

**INTERNATIONAL ASSOCIATION FOR MASS  
COMMUNICATION RESEARCH**

**ASSOCIATION INTERNATIONALE DES ETUDES  
ET RECHERCHES SUR L'INFORMATION**

27, Rue Saint-Guillaume - Paris (7<sup>e</sup>)  
(FRANCE)

FALL 1959

AUTOMNE 1959

BULLETIN N° 1



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## INTERNATIONAL ASSOCIATION FOR MASS COMMUNICATION RESEARCH

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President : M. Fernand TERROU (France)  
Deputy President : M. Jacques KAYSER (France)  
Vice-Presidents : MM. Jacques BOURQUIN (Switzerland), Mieczyslaw KAFEL (Poland), Raymond B. NIXON (U.S.A.)  
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#### The members of the Bureau

MM. Roger CLAUSSE (Belgium), Francesco FATTORELLO (Italy), Domenico de GREGORIO (Italy), Danton JOBIM (Brazil), Abdus Salam KHURSHID (Pakistan), Vladimir KLIMES (Czechoslovakia), Nell MORRISSON (Canada), O.W. RIEGEL (U.S.A.), R.J.E. SILVEY (United Kingdom), E.B. SIMPSON (United Kingdom), Jean TARDIEU (France)

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## TO THE MEMBERS OF THE I.A.M.C.R.

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In accordance with the decisions of the General Assembly, the Bureau has prepared the first BULLETIN OF THE IAMCR. It has taken into account many of the suggestions sent us in the replies to the questionnaire.

This Bulletin has a double aim. It brings Members information and documents concerning the official life of the Association (in the form of reports on past meetings and agendas of the meetings to come) and the activities of the National Councils. At the same time it forges a link of close cooperation between members by diffusing the result and the programme of their work. In this respect we have endeavoured to present the individual replies - which form the second part of this bulletin - and the tables which follow them, in such a way as to enable them to be easily consulted and to facilitate the exchange of ideas, information, experience and documents.

We are well aware of the imperfections and gaps in this first number. Readers are invited to send us a critique of this issue so that the second issue may benefit from this criticism. Readers are asked to send to the Association's Head Office any further information concerning their activities and needs. To this effect, a sample form will be found in appendix.

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## EXECUTIVE COMMITTEE MEETING AND GENERAL ASSEMBLY (MILAN - October 6th 1959)

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We are publishing the following extracts of the minutes of the meeting of the Executive Committee and the General Assembly of the International Association for Mass Communication Research held on October 6th 1959 in Milan.

Those present were as follows : Messrs Tor GJESDAL, Director of the Department of Information (UNESCO); Fernand TERROU (France), President; Jacques KAYSER (France), Deputy President; Raymond B. NIXON (U.S.A.), Jacques BOURDIN (Switzerland), Mieczyslaw KAFEL (Poland), Vice-presidents; Claude BELLANGER (FIEJ), Marcel STIJNS (FIJ), members of the Bureau; Bernard BLIN (France), Francesco FATTORELLO (Italy), members of the Executive Committee; Mrs M.P. DIETSCH, General Secretary of the French Council of Mass Communication Research (France), Messrs. Francesco ALBERONI, Professor at the Milan Institute of Applied Psychology (Italy), Giuliano GAETA, Professor at Trieste University (Italy), Armand GASPARD, General Secretary of the Zurich International Press Institute, Jean-Maurice HERMANN, President of the International Organization of Journalists, Renato LEFEVRE, Representative of the Under-Secretary of State for the Press in the Italian Council of Ministers (Italy), Martin LOEFFLER, President of the «Studienkreis für Presserecht und Pressefreiheit» (German Federal Republic), Michel LOGIE, Head of the technical services on the editorial staff of the «Voix du Nord», Professor of sociology and of mass communications technology at the Lille School of Journalism (France), Giovanni MAMMUCARI, Assistant Lecturer at Rome University (Italy), Jean MEYRIAT, General Secretary



of the International Social Science Committee, Federico PERINI-BEMBO, Director of the History of Journalism Institute in Rome (Italy), Roland RECEVEUR, Professor Leaute's Assistant at the Strasbourg International Centre of Journalism, Jean PRINET, Chief Librarian of the Periodicals Section of the Bibliothèque Nationale (France), SARAPIL, Journalist, Head of the mass-communication service of the Indonesian Embassy in Paris, Jerzy SAWICKI, Dean of the Law Department, Warsaw, (Poland), Dusan Timotijevic, Director of the Yugoslav Institute of Journalism (Belgrade), Hifzi TOPUZ, Assistant at the mass-communication department of UNESCO, R.P. VALENTINI, Deputy Director of the Psychological Institute in Rome (Italy), Ignazio WEISS, Professor of the History of Journalism at Florence University (Italy).

The secretarial work was entrusted to Mrs CHARLOT and HERTZMANN and Mr. J.L. HEBARRE.

Mr. TERROU opened the meeting at 3.30 p.m. and informed the participants that the Executive Committee of the IAMCR would be immediately followed by the General Assembly.

Some forty members had sent powers to participants and expressed their regrets not to be able to attend the meeting.

The annual report, the aim of which was to trace in outline the organization and the administrative functioning to the Association since January 1st 1958, and to submit different measures to the General Assembly, was given.

The first proposal concerned the modification of the Association's statutes. M. TERROU reported that the Bureau favours this proposal and that if the Committee ratified the Bureau's decision, the General Assembly would be asked to decide in favour of the establishment of a permanent General Secretaryship. The meeting would then, in conformity with the statutes, elect the permanent members of the Executive Committee and the Bureau, who were provisionally elected at the last General Assembly.

Mr. TERROU called on Mr. GJESDAL :

Mr. GJESDAL began by observing that an international organization like the IAMCR should have a minimal geographical centre, and should keep in contact with all research Associations in the different parts of the world. It thus will acquire a maturity which will enable it to implant itself permanently in all countries. Has UNESCO helped IAMCR to establish such a network ? Whatever the reply to this question, at least twenty to twenty-five national committees will have to be set up before the Association is recognised by all the countries that are members of UNESCO. This is not at present the case. Would it not therefore be wiser, before establishing a permanent secretaryship, for the Association to seek a wider implantation, and to define its aims more clearly ?

UNESCO has eighty States as its members. The Association has representatives from only about thirty. The task is difficult, but it would be preferable not to adopt prematurely a permanent system.

Mr. GJESDAL thus expressed a positive fear, along with a firm belief in the Association's possibilities.

Mr. TERROU thanked Mr. GJESDAL for his solicitude in desiring to see The Association established on an exceptionally wide basis. Mr. TERROU said his own chief concern was to establish the Association on firm ground and in particular to see a large number of National Councils set up on the lines of the German Federal Republic. One must not forget that, owing to the extreme diversity of the nature and the functioning of the research institutes grouped in the Association, the setting up of national councils was not possible in the first instance and this was fully recognised. With regard to the United States, for example, Professor NIXON has, on several occasions, insisted on the impossibility - for the present - of setting up a single organism in the field of mass communication research. Furthermore in some countries such research does not even exist, Mr. TERROU said he felt a permanent structure is now indispensable.

Mr. BELLANGER, as member of the Executive Committee noted that Mr. GJESDAL had made three fundamental points : he thanked him first for his interest in the Association and for the friendship and confidence he shows it. It seemed to him that Mr. GJESDAL's remarks on the Association's first phase were most encouraging. He was surprised that Mr. GJESDAL should express a certain fear as to the Association's future, for the Association was founded under the auspices of UNESCO and offers the same guarantees as other associations, sustained, supported and considered without any reticence by UNESCO. Was it preferable not to have any organization during the transition period foreseen by Mr. GJESDAL, he asked or to transform a provisional status into a stable status which can always be revised by the vote of the majority of the Executive Committee and the General Assembly ? Mr. GJESDAL has said one must learn to walk by walking. Mr. BELLANGER noted with great satisfaction that the IAMCR had obtained its first results in a very difficult matter : it had encouraged the creation of new organisms and above all a feeling of coordination which did not previously exist in this field. He said that he was in agreement with the modification of the Association's statutes, as proposed by the Bureau.

Mr. NIXON expressed the opinion that if a definitive organization is established too soon, it might prevent certain persons from becoming members.



MM. BOURQUIN, KAFEL, LOEFFLER, STIJNS, asked in turn for their opinions, were in favour of establishing the organization of the Association on a permanent basis. The Executive Committee thereupon agreed to the proposed modification of the statutes.

Mr. TERROU remarked that in any case it was not a question of drawing up statutes that are already in existence, but of carrying into effect by stressing the permanent dispositions they contain. He reminded members that the statutes provide for a general meeting every two years, and that at any general meeting it is possible to modify the statutes.

Mr. GJESDAL said he was reassured by the remarks made by the members of the Executive Committee. The concern he had expressed was not a personal opinion, but corresponded to the concern of the Executive Council of UNESCO, which has specially studied the cases of some non-governmental organizations.

He assured the IAMCR of this willingness to help it accomplish its work.

Mr. TERROU said he was gratified by Mr. GJESDAL's declaration. He reminded Mr. GJESDAL that the General Conference of UNESCO in 1956 asked for the creation and development of a research association, of the IAMCR type. He said there is no doubt that the Association, despite its short existence, has a geographical implantation and activities equal to many of the non-governmental organizations which merit the support of UNESCO.

#### ELECTION OF THE EXECUTIVE COMMITTEE AND THE BUREAU

The modification of the statutes and the establishment of a General Secretaryship having been agreed to by the Executive Committee, Mr. TERROU resigned his post of provisional President and proposed as his successor, Professor NIXON; this proposition was unanimously accepted.

