

INTERNATIONAL ASSOCIATION FOR  
MASS COMMUNICATION RESEARCH

1003 Lausanne, November 25th, 1967  
Petit-Chêne 18 B

Letter No 9 from the President

Dears colleagues and friends,

The tenth anniversary of our Association, created in Paris on November 18th and 19th, 1957, was commemorated in Prague on November 2nd, 3rd and 4th, 1967, during an assembly of the Executive Committee and enlarged Council, which gathered about 40 members of our Association as well as the Representative of UNESCO. The members of our Executive Committee were entertained by the Minister of Culture, Education and Information in his antique Palace of Rohan.

Our former President, Mr. Raymond Nixon, explained to Professor Jiri Hajek, Minister, the importance of our Association which unites socialist and capitalist searchers belonging to industrialized countries and to countries in the process of development, united by a same interest for mass communication research, excluding all political polemics.

A pamphlet of 140 pages will be sent to all our members in the near future. It will evoke our foundation and will give a complete report of the works of our last general assembly, held at Herceg-Novi in 1966.

List of members and yearly subscription fee

I hope to have been of help to all of you in sending this list. It would now be to your advantage to keep it constantly up to date. I would therefore be thankful that you would let me know of any modification or alteration of address. The first corrective list is attached hereto.

I include again an inquiry form to the intention of all those from whom we have no news. I shall do it for the last time with my end-of-the-year letter, but afterwards, I shall be obliged to cancel the names of all those who did not answer - at least once - As a matter of fact, the financial resources of the I.A.M.C.R. do not permit us to go on sending in the entire world hundreds of letters, when we ignore whether the addresses read them or even whether they receive them.

In addition, to make up for the inevitable defections, it is indispensable that we find new adhesions of collective or individual members. I therefore ask you to organize all your efforts for the recruitment of new members. You just have to send us, at our Lausanne office, the addresses of those whom you think might be interested in mass communication research in the press, on the radio or on television.

Bulletin

I regret not to be able to include it in my today's letter, but it is difficult to put pressure on a printer from whom we have to ask financial facilities. However, it is on the way to completion and I have already been able to present the cover page and the first 40 pages of draft to the members present at the Prague meeting.

### Index of searchers

The work is progressing, and once again I call on your active cooperation. This inquiry is carried on in a totally independent manner and you have received - or you will receive soon - all the necessary indications.

The Press Research Center of Cracovia gave me, at Prague, a very interesting project about the elaboration and distribution of an international bibliography which has been established with the collaboration of Czechoslovakian, Yugoslavian and German specialists. In the future, this project could very well replace the one we are trying to set up with the cooperation of UNESCO. I shall do my best to establish this international bibliography but, however, it is necessary that everyone accepts to help the Center of Cracovia.

### Travels of the President

As a result of the Congress of the F.I.E.J., which was held in Tel Aviv last September, I had the pleasure to accept the invitation of Dean Zazourski and to go to Moscow, where was held, from September 26th to 29th, a very important congress gathering over 400 specialists in the various fields of mass communication science. The President of the I.A.M.C.R. had the opportunity to expose to the whole assembly the aims of our Association.

### Meeting of the Executive Committee in Prague, on November 2nd, 3rd and 4th, 1967.

Preceding the conference organized by the International Organization of Journalists and the Charles University, a whole day was consecrated to the various problems which our Association has to face

The morning of November 2nd was dedicated to a discussion about the problems of methodology and terminology. This meeting was presided by Professor M. Kafel, Head of the section, who presented his works and encouraged the realization of an international dictionary of terms of information. A very interesting discussion followed. I would not fail to mention the excellent intervention of Professor Hennart, director of the Ecole Supérieure de Lille, whose efficient cooperation is very precious to us.

Professor Kafel, who will soon be called to assume other responsibilities, would like to entrust my Lausanne Secretariat with the coordination of the works on methodology. However, his suggestion is not realizable, particularly because the preparatory works have hardly progressed since three years ago. I therefore address a strong appeal to find a specialist or an institute capable of taking up the tasks of our Vice-President.

The afternoon session of the Executive Committee started with a short history of our Association, of which we celebrate this year the 10th anniversary. Besides the works mentioned in other paragraphs of the present letter, the programme of the I.A.M.C.R. includes many meetings, the detail of which is given below. It would be convenient that all conferences and meetings which might be of interest to our members be signaled. I therefore invite the Heads of International Associations to inform me in time of the dates of their congresses and symposiums. We shall thus be able to keep our members informed and perhaps, as a result, to coordinate the reunions and avoid having more than one meeting at a time.

