

# IAMCR • AIERI • AIECS

## Newsletter

International Association for Mass Communication Research  
Association Internationale des Études et Recherches sur l'Information  
Asociación Internacional des Estudios de Comunicación Social

Volume 6

Number 2

April, 1996

### SYDNEY CONFERENCE HIGHLIGHTS

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Preparation for the 20th IAMCR Scientific Conference and General Assembly to be held in Sydney, Australia from August 18th to the 22nd, 1996 is well under way. Registration forms and complete information about the conference have been mailed by the Conference Secretariat in Sydney to all members of IAMCR. If you have not received the registration forms by now, please fill out the request for registration form published further in this issue of the newsletter.

The conference site is the Wesley Centre located in the Piccadilly Plaza in central Sydney. Conference participants will be accommodated in various hotels close by the Wesley Centre. The central theme of the conference is "*Shifting Centres: Information, Identity and Citizenship*". This theme will be reflected in the conference plenary sessions, a distinctive feature of the Sydney conference.

The first morning of the conference is devoted in a plenary to the work of UNESCO and to questions of human rights. This international focus, will be followed by a plenary devoted to the strategies adopted by indigenous cultures to maintain traditions of representation and communication when faced with global media. The final plenary will address questions of international law and the development of telecommunications policy. The focus of these plenaries is the way in which power shifts between nations, global corporations, and communities.

(Continued on page 4)



20th General Assembly &  
Scientific Conference of the  
International Association for  
Mass Communication Research

18-22 AUGUST 1996  
SYDNEY • AUSTRALIA

## PRESIDENT'S COLUMN

Hamid Mowlana

With the IAMCR Sydney conference approaching, the 20th General Assembly and the Scientific Conference promises to be both diverse and stimulating. This is only the second time in IAMCR's history that its bi-annual conference will be held south of the equator (the first was in the Asia-Pacific area) and will be an ideal forum for the presentation of regional views on global media and communication research issues. It will also confirm the importance of communication media and research in Australia and its surrounding regions. With your assistance, we hope that the conference will attract several hundred delegates including many of the world's leading theorists, policy makers, and writers in the field of communication who will come together to present research and insights into such critical areas as human rights, indigenous cultures, law and communication policy. We are pleased that UNESCO will take an active part in the IAMCR Sydney conference plenary session. We congratulate UNESCO on its 50th anniversary and hope that the Sydney conference will mark a new era of increased cooperation between the two organizations.

This January, Vice President Francis-Xavier Hutin and I visited the conference site in Sydney and met with the local organizing committee. We also had the opportunity to make a trip to Canberra and meet with the officials of the departments of Foreign Affairs and Trade, Communication, Indigenous Culture, and the Prime Minister's office. We were encouraged by the enthusiasm of both the policy makers and the communication researchers and were impressed by the tremendous cultural resources available to our members when they visit Australia. The Wesley Conference Center in the heart of Sydney, where our meetings will be held, is a state-of-the-art facility and is conveniently located to all major hotels and museums. I urge all of our members to do their best to attend this unique conference by making early preparations and to encourage those outside our association who may be interested in the region's development. This could be a once-in-a-lifetime experience and should not be missed.

This past November, I represented IAMCR at the UNESCO General Conference held in Paris and met with Mr. Henrikas Yushkiavitchus, Assistant Director-General for Communication, Information and Informatics and Mr. Alain Modoux and his staff of the Division of Communication and discussed areas of joint cooperation. Vice President Francois-Xavier Hutin and Deputy Secretary General Slavko Splichal also participated in various meetings of the General Conference dealing with communication. We underscored the need for UNESCO to encourage interdisciplinary and intersectoral research and discussion of the consequences—both positive and negative—of emerging communication technologies and of the impact in education, science and society.

There were 233 draft resolutions submitted to the Director-General in time for consideration at the twenty-eighth session of the General Conference. Of the resolutions, about twenty deal directly with matters of communication and information. A

large portion of these were proposals for the funding of workshops conducted on information technology. Members from Central Asia and Latin America and the Caribbean submitted several requests to hold seminars for journalists and newspaper reporters on technological advances in communication. Also associated with the advancement of technology, requests were made to fund Internet accessibility in developing regions. The agenda also included a resolution to revise the framework for co-operation with NGOs. The resolution called for two types of relations: formal and operational. Formal relations are granted to NGOs who have established operational relations with UNESCO for at least two years. Formal relations may either be "consultative" or "associate." Associate relations are granted to a select number of umbrella organizations which receive recommendation by the Director-General. Operational relations are presented as a means for UNESCO to "establish and maintain flexible and dynamic partnerships with any organization at whatever level."

IAMCR was represented at the UNESCO meeting of the International Programme for the Development of Communication (IPDC) by Jan Servaes, President of the Participatory Research section. Professor Profirio Barroso from Spain will represent IAMCR at the International UNESCO Symposium on Copyright and Communication in the Information Society held in Madrid, Spain in March of this year. IAMCR will also be represented at the Sixth Meeting of the Advisory Committee of the European Audiovisual Observatory in Strasbourg, France this March.

This past year has been particularly productive and innovative for our association especially in the area of publications. In addition to the book series which is a successful project in progress, IAMCR's International Communication Division is now affiliated with the *Journal of International Communication* (JIC). This is the first time that the association has been involved in the publication of a journal and all members can receive a subscription at a 50% discount. Congratulations to Professor Abbas Malek, President of the International Communication Division and Professor Naren Chitty, JIC editor whose initiatives and cooperation made this project possible. But this is not all that has been happening in IAMCR. Several sections, including Political Economy, History, and Law have inaugurated their own specialized newsletters and directories.

IAMCR's cooperation in arranging joint conferences and meetings with other social science associations continues to be a hallmark of our activities. IAMCR is a co-sponsor of the Cultural Environment Movement founding convention in St. Louis, Missouri this March. Our Political Communication Research Section is sponsoring a panel at the 1997 International Political Science Association (IPSA) World Congress which will meet in Seoul, Korea. In addition, IAMCR's International Communication Section will have a special session at the annual conference of the International Communication Association (ICA) meeting in Chicago, Illinois, in May 1996.

By the time this issue of the newsletter reaches you, all members will have received an invoice for membership dues for 1996. As you know, IAMCR relies almost completely on membership dues for its income. The prompt payment of dues is therefore greatly appreciated. In the same mailing, we have

enclosed documents regarding the change of Statutes which will be submitted to the General Assembly in Sydney, Australia. I hope you will read these documents carefully and bring them with you to Sydney to avoid unnecessary duplication of these documents at the General Assembly.

This year is an election year for IAMCR. Within the scope of any association's history, elections are not concerned simply with a shifting of responsibilities, but also with the process of self-renewal. The time of elections provides a community with an opportunity to reflect on its identity and face the challenges of the future. As the president of IAMCR, it is my duty and responsibility to reflect on the state of our association and open dialogue concerning its future.

Before we begin to reflect on the kind of community we are and would like to be, the questions and problems which I would like to pose to the incoming executive board concern the survival of our association. As with any association, the lofty and noble ideals of community can be addressed only after the survival and security of the association is guaranteed. And while the mission of our association is determined by the community as a whole, it is the task and challenge of the executive board to guarantee the financial survival and administrative security of the association.

The policy of this administration was established and approved in the IAMCR General Assembly in South Korea in 1994. At that meeting, as I reported, the economic survival of our association was of critical importance. In order to reduce the expenditure of our association, the executive board agreed to divide the task among its members and proceed with the process of decentralization. The location and management of our association was brought under the jurisdiction of the executive board and distributed among the institutions of the members. While this process required a great deal of work, with the decentralization of the workload, we were able to create what we hope will eventually be a self-supporting organization. The diligence of our executive board, the international council, the sections, the working groups and the various committees testify to the strength of our community.

As reported in the last issue of the IAMCR newsletter, through the decentralization of our administration and the division of tasks among the executive board, combined with voluntary institutional support, we have been able to reduce IAMCR expenses by fifty percent. If we continue this policy, IAMCR will no longer need to rely on a single institution, be it a university, a foundation or a firm. I believe this is both economically and administratively desirable. There is no reason for optimism on finding outside funds for our activities in these years of stringent organization and other cutbacks. With a centralized administration, not only does our association become dependent on one source of funding, but in the absence of sufficient income and an administrative director to run it, the control of this association will remain within the reach of only its most economically privileged members. The decentralization of our administration democratizes our association. In my opinion, the survival of our association and the future of our community are contingent on a commitment to self-governance, decentralization, and above all cooperation and working together.

Those who are nominated and interested in serving on the executive board must be aware of these responsibilities. They

may wish to state precisely what they can provide and contribute to the maintenance of the association. The healthy financial state of affairs reflects careful management of funds and the division of labor among the elected officers. Thus, those who are running for various offices will have to be forewarned of the contribution of time and energy as well as the modest support required of their institutions. They should ask themselves not only what IAMCR can do for them, but what they can do for IAMCR. Here, I would like to thank the institutions which have provided their resources and congratulate all the individuals in IAMCR who have made this possible.

I trust that with the strong commitment which our members have always displayed for our association over the years, many individuals and institutions will come forward to volunteer their resources and energy by making themselves available for the upcoming election. I hope the result of the election will not only enhance the financial and administrative welfare of IAMCR but also represent the geographical, cultural, and gender diversity of our community.

## TREASURER'S REPORT

Gertrude J. Robinson

This is an interim report which provides an update on Treasury activities since the Portoroz conference. It covers the five months between August 1, 1995 and December 31, 1995. The figures show that a total of US\$6,172 were received of which \$5,772 were from membership fees and \$400 from the mailing list rental. These figures indicate that the majority of members make their fee payments in the first half of the year shortly after renewal reminders are sent out. This is advantageous for IAMCR, since our major expenses such as planning for summer conferences and the production of the *Membership Directory* also fall into this period. Throughout the past eighteen months we have tried to increase the use of our mailing list to publishers as well as members/institutions who may be planning regional meetings or are advertising their recently published books.

Our income of \$6,172 was offset by expenses of \$11,022 during the same period, leading to a paper deficit of \$4,850 against IAMCR's year end credit of approximately \$50,000. The audited Sydney report of July 1996 will provide detailed information on the Association's continued positive financial situation after decentralization. The five month summary expenses include a total of \$4,337 for the printing (\$1,287) and mailing (\$3,050) of the fall *Newsletter*. Thanks go to Andrew Calabrese, the editor, and his non-paid assistants that these figures are not higher. The publication figures indicate that it costs IAMCR about the same amount to produce and mail the *Newsletter* as it does to create the *Membership Directory*. They also show that

our major costs are mailing charges to reach our far-flung membership. The summary furthermore substantiates that we continue to save money on office staff and telephone/fax charges (partially subsidized by the McGill Graduate Program), while spending more on mail. In spite of this our expenses are still well within the proposed budget estimates mandated by the Seoul General Assembly.

## MEMBERSHIP REPORT

Throughout the fall the Treasurer's office has explored credit and cash payment options and their associated banking requirements. We will make a report and recommendations on this issue in Sydney. We have also continued to update our electronic membership files and the data base for accounting purposes. The figures show that 3 new institutions and 31 new members joined the Association since August 1995. They are the Department of Nordic Philology at the University of Copenhagen, the Faculty of Humanities and Applied Social Sciences at the University of Western Sydney Nepean and the Department of Communication at the Institute for Political Studies in Belgrade. The thirty-one new individual members come from Argentina, Croatia, Greece, Hong Kong, India, Japan, Korea, Slovenia, South Africa, the United Kingdom, Uruguay, and the United States. Welcome to our new members and thanks for making our Association more diverse and globally inclusive.

The membership increases are a welcome development because they offset the off-year lapses. At Sydney we hope to provide information on the Association's yearly membership fluctuations and to estimate whether these continue to be greater in the years between the General Assemblies or not. The introduction of off-year regional European conferences seems to have dampened the membership fluctuations in the past years and may therefore provide a model for future IAMCR activities. After two General Assemblies in South East Asia, this region might use the off-years for their own continued integration and growth.