Mr. KAFEL, on behalf of the Bureau, asked Mr. TERROU to stand for the post of General Secretary, with Mr. KAYSER as his deputy.

MM. BOURQUIN, STIJNS, KAFEL and the out-going members of the Executive Committee (the list is to be found in the report on the constituent Assembly) also were renominated to the General Assembly as candidates.

*The General Assembly unanimously adopted the modification of statutes.*

The Assembly elected the candidates presented by the Executive Committee :

Professor NIXON as President;  
Mr. TERROU as General Secretary;  
Mr. KAYSER as Deputy General Secretary.

The members of the former provisional Executive Committee also were unanimously elected, together with Doctor LOEFFLER and Mr. FATTORELLO. For the list of the members of the new Bureau and the new Executive Committee, see on the back of the cover.

Mr. BLIN spoke of the enthusiasm the foundation of the IAMCR raised among research workers in broadcasting. He said he would like a representative of this Association, well known in the field of radio and television research, to be in the Bureau. Rightly or wrongly it seemed to him that the press was predominant. Mr. TERROU remarked that MM. STIJNS, LOEFFLER, NIXON and FATTORELLO have done as much research on the sound-vision media as on the press. Furthermore, the International Radio and Film Council had been asked to send a representative to this General Assembly. Mr. TERROU stressed that any proposition tending to enlarge the representation of the sound-vision media would favourably greeted.

It was decided that two members will be chosen among the members of the IAMCR representing Radio and Television and they will be invited to join the Bureau with the agreement to the Executive Committee.

A discussion followed on the opportunity of opening the Bureau on the one hand to the Presidents of the different sections, on the other to the Presidents of the national councils.

Mr. PERINI-BEMBO proposed that the presidents of the different research sections should belong to the Bureau; this also was agreed to.

The accession of the Presidents of the National Councils to the Bureau brings up very delicate problems : Mr. TERROU thinks that it is difficult to create a different regime for those countries which have a council and those in which it has not as yet been set up. Furthermore, the presence on the Execu-



tive Committee of the Presidents of the National Councils would raise a certain number of material objections for the Association. The question accordingly was laid aside.

A discussion took place between Messrs. PERINI-BEMBO and GAETA, on the one hand, Mr. FATTORELLO on the other hand, on the circumstances which have ruled the setting up of the Italian National Council. Mr. TERROU expressed the wish that Italian members of the IAMCR reach an agreement in order to obtain a valid representation within the Executive Committee and the Bureau.

Mr. PERINI-BEMBO asked that Italian and German be recognized as official languages in discussions, in the same way as French and English.

## CREATION AND ORGANIZATION OF NATIONAL COUNCILS

The creation and the organization of the national councils is exposed on page 4 of the general report.

Some have been set up or are in the process of being set up in the German Federal Republic, Belgium, Canada, France, Italy, Japan, Poland and Switzerland.

As far as the United States are concerned, at the Executive Committee meeting in Strasbourg (October 30th 1958) Professor Siebert had suggested that the Council on Communication Research of the National Association for Education in Journalism constitute the National Council of the IAMCR. Mr. NIXON would favour this proposal, on condition that the Council enroll other personalities interested in the IAMCR who carry out research work in mass communication other than those who are members of the journalism teachers organization. He agreed on returning to the United States to initiate negotiations with this aim in mind.

Mr. TERROU then invited Doctor LOEFFLER to detail the activity of the German National Council of the IAMCR (see, *infra*, the report on the German Council National activities).

Regarding the activities of the Italian Council, a discussion took place between the Rev. F. Valentini, Messrs. GAETA and FATTORELLO.

Mr. BOURQUIN then gave details concerning the activities of the Swiss National Council : it was decided that for a country so small as this the problem should be simplified. Mr. DOVAZ, president of the Mass Communication Section of the Swiss National Commission for UNESCO, was designated as President of the Swiss National Council of the IAMCR. In the same way the mixed political press commission which groups representatives of the newspaper editorial staffs was incorporated in the Council.

MM. KLIMES and KAFEL declared that no difficulty had arisen with regard to the national councils of their respective countries.

## CREATION AND ORGANIZATION OF SECTIONS

This question put to the consideration of the General Assembly was reported on Pages 2, 3 and 4 of the general report.

For the moment it has been decided to divide the work among four sections :

*History Section*  
*Legal and Political Science Section*  
*Psycho-Sociological Section*  
*Economic and Technical Section.*

Two *ad hoc* committees also have been set up by representatives of the different sections, for certain studies in progress : the first concerned with the *effects of mass-communication on children*, the second with *mass-communication theory* which, by its very essence, touches on all studies done by the other sections.

*The History Section* met in Lausanne (14th and 15th March 1959) under the direction of Professor GAETA.

The principle of an international symposium on the history of the press was established and this is to take place in Stockholm in 1960. (see *infra*, the note on the subject).

*Legal Section.* A provisional committee for this section has been set up. It comprises Professors BOURQUIN (Switzerland), SAVICKI (Poland), SIEBERT (U.S.A.), LOEFFLER (German Federal Republic), NUVOLOE (Italy), ANTONOPOULOS (Grèce), TERROU (France).



*Economic and Social Section.* Its direction has been entrusted to Mr. STIJNS. Mr. KAFEL pointed out all the difficulties that the Committee on Mass Communication Theory will have to meet to carry out a positive job, due to the basic differences between countries and disciplines. Taking in account the remarks of Messrs. STIJNS, TERROU, SAWICKI, BLIN, the General Assembly adopted the formation of an *ad hoc* Committee charged with the studying of the problem of methodology and vocabulary. Later on the advisability of holding a symposium on this subject will be considered.

## ACTIVITIES AND RESEARCH WORK

The activities and work of the Association are dealt with in pages 6 to 10 of the general report.

Mr. TERROU pointed out that besides the regular bibliographical work, which figures among the permanent tasks of the Association, the IAMRC was asked by UNESCO to establish a general selective bibliography for the years 1956 and 1957, which is to follow the bibliography for the preceding years published in the «Cahiers» of the Documentation Centre of UNESCO's Department of Mass Communication. A project was carried out and sent to this department in June 1959.

UNESCO also has asked the IAMCR to prepare a project for a general bibliography on the problems of television and the child. A special committee will be set up to accomplish this work.

In this connection, Mr. TERROU called on Mr. MEYRIAT, General Secretary to the International Committee of Social Science Documentation.

Mr. MEYRIAT outlined the aims of the international committee which he represents. Its work committee insures the execution of a certain number of tasks, in particular international social science bibliographies published by UNESCO.

Research subjects concerning mass communications : press, film, radio, carried out by the IAMCR, interest the International Social Science Committee on several accounts. Mr. MEYRIAT is sure that there is a field of action common to both these associations within the wide bounds of social science.

A collaboration could thus be undertaken for the IAMCR also envisages studying the influence of television on the child.

Mr. TERROU thanked Mr. MEYRIAT for his intervention and for the offer of collaborating with IAMCR.

The General Assembly went on record as favoring between the two organizations.

The General Assembly then examined the project of issuing a periodical bulletin of the Association. The members of the Association have been consulted on this matter and all were in favour of the project. Three sections have been proposed :

- a) the internal activities of the Association;
- b) studies and research work in progress or projected;
- c) bibliography and documentation.

On the whole the first two sections have not given rise to any difficulty. The bibliography, on the other hand, has seemed to some members a task out of all proportion to the present material means of the Association. That is why Mr. TERROU proposed to the General Assembly that it should for the moment be suppressed.

Mr. Jean-Maurice HERMANN said he hoped that the project of a bibliography would not be entirely abandoned and that it would at least include a bibliography.

Mr. NIXON expressed the opinion that the Association's bulletin should not, to begin with, be on too large a scale. The Association does in fact need a bulletin to inform members as often as possible of the research activities in progress and to establish contacts among the different countries with a view to widening the collaboration between research organizations throughout the world. But this publication should be light enough to be sent by air. In point of fact this type of bulletin corresponds to the reduced means which the Association has for the present at its disposal.

Mr. TERROU said he thought that this point of view was that of Wisdom itself. To begin with the bulletin will be published as modestly as possible.

Mr. Jean-Maurice HERMANN said he is sure that the formula of this bulletin will be defined by experience, but that it will be useful not only as an instrument of liaison but also as a means of propaganda and recruitment. He suggested that an information service be accorded to those interested. If a modest subscription is asked for, the bulletin should soon pay its way.

Mr. STIJNS said that a massive diffusion of the bulletin should not be decided on too rapidly. The



people interested who receive it free will be very pleased, but he thinks that it is not an effective means of propaganda; this has seemed apparent to him in so far as the bulletin of the Zurich IPI is concerned.

Mr. KAYSER underlined that this bulletin will be a collective work and he asks the different members to send regularly to the Bureau the aims of their research and their work.

The General Assembly unanimously adopted the project of the bulletin as presented to them.

Mr. KAYSER pointed out that in so far as an international glossary of technical press terms is concerned, a project already has been inaugurated in France and that the procedure already adopted to insure its international character will be carefully followed.

Mr. TERROU explained how will be published, in cooperation with the International Press Institute (Zurich), the report of the Strasbourg symposium on the professional secret.

He stated that a study on journalistic production also is in progress (p. 10 of the general report).

### RELATIONS WITH UNESCO

This part of the agenda is treated on page 11 of the general report.

Mr. TERROU was pleased to note once again that IAMCR owes its existence, and the possibility of carrying out its work, to UNESCO.

He said he hoped that the problem of research work, as the Association understands it, will figure on the working programme of the Bangkok Conference which is to take place at the beginning of 1960 and at which the problems of the diffusion of information in underdeveloped countries is to be examined.

