

INTERNATIONAL ASSOCIATION FOR MASS COMMUNICATION RESEARCH

Minutes of the Meeting of the International Council

Maison de la Chimie, Paris

Monday, September 6th & 7th 1982

1. (a) The President opened the meeting in the presence of:

F. Balle	C. Hamelink	W. Pisarek
J. Beneyto	G. Heidorn	G. Robinson
J. Bourquin	O. Hulten	R. Roncagliolo
A. Bunzlova	F. Kempers	R. Salinas
M. Chenoufi	O. Linne	H. Schiller
R. Cole	M. Loeffler	A. Suffert
N. de Camargo	T. Martelanc	T. Szecsko
M. Djordjevic	W. Melody	Y. Uchikawa
M. Eydalin	H. Mowlana	A. Werner
H. Fabris	K. Nordenstreng	Y. Zassoursky
F. Fleck	B. Pavlic	(& P. Gray)

- (b) Apologies were received from:

L. Beltran	R. Cheesman	F. Fattorello
B. Bhatia	N. Dajani	B. Golka
P. Campeanu	E. Duslaka	R. Nixon
		P. Septrup

2. Agenda

The agenda previously distributed to members was accepted.

3. Minutes of the last meeting

The previously distributed minutes of the meeting of the International Council which was held at Sigtuna, Sweden on the 25th and 26th August 1981 were approved and signed as a correct record of that meeting.

4. Business arising from the minutes

It was confirmed that the matter raised by Tomo Martelanc at Sigtuna about the circulation of a report on a round table meeting at the Caracas Conference had been satisfactorily dealt with. An apology had been received from Professor Beneyto in connection with his absence from the Sigtuna meeting, and this would be recorded.

5. Report on preparations for the Paris Conference

The President and Mrs. Gray reported in detail on the various problems that had been encountered in preparing for the Paris Conference. The President apologized for the inconvenience caused to members by the uncertainties about time, place and programme - uncertainties which had not finally been resolved until very late in the day. These unfortunate occurrences had stemmed from internal French problems and had been totally beyond the control of the IAMCR administration and Programme Committee. Despite these early problems, however, it was now most gratifying to see that so many ministries and departments of the French government were interested in, and willing to support, the Conference. The President paid tribute to the outstanding contributions of Francois-Xavier Hutin to the organisation of the Conference, and it was resolved unanimously that a vote of thanks and appreciation to Mr. Hutin should be recorded.

6. President's Report

The President reported on the continuing satisfactory development of the Association since the last meeting of the Council in September 1982. As far as membership was concerned, he said he was pleased to welcome new members, still averaging around 70 individuals and 14 institutions every year, but unfortunately these figures were not indicative of the net increase, because of those "old" members who had lapsed. Still, there was a net increase. The Association included members from sixty-three countries, but this still left the Association far short of membership in all of the one hundred and fifty-three countries in the world. Obviously this maximum figure did not represent a realistic target for recruitment because many countries did not have an appropriate mass communication research infrastructure. The President felt, however, that one hundred countries might be a realistic target, at least in the long run, and he urged Council members to work and persevere with this in mind.

Referring to the proposals made at Sigtuna about how the Association should deal with those members who did not pay their dues, the President said that further exploration and enquiry had indicated that some of the measures proposed at Sigtuna, apart from being somewhat draconian and possibly counter-productive, also posed constitutional and practical problems. Consequently the action open to the Association would be influenced by this. The President had represented the Association at several meetings and had continued to liaise with quite a number of international bodies with relevant interests. He said he would provide further information where appropriate under other items on the agenda.

The report was approved, for submission to the Assembly, and it was resolved that with effect from 31st December 1982 those "members" who had not paid membership dues since December 1980 would be considered as lapsed and their names would not be included in the new membership book which would be produced in 1983.

7. Financial Report

The President spoke to the financial statement previously distributed to members. On the whole, and bearing in mind the Association's relatively modest policy and operation in this connection, the financial situation was quite healthy. Obviously, as most of the income was from membership subscriptions the figures reflected the fluctuations in membership referred to earlier in the President's Report. The balance at June 30th 1982 of Swiss Francs 70,616 was the highest ever, showing an increase of Swiss Francs 25,539 over the two-year period covered by the financial statement. However, this figure was slightly misleading as some major end-of-year payments had still to be recorded. Additionally, the statement masked many of the "hidden costs" incurred in the administration of the Association. On the whole the situation was satisfactory granted the present level of operations, but there was little scope for supporting new activities such as Section programmes, travel costs for members from developing countries and so on.

The report and statement were approved for submission to the Assembly. Following discussion it was resolved that any groups or Sections of the Association approaching external agencies for funding, as groups or Sections affiliated to the Association, should first approach the President who could then refer the matter to the Executive Board. This should avoid some of the recently experienced conflicts of interest between different groups and activities within the Association and it would also facilitate a more coordinated approach. It was also agreed that further efforts should be made to explore fund-raising possibilities with regard to the Association's activities, perhaps by publishing conference papers, etc.

8. Relationships with Unesco

The President reported that Unesco had

- a) provided financial assistance for several members from developing countries, who were associated with Unesco-related research and this had enabled them to attend the Paris Conference;
- b) made contributions to research, studies and consultations on Media Education, Media and Ethnicity and Post MacBride Research Developments;
- c) invited proposals, suggestions, comments, etc., on future possibilities in communication research within the framework of the Unesco programme.

The Association had been pleased to co-operate and contribute in these areas, and reports would be produced in due course. There was some dissatisfaction, however, because reports on earlier work, including the Foreign Images study, had been unreasonably delayed and there was some concern that reports presented to Unesco for publication were increasingly likely to be edited in a way that went well beyond questions of style and presentation. The President was instructed to make these feelings known to Unesco and to explore to the full all possibilities of the Association contributing more to both the planning and execution of Unesco's Communications Research Programme. He was also asked by Council to urge Unesco to concentrate its research efforts on a few selected central issues, thereby avoiding the dissipation of effort and resources and the fragmentation of programmes which had been characteristic of much of Unesco's work in this field for many years.