One problem remains for the Treasurer's Office, the lack of notification when members change addresses. Association members and officers are frustrated when mailings are returned and information does not get to its destination. Please help by forwarding address changes by mail, phone, fax, or email. The address is: Gertrude J. Robinson (Treasurer), Graduate Program in Communications, McGill University, 3465 Peel Street, Montreal, PQ Canada H3A 1W7. Tel: (514) 398-4932, Fax: (514) 398-4934, email: cxro@musica.mcgill.ca. While it may have been difficult to reach me by email in the past, my email address has now been integrated into McGill's fibre optic net and is easily accessible. I continue to appreciate your letters and inquiries and am available for questions on banking and other matters. Please be in touch.

## (CONFERENCE From page 1)

Non-members will be charged an extra \$100 to attend the conference. (Those who wish to apply for IAMCR membership should write to Professor G.J. Robinson, IAMCR Treasurer, McGill University, Graduate Program in Communication, 3465 Peel Street, Montreal PQH3A1W7, Canada, Tel. 514/398-4932, Fax 514/398-4934.) All conference expenses will be calculated in Australian dollars and using exchange rates current at the time of the conference. As of February 1996, US \$1.00 buys approximately AUD \$1.30.

Information regarding banking, climate and clothing, currency, eating out, entertainment, travel visas, shopping, pre and post conference tours, and travel are all included in the registration information packet from the Conference Secretariat. This information was also provided in the November 1995 issue of the newsletter. Airport shuttle transportation will be provided for all delegates.

The November 1995 issue of the newsletter contained the Call for Papers for various sections and special interest groups. Although the deadline for abstracts for submission has passed please contact section heads and conveners of special groups for possible submission. If you are going to present a paper and you need to use any audio-visual equipment for your presentation, please inform the convener of the section or the special interest group. Addresses and information on section heads and conveners are also listed in this newsletter. Please contact the appropriate section heads and conveners directly if you wish to present a paper. Additional announcements are also published in this edition of the newsletter.

IAMCR President Hamid Mowlana has appointed Professor Naren Chitty as Special Coordinator in charge of academic presentations. All queries regarding paper presentations outside of the regular Sections, as well as those of special new working groups should be addressed to:

Professor Naren Chitty  
Media and Communication Department  
Macquarie University  
North Ryde, NSW 2109  
Australia  
Tel: 61-2-85-7931  
Fax: 61-2-850-8240  
E-mail: nchitty@pip.engl.mq.edu.au

A copy of all papers should also be sent to:

IAMCR Office  
School of International Service  
The American University  
4400 Massachusetts Ave., NW  
Washington, D.C. 20016  
Tel: 202-885-1621  
Fax: 202-885-2494  
E-mail: mowlana@american.edu

(Continued on page 6)

## SUMMARY OF IAMCR OPERATIONS

AUGUST 1, 1995 - DECEMBER 31, 1995

### A. REVENUES

	<u>US Dollars</u>
Income from Memberships	\$5,772
Income from Mailing List Rental	400
<b>Total Revenue</b>	<b>\$6,172</b>

### B. EXPENSES

	<u>Actual Expenses</u>	<u>Proposed Budget in Seoul (prorated 5 months)</u>
Office Staff	\$3,358	\$8,333
Telephone/Fax	9	1,250
Mail	3,027	1,750
Copy/Print	1,287	3,333
Office Supplies	194	833
Meetings	—	1,041
Travel	361	1,250
Administrative Support	1,200	500
Bank Charges	87	542
Contingencies	557	833
Total Expenses	\$10,080	\$20,833
Currency Conversion Expense	942	
<b>Net Expenses</b>	<b>11,022</b>	
<b>Net Deficit</b>	<b>\$(4,850)</b>	
	=====	

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François-Xavier Hutin (France), Vice-President  
Olga Linné (UK), Vice-President  
José Marques de Melo (Brazil), Vice-President  
Annie Méar (Canada), Vice-President

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

***Publications Committee***

**Coordinators:** Brenda Dervin (USA) and Robert White (Italy), Annabelle Sreberny-Mohammadi (United Kingdom), Manuel Pares i Maicas (Spain).  
**Members:** William Biernatski (USA), Andrew Calabrese (USA, ex officio), Ulla Carlsson (Sweden), Robin Cheesman (Denmark), Wolfgang Donsbach (Germany), Howard Frederick (UA), Oscar Gandy (USA), Carmen Gomez Mont (Mexico), Karol Jakubowicz (Poland), Denis McQuail (The Netherlands), Melita Poler (Slovenia, ex officio), Slavko Splichal (Slovenia), Trine Syvertsen (Norway), Birgitte Tufte (Denmark), Janet Wasko (USA)

**(CONFERENCE from page 4)**

Members who may need an official invitation to raise funds and facilitate your attendance to the Sydney conference, please contact the President's office of IAMCR (address listed above).

The following are the important deadlines for you to remember:

- |                     |   |
|---------------------|---|
| <b>May 1, 1996</b>  | Final papers are due in the offices of the section heads and the conveners of the Working Groups.                                       |
| <b>July 1, 1996</b> | Last day for conference registration (which has been extended from April 30th). A \$100 additional fee will be applied after this date. |

Only those papers listed by section heads and conveners will be regarded as official and noted in the program. Those presenting should be aware that they need to bring 50 copies of their papers with them to the conference.

**LETTER TO THE EDITORS**

Kaarle Nordenstreng (Finland)  
(leaving leadership after 24 years)

Names are being dropped for the Executive Board Positions. Some are withdrawn, while others seem to take the shape of a complete list. Faced with names and lists, however familiar the individuals, I feel uneasy. Considering the financial and administrative situation of our association, I want to know not just who is a candidate but above all what he/she is prepared to do for IAMCR.

Each candidate should have a clear mandate regarding leadership and a personal commitment to offer his/her voluntary work and institutional resources for the good of our (poor) association. It should be this concrete and objective commitment rather than an abstract and subjective desire that should determine the ranking of candidates. We cannot afford tickets for ego trips. We need hard work and material input.

Even geopolitics is secondary to what the candidates pledge to perform. Indeed, complete lists may not be conducive, since they may represent little more than a politically correct group of good colleagues, stressing an overall image rather than real potential to perform the required work.

So when proposing yourself or someone else as a candidate, please let us know what concretely you or someone you nominate will do, and with what resources. Maybe there are also others who do not take this just as a beauty/reputation competition...



20th General Assembly &  
Scientific Conference of the  
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Mass Communication Research

18-22 AUGUST 1996  
SYDNEY • AUSTRALIA

**Sydney**, Australia's gateway city and the capital of New South Wales, is built around one of the largest, most spectacular harbors in the world. Miles of golden surfing beaches stretch north and south of the city on the shores of the Pacific Ocean.

The IAMCR conference is to be held in the Wesley Conference Centre situated in the heart of the city's shopping and business district. The Centre is surrounded by hotels, Sydney's monorail system which links to Darling Harbour, excellent restaurants, entertainment, and lots more.

**Registration brochures are available from:**

**20th General Assembly and Scientific Conference IAMCR**

**Conference Secretariat**

**GPO 2609, Sydney Australia 2001**

**Telephone: 612 2241 1478 Facsimile: 612 251 3552**

**Programme Inquiries:**

**Professor Naren Chitty**

**Media and Communication Department**

**Macquarie University**

**North Ryde NSW 2113**

**Telephone: 612 850 7931 Facsimile: 612 850 8240**

**General Inquiries:**

**Professor Virginia Nightingale**

**Convenor**

**GPO 2609**

**Sydney Australia 2001**

**Telephone: 612 2241 1478 Facsimile: 612 251 3552**

**Early Bird Closing Date for Registration - July 1, 1996**

Conference fees include attendance to sessions, conference satchel with programme and abstract book, light continental breakfasts, morning and afternoon teas, and receptions.

Site seeing tours available and beyond the city of Sydney. Pre and post conference tours to the Red Centre, Darwin and Kakadu, Cairns, the Barrier Reef, and the Nation's Capital - Canberra.

**PROVISIONAL CONFERENCE PROGRAM  
SYDNEY, AUSTRALIA  
AUGUST 17-22, 1996**

**Saturday, August 17**

**Morning**

Arrival of the Executive Board

3:00 - 6:00 p.m. - Meeting of the Executive Board - 3:00 - 6:00 p.m.

**Sunday, August 18**

**Morning**

9:00 a.m. to 5:00 p.m. - Arrival of Delegates and International Council  
Registration at the Wesley Centre

2:00 - 5:00 p.m. - Meeting of the International Council

7:00 p.m. - Ceremonial Opening Session

8:00 p.m. - Reception / Dinner

**Monday, August 19**

**All meetings will be held at The Wesley Centre.**

**Morning**

8:30 - 10:30 a.m. - Registration - Wesley Centre  
Opening Plenary Session - *UNESCO and Communication*

10:30 - 11:00 a.m. - Morning Tea

11:00 a.m. - 1:00 p.m. - Second Plenary Session - *Communication and Human Rights*

**Afternoon**

1:00 - 2:00 p.m. - Lunch Break

2:00 - 4:00 p.m. - Meetings of Sections and Special Groups

4:00 - 4:30 p.m. - Afternoon Tea

4:30 - 6:30 p.m. - Meetings of Sections and Special Groups

**Evening**

7:00 p.m. - Reception / Dinner

**Tuesday, August 20**

**Morning**

8:30 - 10:30 a.m. Meetings of Sections and Special Groups

10:30 - 11:00 a.m. - Morning Tea

11:00 a.m. - 1:00 p.m. - Third Plenary Session - *Indigenous Cultures and Global Communication*

**Afternoon**

1:00 - 2:00 p.m. - Lunch

2:00 - 4:00 p.m. - Meetings of Sections and Special Group

4:00 - 4:30 p.m. - Afternoon Tea

4:30 - 6:30 p.m. - Meetings of Sections and Special Groups

**Evening**

7:00 p.m. - Reception/Dinner

**Wednesday, August 21**

**Morning**

8:30 - 10:30 a.m. - Meetings of Sections and Special Groups

10:30 - 11:00 a.m. - Morning Tea

11:00 a.m. - 1:00 p.m. - Meetings of Sections and Special Groups

**Afternoon**

1:00 - 2:00 p.m. - Lunch Break

2:00 - 4:00 p.m. - **General Assembly**

4:00 - 4:30 p.m. - Afternoon Tea

4:30 - 6:30 p.m. - **General Assembly**

**Evening**

7:00 p.m. - Taronga Centre Excursion & Dinner

**Thursday, August 22**

**Morning**

8:30 - 10:30 a.m. - Meetings of Sections and Special Groups

10:30 - 11:00 a.m. - Morning Tea

11:00 a.m. - 1:00 p.m. - Fourth Plenary Session - **Communication Law and Public Policy**

**Afternoon**

1:00 - 2:00 p.m. - Lunch

2:00 - 4:00 p.m. - Meetings of Sections and Special Groups

4:00 - 4:30 p.m. - Afternoon Tea

4:30 - 6:30 p.m. - Meetings of Sections and Special Groups

4:30 - 6:30 p.m. - Meeting of Executive Board

**Evening**

6:30 p.m. - Meeting of International Council

**Friday, August 23**

Departures



20th General Assembly &  
Scientific Conference of the  
International Association for  
Mass Communication Research

18 - 22 AUGUST 1996  
SYDNEY • AUSTRALIA

**PRE-REGISTRATION**

Name: \_\_\_\_\_  
 Position: \_\_\_\_\_  
 Institution: \_\_\_\_\_  
 Postal Address: \_\_\_\_\_  
 \_\_\_\_\_  
 Phone Number: \_\_\_\_\_  
 Fax Number: \_\_\_\_\_  
 E-mail: \_\_\_\_\_

Accommodations requested:

5 star            3 star

apartment

People I plan to share with:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Pre or post conference holiday information  
 needed: YES / NO

Please return form to:

