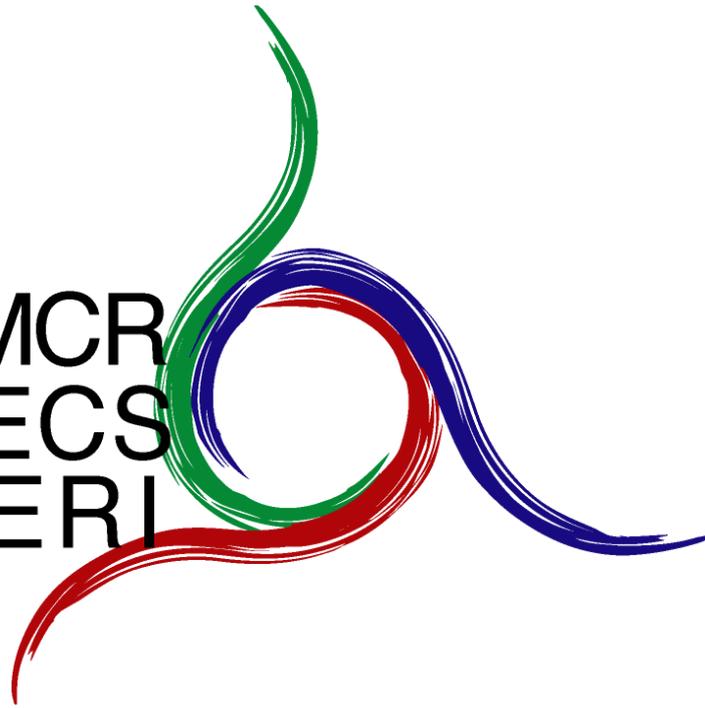


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Media and Communication Report 2005

Disclaimer

This report is based on information compiled from various reports prepared by IAMCR members and from websites maintained by IAMCR Section Heads and Working Group Chairs as well as previous conference websites. This report contains selected information about research and activities undertaken by IAMCR members and presented at conferences. My criteria for selections of material concerning members' work have included the goals of providing interesting illustrations of the kinds of research undertaken by members, providing reasonable regional coverage, and a balance between work by junior and established members and by women and men. The responsibility for these selections rests entirely with me and I also bear full responsibility for any errors or omissions contained in this report. Members had an opportunity to comment on an earlier draft and I hope I have responded appropriately.

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22 March 2005

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1. What is IAMCR?

IAMCR promotes media and communication research throughout the world

Established in 1957, IAMCR draws its members from around the world. IAMCR is the international professional organisation in the field of media and communication research. IAMCR members promote global inclusiveness and excellence within the best traditions of critical research in the media and communication field.

The media, together with online and offline means of communication, play central roles in today's world. In the face of globalisation there is a growing need for scholarly research and dialogue aimed at encouraging greater social and economic equality and at facilitating the actions and practices that are needed to foster respect for human rights and to alleviate poverty or distress wherever it occurs.

IAMCR exists because of the many and varied contributions of all of its members. Those elected to leadership positions within the organisation have clear objectives of strengthening and encouraging the participation of new scholars, women, and those from economically disadvantaged regions, including researchers from African, Asian and South and Central American countries.

The **formal aims** of the Association are:

- To provide a forum where researchers and others involved in media and communication can meet and exchange information about their work;
- To encourage the development of research and systematic study, especially in areas of media production, transmission and reception, in the contexts in which these activities take place and in those subjects and areas where such work is not well developed;
- To stimulate interest in media and communication research;
- To disseminate information about research and research needs – not only to researchers but also to those working in the various media and others responsible for communication policies;
- To seek to improve media and communication research, policy and practice and to encourage research, especially from international and interdisciplinary perspectives, and to exchange information on practices and conditions that would improve the quality of media and communication practice, and media and communication research;
- To contribute by means of appropriate research, to the development and improvement of the education and training of journalists and other media professionals.

One of the founders of IAMCR was UNESCO and IAMCR maintains a Formal Consultative Relationship with UNESCO. IAMCR is regarded as the international umbrella organisation in the field of media and communication research. Formal Consultative Relations status is given to a restricted number of non-governmental

organisations that are broadly international in membership and of proven competence in their record of regular major contributions to UNESCO's work.

IAMCR has been included in the lists of non-governmental organisations for the UN's Economic and Social Council, Council of Europe and the International Labour Organisation. We hold consultative status with the World Intellectual Property Organisation (WIPO) and we are an accredited organisation participating in the World Summit on the Information Society (WSIS) in 2003 and 2005.

Associate members of IAMCR include major regional communication research associations: AMIC (for Asia), ACCE (for Africa) and ALAIC (for Latin America).

Close collaborative relations also exist with many other organisations (see section 6).

Why do junior and established researchers join IAMCR?

They join this association because IAMCR offers its members access to the field of media and communication research. This field is marked by a large number of focal points such as media production, transmission and reception, the activities (and preparation) of practitioners and the communal (i.e. social and cultural), organisational and technological contexts in which these activities take place.

This field defies analysis and explanation by any single academic discipline, and, generally, must be addressed from a variety of interdisciplinary perspectives.

IAMCR members and its activities provide an active social network that is international in its reach and through which all members can encourage exchanges that give rise to new ideas and insights and which foster a variety of contexts within which open discussion can thrive.

Find out more about IAMCR ...

Visit IAMCR's website at: <http://www.iamcr.net>

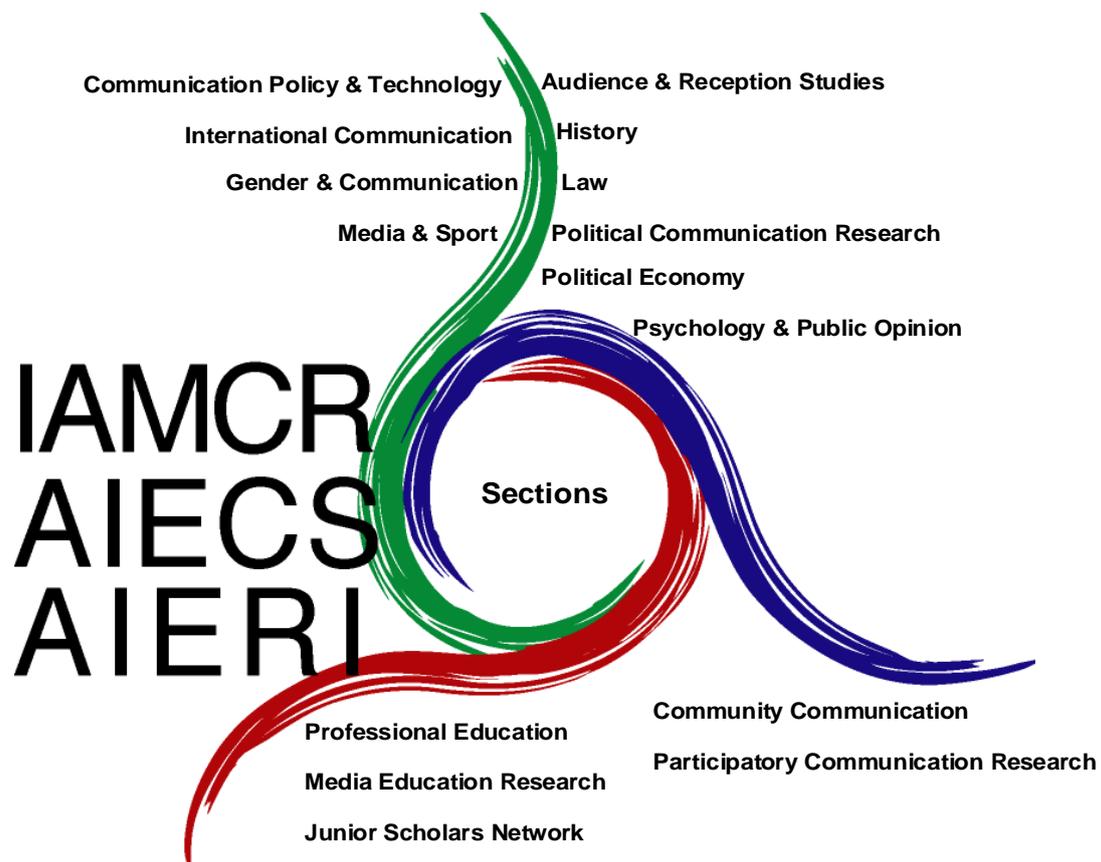
Many parts of IAMCR's website are open to both members and non-members.

Join the IAMCR's listserv which is open to members and non-members, see instructions at www.iamcr.net

What do IAMCR activities encompass?

IAMCR's activities are organised into fifteen Sections as shown below. Because the field of media and communications research is constantly changing, Sections can be expected to change their names or be withdrawn from time to time. Working Groups sometimes evolve into Sections. Changes in the organisational structure are considered by the IAMCR Scholarly Review Committee and decisions about IAMCR's activities are made by the International Council and the General Assembly.

Each Section elects a Section Head who becomes a member of the International Council and some Sections also have a Deputy Head. All decisions about the leadership of Sections and Working Groups are made by the members. Discussions about the missions and activities of Sections and Working Groups occur online and at business meetings organised during IAMCR conferences. Members of IAMCR may choose to participate to varying degrees in more than one Section or Working Group. Details about these Sections and Working Groups and contacts are given in the following pages.

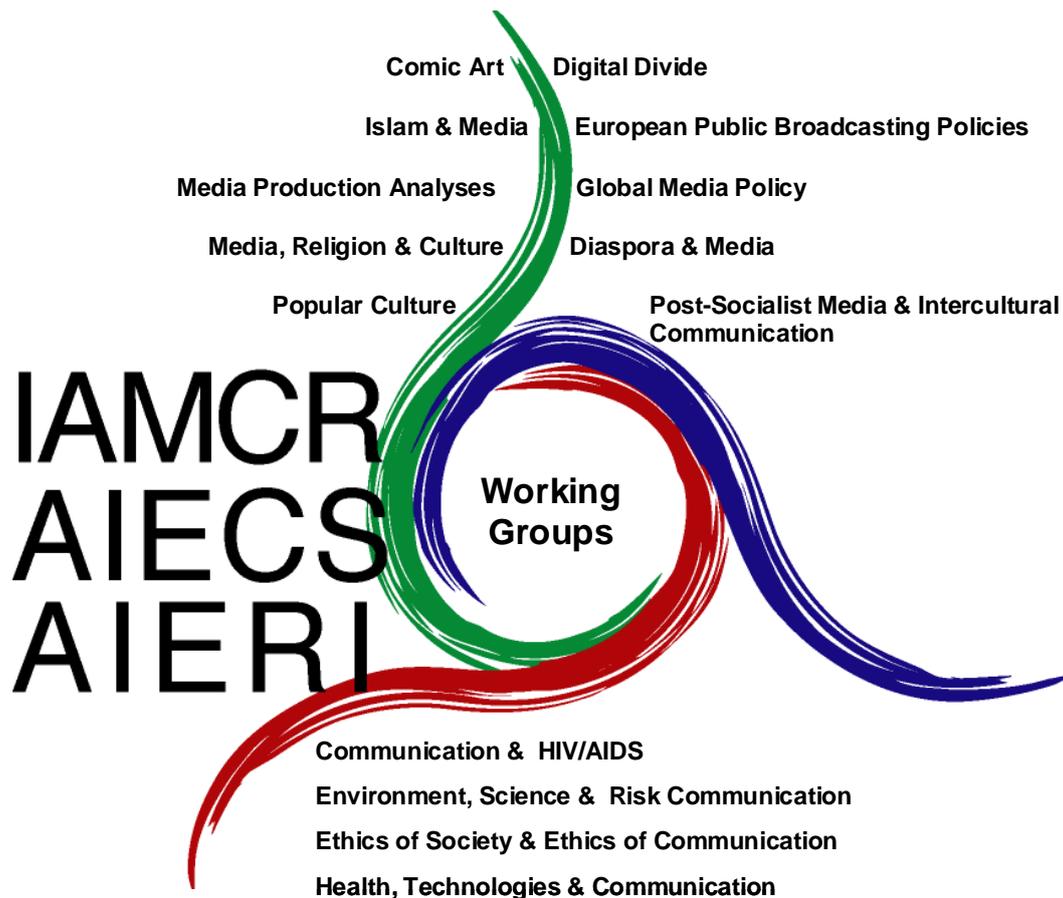


Research and related activities within IAMCR's Sections are strongly interdisciplinary and there is a degree of overlap between the interests of members of Sections. A Section may organise joint conference sessions with other Sections or with Working Groups when there are strong synergies in their interests. This is encouraged.

There are many ways in which to 'map' the field of media and communication research. In the map above, Sections are clustered to emphasise that in some cases they attract members with a strong interest in policy (top left); in others there is somewhat greater emphasis on disciplinary perspectives (top right) such as in the case of Audience and Reception Studies with its roots in Sociology and Social Psychology, or in the cases of History, Law, Political Communication, Political Economy and Psychology. In these instances, however, members often bring expertise from other disciplines to their Sections.

An emphasis on education, teaching and learning, and mentoring of scholars is a strong theme in the Sections clustered at bottom left. The two Sections at bottom right are clustered together because of their common interest in social networks and, frequently, in action research.

The methodologies reflected in all the Section and Working Group research can be characterised as 'multi-method', that is, as embracing one or more methods that enable empirical evidence to be critically examined in ways that challenge received wisdom or contribute to theoretical understanding in new ways.



IAMCR has fourteen Working Groups as shown above. Each Working Group has a Chair person. Working Group sessions are organised at conferences and discussions take place online between interested members. These Groups are most active at the week long biennial IAMCR conferences (i.e. 2006, 2008, etc.). The conference organised in the intervening years generally runs for a shorter period of time and sometimes accommodates a limited number of Working Group sessions depending on the facilities available.

The Working Groups shown here are 'mapped' to highlight one possible way of clustering their interests. At the top left are Working Groups with a strong interest in the production or consumption of the content of the media – whether the media

include the press, broadcasting or radio distributed by all types of networks and media outlets including the Internet.

At the top right are Working Groups with a strong focus on formal and informal policy or on the strategies of various communities of actors including non-governmental organisations or civil society groups.

The third cluster (bottom) has a strong thematic orientation, whether on health and specific research on HIV/AIDS and the role of the media and communication or on cross-cutting themes such as risk and the environment or the ethical issues that are central to the work of the whole of IAMCR.

This brief introduction to IAMCR provides an initial guide. Members and potential members should go to sections 4 and 5 of this report to discover more about the range of work underway in each Section and Working Group. The descriptions which follow provide highlights of some of the areas of work that are being developed as a means of introducing readers of this report to the scope and variety of topics and activities.

2. What are IAMCR's activities and services?

The issue of the public presence of the field of media and communication research is prominent on the IAMCR agenda and members have strong profiles in many local, national, regional and international debates.

As more and more non-state actors become intensely involved with world politics, the question of potential and real input by media and communication research professionals is a challenge for organisations such as IAMCR.

IAMCR is committed to further debate, analysis, and action on the issue of the contribution of media and communication research to public life. IAMCR is an active professional interest group. Its members promote and defend the interests of the professional community of media and communication researchers in terms of freedom of academic thought and expression, and career development.

IAMCR hosts conferences, offers a prize for outstanding conference papers, publishes a Newsletter, has a Taskforce on the World Summit on the Information Society (WSIS), manages various publications series and discounts on journals, and is dedicated, through the work of its elected officers and all of its members, to improving the range of services that are available.

Conferences

Conferences are organised annually. A three day conference is organised in the intervening year between the biennial five day conference. The biennial conference is when the IAMCR General Assembly meets. Pre- and post- conference sessions are often organised as well.

Conferences attract many junior and established scholars and provide a very good opportunity for informal discussion, small group meetings, as well as more formal discussion and debate. When funding is available, every effort is made to enable some contribution to the travel costs of those who apply and meet agreed criteria.

The venue and local organisers of the IAMCR's 2006 conference will be published on the website.

IAMCR is holding its 2005 conference in **Taipei**, Taiwan, 26-28 July. See <http://iamcr2005.shu.edu.tw/>

The conference theme is - *Media Panics: Freedom, Control and Democracy in the Age of Globalization*.