9. Relations with Other Organisations

The Association continues to work closely with the appropriate sections of the Association for Education in Journalism and the World Association for Public Opinion Research. Closer relationships have also been established with the communication section of the International Sociological Association and the President attended the 1982 ISA Conference in Mexico. Additionally, there are regular communications with the Instituto Latinoamericano de Estudios Transnacionales, the International Communication Association, the International Institute of Communications, the Union for Democratic Communication and the International Organisation of Journalists.

10. Reports from Sections

Reports covering both general plans and specific contributions to the Paris Conference were received from those Heads of Sections present at the meeting and approved. It was agreed that the name of the Social Psychology Section should be changed to Sociology and Social Psychology.

11. Publications

A report was received from the sub-committee. It was agreed that a situation might possibly arise in the future which would enable the Association to develop its own Journal, but that the time was not opportune and the resources not available for action to be further taken at this time. The matter would be kept on the table for further consideration in due course.

Council was informed that in the case of the Paris Conference Unesco was not willing to grant a subsidy, as it had done several times in the past, to support the publication of a Conference monograph. After some discussion it was agreed that in 1982/83 the Association would not publish a monograph along the same lines as in the past, but that there would be a publication based in

some way or other on Conference proceedings, and that this would be associated with the 25th anniversary of the Association.

It was also agreed that members should be made fully aware of all publications, papers, etc., which were available at headquarters and which could be made available for the price of reproduction and distribution.

12. Ratification and Lapsation of Membership

A list containing the names of 63 individuals and 12 institutions who had applied to join the Association between September 1981 and July 1982 was ratified. There had been 108 individual, 24 institutional and two National Council lapsations (according to Statutes) over the two-year period to July 1982. These lapsations were formally ratified.

13. Attendance at and Reports from Conferences

Reports were received from the President, Roque Faraone, Walery Pisarek, Cees Hamelink, Breda Pavlic and Rafael Roncagliolo on conferences/meetings, etc., they had attended, either as official observers of the Association, or in some other capacity.

The President reminded Council that when the Association was invited to be represented (usually in an observer capacity) at conferences dealing with communication matters, as it often was, that rarely if ever was financial support offered. The Association had not the funds to finance participation so the practice had developed that the President would ask some members (usually a member of the Council) who lived near the site of the meeting, or who would be attending the meeting in some other capacity to represent the Association. This seemed to work quite well and he thanked all those members who had assisted the Association by attending such meetings and reporting back to the Council. To obtain the optimum results from this practice it was accepted that all Council members should inform the President, giving as much notice as possible, if they were likely to attend "communication" meetings.

14. Constitutional, Organizational & Procedural Matters

Council discussed a paper prepared by G. J. Robinson which stemmed initially from the Ad Hoc Committee on Conference Planning and Procedures. It was agreed that the contents of this paper reflected a wider interpretation of the Committee's remit than might be implied by the title and that the paper provided a very sound base for future discussions about several topics vital to the successful development of the Association. The International Council, whilst recognizing that some of the points in the Report had already been met and that others could only be met by increased expenditure, were pleased to accept the Report in principle, and agreed to work for its implementation within a realistic financial framework. It was agreed to send copies of the report to all members of the Association and to ask for their reactions.

In the interests of wider and more democratic participation it was agreed that whenever possible decisions taken at meetings of the International Council should be conveyed to all members of the Association well before the date of the General Assembly. All members should also receive the agenda for the General Assembly (with requests for comments, etc) whether or not they were intending to be present at the Assembly. At every possible opportunity all members should be encouraged by the President to make their wishes known well in advance of any meeting or assembly.

15. 1984 Conference & Assembly

It was formally confirmed that it would be recommended to the General Assembly that the next Conference & General Assembly of the Association should be held in Prague, Czechoslovakia during the last week of August 1984. It was further agreed to recommend that the provisional working title for the Conference should be SOCIAL COMMUNICATION AND GLOBAL PROBLEMS. It was also agreed to propose that the Programme Committee for the 1984 Conference should consist of Anzola (Colombia), Fleck (Switzerland), Hamelink (Netherlands), Linne (Denmark), Dajani (Lebanon) and Zassoursky (USSR). Halloran and Robinson would be ex-officio members and Bunzlova and Marko would represent the host country.

16. Future Conferences and Assemblies

It was reported that a formal invitation had been received for Barcelona to host the 1986 or 1988 Conference. This was gratefully acknowledged. Convention suggested that we should be in the Third World again in 1986 and colleagues in India, Tunisia and Brazil were making the necessary enquiries. It was also suggested that, despite our large North American and Scandinavian membership, we had yet to have a Conference and General Assembly in those parts of the world. Final decisions would be delayed to a later meeting.

17. Membership of the International Council

The President reminded Council that at the next General Assembly in 1984 elections would be held for all offices of the Association and for all positions on the International Council. Council members were urged to do their utmost to ensure maximum participation from membership in this election process.

18. Agenda for General Assembly 1982

The agenda as presented and discussed was approved.

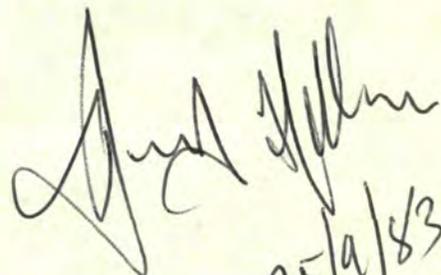
19. Next Meeting of the International Council

By courtesy of Tamas Szecsco and his colleagues the next meeting of the International Council of IAMCR would be held at Lake Balaton, Hungary from the 24th to 27th September 1983. One of the main tasks at this meeting would be to prepare a list of candidates for officers and Council for submission to the 1984 General Assembly.

20. Resignation

The President informed Council that he had received formal notice of resignation from the General Secretary, Dr. Emil Dusiska - this due to ill health. In reluctantly accepting the resignation Council unanimously expressed its appreciation and gratitude to Dr. Dusiska for his service to the Association over many years. The President would convey this appreciation to Dr. Dusiska together with wishes for a speedy return to good health.

In accordance with the Statutes it was agreed that Professor Robinson should be asked to be "Acting General Secretary" until the next election for offices in 1984.