As is pointed out at the bottom of page 11 of the report, the Association, or some of its members may be called on to collaborate in research work within the cadre of the United Nations.

Doctor EEK has called on some of them to help him prepare a report entrusted him by the United Nations. Mr. TERROU said he would be glad if the General Assembly would mandate its Bureau to examine, in liaison with the Presidents of Sections, the modalities of a permanent collaboration with the United Nations.

The General Assembly agreed to the principle of this suggestion.

Mr. GJESDAL said, in conclusion, that he was convinced that mass communication research will develop rapidly and become a distinct science. As witness to the truth of this, he spoke of the growing number of Universities interested in these problems and declared that UNESCO attaches particular importance to the solutions of these problems on account of the programme it has adopted with regard to the underdeveloped countries. These latter need the help of the countries more advanced in this field. UNESCO, as is well known, tries to promote this research by furnishing the maximum means. As far as mass communications are concerned it will undertake nothing itself but will request the help and cooperation of the IAMCR.

Mr. GJESDAL declared himself most satisfied by the work programme which had just been detailed: the project of a bulletin, the establishment of glossaries in several languages, the organization of symposiums, research work in comparative legislation and the study of the influence of television on the child, for which a terminology will be established in collaboration with the International Social Science Committee.

The results of the journey that Professor NIXON had just accomplished this year under the auspices of UNESCO shows that the national councils will be able to deal with this sort of work. He said he hopes that many more such councils will be set up as soon as possible, and he expressed his thanks to the International Association for its action.

Mr. TERROU thanks Mr. GJESDAL for the invaluable encouragement he has just given the Association.

### COLLECTION OF MEMBERSHIP FEES

A discussion then took place between Messrs. LOEFFLER, STIJNS, TERROU and VALENTINI on the problem of the payment of membership fees. It is complex and difficult, for it is impossible to ask members of the Association for a double fee: one to be sent to the Association, the other to the national council to which he belongs.

The General Assembly referred the solution of this problem to the Bureau.



## MODIFICATIONS OF THE STATUTES, as agreed by the General Assembly :

ARTICLE 4 - Add to the end of d) : «General».

ARTICLE 6 - a) Paragraph 3, end of the last sentence

1) suppress «a Deputy-President»

2) add after «treasurer» : «the Secretary General and the Deputy Secretary General».

b) add new paragraph 4 : «The members of the standing bureau are eligible for re-election, but the presidency shall not be exercised by the same officer or by a national of the same country in two successive terms».

ARTICLE 7 - Add after 2° : «3° the presidents of the association's sections».

ARTICLE 8 - Suppress n° 6.

ARTICLE 10 - Replace the last two sentences with : «Should he be unable to exercise his functions, he is replaced by one of the Vice-Presidents designated by the Bureau's members. The Secretary General will set in motion the procedure for the replacement. The President may transfer part of his powers to the Secretary General or to the Vice-Presidents».

ARTICLE 11 - Replace with : «The administrative Secretary and the staff required to form part of the secretariat are appointed by the Secretary General».

ARTICLE 12 - Add to the end of the second paragraph : «on the advice of members of the sections».

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## THE INTERNATIONAL SYMPOSIUM ON THE CONDITION AND COMPARED ACTION OF THE MAJOR MEANS OF COMMUNICATION

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Like the General Assembly, the second international symposium organized by the IAMCR was held on October 6th and 7th 1959 in Milan in the cadre of the International Congress Exhibition of Printing, Publishing and Paper. Its theme was «the condition and compared action of the major means of communication and their reciprocal influence», and it was organized in close cooperation with FIEJ and with the help of the International Television and Film Council.

The organizers of the Congress and of the Exhibition of Printing, Publishing and Paper gave us all possible help for the organization of our symposium and were kind enough to open their international days with the first session of our symposium.

*First Session, Tuesday, October 6th* : The chairman was Mr. ASTARITA, President of the FIEJ, member of the GEC executive committee and president of the Italian Newspaper Federation.

After a short speech delivered by Mr. ASTARITA, three reports were presented during this session.

Mr. Fernand TERROU, President of the IAMCR dealt with «the compared legal condition of the major means of communication». He first of all defined the aim and the meaning of the symposium which was to «define, thanks to the confronting of, on the one hand, different conceptions and studies, on the other varied preoccupations and experiences, the major problems



which arise from what can be termed as fashion will have it, the peaceful coexistence of the major means of information, with a view to giving a new impulse and precise direction to studies which should be carried out to further scientific knowledge ...» He then examined the common elements and the differences in the legal status of the different means of communication. Having spoken of the causes of these differences. He outlined a plan of research work to be carried out in this field : a) the conception of freedom of information and the legal formulae which can best express this conception, taking into account the diversity of structure, of function; b) the conditions necessary to carry out such a harmonization or an adaptation of each of the means of communication in order to insure the putting into practice of this conception; c) the relationship and in particular the institutional relationship which can be established between these different means.

M. Albert BAYET, Vice President of FIEJ and President of the National Federation of the French Press, presented, on the sociological plans, a remarkable panorama of the evolution of modes of expression employed by man from his most distant past to the present day. He showed the importance of the role of the press, of the social function of mass communication is to be fully assumed and if freedom of expression is to be safeguarded.

Mr. Jacques BOURQUIN, Vice President of IAMCR then examined all aspects of the role of the press in the modern world. Having analysed the different forms of journalism in the modern world, the respective roles of press, radio, and television, he studies both the influence of television on newspaper circulation and the effect of television advertising on newspaper advertising. He showed the need for journalists of the printed press «to reflect on their mission and to revise their editorial methods». He insisted on the need for cooperation between the printed press and sound-vision media.

In the discussion that followed Mr. Jacques KAYSER, Deputy President of the IAMCR, made observations on three aspects of the problem studied : the behaviour of the individual faced with television and the press, the relationship between journalistic information and televised information (in particular how the newspaper may reply to television's challenge), the protection of freedom.

M. Tor GJESDAL, Director of UNESCO's Information Department brought the meeting UNESCO's greetings and stressed that the General Director is particularly interested in this work.

Communications were also presented by Mr. Claude BELLANGER, General Secretary of the FIEJ and by Mr. KAFEL, Vice President of the IAMCR.

*Sessions of October 7th* : The first report presented was that of Mr. CLAUSSE, Professor at Brussels University, former Director of the French programme of the INR. Its title was : «Specific feature of Film as TV newsreel in Mass Communication» and it contained a study of the virtues and weaknesses of the animated image as a bearer of news. While admitting that an event is theoretically possible, despite the spell cast on the average spectator by the image, Mr. CLAUSSE underlines the danger entailed by a careless use of this extremely powerful medium; distortion of the facts reported, propaganda instead of information, as well as the lowering of public intellect by standardization and the superficial character of the account, are the main dangers to be avoided by cinematographic and televised news-reels.

Mrs. NOELLE-NEUMANN, Director of the Institute of Demoscopia (Allensbach, Germany) presented a report on «Mass Communication Media and Public Opinion». She stressed the fact that, if, at the beginning of the nineteenth Century the written press seemed a powerful means of influencing public opinion, we are to-day much less sure of the effects and the functions of the major means of communication in the modern world. She believes that the empirical research work carried out by the polls in sampling public opinion and attitudes will eventually lead to an exact scientific understanding of the social role of the major media. In the second part of her report, Mrs NOELLE-NEUMANN gave details concerning the results of some of these polls carried out by her Institute in this field.



Mr. Jean JAY, delegate of the International Cinema and Television Council, showed the necessity and the advantages of a cooperation between the cinema and television in the field of mass communications.

Mr. Ignazio WEISS (Florence) presented a report, including much statistical information, on the geographical repartition of the different mass communication media in Italy and on the public they reach

Mr. Francesco ALBERONI, Professor of Psychology at Milan University, described an experiment in mass education carried out by the Italian television in Sardinia.

Mr. Giovanni MAMMUCARI, Professor at Rome University, reported on the different dispositions in recent European constitutions (since 1945) for the guarantee of the freedom of mass communications.

Mr. Michel LOGIE, Professor at the Lille School for the Training of Journalists, brought up the question of the cataloguing and conserving of visual documents. This problem is often neglected and if it is not solved future historians will be deprived of a singularly useful source of documentation.

The presentation of these reports was followed by observations presented by Professor Raymond B. NIXON (USA, Vice-President of the IAMCR), who insisted on the value of qualitative as well as quantitative research work; by Professor KLIMES (Czechoslovakia); by Professor SAWICKI (Poland), by J.M. HERMANN (President of the International Organisation of Journalists); by Mr. STIJNS (President of the International Federation of Journalists) and finally by Mr. Bernard BLIN (French Radio and Television Centre) and Professor ALBERONI.

Professor LEFEVRE, on behalf of the Council of Ministers of the Italian Government, told the Assembly the Italian Government's interest in the Association's work.

The different points brought up both by the reports and by the observation will serve as the basis of the IAMCR's work in this field. To follow up Mr. LOGIE's communication it was decided to form a work group including Mr. PRINET (Head Librarian of the Periodical Department, Bibliothèque Nationale, Paris), Mr. Jean JAY and Mr. LOGIE to draw up a special motion, which will be published in the next issue.

## SYMPOSIUM ON THE HISTORY OF THE PRESS (STOCKHOLM, August 1960)

Taking advantage of the meeting in Stockholm of the XIth International Congress of the Historical Sciences, the IAMCR., through its History of Journalism section, is organizing a symposium devoted to the history of the press.

This symposium will last two days and will begin immediately after the opening of the International Congress. In all probability it will take place on August 17th and 18th.

Before the symposium - probably on the morning of August 17th - the History of Journalism section, whose president is Professor GAETA, will hold its General Assembly. The agenda is not as yet drawn up, but the Assembly will no doubt examine the programme of future work and publications, study different suggestions (in particular concerning the study of the history of the radio, television and cinema) and elect its Bureau.