The local organiser is Shih-Hsin University. The Chinese Communication Association (CCA) is sponsoring one panel at the conference.

Recent previous conferences have been held in:

Porto Alegre, Brazil, 2004. The local organiser was Pontifical Catholic University of Rio Grande do Sul - *Communication and Democracy: challenges for a new world*, <http://www.pucrs.br/famecos/iamcr/indexe.htm>

Taipei, Taiwan, 2003, cancelled due to SARS.

Barcelona, Spain, 2002. The local organiser was the Institut de la Comunicació (INCOM), Autonomous University of Barcelona – *Intercultural Communication*, <http://www.portalcomunicacion.com/bcn2002/post/>

Budapest, Hungary, 2001. The local organiser was the Hungarian Academy of Sciences – *Peace and Communication*, <http://www.sztaki.hu/conferences/iamcr2001/#anchor395506>

Herbert Schiller Prize

In 2000 the General Assembly of IAMCR voted to establish a prize in memory of the late Herbert Schiller, and to launch a scholarship fund to support it.

This prize may be awarded in recognition of Herbert Schiller's seminal contribution to founding and developing IAMCR's Political Economy Section. It honours someone who embodied the very best traditions of intellectual life, as a scholar, as an engaged critic and public orator, and, above all, as an inspirational teacher.

The prize is expressly designed to reward outstanding younger scholars whose work best reflects the critical, innovative and engaged spirit of Herbert Schiller's own contribution to communications scholarship. It is therefore confined to those aged 35 or under at the final date for submissions. Papers may be on any topic within the range of interests addressed by the Association.

The prize recipient is determined by open competition on the basis of a paper submitted to the Scholarship Panel, chaired by Graham Murdock.

In 2002 The Herbert Schiller prize was awarded to Sasha Costanza-Chock, University of Pennsylvania (USA) for his paper 'Mapping the Repertoire of Electronic Contention'.

It is intended to offer the prize every two years (no award was made in 2004), in connection with the major biennial conferences. However, its future viability is entirely dependent on voluntary contributions. Members who are able to do so are encouraged to make a regular donation to the scholarship fund at the time that they pay their membership fees.

IAMCR - WSIS Taskforce

The World Summit on the Information Society (WSIS) is a two-phased Summit dealing with the many challenges that the 'information society' poses from a local to a global perspective. The first phase was held at the end of 2003 in Geneva; the second phase will be held in Tunis in 2005. From the start the International Telecommunication Union (ITU) adopted a so-called multi-stakeholder approach aiming to involve civil society, as well as private actors in the WSIS preparatory process.

The Taskforce was initially set up to be responsible for IAMCR's presence and voice within the WSIS process. At the General Assembly in Porto Alegre (2004) the taskforce was given the following mandate.

Mandate -

In view of the active involvement of the IAMCR in the ongoing WSIS process, the General Assembly resolves to retain a taskforce on the WSIS, with the membership to be decided by the International Council. In the spirit of critical independent scholarship, the Taskforce has the following mandate:

- To contribute to the sharing of relevant information and documentation about the WSIS process with the broader academic community;
- To facilitate the synthesizing of existing research on information society issues and feed this into the ongoing WSIS process;
- To assist in the clarification of crucial concepts (such as information society, communication, knowledge society, etc.);
- To assist in the development of effective and relevant alliances;
- To ensure effective representation of IAMCR in the WSIS process.

See <http://www.vub.ac.be/SCOM/IAMCR/news.html>

IAMCR Newsletter

IAMCR publishes a newsletter twice a year which contains updates on members' activities, summaries of discussions at events in which members participate, book and journal publications and other interesting information. The current newsletter can be found at the website.

IAMCR Publications

IAMCR has a book series published by Hampton Press, Creskill New Jersey at <http://www.hamptonpress.com/default.htm>. This series consists of books arising from the intellectual work of IAMCR members, Sections, Working Groups, and Committees. Books address themes relevant to IAMCR interests; make a major contribution to the theory, research, practice and/or policy literature; are international in scope; and represent a diversity of perspectives. Book proposals are refereed. Book proposals and inquiries should be sent to Professor Annabelle Sreberny, Chair of the Publications Committee (a.sreberny@soas.ac.uk).

Democracy and Communication in the New Europe: Change and Continuity in East and West. Farrell Corcoran & Paschal Preston, eds., 1995.

Globalization, Communication and Transnational Civil Society, Sandra Braman & Annabelle Sreberny, eds, 1996

The Global Journalist: News People Around the World, David Weaver, ed, 1998

Propaganda in the 20th Century: Contributions to History, Jürgen Wilke, ed, 1998.

Theoretical Approaches to Participatory Communication, Thomas Jacobson & Jan Servaes, eds, 1999.

Consuming Audiences? Production and Reception in Media Research, Ingunn Hagen & Janet Wasko, eds, 2000.

Global Trends in Media Education: Policies and Practices, Tony Lavender & Birgitte Tufte, eds, 2002.

Spaces of Intercultural Communication: an Interdisciplinary Introduction to Communication, Culture, and Globalizing Localizing Identities, Rico Lie, 2003.

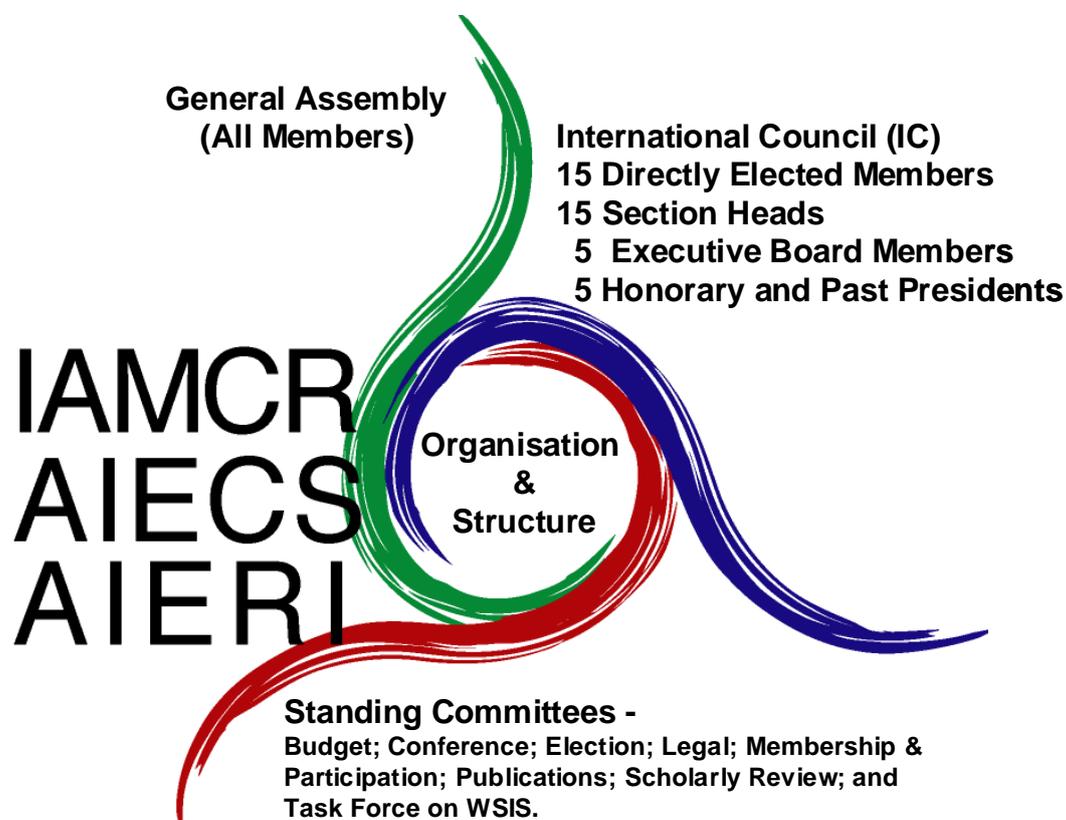
The Ideology of the Internet: Concepts, Policy, Uses, Katherine Sarikakis & Daya Thussu, eds., forthcoming 2005.

Where the Global Meets the Local: South African Youth and Their Experience of Global Media, Larry Strelitz (co-published with UNISA), forthcoming 2005.

Digital Dialogues, Peter Lewis, Susan Jones & Traudel Gunnel, eds., forthcoming.

Members can receive discounts on many journals in the media and communications field – see <http://www.iamcr.net/>

3. Structure and Organisation of IAMCR



The formal structure and organisation of IAMCR can be found at www.iamcr.net. The General Assembly takes place during the biennial IAMCR conferences (i.e. 2006, 2008) and it is the main decision making body of IAMCR. Statutes and Standing Orders governing IAMCR's work are at the website.

The informal organisation and structure of IAMCR relies enormously on the good will and energy of all its members. All the office holders seek to encourage open debate and active participation in discussions both online and offline. There are elected officers who see themselves as facilitators of the intellectual engagement and policy related activities that are at the heart of IAMCR's mission.

The Officers' names and contact details are provided in the section 7 of this report. Members and non-members with related interests are encouraged to contact them.

4. IAMCR Sections

Audience and Reception Studies Section

The Audience and Reception Studies Section encourages new thinking and approaches to audience research and aims to inspire greater interest in exploring and understanding audiences in diverse settings. Critiques of popular market research strategies and opinion polls and analyses of the profitable sale of audiences to sponsors and owners are welcome. This section is also enthused by investigations of the appropriateness of 'Western' theories and methods in 'other' settings.

Section Head

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(no dedicated web site for this section, see www.iamcr.net)

The Section is particularly interested in research that: 1) explores the relationship between quantitative and qualitative investigation; 2) investigates the methodology for comparative research drawing on both 'new' and 'old' media reception studies; and 3) discusses the relationship between Asian and Western reception theory and empirical investigation.

Research often foregrounds qualitative audience research, especially with regard to the construction of identity. Attention is given to new methods of investigation, e.g. using creative visual research methods. New media are also a focus in this Section, for instance, digital television use, human interaction in an Internet discussion list or SMS mobile messaging. Theoretically, attention is given to reconstituting globalising frameworks for local investigation.

The Section's interests include a focus on discussions about the notion of democracy in an international arena where the media serve as a power broker and where people, as audiences, seem to have become both powerful and powerless. National media play a key role in the imagining of ideal nations, in the re-imagining of national cultures and in the empowerment of 'poor' audiences. In an increasingly shrinking and mediated world, people seem to have become superficially familiar with each other and this shallow social process appears to breed deep (unwarranted) contempt. At the same time, we are witnessing the rise of global conservatism and the growth of anti-hegemony facilitated by new forms of media technology.

In this light, in many Asian and developing countries, the most active and anti-hegemonic audiences are not the masses but the political elites. It is crucial that research on audience reception in Asia and in the developing world attempts to contextualise democracy by effectively drawing out audiences' lived media experiences and by making sense of their state-molded worldviews, and the interpretative limitations and contradictions of these views. The non-egalitarian nature of audiences, the increasing divide between media rich and media poor, the increasing economic influence on cultural development and the double standards in media interpretations (i.e. the rich elites having the right to interpret while the poor masses having none) need to be taken into account in understanding audience reception.

While new media technologies may have extended the reach of audiences and included the marginalised and connected them through electronic networks, those who cannot wield political power and lack resources remain severely disadvantaged. They are making and producing their own media, messages and meanings. Many have out-witted state media and ridiculed mainstream messages while siphoning off audiences. In a globalised world, democracy is not all about freedom and audience power is not merely about culture. It is economic and political. So the question, what is democracy, is as illusive as the question, how do audiences make (what) sense? Audiences are as diverse and perplexing as the notion of democracy.

Illustrative past conference themes include:

- Construction and measurement of 'audience'
- Audience reception and reality
- Audience: public life and politics
- Audience and cultural identity
- Audience motive and meaning – to flow or not to flow

In the field of research on the construction and measurement of 'audiences', research examines the use of creative visual research methods to understand the role of popular media in people's lives, the value today of the cultural imperialism thesis and choices of television programmes, as well as the challenges posed by the Internet for audience measurement and particular forms of Internet use, including radio.

Umi Khattab, Universiti Kebangsaan, has examined the role of mainstream media in the representation and control of social and political deviance in Malaysia. Premised on moral panic theory and focusing on the issue of black metal and satanic worship, she examined media discourse to show that, with the advent of the Internet, mainstream media seem to enjoy greater privilege in helping to orchestrate moral panics as well as deliberate agendas for the stability of the ruling government.

Paul Lee, Chinese University of Hong Kong, assessed the construct of 'audience' by examining inconsistencies between audiences' avowed attitudes and their overt behaviours showing that people are both active and passive. This depends partly on what questions the researcher asks, what methods he/she uses, and whom he/she asks. He argued that the 'audience' does not exist outside the researcher's conceptions, research questions, and research methods. An important issue for future research is what insight can be gained by using the construct of 'audience'.

Maren Hartmann, University of Erfurt, examined diverse approaches to the study of Internet users. She raised questions about how the user is defined in studies of new media, the role assigned to the user in relation to technology and media content. Her aim was to extend research on the domestication of new media in a way that is methodologically productive.

Golam Rahman, University of Dhaka, studied whether election campaign materials in Bangladesh indicate the ways in which these materials reflect the life, culture, religion, aspirations and expectations of voters and the ways in which they contribute both to illusion and disillusion among voters within the democratic process.

In the area of study on audience reception and reality, audience reception of 'big brother' programmes has been examined together with critical analyses of film reception and soap operas and the role played by television in the construction of memory and identity.

Studies of election campaigns and participation in public life have been investigated in numerous countries, as have different concepts of citizenship, identity and the role of global media in transnational migration.

Community Communication Section

The Community Communication Section focuses on communication that originates, circulates and resonates with communities, broadly defined. It seeks to advance research on the objectives, practices and dynamics of community communication expressed across all types of media and symbol systems and formed around locality, politics, socio-economics, language, ethnicity, gender, or other interests and intersections. This Section welcomes both theoretical and applied research, as well as research conducted at both micro and macro levels of analysis.

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(no dedicated web site for this section, see www.iamcr.net)

The Community Communication Section focuses on media that originates, circulates and resonates from the sphere of civil society. Broadly defined, this is the field of communication that exists outside the state and the market (often non-government and non-profit), yet which may interact with both. It encompasses research on issues of media access, participation and reception; media projects undertaken by marginalised and under-represented groups; the development and support of public and community-based media institutions and infrastructures; production and distribution of community and alternative media; and theoretical contributions to the research, evaluation and practice of community communication.

Illustrative past conference themes have included:

- International forms of community communication reflecting global communities of interest
- Innovative and experimental uses of new technologies for local communication.
- Audiences, interactivity, and the Internet
- Media, civics and democracy
- Media activism and social movements
- Voices and visions of community
- Local community media
- Cultural interventions, representation and memory
- Alternative media, politics and the public sphere
- Theorising civil society and social change

Research in this Section includes studies of the Internet's role in cultivating multiple identities and the potential of the Internet to foster community empowerment in 'Third Sector' organisations as well as the need to undertake research on media literacy as a foundation for new approaches to community building projects.

Paul Lee and Louis Leung's, Chinese University of Hong Kong, work on the Internet's role in cultivating multiple identities examined the implications for the ability of people to tolerate differences and ambiguities, showing that the assumption of multiple identities is positively related to the tolerance of differences, but not to the tolerance of ambiguities.

Marieke Jansen and Nick Jankowski, University of Nijmegen, examined Independent Media Centers (IMCs), or Indymedia, as one of the most successful alternative media initiatives of recent times to determine how they differ with regard to organisation, content and users from other sites.

Clemencia Rodriguez, Universidad del Norte, Colombia examined citizens' media and their roles in processes of conflict resolution and peace-building in societies torn by internal conflict. She documented the use of video by the UN's High Commissioner for Refugees to help Rwandan refugees with their information and communication needs, showing how citizens' media may be used to extract order out of chaos for survivors of violence.