25/9/83

President:
PROF. JAMES D. HALLORAN, Director
Centre for Mass Communication Research
University of Leicester
104 Regent Road, Leicester

Secretary:
PROF. DR. EMIL DJISKA
Direktor, Sekt. on Journalistik
Karl-Marx-Universität
Karl-Marx-Platz 9
701 Leipzig

**INTERNATIONAL ASSOCIATION
FOR MASS COMMUNICATION RESEARCH**

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

Administrative Office:
Centre for Mass Communication Research, University of Leicester
104 Regent Road, Leicester LE1 7LT, England. Tel. Leicester (0533) 28437

INTERNATIONAL ASSOCIATION FOR MASS COMMUNICATION RESEARCH

13th GENERAL ASSEMBLY

MAISON DE LA CHIMIE, 28 RUE ST DOMINIQUE, PARIS

2.30 p.m , Thursday 9th september 1982

Salle des Congrès

1. APOLOGIES
2. MINUTES OF 13th GENERAL ASSEMBLY HELD IN CARACAS, AUGUST 1980
3. BUSINESS ARISING FROM THOSE MINUTES
4. PRESIDENT'S REPORT INCLUDING A REPORT ON THE MEETINGS OF THE INTERNATIONAL COUNCIL ON RELATIONSHIPS WITH UNESCO AND OTHER BODIES, AND FINANCIAL STATEMENT.
5. APPROVAL OF NEW MEMBERS AND LAPSATIONS
6. REPORTS FROM SECTIONS AND DEVELOPMENT OF NEW SECTIONS IF APPROPRIATE
7. REPORTS FROM OFFICIAL OBSERVERS AT VARIOUS CONFERENCES.
8. REPORT ON ORGANIZATIONAL CHANGES, CONFERENCE PLANNING AND PROCEDURES, etc...
9. PARIS CONFERENCE
10. PRAGUE CONFERENCE, AUGUST 1984 - APPROVAL OF CONFERENCE THEME
11. FUTURE CONFERENCES AND ASSEMBLIES
12. A.O.B

N.B A PROVISIONAL AGENDA PREPARED BEFORE THE MEETINGS OF THE INTERNATIONAL COUNCIL WAS CIRCULATED TO ALL MEMBERS SOME WEEKS AGO.

INTERNATIONAL ASSOCIATION FOR MASS COMMUNICATION RESEARCH

MINUTES OF THE MEETING OF THE 13th GENERAL ASSEMBLY

Maison de la Chimie, Paris

Thursday, 9th September 1982

1. The President opened the meeting in the presence of some 200 members of the Association.

Apologies for absence were received from L. Beltran, B. Bhatia, P. Campeanu, R. Cheesman, N. Dajani, E. Dusiska, F. Fattorello, B. Golka, R. Nixon, P. Sepstrup, M. Loeffler.

2. AGENDA

The Agenda submitted by the International Council was accepted.

3. MINUTES OF THE LAST MEETING

The previously distributed Minutes of the 12th General assembly of the Association, which was held in Caracas, Venezuela, in August 1980 were approved and signed as a correct record of that meeting.

4. PRESIDENT'S REPORT

- (a) The President reported on the continuing satisfactory development of the Association since the last General Assembly in August 1980. As far as membership was concerned, he said he was pleased to welcome new members, still averaging around 70 individuals and 14 institutions every year, but unfortunately these figures were not indicative of the net increase, because of those "old" members who had lapsed. Still, there was a net increase. The Association included members from sixty-three countries, but this still left the Association far short of membership in all of the one hundred and fifty-three countries in the world. Obviously this maximum figure did not represent a realistic target for recruitment because many countries did not have an appropriate mass communication research infrastructure. The President felt, however, that one hundred countries might be a realistic target, at least in the long run, and he urged members to work and proselytize with this in mind.

Referring to the proposals made by the International Council at its meeting in Sigtuna in September 1982 about how the Association should deal with those members who did not pay their dues, the President said that further exploration and enquiry had indicated that some of the measures proposed at Sigtuna, apart from being somewhat draconian and possibly counter-productive, also posed constitutional and practical problems. Consequently, the action open to the Association would be influenced by this.

(b) The President had represented the Association at several meetings and had continued to liaise with quite a number of international bodies with relevant interests. The Association continued to work closely with the appropriate sections of the Association for Education in Journalism and the World Association for Public Opinion Research. Closer relationships had also been established with the communication section of the International Sociological Association and the President attended the 1982 ISA Conference in Mexico. Additionally, there were regular communications with the Instituto Latinoamericano de Estudios Transnacionales, the International Communication Association, the International Institute of Communications, the Union for Democratic Communication and the International Organisation of Journalists.

(c) The President went on to report that Unesco had:

- (i) provided financial assistance for several members from developing countries, who were associated with Unesco-related research, and this had enabled them to attend the Paris conference;
- (ii) made contributions to research, studies and consultations on Media Education, Media and Ethnicity and post-MacBride Research Developments;
- (iii) invited proposals, suggestions, comments, etc. on future possibilities in communication research within the framework of the Unesco programme.

Generally, the Association had been pleased to cooperate and contribute in these areas, and reports would be produced in due course. There had been some expressions of dissatisfaction, however, because reports on earlier work, including the Foreign Images study, had been unreasonably delayed, and there was some concern that reports presented to Unesco for publication were increasingly likely to be edited in a way that went well beyond questions of style and presentation.

(d) The report was approved.

(e) The President was instructed to explore to the full all possibilities of the Association contributing more to both the planning and execution of Unesco's Communications Research Programme. He was also asked to urge Unesco to concentrate its research efforts on a few selected central issues, thereby avoiding the dissipation of effort and resources and the fragmentation of programmes which had often happened in the past.

(f) It was resolved that, with effect from 31 December 1982, those "members" who had not paid membership dues since December 1980 would be considered as lapsed, and their names would not be included in the new membership book which would be produced in 1983.