IAMCR Conference  
 GPO Box 2609  
 Sydney NSW  
 Australia 2001

Dr. John A. Lent  
 669 Ferne Blvd.  
 Drexel Hill, PA 19026  
 USA  
 Fax: (610) 622-3938

**COMMUNICATION TECHNOLOGY**

Rohan Samarajiva, Section President

**Session I:** Globalization and information-communication technologies - shifting centers? Fracturing margins?

1. US & global info infrastructure: Orchestrator/mediator/functionary?  
Edward Comor, USA
2. Singapore: National unity in a regional media hub  
Duncan Holaday, Singapore
3. Media and fragmenting identities: An Indian case study  
Shobha Das, UK
4. Seeing the world without government control: The role of new electronic media in mainland China  
Huang Yu, Hong Kong
5. Competing forces of globalization for telecom: A dilemma around Korea telecom privatization  
Sungwoon Cho, Korea
6. Communication technology and non-violent action  
Brian Martin, Australia
7. Satellite reception in E. Java: Local consumption of global TV  
Hart Cohen, Australia

**Session IIA:** Shifting centers in communication industries and processes I

1. Political myth, high technology and the info superhighway: An Australian perspective  
Richard Joseph, Australia
2. Online services and "transactional space": Conceptualizing the policy issues  
Peter B. White, Australia
3. The Canadian discourse on the global information infrastructure  
Gaetan Tremblay, Canada
4. Globalization of the telecom sector and its economic and institutional impact in peripheral countries  
Marcio Wohlers de Almeida, Brazil

**SECTION REPORTS**

**COMIC ART WORKING GROUP**

John Lent, Chair

Papers are being solicited for the working group on comic art, to be presented in Sydney. Those interested in participating in this group should send a working title to:

5. Divesting the public network: Telecom reform strategies for developing countries  
Ben A. Petrazzini, Hong Kong
6. Global satellite telephone communication, anywhere?  
Anytime?: Future of LEOS and potential road-blocks in mobile telecom service in the global south  
Hopeton Dunn, Jamaica
7. Convergence, competition and the information highway:  
Canada's new regulatory framework  
Kevin G. Wilson, Canada
8. Telecom liberalization in Mexico  
Carmen Gomez Mont, Mexico

**Session IIB:** Shifting centers in communication industries and processes II

1. Culture-media-information complex in former GDR and new eastern states of Germany  
Joerg Becker, Germany
2. EU info technology policy: A redundant information society?  
Sophia Kaitatzi-Whitlock, Greece
3. Transition from analogue to digital TV broadcasting:  
implications for national media policy  
Olof Hulten, Sweden
4. Crippled digitalization: The development of 'digital TV' in Europe  
Hans J. Kleinsteuber, Germany
5. At the crossroads of terrestrial and ET: Whenceforth  
Malaysian TV broadcasting?  
Rahmah Hashim, Malaysia
6. Toward a model of the cybernetic newspaper  
Jose Manuel Gomez y Mendez, Spain
7. Ownership and control in Flemish press and broadcasting sector: Corporate strategies, media policy and public interest  
Roland Van Gompel, Belgium

**Session III:** Changing conceptions of users in dynamic information-communication technology environments

1. On place and identity in cyberspace  
Michael R. Curry, USA
2. Patterns of electronic media use according to time budgets and time philosophy  
Irene Neverla, Germany
3. Telecom privacy from the perspective of residential users  
Peter Shields and Brenda Dervin, USA

4. Investigating interactive TV viewers' perceptions and uses  
Andre Caron, Canada
5. Information explosion: Stress and coping of CMC network users  
Yasufumi Shibanaï, Japan
6. Perceived reality in the networked society and dynamics of its use  
Ken'ichi Ikeda, Japan
7. Construction of routine surveillance practice in the electronic marketplace  
David Phillips, USA
8. Electronic payment systems for the internet: An analysis of trust factors  
Huichuan Liu, USA

**Business Meeting:** Presentation on design and implementation of eCTP, the virtual meeting place for CTP members.  
Vice President Ursula Maier-Rabler, Austria.

Organized by:  
Rohan Samarajiva, CTP Section President  
Department of Communication  
Ohio State University  
3016 Derby Hall  
154 N. Oval Mall  
Columbus, Ohio, 43210 USA  
phone: +1 614 292 3713  
fax: +1 614 292 2055  
e-mail: rohan+@osu.edu or rsamaraj@magnus.acs.ohio-state.edu

## GENDER SECTION

Liesbet van Zoonen, Section President  
Marjan de Bruin, Vice-President  
Karen Ross, Acting President in Sydney

The gender section has selected 24 papers from 18 countries for presentation in Sydney, Australia. There will be three sessions, including: a joint session with political communication on the coverage of women and women's issues in the news; a session on new information technologies; a session on current research — in particular popular culture and international perspectives — a panel discussion on Feminist Media Studies in Australia, and a business meeting.

**Session I:** Women and women's issues in the news (Gender and Political Communication joint session)

Chair: Annabel Sreberny Mohammadi, University of Leicester

1. Images of women and human rights: a content analysis of Malaysian print media during the fourth conference on

women in Beijing  
Farida Ibrahim and Rahmah Hashim, Malaysia

2. Foreign news in Finnish broadcasting  
Minna Aslama and Jussi Salmi, Finland
3. About virgins, vamps and lack of reality: a content analysis of crime coverage in German local newspapers  
Romy Froehlich, Germany
4. Gender, print media coverage of environmental issues and awareness and self commitment for sustainable development  
Dipak De and A.K. Singh, India
5. Women, politics and the media: from fighting to freedom and back again  
Karen Ross, England
6. Issues in international TV-news: gender competency in spokespersons  
Shirley Ramsey, USA
7. Gendering the international: media and the discourse of global agricultural trade  
Poonam Pillai, USA

#### **Session II: Gender and new information technologies**

Chair: Valerie Frissen, University of Amsterdam

1. Inner action and interaction, influencing readers through interactive media: A case from Norwegian campaigns on health and sex  
Torill Elvira Mortensen, Norway
2. Countering cyber machismo: Addressing masculine international travel accounts on World Wide Web sites  
Ashwini Tambe, USA
3. We taught our data entry system to speak a new language: ?J'gb Blond  
Maeve Wingate, Australia
4. Powerplay: gender, power, and violence in video games  
Jens F. Jensen, Danmark
5. The body on stage: spectator, viewer, user, and virtual reality  
Marie Louise Angerer, Austria
6. A user-centered approach to studying gender and computing  
Andrea MacDonald, USA
7. Women and new information technologies: A feminist approach  
Martha Burkle Bonechi, Mexico

#### **Session III: Current research**

Chair: Karen Ross, UK

##### Popular Culture

1. The image of men and their relations to women in a German game show  
Dr. Friedrich Krotz, Germany
2. Bewitched women: Power and media  
Virginia Nightingale, Australia
3. Sex and AIDS according to a Brazilian girls' magazine: Pedagogy without fear  
Dulcila H.S. Buitoni, Brasil
4. Telenovela and demography in Brasil: Analysis of family, gender, sexuality, and reproductive behavior  
Anamaria Fadul, Brasil
5. Addressing women, constructing female identity: The 'intimate' TV-programs of commercial television  
Katherine Skretting, Norway
6. Men in Korean television dramas  
Dr. Yoo Jae Song, Korea

##### International Perspectives

7. Dominant gender related myths: Print media advertisements in India and America  
Udita Das, India
8. Ethnicity, gender and mass communication in Bulgaria  
Lilia Raycheva Todorova-Kolarova, Bulgaria
9. Gender and media in the Arab world  
Awatef Abd-El-Rahman, Egypt
10. Communication for gender equality: A value discussion approach  
Manisha Shelat, India

#### **Session IV: Feminist media studies in Australia, panel discussion**

Chair: Virginia Nightingale

## HISTORY

Mary Mander, Section President

At this writing the History Section has received about 30 paper proposals for the Sydney Conference. A review committee made up of Rantanen (Finland), Hoyer (Norway), and Wilke

(Germany) are examining them and will be giving me their recommendations soon. Interested parties can expect to receive a letter from me around the end of February. We only received one entry for the panel on the history of participatory research. This panel session has been canceled. The entrant's work will be included in the program elsewhere.

Tehri Rantanen has agreed to be responsible for the section's first newsletter. Members listed in our section directory, other section presidents, and members of the International Council will receive a copy of the newsletter. Eventually we plan to issue a newsletter twice a year. For 1996, however, there will only be one issue.

Items for the business meeting agenda should be sent to me by June 30. We will be electing a new Vice President. Jurgen Wilke will be succeeding me as President. Both Wilke and I will attend the last international council meeting in Sydney as representatives of the section.

At the round table in Portoroz, the section heads decided to formulate a statement of the section's definition, purpose and scope. I have drawn up the following for your consideration:

The History Section focuses on the historical dimensions of communications: its institutions, forms, technologies, and occupations. The research conducted by the section is grounded in a variety of historical approaches, including intellectual history, economic history, and cultural history, among others. Members' work reflects the diversity of interest and method found in all historical research today. The evidentiary basis of its investigations include both archival data and media fare. In writing the history of a particular institution or media form, most members study the material germane to their own geopolitical units. However, because panels include members from a range of countries, the effect is often comparative in nature. The international setting provided by the Association is a key component to this comparative understanding of media and media research history. The philosophy of the History Section is summed up in the phrase: "The Past is Prologue." Current communications institutions and technologies, as well as their political settings, cannot be known in absence of this history. Because history provides the context for understanding communications today, the work of the section is vital to the interests of all other sections in the Association. The section recognizes the importance of strengthening its ties to other sections. It is committed to establishing and maintaining a robust exchange of ideas with all members of the Association.

## HUMAN RIGHTS COMMITTEE

Shalini Venturelli, Chair

The IAMCR Human Rights Committee in cooperation with the IAMCR Law Section will organize a special roundtable on "Citizens' Communication Rights on the Global Information Highway" at the 20th IAMCR Conference to be held in Sydney, Australia, August 18-22, 1996.

"Citizens' Communication Rights on the Global Information Highway" - A special roundtable jointly sponsored by the IAMCR Human Rights Committee and the IAMCR Law

Section.

The roundtable is intended to generate debate and discussion on the application of the concept of the 'right to communicate' to development of a global broadband network. Participants are invited to define key areas of citizens' communication rights and to articulate a framework whereby the communication rights of citizens may be incorporated into the policy and legal design of the GII as evolving in diverse multilateral fora. Scholars and researchers are invited to submit abstracts and papers for possible inclusion in the roundtable to the chair of the IAMCR Human Rights Committee or to the president of the IAMCR Law Section. Those interested should contact:

Dr. Shalini Venturelli  
Chair, IAMCR Human Rights Committee  
International Communication Division  
The American University  
4400 Massachusetts Ave., NW  
Washington, DC 20016  
phone: 202-885-1635  
fax: 202-8852494  
e-mail: sventur@american.edu

Dr. Wolfgang Kleinwachter  
President, IAMCR Law Section  
Braunschweicherstrasse 30  
7022 Leipzig  
Germany  
phone: 49 341 54801  
fax: 49 341 26999 14  
e-mail: stiehler@rz.uni-leipzig.de

The program on "Citizens' Communication Rights on the GII" will be offered in addition to three others devoted to human rights concerns:

- \* a joint research panel of the IAMCR Human Rights Committee and the Participatory Communication Section,
- \* conference plenary sessions in cooperation with the IAMCR Conference Committee devoted to human rights themes, and
- \* an open meeting of the Human Rights Committee to involve IAMCR members in discussion toward drafting a long-term agenda on communication and human rights, and toward the creation of a members' advisory group to support the work of the committee.

## INTERNATIONAL COMMUNICATION

Abbas Malek, Section President

**New Journal:** For the first time in the history of IAMCR there is a scholarly journal, *Journal of International Communication* (JIC) affiliated with the International Communication (IC) Section. We consider that a historic success not only for the IC Section, but for the IAMCR as an Association. All individual members of Association can now benefit from a 50 percent discount on the published rate.