Parichart Sthapitanonda's, Chulalongkorn University, Thailand, research on community communication showed how AIDS patients have mobilised a nationwide AIDS community in Thailand and how they have fostered public understanding on AIDS related issues and mobilized the various publics, including the government, the media and the local publics, to support their national policy on AIDS.

Jairo Ferreira's, Universidade do Vale do Rio dos Sinos - Unisinos, Brazil, research on the 'social field' and discourse of the NGOs on the Internet examined how the discourses of NGOs resonate with the positions of these agencies in relation to social movements, markets and contemporary social fields (the economic, the political and the cultural). Drawing on Bourdieu, he demonstrated the shifting location and role of the media.

In her work, *Tanja Dreher*, University of Western Sydney, examined news media interventions in radicalized Arab and Muslim communities in the western suburbs of Sydney, Australia. They have developed community-based media interventions that aim to shift the mainstream news by ensuring that Arab and Muslim Australians can position themselves as the subjects rather than as the objects of news, focusing especially on intervention strategies in terms of media power and the politics of representation.

Stefania Milan, University of Padova and *Arne Hintz*, University of Hamburg, examined civil society media and governance issues in the cases of the World Social Forum and the World Summit on the Information Society, arguing that these media actors are starting to affect global policy arenas and offering distinct perspectives on both media practices and communication governance.

Research also involves extensive comparative analysis of Indymedia websites and the role of citizen's media in efforts to build peace or to strengthen democratic processes. Various social movements and forums for public deliberation have been examined to assess their strengths and weaknesses with respect to political mobilisation and the role played by the media in a wide range of countries.

The relationships between radicalised media, political action, the right to information and tactics for intervention and action also provide a focal point for research on local and community media. Mainstream media outlets are examined in terms of their portrayal of citizenship and democracy.

Other research focuses on the intersections between civil society organisations and the media including the roles played by the World Social Forum and the World Summit on the Information Society. In many instances, this research is informed by theories of mediated communication, social capital and political action.

Communication Policy and Technology Section

The Communication Policy and Technology Section's focus is on communication policy, with a keen interest in the socio-economic aspects of technological change. The Section welcomes research that bridges between theory and practice, and theoretical and empirical studies, by offering scientific reflection as well as guidelines for political action. This Section does not adhere to any single philosophical or theoretical school but encourages research that is critical and counter-intuitive.

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Dr. Tanja Storsul, tanja.storsul@media.uio.no

<http://www.komdat.sbg.ac.at/ectp/>

Research of interest in this Section is informed by a dual concern with underlying political-economic forces and power relations and with technical and policy discourses and debates. Its work spans the local, national, regional and international arenas and reflects a growing consensus that information and communication technologies are increasingly central to the economy and in everyday life.

The Section is actively engaged in the IAMCR and global dialogue on e-inclusion and the WSIS which are key, long-standing interest areas of the Section.

The Section's activities reflect a creative tension between a definition based on the object of study, that is, interactive networks, and one based on an approach that melds concern with the material basis of incentives and constraints affecting technologically mediated communication and the communicative nature of the actions of knowledgeable agents producing and reproducing the structures within which they act. The intention is to complement theories from Economics, Political Science and Sociology with theories that place communication at the centre of analysis.

Given the understanding that both the medium and the context matter, the work of the Section tends to yield theories of the middle range, rather than meta-narratives or grand theories. The Section encourages theoretically informed case studies.

The Section recognises the interpenetration of the national and the international, the household and the global, and the personal and the political. It welcomes user studies as well as research on global telecommunication alliances. Design, in technical and institutional forms, is seen as always incomplete, the actions of agents within households and work environments constraining and enabling the actions of agents at the levels of industry, economy and society, and vice versa.

The boundaries of IAMCR Sections are permeable to some extent, but this Section tends to exclude classic studies of mass media effects. Studies of one-to-many communication embedded in interactive settings and the use of classical mass media content to shed light on policy discourse and debate may, however, be included.

This Section is also clearly focused on 'new media' and privileges theoretically informed and policy relevant studies that go beyond the descriptive. In practical terms, the Section also reflects the history of interactions between scholars. Much of the research presented at its sessions tends to reflect institutional approaches but it is also open to Marxist, post-modern and other alternative perspectives. Constructive engagements with alternative approaches are pursued through joint sessions and collaborative development of new media publication outlets.

Illustrative past conference themes include:

- Emerging ICTs and user empowerment
- Internet governance: who rules?
- The digital media in Asia: the 'geo'-factor
- Digital divide
- New agendas, applications, and challenges
- Telecommunication and Internet policy processes
- Theorising the Internet
- New Media - new inclusions and exclusions in everyday life
- e-democracy and e-government, digital democracy
- Markets, diffusion and regulation

Research topics include investigations of new types of online shopping and their adopters; the ways online service users attribute specific functions to different kinds of services, the e-privacy and the ethical aspects of marketing on the Internet and the power accruing to global corporations as a result of the spread of new media to transform basic patterns of human life. The implications of increasing surveillance are also considered. Gender differences in the uses of new applications such as SMS are explored, together with the particular ways in which micro-enterprises appropriate new applications.

Policy issues may include, for example, the way copyright policy is used nationally to foster competitive social and technological, as well as economic, advantage. The differences between national approaches to universal service policy as a result of variations in the extent of political involvement in the implementation process due to different conceptions of liberalised telecommunication markets and the importance of distributive justice are also considered. The role of the Internet as a public or quasi-public good and the policy implications of this perspective are discussed including the complex nature of privacy and freedom of speech issues as they arise at the sites of Internet Service Providers.

Sonia Livingstone, London School of Economics, and *Andrea Press*, University of Illinois, focused on young people's online entertainment and learning at home offering ethnographic observations on transforming the family home into a learning centre, investigating the possibility that the traditional boundary between entertainment and education is being transformed by domestic use of the Internet.

Jae-Woong Kwon and Chang-de Liu, Temple University, examined the management of multilingual domain names in the cases of South Korea and Taiwan to understand the development of an internationalised domain name system (iDNS), the policy of ICANN, national authorities and the controversy over the roles of transnational corporations.

A paper on 'Communications on the BBS - How the students discuss on Campus Public Issues?' by *Keiko Akiyama et al.*, Tokyo University of Technology, examined communications

on a BBS showing how it was used or rejected by students and the conditions required for productive communication.

Members of the Section continue to generate new (meta) theoretical perspectives including those which are intended to address the special considerations raised by the Internet as both an 'infrastructure' and as an increasingly ubiquitous and constantly changing social phenomenon. Other contributors to the Section focus on the system/environment characteristics of new media or cyberspace. Social constructionist and perspectives more concerned with incentives created by markets, ownership rules and regulations, and standards setting, also play an important role in the Section's work.

The ICT usage and sub-political strategies of the alternative globalisation movement are examined in the context of the emergence of the transnational civil society movement and new kinds of public forums (including civic deliberation online). The ways in which young people and diasporic minorities use and consume new technologies and media of various kinds are included. Critical perspectives suggesting that cyberspace cannot be (or be conceived as being) the main site for democratic politics are discussed. Other contributors have suggested that new electronic media should play a key role in disclosing information in the interest of citizens and companies alike, and should offer opportunities for democratic participation as well as for economic growth.

Research on e-government is raising questions such as: 1) What are the privacy and security concerns with respect to e-government applications? 2) What are citizen opinions with respect to financially supporting e-government services? 3) Would people use government services if they were available on the Internet? 4) How much would they pay and what support mechanisms are acceptable?

Future oriented studies examine the way digital technologies are likely to become associated with shifts in the structure of the media industries through scenario work and the way digital radio challenges existing notions about concentration of media ownership, convergence of technologies, community building, audience research, and the public interest.

The content of new media is also of interest in this Section. Research considers the implications of hypertext for news production and the role of the Internet in developing a shared understanding of the world and for the future of public service broadcasting. These issues are explored in a wide variety of national and regional contexts in both the wealthier and poorer parts of the world. The centralising tendencies of content production particularly in the case of distance education programmes via the Internet which rely on concepts of communication that may restrict, rather than 'democratise' the production of knowledge and understanding, are also of concern.

Gender and Communication Section

The mission of the Gender and Communication Section is to foster and encourage any and all aspects of scholarship relating to the nexus of gender and communication. This Section aims to encourage the conduct and dissemination of research that uses gender as a primary thematic in work around media, culture and communication; to encourage and nurture

younger scholars and those from developing countries interested in aspects of gender-media to participate in the academic community via attendance at conferences.

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This Section aims to put scholars in touch with each other via a members' directory to assist in networking, better informing the community of gender/communication-related scholarship, and potentially leading to joint research and publication possibilities. It serves, to some degree, as a clearinghouse for information about gender-related and feminist activities and scholarship, i.e. recent publications, grant opportunities, conferences, forums and newsletters.

The Gender Section seeks inclusivity, meaning that it hopes to encourage and build a membership that is diverse and knows no restrictions in terms of racial, ethnic, national, gender, ideological or philosophical descriptions. Members are committed to transcending the often artificial boundaries that the academy has tended to impose on the sciences. Applied to the areas of media and communication, this means joining with other Sections of IAMCR to explore the interstices of gender and areas such as audience and reception, community, history, international communication, law, sport, education, politics, political economy, psychology, public opinion, and technology. The Section also seeks to join forces with many of IAMCR's Working Groups on issues such as popular culture, HIV/AIDS, diaspora, health, Islam, and the environment.

This is one of IAMCR's largest sections, creating the continuing need to increase intra-section communication and build a tighter network of scholars.

In the words of one of the former co-Heads of this Section, Karen Ross, after many years of work *'issues of gender and media have finally entered the mainstream as a result of many of our efforts over the decades to insist that gender really does matter. ... gender studies has further widened its scope to embrace sexuality and masculinity ...'*

Illustrative past conference themes include:

- Constructions of femininity and masculinity
- Discrimination
- Globalisation
- Homosexuality
- Racism
- Sexism
- Sexuality
- Sexual harassment
- The social construction of beauty
- Violence

Conference papers run the gamut of methodologies—from quantitative surveys to observation of media users, interviews, and content analyses of media products. The range of media examined includes film, advertising, television broadcasting, fiction, fashion magazines, newspapers, and the Internet, studied in a wide variety of country contexts encompassing all regions of the world. Research addressing the relationship between gender and media or communication is included without regard to empirical, theoretical, or disciplinary approach.

Chitra S. Shankar of New Delhi examined the issue of gender equality in the media based on an Indian case study exploring the complex reality of women and media, and key issues around gender policy, recruitment, work environment, gender balance in reporting, media ownership and decision-making.

Janice Windborne, Southwest Missouri State University, using an ethnographic approach focusing on Juliette, a young Ghanaian woman, showed how a women's 'acquiescence to religious and traditional mores leaves her alone and without allies in a game she cannot win'. The research examined the messages of religion and tradition in a changing social environment, asking whether women are well served by either.

Paula Regina Puhl and Adriana Amaral, PUCRS, examined women's understanding of 'technology' showing that 'woman' and 'man' are social constructs, determined by imaginary physical and psychological differences which are said to be associated with being female or male and that technology, in all its manifestations, historically has been perceived as being an almost exclusively male concern.

Saul Zadka, Yezreel Valley College, documented various forms of racism in the Arab press, in this case, with respect to Condoleezza Rice, former National Security Advisor to President Bush and now Secretary of State.

Roopali Mukherjee, Queens College of the City University of New York, examined 'martyrs, man-eaters, and male disguise: women, work, and Hollywood's affirmative action films of the 1990s' showing that the 'fallout' from social justice programmes of the 1960s has resulted in films that dramatise the burdens of gender and racial integration with depictions of a meritocracy besieged by usurping others.

Topics include the roles of women in media organisation and the implications for women of increasing commercialisation of television in many countries. The cultural construction of gender and especially the way in which religion and tradition may create contradictory images for women are discussed together with the way women's citizenship becomes a 'work in progress'. Gender studies can play an important role in building a new identity for women using an international approach to democracy and citizenship. Approaches to 'disciplinary power' can illustrate how performances such as dancing and the media shape gendered identities.

Identity construction is an important theme whether with respect to young gay males or the implications of watching music videos for the sexual behaviour of adolescents. Gendered understandings of technology and the production of scientific knowledge and artistic creations provide focal points for research as well.

The role of gender relations in the 'selling of sex' attracts papers addressing the influence of print media's nostalgic appeal to women's and men's consuming behaviour highlighting differences between women and men which can help companies in identifying their target market and in developing future advertising campaigns. Research also shows how new value patterns emerge in the media such

that values that have been regarded as subversive are presented as mainstream, even if in a cautious manner, portraying non-traditional lifestyles. Media portrayal of modern masculinity and the role of magazines as a privileged space for the ideological (re)production of discourses about sex, gender and identity are examined as are the gendered concepts embedded in video games.

The portrayal of women in the news is an areas of analysis that gives rise to many insights into persisting confusions and contradictions around questions of women's rights including media fascination with women's' appearances based on understandings of the female defined essentially by her body. Analysis of the media's treatment of work, gender and migration shows how issues of domestic service, agricultural work, prostitution, and sexual harassment are treated and the extent of distortions in the coverage of women politician's viewpoints.

Studies of gender and popular culture focus on discourses about masculinity showing the roles of power, authority, and possession as well as the ways girls and boys answer focus group questions about media harm and violence in the media.

Papers addressing issues around gender and the Internet include considerations of the Internet as an agent of democratisation in a context where its use continues to be heavily male dominated. Research has shown how women and men occupy these new spaces of sociability generated by communication mediated by computers as end users and as producers of CD-ROMs, websites, and Internet pages. Other work examines female Internet 'dropouts' showing that former Internet users, especially women, give accounts of their non-use relating to protection of their privacy, their preferences for communication and their gendered position within the household. Others investigate the gendered nature of alternative media such as Indymedia showing that, despite its rhetoric to the contrary, much of the text still operates through the perpetuation of patriarchal and ethnocentric images.

History Section

The History Section aims to encourage and support historical research on media and communication.

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Research in this Section emphasises media history, and, particularly, historical relations between the media and politics. It also frequently addresses through a variety of perspectives the globalisation of communication since the nineteenth century. Topics covered may include the history of transatlantic communication between Germany and the United States, the experience of international news in colonial Australia, international news agencies in South America, or the growth of 'media empires' in the late nineteenth and early twentieth centuries. Other topics may deal with specific historical periods and contexts such as the Hebrew press in Europe in the late nineteenth century and press reporting of trials.

The History Section makes an important contribution to IAMCR since it is by comparison with the past that we can best understand the present. Communication and media systems are historically shaped phenomena. Understanding historical developments can also help to visualise future scenarios. For instance, research on contemporary communication networks and their technologies benefits greatly by being informed by the history of telegraphic networks as they developed in the nineteenth century.

Illustrative conference themes include:

- Communication and media history in Asia
- Media panics: historical perspectives and case studies
- History of communication and media globalisation
- History of the press
- Media and identity in historical perspective
- History and culture of the newsroom

Papers presented during conferences have included the history of the media in a wide range of countries, for example, the role of the radio during Getúlio Vargas's populist government (1930-1945) in Brazil or the effects of censorship of the Brazilian Press from 1939 to 1946; and the role of alternative media during specific time periods and in particular regions of the world. Research has examined, for example, the coronation of Queen Elizabeth in 1953, investigating press coverage and audience responses showing that the more critical discourses of audiences received no space in the newspapers.

Studies of the use of rhetoric and subliminal signals in television and of the history of the global media from the seventeenth century to the present emphasise how cartels were formed together with other devices to manage markets and avoid 'ruinous competition'. Research emphasises how easily globalisation can mutate into problems of 'empire' not just as a problem for imperialist nations and those that were their targets but as a problem for world order. It has focused on the role of 'empire' and news agencies suggesting that, in one way or another, international news agencies followed the 'colonial' expansion of their respective Empires and that nineteenth century news flows and networks reflected Western geopolitical and geo-economic interests.

Ester Pollack, Stockholm University, studied the reporting in the Swedish press of trials of the best-known representatives of Bolshevism, including former members of Lenin's Politburo, Central Committee members and all Bolshevik leaders (except Stalin) in the 1930s in Moscow, showing how these events were assessed and what the Swedish general public knew and did not know.

