and AIDS according to a Brazilian Girls' Magazine: Pedagogy Without Fear," pp. 14.

Camara, Heleusa Figueira, "Retelling Tales and Daydreaming: Reading in Prison," pp. 17.

Carniglia, Edgardo & Gustavo Cimadevilla, "New Media, Old Media and the Agrarian Audience," pp. 11.

Chan, Kara K. W. and Richard A. Ruidl, "Predicting Attitudes Toward Television Advertising: The View From Hong Kong," pp. 34.

Das, Uditia, "Dominant Gender Related Myths: A Comparative Perspective," pp. 14.

David, Claire, Duc Giroux and Suzanne Bertrand-Gastaldy, "Negotiating Information: A Cognitive Analysis of Document Indexing," pp. 13.

Debeer, Arnold and Elanie Steyn, "Beeld as Mirror to the World: A Qualitative Study of International News Flow and News

Selection at South Africa's Biggest Afrikaans Daily," pp. 58.

De Miguel, Juan Carlos, Y. Bilbao, J.J. Cheval, J.M. Desvois, C. Garitaonandia and S. Lopez, "Regional Press in Spain," pp. 29.

Dervin, Brenda and Robert Huesca, "The participatory Communication for Development Narrative: An Examination of Meta-Theoretical Assumptions and Their Impacts," pp. 50.

Dorer, Johanna, "Seduction to be Connected: The Globalisation of Media Industry and the Power of Local/non-commercial Media. A Theoretical Approach," pp. 11.

Eapen, K.E., "India's Radio System: The UNMET Challenges of Local Broadcasting," pp. 9.

Froehlich, Romy, "Virgins, Vamps, and Lack of Reality: A Content Analysis of Crime Coverage in German Local Newspapers," pp. 23.

Gandy, Oscar H., David Phillips, Tanya Hands, Katharina Kopp and Karen Frazer, "The Role of Mass Media in the Perception of Racial Inequality," pp. 19.

Garcia, Maria Luisa Sevillano and Donaciano Bartolome Crespo, "Curricular Innovation and Mass Media," pp. 20.

Gostimir, Svetlana Bežadanov, "Fairy Tale in Medialand," pp. 21.

Grodal, Torben Kragh, "Los Angeles as a Set of Stereotypical Backdrops," pp. 11.

Gunartne, Shelton, "Old Wine in a New Bottle: Public Journalism Movement in the United States and the Erstwhile NWICO Debate," pp. 35.

Hasim, Mohd Safar, "From Malayan Union to Independence: The Role of the Malay Press in the Demise of Malayan Union and the Nurturing of Political Struggle for Independence," pp. 16.

Hasim, Mohd Safar, "Press Theories and Power," pp. 32.

Ibrahim, Faridah and Rahmah Hashim, "Images of Women and Human Rights: A Content Analysis of Malaysian Media During the Fourth World Conference on Women in Beijing," pp. 21.

Iordanova, Dina, "Using Electronic Networks in Teaching International Communication," pp. 20.

Jensen, Iben, "Intercultural Dialogue and Cultural Identity - An Empirical Study of Intercultural Communication Between Young People Living in a Multicultural Community," pp. 22.

Jensen, Klaus Bruhn, "Audience Uses of Television News in World Cultures: Comparative Findings from the News of the World Project," pp. 27.

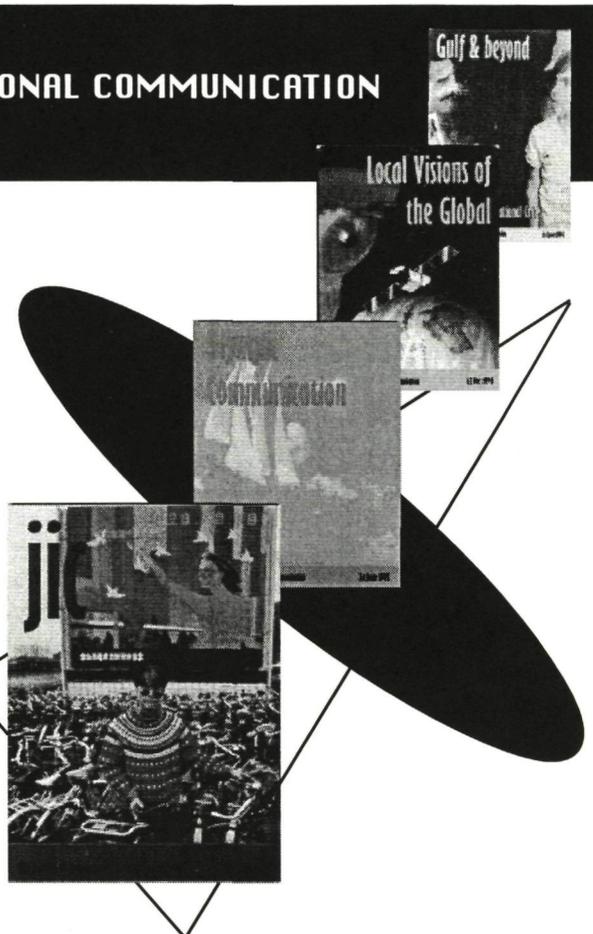
Joseph, Richard, "Political Myth, High Technology and the Information Superhighway: An Australian Perspective," pp. 13.