5. FINANCIAL REPORT

- (a) The President spoke to the financial statement previously distributed to members. On the whole, and bearing in mind the Association's relatively modest policy and operation in this connection, the financial situation was quite healthy. Obviously, as most of the income was from membership subscriptions, the figures reflected the fluctuations in membership referred to earlier in the President's Report. The balance at June 30th 1982 of Swiss Francs 70,616 was the highest ever, showing an increase of Swiss Francs 25,539 over the two-year period covered by the financial statement. However, this figure was slightly misleading, as some major end-of-year payments had still to be recorded. Additionally and, as always, the statement masked many of the "hidden costs" incurred in the administration of the Association. On the whole the situation was satisfactory, granted the present level of operations, but there was little scope for supporting new activities such as Section programmes, travel costs for members from developing countries, and so on.
- (b) The report and statement were approved, and it was agreed that expenditure and financial policy generally would continue to be governed by the relatively modest administrative requirements of the Association.
- (c) It was resolved that any groups or Sections of the Association approaching external agencies for funding, as groups or Sections affiliated to the Association, should first approach the President who could then refer the matter to the Executive Board. This should avoid some of the recently experienced conflict of interest between different groups and activities within the Association, and it would also facilitate a more coordinated approach.
- (d) It was agreed that further efforts should be made to explore fund-raising possibilities with regard to the Association's activities, perhaps by publishing conference papers, etc.

6. RATIFICATION AND LAPSATION OF MEMBERSHIP

A list containing the names of 63 individuals and 12 institutions who had applied to join the Association between September 1981 and July 1982, presented by the International Council, was ratified. There had been 108 individual, 24 institutional and two National Council lapsations (according to Statutes) over the two-year period to July 1982. These lapsations were formally ratified.

7. REPORTS FROM SECTIONS

Reports covering both general plans and specific contributions to the Paris Conference were received from those Heads of Sections present at the meeting, and were approved. It was agreed that the name of the Social Psychology Section should be changed to Sociology and Social Psychology.

8. PUBLICATIONS

A report was received from the sub-committee. It was agreed that a situation might possibly arise in the future which would enable the Association to develop its own Journal, but that at present the time was not opportune and the resources not available for positive action to be taken at this time. The matter would be kept on the table for further consideration in due course.

The Assembly was informed that in the case of the Paris Conference, Unesco would not be willing to grant a subsidy, as it had done several times in the past, to support the publication of a Conference monograph. After some discussion, it was agreed that in 1982/83 the Association would not publish a monograph along the same lines as in the past, but that there would be a publication based in some way or other on Conference proceedings, and that this would be associated with the 25th anniversary of the Association. The President was asked to attend to this.

It was also agreed that members should be made fully aware of all publications, papers, etc. which were available at headquarters, and which could be made available for the price of reproduction and distribution.

9. ATTENDANCE AT AND REPORTS FROM CONFERENCES

Reports were received from the President, Roque Faraone, Walery Pisarek, Cees Hamelink, Breda Pavlic and Rafael Roncagliolo on conferences/meetings, etc. they had attended, either as official observers of the Association, or in some other capacity.

The President reminded the Assembly that, when the Association was invited to be represented (usually in an observer capacity) at conferences dealing with communication matters, as it often was, rarely if ever was financial support offered. The Association had not the funds to finance participation, so the practice had developed that the President would ask some member (usually a member of the International Council) who lived near the site of the meeting, or who would be attending the meeting in some other capacity, to represent the Association. This seemed to work quite well, and he thanked all those members who had assisted the Association by attending such meetings and reporting back to the Council. To obtain the optimum results from this practice, it was accepted that members should inform the President, giving as much notice as possible, if they were likely to attend "communication" meetings.

10. CONSTITUTIONAL, ORGANIZATIONAL AND PROCEDURAL MATTERS

The President reported on the International Council's discussion of a paper prepared by G J Robinson, which stemmed initially from the Ad Hoc Committee on Conference Planning and Procedures. It was agreed that the contents of this paper reflected a wider interpretation of the Committee's remit than might be implied by the title, and that it provided a very sound base for future discussions about several topics vital to the successful development of the Association. The International Council, whilst recognizing that some of the points in the Report had already been met, and that others could only be met by increased expenditure, had accepted the Report in principle, and had agreed to ask the Assembly to work for its implementation within a realistic financial framework. It was agreed to send copies of the Report to all members of the Association and to ask for their reactions.

In the interests of wider and more democratic participation, it was agreed that whenever possible decisions taken at meetings of the International Council should be conveyed to all members of the Association well before the date of the General Assembly. All members should also receive the agenda for the General Assembly (with requests for comments, etc.) whether or not they were intending to be present at the Assembly. At every possible opportunity, all members should be encouraged by the President to make their wishes known well in advance of any meeting or assembly.

11. 1984 CONFERENCE AND ASSEMBLY

The recommendation to the General Assembly from the International Council that the next Conference and General Assembly of the Association should be held in Prague, Czechoslovakia, during the last week of August 1984 was accepted. The recommendation that the provisional working title for the conference should be SOCIAL COMMUNICATION AND GLOBAL PROBLEMS was also approved, although it was thought that this title required some elaboration. It was agreed that the Programme Committee for the 1984 Conference should consist of Anzola (Colombia), Fleck (Switzerland), Hamelink (Netherlands), Linne (Denmark), Dajani (Lebanon) and Zassoursky (USSR). Halloran and Robinson (see below) would be ex-officio members, and Bunzlova and Marko would represent the host country.

12. FUTURE CONFERENCES AND ASSEMBLIES

It was reported that a formal invitation had been received from Barcelona to host the 1986 or 1988 Conference. This was gratefully acknowledged. Convention suggested that the 1986 Conference should be in the Third World, and colleagues in India, Tunisia and Brazil were making the necessary enquiries. It was also suggested that, despite our large North American and Scandinavian membership, we had yet to have a Conference and General Assembly in those parts of the world. Final decisions would be delayed to a later meeting.

13. MEMBERSHIP OF THE EXECUTIVE BOARD AND INTERNATIONAL COUNCIL

The President reminded the Assembly that at the next General assembly in 1984 elections would be held for all offices of the Association, and for all positions on the Executive Board and the International Council. Members were urged to do their utmost to ensure maximum participation in the nomination and election process.