Marc Edge, Nanyang Technological University, studied how 1950 press coverage of Singapore's 'child bride' case sparked race riots in Singapore when a Muslim adopted girl was ordered to be returned to her Dutch natural parents. By the time order had been restored three days later, eighteen had been killed and 173 injured. This case has been cited as an exemplar of the need for responsibility by the press in covering racial and religious issues in Singapore.

K.M. Shrivastava, Indian Institute of Mass Communication, studied the legacy of the non-aligned movement and the New World Information and Communication Order (NWICO) debate and the extent to which this debate is being reinvented in the present context of the post 11 September 2001 media scene.

The ways in which information channels can be manipulated also are topics for research in this Section. Ancient empires were dependent upon face-to-face communication and, later, the physical conveyance of messages via courier or a series of couriers, making the role of individuals integral and problematic. Today it may seem that because of the sheer number of information sources and repositories, no single source can wield influence, but research shows that individual reporters remain enormously influential through both position and perspective—regardless of veracity.

Research in this Section may focus on the relationships between ideology and national security and the way this is depicted by national broadcasting content and the contribution of the press to the emergence of democracy in various countries as well as to projects of 'nation building' and inward migration.

'Third generation' digital journalism has been examined as a democratising factor in the construction and access to social memory, suggesting that the print media and new digital media can present rural workers' and landowners' cases in different ways and with new consequences for democratic process.

International Communication Section

The mission of the International Communication Section is to provide opportunities and venues for association by all those who are interested in the broadest issues and problems of global communication. The limitations to communication across distance have been displaced, but in their place are new challenges and opportunities. Within the International Communication Section are colleagues who are interested in the intersection of globalisation and media, including, for example, issues of information flow, freedom of expression, global media ethics, the media's role in foreign diplomacy, media and diaspora, global literature and other arts, science communication, etc. Active participation is invited from academics and professionals who seek to associate with those with interests in these and related subjects.

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(no dedicated web site for this section, see www.iamcr.net)

The *Journal of International Communication* (JIC) is a scholarly journal, founded in 1994, associated with the Section. It focuses on global issues concerning communication which are not circumscribed by the national borders of states. JIC encourages the submission of papers, essays, book reviews and short notes which contribute to an inclusive process of international scholarly dialogue among the theories and findings of International Communication scholarship. JIC welcomes submissions which examine world communication from descriptive, critical and normative perspectives. A variety of fields of study, including International Communication, International Relations, International Development, International Political Economy, Global Sociology, Media Anthropology, Media and Cultural Studies and Post-colonial Studies nourish JIC (see <http://www.mucic.mq.edu.au/JIC/>)

Illustrative past conference themes have included:

- Media and democracy in Latin America
- Trends in digital democracy
- Globalisation of media in Asia

- Regional case studies in democratic development
- Asian studies in media development
- National case studies in media communication
- Global media and health communication
- Political explorations in democratic media

A key theme that appears in the Section's work is the role of the media in constructing a sense of community both on and offline. The development of virtual communities linked mainly via the Internet and involving small enterprises and large ones as well as the use of new media applications such as SMS is examined as is the changing nature of communication within and between organisations and the implications for employment relationships. The content of the media in constructing conceptions of international, regional and national audiences also is investigated.

Policy is a key consideration in this Section particularly with respect to the development of infrastructure such as cable networks or applications such as Internet based email. More generally, the Section has a long-standing interest in international debates ranging from those in the 1960s and 70s about the requirements for a new world information and communication order (NWICO) to those underway today in the context of the World Summit on the Information Society (WSIS).

Zhan Li, University of Pennsylvania, examined how national identity becomes a construction shaped by the cultural elites through the mass media efforts to evoke people's love of country, political identification of the people in mainland China and overseas, and identification with China's development strategy.

Helena Sousa and Sandra Marinho, Universidade do Minho, Portugal, identified media/telecommunication actors involved in communication policy in Portugal, Brazil, Angola, Mozambique, Cape Verde, S. Tomé and Príncipe, Guinea-Bissau and East-Timor, focusing on the power structure of the public and private actors.

Lou Rutigiano, University of Texas-Austin, examined new forms of journalism and the implications of collective weblogs for the public sphere. Reviewing the practices, communities, and structures of several group blogs, this work assessed whether this form of journalism is democratic, participatory, and interactive in the light of the ideal conception of the Habermasian 'public sphere'.

Antonio Martins de Araujo Neto's, Universo and AESO, Recife, Brazil, demonstrated that the tabloidisation phenomenon, together with other changes in journalism practice, mean that the financial press tends to defend the points of view of their respective countries when covering events related to the globalisation process.

The Global Media Project in Africa was the subject of *Mohammed Musa's*, University of Canterbury, research focusing on the relationship between globalisation and the African continent with a view to addressing the implications for the continent insofar as it becomes a resource centre and future investment location for global media capital.

Rayna Jhaveri's, Cornell University, research examined the GM debate in the Indian print media to assess the extent to which the Indian national print media reflect a multiplicity of viewpoints in the GM debate. Apart from occasional reporting frames suggesting caution and suspicious reservation, the findings indicated little outright opposition to GM crops, especially in the form of popular protest.

The relationships between the production and consumption of the media, and especially the role of journalists, within efforts to sustain or build democratic processes are a central interest in this Section. Research focuses on aspects of the

press, the role of the state, the potential for new spaces for the expression of voice and the tensions between local and global discourses and narratives concerning conflicts in various regions of the world.

Coupled with these areas, researchers tend to have a strong interest in – and to offer critiques of – mainstream views of the globalisation process, paying attention to the interests of stakeholders internationally and in local settings. The role of audiences and media producers in constructing meaning and perceptions of issues from HIV/AIDS to SARS are also of interest in this Section.

Junior Scholars Network Section

The aims of the Junior Scholars Network are to bring young-at-heart scholars together, to create and maintain lines of communication with researchers internationally, to promote universal values of solidarity, peace, equality and respect, to work on new ideas for research and teaching and to create an umbrella for future projects that are related to the study and analysis of communication.

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This Network is particularly interested in contacting graduate students and young scholars from Africa and South America as well as less privileged areas in Europe and Asia and other under-represented areas of the world. The network understands itself as an inclusive network and membership is open. It became an IAMCR Section in 2001.

The Junior Scholars Network is a Section of IAMCR and is open to all postgraduate students and all researchers who feel 'young' in academia. The Network was founded during the 21st Scientific Conference and General Assembly of IAMCR, from an idea and inspiration of Ramona Rush, Professor in Communications, University of Kentucky, in 1998.

The roles of Junior Scholars Network within the IAMCR are:

- To actively work on research areas within the IAMCR;
- To actively support the development of, promote transparency and democratic values in, effectively participate in the building of the future of an ever changing and evolving international organisation by encouraging Junior Scholars' participation in the Association's activities;
- To be the officially recognised body of junior scholars and aim at being officially represented in the governing bodies of the Association;
- To facilitate the exchange of information about and among members and research;
- To represent and promote the interests of junior scholars, in terms of integration and development in the Association.

The Member List (http://www.tu-dresden.de/gsn_iamcr/Members/member_list.html) allows people to find members by name, country of residence or origin, and by

interest area. This resource is intended to provide opportunities to open and create links among a growing number of communication scholars internationally.

Research covers topics from new technology and its access, to global media perspectives, political economy, journalism, and many more. The Section is dedicated to the work and careers of emerging scholars and is interested in works in progress from graduate students and new university instructors/professors. The Network is creating a mentorship programme for emerging scholars who would benefit from linkages with senior scholars.

The Junior Scholars Network organised a round table in Leipzig in July 1999 with the general theme – Global Communications, Talking in Future Tense. A second roundtable was organised at the IAMCR conference in Singapore in 2000 on Riding the Information Highway and the Dispossessed Sideways.

In February 2000, the Network launched a web-based archive of papers presented at IAMCR conferences by its members.

Illustrative past conference themes have included:

- Depiction and authority: ethics and policy in journalism
- Citizenship, participation and social change
- Democracy, identity and consciousness
- Rights and regulations: communicating in context

As a horizontal Section within IAMCR the focus of research changes from conference to conference depending on the interests of the junior scholars who are actively involved in the network.

At the 2004 Conference in Porto Alegre, under the theme of ‘depiction and authority: ethics and policy in journalism’, researchers addressed a range of topics including the depiction of minorities in the print and television news with an emphasis on the development of a coding scheme that might be applied in various contexts; the authority of journalists in a formerly government-run Brazilian television station; and the patterns of ethics and standards present in the reporting of Sweden’s response to the events of September 11th.

Inter/Sections: the journal of global communications and culture online.

Inter/Sections is the official journal of the Junior Scholars Network (JSN) in co-operation with the European Consortium for Communications Researchers (ECCR). The journal provides space for academics, and especially emerging scholars, who are stepping outside the boundaries of conventional academic scholarship in culture and communications.

Inter/Sections is committed to high quality postgraduate, post-doctorate research and applies a double ‘blind’ review system.

Under the theme ‘citizenship, participation and social change’ research has examined the relationships between citizens and NGOs and local media and the intersections between activist goals and media coverage; the weaknesses of linkages between participation in online video games and ‘real world’ activist activities; and notions of community identity among same-sex bulletin boards in Taiwan and their implications for social activism and mobilisation.

Under the 'democracy, identity and consciousness' theme, papers have examined progressive movements and critical media consciousness; citizens' perceptions of local elections; and transnationalism in the identity transformation of the pop singer Shakira.

Research under the rubric of 'rights and regulations: communicating in context' has dealt with notions of obscenity in the United States by analysing judges' opinions in obscenity cases from 1815 to the present; the relationships between China's major newspapers: print and web, and online discussion groups; and public participation in Canadian public consultations.

Law Section

The Law Section aims to encourage research on freedom of the press and the war on terrorism and various legal controversies; media interventions in conflict societies; access to information laws and redefining media law through the Internet.

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This Section is particularly interested in the legal aspects of the development and the use of the Internet that are becoming more and more central and controversial in the discussion of the global information society. It focuses especially on Internet governance, a topic which is particularly salient in the context of The World Summit on the Information Society (WSIS) and UN Secretary General Kofi Annan's establishment of a special 'Working Group on Internet Governance' (WGIG), which is to report on the regulation of the Internet in November 2005.

Other topics of interest include the special aspects of Internet regulation, in particular, spam, content and internationalised domain names (iDNs) and the role of international organisations like ICANN, the International Telecommunication Union and others.

This Section helps to foster a better understanding of relevant and distinct legal systems where there is little consensus on underlying principles at the local or national levels. This poses major difficulties for the transfer of laws applicable locally to the global or universal context. Where globalised media and communication industries need to be regulated, laws cannot be developed without recourse to theory or to an understanding of the way information spaces are organised, and of the way law and information interact with each other.

Illustrative past conference themes include:

- Global governance in the information age: how does cyberspace affect political and legal norms?
- 3-G wireless auctions
- The digital challenge to the public interest
- Media law, culture and society

Research on new global regulatory mechanisms has included work on jurisdictional disputes over transnational libel suits, legal theory in the context of globalisation, and the difficulty of measuring the freedom of the press on a worldwide basis.

Christina Holtz-Bacha, University of Mainz, examined the difficulty of measuring freedom of the press worldwide demonstrating that freedom of the press, although generally regarded as a constituent of democracy, does not have the same meaning everywhere in the world and that existing measures are not differentiated enough to detect the distinctions that exist.

Yuval Karniel, School of Media and the School of Law of the College of Management, Israel, focused on restrictions to free speech introduced by Israel in response to the Intifada and on the Israeli Freedom of Information Act of 1998 in order to evaluate its effectiveness and to propose mechanisms to protect the intent of the law and help create a more transparent society in Israel.

Ya Hui Lin, Science & Technology Law Center, Taiwan, examined the legal regulation of mobile virtual network operators as a new application of open spectrum access in the United Kingdom, Singapore, Hong Kong, Japan and Taiwan, suggesting that regulatory intervention to make it mandatory for mobile network operators who own infrastructure to open their facilities to mobile virtual operators is ineffective.

Case studies on communication and democracy have included work on journalists seeking free speech under a communist regime in Moldova; the problem of freedom of speech and freedom of information in Israel during the second Intifada, and the 'war on terrorism' and freedom of the mass media in Russia.

Other work has investigated the relationship between the state and the press, a relationship facing new challenges that raises questions about security and freedom. Research in this area has examined new limitations on the freedom of the mass media in connection with anti-terrorist operations and failed attempts by governments to impose self-regulatory rules upon the media.

Media and Sport Section

The Media and Sport Section seeks to promote a range of scholarly perspectives on the study of media and sport, especially in the area of the relations between the media, sport and concepts of nationhood as well as identity, politics and the development of the sports industry.

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This Section is a relatively new one which was constituted in 2002 out of an earlier Working Group covering research on issues such as national identity, sports and the media in various countries, the relationship between sports and world power, the discourses associated with sport in the media, and recent transformations in the sports industry. One objective is to ensure that research provides a bridge between the study of the media and sport and other themes addressed by IAMCR Sections including gender issues.

Blain, N. and Bernstein, A. eds. (2003) *Sport, Media, Society (Sport in the Global Society*, Frank Cass Publishers, 263 pages includes themes of interest to the Section.

Research themes encompass globalisation, cultural memory, technological change, commercialisation, and gender in a variety of countries and critical perspectives on the Olympics, the soccer World Cup, and team sports such as baseball and American football.

This Section reflects a growing interest in sport within media studies with a broad base of scholarship including works by Rod Brookes *Representing Sport* (Arnold 2002) and Garry Whannel *Media Sport Stars: Masculinities and Moralities* (Routledge 2001).

Illustrative past conference themes have included:

- Media and the Olympic games
- Media and soccer
- Perspectives on the study of media and sport
- Media, sport and the nation
- Transformations in media and sport

Research includes analysis of the complicated intercultural dimensions of media coverage of the Olympic games and the emergence of narratives as well as web based coverage. The analysis of media, sport and gender issues has focused on issues of identity while other work has investigated televised football and globalisation, the implications of new media for sports coverage, cultural dimensions of coverage and relationships between local and global coverage.

Roel Puijk, Lillehammer College, Norway, investigated national identity, sports and the media showing that national identities are not stable, but have to be reproduced constantly, in this case, in relation to the connection between skiing and Norwegian identity.

Anthony Moretti, Ohio University, traced the way the Soviet government used athletic victories for propaganda purposes and how the state-controlled media were involved in that effort such that the media, the athletes, and the athletic system, worked together to serve the state.

Neil Blain, University of Paisley, suggested that the 'sportisation' of society - the expansion of sport as an accelerated component of the 'civilizing process' - can be understood through the study of globalisation and the transformation of the culture of soccer which has major implications for our sense of place and belonging.

Alina Bernstein, Tel Aviv University, argued that the growing body of literature on media and sport devotes a relatively modest place to the perspectives of the people who work in the media industry. Her interview with a high ranking television executive provided insight into the production of televised sport in the United States, Europe and Israel.

Media Education Research Section

The primary goal and mission of the Media Education Research Section is to encourage and promote research in the theory and practice of Media Education at the school, college and university levels of education.

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(no dedicated web site for this section, see www.iamcr.net)

Research investigates the use of reality simulations and audiovisual technologies in educational settings and progress towards information literacy. It focuses on the role of new technologies in archival contexts giving rise to new processes of signification and discourse as well as new developments in journalism.

Under the theme of media education, democracy and development, research has examined the uses of computers in schools in various countries and the emergence of 'cyber' universities, as well as the roles of community media in development and the potentially transformative capacities of the use of media in education with respect to democracy.

Studies of models of media education in industrialised countries have looked at the use of learning management services to support distance learning and media literacy.

Illustrative past conference themes have included:

- Media education, information literacy and new media
- Models of media education in industrialised countries
- Media education in developing countries

Research also focuses on evaluations of media literacy and the need to develop an informed research agenda for the field of media and communication education, examining institutions, teachers, and curricula as well as the uses of new technologies to support teaching and learning.