- Joshi, Ila, "Educational Media: Theory and Practice in India," pp. 23.
- Krotz, Fridrich, "The Image of Men and their Relations to Women in a German Game Show," pp. 20.
- Krotz, Fridrich, "The Analysis of People Meter Data: Individual Patterns of Viewing Behavior of People with Different Cultural Backgrounds," pp. 37.
- Krucsay, Susanne, "Competence-Communication-Autonomy-Ultimate Objectives of Media Education?," pp. 15.
- Kumar, Keval J., "The Emerging Media Scenario in India: Challenges for Media Education," pp. 13.
- Lie, Rico, "Levelization and De-Levelization: Research the Global in the Local in a Participatory Way; Toward a Qualitative Mult-Level Flow Analysis," pp. 24.
- Lie, Rico and Liesbeth Rijdsijk, "UNESCO's Concern with Localization in the Global-Local Debate; An Attempt to Integrate Theory and Practice in the Pacific Islands," pp. 34.
- Linden, Ank, "Communication and Human Rights: A Challenge You Cannot Refuse," pp. 14.
- Longreen, Hanne, "The Visual Representation of Development in Information Material From Danida," pp. 20.
- Luke, Carmen, "Cyberspace & Ecstatic Communication: Implications for Media Studies," pp. 37.
- Lull, James, "The Political Correctness of Cultural Studies," pp. 19.
- Lundby, Knut, "Media, Religion and Democratic Participation: Cases of Community Communication in Zimbabwe and Norway," pp. 28.
- Malek, Abbas and Krista E. Wiegand, "Islam and the West" Double Misperception and the Media," pp. 16.
- Marques de Melo, Jose, "Brazilian Christmas Images in the Elite Press: A Folk Event in process of Cultural Globalisation," pp. 22.