The first session of the symposium will be devoted to the discussion of the reports :

- *a description and inventory of journalistic documents* (Mr. Folke DAHL);
- *methodology of the history of the printed press and the value of journalistic documents for the historian* (Mr. Jacques KAYSER).

The two other sessions of the symposium will be devoted to the discussion of certain communications the text of which will be distributed beforehand. The list of communications has not yet been drawn up, but the participation of press historians coming from Belgium, the United States, France, Italy, Poland and Czechoslovakia is already insured.

The members of the IAMCR are asked to make known to the competent organizations and personalities in their respective countries, the aim of the Stockholm symposium and the fact that their active participation will be welcome.

For further details and inquiries and for registrations, apply either to the Head Office of the IAMCR, 27 rue St. Guillaume, Paris, France, or to Professor GAETA, 42 via dei Piccardi, Trieste, Italy, or to Mr. Folke DAHL, Göteborgs Stadsbibliotek, Box 5096, Göteborg 5, Sweden.

## NATIONAL COUNCILS' ACTIVITIES

### The French Council of Mass Communication Science

On the initiative of the Commission of the French Republic for Education, Science and Culture, the French Council of Mass Communication Research was set up in the Spring of 1955.

Its aim, according to its statutes, is to contribute to the development of mass communication science, in particular :

1°) by insuring the coordination of the work of specialized institutes and Study Centers, members of the aforementioned Association;

2°) by contributing to the creation and development of an International Mass Communication Association;

3°) by facilitating, while waiting for the creation of the aforementioned Association, the liaisons of its members with foreign Institutes having a similar aim, and with specialized Institutes.

From the outset the Council has grouped as foundation members, the majority of organizations which, in France, study the problems of mass communications directly or contribute, by their own work and documentation, to this study : the Commission of the French Republic for Education, Science and Culture, the French Press Institute of Paris University, the French Television and Broadcasting Corporation, the Overseas Broadcasting Corporation, the French Documentation Center, the National Cinematographic Center, the Institute of Filmology of Paris University, the National Center of Pedagogical Documentation, the Sound-Vision Center (Ecole Normale Supérieure de Saint-Cloud), the French Institute of Public Opinion, the Journalists' Training Center, the International Center of Advanced Training in Journalism, Strasburg University, the School of Journalism, Lille.

Presided over by Mr. Fernand TERROU, Director of the French Press Institute, University of Paris, with as Vice-Presidents M. Bernard BLIN (French Television and Broadcasting Study Center) and M. COHEN SEAT (Director of the Filmology Institute of Paris) the French Council meets roughly every two months.



At its meetings it takes note of the work done by its members and of their projects, insuring the necessary coordination. It examines all the problems that arise with regard to the existence and life of the IAMCR. The Council's efforts with regard to the birth of IAMCR were not irrelevant for they stimulated those of the National Commission for UNESCO and through it those of the French delegation to the General Conferences of UNESCO.

It is in constant liaison with the French Commission for UNESCO, acting as technical counsellor to its Press-Radio-Cinema Committee. It is as such asked for its opinion on the initiatives and the programme of UNESCO in the field of Mass Communications. Its most recent sessions were devoted to the examination of UNESCO's draft programme and budget for 1961-1962.

## The activities of the Deutsche Studiengesellschaft für Publizistik

The «Deutsche Studiengesellschaft für Publizistik» which was created a year ago in Cologne, thanks to the initiative of the IAMCR, has worked since then in collaboration with the International Association. It has two essential characteristics : it is the only organization in the German Federal Republic which groups all branches of «Publizistik», that is say the Book, Press (newspapers and periodicals), Film, Radio, Television and Record. Furthermore, it includes scientific research workers and professionals who make their contribution to the common aim of translating into reality that which has been recognized as just and valid, by strictly scientific methods. Directors of cinematographic firms and of the broadcasting company, members of Parliament and publishers make up, with University Professors, our «Studiengesellschaft» of some fifty persons.

During its first work session which met in Stuttgart on February 6th 1959, the Studiengesellschaft considered the Federal Government's draft bill which aimed to modify, as far as civil law is concerned, the dispositions relative to the rights of the person and of honour. This draft bill had been widely discussed by the public. An examination of it has enabled us to note that it meets with strong objections based on freedom of expression. This was the first time in the history of the German «Publizistik» that all branches agreed on a motion rejecting the project as it stands at present. This motion aroused much interest, finally the Government modified its bill.

The second work session (Wiesbaden, June 11th-12th 1959) aimed to study the scientific knowledge of the problem of a voluntary auto-control of the press and cinema. Different institutions of control were compared (German Press Council, Auto-control of the Cinema, etc) and the limits of their action were considered. The third session will be held on January 8th-9th 1956 in Munich. It will be devoted to the important problem of the training of young journalists.

By agreement with the Beck publishing house in Munich, the conferences heard during the work sessions of the Studiengesellschaft will be published in a special series. The first Cahier has already been published, the second is being prepared. We are also preparing a documentation on the lines of the «Delp» collection.

The «Deutsche Studiengesellschaft für Publizistik» is in close contact with all branches of «Publizistik»; it was represented at the 10th anniversary of the Auto-control of the Cinema and at the Frankfurt «Record Day». It also will be represented in the near future at the reception given by the President of the Federal Republic for the «German Press Council».

The record industry has asked the «Studiengesellschaft» to undertake an action in Parliament with a view obtaining the same legal status for the literary record as that granted to the other major mass communications, the Press and the Cinema. According to the points of view defended during the Milan International Symposium by Fernand TERROU, the Studiengesell-



schaft has worked successfully for close cooperation between the Press and Broadcasting, which the conflict created by the problem of television advertising had opposed. It is within the Studiengesellschaft that negotiations between the Press and the Radio, interrupted two years ago, have now re-opened.

Dr. Martin Loeffler

## RESEARCH WORK

### 1. WORK OF THE INDIVIDUAL AND COLLECTIVE MEMBERS OF IAMCR

Here are published the details furnished by our members in reply to the questionnaire which has been sent to them.

Members' names and the titles of their works, are, generally, in the original language, with, in some cases, an English and French translation.

*In the days immediately following the sending of the «copy» to the printer, we received replies from : Messrs Bernard BLIN (France), Roger CLAUSSE (Belgium), Charles T. DUNCAN (United States), Edwin EMERY (United States), Arthur W. FOSHAY (United States), Walther JANECKE (German Federal Republic), Gerhard MALETZE (German Federal Republic), Jean STOETZEL (France), Michel SZULCZEWSKI (Pologne), Ignazio WEISS (Italie), Pierre-René WOLF (France).*

*We ask these members to forgive us for not including their communications in this Bulletin. They will be published in the next number.*

**ALTABELLA (José), Professor, Escuela oficial de periodismo, Madrid (Spain)**

*(1) Diccionario Enciclopedico de la Prensa Hispanica*

In progress (a 5,000 page draft is already typed)  
To be completed in 1964 or about; to be published.

PROPOSED : (a) information and bibliographical notes on foreign newspapers published in Spain at any time.  
(b) bibliographical notes related with the history of Spanish journalism.

REQUIRED : materials on newspapers, published in Spanish, in any country other than Latin America.

**BARIOUX (Max), Director, Services des statistiques et sondages (SSS), Paris**

*(1) Sampling surveys among readers and analysis of material : continuous process.*

PROPOSED : information on results drawn from sampling of phenomena linked with reading the daily press.

**BECKER (Samuel L.), Director, Division of Television, Radio, Film,  
State University of Iowa, Iowa City (Iowa), United States**

*(1) An Investigation of Methodological Problems in Studies of Reaction Profiles*

To gain an understanding of and to compare the various methods of securing continuous profiles of interest in or liking for television or radio programs or films.

In co-operation with Fred SEDERHOLM, Zoel PARENTEAU and Charles WILKINS.

In progress

Begun in 1952; to be published.

REQUIRED : Have similar investigations been undertaken for other countries ? The author only knows that made by Paul LAZARFELD for Germany in the thirties.



**BETTOS (Jean), President, Greek Association for studies on communications, Athens (Greece)**

(1) *Législation étrangère sur la presse*

A comparative of constitutional rules applying to press in various European countries and in the US.

Undertaken by the Foreign press department (Prime Minister's office) under the supervision of Mr. Constantin GEORGOPOULOS, Professor of constitutional law in the University of Athens.

Published, in ten parts, during Fall 1959

POINTED OUT : *Histoire de la presse grecque* (Vol. II, 1901-1959) by Mr. Costas MAYER.

**BOURQUIN (Jacques), Privat Docent, Université de Lausanne (Switzerland),  
Secrétaire général de l'Union romande des journaux**

(1) *Les travaux des Nations Unies en matière de liberté de l'information*

In progress.

To be completed in April 1960; to be published in the FIEJ Bulletin

REQUIRED : information and materials on the topic.

**BRAUN (Hanns), Professor, Institut für Zeitungswissenschaft an der Universität München, Munich (Germany)**

(1) *Das menschliche Leitbild führender deutscher Zeitungen des 19. Jahrhunderts und der Gegenwart*

/Idealistic description of the period as given by leading XIXth. and XXth. Centuries German newspapers/

Study based on cultural columns of leading newspapers of 1848, 1900, 1933-45, 1959.

In co-operation with a seminar of the above mentioned Institute.

Begun in 1959; to be completed in 1960. Not to be published, but access to it will possible.

POINTED OUT : *Illustrations-Statistik der deutschen Tageszeitungen 1958-59* by MARTIN (Ludwig A.C.) / Statistics of illustrations in 1958-59 German daily newspapers/

REQUIRED : Similar works bearing on other press media than the German-speaking ones.