Participatory Communication Research Section

The mission of the Section is to bring theory and practice closer together by forming an arena for media researchers and practitioners in communication for social change to meet, debate and do research together. The aims and objectives of the section are: to promote communication research aiming at democratic and participatory social change; to create a dialogue between theory/ies and practice(s); and to establish networks of researchers in communication working from a participatory perspective.

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The Section starts from cross-, inter- and multi-disciplinary perspectives, encompassing the theoretical and applied disciplines in the human and social sciences. Its focus is on the role of communication (interpersonal communication, traditional media and mass media, as well as information and communication technologies) in processes of social change at distinct societal levels (global, regional, national, local and interpersonal) in both so-called developed and underdeveloped environments.

The Section seeks to combine, or integrate, the interests of the academic community of development and communication scholars as well as policy-makers and practitioners in international organisations, and both governmental and non-governmental agencies and projects. Fostering dialogues between these

communities is a strongly felt need and the Section seeks to bridge the gap between the academic and professional worlds.

The Section's work is not based on any specific definition of participation. Rather, participation is a term used to refer to a number of social and planning processes occurring in many different places and in many different contexts. The Section addresses issues related to communication between community members and other stakeholders that are engaged in processes of social change and aims to work toward theoretical and methodological clarification. Papers discussing theoretical or methodological perspectives and/or documenting specific case studies are welcome.

A new journal *Communicating for Social Change: A Global Journal*, Hampton Press will start in 2006. The journal starts from cross-, inter- and multi-disciplinary perspectives, basically encompassing the theoretical and applied disciplines in the human and social sciences. Its disciplinary focus will be on the role of communication (interpersonal communication, traditional media and mass media, as well as information and communication technologies) in processes of social change (Coordinator: Jan Servaes, University of Queensland, Australia, j.servaes@uq.edu.au)

Topics in this Section cover a wide variety of issues relating to processes of communication that incorporate participation in an intrinsic way. This includes subjects and processes of democratisation, communication and information rights, information and communication technologies for sustainable development, health communication, environmental communication, agricultural extension services, folk media and social movements, communication planning activities and interventions, national and cultural identities, community studies and the relationship between participation, empowerment and gender, community radio and participatory video production, non-formal participatory forms of education, participatory rapid appraisals, participatory action research, and so on.

The orientation of the Section is rather unique with little overlap with other Sections except for some collaboration with the Community Communication Section and the Digital Divide Working Group.

Illustrative past conference themes include:

- Community and participatory media
- Participatory approaches to health and agriculture communication
- New social movements and the emergence of a 'glocal' civil society
- Communication and democracy
- Theoretical perspectives on participatory communication research

Papers presented at conferences are often strongly theoretically informed including considerations around communicative action and Foucault's perception of power. Empirically oriented papers generally are based on a theoretical frame, often that of Habermas' public sphere, with many reflections on democracy and also drawing on cultural studies perspectives as well as on issues in the field of development communication and social change. The concept of community media, especially community radio, receives attention as do new forms of alternative media such as weblogs and co-links.

The Section is fostering interesting debates around participation and/with/in/versus new technology. Some contributors argue that new technology offers new forms of participation and joint knowledge production, based on a different concept of community than that envisaged in the era of conventional mass communication. Some suggest that the Internet as a medium or arena or public place is more open than conventional media, whereas others consider that true participation can only be achieved through face-to-face communication.

Panteleimon Vatikiotis, University of Westminster, presented a paper on grassroots media practices in Greece examining the 'lived experience' of these practices and their contribution to the wider public sphere.

Emmanuel K. Ngwainmbi, Elizabeth City State University, examined information technology, 'glocalisation' and NEPAD (New Partnership for Africa's Development) with respect to digital divide issues raising critical questions about how NEPAD conceptualises 'glocalisation' in its dialogues and debates.

Arul Aram, Hindu/Madras Christian College, examined participatory communication in eye care through telemedicine supported by satellite connectivity and mobile vans with a focus on how participatory communication initiated through trained social workers helps promote eye care in remote areas.

Marcus Minuzzi from PPGCC/Unisinos, Brazil examined the democratisation of journalism by investigating the extent to which newspaper readers are able to participate interactively in news production through various forms of web-journalism.

Alex Primo, UFRGS and *Raquel da Cunha Recuero*, UCPel, Pelotas, Brazil, examined the use of co-link technology to support democratic online participation by developing multidirectional links for hypertext leading to the construction of a social memory on the Web and to the cooperative production of articles.

Zahid Hussein, Sustainable Resource Foundation (SuRF), Pakistan, argued that 'digital governance' is not sustainable without political governance showing that 'the protagonists of a blatant digital imperialism, as much proffer and promote the interests of the IT extraneous tycoons as the other non-digital TNCs do' and that people-based political governance is essential alongside the proliferation of information and communication technology.

Topics discussed under the theme of community and participatory media include discussions of the development a simple open source computer for use in rural agricultural areas, and new media more generally, as a possible tool for participation, empowerment and change in rural areas. Studies of participatory communication especially in Africa have been prominent.

Work in the area of media and journalism focuses on interactivity and participation in conventional media and, particularly, on audience activism and regulatory reform in the context of television participatory formats. Research also examines whether interactivity will give rise to new forms of journalism and a new concept of 'public' and on the uneasy relationship between weblogs and journalism practice.

Research on new social movements encompasses studies of the way new media are used by civil society organisations such as the Third World Social Forum and the inclusion of citizens' views in formal planning processes in contexts ranging from Finland to Thailand. Critical studies also have questioned whether the 'targets' of empowerment have effective choices over their participation in various initiatives.

Theoretical work is undertaken on issues such as measuring communicative action for participatory communication and on the nature of public deliberation.

Political Communication Research Section

The Political Communication Research Section aims to promote comparative research in political communication.

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(no dedicated web site for this section, see www.iamcr.net)

Research of interest in this Section includes work on the whole range of political communication issues, the media and political socialisation, political campaigning, public opinion and political participation, interactions between the media and intermediary organisations such as interest groups and political parties, as well as the involvement and uses of the media in campaigns and elections; and the media and marketing processes in government, from policy making to day-to-day politics at the local level, including Town Halls and other Local Government institutions.

One of the Sections interests - *Internationalisation of Political Marketing: Americanisation or Plain Globalisation?* - led to a workshop in July 2004 in Paris, organised by Philippe J. Maarek and Bruce Newman, Editor and founder of the *Journal of Political Marketing*, and Professor at DePaul University, Chicago, Illinois.

Illustrative past conference themes have included:

- Comparative research on intervention, militant communication strategies in the public sphere
- Public images and private lives – the mediation of politicians
- Globalisation and news media influences
- Comparative studies of the media, political systems and elections
- Political campaigning, new methods or internationalization
- Media content and politics
- Government communication and constraints
- Freedom of speech
- Reporting on the ‘war on terrorism’
- Methods, research and concepts

Research includes examinations of the public images of politicians, particularly, ‘celebrity’ involvement in politics as depicted by the mass media in many countries, and research on the politics of ‘spin’.

Under the theme of the globalisation of news media, research has addressed the role of trade unions and the symbolic contestation of globalisation, the representations of the ‘South’ in the ‘Northern’ media and the exclusion of the former’s key interests, and case studies of news outlets such as CNN, media freedom and democratization.

Research on elections and political systems and the role of the media encompasses different models of these interactions in Western Europe and North America, the difficulties in developing media systems that can support democratic deepening

especially in countries in Latin America, the processes of agenda building and framing of political messages, and the use of linguistic techniques to make the discourse plausible in order to mobilise popular consent.

Studies of election campaigns investigate the use of new techniques involving the use of the media and their origins, historical reviews of the amount and kinds of reporting, studies of personalisation, tone and the interpretive character of campaign coverage in general and the portrayal of candidates, as well as the 'commodification' of American politics. The role of public service broadcasters in campaigns is also studied in various countries.

Studies of the importance of acknowledging the myth of technological neutrality by examining the non-neutral, ideological role contemporary media play in providing a pervasive vehicle for commodified cultural values with pessimistic implications for the health of a critically-engaged public sphere are complemented by analyses of the way new media are used in a bid to empower people, often with consequences that are inequitable on and offline. Research has also examined alternative media outlets and the tendency for them to evolve new forms of discriminatory practices.

Public deliberation and media visibility are key themes with a particular emphasis on the visibility of certain ideas and concepts and the accountability of the media. Studies include the amount of tolerance for democratic processes and the role of the media in specific countries.

Lisa Brooten, Southern Illinois University, examined concepts of human rights and democracy which have been applied around the world by the United States for differing purposes and with different effects especially in the case of coverage of Myanmar's Aung San Suu Kyi, the leader of the nation's opposition National League for Democracy. She highlighted the powerful function of gender in creating and maintaining hierarchies within and between nations.

Karen Sanders, University of Sheffield, and *María José Canel*, Complutense University, Spain, showed that ongoing public - engagement in the mediation of public image - is a basic requirement of contemporary politics in post-industrial democracies.

Examining the way information is articulated in the context of the World Summit on the Information Society (WSIS), *Annabelle Sreberny*, SOAS, explored moments of articulation and contradiction including gender imbalance, the politics of the inside and the outside, the space between rhetoric and action, and the lack of media coverage of a media-focused event.

O. A. Odukomaiya, University of Lagos, examined the belief that the Nigerian media were exercising self-censorship by eulogizing the government and concentrating on government affairs at the expense of other issues. Empirical analysis rejected the hypothesis that as elections draw close, newspapers will concentrate more on political than other issues, although this might have been attributable to other major events such as the war in Iraq and the collapse of a multi-story building.

Audrey Gadzekpo examined the free speech, the media and the challenge of democracy in Ghana illustrating the ways, through phone-ins, political talk shows provide space for political discourse and dialogue, opinion pieces and investigative stories, etc.

Following the Severe Acute Respiratory Syndrome (SARS) outbreak in Asia in 2003 research focused on the approaches to the problem of the Chinese and Singapore governments and their newspaper reports of the SARS outbreak, suggesting that that state control of the press can facilitate political communication in a crisis situation but

can have positive as well as negative consequences depending on the political agenda.

Work on freedom of speech includes research on whether the Internet creates new opportunities to engage in democratic speech and comparative studies of efforts aimed at media reform and democracy, media reporting of the 'war on terrorism', and the attitude of the mainstream media towards the phenomena of suicide bombings and the media's use of rhetoric which encourages 'martyrdom'.

Studies of political participation have critiqued and extended Habermas's conception of the public sphere and the efficacy of political participation in the context of Hong Kong after the 1997 handover to China.

Consideration of research methods is a major interest for members of this Section including the use of databases such as LEXIS/NEXIS and the limitations of conducting content analyses in this way (the loss of visual and layout details and the difficulties of investigating tacit, abstract or complex phenomena through 'key word' searching). Discussion has focused on the methodological issues raised by the identification of frames embedded in texts using auto coding procedures from computer-aided qualitative data analysis software and on the way intellectuals engage with the media and the consequences of such engagement.

Political Economy Section

The Political Economy Section examines the role of power in the production, distribution and exchange of mediated communication. Drawing from the rich history of political economic theory, Section members study social relations in their totality, consider how they have developed historically, evaluate them according to standards of social justice, and intervene to bring about a more just and democratic world.

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The research interests of Section members include developing a richer theoretical foundation in communication research by incorporating an understanding of how structures of power operate, particularly in the process of transforming messages into commodities. Specifically, this means research on the global political economy which is centrally dependent on communication for its growth and on transnational media companies, which are increasingly in control of communication systems. It also includes research on how this global political economy is constituted out of various national corporate and government institutions as well as class formations that mediate global and local power.

Research interests also include the conflicts that arise over who benefits from control over communication resources. Research documents the interventions of workers, particularly over the consequences of an increasingly sophisticated international division of communication labour, and of women and racial minorities who seek to redress fundamental imbalances in global communication power. Research includes social movements in the communication arena, the state of the public sphere in an

increasingly privatised audio-visual space, and the status of citizenship in a world that addresses people primarily as consumers.

Political economy has an historic commitment to praxis or the unity of research and social intervention. As a result, the Section attracts members with a wide range of commitments to social change. This has always included involvement in the movements to bring about a New World Information and Communication Order (NWICO), now focused on the McBride Roundtable process. In addition, the Section has attracted members with commitments to the rights of workers in the communication industries and of citizens to the fullest access to the means of communication.

The Section works to support its commitment to multidisciplinary research by organising joint sessions with other IAMCR Sections on the topics of gender, race, ethnicity, and cultural studies. The Section recognises the need to engage with questions about the relationship between social class, historically a central coordinate on the map of political economy, and gender, race, and nationality. It is also committed to examining how political economy, and its particular understanding of power as embedded in markets and institutions, relates to the field of cultural studies and its focus on the social construction of meaning in texts and of power at work in the micro relations of social life.

The Section recognises the need to take up these new challenges even as it addresses its historic mission of research and social intervention on the manifold dimensions of a global political economy increasingly shaped by the power of transnational communication and information companies.

Political Economy Section and ULEPICC met in Porto Alegre, 2004

There was a special gathering of the Political Economy Section and the Unión Latina de Economía Política de la Información, la Comunicación y la Cultura or Latin Union of Political Economy of the Information, Communication and Culture (ULEPICC) at the IAMCR conference in Porto Alegre.

The programme included a panel devoted to discussing the past development of political economy by these two organizations and the current situation. Roque Faraone and Robin Cheesman made presentations and Janet Wasko and César Bolaño served as chairs. Discussion focused on the critical perspectives and origins of political economy research and the need to reclaim or refocus critical research initiatives in the face of the many questions raised today about unequal power and its consequences.

Illustrative past conference themes have included:

- Broadcasting in transition
- Issues in political economic theory
- Toward a trans-cultural political economy
- Social movements and alternative media
- Developments in Asian media markets
- Cultural flows
- Issues in regulation and governance
- Issues in media policies and development
- Tracking corporate structures and strategies
- Pressing problems in news analysis

- Localities, communities, and mobilisations

Under the theme of broadcasting in transition, research examines technological choice and the influence of transnational capital, for example, in disputes over standards for digital television; the role of the public in the development of policy for digital television and the changing economics of public service television in the face of the growing multiplicity of channels.

Discussions about 'cultural flows' embrace research on developments in audiovisual content; the way global financial markets are insulated from democratic accountability, and the way the Internet contributes to the production and reproduction of culture and to the global shifts in the location of information technology employment.

Research on regulation and governance examines the roles of pressure and interest groups in the formulation of communication policy and regulation, the likely outcomes of civil society participation in contexts such as the World Summit on the Information Society (WSIS), and the roles of actors involved in debates over changes in copyright governance worldwide.

Helena Sousa and Manuel Pinto, Universidade do Minho, Portugal examined the economics of Public Service Broadcasting showing that, despite the government's stated intentions, there have been very big differences between political promise and delivery as far as a participatory model of broadcasting is concerned.

In his paper on neoliberalism, culture and policy, *Jim McGuigan*, Loughborough University, examined the extent to which the space between culture and economy is being eroded materially and ideologically as globalisation proceeds, giving rise to a dominant 'cultural development paradigm' which accommodates, rather than resists, neoliberalism.

Roque Faraone, Universidad de la República, Uruguay contributed to theoretical development by arguing that researchers in the social sciences need to constantly review their objectives, avoiding changes due to urgent needs in society and overly long term and abstract studies. Although it is important to study concentration, ownership, market conditions, etc., it is also necessary to pay attention to the reproduction of ideology, asking questions about what kinds of conditions increase dominant ideologies and how people may prevent them, especially focusing on international 'citizen' responses and the role of private and public media.

Nitin Govil, University of Virginia, offered an anthropology of global media 'piracy', developing an alternative framework for making sense of the politics of governing intellectual property and the policing global media piracy.

Noureddine Miladi, University of Westminster, examined the scope, appeal and limits of Al Jazeera in the transnational media landscape, raising questions about the assumptions in critical media studies concerning state-subsidized versus commercial postcolonial alternatives to Western forms of media imperialism.