**Joint Panel with ICA in Chicago:** The IC Section will

conduct a joint session with International Communication Association (ICA) at the ICA Annual Conference in Chicago in May 1996. We will have our panel as part of the 'Theme Session' division in which three IAMCR members, Abbas Malek, IC president, Hamid Mowlana, IAMCR president, and Sahlini Ventruelli, Human Rights Committee chair, among others, will make presentations. If you are attending the ICA Conference, please check the time and place in the conference schedule.

**Sydney Conference:** At the Sydney Conference, we are planning to have a reception following our business meeting to celebrate the newly established affiliations of IC Section and JIC. Look for the time and place in the conference schedule.

**Sydney Conference Papers:** Because of the overwhelming number of proposals received by the section for the Sydney Conference, we cannot include any paper in our panels in the final conference schedule if 1) we do not have registration confirmation from the organizing committee, or 2) we have not received your completed papers along with a one-page abstract to be published in the Conference proceeding by May 1, 1996. If your proposal has been accepted and you have received a confirmation letter from the section, please make sure that you register and send your completed paper on time.

## LAW

Wolfgang Kleinwachter, Section President

The Law Section is planning three events for the forthcoming Sydney conference.

**Session I:** A joint session with the newly established Human Rights Committee on the right to communicate on the information superhighway. This session will analyze the human rights dimension of the GII and other national and regional information infrastructure and information society initiatives. The session will include a round table discussion of guest speakers and paper presentations. Papers are welcomed which analyze the social and cultural dimension of the Information Superhighway and GII related initiatives from different regional perspectives — that means from both developed and developing countries.

Proposals should be send either to Wolfgang Kleinwachter, chair of the Law Section or to Shalini Venturelli, chair of the Human Rights Committee.

**Session II:** A second session will deal with legal communication issues in the Asian Pacific Region. This session will give scholars from the host region an opportunity to discuss special legal communication problems of their region. The theme is not specified, so scholars are encouraged to submit their own proposals so that the structure of the session can be specified in the light of the proposed papers. Contributions from authors outside the regions are also welcomed, in particular those dealing with aspects of relevance for the Asian Pacific regions, or those of general interest.

**Session III:** A third session will discuss internal problems of the Law Section. The term of the chair and the co-chair, who sat since 1990, comes to an end in 1998. Proposals for new candidates are welcomed. Also welcomed are proposals for new directions and working groups in the Law Section. This session will be more than a normal business meeting. It will be a strategy and planning section.

Please send your proposals according to the general datelines to:  
Wolfgang Kleinwachter  
NETCOM Institute Leipzig  
Goerderlerring 5  
04109 Leipzig  
phone: #49-341-1267479  
fax: #49-341-1267472  
e-mail: stiehler@rz.uni-leipzig.de

## MEDIA EDUCATION

Birgitte Tufte, Section President

### Session I

1. Convergence & Techno-Culture: Implications for Media Studies  
Carmen Luke, AUSTRALIA
2. Using Electronic Networks in Teaching International Communication  
Dina Lordanova, USA
3. Presentation of a Media Education Video on the Construction of Selfhood  
K.P. Jayasankar and Anjali Monteiro, INDIA
4. Developments in Media Education in Scotland: Progression from the early Primary to Post-Secondary Education  
Tony Lavender, SCOTLAND

### Session II

1. If we didn't mention "media" wouldn't it be easier (Some thoughts about how to move media education from the fringe)  
Jeanne Prinsloo, SOUTH AFRICA
2. Media autonomy (critical autonomy) and media competence  
Susanne Kruesay, AUSTRALIA
3. Concept of Critical Thinking in Media Education Research  
Jacques Piette and Luc Giroux, CANADA
4. Analysis of the Brazilian Communication Courses  
Lucilene Cury, BRASIL
5. The education and training of interviewers at Communication Studies at Roskilde University  
Jan Krag Jacobsen, DENMARK

**Session III**

1. Trends and Differences in American and Canadian Media Education  
Gina Bailey, CANADA
2. Fairy Tale in Medialand  
Svetlana Bezdánov Gostimir, YUGOSLAVIA
3. Curricular Innovation and Mass Media  
Maria Luisa Gevillano Garcia & Donaciano Bartolome Crespo, SPAIN
4. Trends and visions for media education research in the future  
Birgitte Tufte, DENMARK

### MEDIA, MYTH AND RITUAL WORKING GROUP

The Working Group on Media, Myth and Ritual plans two sessions at the upcoming Sydney Conference. The primary MMR program will be a panel for which four papers have been accepted, and two additional papers have been accepted provisionally. The theme of this session will be "Myth and Symbol in Public Communication." Papers accepted come from researchers and theorists in Latin America, the Middle East, and Europe.

The second program is a joint session co-sponsored by MMR and the Network on Qualitative Television Audience Research (NEQTAR) titled "Working Roundtable on Theory and Methodology in Current Reception Research." Papers will be presented by researchers who are actively engaged in current reception studies in Europe and North America. There will be a formal response and provision for interaction. For information on either of these programs, contact Stewart M. Hoover, Chair, Working Group on Media, Myth and Ritual, Campus Box 287, University of Colorado, Boulder, CO 80309, USA. Phone: (303)492-4833, Fax: (303)492-0585, email: hoover@colorado.edu

### PARTICIPATORY COMMUNICATION RESEARCH

Jan Servaes, Section President

**Session I: Participatory Communication**

1. The participatory communication for development narrative: An examination of meta-theoretic assumptions and their impacts  
Brenda Dervin and Robert Huesca, USA
2. The 'other' in intercultural research  
Fred Jandt and Dolores Tanno, USA

3. Citizen — Alone in the media wilderness? Considerations on options left for alternative communication in the Finnish mediascape  
Ulla Kivikuru, Finland
4. Researching the global in the local in a participatory way: Towards a qualitative multi-level flow analysis  
Rico Lie, Belgium
5. Media, religion and democratic participation: Cases of community communication in Zimbabwe and Norway  
Knut Lundby, Norway
6. Investigative journalism as a participation process to the sociopolitical needs of citizens  
Francisco Esteve Ramirez, Spain

Discussant: Joe Pilotta, USA

#### **Session II: The second round table on development communication (in cooperation with UNESCO)**

Convenors: Carlos Arnaldo (UNESCO, Paris), Anura Goonasekera (AMIC, Singapore), and Jan Servaes (CSC, Brussels)

Participants will be invited to comment upon the report of the first round table in Seoul, 1994, and to draft a framework and plan of action for the coming decade.

#### **Session III: Significance and impact of satellite television programming in south Asia**

Convenor: Dr. Srinivas R. Melkote, USA

The papers in this panel will address the political, economic, cultural, and developmental significance and impact of the emerging satellite networks in India and South Asia. One of the papers will present the results of a large survey of viewers of STAR-TV and state-controlled Doordarshan network done recently in south India. The analyses of the papers will be both quantitative and qualitative in nature. Collectively, the authors will present a historical, cultural, legal, and political economy perspective of important issues (including development communication) such as communication policies, news, development, propaganda, etc. and touch upon the regulatory and institutional frameworks that exist within India and other Third World countries in the region.

The panel will consist of the following:

1. Ambivalence in a STAR-ry-eyed land: Doordarshan and the satellite TV challenge  
Geetika Pathania, USA
2. Integration, the Indian state and STAR TV: Policy and theory issues  
Peter Shields and Sundeep Muppidi, USA

3. Cultural transcendence as an alternative to cultural imperialism: Role of pro-social entertainment television programs in Asia  
Arvind Singhal and Peer Svenkerud, USA

4. A comparative analysis of STAR TV and Doordarshan programs and their impact on viewers in south India  
Srinivas Melkote, USA

5. Implications of the Asian situation on broadcast propaganda, news, and entertainment in the Caribbean and Latin America  
Ewart Skinner, USA

Discussant: Dr. John Lent, USA

**Session IV:** Asian perspectives on communication for development (joint section with the Professional Education Section)

Convenors: Anura Goonasekera (AMIC, Singapore) and Jan Servaes (CSC, Brussels)

1. As problems get worse, will solutions come easier?  
Richard F. Boylan, Egypt

2. Print media and agricultural issues  
Dipak De and A.P. Kanungo, India

3. Communication and agriculture for development  
Ann Johnston, USA

4. Problems faced by the resourceless women in participating in group activities  
Abul Kashem, Bangladesh

5. Redirecting the focus of communication studies in the age of communication as 'key agenda'  
Chie-Woon Kim and Jin-Hong Chung, Korea

6. Destigmatization of leprosy in India: An experimental study to evaluate the effectiveness of participatory and diffusion strategies on knowledge, perception of risk and behavioral involvement of community members with patients  
Pradeep Krishnatray and Srinivas Melkote, USA

**Session V:** Human rights, culture, and participatory communication (joint section with the Human Rights Committee)

Convenors: Jan Servaes and Shalini Venturelli, USA

1. Retelling tales and daydreaming: Reading in prison  
Heleusa Figueira Camara, Brazil

2. The use and misuse of language in the media: Semantic analysis of human rights coverage  
Rajib Ab. Ghani and Faridah Ibrahim, Malaysia

3. Human rights, a challenge you cannot refuse. Human rights as a conceptual framework for information and communication development policies  
Ank Linden, Netherlands

**Session VI:** Participatory communication and cultural identity in the 21st century (joint section with the International Communication Section)

Convenors: Abbas Malek, USA and Jan Servaes, Belgium

1. Analysis of the Brazilian social communication courses: A search on the curriculum identity  
Lucilene Cury, Brasil

2. Intercultural dialogue and cultural identity  
Iben Jensen, Denmark

3. UNESCO's concern with localization in the global-local debate. An attempt to integrate theory and practice in the Pacific Islands  
Rico Lie, Belgium and Liesbeth Rijdsdijk, Western Samoa

4. The uses of development communication in Danish-supported development projects in the Third World  
Hanne Longreen, Denmark

5. Communication for development in a global perspective. The role of governmental and non-governmental agencies  
Jan Servaes, Belgium

6. Gender, development and communication: Manifestations of marginalization in US foreign aid  
Karin G. Wilkins, USA

7. On Zhang Yimou's *Golden Touch*: A comparison between *Judou* and *The Last Emperor*  
Faye Zhengxing, USA

**Session VII:** The History of participatory communication - research (joint section with the History Section)

Convenors: Tom Jacobson and Mary Mander

**DEADLINE:** The final papers have to be in the possession of the convenors on May 1, 1996. Abstracts and papers can be sent by mail, fax, or e-mail.

Papers can be submitted to:  
Jan Servaes, Section President  
Catholic University of Brussels  
Department of Communication  
Vrijheidslaan 17  
B-1080 Brussels  
Belgium

phone: +32 (2) 412 42 78 or +32 (2) 412 42 47  
fax: +32 (2) 412 42 00  
e-mail: Jan=Servaes@ufsa3.KUBrussel.ac.be or  
Ping1513@ping.be

## POLITICAL COMMUNICATION RESEARCH

David L. Paletz, Section President

The IAMCR's Political Communication Research Section and the Research Committee on Political Communication of the International Political Science Association are jointly sponsoring a series of panels on "Trans-Border Media Influences on Internal Government and Politics."

At the IAMCR Congress in Seoul in 1994, our panel compared on the micro level the German and Korean situations. We are now calling for papers for the two next joint meetings to deepen the same topic: one at the IAMCR Congress in Sydney, the second at the IPSA Congress in Seoul during the summer of 1997. Our panel at the 1996 IAMCR Sydney World Congress will continue this focus on a broader level. We are particularly interested in papers assessing and explaining the relationships between external pressures and internal politics and government. For, with CNN and similar channels being aired all around the world, it would appear impossible for politicians to govern and to communicate without being influenced by these trans-border media. Yet, rulers often govern and the public behaves as if these media and their contents are irrelevant.