Then a long discussion followed, consecrated to our next general assembly. Since the question of visas for subjects of the German Democratic Republic remains unsolved, the Executive Committee decided, much to his regret, to renounce the meeting planned at Oxford in 1968. Due to the large number of manifestations organized for next year and to the modest financial possibilities of the I.A.M.C.R., the Executive Committee

decided to examine, together with Professor Angel Benito, the possibility of holding a statutory general assembly on the occasion of the meeting he is organizing in Pamplona. Actually, this meeting will be dedicated to the problems of formation of professors in journalism and it will gather many of our members. Now, would it be more convenient to postpone this conference until the end of June, as was asked by our American friends, or instead to advance it to the month of April, as suggested by our German colleagues. I leave it up to Professor Benito and to the University of Navarra to make the decision.

Dean Zazourski wishes that questionnaires be sent to all searchers, thus permitting a better preparation of the work sessions. We therefore give you hereafter the theme of the conference : "The Professors in Journalism, their Academical and Personal Conditions, Pedagogical Requirements of Teaching, Legal and Professional Statute in their Countries and their Relationship with the Profession".

Dean Zazourski then invited us to hold our 1970 assembly in Moskow, parallel to the great conference of historical sciences. He insisted that a general theme be chosen early enough to permit a preliminary distribution of the reports which will be presented and discussed during the conference. He suggested, and the Executive Committee accepted his suggestion, to study : "The Influence of Important Mass Media on International Relations".

Mr. Klimes informed the assembly of the various works accomplished by his Institute, which Institute prepares a quarterly bibliographical review, the first issue of which will enumerate all the thesis published about journalism in Czechoslovakia since 1882. The second issue will study the thesis published in Poland since 1945; then his Institute will establish a similar work for West Germany, Austria and the German Democratic Republic. To give a more international scope to this review, Mr. Klimes suggests that it be published under the auspices of the I.A.M.C.R. His Institute also suggests to establish a list of all newspapers and press agencies existing in the world. It would be necessary, however, to succeed in this task, that the I.A.M.C.R. accepts to send of questionnaires. This review would be published in collaboration with our Association.

The meetings which followed were devoted to study the effects of technical progress on journalism and you will find the report of these sessions in the next issues of the I.O.J. Review.

As a conclusion, we would like to point out that Mr. Rao accepted to represent UNESCO at our commemorative assembly. Talking about the budget which will be discussed during the next general conference (1968), he confirmed that it is high time to send in suggestions, through the intermediary of our Secretariat of our Executive Council. We therefore insist that our members let us have their suggestions and that they explain to their national commissions all the interest offered by the works of the I.A.M.C.R.

In the name of all the members of the I.A.M.C.R. I wish to express once again all our thanks to our general secretary, Mr. Vladimir Klimes. The Prague meeting - perfectly organized - permitted us, thanks to the warm welcome of our Czechoslovakian friends, to properly and deservedly celebrate the 10th anniversary of our Association.

The President :



Jacques Bourquin

Enclosures -

PUBLICATIONS FROM OUR MEMBERS

We have received :

- ZESZYTY PRASOZNAWCZE No 1 (31) R VIII Krakow 1967
- " " No 2 (32) R VIII Krakow 1967

Published by Osrodek Daban Prasoznawczych RSW Prasa.

- BEVEZETES A SAJTOISMERETBE, by Pal Gombo (Introduction to Press Learning)
- SAJTOJOGI ISMERETEK, by Dr Dér Ferenc

Printed by A Magyar Sajto Kiskönyvtara, Budapest.

- REVISTA ESPANOLA DE LA OPINION PUBLICA, No 9 (July - September 1967)

Printed under the direction of Mr. Luis Gonzalez Seara.

- EDUCACION INFORMACION Y DESARROLLO, No 1 (5) 1967
- INFORMACION EDUCACION Y PROGRESSO POLITICO, No 2 (6) 1967

Printed by the Instituto de Ciencias Sociales de la Diputacion Provincial de Barcelona, under the direction of Mr. Jorge Xifra Heras.

- Tavola Rotonda du IL GIORNALISMO NELLA SOCIETA CONTEMPORANEA (Genova 26/27 Maggio 1966)

Printed by the Instituto Internazionale delle Comunicazioni, under the direction of Prof. Oscar Buglia-Gianfigli.

- INTERKULTURELLE KOMMUNICATION ZWISCHEN INDUSTRIELAENDERN UND ENTWICKLUNGSLAENDERN

Printed by the Deutsches Institut für Entwicklungspolitik, under the direction of Mr. Gerhard Maletzke.