Robin Cheesman, Roskilde University, provided a critique of the 'network society' thesis, arguing that Castells' notion merges capitalism and informationalism and does not have substantial explanatory power because capitalists continue to exist, even if they are networking. He observed that today workers have even less control over the means of production. Networks do have the potential to provide tools for resistance but much greater consideration needs to be given to the need for socially responsible and effective dissemination of networked professional information to lay audiences.

Research on media policies and development includes critiques of regional policies at the country and regional levels and questions about the relationship between technological convergence and democratic media from legal and social perspectives.

Research aimed at examining corporate structures and strategies examines media conglomerates and their impacts on audiovisual content; the increasing emphasis on markets and commodity production of programming; the implications of global television and the potential for consolidation of news websites; and the potential for new forms of 'Cultural Imperialism' to emerge in the modern era of digital broadcasting.

Political economy work on news analysis includes research on the uses of informants and their perceptions of 'reality'; convergence between military and media discourses; public perceptions of news media ownership and market concentration; and compliance with content requirements.

Professional Education Section

The Professional Education Section promotes research on professional education including mid-career training and professionalism in all facets of the media environment.

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(no dedicated web site for this section, see www.iamcr.net)

Research within this Section may address issues in mid-career training and professional education and the role of the Internet as a resource and issues of computer ethics. Emphasis may be given to wider questions of the media and democracy, for instance, in the Arab world, and how media professionalism can contribute in this changing world. Questions may be addressed to issues of professionalism in controlled media environments as a result of the 'war on terror' or state intervention or to highlight the importance of professional education in the attempt to underpin media freedom.

The first international forum which raised the issue of communication textbooks was the IAMCR Professional Education Section at its meeting in Paris in 1982. A UNESCO meeting of experts in 1983 also drew attention to the same textbook question. In 1984 the IAMCR Professional Education Section organised with UNESCO's assistance a workshop on the topic in Prague (its proceedings were published in 1985 by the International Organization of Journalists (IOJ)).

As early as 1984, this Section initiated a project for the promotion of textbooks in journalism education with assistance from UNESCO/IPDC in 1986 to carry out a first stage survey in Anglophone Africa. All 35 relevant institutions in sub-Saharan Africa were surveyed, 19 of them in Nigeria and the rest in seven countries in West, East and Southern Africa. Over 300 textbooks used in courses on journalism and mass communication were identified. More than nine out of 10 of these came from the West, 69 per cent from the US. Only six per cent of the textbooks used had an African origin, while the rest of the developing world had a marginal position and the Eastern socialist countries were non-existent. A major need for additional teaching materials was discovered and over 40 textbook titles were identified as being prepared by the teachers who were interviewed in the survey. The report included comprehensive lists of textbooks actually used and those being prepared.

The question of textbooks in communication education can be seen as an issue of cultural emancipation and there is a continuing need for a better awareness of the cultural and socio-political diversity of the world, whereby communicators should be educated not only to share a national perspective but to pay attention to other peoples and, ultimately, to the international community at large. UNESCO's International Programme for the Development of Communication (IPDC) was established in 1980 to implement this particular aspect of a new information order. Textbooks are crucial in any educational programme - beginning with the ABC book of the primary school and ending with the scientific treatise of the field at the university.

The training of journalists, or in general terms, the education of communicators, is based on a number of elements, including the personal experience of the teachers and the practical work of the students, but textbooks constitute a cornerstone of the training and learning process in this field. Their central role is well known in academic programmes, which typically have their courses built around certain textbooks. But their role is vital also in pre-university vocational or professional programmes - if not as direct readings for the students, then as main sources of orientation and inspiration for the teachers.

IAMCR has played a pivotal role in the advancement of developing world journalism education under the leadership of IAMCR Past President Professor Frank Morgan, who continues to serve as President of JOURNET, the global network for professional education in journalism and media.

Illustrative past conference themes have included:

- Professional education and professional practice
- Perspectives on the study of professional education
- Different forms of reporting
- Journalism and the impact of the Internet

Research includes work on the mid-career training of journalists showing that, despite the prominence of these training programmes for working journalists, little is known about their effectiveness in terms of skills acquisition or performance. Studies also focus on gaps between the training received in classrooms and the constraints related to conduct in the newsroom itself as well as on why individuals are motivated to become journalists.

Michael Kunczik, Johannes Gutenberg-Universität Mainz, examined ethics in journalism and democracy, particularly in the context of developing countries based on a survey of international trends in comparative research on media ethics (freedom of the press and whether Western concepts of press freedom can be adapted to developing countries). This work encompassed journalism in West Africa, Anglophone Africa, South Asia, Southeast Asia, Central Asia and Latin America, finding that in many countries or regions the issue of ethics does not arise where journalists are treated as instruments for stabilising or practicing authoritarian rule.

Maria Loukina's, Moscow State University, work on news reporting included considerations of journalism objectivity, observing that journalism students start their professional education programmes with strong beliefs about this idea. However, as primary sources come to include press-services, press secretaries, speakers, and PR-managers who become buffers

between journalists and newsmakers, major questions are raised about how training future journalists must 'meet' the methods of PR-services.

The emphasis in much research is on changing conceptions of development in the context of globalisation and on issues of media ownership and the reporting of economic development in emerging economies. For instance, one study of the role of the media in the Arab world suggested that new Arab satellite channels have not met the expectations of the audiences in this region because of self-censorship, the promotion of political, social, cultural and religious values such as democracy, freedom of expression, liberalism, etc., and the avoidance of some taboo topics.

Research on the impact of the Internet has examined the way news discourse plays an active role in framing public policy issues by examining the socio-cognitive processes involving information sources, media personnel and audience members in socially defined roles. It also examines the use of the Internet as an open academic resource for the dissemination of knowledge and the roles of Multipurpose Community Access Networks (MCAN) in enhancing e-learning and e-government to support civil society.

Psychology and Public Opinion Section

The Psychology and Public Opinion Section aims to foster research emphasising socio-psychological and cognitive-psychological processes through theory and empirical work.

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Formerly the Sociology and Social Psychology Section, the Psychology and Public Opinion Section, refers to its specific object of investigation, i.e., public opinion and public opinion processes. It has a tradition of dealing with public opinion processes, particularly processes affected by the mass media and theories seeking to explain the dynamics in public opinion. The Section particularly emphasises the cognitive factors involved in the communication process which may embrace theories of information processing and storage, including theoretical fields like schema-theory, ELM (Elaboration Likelihood Method) and others. It also reflects the fact that psychology and public opinion are closely linked, as the latter usually involve socio-psychological (e.g. in the social perception of opinions) as well as cognitive-psychological, processes (e.g. reduction of perceptions into schemata).

This Section has a strong interest in the relationship between media consumption and media literacies, the public sphere and public opinion. The public sphere is the concept used to describe the core of democratic participation and the process by which the people come to a common will. Public opinion is different as it is a methodologically given concept to find out how opinions and attitudes are distributed in the population. Media consumption is an important base from which not only to have an opinion but also to participate in the public sphere. Media literacies are important pre-conditions for being able to use media in a successful and intended way. Under contemporary conditions, the relations between these four concepts and

conditions of democracy are changing – by changing media, by changing conditions for politics, by globalisation, and by the growing influence of the economy.

The Section fosters empirical research on the interrelations between types of families and the changing media and the consequences for the ways in which children and young people grow up. The media environment is changing rapidly and fundamentally with the emergence of the digital media and the changing 'old' media through digitalisation, commercialization, etc. It is necessary to re-analyse the ways in which families with access to multichannel and new media technologies integrate the media within the functioning of the family system as a social institution, under what conditions this takes place, and what it means for children and young people's development.

Illustrative past conference themes have included:

- The relationship between media consumption and media literacies, the public sphere and public opinion.
- Empirical research on the interrelations between types of families and the changing media of today
- Global media and local audiences
- Media coverage of the 'war and terrorism'
- The media and public opinion
- Media audiences and social action
- Framing the public sphere

Research often reflects on the relationships between the global media and local audiences such as in the case of Chile during the 1990s when there was the beginning of a cultural change which made the citizens more open to ideas and experiences, but which permanently altered facets of their traditional culture and society and in which there was an overwhelming importation of foreign values via mass communication channels. In contrast, research suggests that big media in a world made smaller by globalisation does not necessarily mean we will all one day think and act the same. These different positions are taken up in the context of social representations of colonisers and the colonised in various countries.

Work on media coverage of the 'war and terrorism' includes studies of the way editors and reporters shape news for different audiences and the coverage of victims asking questions about the potential impact on the audiences' and governments' attitudes and policies on terrorism. Research also investigates the journalistic framing of the 'war against terror' and the rhetorical explanation of the war in the light of international law and so-called humanitarian intervention.

Rune Ottosen, Oslo University College, examined the Norwegian media image of the 'war against terror' focusing particularly on NATO's new activist policy and Norway's role which is linked to peacekeeping while, at the same time, being linked to the loss of civilian lives and violation of human rights.

Oscar Gandy, Jr., University of Pennsylvania, investigated the ways in which representations of public opinion have been used strategically in an effort to influence the formation of media policy at a national level in the United States. The primary focus was on the introduction of references to public opinion in Congressional hearings and a critical analysis of the use of similar references in the news media (examining sources and dominant 'frames'). Public

opinion was found to play a relatively insignificant role in the discursive framing of media policy debates as they appeared in Congressional hearings.

Kwasi Ansu-Kyeremeh, Ghana, examined the institutionalisation of public opinion surveys and professional media publication of their results as key structural requirements of democratic governance in the light of the lack of capacity in survey methods and poor journalistic skills for reporting the results of scientific opinion polls. However, he criticised the tendency to substitute scientific opinion polling with listener phone-ins.

The focus of some of the Section's work on the media and public opinion includes research on the role of radio in elections, the strategic use of representations of public opinion within the context of media policy debates, and the role of public opinion surveys and reporting in countries seeking to foster democratic processes.

Theoretical work has considered discursive and non-discursive means of the social reproduction of meaning and the role of mediated experience, psychoanalytical approaches to citizens' relations to the media, and the application of Goffman's perspective to the situational characteristics of communicative environments such as Internet flame wars or virus wars.

Other work has extended the sociology of knowledge exemplified by Berger and Luckmann, and Schütz, to cultivation research on information processing and social judgments, hypothesising that the perception of information as close or remote influences how carefully the information will be attended to (selective perception), and whether it will be stored as an episodic memory trace or integrated online into preexisting knowledge and attitudes.

5. Working Groups

Comic Art Working Group

This Working Group aims to examine the development of comic art – including animation, comic books and strips, political and gag cartoons - world-wide in terms of its political sophistication, role in educational and conscientisation initiatives, within and outside the mainstream and in terms of the implications of the corporatisation of the media.

Chair:

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World-wide there has been a surge in the creation of comics and animation genres specifically meant for adults as well as for children. Comic art includes mainstream cartooning and non-mainstream material although this distinction is not always clear. Mainstream comic art is affected by the internationalisation and centralisation of media production by transnational corporations that give priority to marketing considerations. In this Working Group, the implications particularly for countries in the 'South' are examined.

Much comic art that is created for developmental, conscientisational, and educational purposes is financed and created by governments or NGOs, rather than corporations, and has purposes such as changing people's attitudes and practices concerning a myriad of problems. All across the 'South', for example, printed comics

have been used successfully in a variety of campaigns, ranging from safe sex to safe driving; these developments provide a focus for research in this Working Group.

International Journal of Comic Art

Although not formally associated with IAMCR, this journal's editor in chief is Professor John Lent who chairs this Working Group. Published twice yearly, international and multidisciplinary in scope, it aims to publish scholarly and readable research on any aspect of comic art, defined as animation, comic books, newspaper and magazine strips, caricature, gag and political cartoons, humorous art, and humour or cartoon magazines.
<http://www.ijoca.com/>

Papers presented in recent Working Group conference sessions include:

- Brazilian comics and comix
- Comic books visual identity: The X-Men series case
- Southeast Asian animation – a growth area
- From Leftist character to Right caricature: changes in Lula public image

Communication and HIV/AIDS Working Group

This Working Group aims to develop an overview of existing and completed work in this area to identify gaps and to determine what work exists, world-wide and across agencies; to analyse this information and to draw up an IAMCR research agenda. This Group is working towards research completion, publishing and distribution of findings. The purpose is to examine different perspectives from around the world on the enormous challenge HIV/AIDS presents to the field of communication - in terms of programmes, research, ethics, and many other cultural issues.

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Started in 2002, following an IAMCR Round Table on HIV/AIDS and Communication, participants and other IAMCR members involved in research in this area decided it was important to work on a new IAMCR project on HIV/AIDS and Communication, initially by existing research efforts and by producing new research where gaps are identified. This is a huge task as NGOs and organisations such as WHO and UNICEF send out reports and books each week, but nothing is compiled on a larger scale. While there are some limited annotated bibliographies, the key challenge is to see where the real needs are, and once identified and worked on, to make sure that findings are distributed to potential users.

IAMCR offers the institutional setting for this work through informal and official meetings. The Working Group is exploring funding possibilities to include participants from a variety of countries, especially the ones hardest hit by the HIV/AIDS epidemic.

Papers presented in recent Working Group conference sessions include:

- AIDS communication in India: more than a health issue
- People living with HIV/AIDS in the headlines: discourses and silences
- The news coverage of the World's AIDS Day in two Portuguese newspapers

- Does watching today's music videos have any impact on the sexual behaviour of adolescents? — a Jamaican perspective
- HIV/AIDS media campaigns and their effectiveness in Taiwan
- Health education and communication for HIV/AIDS prevention in the Caribbean: a participatory approach
- Using cultural leaders and parents as peer educators for HIV prevention among the Rural Maasai children and youth of Kenya
- Promoting stigma reduction, gender equity and the rights of young men and women in HIV/AIDS prevention
- Issues in Caribbean HIV/AIDS research: an Eastern Caribbean case study
- An evaluation of UNAIDS contextual framework

Diaspora and Media Working Group

This Working Group aims to examine the role of diaspora groups in the production and consumption of the media from a variety of perspectives including the roles of cultural and discursive practices, the implications of new information technologies, and the nature of globally dispersed diasporic communities.

Chair:

Shelina Faisal, s.fazal@londonmet.ac.uk

Research may be concerned with those who inhabit virtual public spheres by evaluating the effectiveness of online forums and asking how effective they are in influencing the political futures of the countries of diasporic groups. It may consider whether disenfranchised publics feel alienated in their physical nation state and the nature of transnational networks of communication and diaspora communities.

Research examines how diaspora is experienced and lived in the everyday. Diasporic communities develop networks that span their home and host society in the process of formation and negotiation of their diasporic identities. Research examines issues of representation and discourse to indicate the structural and symbolic content of the media and its implications for these communities. The role of the Internet in processes of intercultural adaptation is also considered together with concepts of hybridity and syncretism and transnationalism.

Papers presented in recent Working Group conference sessions include:

- Virtual Africans and new diasporic discourse
- Latin American diasporic 'community' in the United Kingdom: experience of transnational communication consumption
- El Show de Cristina: teaching US Latinos the path of success
- Chinese diaspora, Internet use and intercultural adaptation
- Diasporic media configurations among young South Asians in UK
- Re-contextualise the 'Chineseness' outside China: Chinese diaspora on the Internet
- Bollywood's depiction of NRIs: pursuing government policy and the diasporic dollar

Digital Divide Working Group

The aims of this Working Group are to: contribute to theoretical understanding of inequality in access to information and media in the new digital environment; trace the development of new media through the concept of digital divide; identify gaps and inconsistencies in the digital media world, their origins and development; specify problems for media and communication systems brought about by ICT progress in local, national and global environments; promote better communication between researchers from different countries and continents; support innovative research in the field; and support young researchers.

Chair:

Elena Vartanova, eva@journ.msu.ru

The Digital Divide can be understood as a complex and dynamic process that includes a set of multiple divides in terms of accessibility, content, utilisation and reception. Those divides are a function of many independent variables including generation, region, income, education, ethnicity and identity. Psychological and cognitive factors such as anxiety towards new technologies may also inhibit the use of information and communication technologies (ICTs).