Those wishing to contribute a paper on this topic, broadly defined, should submit by January 15, 1996, an abstract of approximately 250 words, typewritten, on one side of the page only, including the name and address of the author. It should indicate the subject, methodology, and tentative results of the research.

Send to:  
 Professor David L. Paletz  
 Department of Political Science  
 Box 90204  
 Duke University  
 Durham NC 27708, USA  
 phone: 919-660-4321  
 fax: 919-660-4330  
 e-mail: paletz@acpub.duke.edu

Or to:  
 Professor Philippe J. Maarek  
 41 Rue du Colisee  
 75008 Paris  
 France  
 phone: 33-1-4225-8582  
 fax: 33-1-4359-5703  
 e-mail: maarek@univ-paris12.fr

### Preliminary Program

**Session I:** Basic Issues, including trans-border media influences on internal government and politics (co-sponsored by the Committee on Political Communication of the International Political Science Association)

Chairperson: Philippe J. Maarek, France

1. Regional identity and political communication in Asia Pacific  
Cheryl L. Brown, USA
2. Media and the foreign policy process  
Chanan Naveh and Leonard Davies, Israel
3. The Media and Postcommunist Transition in Belarus  
Oleg Manaev, Belarus
4. Politics, communication and development in South Africa  
Simon Burton, South Africa
5. Crisis of the public sphere and public broadcasting  
Heike Graf, Germany
6. Evaluation of public service broadcasting in Norway  
Sissel Lund and Hanne L chst er, Norway

Discussant: Manuel Pares I Maicas, Spain

**Session II:** Women and women's issues in the news  
 (co-sponsored and organized by the Gender Section)

Chairperson: Annabelle Sreberny-Mohammadi, UK

1. Foreign news in Finnish broadcasting  
Farida Ibrahim and Rahmah Hashim, Malaysia  
Minna Aslama and Jussi Salmi, Finland
2. Crime coverage in German local newspapers  
Romy Froehlich, Germany
3. Gender and print media coverage of environmental issues  
D. E. Dipak and A. K. Singh, India
4. Women, politics and the media  
Karen Ross, United Kingdom
5. Gender competency in TV-news spokespersons  
Shirley Ramsey, USA
6. Gender in media discourse of global agricultural trade  
Poonam Pillai, USA

**Session III:** News, Lobbying

Chairperson: David Weaver, USA

1. News frames in coverage of domestic and international conflicts  
June Woong Rhee, USA
2. Television news in a multicultural country  
Louis Bosshart, Adrienne Corboud, and Sonja Geiser, Switzerland
3. Newspaper coverage of health care reform in Sweden and the USA  
Susan Holmberg, USA
4. The communication techniques of UK lobbying groups  
Anne Peirson-Smith, Hong Kong
5. Political communication and hydroelectricity protests  
Gilles Brunel, Canada

#### Session IV: Representation and elections

Chairperson: David L. Paletz, USA

1. Crisis of the representative political system  
Isaac Epstein, Brazil
2. Parties, candidates, and the formation of campaign agendas  
Balwinder Singh, India
3. Television coverage of the 1994 legislative election in Taiwan  
Ven-hwei Lo, Ching-ho Chen, and Pu-tsung, Republic of China
4. Candidate images in the 1995 Taipei mayoralty election  
Pu-tsung, Republic of China

#### Session V: New technology

Chairperson: David L. Paletz, USA

1. Political communication and new technology  
David L. Paletz, USA
2. Nationalism in the information age: South Africa and Australia  
Eric Louw, Australia
3. Politicians and the information superhighway  
Des Freedman, UK
4. Access television and grassroots political communication  
Laura Stein, USA
5. Political advertising on the internet  
Chung-Chuan Yang, Republic of China

#### Business Meeting

**Instructions:** The final papers should be sent to the panel

chairpersons and discussants as close to the Association's deadline of May as possible.

For information concerning the Political Communication Research Section and these panels, contact the organizer:  
David L. Paletz,  
Chairperson Political Communication Research Section  
Department of Political Science  
214 Perkins Library  
Box 90204  
Duke University  
Durham, NC 27708, USA  
phone: + 919 660 4321  
fax: + 919 660-4330  
e-mail: paletz@acpub.duke.edu

### POLITICAL ECONOMY

Manjunath Pendakur, Section President

The Political Economy section will be represented in Sydney by members from five continents and thirteen countries. The sessions will cover some of the more familiar issues in the political economy of communication, including media globalization and the political economy of media policy. As well, the section will continue efforts initiated at the IAMCR conference in Guarujá, Brazil in 1992 to examine the dialectics of media production and consumption. Session III, the "Roundtable on Consuming Audiences: Production and Reception in Media Research," will address this theme in what should be a very lively and enlightening discussion. Session IV, on "Ideological Dimensions of the Information Society," also demonstrates the need for a critique of political economy to engage rigorously in the critical analysis of discourse, in this case discourse which contributes to the construction of the idea of an information society. In Sydney, some of the Political Economy section's most familiar and leading figures will be joined by new faces to produce what certainly will be a great program.

#### Session I: Globalization and Cultural Industries

Chair: Gerry Sussman, USA

1. A Political Economy of Privacy: Personal Data Protection in the European Union  
Richard Maxwell, USA
2. Cultural Industries and Trade  
Sharon Strover, USA
3. Television and Nationality: The Case of Program Format Traffic  
Albert Moran, Australia
4. Political Economy, Globalization and Communication  
Caesar R. S. Bolano, Brazil

5. Communication and Globalization Process in the Developing World  
Ali Mohammadi, UK

6. Media Regulation in the Age of Globalization: The Report of the UNESCO World Commission on Culture and Development  
Marc Raboy, Canada

**Session II: Political Economy of Media Policy**

Chair: Vincent Mosco, Canada

1. Ideology, Communication and Social Crisis: The New Zealand Experience  
Wayne, New Zealand

2. Communication Policy and the Future of Democratic Communications: A Case Study of Canada  
Dwayne Winsek, UK

3. Media Regionalization in Southeast Asia: The Thai Experience  
Glen Lewis, Australia

4. Seeing the World without Government Control: The Role of New Electronic Media in Mainland China  
Huang Yu, Honk Kong

5. Binary Opposites and Discursive Repertoires: deconstructing and reconstructing Culture versus Industry  
Patrick Hughes, Australia

6. Re-inventing the Public Sphere: Broadcasting Regulation and Public Policy in Capitalist Cultures  
Sylvia Harvey, UK

7. Portuguese Television Policy in the International Context: An Analysis of the Links with the EU, America, and Africa  
Helena Sousa, UK

**Session III: Roundtable on Consuming Audiences: Production and Reception in Media Research**

Co-chairs: Ingun Hagen, Norway, and Janet Wasko, USA  
Co-sponsored with NEQTAR

**Participants:**

Graham Murdock, UK  
Richard Maxwell, USA  
Herbert Schiller, USA  
James Lull, USA  
Ingun Hagen, Norway  
Anjali Monteiro & K. P. Jayashankar, India  
Robert White, Italy  
Birgitta Hoijer, Norway  
Klaus Bruhn Jensen, Denmark  
Manjunath Pendakur, USA

**Session IV: Ideological Dimensions of Information Society**

Chair: M. Pendakur, USA

1. Information Society - A Late-Modern Economy?  
Helena Tapper, Finland

2. The Political Economy of Information Highways: Values, State Role and the Consolidation of An Information Products Solvent Demand for Starting up a New Long Wave Cycle of Growth  
Jean-Guy Lacroix, Canada

3. Mass Media Constructions of Technological Actors  
Gerry Sussman, USA

4. The Formations of Social Relations and Communities in the Network  
Sinikka Sassi, Finland

5. Old Power in the New Coming Information Society: An Ethnographic Study of Female Workers at Korea Telecom  
Sunny Yoon, Korea

6. Global Diasporic and Sub-National Ethnic: Satellite Television in South Asia  
Amos Owen Thomas, Australia

**Business Meeting.**

Deadlines: Final Papers are due on or before May 1, 1996.  
Please submit final papers to:

Manjunath Pendakur, Ph.D.  
Professor & Chair  
Department of Radio-TV-Film  
Northwestern University  
Evanston, IL 60208-2270  
USA  
Tel: (847) 491-2243; Fax: (847) 467-2389  
E-mail: mpendaku@casbah.acns.nwu.edu

**POPULAR CULTURE WORKING GROUP**

**Session I**

1. Los Angeles as a set of stereotypical backdrops  
Torben Grodal, Denmark

2. The entertaining city: Salzburg as an arena for the entertainment industry  
Kurt Luger, Austria

3. Imaginary cities: Representation of urban space in contemporary science fiction  
Peter Larsen, Norway

4. TV fiction from the province  
Gunhild Agger, Denmark
5. Popular culture and the new South African democracy  
J.C. van Staden, South Africa

**Session II**

1. Beauty and the Beast meets Dracula: The subtle and not so subtle romantic portrayal of men's control of women in popular culture  
Laura Beres, Canada
2. Filmcomedy, modernization, and sex-roles  
Ib Bondebjerg, Denmark
3. Popular film comedy and the sexual revolution: The social dimension of generic transformation  
Leif Larsen, Norway
4. Comedy series in television for better and for worse  
Poul Erik Nielsen, Netherlands
5. From look back with joy to look back in anger: Nostalgia in the mass media  
Amir Hetsroni, Israel

**Session III**

1. News values, source strategies and international information flows: The case of Brent Spar  
Jerry Palmer, England
2. Framing information, enabling communication: A discussion of non-informational aspects of news  
Stig Hjarvard, Denmark
3. The study of genres and forms of presentation in print journalism  
Svennik Hoyer, Norway
4. Elements of popular narratives in television programmes on nature  
Barbara Gentikow, Norway
5. The question of narrative space in audiovisual narratives  
Liv Hausken, Norway
6. Rugby and sport in South African media  
Larry Strelitz, South Africa

Convenor: Ib Bondebjerg, Associate Professor  
Department of Film & Media Studies  
University of Copenhagen  
Njalsgade 80  
DK 2300 København S  
phone: (+45) 3392 9881  
fax: (+45) 3532 81 10  
e-mail: bonde@coco.ihiku.dk

## NETWORK ON QUALITATIVE TELEVISION AUDIENCE RESEARCH (NEQTAR) WORKING GROUP

Klaus Bruhn Jensen, Chair

CALL FOR PAPERS - Sydney Conference

The NEQTAR working group will convene again at the upcoming conference in Sydney, August 18-22 1996, and welcomes papers across the area of qualitative audience research, addressing:

- \* theories of communication and culture, society, and subjectivity methodologies of research, qualitative as well as quantitative, and
- \* policy and politics of audience studies.

NEQTAR will collaborate with the Media, Myth and Ritual working group to present a joint session titled "Working Roundtable on Theory and Methodology in Current Reception Research." Please consult the report from the MMR working group above for further information.

Abstracts (maximum of 250 words) of proposed papers should be sent to the convenor at the following address before January 31, 1996. Please use the form for abstracts in the November 1995 issue of the IAMCR Newsletter. Final papers must reach the convenor no later than May 1, 1996.

Klaus Bruhn Jensen  
Department of Film and Media Studies  
University of Copenhagen  
Njalsgade 80  
DK-2300 Copenhagen S.  
Denmark  
phone: +45-35-328104  
fax: +45-35-328110  
e-mail: kbj@coco.ihiku.dk

## SOCIOLOGY AND SOCIAL PSYCHOLOGY

Wolfgang Donsbach, Section President

The section Sociology and Social Psychology offers an interesting, diverse and international program to the participants of the Sydney conference. Three sessions have been scheduled.