- SCHRIFTENREIHE ZUR PUBLIZISTIKWISSENSCHAFT No 1 : Publizistikwissenschaft zwischen Geistes- und Sozialwissenschaften, by Mr. Gerhard Maletzke, printed by Volker Spiess, in Berlin.

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We would like to particularly thank Mr. Lutz Mackensen, Director of the Deutsche Presseforschung, in Bremen, who sent us the first 2 bands of their publication, as well as a series of books published under the auspices of the Deutsche Presseforschung.

Prof. Dr. Martin Tyrowicz, from Cracovia, was kind enough to send us special copies of his articles on the History of Press.

Mr. George Gerbner, of the University of Pennsylvania, forwarded to us his articles :

- IMAGES ACROSS CULTURES : Teachers in Mass Media, Fiction and Drama.
- NEWSMEN AND SCHOOLMEN : The State and Problems of Education Reporting, published in Journalism Quarterly No 2, Vol. 44, Summer 1967.
- AN INSTITUTIONAL APPROACH TO MASS COMMUNICATIONS RESEARCH.

Mr. John T. McNelly sent us the document he has elaborated with the collaboration of Messrs. Ramona R. Rush and Michael E. Bishop, of the University of Wisconsin, concerning :

- COSMOPOLITAN MEDIA USAGE IN THE DIFFUSION OF WORLDS AFFAIRS INFORMATION.
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Our attention has been drawn on the following publications :

- ESQUISSE D'UNE POLITIQUE COMMUNE DE L'INFORMATION ET DE L'EDUCATION EUROPEENNES  
by Mr. J.-R. Rabier (La Presse No 55, III 67).
- KANN EINE MODERNE DEMOKRATIE OHNE DOMMUNICATIONSPOLITIK AUSKOMMEN  
by Prof. Dr. Otto Roegele, from Munich,  
article published in the review ZV/ZV 37/1967.
- RADIO AND TELEVISION BROADCASTING ON THE EUROPEAN CONTINENT, by Mr. Burton Paulu  
published by University of Minnesota Press  
(2037 University Ave Southeast, Minneapolis, Minnesota  
55455).
- ZAWOD DZIENNIKARZA W POLSCE LUDOWEJ (The profession of journalist in Democratic  
Poland), by Mr. Tadeuz Kupis, printed by Ksiazka i Wiedza,  
Warsovia, 1966).

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AMENDMENTS TO OUR ADDRESS LIST

We confirm the following addresses, which have been duly controlled and that  
you can underline in your list.

88	329	403
104	382	404
129	393	
136		

No 129 has to be cancelled.

No 390 has to be replaced by the one given below, and underlined.

(On next page, you will find a corrective list of addresses).

## MEETINGS CALENDAR

- December 12th to 15th, in Geneva  
Study for the revision of the Bern Convention, by the Bureaux Internationaux pour la protection de la propriété intellectuelle (International Offices for the Protection of Intellectual Property).
  
- Spring 1968, in Pamplona (Spain)  
Conference organized by the University of Navarra on the formation of professors in journalism.  
The general assembly of the I.A.M.C.R. will most probably be held on the same occasion. Our members will receive all necessary information in due time.
  
- September 2nd to 5th, 1968, in Ljubljana  
International Symposium organized by the Haute Ecole des sciences politiques, on the general theme of "Mass Media and International Understanding".  
Important topics : International Mass Communication in the light of scientific Research - Ethic and Humanist Principle of International Mass Communication - Rôle of the United Nations and of the UNESCO in International Understanding-
  
- 3th to 17th of May, 1963, in Tokyo  
Congress of the F.I.E.J. (International Federation of Newspapers Publishers).
  
- June 1968, Kenya : Congress of the International Press Institute.
  
- November 1968, in Paris  
Technical study of the F.I.E.J. (about 10 members of the I.A.M.C.R. are interested in the printing techniques & can participate to this study by sending their inscription to the President
  
- February 4th and 5th, 1969, in Prague  
Commemoration of the 250th anniversary of the foundation of Czechoslovakian Press. International conference on the origins of press and its role in the country.
  
- 1969, Santiago of Chile  
Conference organized by the I.A.M.C.R. about the initiatives of Professor Emilio Filippi.
  
- 1979, Moskow  
International Congress of Historians.  
General Assembly of the I.A.M.C.E.
  
- 1972, Philadelphia  
General Assembly of the I.A.M.C.R.

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Would the members interested in one of these meetings please send their inscription to the President.