Research topics include the consequences of the Digital Divide in the field of traditional culture and in intercultural communication between nations, cultural groups, and individuals; how promotion of national culture, cultural content production, education and media training are addressed in public policies to overcome the Digital Divide; how awareness and understanding of foreign cultures in new digital media are influenced by a growing Digital Divide at global, regional, national and individual levels; how monopolies in cultural production are affected by increased competition from numerous small-scale content providers; what the major frontiers within intercultural communication are; what the impact of popular cultural products circulating in the Internet is on traditional culture; and how the Internet is changing the dominant West-East patterns of culture.

In 2001, the University of Texas at Austin hosted an IAMCR/ICA Symposium on the Digital Divide focusing on topics such as: beyond access - defining the Digital Divide; intellectual property and privacy aspects of the Digital Divide; the diffusion of technology and the Digital Divide; regional studies; cognitive and affective aspects of interacting with the Internet; critical policy studies; age and gender issues, means of bridging the Digital Divide, political participation, and issues of 'Race' and Class.

In 2002 this Working Group collaborated with the European Consortium for Communications Research (ECCR) to organise a session 'Digital Divide: Frontiers within Intercultural Communication' during the IAMCR conference. Research focused on the contrast between the claims by proponents of the Internet that the digital environment encourages the development of society in all its domains and the discouraging developments in practice. The diffusion of ICTs has hardly cured social and economic inequality and this is the case in the area of culture as well. New divisions based on unequal access to ICTs by individuals, social groups, regions and nations have created new barriers and divides within societies and families. Much research focuses on the economic and social consequences of disproportional access to the Internet, but little attention is given to obstacles in intercultural communication resulting from unequal access to ICTs, lack of skills to use them and lack of competence.

In 2003, the University of Loughborough hosted a conference on 'Digital Dynamics: Control, Participation and Exclusion' under the auspices of the ICA, the ECCR and

the IAMCR. Papers focused on issues of *Control* - infrastructure innovations, intellectual property rights, piracy, surveillance, privacy, digital colonialism, commercialisation; *Participation* – citizens' activism, telecentres and community networks, everyday uses of the Internet, new opportunities for participation; and *Exclusion* - changing dynamics of 'digital divides', initiatives designed to address digital exclusion.

In 2004, under the theme of 'digital divide and the media: challenges for communication and democracy', this Working Group addressed topics such as:

- Re-defining the public service function of broadcast media in a digital Environment
- Towards a 'pedagogy of the excluded' in policies against the digital divide
- Media for education: a South African perspective
- The Impact of globalisation and technological convergence on South African
- Weblogs: nodes of participation in a global context?
- The digital divide from Genoa to Geneva
- The Mercosouth crossroads: a view from the Birthplace
- Digital divide in media studies: a new approach to media economics
- Having fun in spite of digital divide: the first ever interactive beauty pageant as an open media system project

Environment, Science and Risk Communication Working Group

The objective of the Working Group is to provide a forum at IAMCR conferences for scholars researching in the field of media and communication on 'Environmental Issues, Science and Risk' to present and discuss their research. A second objective is to provide a focal point - through the visibility afforded via IAMCR for contact and networking among scholars interested in this sub-field of media and communication research.

Chair:

Anders Hansen, ash@leicester.ac.uk

The thematic focus of research and conference sessions varies from year to year. Among some of the focal points for research are investigations of the social construction of risk associated with natural phenomena (earthquakes, cyclones) and those induced by human activity and the role of the media amplifying or reducing risk perceptions.

Topics include issues around nanotechnology and the portrayal of complex scientific, legal and ethical issues; various risks to health including cellular telephone base stations (towers), coverage of science and environmental issues, the role of communication media in the public sphere and the nature of deliberative democracy, the nature of scientific online intermediaries and the medical system, and media coverage of modern biotechnology.

Papers presented in recent Working Group conference sessions include:

- Risk and communication: compatibility or antagonism?
- Defining risk: British press reporting on nanotechnology
- The limits of risk communication and its political implications: the case of social responses to cellular telephone base stations in Spain

- Multi-media, multi-flow model of environmental communication in the information society: a strategy for maximizing effects in Japan
- The contribution of local newspaper to the implementation of Agenda 21 local comparative analysis of north and west area of São Paulo City
- Exploring the public sphere of science-technology-medicine online: a quantitative study of intermediaries' websites.
- (Tele)genetically modified futures
- Different constructions of the environment in news discourse
- The transformation of environmental news - the makeover during the nineties
- How media responded to Typhoon Rusa in Korea
- Framing global warming in the context of policy change: a comparison of New York Times coverage on global warming in 1997 and 2001'

Ethics of Society and Ethics of Communication Working Group

The aim of this Working Group is to devote the greatest attention to the ethical and deontological problems and issues of the communication media in an epoch where, unfortunately, ethics is often neglected, ignored or simply misconceived or worse. Investigations of lying as a main activity for many people in the messages diffused through the mass media are a central focus.

Chair:

Manuel Pares i Maicas, Manuel.Pares@uab.es

Established in 2002, this Working Group is a recognition that ethics constitute one of the crucial subjects in the development of any society and of any media and communication process.

Among the themes addressed by this Working Group are: ethics and policy in journalism; citizenship, participation and social change; democracy, identity and consciousness; and rights and regulations with respect to communicating in context.

Papers presented in recent Working Group conference sessions include:

- 'The White News Show': an analysis of the depiction of ethnic minorities in the news
- A battle arena on TV: a study of the journalist's authority
- Media, ethics and terrorism
- Competing discourses and their correlation with shifting US immigration policies
- Inspiring in theory, difficult in practice? Citizens' experiences of participation and public debate
- Interactivity and democracy: towards an understanding of political participation in digital and virtual spaces
- Democratizing gay identities: a case study on Taiwanese discussion boards
- The structure of e-democratic attitudes in Hungary
- Communications and strong democracy: progressive movements and critical media consciousness
- Keeping it dirty: Defining and redefining obscenity in American judicial discourse

- Realising the Habermasian public sphere in China: analysis of the role of the Internet in China's democratisation through a case study of a human rights legislation made under the pressure of online public opinion

European Public Broadcasting Policies Working Group

The aim of this Working Group is to examine and make inventories of new performance practices and accountability mechanisms for public broadcasters in different countries, inside and outside Europe, and to investigate how they work and what can be learned from them.

Chair:

Jo Bardoel, bardoel@pscw.uva.nl

In cooperation with the European Consortium for Communications Research (ECCR), this Working Group organised a session in 2004 on *Broadcasting Performance in Europe: In Search of New Approaches to Public Broadcasting Accountability* with a focus on dual broadcasting systems in which strong commercial and public broadcasters co-exist more or less peacefully despite continuing contests over viewers and listeners and support politically. At European and national levels, public broadcasters in Europe – and public broadcasters around the world - have to cope with a competitive challenge – increasing emphasis on their 'distinctiveness' vis-à-vis commercial broadcasters by redefining their mission, operationalising their goals in terms of performance indicators and by developing new accountability mechanisms. This environment creates an interesting focus for research.

Thematic topics may include research on indicators of freedom or control of the media and the conception of the public service ethos in the face of pressures created by the 'market paradigm'.

Papers presented in recent Working Group conference sessions include:

- Assessing performance indicators for Belgian public broadcasters.
- The 'Europeanisation' of Public Service Broadcasting regulation in Britain
- Prime-time programming in Europe. public television: information, entertainment and diversity
- Defining distinctiveness: in search for public broadcasting performance and quality criteria
- Broadcasting performance and the privatisation of RAI in Italy
- Public television: alternative or adaptation according to globalisation?

Global Media Policy Working Group

The aim of this Working Group is to examine and critique the main features of the continuing transformations of the global media in terms of production and consumption and of the communicative environment in which these transformations are taking place.

Chair:

Marc Raboy, marc.raboy@mcgill.ca

In 2004 the main focus of the working group was on the World Summit on the Information Society (WSIS) providing a forum for discussion of the issues raised by

WSIS. Discussions focused broadly on issues surrounding strategies for civil society participation in international governance structures, in the light of WSIS and specific suggestions regarding IAMCR involvement in the second phase of WSIS which takes place in Tunis in November 2005. There was also an exploration of possibilities for future research and other scholarly activities in the light of the WSIS experience.

Some of the concerns of this Working Group are also addressed by the IAMCR Task Force on the WSIS, which is a Standing Committee of the Association (see <http://www.vub.ac.be/SCOM/IAMCR/home.html>).

Papers presented in recent Working Group conference sessions include:

- Culture, service, knowledge: from cultural and service industries models to knowledge economy models of global media and communications policy
- The global village green and the right to communicate in India
- After the social contract: audiovisual content policies in an age of global media
- Ireland, international e-services, and the farmer
- Gender and the global information society: a broken link?

Health, Technologies and Communication Working Group

The aim of this Working Group is to develop and foster research on a range of health related issues with a particular focus on the way in which new ICTs and telehealth initiatives can potentially underpin improved delivery of diagnostic and preventive health care, often in remote or poor areas of the world.

Chair:

Milton Campos, Milton.Campos@umontreal.ca

This Working Group started in 2004. Research focuses on themes such as international media strategies and AIDS issues; communication, literacy and health; various institutions for research relating to knowledge innovation and technology; regional issues in health, technologies and communication; and issues in health, technologies and communication.

Papers presented in recent Working Group conference sessions include:

- Analysing communication strategic design for promoting 'male participation' as part of the HIV-AIDS and reproductive health programme.
- Fighting AIDS among adolescent girls: the effects of the 2002 Carnival Campaign of Brazil's Ministry of Health
- The problem of the troubled apprenticeship of reading and writing for children and adolescents – the role of new ICTs.
- Participatory design and networked argumentation: the case of a virtual community of nurses
- Communicating health? Health literacy, public policy and the press in Canada.
- Telehealth in context: socio-technical barriers to telehealth use in Labrador, Canada
- Experiments of decision making modeling in medicine and support to practice.

- Innovative educational design strategies in health care: using online archival discourse to promote learning and professional development

Islam and Media Working Group

The Islam and Media Working Group looks at communication phenomenon such as human interaction with a view to contributing toward mutual understanding and peace with justice. It seeks to engage in research and organisational development efforts geared toward strengthening the global societal structures based on personal responsibility and mutual cooperation in social, political, and economic relations.

Chair:

Mohamrnad Siddiqi, m-siddiqi@wiu.edu

A key theme addressed by this Working Group is Islam, communication and democracy from a global perspective. Research may focus on issues such as Islamic political discourse in Arabic emigrant press; politics, gender and fundamentalism in the media; comparative studies of television and press content; and the role of the media in the democratisation process, especially within the Muslim world.

Papers presented in recent Working Group conference sessions include:

- Qur'anic discourse structure and Islamic revolutionary movement narrative
- Communication within Muslim diasporas: Muslim intellectuals and their publics
- Islam, communication, and the empowerment of women: a case study of major Muslim print media in the US
- Media ownership and the images of Islam in global media
- Media and the Ummah: improving Inter-cultural relations in Muslim countries
- Muslims' media access in comparison with other religious populations
- New media and the Islamic cultural diversity in a globalised world

Media Production Analyses Working Group

This Working Group provides a venue for researchers of media production in different genres and across different media. It focuses on different media technologies, organisational contexts and genres to grasp the internal and external dynamics of media production processes.

Chair:

Chris Paterson, paterson@usfca.edu
<http://www.usfca.edu/fac-staff/paterson/iamcr.htm>

This Working Group is the result of two initiatives. The first was the Working Group on 'New Challenges for News Production Research' in 1999 and the second was an initiative in 2000 to establish a Working Group on media production analysis 'with view to become a Section'. The first initiative aimed to re-vitalize the classic tradition of production studies from the 1970s. Since then the internal and external contexts for the stories told as news have shifted dramatically, but the necessary scholarly analyses of these forces from within the newsrooms remain rare.

The Working Group is fostering a more general approach to analyses of media production through comparisons between technologies, organisational contexts and genres. Other focal points are the methodological aspects including production ethnography in general, problems and strategies of access, and the theoretical grounding of methods.

The Working Group welcomes empirical studies and there is an explicit aim to include and encourage studies of media convergence: the 'new media'. These media and the production processes related to them, represent an explicit challenge for the field of production studies. Other challenges emerge from new types of media economy, forces of convergence and globalisation, decreasing publicly funded media, and conglomerate economics.

Among the research themes addressed are the news production process in specific organisations, new models of journalism practice, new media and online news production, the implications of new technology and processes of tacit learning.

In 2004 this Working Group hosted a session for *OURMedia/NuestrosMedios - Building Communication Societies*. OURMedia/NuestrosMedios is an international network of more than 270 academics and activists—researchers, practitioners and advocates working in more than forty countries to strengthen media and information/communication technologies (ICTs) that support social justice, human rights, community autonomy and grassroots empowerment. The work spans many fields: community media, independent media, radical media, citizens media ... grassroots networking, telecommunications policy, Indymedia activism, cultural arts, communications theory, social-movement research, sociology, anthropology, cultural studies, development communication and communication for social change. Discussion focused on: Connecting Research and Advocacy for Citizens' Media; 'Best Practices' and 'Notable Failures'; Current Policy Issues and Implications; and the Evolution of OURMedia and Project Working Sessions.

Papers presented in recent Working Group conference sessions include:

- On the rewards and perils of 'studying up' – practical strategies for qualitative research on media organisations
- Television in a digital environment
- SMS-based TV – the impact of convergence on TV production
- Genetic criticism and journalism
- Comparing professional routines and values in online news rooms
- Popular music selection in Flemish radio stations
- Simulations on MTV Family with Marcelo D2.
- The infographic science magazine for the general public

Media, Religion and Culture Working Group

This Working Group has a special interest in religious aspects of communication. It tries to foster international cooperation in the field, discussion and exchange of ideas, and common research projects.

Chair:

P. Johannes Ehrat, Jehrat@web.de; ehrat@unigre.it
<http://www.unigre.it/iamcr/index.html>

This Working Group encourages research on religion, power relations, and the media recognising that many and different religious groups are either motor or victim (or both) of renegotiations of power relations in many societies, use the media to their ideological advantage, or have to undergo harassment, or even defy public opinion in the face of 'fundamentalists' or terrorists. Research focuses on the complexities of religious agencies in the light of the field of media and power. It fosters different theoretical, semiotic, and empirical (or a combination) approaches.

The Working Group is interested in research that treats media as central in religious communication processes, from community building to proclamation, art to expressions of faith, apologetic and propagandistic media usage and reception.

Papers presented in recent Working Group conference sessions include:

- Popular culture: a conception of a vulnerable social order
- New trends in terrorism.
- Media strategies and relations between social fields in the preparation of the "Romaria da Medianeira"
- Skandalon: the Church as scandal.
- Religion, media and entertainment: the 'Tecnofun' cult
- Computer games played at Lan houses and how this practice could change or restore the concept of community.
- Conflicting values in the media dialogue in Israel – religion versus democracy

Popular Culture Working Group

This Working Group aims to encourage studies of the relationship between media production and consumption and popular culture from a range of perspectives that are theoretically informed and empirically grounded.

Chair:

Gerry Whannel, gwhannel@britishlibrary.net

The research encouraged by this Working Group focuses on a diverse set of media themes including the development of broadcast content in various countries, the role of film and language in setting the contours of the cultural environment, the consumption of media content, and reflections on media theory.

It encourages empirical research into the cultural signification of television entertainment through examinations of the interactions between different actors – producers, consumers, participants and public – and the way identities are formed. Other topics consider the media, not only as an entertainment genre, but as vehicles of propaganda as well as a means of representing the self through the aesthetics of advertising and abbreviated narrative forms. With respect to new media, it encourages studies of the implications of mobile phones for ordinary sociality as well as investigations of the cross-national reception of popular culture texts.