**Session I:** Reception and processing of media contents

Chair: Wolfgang Donsbach, Germany

1. Explaining the non-recall: A discourse analytical study of radio reception  
Pertti Tiihonen, Finland
2. Cold fusion and media frames  
Bruce Lewenstein, USA

3. The analysis of people meter data: individual patterns of viewing behavior of people with different cultural backgrounds  
Friedrich Krotz, Germany

4. Predicting attitudes toward television advertising: The view from Hong Kong  
Kara K. W. Chan and Richard A. Ruidl, Hong Kong

#### Session II: In search of indirect media effects

Chair: Oleg Manaev, Byelorussia

1. The stratified process model of public opinion formation: The comparison between the spiral of silence and the third person effect  
Satoko Yasuno, Japan

2. Culture: The missing variable in climate of opinion studies?  
Stephen P. Jackson, USA

3. The cognitive basis of the agenda-setting process  
Wolfgang Eichhorn, Germany

4. Secondary victimization in the print media: Consequences of crime reporting for the victims  
Michael Kunczik, Germany

5. Continuous monitoring of media trends: The German media tenor project and its results  
Wolfgang Donsbach, Germany

#### Session III

Chair: Wolfgang Donsbach, Germany

1. The role of mass media in the perception of racial inequality  
Oscar H. Gandy, Jr., Katharina Kopp, Tanya Hands, David Philips and Karen Frazer, USA

2. Public assessment of media freedoms in Hong Kong: Approaching 1997  
Gary B. Wilson, Hong Kong

3. The role of celebrity, sex, and health beliefs in AIDS prevention behavior  
Fiona Chew and Soohong Kim, USA

4. Ukraine: To the identity within symbolic map of the world  
Natalia Kostenko, Ukraine

## ANNOUNCEMENTS

### SEND A COPY OF YOUR PAPER TO IAMCR OFFICE

If your paper has been approved by conveners of sections and working groups for presentation at the conference in Sydney, please send a clear copy of your paper to:

IAMCR Office  
School of International Service  
The American University  
4400 Massachusetts Ave., NW  
Washington, D.C. 20016  
tel: 202-885-1621  
fax: 202-885-2494  
email: mowlana@american.edu

After the conference, a list of papers will be prepared and announced in the newsletter. Papers can be ordered from the Washington office. As was the practice in the past, those who wish to order a reproduction of any paper can send an order to the above address, including a money order or check covering the reproduction cost of papers and postage. Payment must accompany all orders in order to be processed. The price for each paper will be announced when the list is completed.

### IAMCR PRE-CONFERENCE EVENT - MELBOURNE, AUGUST 16 1996

"AUSTRALIAN FILM: INTO THE NEXT 100 YEARS"

#### INVITATION & CALL FOR PAPERS

An IAMCR pre-conference event is being organized in Melbourne for August 16, 1996, the Friday before the week of the major conference in Sydney. This will be a full day seminar, including a program of films, a display of new visual media, and a program of academic papers exploring themes on the past and the future of film in Australia.

The initial call for papers has now been extended. Please forward an abstract of 250 words no later than February 29, 1996, to the organizer as follows:

Dr. John Sinclair, Associate Professor  
Department of Humanities  
Victoria University of Technology  
PO Box 14428, MCMC  
Melbourne, Victoria, 8001  
phone: (+ 61 3) 9688 4048  
fax: 9688 4805  
e-mail: johnsinclair@vut.edu.au

The subsequent deadline for complete papers will be June 1, 1996.

Delegates wishing to attend should arrange to fly into Melbourne, then on to and out of Sydney as they require. There will be a welcoming reception the evening of Thursday 15th, and another to close at the end of the day's events.

Melbourne is a gracious and cosmopolitan city of parks, restaurants, and classic nineteenth century architecture. It is well worth visiting for a few days for those delegates who have the time. The most popular attractions include the Southgate arts and leisure precinct on the Yarra River; the stylish street cafes of bayside St. Kilda and bohemian Brunswick Street; the restaurants of Chinatown and the Italian strip, Lygon Street; and the Botanical Gardens and Victoria Market, major features of Melbourne's heritage from the last century.

Advice on hotel bookings and other details will be provided at a later date. The venue will be Victoria University of Technology, which has a campus in the downtown area, central to all Melbourne's attractions.

Other patrons of the event are the government agencies Film Victoria and the State Film Centre.

Please advise the organizer if you will require a formal invitation.

Note that a previously advertised parallel seminar on satellite television in Asia has now been incorporated into a special session in the major Sydney program.

#### IAMCR COMMISSION INVITES YOUR COMMENTS

"IAMCR in the Twenty-First Century," a commission which has been established to review the association's activities and to make recommendations on its future course is inviting all members, sections, working groups, and committees of IAMCR to send their suggestions, comments, and advice to the commission and its Chairman,

Professor Aggrey Brown, CARIMAC,  
University of West Indies  
Mona - Kingston 7, Jamaica  
tel: 809/927-1481 or 809/977-0591  
fax: 809/977-1597.

(An e-mail address will soon be established, and this will be announced on the IAMCRNET.)

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

The commission is composed of fifteen individuals, representing the geographical, cultural, and gender constituencies of our organization. Commission members include: Aggrey Brown

(Jamaica), Chair Naren Chitty (Australia), Nabil Dajani (Lebanon), Brenda Dervin (USA), Oscar Gandy (USA), Youichi Ito (Japan), Karol Jakubowicz (Poland), Ulla-Maija Kivikuru (Finland), Temba Masilela (South Africa), Yvonne Mignot-Lefebvre (France), Charles Okigbo (Kenya), Manuel Pares I Maicas (Spain), Leela Rao (India), Colleen Roach (USA), and Enrique Sanchez-Ruiz (Mexico).

The commission will report to the General Assembly at the 1996 conference in Sydney.

#### THE JOURNAL OF INTERNATIONAL COMMUNICATION

CALL FOR PAPERS : Special issue on "News Media and Foreign Policy"

Editors Abbas Malek and Naren Chitty  
Scheduled release - June 1997

Sub-themes include:

- \* Public opinion & foreign policy decision-making
- \* The impact of technology on the process of foreign policy making
- \* Foreign policy and the challenge of culture
- \* Media, democracy and the foreign policy decision-making

Deadline for papers - December 1996

Prospective contributors may submit proposals to:

Abbas Malek, Ph.D., Associate Professor  
Dept. of Radio, TV and Film  
School of Communications  
Howard University  
Washington, DC 20059  
phone: (703) 849-0019  
fax: (202) 806-5216  
e-mail: AMALEK@AMERICAN.EDU

Notes for contributors are available from the managing editor. Three blind copies of completed papers should be mailed to the managing editor, together with one copy with the author's name.

Dr. Naren Chitty, Managing Editor  
The Journal of International Communication  
c/o Media & Communication Studies Department  
e-mail: nchitty@pip.engl.mq.edu.au

#### Other JIC issues:

- \* GULF & BEYOND Jun 1994 (published)
- \* LOCAL VISIONS OF THE GLOBAL Dec 1994 (published)
- \* OLYMPIC COMMUNICATION Jun 1995
- \* THE NEW DIPLOMACY Dec 1995
- \* INTERNATIONAL FEMINISM(S) Jun 1996
- \* INTERNET Dec 1996
- \* NEWS MEDIA & FOREIGN POLICY Jun 1997
- \* COMMUNICATION & DEVELOPMENT Dec 1997

**CALL FOR ARTICLE MANUSCRIPTS —  
JAVNOST/THE PUBLIC**

The European Institute for Communication and Culture (EURICOM), publisher of the quarterly journal *Javnost/The Public*, invites article manuscripts in English or Slovene. With the exception of invited contributions, articles undergo double-blind peer review. *Javnost/The Public* regularly publishes articles on issues relating communication, media and the idea of the public. Most articles are published in English and abstracted in Slovene. The journal is distributed worldwide and is indexed in several of the major journal indexes in the social sciences. Subscriptions for one year for individuals are US\$35/year, \$55 for institutions (two years: \$65 for individuals and \$100 for institutions), and \$25 for students. For further information on manuscript submissions or journal subscriptions, please contact the editor, Professor Slavko Splichal, by e-mail at: [slavko.splichal@uni-lj.si](mailto:slavko.splichal@uni-lj.si), or by writing to the following address:  
*Javnost/The Public*; EURICOM  
P.O. Box 11  
61109 Ljubljana, SLOVENIA.

In addition to publishing *Javnost/The Public*, EURICOM activities include: research in the field of communication and culture; organization of Communication and Culture Colloquia and educational programs and seminars; publication and distribution of books, papers, research reports and translations from the field of communication and culture; consultancies, and collaboration with other organizations, on problems of national and international development; development of educational programs and teaching methods for specialists in the field of communication and culture; organization of demonstration projects in communication and culture; and the establishment of networks linking researchers, research users, and experts in the field of communication and culture.

**DOCTORAL STUDIES AT THE UNIVERSITY OF  
COLORADO**

The School of Journalism and Mass Communication at the University of Colorado at Boulder, U.S.A., offers a media studies track in the Ph.D. program in communication. The program examines interactions among the major components of mass communication — media institutions, their contents and messages, and their audiences or publics — as a process by which cultural meaning is generated. It examines that process through communication and through social, economic, political, historical, and legal theories from both national and international perspectives. Generally, students entering the program are granted graduate assistantships waiving all tuition and providing a stipend of approximately \$10,000.00 (US) per academic year. Students begin the program in the fall term, starting in late August. All application material must be received by February 15 for United States citizens and by December 31 for international applicants.

Information about the program may be obtained by contacting the program's administrative assistant, Ms. Debra Sparn phone: (303) 492-5008  
e-mail: [Debra.Sparn@Colorado.edu](mailto:Debra.Sparn@Colorado.edu)  
or the program director, Dr. Robert Trager phone: (303) 492-0502  
e-mail: [trager@spot.colorado.edu](mailto:trager@spot.colorado.edu).  
Either Ms. Sparn or Dr. Trager may be contacted at fax: (303) 492-0969  
Campus Box 287  
Boulder, CO 80309, U.S.A.

**INTERNATIONAL SUMMER SEMINAR**

(TELE)COMMUNICATIONS POLICIES IN WESTERN EUROPE AND SOUTHEAST ASIA: Cultural and Historical Perspectives

BRUGES, Belgium, AUGUST 29 - SEPTEMBER 1, 1996

The Asian Mass Communication and Information Center (AMIC), the Centre for Studies on Media, Information & Telecommunications (SMIT) of the Free University of Brussels, and the Research Centre 'Communication for Social Change' (CSC) of the Catholic University of Brussels organize an international seminar which aims at focusing on the convergence between telecommunications and broadcasting from a culturalistic perspective by historically mapping developments in communication technology vis-à-vis cultural processes in the ASEAN region and Western Europe. The workshop concentrates on Southeast Asia (i.e. the seven members of the Association of Southeast Asian Nations, ASEAN), and on the European Union and its fourteen member states. After assessing the (tele)communications systems in the respective regions, the overall objective is to construct a framework for the analysis of public (tele)communications policy.

**FORMAT OF SEMINAR:** The seminar will be limited to a maximum of 50 people, with a core group consisting of invited specialists and paper presenters. Another group will consist of interested policy-makers (especially of the European Union), business representatives, academics and Ph.D. students. Ample time will be allocated for discussions and sharing.

**TIME AND PLACE:** The workshop will be held from Thursday, August 29, to Sunday, September 1, 1996, in the prestigious College of Europe — the oldest institute of European postgraduate studies, situated in the historic centre of Bruges.

College of Europe  
Dijver 11  
B-8000 Brugge  
Belgium  
phone: +32 (0)50 335334  
fax: +32 (0)50 347533

**CALL FOR PAPERS:** People who want to submit a paper (in English) should contact the workshop organizers as soon as possible. Papers presenting general comparative overviews as well as those regarding specific topics and case-studies are welcome. To provide a multi-dimensional analytical framework, contributions from distinct disciplines (communication science, anthropology, public administration, law, and philosophy) are invited.

**FORWARD PLANNING:** The registration fees are as follows:

- \* US \$100 or BEF 2500 for Ph.D. students
- \* US \$200 or BEF 5000 for academics
- \* US \$500 or BEF 12.500 for other participants

These fees cover registration, documentation material, and admission to the workshop, as well as morning and afternoon coffee and all receptions.