**BULLAUDE (José), Professor, Cátedra de Medios Audiovisuales, Universidad Nacional del Litoral, Coordinador del Centro Audiovisual, Universidad Nacional de Tucuman (Argentina)**

(1) *Periodismo para niños*

/ Visual press for children/

Study based on the «Mundo Infantil», a weekly for children with a 120,000 circulation, and dealing with tests of child imagination.

Begun in 1958. Not published.

(2) *Exploracion audiovisual en el Chaco*

/ Audiovisual investigation in the Chaco area/

Research work of data for using audiovisual means during campaigns of health and mass education.

Begun in 1958. Not published.

**CENTER FOR INTERNATIONAL STUDIES Massachusetts Institute of Technology, Cambridge (Mass.), United States**

See LERNER (Daniel)

**DESMOND (Robert W.), Professor, Department of Journalism, University of California, Berkeley (Cal.), United States**

(1) *International News Communication and Exchange (working title)*

Examination of origins and progress of international news reporting, and evaluation of methods and problems.

Likely to be completed within one year; publication expected.

POINTED OUT : Dr. Albert G. PICKERELL's works on Asian, and especially Thai press.

REQUIRED : information on work of press and radio correspondents in other countries than the U.S. and the U.K.

WISHED : publication of an annotated bibliography on Europe, comparable to that made by Dr. R.O. NAFZIGER.



**DURANT (Henry), Director, Social Surveys (Gallup Poll) Ltd. London (United Kingdom)**

**(1) Radio-Luxembourg Audience in Great Britain**

Survey conducted for measuring the size of the audience listening to Radio Luxembourg and discovering its composition.

Standing job, at the rate of thirty a year; results published every ten days.

**ENGLISH (Earl F.) Dean, School of Journalism, University of Missouri, Columbia (Mo.), United States**

**POINTED OUT :** works by

- (a) Dr. William STEPHENSON, «The Self-conceptual Basis for how Peoples'» «See One Another»;
- (b) Dr. Bryce W. RUCKER, «News Services», Crowd Reporting during 1956 Presidential Campaign».

**GERBNER (George), Research Associate Professor, Institute of Communications Research, University of Illinois, Urbana (Ill.) United States**

**(1) Portrayal of Mental Illness in the Mass Media (provisional title)**

Aims to discover how the subject is treated in press, radio-TV, popular magazines and motion picture content (both fictional and factual) and what forces effect the portrayal.

Begun in 1957; to be completed in Spring 1960 and published.

**(2) Portrayal of Education and Educators in Mass Communications**

Aims to discover the image of educators and education in mass media content in various countries and the forces affecting that portrayal.

To be begun in Spring 1960.

**POINTED OUT :** William J. MCGUIRE's work on «Immunization against Persuasion»

**REQUIRED :** Has research work been undertaken elsewhere than at the University of Illinois on both topics and especially on the treatment of educators and education in general media content ?

**GODECHOT (Jacques), Professor, Université de Toulouse (France)**

**(1) Histoire de la presse à l'époque de la Révolution**

Study of the French press and of the influence of the 1789 Revolution upon the development of the press around the world.

In progress. Begun in 1955.

**POINTED OUT :** following works

- (a) BOUSQUET-MELOU : *La presse de la Haute-Garonne (Toulouse) et l'affaire Dreyfus* / The Toulouse press and the Dreyfus case/
- (b) COMBE : «*Le journal de l'Aveyron*» (1790-1914) / A Crown-supporting paper/
- (c) FALCOU : *La presse de langue française au Maroc (jusqu'en 1929)* / The French-speaking press in Morocco until 1929/
- (d) JOURNE : «*L'Ere nouvelles des Hautes-pyrénées*» (1879-1902) / A Bonapartist paper/
- (e) LLANAS : «*L'Emancipation*» (de Toulouse) en 1848 / An utmost leftist paper of Toulouse/
- (f) Mlle MARIE : *La presse toulousaine et les attentats anarchistes (1893-1894)* / The Toulouse press and anarchists'crimes
- (g) Mlle PAU : *La presse toulousaine au début de la IIIème République* / The Toulouse press at the beginning of the 3rd Republic
- (h) TISSEYRE : *La presse de la Haute-Garonne au début du XXème siècle* / The Toulouse region press at the beginning of the XXth Century
- (i) Mlle VIEL : *La politique italienne de Napoléon III en 1859 jugée par la presse toulousaine* / The Toulouse press and the Italian policy conducted by Napoleon the 3rd in 1859
- (j) LABORIE : «*Le Patriote français*» de Brissot (1789-1793) / A French paper during the 1789 Revolution/
- (k) EKUE : *La colonisation française en Afrique vue par la presse toulousaine (1885-1886)* / The Toulouse press and the French colonization of Africa/
- (l) Mlle CAPUS : «*L'Emancipation*» (de Toulouse) de 1836 à 1848 / An utmost leftist paper of Toulouse/



- REQUIRED : (a) information on press during the French Revolution period in Scandinavia, in the Slav countries, in the Near East, in Asia (particularly in India), in Spanish and Portuguese colonies of South America. Bibliographical materials would be much appreciated.
- (b) information on the existence of copies of the Toulouse paper, *L'Emancipation*, in libraries, record-offices, private collections, since French collections are far from being complete.

**GREGORIO (Domenico de), Director, Centro sperimentale di Cinematografia, Rome (Italy)**

(1) *How to work out an «O.Q.» (Opinion Quotient)*

Planned study.

Not to be completed before the second half of 1960; publication expected in the Yearbook of the *Istituto italiano de Pubblicismo*.

REQUIRED : (a) materials on «scale systems» and bibliography

(b) background material on the American journalism to be used for a series of lectures.

**HAIGHT Jr. (John McV.), Assistant Professor of History, Lehigh University, Bethlehem (Penn.) United States**

(1) *Franco-American Diplomatic Relations (1935-1940)*

A case study of the impact of the American Neutrality Acts upon France.

Begun in 1957; to be completed in 1961; to be published as a book

(2) *France, the United States and the Munich Crisis*

To be issued in the *Journal of Modern History*

(3) *France, Roosevelt and the Aftermath of the Quarantine Speech in the Fall of 1937*

To be ready for publication

REQUIRED : (a) microfilm copies of major French newspapers, 1935-1940

(b) suggestions about sources of related information on topic (1)

**HAVEL (Jean E.), Professor, Département des sciences politiques, Université de Montréal (Canada)**

(1) *Cours de journalisme : la rédaction*

Lectures on journalism : drafting and editing.

Covering all mass media

A 534-page volume, published in 1956 by the *Ecole Universelle par correspondance* in Paris.

(2) *Cours de journalisme : la fabrication du journal*

Lectures on journalism : the make up of a newspaper

A 218-page volume and a 45-page album, published in 1957 by the *Ecole Universelle par correspondance* in Paris.

(3) *Various papers on*

*Le socialisme scandinave* : including historical, descriptive and analytical studies of the Scandinavian press.

*Les marchands de journaux suédois* / Newspapers stands in Sweden/

**HEBARRE (J.L.) Paris (France)**

(1) *L'Information en Afrique sub-saharienne*

/ Information in Africa, south of Sahara/

In progress; likely to be published.

(2) *Le «Contempt of court» en Grande-Bretagne et aux Etats-Unis*

A study in comparative law.

In progress; likely to be published.

**INSTITUT FRANCAIS DE PRESSE**

See TERROU (Fernand)

**INSTITUT FÜR PUBLIZISTIK DER WESTF. WILHEMS-UNIVERSITÄT Münster (Westf.) Germany**

See LERG (Winfried B.)



**INSTITUT FÜR ZEITUNGSWISSENSCHAFT AN DER UNIVERSITÄT MÜNCHEN**

See BRAUN (Hanns)

**JESSEN (Hans), Staatsbibliothek, Bremen (Germany)**

*(1) Gesamtkatalog der deutschen Presse*

/ General catalogue of the German press/

Provides information on the keeping of German newspapers (in records)

In co-operation with Mr. Gudrun LUTZE

Begun in 1951; in progress: to be published

REQUIRED : (a) information on bibliographies, general and specific catalog on same topic.

(b) information about the places where are kept German-speaking newspaper published abroad, especially that of German out-migrants.

**KAFEL (Mieczyslaw), Professor, University of Warsaw (Poland)**

*(1) La publicité dans la presse des pays d'Europe orientale*

/ Advertisement in the press of Eastern European countries/

A comparative study of advertisement in the press of socialist countries in 1955 and in 1959.

*(2) Introduction to the science of the press*

Field and methods of investigations in mass communication media.

Has just been published in Polish, with a brief summary in English and in Russian.

*(3) Les différents systèmes d'enseignement du journalisme dans le monde*

/ The various systems for teaching journalism in the world/

Now in the press

REQUIRED : Information about books and bibliographies related to advertisement.

**KAYSER (Jacques), Assistant Director, Institut français de presse, Paris (France)**

*(1) La mise en valeur dans les quotidiens*

/ the graded presentation of material in daily newspapers/

Research and analysis of factors other than content characterizing a press-minded document.

First study issued in *Etudes de presse*, December 1959, nr. 20.

*(2) L'information de l'étranger dans la presse française*

Survey and analysis in progress.

POINTED OUT : studies made, within the *Institut français de presse* on

(a) Enumeration and analysis of the French press during the 3rd Republic, especially out of Paris.

(b) information and comments, in the French press, on the liberation of former Spanish colonies.

PROPOSED : a contribution with his students to comparative press studies.

REQUIRED : materials on

(a) appraisal and grading of presentation of information in daily newspaper (methods and results).