14. NEXT MEETING OF THE INTERNATIONAL COUNCIL

It was announced that, by courtesy of Tamas Szecsco and his colleagues the next meeting of the International Council of IAMCR would be held at Lake Balaton, Hungary, from 24-27 September 1983. One of the main tasks at this meeting would be to prepare a list of candidates for officers and Council for eventual submission to the 1984 General Assembly.

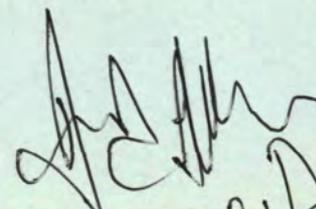
15. RESIGNATIONS

The President informed the Assembly that he had received formal notice of resignation from the General Secretary, Dr Emil Dusiska - this due to ill health. In reluctantly accepting the resignation, the Assembly unanimously expressed its appreciation and gratitude to Dr Dusiska for his service to the Association over many years. The President was asked to convey this appreciation to Dr Dusiska, together with wishes for a speedy return to good health.

In accordance with the Statutes, it was agreed that Professor Robinson should be asked to be "Acting General Secretary" until the next election for offices in 1984.

16. The President and Mrs Gray reported in detail on the various problems that had been encountered in preparing for the Paris Conference. The President apologised for the inconvenience caused to members by the uncertainties about time, place and programme - uncertainties which had not finally been resolved until very late in the day. These unfortunate occurrences had stemmed from internal French problems, and had been totally beyond the control of the IAMCR administration and the Programme Committee. Despite these early problems, however, the conference had been an undoubted success, and had been extremely well supported. It had been most gratifying to see that so many ministries and departments of the French government had been interested in, and willing to support the Conference. The President paid tribute to the outstanding contributions of Francois-Xavier Hutin to the organisation of the Conference, and it was resolved unanimously that a vote of thanks and appreciation to M. Hutin and his associates should be recorded.

There was a suggestion that women were not adequately represented in the Association's conferences, arrangements and proceedings, and that this should be rectified.


31 August 1983

Aug. 4, 1982

Report of the IAMCR Ad Hoc Committee
on Conference Planning and Procedures

After preliminary discussion of G. Robinson's letter of July 1, 1981 as well as other suggestions for the democratization of IAMCR organization and procedures, the International Council appointed an Ad Hoc Committee composed of Tomo Martelanc, Valery Pisarels, G. Robinson, Anita Werner to apply these suggestions to Conference activities. The Committee met at Sigtuna on August 25, 1981, to discuss its mandate and to plan a course of action. G. Robinson was asked to prepare a summary report for International Council deliberation and to collect relevant information on the working of other international associations.

Since the International Council exchange of ideas had indicated that members were satisfied with the IAMCR statutes, the Committee viewed the calls for democratization of Conference planning and procedures not as a criticism but as a reflection of membership interest that the Association function smoothly. Consequently the Ad Hoc Committee interpreted its broad mandate to suggest ways and means for the more active participation of IAMCR members in plenaries, section and Round Table activities, as well as at the General Assembly meeting.

At Sigtuna the International Council re-affirmed the fundamental importance of section flexibility and autonomy in fashioning their work and their Conference program. The Ad Hoc Committee therefore suggests that increased participation in research/exchange activities can be achieved through:

- 1) improving Conference and General Assembly information circulation;
- 2) facilitating membership inputs into Conference and General Assembly activities and exchanges;
- 3) assuring wider Conference and General Assembly decision-making access.

1. Improvement of Conference and General Assembly Information Circulation

The Ad Hoc Committee suggests that improved information circulation can be achieved through a variety of means including the following:

- a) The circulation of a Presidential letter in September/October of the year preceding the Conference containing Section themes, plans, and deadlines for the submission of paper topics, as well as the names and addresses of Section Presidents/Vice-Presidents to whom proposals can be submitted.
- b) The circulation of International Council decisions to the membership after each meeting.
- c) The inclusion of a preliminary conference program in the Spring Presidential letter including the names and topics of invited Plenary speakers, moderators, etc.
- d) The advance notification (three months?) and a short discussion of important items appearing on the General Assembly agenda.

2. Improvement of Conference and General Assembly Participation

- a) Provide a printed Conference program.
- b) Organize (if possible) a Publication Center where copies of invited papers; Section papers; publications of Institutes and unsolicited member papers are available for purchase or for order. (This Center might also serve as the repository of paper abstracts submitted by Sections). (to be discussed)
- c) Arrange facilities for typing and duplication (xeroxing) of materials (at individual's expense if necessary)
- d) Consider the feasibility of providing packets of paper abstracts presented in the Sections, to facilitate an exchange across Sections.
- e) Encourage Sections to plan their program for maximum participation.
- f) Provide time for the meeting and scheduling of Round Tables (minimum 10 members).
- g) Have available some rooms for the convening of improvised (spontaneous) sessions.
- h) Call for and place "Conference Evaluation" comments on the General Assembly agenda.

3. Assuring Wider Conference and General Assembly Decision-making participation

The desire to harmonize divergent outlooks and research strategies among diverse IAMCR members has led to the evolution of a set of preferred

decision-making methods including, among others, unanimity, consensus majority as well as voting procedures to determine members preferences. In the past, the President and committee members have welcomed suggestions from as large a number of people as possible. To encourage an even greater inflow of new ideas and more participation in IAMCR Conference and General Assembly decision-making, the committee suggests that:

- a) Membership be asked to submit ideas for conference themes to the President and the International Council. Such proposals should be based on the following considerations:
- that they be fresh and avoid duplication of previously-used themes;
 - that they emphasize scientific concerns;
 - that they be general enough to allow for contributions from different Sections;
 - that they be relevant over a number of years (final decisions to be made in International Council).
- b) Members contact Section presidents with program and paper ideas for inclusion in conference activities.
- c) Members submit General Assembly resolutions with argumentation to the Executive for membership information ahead (three months?) of the conference date.
- d) The President devise a convenient means for registering members opinions in case a vote or an election by ballot is called for as provided by Art. 5, f (General Assembly Meetings and Votes).

All members are reminded that the General Assembly votes and elects by a simple majority of expressed votes (5, d) subject to e), f) and g) (infra).