The anticipated costs of accommodations will depend on choice of accommodation. (These costs include a light continental breakfast):

- \* Hotel room in Bruges: ranges from BEF 2500 to BEF 5000 per day
- \* Single room in College of Europe: BEF 1500 per day
- \* Double room in College of Europe: BEF 2500 per day
- \* Student room: BEF 1000 per day

**DEADLINES** (Early submissions will be given priority):

- \* Deadline for paper submissions: July 1, 1996
- \* Deadline for registration: August 10, 1996

**TOURISM AND TRAVEL:** For information concerning travel to Bruges and local tourism, please contact:

The Tourism Authority of Bruges, Burg  
B-8000 Brugge  
Belgium  
phone: +32 (0) 50 44 86 86  
fax: +32 (0) 50 44 86 00

**IMPORTANT NOTICE:** The organizers are unfortunately unable to offer fellowships. Participants who need an official invitation to raise funds and to facilitate attendance should contact workshop coordinator Jan Servaes (address listed below).

**INQUIRIES AND FURTHER INFORMATION:**

Prof. dr. Jean-Claude Burgelman, Director  
Centre for Studies on Media  
Information & Telecommunications (SMIT)  
Free University of Brussels (VUB)  
Pleinlaan 2  
1050 Brussels  
Belgium  
phone: +32-2-629 24 14  
fax: +32-2-629 28 61  
e-mail: jcburgel@vnet3.vub.ac.be

Dr. Anura Goonasekera, Director Research Programme  
Asian Mass Communication and Information Center (AMIC)  
39 Newton Road  
Singapore 1130  
Republic of Singapore  
phone: + 65-251 5106  
fax: + 65-253 4535  
e-mail: amiclinc@singnet.com.sg

Prof. dr. Jan Servaes (coordinator),  
Chair, Department of Communication  
Director, Communication for Social Change  
Catholic University of Brussels (KUB)  
Vrijheidslaan 17  
1080 Brussels  
Belgium  
phone: +32-2-412 42 78  
fax: +32-2-412 42 00  
e-mail: Jan=Servaes@ufsal3.KUBrussel.ac.be

### INTERNATIONAL CONFERENCE ON MEDIA AND POLITICS

Sponsored by the Faculty of Political and Social Sciences of the Catholic University of Brussels (KUB)

Brussels, Belgium, 27-28 February - 1 March, 1997

The world of politics and mass communication has changed substantially over the past several decades. Both separate and integrated developments have led to the present-day situation of turmoil. The resulting confusion is apparent in a number of ways and at distinct levels.

The disparity between the communication resources in different parts of the world or even within nations is increasingly recognized as cause for concern. The attempt by local power-elites to control the modern communication channels — press, broadcasting, education, and bureaucracy — no longer insures control of all communication networks in a given society. Nor does such control insure support for the governing forces, or for the rulers' efforts to achieve their objectives, or for the effective repression of opposition.

Therefore, governments and rulers of today are unable to effectively control, censor, or play the role of gatekeeper with regard to all communications networks at all times. Both alternate and parallel networks, which may not always be active, often function through political, socio-cultural, religious, or class structures — or can be based upon secular, cultural, artistic, or folkloristic channels. These networks have several features, among them a highly participatory character, high rates of credibility, and a strong organic integration into other institutions deeply rooted in a given society.

Media professionals have traditionally claimed high standards of public performance, particularly in news reporting, but commercialism and transnationalization have eroded these ideals. The demand of viewer ratings and outside pressures forced journalists to capitulate. The thin boundary between the political and media world has blurred even further as a result of political

marketing strategies and economic and political interest groups.

Different and often contradictory logics guide public policies. At the level of the European Union, for instance, the telecommunications policy, which emphasizes liberalization and deregulation, differs from the policy recommendations in the broadcasting field, where some measures could be interpreted as protectionist. In general, the EU-policies advocate total freedom to provide services across borders. Thus, total liberalization might lead to a future cultural synchronization and economic oligopolization of Europe. Therefore, it is questionable as to whether the present EU policies contribute to more than just a single marketplace for producers, and whether the average European citizen can also benefit from a united Europe.

These and many other topics will be discussed at an international conference on "Media & Politics", which will take place from Thursday, February 27, to Saturday, March 1, 1997, at the Catholic University of Brussels, Belgium. A number of plenary sessions with invited national and international speakers from the academic, political, and media world will reflect the theme of the conference.

Sessions will include presentations and discussions on:

- \* the existence of a so-called "public opinion"
- \* the mutual influence of public and commercial broadcasting on political values and party preferences
- \* the effects of agenda-setting and media stereotyping
- \* mass media and grassroots networking in the so-called Third World
- \* the European (tele)communications policies and their impact on small member states, and
- \* the new challenges for the political journalist

For inquiries and more information, please contact:

Prof. dr. Marc Swyngedouw  
 Dean, Faculty of Political and Social Sciences  
 Catholic University of Brussels (KUB)  
 Avenue de la Liberté 17  
 B-1081 Brussels  
 Belgium  
 phone: +32-(0)2-412 4359  
 fax: +32-(0)2-412 4200  
 e-mail: Marc=Swyngedouw@ufsal3.kubrusssel.ac.be

#### CONFERENCE ON "ASIAN COMMUNICATIONS: THE NEXT 25 YEARS"

June 1-3, 1996, Pan-Pacific Hotel, Singapore, organized by the Asian Mass Communication Res and Information Centre (AMIC). International experts will speak on the latest developments in broadcast and print media, telecommunications, multi-media technology, advertising and public relations. Registration fees are US\$495. Discounts for AMIC members and early bird multiple registrations are available. For more information, please contact: Mr. Virgilio S. Labrador, Conference Coordinator, AMIC  
 39 Newton Road, Singapore 307966  
 Phone: 65 251 5106  
 Fax: 65 253 4535.

#### ANNOUNCING THE INAUGURATION OF THE OLYMPIC MEDIA AWARDS

The Olympic Games today are accessible to billions of people through the mass media, yet there never has been an award program recognizing and encouraging the important contributions of the media to the Olympic Movement. To fill that void, the Seoul Olympics Memorial Association has taken the first necessary step by initiating the Olympic Media Awards. This award competition will be conducted biennially, beginning with the period covering the 1996 Games of the Olympiad. It is made possible by a grant from the Samsung Business Group. To inquire about the award and nomination procedures, contact: Prof. Jae-won Lee, Executive Director, Olympic Media Awards c/o Cleveland State University  
 Cleveland, OH 44115, USA  
 Phone: 216 687 4632  
 Fax: 216 687 5435  
 email: r0729@vmcms.csuohio.edu.

#### SUMMER COURSE ON "MEDIA AND POLITICAL CRISIS"

The Summer University at the Central European University in Budapest, Hungary, is offering a two-week intensive course on "Media and Political Crisis" on 2-15 July 1996. The discussions will be in English at an advanced level appropriate to media teachers and scholars and university professors in the early years of their careers. Participants will be chosen through an open and competitive application process. Full financial support, including transportation, room and board, tuition, and course materials is offered to qualified applicants from Central and Eastern Europe and the former Soviet Union. Limited support is offered to qualified applicants from other countries.

The course will explore the meaning of "open media" for democracies by looking at the sources of threats to its practices, using historical and contemporary case studies from Western countries and emerging democracies. Special attention will be paid to domestic and international media coverage of the past decade's events in Central and Eastern Europe and the former Soviet Union. Instructors in the program include co-directors Marsha Siefert and Miklos Sukosd (Central European University), Graham Murdock (Loughborough University), Karol Jakubowicz (University of Warsaw), and Peter Gross (California State University, Chico).

For an application and more information, please write as soon as possible to:

Summer University  
 Miriam J. Green  
 Central European University  
 Nador utca 9  
 1051 Budapest  
 HUNGARY  
 fax: 36-1-327-3190  
 e-mail: greenm@ceu.hu

## PUBLICATIONS OF INTEREST

Yahya R. Kamalipour, *The U.S. Media and the Middle East: Image and Perception* (Westport, CT: Greenwood Press, 1995).

Herbert I. Schiller, *Information Inequality: The Deepening Social Crisis in America* (New York: Routledge, 1996).

John Ure, *Telecommunications Policy in Asia: Policy, Planning and Development* (Hong Kong: Hong Kong University Press, 1995).

The International Institute of Communication (IIC) announces the first publication in a "Global Report Series on World Communications.": Vicki MacLeod (ed.), *Media Ownership and Control in an Age of Convergence* (London: IIC, 1996). For further information, contact:

Emma Jackets, IIC  
 (Tel: 44 (0) 171 388 0671  
 Fax: 44 (0) 171 380 0623  
 email: iic@clus1.ulcc.ac.uk).

IAMCR members are entitled to subscribe to SAGE's communication studies journals at a special rate. The prices are as follows: *Discourse & Society* 25 sterling/40 US Dollar  
*European Journal of Communication* 28 sterling/44 US Dollar  
*Media, Culture & Society* 28 sterling/46 US Dollar.

US orders should be sent to:  
 Jane Makoff  
 SAGE Publications  
 PO Box 5096  
 Thousand Oaks, CA 91359  
 Tel: +44 171 374 0645  
 Fax: +44 171 374 8741 Ext: 2210  
 Email: makoff@sageltd.co.uk.

All other orders should be sent to:  
 Jane Makoff  
 SAGE Publications  
 6 Bonhill Street  
 London, EC2A 4PU.



20th General Assembly &  
 Scientific Conference of the  
 International Association for  
 Mass Communication Research

18-22 AUGUST 1996  
 SYDNEY • AUSTRALIA

## **IMPORTANT INFORMATION AND DATES TO REMEMBER FOR NOMINATING AND ELECTING MEMBERS OF THE EXECUTIVE BOARD**

**\*\*\*\*\* TO ALL IAMCR MEMBERS \*\*\*\*\***

In accordance with the decision taken by the General Assembly (Seoul, Korea, July 1994), the election of the members of the Executive Board (President-Elect, Secretary General, Deputy Secretary General, Treasurer, and Vice Presidents), will be conducted by mail. This is to ensure greater participation for all IAMCR members including those who cannot attend the General Assembly.

Please note the procedure for postal voting for the Executive Board adopted by the General Assembly, which is published separately in this issue of the newsletter. According to this procedure the International Council has appointed a Technical Election Committee composed of Rohan Samarajiva, Janet Wasko, and Ito Youichi, who will oversee the postal voting. Queries regarding the elections process may be addressed to any of the members of the election committee (contact information directory). All paid-up members of IAMCR are eligible to vote according to the outlined procedure.

The deadlines for all nominations and voting are as follows:

**January 1 to May 22, 1996: Nominations must be submitted to election committee between these dates**

**June 21, 1996: Ballots will be sent to members by this date**

**July 30, 1996: Ballots must be returned to election committee by this date**

Please read the voting procedure very carefully to ensure that all the requirements are met in both nominating the candidates as well as sending your voting ballot.

Nominations and completed ballots should be submitted to:

**Professor Janet Wasko  
School of Journalism and Communication  
University of Oregon  
Eugene, Oregon 97403-1275  
USA**

*Note:* The procedure and deadlines announced for the postal voting are only for the election of Executive Board members and does not apply to the election of members of the International Council, which will also take place in Sydney, Australia. Since members can nominate anyone from the floor of the General Assembly for the International Council, it was felt that there is no need for establishing a separate procedure including a nomination committee for the International Council. The General Assembly will meet in Sydney on August 21st. The International Council can make its own recommendations for candidates during the Sydney conference if it wishes to do so. All Executive Board and International Council members are elected every four years.

## **DATOS Y FECHAS IMPORTANTES PARA LA NOMINACION Y ELECCION DE LOS MIEMBROS DE LA JUNTA DIRECTIVA**

**\*\*\*\*\* A TODOS LOS MIEMBROS DE AIECS \*\*\*\*\***

De acuerdo con la decisión adoptada por la Asamblea General (Seul, Korea, julio de 1994), la elección de los miembros de la Junta Directiva (Presidente Electo, Secretario General, Secretario General Diputado, Tesorero y Vice Presidentes) se realizará a través del correo. El propósito de esta decisión es asegurar la participación de la mayor cantidad de miembros del AIECS posible, incluyendo aquéllos que no puedan asistir a la Asamblea General.