(b) study on foreign news reporting in the press.

**KHOUW (Giok Po), Documentation Department, Indonesian Press Institute, Djakarta (Indonesia)**

*(1) Survey kuantitatif mengenai kodatangen Presiden Prasad dan Presiden Tito*

A quantitative and comparative survey on newsreports about the visits of President Prasad and of President Tito.

Recently completed; not yet published.

**KOBRE (Sidney), Professor of Communications, Florida State University, Tallahassee (Flo.) United States**

*(1) Modern American Journalism*

A social history of American journalism since 1900 (newspapers, magazines, radio-TV). The book integrates changing American society with the changes in journalism.

Begun in 1950; completed in June 1959; published by the Florida State University.



**KONDO (Haruo), Professor, Nihon University (Japan)**

*(1) Mass-Society and its Communications*

Study on the different ways of dissemination of mass media and their influence by form strata in the construction of a mass-society.

Merely planned; to be begun in December 1959 and completed in March 1960; to be published.

**KOSZYK (Kurt), Director, Westfälisch-Niederrheinisches Institut für Zeitungsforschung, Dortmund, (Germany)**

*(1) Das Ende des Rechtsstaats 1933/34 und die deutsche Presse*

/ End of the constitutional German Republic 1933-34 and the German press/  
Measures adopted by the Nazis against the German press  
Completed; to be published.

*(2) Carl Ludwig SENSBURG und der Münchner «Vorwärts» von 1848/49*

/ Sensburg and the the *Vorwärts* of Munich, 1848-49/  
Study of relations between a Munich paper and the democratic and workers'movement in Bavaria.  
To be completed in 1960; publication not yet settled.

*(3) Das dritte Reich und die Presse*

/ The 3rd Reich and the press/  
Planned.

POINTED OUT : a study by Mr. Margot LINDEMANN on the Crown crisis in Belgium and the press (1945-1950), in preliminary phase.

PROPOSED : access to collections of newspapers useful for studying the Eupen-Malmédy question (1935-1940).

REQUIRED : (a) bibliographical material on Carl Ludwig SENSBURG (born in 1845).  
(b) leaflets, pamphlets, posters, cartoons on the Crown crisis in Belgium, especially from the end of 1949.  
(c) files and personal notes on the 3rd Reich press policy

**KRUGLAK (Theodore E.), Doctor in political sciences, New Canaan (Conn.) United States**

*(1) International Communication and the National News Channels*

The relationship between the international new agencies, overseas radio broadcasts and the national news channels; includes the effectiveness of the mass media in each country based upon circulations, literacy and penetration.

To be completed in 1960.

A preliminary study has been published by the *Istituto italiano de publicismo*, under the title : «L'informazione giornalistica, le sue fonti e i suoi canali di diffusione nei rapporti internazionali» / Information in newspapers, its sources, its channels in international relations/

*(2) Tass, the Soviet News Agency*

To be completed in Fall 1960 and published

REQUIRED : (a) evidence of the effectiveness and penetration of overseas broadcasts into the U.R.S.S. and the communist bloc countries.

(b) biographies of Tass correspondents.

**LAPIERRE (J.W.), chef de travaux de sociologie. Faculté des lettres et des sciences humaines, Aix-Marseille (France)**

*(1) L'information donnée sur l'Etat d'Israël par la presse quotidienne française en 1958.*

Analysis of information material on Israël, as given by 37 French daily newspapers.  
Begun in 1958; to be completed in 1961 and published.

POINTED OUT : interesting analyses of French press diffusion, given by the review *Vendre* (see issues nr 349, 350 and 354 in 1959).

REQUIRED : (a) any information on tabulation after coding of results of content analysis.  
(b) any information on the composition of readers of French daily newspapers.  
(c) are there studies on style of head-lines and press reports.  
(d) any information on concentration of press undertakings.  
(e) any information on problems raised by operations of press undertakings and their control by private interests.



**LAVIES (Hanns - Wilhelm), Director, Deutsches Institut für Filmkunde E.V., Wiesbaden - Biebrich (Fed. Rep. of Germany)**

- (1) *Catalogue général des films muets allemands*  
/ List of German silent films/  
Likely to be completed in 1960
- (2) *Bibliographie de la littérature cinématographique de langue allemande*  
/ Bibliography of German-speaking literature on films/  
Likely to be completed in 1961

**LEE (Alfred McClung), Graduate professor of sociology and anthropology, Brooklyn College of the City of New York, United States**

- (1) *La sociologia delle comunicazioni*  
/ Sociology of communications/  
Begun in 1957; to be published in 1960.

**LERG (Winfried B.), Director, Institut für Publizistik der Westf. Wilhelm-Universität, Münster (Westf.), Germany**

- POINTED OUT : (a) *Dissertationen zur Publizistikwissenschaft* by George HELLOCK and members of the Institute.  
/ Bibliography of University works on information problems until 1956/.  
To be completed in Summer 1960 and published.
- REQUIRED : bibliographical material, printed or not, related with works on information problems, published in Austria and German-speaking part of Switzerland.

**LERNER (Daniel), Center for International Studies, Massachusetts Institute of Technology, Cambridge (Mass.) United States.**

- (1) *European Unity : a Study of Communication and Opinion among the European Elites*  
detailed interviews with 3,000 leaders of business and labor, government and politics, military and intellectual life in France, Germany and Britain, over the period 1945-49, designed to elicit attitudes toward the problems and prospects of European economic, political, strategic and cultural communities.  
Begun in 1954; to be completed in 1960 and published.
- REQUIRED : Carefully collected and evaluated data in the mass media (print, radio film), in Europe since 1900, or 1920 or 1945.

**MÄKELÄINEN (Osmo), Editor-in-chief, Finlandia Pictorial, Helsinki (Finland)**

- (1) *Aspects du journalisme périodique*  
Series of studies, published according to a general scheme, in *Aikakaulehdentoimittaja* bulletin of the Finnish Association of journalists.
  - (2) *De l'idée à la page imprimée*  
Work not to be begun before several years.
- REQUIRED : (a) information on works bearing on the theoretical aspects of periodical press (dailies excl.) and on related editing problems.  
(b) information on vocational training of periodical press staff.

**MARTIN (L. John), Professor of Journalism and Director of research, University of Florida, Gainesville (Flo.) United States**

- (1) *Number of Daily Newspapers in the World (1959)*  
To be published in 1960, in *Encyclopedia Britannica 1960 Book of the Year*.
- (2) *Comparative Journalism*  
Comparison of the function of the press and the philosophy of news in the major countries of the world and the reason for the differences.  
In co-operation with Messrs. Jacques KAYSER (Institut français de presse), Winfried S. LERG (Institut für Publizistik), Abdus Salam KHURSHID (University of Panjab), Akira TSUJIMURA (Tokio University). Results to be published.



(3) *Evaluation of Graduate Programs in Journalism in the United States*

Intensive study of the function, philosophy, effectiveness and approaches of the various types of programs offered in the US toward the degrees of Master of Arts or of Sciences, or Doctor of Philosophy. To be completed in August 1960 and published.

(4) *Propaganda in Action*

Textbook on propaganda for the communications students  
To be completed in March 1961

REQUIRED : (a) statistics on the number of daily newspapers in every country.  
(b) information on the press system in major countries.  
(c) bulletins of schools of journalism.  
(d) any material on the application of the propaganda theory to journalism and to mass communications (political campaigns, international relations, press and radio-TV editorials, news analyses ...).

**MEYER (Rolf), Director, Praktischer Journalismus, Werner Friedmann-Institute München EV, Munich (Germ)**

POINTED OUT : his publications, issued every six weeks; it deals with every practical and semi-theoretical aspect of information. Three to four reports in each issue.

**NELSON (Harold L.), Associate Professor, University of Wisconsin, Madison (Wis.), United States**

(1) *History of the Free Speech and Press Clause of the United States Constitution*

Freedom of Expression's story from the beginnings of the American Colonial experience to the adoption of the First Amendment to the Constitution in 1791.  
Begun in 1955; to be completed in 1964 and published.

**ORSINI-ROSENBERG (Stanislas), member of the Committee of sociology, Poland's Academy of sciences, Cracow (Poland)**

(1) *La sociologie de la presse*

Study of doctrine and textbook for schools of journalism. A 800-page book in 2 volumes.  
Begun in 1948; to be completed in 1960.

**POOL (I. de Sola), Professor, Center for International Studies, Massachusetts, Institute of Technology, Cambridge (Mass.) United States**

(1) *The Audience for Educational Television*

A survey of the Boston area.  
Begun in September 1959; to be completed in 1961 and published.

(2) *Imaginary Audiences in the Communications Process*

An attempt to ascertain the effects of reference groups on the communicator.  
In co-operation with Raymond A. BAUER  
Begun in 1955; to be completed in 1961 and published.

(3) *The Effects of Foreign Travel on the Traveller*

A questionnaire and interview study.  
Begun in 1954, to be completed in 1961 and published.

(4) *Communications by American Businessmen on Foreign Economic Matters*

To learn their sources of information and the channels through which they communicate.  
In co-operation with Raymond A. BAUER and Lewis A. DEXTER.  
Begun in 1953; to be completed in 1961 and published.

(5) *Contacts Networks*

An attempt to ascertain the structure of acquaintanceship and the number of persons whom persons know.  
In co-operation with Manfred KOCHEN.  
Begun in 1958, to be completed in 1961 and published.