- Martin, Ernest F. and Gary B. Wilson, "Public Assessment of Media Freedoms in Hong Kong: Approaching 1997," pp. 15.
- Marsheik, Matthias, "How to Get S-m-o-o-t-h' Constructing the Self by Advertisement and Public Relations," pp. 8.
- Mignot-Lefebvre, Yvonne, "From Multimedia to Knowledge-based Systems," pp. 7.
- Mignot-Lefebvre, Yvonne, "Rights of Information: African Television and Destruction of Organizational Heritages", pp. 17.
- Mowlana, Hamid, "UNESCO and Communication: Past Achievements and Future Challenges," pp. 7.
- Nedeljkovich, Misha and Shirley Ramsey, "Issues in International TV News: Gender Competency in Spokespersons," pp. 20.
- Palazio, Gorka Jakobe, "Basque Radio Networks: News Sources in Basque Radio Stations," pp. 31.
- Prehn, Ole, "Local Television at the Crossroads," pp. 38.
- Rajagopal, Arvind, "Making Broadcasting Policy in the Age of Electronic Capitalism," pp. 21.
- Ramirez, Francisco Esteve, "El Periodismo De Investigacion Como Respuesta A Las Necesidades Sociopoliticas De La Diudadania," pp. 13.
- Raycheva, Lilia, "Local Radio and Television in Bulgaria in the Transitional Period (1989-1995)," pp. 40.
- Ross, Karen, "Women, Politics and the Media: From Fighting to Freedom and Back Again," pp. 15.
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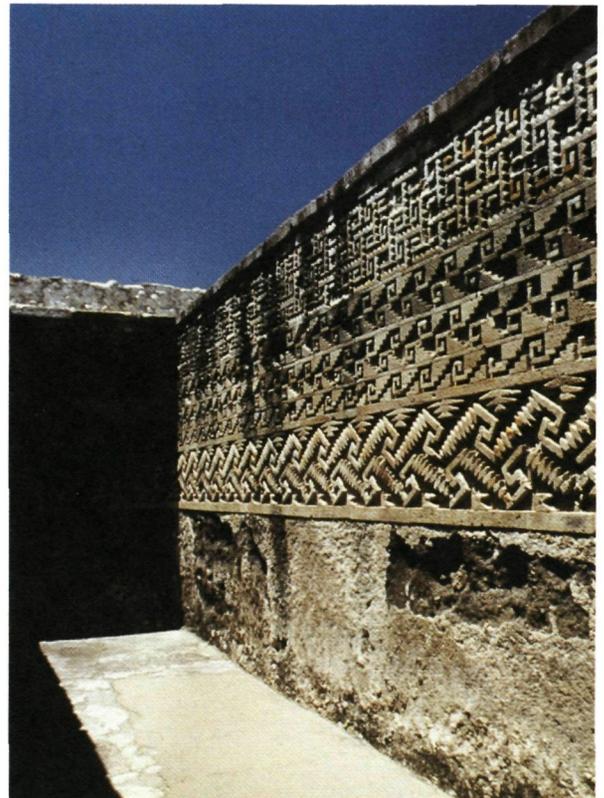
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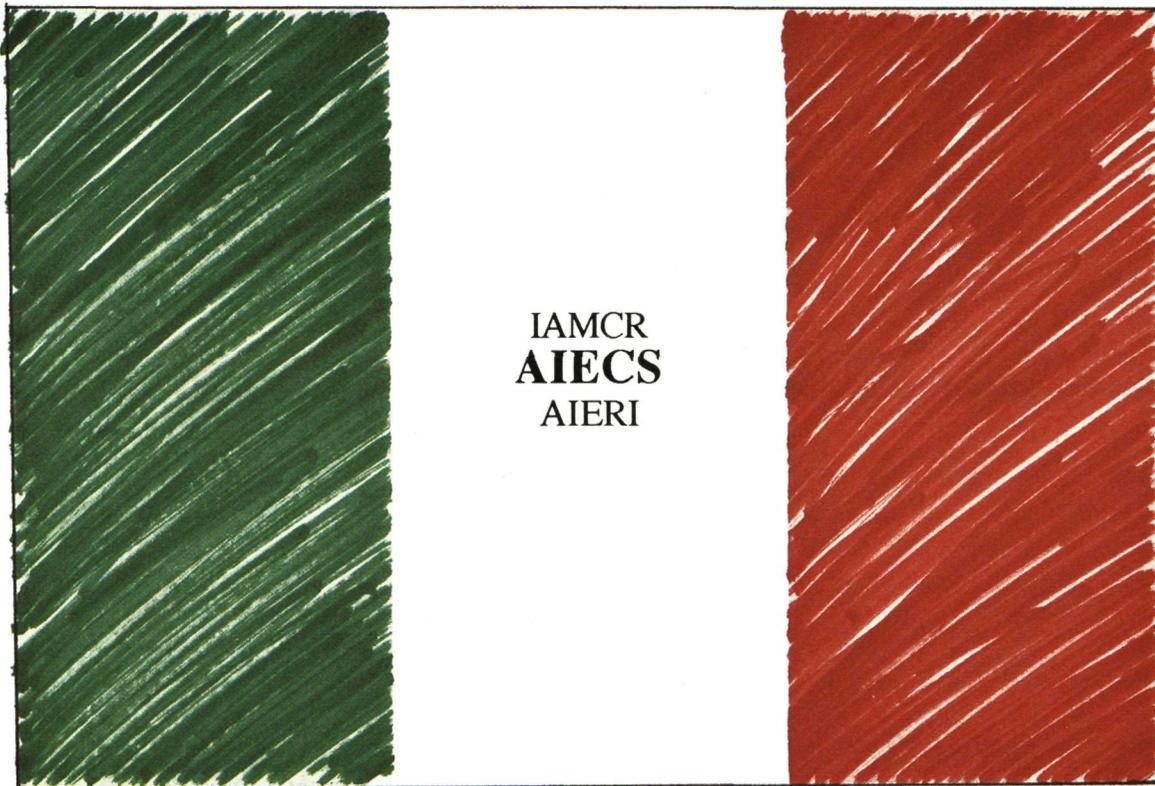
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