Por favor tome nota del proceso para votar mediante el servicio postal que ha sido adoptado por la Asamblea General y que está publicado posteriormente en este tomo del boletín informativo. De acuerdo con este proceso, el Consejo Internacional ha elegido un Comité Técnico de Elección comprendido por Rohan Samarajiva, Ito Youichi y Janet Wasko, quienes estarán encargados de supervisar el sufragio postal. Las dudas pertinentes al proceso de votación pueden ser atendidas por cualquiera de los miembros del comité de elección (favor contactar el directorio telefónico). Todos los miembros del AIECS que estén al día con sus pagos tendrán derecho a votar siempre que se guien por el proceso antes mencionado.

Las fechas límites para las nominaciones y la votación son las siguientes:

**1 de enero a 22 de mayo de 1996: las fechas en las cuales se pueden proponer nominaciones**

**21 de junio de 1996: Envío de las balotas de votación a los miembros para esta fecha**

**30 de junio de 1996: Las balotas de votación deben estar devueltas al comité de elección para esta fecha**

Favor leer cuidadosamente el procedimiento de votación para así asegurar que todos los requisitos sean cumplidos tanto en la nominación de los candidatos como en el envío de las balotas de votación.

Las nominaciones y las balotas de votación deben enviarse a la siguiente dirección:

**Professor Janet Wasko  
School of Journalism and Communication  
University of Oregon  
Eugene, Oregon 97403-1275  
USA**

*Nota:* El proceso y la fecha límite de votación a través del correo que fueron estipulados anteriormente sólo son aplicables a la elección de los miembros de la Junta Directiva y no a los miembros del Consejo Internacional. Esa votación se efectuará en Sydney, Australia. Como los miembros pueden nominar a cualquier otro miembro de la Asamblea General para los puestos en el Consejo Internacional, no hace falta establecer un proceso independiente para el sufragio de ese Consejo. La Asamblea General se reunirá en Sydney el 21 de agosto. El Consejo Internacional puede sugerirle recomendaciones a los candidatos durante la conferencia en Sydney si lo desean. Todos los miembros de la Junta Directiva y del Consejo Internacional son elegidos cada cuatro años.

## **DATES ET INFORMATIONS IMPORTANTES A RETENIR CONCERNANT LA NOMINATION ET L'ELECTION DES MEMBRES DU CONSEIL EXECUTIF**

**\*\*\*\*\* A TOUS LES MEMBRES DE L'AIERI \*\*\*\*\***

Conformément à la résolution prise en assemblée générale (Séoul, Corée, Juillet 1994), l'élection des membres du conseil exécutif (Président-élu, Secrétaire Général, Secrétaire Général Adjoint, Trésorier et Vice-présidents), se fera par correspondance. Ceci permettra une plus grande participation de la part de tous les membres de l'AIERI qui ne seront pas en mesure d'assister à l'assemblée générale.

Veillez prendre note que la procédure adoptée par l'assemblée générale pour l'élection par correspondance du conseil exécutif est publiée séparément dans ce bulletin. Conformément à cette procédure, le conseil international a nommé un Comité Technique des Elections, formé de Rohan Samarajiva, Janet Wasko et Ito Youichi, qui est chargé de la supervision des élections par correspondance. Toute demande d'information concernant le processus électoral peut être adressée à un des membres du comité des élections (pour les adresses, voir le bottin de l'AIERI). Tous les membres de l'AIERI qui ont payé leur cotisation annuelle ont le droit de participer au vote suivant la procédure décrite.

Les dates limites pour les nominations et le vote sont les suivantes:

**Du 1<sup>er</sup> Janvier au 22 Mai 1996: Les nominations doivent être soumises au comité des élections**

**21 Juin 1996: Les bulletins de vote doivent avoir été expédiés aux membres**

**30 Juillet 1996: Les bulletins de vote doivent avoir été retournés au comité des élections**

Les membres sont priés de lire attentivement la procédure de vote afin de s'assurer que toutes les conditions requises concernant la nomination des candidats et l'envoi du bulletin de vote ont été correctement remplies.

Les nominations et les bulletins de vote doivent être soumis à:

**Professor Janet Wasko  
School of Journalism and Communication  
University of Oregon  
Eugene, Oregon 97403-1275  
USA**

*N.B.* La procédure et les délais précités pour le vote par correspondance concernent uniquement l'élection des membres du conseil exécutif et ne s'appliquent pas à l'élection des membres du conseil international qui, elle, aura lieu également à Sydney Australie. Puisque les membres peuvent procéder à la nomination, pour le conseil international de n'importe quel membre de l'assemblée générale présent, il n'a pas semblé nécessaire de mettre au point une procédure de vote séparée incluant un comité de nomination pour le conseil international. L'assemblée générale se réunira à Sydney le 21 Août. Le conseil international sera alors en mesure de faire ses propres recommandations concernant les candidatures durant la conférence de Sydney s'il le désire. Tous les membres du conseil exécutif et du conseil international sont élus tous les quatre ans.

## PROCEDURE FOR POSTAL VOTING FOR THE EXECUTIVE BOARD

### GENERAL PRINCIPLES

- All current voting principles are maintained, in particular
  - free candidacy for all elected offices
  - first past the post system
- A technical Election Committee composed of three members appointed by the International Council will oversee the postal voting procedure and a Tellers Committee will process the ballot.

### CANDIDACY PROCEDURE

- each candidate, who must be a paid-up member of IAMCR, should be sponsored by five paid-up members of IAMCR from at least two different countries.
- the notification of candidacy (and 100 word vitae) must be sent by her/him by registered letter only and be received by the Technical Election Committee 90 days before the General Assembly.
- candidates can only apply to one category of office of the Executive Board.

### POSTAL VOTING PROCEDURE

All paid-up members of IAMCR will receive the following material which will be sent no later than 60 days before the General Assembly.

- one ballot paper containing the names of all the candidates for each position
- vitae of each candidate
- one voting envelope for the returned ballot paper
- one pre-printed return envelope

Members should sign over the backflap of the return envelope, which must be received by the technical election committee no later than 21 days before the General Assembly.

### TIMETABLE AND PROCEDURE FOR PROCESSING THE BALLOT

- A Tellers Committee of seven members already present and registered for the Scientific Conference will be randomly drawn under the supervision of the Technical Election Committee just before the ceremonial opening session, on the evening preceeding the first day.
- the Tellers Committee will process the votes brought by the Technical Election Committee during the first day of the Scientific Conference.
- the Tellers Committee will announce the result of the ballot on the same day.

NB: Unsuccessful candidates for the Executive Board may still apply for election to the International Council, which will take place under current voting procedures on the following days of the Scientific Conference.

## **PROPOSICIÓN PARA EL PROCESO DE SUFRAGIO A TRAVÉS DEL CORREO PARA LA JUNTA DIRECTIVA**

### **PRINCIPIOS GENERALES**

- Todos los principios pertinentes al proceso de votación que están actualmente en efecto se mantendrán, en particular
  - la libertad de candidatura para todos los puestos electivos
  - elección por mayoría simple de los votos
- Un Comité Técnico de Elecciones, compuesto por tres miembros designados por el Consejo Internacional, supervisará el proceso de votación por correo y un Comité de Escrutadores de votos procesará las balotas de los votantes

### **PROCESO PARA OPTAR A LA CANDIDATURA**

- Cada candidato(a) deberá estar al corriente en sus pagos al AIECS y debe tener cinco patrocinadores de por lo menos dos países diferentes que también estén al día en sus pagos
- La notificación de la candidatura, junto con un Currículum Vitae de 100 palabras como máximo deberá enviarse por carta certificada únicamente al Comité Técnico de Elecciones 90 días antes de la Asamblea General
- Los candidatos solamente podrán solicitar a uno de los puestos de la Junta Directiva

### **PROCEDIMIENTO PARA VOTAR A TRAVÉS DEL CORREO**

Se les enviará el siguiente material a todos los miembros que estén al corriente en sus pagos al AIECS en un plazo mínimo de 60 días antes de la Asamblea General:

- Una balota con los nombres de los candidatos postulados y sus respectivas posiciones
- El Currículum Vitae de cada candidato
- Un sobre para sellar el voto después de haber hecho el sufragio
- Un sobre pre-impreso para enviar la votación de regreso

Los miembros deberán sellar el sobre y firmar sobre la selladura. La votación deberá ser recibida por el Comité Técnico de Elecciones 21 días previos a la Asamblea General.

### **ITINERARIO Y PROCEDIMIENTO PARA EL ESCRUTINIO LAS BALOTAS**

- Un Comité de Escrutadores, compuesto por siete miembros ya inscritos y presentes en la Conferencia Científica, será elegido al azar por el Comité Técnico de Elecciones justo antes de la apertura ceremonial de la sesión la noche anterior al primer día
- El Comité de Escrutadores procesará los votos que les entregue el Comité Técnico de Elecciones durante el primer día de la Conferencia Científica
- El Comité de Escrutadores anunciará los resultados de las votaciones ese mismo día

NB: Los candidatos a la Junta Directiva que no hayan sido elegidos pueden postularse para la candidatura del Consejo Internacional. Esta votación se efectuará según el proceso actual de sufragio en los días siguientes a la Conferencia Científica

## **PROCEDURE DE VOTE PAR CORRESPONDANCE POUR LE BUREAU EXECUTIF**

### **PRINCIPES GENERAUX**

- Les principes actuellement en vigueur sont maintenus, et en particulier:
  - liberté de candidature pour tous les postes électifs
  - élection à la majorité simple des suffrages exprimés
- Un Comité Electoral Technique composé de trois membres désignés par le Conseil International supervisera le vote par correspondance et un Comité de Depouillement des Votes se chargera dudit dépouillement

### **PROCEDURE POUR FAIRE ACTE DE CANDIDATURE**

- chaque candidat(e), qui doit être un membre de l'AIERI a jour de cotisations, doit être parrainé par cinq membres de l'AIERI provenant de deux pays différents au minimum
- la déclaration de candidature, accompagnée d'un curriculum vitae de cent mots au maximum, doit être effectuée par lettre recommandée et doit parvenir au Comité Electoral Technique 90 jours au moins avant l'Assemblée Générale
- les candidatures sont limitées à une catégorie de membres du Bureau Executif seulement

### **PROCEDURE DE VOTE PAR CORRESPONDANCE**

Tous les membres de l'AIERI a jour de leurs cotisations recevront le matériel électoral suivant qui devra leur être envoyé 60 jours au moins avant l'Assemblée Générale:

- un bulletin de vote avec les noms des candidat(e)s pour chaque poste à pourvoir
- un curriculum vitae de chaque candidat(e)
- une enveloppe dans laquelle ils devront insérer le bulletin de vote
- une enveloppe préimprimée de retour

Les membres devront apposer leur signature à cheval sur le volet de fermeture de l'enveloppe, qui devra être rescuée par le Comité Electoral Technique 21 jours au moins avant l'Assemblée Générale

### **CALENDRIER ET PROCEDURE DE DEPOUILLEMENT DES VOTES PAR CORRESPONDANCE**

- Un Comité de Dépouillement des Votes de sept membres déjà présents et enregistrés pour le Congrès sera tiré au sort sous la supervision du Comité Electoral Technique juste avant la cérémonie d'ouverture officielle, la veille du Congrès
- le Comité de Dépouillement des Votes depouillera les bulletins amenés par le Comité Electoral Technique durant la première journée du Congrès
- le Comité de Dépouillement des Votes annoncera les résultats du vote le même jour

NB: Les candidat(e)s au Bureau Executif qui n'auront pas été élus pourront s'ils le désirent faire acte de candidature pour les élections au Conseil International qui se dérouleront suivant les procédures actuelles les jours suivants du Congrès

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