POINTED OUT : Harold ISAACS's works : *American and African Mutual Images of Each Other.*



**RUBIN (Bernard), Associate Professor, School of Public Relations and Communications, Boston University, Boston (Mass.) United States.**

*(1) Free Men, Public Relations and the Age of Communications*

An examination of the communications problems which bear upon American government and which have influenced American politics in the XXth Century.  
To be completed at the end of 1960

**SABAT (Khalil), Maître de conférences, Section du journalisme, Faculté des lettres, University of Cairo (Egypt).**

*(1) La Presse (mission, vocation, art et science)*

Textbook on the nature and the function of the press for students in journalism and readers of newspapers.

To be published, at the end of 1959.

**POINTED OUT :** study by Ahmed HUSSEIN al SAWI on «La première page des quotidiens égyptiens»  
/ The front page of Egyptian dailies/

**PROPOSED :** information on the development of the teaching of journalism in Egypt.

**SALMON (Robert), President, General manager, France-soir, Paris (France)**

*(1) La presse d'aujourd'hui*

Description of the 1960 press; practical factors of freedom; problems of to-morrow.

To be published soon.

**REQUIRED :** information on proceedings taken during the last 5 years against journalists and newspapers (arrest, detentions, sentences, seizures, censorship) in major free countries.

**SOLAL (Lucien), Barrister, Paris (France)**

*(1) Dictionnaire du droit de la presse*

a dictionary of press law

to be published at the end of 1959.

**SOLAL (Philippe), Barrister (trainee), Paris (France)**

*(1) Les juridictions professionnelles et le statut des journalistes (working title)*

Study of specialized jurisdictions for journalists, their organization, their competence, their role upon the development of the set of by-laws governing the trade.

Begun in 1959.

**STRICK (H.C.), Director, National Council for the Training of Journalists, London (Great Britain)**

*(1) British Newspaper Journalism, 1900 to 1956*

An account of the history of the trade associations of journalists and of newspaper proprietors in the United Kingdom; the economic problems on either side; the relationship between journalists and their proprietors.

Publication not envisaged; a copy is available for reference in the Library of the University of London.

**TERROU (Fernand), Director, Institut français de presse, Paris (France)**

*(1) Le statut professionnel des journalistes*

/the set of by-laws governing journalists in their trade/

To be published in 1960.

*(2) Traité de droit comparé de l'information*

Treatise on communication comparative law.

To be published in 1961

**POINTED OUT :** works being undertaken under his supervision.

(a) *Le secret professionnel des journalistes* / secret as a duty for journalists in their activities / In co-operation with the International Institute of Press.

(b) *La protection juridique de la production journalistique* / juridical protection of press production/

(c) *La détermination des responsables des délits de publication* / settling up of responsibilities in publication offences/



- (d) *L'étude comparée des systèmes d'information dans le monde* / a comparative study of communication systems in the world  
In co-operation with Professor W. SCHRAMM.
- (e) *La publicité donnée aux procédures pénales*  
/ publicity given to criminal proceedings/
- (f) *Le statut des publications périodiques*, by CHAPELON / Legal condition of the periodical press/
- (g) *Le contrat de travail des journalistes et le droit d'auteur* by LELONG / Contract of a journalist with his employer and his own copyright.  
completed work
- (h) *La concentration économique de la presse quotidienne française, 1945-1957*, by VUILLERMOZ / Concentration of the French daily papers, 1945-1957.

PROPOSED : materials on legal problems raised in France, in the past and to-day.

REQUIRED : material on  
(a) juridical protection of press production.  
(b) various communications systems in the world.

**TRENAMAN (Joseph), Director, Granada Television Research Fellowship, Leeds University, Leeds (Great Britain)**

(1) *The Television Election*

To measure and assess the effects of television during the 1959 General Election campaign in G.B. upon electors : attitude's to the parties and party leaders, on their knowledge of the party programmes their participation in the local campaign and on their voting behaviour, as reflected in two Northern constituencies.

In co-operation with Denis McQUAIL.

To be completed by Spring 1960 and published.

**TUNA (Orhan), Director, Gazetçilik Enstitüsü, İktisat Fakültesi, Istanbul University, Istanbul (Turkey)**

POINTED OUT : following courses of the Institute of Journalism

- (a) *Latest News*, by Professor Hizi TİMUR
- (b) *Press Photography*, by Cemal ISIN
- (c) *Propaganda*, by Hasan Refik ERTUG
- (d) *Press History*, by Hasan Refik ERTUG
- (e) *Radio Enterprise and Advertisement*, by Hasan Refik ERTUG
- (f) *Trade Ethics in the Press*, by Omer Sami COSAR
- (g) *Records, files and documentation*,

REQUIRED : (a) Books, pamphlets on above topics  
(b) Books, pamphlets on the history of the French press  
(c) *Curricula* and by-rules of various Institutes of journalism  
(d) Books, pamphlets on radio undertakings.

**Van SPRINGEL (J.), Brussels (Belgium)**

(1) *Problemes et aspects du contrôle budgétaire dans les entreprises de presse*

Budget-wise control of operations as a means of management in press undertakings.

Begun in 1954; to be completed for the beginning of 1960; to be published as a series of reports.

POINTED OUT : Report submitted to the XIIth. Conference of the FIEJ (Milan, October 1959) by Messrs. Van NORDEN and Van SPRINGEL on *un système comptable standardisé pour les entreprises d'édition de journaux* / A standard accounting system for press publishing companies/

REQUIRED : accurate (reliable) data on the effects of commercial TV upon advertisement in newspapers.



## 2 - TABLES

To facilitate research work, we have established three indexes :

- work nearly finished, or being completed or projected;
- requests for information or documentation;
- offers of documentation.

The name following the subject indication is that of the member of the Association who has furnished the reference : it is to this person that you should address yourself.

### TABLE OF WORK MENTIONED

We apologized to several members to the Association for not having been able to insert the complete list of their works. The space at our disposal obliges us to include, for the past, only those works just completed, an exception being made for certain studies which have not been published. We are quite ready to devote one of our next numbers to the enumeration of the complete works of every member of the Association, if this should be asked for.

### TOPICS COVERED

Topics	Refer to following names
<b>A.</b>	
Accounting system for press undertakings	Van SPRINGEL
Advertisement in Eastern Europe press	KAFEL
" and radio enterprises	TUNA
Afghanistan : press	WILSON
Africa : How Africans see Americans	POOL
" : Toulouse press and French colonization	GODECHOT
" : South of Sahara	HEBARRE
Agencies : crowd reporting during Presidential Campaign US.	ENGLISH
" : Tass (Soviet news agency)	KRUGLAK
America, Latin : French press and liberation of Spanish colonies	KAYSER
Analysis : of content (French press during 3rd Republic)	KAYSER
" : of press diffusion	KAYSER
Argentina	BULLAUDE
Asia : press	DESMOND
Audience (study of)	BECKER, DURANT, POOL
Audiovisual, means	BULLAUDE
<b>B.</b>	
Bavaria	KOSZYK
Belgium	Van SPRINGEL
Bibliographies : German literature on films	LAVIES
" University works on information	LERG
By-laws governing journalists	SOLAL P., TERROU
<b>C.</b>	
Catalogue : German press	JESSEN
" : German silent films	BECKER
Children, press for	BULLAUDE
Communications	LEE, POOL, WAGNER
" of mass-society	KONDO
" : problems in the U.S.	RUBIN
Communist countries : foreign radio broadcasts	KRUGLAK
Comparison : press	KAYSER, KHOUW, LAPIERRE
" : systems of press	MARTIN, TERROU
Concentration of enterprises	TERROU
Contact networks	POOL



Contempt of court  
Contract with employer  
Control, budget-wise of press undertakings  
Copyright  
Criminal proceedings, publicity of  
Current events : presentation

HEBARRE  
TERROU  
Van SPRINGEL  
TERROU  
TERROU  
TUNA

# D.

Daily newspapers  
" : number in the world  
Dictionary of Spanish press  
" of press laws and by-rules  
Documentation

TERROU  
MARTIN  
ALTABELLA  
SOLAL L.  
TUNA

# E.

Education  
" and educators  
" mass  
" health  
Educational administration and communications  
" television  
Egypt  
Elections and television  
Elites (European) and European unity  
Europe : Eastern E. press  
" unity

POOL  
GERBNER  
BULLAUDE  
BULLAUDE  
WAGNER  
POOL  
SABAT  
TRENEMAN  
LERNER  
KAFEL  
LERNER

# F.

Films : cf. bibliographies, catalogues, audience  
Finland  
Foreign news in French press  
France

MÄKELÄINEN  
KAYSER  
BARIOUX, GODECHOT, HAVEL  
KAYSER, LAPIERRE, SALMON,  
L. SOLAL, P. SOLAL, TERROU  
KAYSER  
SOLAL P.  
KAYSER  
HAIGHT  
NELSON  
BOURQUIN  
SALMON

" : analysis of press  
" : trade organization  
French press and US Civil War  
" American relations  
Freedom of expression in the US  
" of information (U.N.)  
" of press

# G.

Germany

BRAUN, JESSEN, KOSZYK,  
LAVIES, LERG, MEYER  
BETTOS

Greece

# H.

History of American journalism  
" of press :  
" " : in Afghanistan  
" " : in Bavaria  
" " : in France  
" " : in Germany  
" " : in Greece  
" " : in Iran  
" " : in Japan

KOBRE  
TUNA  
WILSON  
KOSZYK  
GODECHOT, KAYSER  
BRAUN, KOSZYK  
BETTOS  
WILSON  
WILSON

# I.

Illustration : statistics in German press  
Immunization against persuasion  
Indonesia

BRAUN  
GERBNER  
KHOUW



Influence of small groups  
Information, international

" : practical and semi-theoretical aspects  
International : cf. comparison, information, relations,  
self-conceptual basis

Iran : press  
Israel : in the French press  
Italy :  
" : in the French press

## J.

Japan : press  
Journalism : history in the U.S.  
" : periodical  
" : teaching of  
Journalists : contracts with employer  
" : copyright  
" : by-laws governing them  
" : secret as a duty  
Juridical protection of press production