Conference Organization and Planning in Other International Organizations

- Nordic Conference on Mass Communications: The Scandinavian countries hold a conference every two years in a different country and university sponsored by the Nordic Council. There is an appointed Planning Committee with one member each from the participating countries which develops the program. Usually a single theme is chosen for each meeting with time set aside for ad hoc work groups discussing topics of interest to smaller numbers of researchers. There are plenaries every morning and work groups in the afternoons. Overall conference themes are voted on in the Planning Committee after a call for suggestion: (a) research concerns, (b) themes, and (c) guest speakers, has gone out to the membership.

Gertrude J. Robinson,
Deputy Secretary General

IAMCR/AIERI 13th General Assembly and
Scientific Conference: A Brief Report

Introduction

No topic could have been more fitting for the 25th anniversary meeting of the International Association for Mass Communication Research in Paris than the subject of "Communication and Democracy". Parisian, and wider French, history is redolent with experiments in democratic participation. The growth of a political public, nurtured in the salons and coffee-houses on the great political and moral debates about the Rights of Man and the possibilities of another and better social order, culminated in the direct action of the storming of the Bastille and the first modern revolution in 1789. Less than a hundred years later, the citizens of the great city once again showed their political ingenuity in the creation of the Paris Commune in 1871, a short-lived yet brilliant historical moment of political self-reliance and participatory democracy. In yet another century, the streets of Paris once again reverberated to the sound of demonstrations and slogans of students, workers, intellectuals and others who jointly wished to widen the basis for participation in all spheres of French life. It was the same year, 1968, that experiments with democracy in another city, Prague, were also unsuccessful. And now in the 1980s through the well-institutionalized mechanisms of Western democracy, the political party and the ballot box, the French populace has elected its first Socialist government, which is currently paying particular attention to new forms of participation in communications. There is thus a continuity and vibrance in this particular tradition of intellectual and political practice which lies at the heart of the Western experience of democracy.

It was in Paris also that the International Association for Mass Communication Research was established in 1957. As a broadly-based international organization, with members from over 60 countries of the West, the East, the North and the South, the Association promotes international intellectual fraternity. It is a forum for open debate and discussion on all aspects of the communication process, and has been particularly active in helping to analyse and define the arguments for a New International Information Order which is now one of the central concerns of UNESCO since the publication of the MacBride Report. But the major function of the Association is to conduct serious comparative scientific investigation about communications, and once again the French context for the 25th anniversary meeting is appropriate. It was precisely the revolutionary upheavals attendant upon the development of capitalist industrialization and the political and social conflicts of the 18th century that precipitated social scientific inquiry into being. From Saint-Simon and Comte through Durkheim to contemporary analysts, the most fundamental questions about the nature of social order and fragmentation, change and progress, stratification and cultural identity have been posed and reposed - the same basic questions that remain at the core of social scientific inquiry now and which are central to any discussion of the relations between Communication and Democracy.

The redolence of these historic traditions at once helped to orient our debates, yet also served to make us aware of the tensions and ambivalences that surround our endeavours. They are part of a particular historic experience, and a limited (albeit important and powerful) intellectual vision. Current socio-economic development takes place in a totally different world context, thus assumes very different forms and voices different concerns in a variety of communicative forms. The universalising possibility of the Rights of all people has not yet been realised, and

~~social scientific inquiry has shown its limitations~~ in not being able to appreciate, let alone comprehend, real differences. So we must keep continually alert and self-reflective about the nature and purpose of the scientific enterprise we are engaged in; indeed much of the conference debate did just that.

The Conference: Communication and Democracy

It was thus in a context vibrant with intellectual connections that the 25th anniversary meeting of the IAMCR took place from September 6-10, 1982. The conference was opened by George Fillioud, French Minister for Communication, who as well as describing the historic backdrop to the meeting, also defined the central current challenge as being to ensure that new technologies become instruments of liberty and not of alienation. This concern runs through all provision of communication, and was a central theme of the gathering.

The conference was the usual mixture of plenary sessions which opened and closed the conference, with meetings of the formal Sections of the Association, roundtable discussions, working groups and other conclaves held on the intervening days. This year showed a particularly large registration of over 300 people and numerous new group meetings. The balance between general gatherings, where the central theme of each conference is most fully explored, and the specialised sections, where particular disciplinary and perspectival interests are pursued, is always an issue; as is the balance between formal paper-giving and open discussion. Often paper-giving is reduced to a 'performance', yet without such introductory sessions the conference tends to lack an agenda of mutual concerns and the coherence that an organizing topic provides. Certainly this year, with ever more specialised groups springing up, time for general participation was at a premium, but at the same time many critical issues were raised by the plenary presentations. Clearly conference organization is merely a microcosm of the general dilemmas of democracy!

This brief paper can only hint at the richness of the debate engaged, while a longer piece will deal more fully with the substantive issues discussed.

Epistemological Problems: Language, research, theory

The first problem facing any speaker on the topic was that of definition of terms and the need to determine the parameters of debate. Throughout the conference, two levels of discussion were distinguishable. The first dealt mainly with the role played and playable by mass communication in fostering a broader democratic process in the polity at large. The second focussed rather more narrowly on the meaning and nature of the democratization of the communication process itself. The two levels clearly have important interconnections and mutual implications - indeed many recognized that democratization of communication could only take place within a wider process of structural change in societies. This vacillation between levels of analysis insinuates the perennial question of whether communication is the dependent or independent variable in analytic focus, and indeed where does one begin in analysing the relationship between communication and democracy? Edward Said has brilliantly shown the deep philosophical problems involved with 'beginnings', with the establishment of relations of both continuity and antagonism to what exists, of attempting to produce difference, and of intending some goal. It might be argued that the very choice of the theme topic reflects the conjunction of many different processes. There is at

once the arrival of new 'minorities' demanding communication rights; the international demands for new Orders promoted mainly by the Movement of the Non-Aligned Nations; and the great stress given to democratization by the MacBride Report. At the same time, scientists of all kinds, and perhaps none more so than communications scholars, are faced not only with the problem of hermeneutic starts but of political beginnings. The relationship between critical research and policy-making, between theory and advocacy is becoming more problematic and more difficult to side-step; the formation of the Union for Democratic Communication is one example of a felt need for direct engagement by communications specialists. All too often the definitional problem was evaded, leaving both terms very loosely and ambiguously defined. Frequent reference was made to deep ideological divides reflected in competing definitions of the term 'democracy' yet all too rarely were these differences made explicit and the grounds of the differences explored. Yet for the notion to have any real meaning, it must at least involve some rule of exclusion, a set of limitations by which certain practices and relations can be deemed undemocratic. For the notion to have any teeth, it must be recognised as something continually to be striven for, rather than as something already attained, and thus demands that the prevailing myths and ideological justifications for political democracy, economic democracy and dictatorial democracy be subject to scrutiny. Perhaps ironically, the recognition of the conceptually difficult and politically sensitive nature of such exploration meant it was rarely engaged, and the conference far from being a battlefield of competing conceptions of democracy was most notable for its pacifism. Thus much basic conceptual clarification and theoretical exposition remains to be undertaken.