Papers presented in recent Working Group conference sessions include:

- The meaning of the meaningfulness - on the cultural signification of popular television entertainment in the Netherlands

- Creating stories for television: production policies and value transformations in modern Greece
- Television narrative and national identity: the case of Brazilian Telenovela
- James Bond's movie titles and artistic movements: an interdisciplinary approach
- The modular self and reality television
- Popular culture and community: the perspectives of urban cartographies
- The mobile phone and popular culture
- Where is Middle Earth? The international reception of *The Lord of the Rings* as popular culture.
- 'Aesthetics': commodification and consumption of black feminine bodies
- The Hip-Hop culture

Post-Socialist Media and Intercultural Communication Working Group

This Working Group is dedicated to studies of post-socialist and post-authoritarian media systems and political landscapes in countries in transition. Intercultural communication research is necessary to explain the differences between these numerous and distinct countries.

Chair:

Yassen N. Zassoursky, dean@journ.msu.ru
<http://www.vdu.lt/media/news/20040725en.html>

Research on Post-Socialist and Post-Authoritarian Media and Intercultural Communication addresses the (many different and changing) roles of media and journalism in so-called 'transitional societies', 'new democracies', etc. It examines established theories of media, politics and power with the aim of further developing (and 'de-Westernising') research in this area and its theories and methods.

Themes that are addressed may concern national adaptation to new journalistic genres and television formats diffusing globally, ideas about the 'CNN effect', or political functions of popular culture in different national contexts. Methodological problems such as those involved in comparative (multi-language) discourse analyses and in studies of the visualisation of international journalism are also addressed.

Papers presented in recent working group conference sessions include:

- Modern Presidents: elected or mediated?
- The magic word "source": challenging journalism objectivity
- Media discourses on the World Social Forums: comparative analyses
- Television and the coverage of 2004 Presidential elections in Russia: realization of ruled democracy conception in media sphere
- Television in transition in Post-Soviet Kazakstan: oligopolistic media, foreign marketers
- The influence of new technologies on news agency's business model: the case of Xinhua News Agency in China.
- Market forces and new technologies in changing communications landscape in Russia.

6. Related Organisations

Africa Council for Communication Education (ACCE)

Created in 1976 on a recommendation of a UNESCO seminar on communication training in Africa (Ghana, 1974), ACCE is dedicated to the development of communication in Africa through quality education, research and training activities and models of professional practices. Its mission is to: promote journalism and communication education and develop communication resources in African countries; promote awareness among African governments, policy-makers and planners of the role of communication and the mass media in national development; improve the quality of communication training and of communication in Africa; offer a forum for trainers to confer and to plan common training strategies; raise awareness on current issues among communication training institutes; and assess common needs and generate common solutions. Its activities include training workshops for lecturers and practising journalists, research programmes on media, messages, audiences and methods of communication, and publication of a journal, a newsletter and books, See

http://erc.unesco.org/ong/en/directory/ONG_Desc.asp?mode=gn&code=1057

Asian Media Information and Communication Centre (AMIC)

Media will continue to be one of the most powerful socio-economic and cultural forces in shaping Asian society, and AMIC aims to be the premier pan-Asian research organisation focusing on the entire range of players in the media environment. Its mission is to: be at the cutting edge of emerging research issues in the Asian media landscape; direct and produce world class research projects, events and publications focused on Asian media; assist in capacity building and networking of Asian media institutions, professionals, academics, policymakers, civil society and students; partner with traditional and new media organisations in furthering the cause of development in the Asia-Pacific region; and to assist global research and development organisations in exploring partnerships with the Asian media and ICT community. AMIC is a charity-registered organisation established in 1971 with the support of the Government of Singapore and Friedrich-Ebert-Stiftung of Germany. AMIC has close working relationship with the School of Communication and Information, Nanyang Technological University, Singapore, See <http://www.amic.org.sg/>.

Association for Education in Journalism and Mass Communication (AEJMC)

Based mainly in the US, The AEJMC exists to promote the highest possible standards for education in journalism and mass communication, to encourage the widest possible range of communication research, to encourage the implementation of a multi-cultural society in the classroom and curriculum, and to defend and maintain freedom of expression in day-to-day living. The AEJMC holds annual conventions featuring the latest in technology as well as special sessions on teaching, research and public service in the various components of journalism and mass communication—from advertising and public relations to radio and television journalism to media management and newspapers. Workshops deal with teaching advertising, media ethics issues, incorporating diversity in the curriculum, teaching media management, and teaching visual communication. AEJMC offers members the opportunity to affiliate with 17 divisions, 10 special interest groups and 2 commissions. These groups address a variety of interests in journalism and mass

communication education, and feature newsletters, research competitions and convention programming in their respective areas, See <http://www.aejmc.org/>

ARTICLE 19

ARTICLE 19, the Global Campaign for Free Expression, is named after Article 19 of the Universal Declaration of Human Rights. It works worldwide to combat censorship by promoting freedom of expression and access to official information. With partners in over 30 countries, it works to strengthen local capacity to monitor and protest institutional and informal censorship. It monitors, researches, publishes, lobbies, campaigns and litigates on behalf of freedom of expression wherever it is threatened. It develops standards to advance media freedom, assists individuals to speak out and campaigns for the free flow of information. ARTICLE 19 is registered as a charity in the UK, See <http://www.article19.org/>.

La Asociación Latinoamericana de Investigadores de la Comunicación (ALAIIC)

ALAIIC was established in 1978 in Caracas (Venezuela), with the aim of coordinating and legitimising Latin American researchers in hope of including Latin America in the world's community of communication sciences. Antonio Pasquali and Luis Ramiro Beltrán led debates concerning the continent's national communication policies, and actively participated of Unesco programmes related to this theme and to the New World Information and Communication Order (NWICO). ALAIIC is established as a representative scientific entity of communication researchers in Latin America. It is an Associate Member of IAMCR. Its main lines of action, constituted by its biannual congresses, thematic study groups (ALAIIC WGs), publications, the ALAIIC portal, and the online *ALAIIC newsletter*, have enabled the stimulation and dissemination of the knowledge that has been generated at the communication research centers and at regional universities. Since 1992, biennial congress have been held every two years. 21 Work Groups include: Communication, Technology and Development; Communication and the City; Political and Media Communication; Political Economy of Communications; Reception Studies; Media Studies; Communication Ethics and Rights; Folk Communication; Communication and Education; Communication and Health; Speech and Communication; Organizational Communication and Public Relations;(Advertising/Publicity Communication; The History of Communication; Communitarian Means of Communication and Citizenship; Soap Operas and Fictional Series; Communication Research Theories and Methodologies; The Internet and the Information Society; Intercultural Communication; Communication and Social Cultural Studies; Means of Communication; and Children and Adolescents. See <http://www.eca.usp.br/alaic/>

Chinese Communication Association (CCA)

A non-profit organization registered in the State of Minnesota, US, the CCA is headquartered in the School of Journalism and Mass Communication (SJMC) at the University of Minnesota-Twin Cities. Its aims are: to encourage and facilitate exchange of professional knowledge among scholars and students in various fields of Chinese communication, including communication theory and methodology, journalism and mass communication, telecommunications, speech communication, public relations, advertising, broadcast and film, theatre and other disciplines related to human communication; to facilitate professional cooperation with other associations of scholars or professionals; and to facilitate social exchange among members. CCA is an Associate Member of IAMCR, see <http://sjmc.cla.umn.edu/cca/aboutcca.htm>.

European Institute for Communication and Culture (Euricom)

Euricom is a non-profit organisation devoted to research and publication in the areas of mass communication, media studies, and cultural studies. Euricom is particularly concerned with the relation between the mass media and issues of democracy and democratisation. Closely associated with IAMCR, Euricom organises annual colloquia dedicated to topics around this general theme. Contributions to these colloquia are regularly published in the Euricom journal *Javnost - The Public*. Grounded in the social sciences, *Javnost - The Public* addresses problems of the public sphere on an international and interdisciplinary level, and stimulates development of theory and research in the field, see <http://www.euricom.si/>.

European Consortium for Communications Research (ECCR)

ECCR aims to encourage and coordinate the development of research and systematic study on mass communication, mass media, (tele)communications and informatics. ECCR establishes working relationships with relevant national and international communication organizations (such as its Associate Member status in IAMCR), and with professional communication researchers working for commercial and regulatory institutions, both public and private. ECCR's primary goal is to exchange information and documentation about relevant research activities and meetings. See <http://www.eccr.info/>

Global Communication Research Association (GCRA)

The aims of the Association are: to provide a forum where there can be an inter-civilisational exchange for researchers and professionals in media and communication linked to sub-regional, regional and inter-regional networking; to address the research needs of media and communication researchers in areas which are under-represented in internationally published scholarship and international research organisations; to recognise regional pride in the different languages and cultures within various regions of the world; to encourage the development of research projects within and between Under-Represented Areas (URAs) and ORAs (Over-Represented Areas); and to document and publish research through provision of translation, publishing and conference attendance mechanisms. It supports *Under-Represented Areas Network for Media & Communication Researchers (URAN)*, See <http://www.mucic.mq.edu.au/GCRA/about.html>

International Communication Association (ICA)

ICA is an academic association for scholars interested in the study, teaching, and application of all aspects of human and mediated communication. ICA began more than 50 years ago as a small association of US researchers and is now a truly international association. Since 2003, ICA has been officially associated with the United Nations as a NGO. As an international association, ICA offers its know-how to everybody and every area of the world where the norms of personal freedom and democracy are upheld. ICA is diverse in its structure and interests and includes 19 divisions and interest groups, each representing a special subfield of communication processes and phenomena. Despite special interests, members view the field as a coherent discipline in which all different aspects of communication are linked by common processes, structures, theories, and methods, See <http://www.icahdq.org/>

International Federation of Communication Associations (IFCA)

The IFCA is a loose family of communication associations, helping local communication scholars to develop their own agendas and approaches to the study

of communication, and sharing their results worldwide. It has 17 organisations as its members and does not compete with associations that organize regular meetings for individual researchers to discuss ideas, publish research, and ready young scholars for academic or practical jobs. It adds an international web to what these organisations do best on their own. Federation members must be democratically organised and committed to the scientific study of human communication. They pledge not to discriminate against minorities and the underprivileged. Membership is free and decided by vote. Among the current members of the Federation are the largest communication associations. Through these, the vast majority of communication scholars in the world are represented in the Federation, See <http://www.acs.ucalgary.ca/~ifcaweb/index.htm>

International Federation for Information and Documentation (FID)

FID was created in Brussels in 1895 as the International Institute of Bibliography (IIB) by Paul Otlet (1868-1944) and Henri La Fontaine (1854-1943). It has gone through a number of changes of name that reflect changes of conceptualisation both of the field in which it operates and the way in which it should operate. In 1931 it became the International Institute for Documentation (IID); in 1937 it became the International Federation for Documentation; and in 1988 it became the International Federation for Information and Documentation (but is still known as FID). It is an international library organisation to promote a unified and centralised approach to bibliographic classification, See <http://alexia.lis.uiuc.edu/~wrayward/otlet/FIDHIST2.htm>.

International Federation of Journalists (IFJ)

The IFJ is the world's largest organisation of journalists. First established in 1926, it was relaunched in 1946 and again, in its present form, in 1952. The Federation represents around 500,000 members in more than 100 countries. IFJ promotes international action to defend press freedom and social justice through strong, free and independent trade unions of journalists. It does not subscribe to any given political viewpoint, but promotes human rights, democracy and pluralism. It is opposed to discrimination of all kinds and condemns the use of media as propaganda or to promote intolerance and conflict. The IFJ believes in freedom of political and cultural expression and defends trade union and other basic human rights. It is the organisation that speaks for journalists within the United Nations system and within the international trade union movement. It supports journalists and their unions whenever they are fighting for their industrial and professional rights and has established an International Safety Fund to provide humanitarian aid for journalists in need, See <http://www.ifj.org/>

International Institute of Communications (IIC)

The IIC is an independent, non-profit, dynamically-engaged forum for industry, government and academia to analyse and debate trends in communications. The IIC enables unrivalled linkages between sectors, organisations, countries and individuals in a mutually respectful way. It strengthens networking across nations and regions of the globe between policy makers, regulators, academics, content providers, technologists and industrialists. The goal of the IIC is to provide a global framework for creating a dialogue about trends in communication and to promote access to communication for all people of the world, See <http://www.iicom.org/index.htm>

International Peace Research Association (IPRA)

The purpose of IPRA is to advance interdisciplinary research into the conditions of peace and the causes of war and other forms of violence. To this end, IPRA

encourages worldwide cooperation designed to assist the advancement of peace research and, in particular: to promote national and international studies and teaching related to the pursuit of world peace; to facilitate contacts and cooperation between scholars and educators throughout the world; and to encourage worldwide dissemination of results of peace research, See <http://www.human.mie-u.ac.jp/~peace/index.htm>

International Political Science Association (ISPA)

IPSA, founded under the auspices of UNESCO in 1949, is an international scholarly association. Its objectives are to promote the advancement of political science through the collaboration of scholars in different parts of the world. It has consultative status with the Economic and Social Council of the United Nations and with UNESCO, See <http://www.ipsa.ca/>

International Sociological Association (ISA)

ISA is a non-profit association for scientific purposes in the field of sociology and social sciences. The ISA was founded in 1949 under the auspices of UNESCO. The goal of the ISA is to represent sociologists everywhere, regardless of their school of thought, scientific approaches or ideological opinion, and to advance sociological knowledge throughout the world. Its members come from 109 countries. The ISA is a member of the International Social Science Council and enjoys a status of the Non-Governmental Organization in formal associate relations with UNESCO and special consultative status with the Economic and Social Council (ECOSOC) of the UN. See <http://www.ucm.es/info/isa/>

Global Network for Journalism and Media Schools (JourNet)

The JourNet was launched in 1999 at UNESCO. It seeks to expand and improve journalism and media practices worldwide through better professional education in this field and to do so by linking educational institutions, training centres, associations, networks and organizations in a Network that will catalyse their cooperation, enable them to share information, and make innovative use of information technology, including the Internet. Its current president is Professor Frank Morgan, Honorary IAMCR President, See <http://members.optusnet.com.au/~gcmanagement/index.html>

Nordic Information Centre for Media and Communication Research (NORDICOM)

NORDICOM'S goal is to make the media and communication research efforts undertaken in the Nordic countries - Denmark, Finland, Iceland, Norway and Sweden - known, both throughout and far beyond our part of the world. Toward this end it uses a variety of channels to reach researchers, students, decision-makers, media practitioners, journalists, information officers, teachers, and interested members of the general public. It works to establish and strengthen links between the Nordic research community and colleagues in all parts of the world, both by means of unilateral information flows and by linking individual researchers, research groups and institutions. It documents media trends in the Nordic countries. Its joint Nordic information service addresses users throughout the region, in Europe and further afield. The production of comparative media statistics forms the core of this service. Commissioned by UNESCO and the Swedish Government, NORDICOM operates The International Clearinghouse on Children, Youth and Media, whose aim is to keep users abreast of current research findings and insights in this area, See <http://www.nordicom.gu.se/>

Société Française des Sciences de l'Information et de la Communication (SFSIC)

La Société Française des Sciences de l'Information et de la Communication (SFSIC) is an association of groups of Francophone researchers in the field of the science of information and communication. The association supports various lines inquiry and exchanges of work on the different questions and themes related to university based research in this area. SFSIC is an Associate Member of IAMCR, See <http://www.sfsic.org/>

Southern African Communication Association (SACOMM)

SACOMM aims to work for the enhancement of Communication Studies (including Media Studies) as an academic discipline in Southern Africa; and to encourage, by means of the above-mentioned goal, contact and co-operation among various departments in tertiary education institutions offering Communication Studies, as well as acknowledged communication research bodies and communication practitioners, See <http://www.nu.ac.za/ccms/sacomm/>

World Association for Public Opinion Research (WAPOR)

The purposes of WAPOR are to: establish and promote contacts between persons and institutions in the field of qualitative and quantitative scientific research on opinions, attitudes, and behaviour of people in the various countries of the world, and improve and protect the use of such research in national and international affairs, and assist in and promote the development of public opinion research in the emerging democracies of the world, See <http://www.unl.edu/WAPOR/>

7. IAMCR Officers

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(elected in July 2004 for a four year term)

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(as of July 2004)

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