## K.

Keeping of newspaper collections

## M.

Mass media : small groups influence  
Medical publications  
Mental illness in press, radio (portrayal)  
Methodology in studies of reaction profiles  
Morocco : French-speaking press  
Munich crisis

## N.

News communication and exchange  
Newspaper : drafting and editing, make-up  
" : stands in Sweden

## O.

Offences in publications : responsibilities  
Opinion quotient

## P.

Period : idealized description  
Periodical press  
" " for children  
" " legal conditions  
Photography  
Poland

Portrayal of education, of mental illness  
Presentation of material  
Press : in general  
" : comparative study  
" : comparison of systems  
" : history (cf. history)  
" : laws  
" : science  
" : sociology  
" : in Egypt  
" : in France  
" : in Greece

WAGNER  
DESMOND, KAYSER, KRUGLAK  
LAPIERRE  
MEYRER

WILSON  
LAPIERRE  
De GREGORIO  
GODECHOT

KONDO, WILSON  
KÖBRE  
MAKELÄINEN  
KAFEL, MEYER, TUNA  
TERROU  
TERROU  
TERROU  
TERROU  
TERROU

JESSEN

WAGNER  
WAGNER  
GERBNER  
BECKER  
GODECHOT  
HAIGHT

DESMOND  
HAVEL  
HAVEL

TERROU  
De GREGORIO

BRAUN  
MÄKELÄINEN  
BULLAUDE  
TERROU  
TUNA  
KAFEL, ORSINI-ROSENBERG,  
GERBNER  
KAYSER  
SALMON  
KAYSER, LAPIERRE  
MARTIN, TERROU

BETTOS, SOLAL L.  
KAFEL  
ORSINI-ROSENBERG  
SABAT  
GODECHOT, KAYSER, TERROU  
BETTOS



Press : in Sweden  
 " : in Thai  
 " : trade organizations  
 Proceedings (criminal) : publicity  
 Propaganda  
 Publications (cf. offences, periodical)  
 Publizistik

# **R.**

Radio broadcasts into communist bloc  
 cf. advertisement, portrayal  
 Radio Luxembourg : audience in the UK  
 Reaction profiles  
 Records, files  
 Relations cf. French-American  
 " between people (acquaintanceship)  
 " public  
 Reporting  
 Roosevelt and France in 1937

# **S.**

Sampling  
 School administrators and communications  
 Secret of proceedings  
 " as a duty for journalists  
 Self-conceptual basis (how peoples' see one another)  
 Sensburg  
 Society  
 Sociology of communications  
 " of press  
 Spain  
 Sweden  
 Switzerland  
 Systems of communications

# **T.**

Teaching of journalism  
 Television  
 Thai press  
 Training of journalists  
 Travel : influence  
 Turkey

# **U.**

Underdeveloped countries  
 United Kingdom  
 " " : contempt of court  
 " " : television  
 " " : trade organization of jourm.  
 United Nations : freedom of information  
 United States

" " : history of freedom of speech  
 " " : " of journalism  
 " " : communications and government  
 " " : contempt of court  
 " " : relations with France  
 " " : Americans and Africans  
 USSR : Tass agency  
 " : foreign broadcasts into USSR

HAVEL  
 DESMOND  
 STRYCK, SOLAL P.  
 TERROU  
 GERBNER, MARTIN, TUNA

LERG

KRUGLAK

DURANT  
 BECKER  
 TUNA

POOL  
 RUBIN  
 ENGLISH  
 HAIGHT

BARIOUX  
 WAGNER  
 TERROU  
 TERROU  
 ENGLISH  
 KOSZYK  
 KOBRE, KONDO  
 LEE  
 ORSINI-ROSENBERG  
 ALTABELLA  
 HAVEL  
 BOURQUIN  
 TERROU

KAFEL, MEYER, TUNA  
 BECKER, POOL, TRENEMAN  
 DESMOND  
 MÄKELÄINEN  
 POOL  
 TUNA

BULLAUDE, HEBARRE  
 DURANT, STRICK, TRENEMAN  
 HEBARRE  
 TRENEMAN  
 STRICK  
 BOURQUIN  
 BECKER, DESMOND, ENGLISH  
 GERBNER, HAIGHT, KOBRE,  
 KRUGLAK, LEE, LERNER,  
 MARTIN, NELSON, POLL, RUBIN  
 NELSON  
 KOBRE  
 RUBIN  
 HEBARRE  
 HAIGHT  
 POOL  
 KRUGLAK  
 KRUGLAK



# REQUIRED CONTRIBUTIONS

## Topics

### A.

Advertisement

Agency : correspondents of Tass

America, Latin : press during French Revolution

Analysis of content

Asia : press during the French Revolution

### B.

Belgium : Crown crisis

Bibliographies

### C.

Communications

" means

Concentration of press enterprises

Correspondents : press, radio

### D.

Documentation

### E.

Education and educators

«Emancipation» (Toulouse) : places of collection

Emigrants : press

Enterprises of press : control by private interests

" of radio

Ethics

Europe : history of communication means

" : Central and Eastern : press during the French Revolution

### F.

Films : statistics

Foreign news reporting

France : history of press

Freedom of information (and United Nations)

" of press

French-American relations

French newspapers : copies ou microfilm

### G.

Germany : emigrants press

" : 3rd Reich press policy

### H.

History of press

Hitlerism and press

### I.

Information : various systems in the world

India : press during the French Revolution

Institutes of journalism

### J.

Juridical protection of press production

### K.

Keeping of newspaper collections

### M.

Mental illness : treatment in press

## Refer to following names

KAFEL, TUNA, Van SPRINGEL

KRUGLAK

GODECHOT

KAYSER, LAPIERRE

GODECHOT

KOSZYK

LERG, GODECHOT

WAGNER

GERBNER

LAPIERRE

DESMOND

TUNA

GERBNER

GODECHOT

JESSEN

LAPIERRE

TUNA

TUNA

LERNER

GODECHOT

LERNER

KAYSER

TUNA

BOURQUIN

SALMON

HAIGHT

HAIGHT

JESSEN

KOSZYK

BRAUN

KOSZYK

MARTIN, TERROU

GODECHOT

TUNA

TERROU

JESSEN

GERBNER



<b>N.</b>	
Near-East : press during the French Revolution	GODECHOT
Newspapers : statistics	LERNER, MARTIN
<b>P.</b>	
Period : idealized description	BRAUN
Periodical journalism	MÄKELÄINEN
Photography	TUNA
Presentation of material in daily newspapers	KAYSER
Press : in German (catalogues)	JESSEN
" : measures against it	SALMON
Propaganda	TUNA
<b>R.</b>	
Radio	KRUGLAK, LERNER, TUNA
Records and files	TUNA
Russia : press during the French Revolution	GODECHOT
<b>S.</b>	
Scale systems	DE GREGORIO
Scandinavia : press during the French Revolution	GODECHOT
Schools of journalism	MARTIN
Sensburg	KOSZYK
Slav countries : press during the French Revolution	GODECHOT
Spain : Spanish-speaking newspapers abroad	ALTABELLA
Statistics : newspapers	MARTIN
" : film, radio, TV, and press	LERNER
Style : head-lines and reports	LAPIERRE
Systems of information in the world	MARTIN, TERROU
<b>T.</b>	
Tass : bibliographies of correspondants	KRUGLAK
Television and press	Van SPRINGEL
" statistics	LERNER
Tests : scale systems	De GREGORIO
Training of journalists	MÄKELÄINEN
<b>U.</b>	
United Nations : freedom of information	BOURQUIN
United States : journalism in the U.S.	De Gregorio

## PROPOSITIONS

<b>Topics</b>	<b>Refer to following names</b>
Comparative study of press	KAYSER
Egypt : teaching of journalism	SABAT
Eupen and Malmedy : documents	KOSZYK
Foreign newspapers in Spain	ALTABELLA
France : legal problems	TERROU
History of press : Spain	ALTABELLA
Journalism : teaching in Egypt	SABAT
Legal problems in France	TERROU
Reading of daily newspapers : phenomena	BARIOUX
Sampling : results in France	BARIOUX
Spain : history of press	ALTABELLA



*Question Form Sample*  
Please, send reply to AIERI  
27 rue St Guillaume - Paris 7 (France)

**MASS COMMUNICATION RESEARCH**

**I**

- a) Title of the research work (1)
- b) Aim and brief description of the research
- c) Is the work finished ? Is so, indicate the date of completion.  
If not, indicate whether the work is in progress or merely planned
- d) The date on which the work was begun and the effective or probable date of its completion
- e) Name (s) of the person (s) responsible for this work and of those who have contributed to it (2)
- f) Documents or particulars which would be helpful to the authors if they could be obtained.
- g) Are the results of this research to be published ? In the negative, how it possible to have access to then ?

**II**

Work in progress or projected by personalities who are not members of the AIERI which might be useful to the Association's members.

Name of the authors :

The author's degrees and distinctions :

Title of the research work :

**III**

Communications to help AIERI members.

(List here studies you would like to be pointed out to your colleagues by the intermediary of our Bulletin. Details can be given of your own studies, of the research work of foreign collaborators, of bibliographical notes, etc ...).

**IV**

Request.

(List here information you require which a fellow member of the Association may be able to furnish you).

- 
- (1) A separate card for each study would be preferable.
  - (2) Indicate here both the names of the person or persons who are the authors of the work, or who have contributed to it, and the Institutions or Organizations in whose compass or on whose account the research has been carried out, and, should the case arise, the material circumstances under which it has been or is to be undertaken.



Le président de l'Association  
Fernand TERROU