Another way to begin is to examine what work already exists on a subject. Cees Hamelink had the unenviable task of actually beginning, and much of the following discussions owe a great deal to his brief yet provocative presentation. It appears that despite the obvious centrality of the question for social practice the world over, the existing research and material on the relationship between communication and democracy is rather poor. Much of the meagre body of work that does exist is out-dated, undertaken between the two World Wars and after, and often stemming from a concern to combat fascism and later to pursue the Cold War. It rarely questions Western political and communications practice and is inappropriate in an era of detente, the development of the South, and a time of strain in Western democracies themselves. Indeed the notion of democracy rarely appears in the literature on political communication; it is taken so much for granted that it never appears as problematic, or it is the irrelevant backdrop to the real focal points of analysis: political parties, propaganda and polling. This means that much of the work that exists is either rather impressionistic and highly value-laden or overly empirical presentations of data collection on the formal machinery of democracy, like voting studies, with little theoretical analysis. There is little analysis on how communications systems and processes help to shape and sustain political interests and relations, or how the relation is often quite the reverse. There has also tended to be a very narrow focus on the mass media alone. Yet currently it is clear that any discussion about communication and democracy has to employ a very broad notion of communication. On the one hand, the mass media are about to be replaced by more important channels of information-processing. Technological development has brought about a merging of previously distinct areas such as telecommunications and electronic data-processing which creates drastically new formats for communication in society. On the other hand,

from the Iranian experience amongst others, it seems clear that the mass media have not had the impact that both modernization theory and the dependency paradigm impute, since traditional channels of public communication (ignored by these perspectives) retained a great resiliency. Indeed it may be asked if the development of communications in fact retards the development of communication.

Some felt that scientific inquiry was strangled by its epistemological monism, and what was required was an epistemological eclecticism and plurality of theory. Others however argued that differing perspectives coexisted without ever properly challenging and confronting each other and that a real science meant the rise and fall of 'dominant' paradigms. Again the lack of debate regarding the ground of difference was the issue. These problems raise the old difficulty of communications not being a scientific discipline, but rather a field of inquiry whose boundaries are currently expanding so fast that the content is becoming too diffuse and lost. The essential elitism of scientific inquiry and its own great divergence from democratic procedures was also pointed out as yet another conundrum facing the social scientist, at once part of the very problem that needs a solution.

The Substantive Debates

Access and Participation - Women and Youth

Within the substantive debate one of the central themes was naturally the nature of access and participation to communications possibilities. One working definition of democracy provided by Pavlic was a recognition of a pluralism of interests and the freedom to express those interests and needs by all groups in society. This implies equal access to all communication means by all social groups, or the communications enfranchisement of the greatest number of people. While the composition of 'minorities' differs from society to society, all have to encounter two central 'problems': women and youth. It was thus perhaps appropriate that two specialised sessions on these problems were held. Both discussions dealt, inter alia, with socialization into sex-role stereotypes and raised the vital question of the nature of democratization of our most primary social group, the family. The sessions on women also tackled the problem of women's enticement into the international division of labour, and the cultural exportation of particular sex/gender stereotypes to the developing world as part of the baggage of 'modernization'. The dilemma of female labour-force participation that actually promotes cultural and sexual exploitation is an evocative consequence of the transnational development of communication/information industries. The vital question of what difference women's participation in television production really makes was also addressed, with material gathered from a study of tv newscasts from a women's perspective. Two main issues may be posed here. One strand focuses on professional women's participation in existing male-dominated media structures and asks what real difference does this make, both to the nature of the institution and to its media output. How can women make a difference and transcend the assumptions of professional training, rethink output, etc? Particularly interesting is the field of news where a feminist perspective may help to develop an alternate set of criteria for defining what is news-worthy; and within that, what different, more 'positive' image of women themselves can be projected and how does that reflect or promote actual social developments.

Children are currently being encouraged to participate as consumers at an ever earlier age, while they lack in the main any access to major channels of communication and frequently lack any semblance of social, let alone political, rights. The tension for youth to be presented as rational decision-makers in terms of consumption yet immature in relation to moral and political issues is an explosive one for many Western societies. Particularly as unemployment looms for so many school-leavers, the burden of a public-service oriented communication system to provide not only entertainment but a broadening, educative content seems vital. At the same time youth are the origin of and major consumers of much that is currently dynamic in the new culture industries of pop, music, fashion, etc. As with women the international spread of Western 'youth culture' is at once an ambivalent phenomenon, providing the possibility for shared experiences and commonality as well as increasing exploitation and cultural domination. Both areas are vital research zones.

Alternate Communications

Here, as for all other groups wishing to participate more in the communications process, the dilemma often seems to be the difficulties of penetrating large, bureaucratic, professional organizations or creating 'alternative' communication channels. These are frequently very different not only in their content but in their whole mode of operation, as a possible prefiguring of a more participatory collective mode of social behaviour. Areas at issue here are what is the relationship between 'alternatives' and the mass media? Can community/group media challenge the media giants, how and on what issues? What kind of audiences do they get and what is their impact? Are they simply tolerated as a kind of 'free space' precisely for their social and political impotence, which leave the dominant structures intact? On the other hand, what is learned/gained from such community-based forms of communicative possibilities? A large roundtable discussion was devoted to some of these issues under the rubric of Community Radio and Cable TV.

New Technology

Cable television raises a host of other questions that lead in a slightly different direction. It is part of what is often referred to as 'new communications technologies' although this is a highly ambiguous phrase since obviously what is new to some countries may have existed for quite some time in others. It is always vital to distinguish between technological developments that are not yet fully operational or fully implemented (like remote data sensing) and the implementation of a communications technology new to a particular social environment. Cable seems to partake of both kinds of 'newness' and has far reaching implications as much for many developed social systems as for the South. The technological imperative surrounding cable and other new technologies supports private ownership of communication channels and may undermine traditions of public service broadcasting, as is the current concern in Britain. It also encourages other kinds of privatization. In the electronic leisure household of the future, with entertainment needs fulfilled by video and cable; shopping, banking and other requirements satisfied through cable, and information received and processed through a variety of gadgets, the need to leave the house becomes less and less. Thus potentially, local community is undermined, although the possibility for new 'taste communities' not limited by physical distance emerges. The 'sense of occasion' in going out is lost, and media events become a vicarious

satisfaction of the need for excitement and involvement. Thus the new technologies offer a very mixed bag of possibilities. While appearing to offer greater means for access to information and other desired messages, and even for all to become communicators, they also hold the possibility of the breakdown of old collectivities and identities. The historic role of the mass media has been to create national audiences, to help to form and maintain a nation-wide public opinion, and of providing a broad base of information that a whole public could have received and shared. Their growth is closely linked with the development of the parliamentary system. The implications for national political systems of the fragmentation that may be fostered by new technologies is unclear. Specialised messages may fragment audiences, with crucial implications for political solidarity and mobilization. All of these issues need urgent study, particularly as the new technologies are often greeted as the harbingers of a new mode of social participation. Computer-based push-button democracy may provide only a spurious participation on issues that are irrelevant or about matters whose outcome has already been determined elsewhere. If the political agenda-setting still remains out of public control, then the new gadgetry based on privatized ownership and involvement may only contribute to undermining the old public sphere of parliamentary democracy without offering a new kind of democratic practice at all.

Public Opinion

The continuing importance of the notion of public opinion within Western media studies was reflected by two sessions, one organized by the Legal Section of IAMCR and one a joint meeting of IAMCR and WAPOR (World Association for Public Opinion Research). These sessions both recognised the power of public opinion in a democracy which raises the question of whether and how the mass media reflect or create this opinion, and how amenable the media are to presenting new shifts in attitudes such as the peace movement and the women's movement. The kinds of relations between the media and the political structure, the level of autonomy or integration, and the diversity of opinion manifested in each sphere were also subjects of debate. Another central area for exploration is the adequacy of theories of media effects in the political sphere, which encompasses the effects of opinion polling on actual results, the level of information/awareness of public events promoted by news presentation, and the wider question of mass media's role in the formation of public opinion. These sessions dealt very determinedly with the Western experience, yet it is important to raise the question of the historical specificity of 'public opinion' to the West and to ask what relevance and utility the concept has in non-Western, particularly Third World contexts. The notion has been centrally connected to the development of a public, civic sphere of social relations, to the growth of literacy and a 'free' press and thus to particular constellations of class and cultural practices. Since these differ elsewhere, does that imply that the populace has no 'opinion' or what are the mechanisms for making their opinions heard? Indeed the adequacy of the notion of public opinion as an indicator of the health of democratic participation is still an issue, despite the numerous historical incidents when the vitality of public opinion as a force for political change can be shown. The section on Political Communication also discussed various of these issues, and broadened the debate to include media involvement in issues of international affairs and foreign policy. This included, inter alia, material on British media coverage of the Falklands conflict, the relation between the US press and the Presidency over foreign policy formation, and more general questions about the adequacy of media information for informed public participation in both domestic and international matters.

International and Trans-national Problems

For many, the international level is perhaps the most serious and often the most conflictual. For many the thrust of discussion was too overly Western. There is still a lack of materials from the socialist world regarding this topic and the relevance of the discussion for developing nations was often obscure. The dominant paradigm of Communications and Development has tended to stress economic growth, often at the expense of political participation and cultural integrity. While a considerable argument can be made for the functionality for economic growth of revolution from above through military rule or one-party systems, such regimes are frequently unstable and the transition to a more open form of political structure highly precarious. The apparent stability of the Shah's regime and its very rapid elimination is an illustrative case. It may be however that democracy was a luxury, created under very special, comfortable social circumstances, a not-to-be repeated experiment. Thus for the South, the relation between democracy and development is a problematic one, and democratic communications equally so. The current structure of international relations, including transnational flows of various kinds of cultural products, means that developing countries are far more dependent than autonomous actors when it comes to decision-making. The flows of international advertising, mass media programming, and news, and the pressure to adopt new technologies of communication raise particular problems for national policy formation in the South. Much internal conflict in the South is now directly related to cultural/communications issues, and it seems clear that until the international system becomes itself more democratic, the process of democratization within each nation will be severely handicapped. Hence the arguments for a New International Information Order which is part and parcel of a New International Economic Order. The velocity of trans-border data flows in particular serves to undermine national political sovereignty as more and more decision-making power is located externally to the State, often almost "nowhere". This is as much the case for developed as well as Southern states, and necessitates a rethinking of the old assumption that the better the democracy, the greater the variety of communication channels. The growing power of trans-national corporations and highly-centralised bureaucracies may even tip the delicate balance of democratic forces in the West - this needs comparative research. As with the internal dynamic, whereby the democratization of communication cannot occur without a profound restructuring of social agonization, so too at an international level, democratization within each nation is severely handicapped by the current unbalanced system of international communication.

To conclude -

This report can hardly do justice to all the areas explored in discussion nor to the arguments, evidence and policy questions that were raised. From the brief exploration here it is clear that this is a vital area of debate that reaches to the core of political, communications and social scientific matters. Many areas require further comparative research, albeit that the very process of research itself raises questions about the elitism of social scientists and intellectuals in general, and their relation to social movements and to policy-makers. Indeed, the displacement and alienation of many Third World intellectuals from their original contexts was itself the subject of some extensive discussion.

It is hoped that a future paper will analyse and address these topics in greater depth and detail.