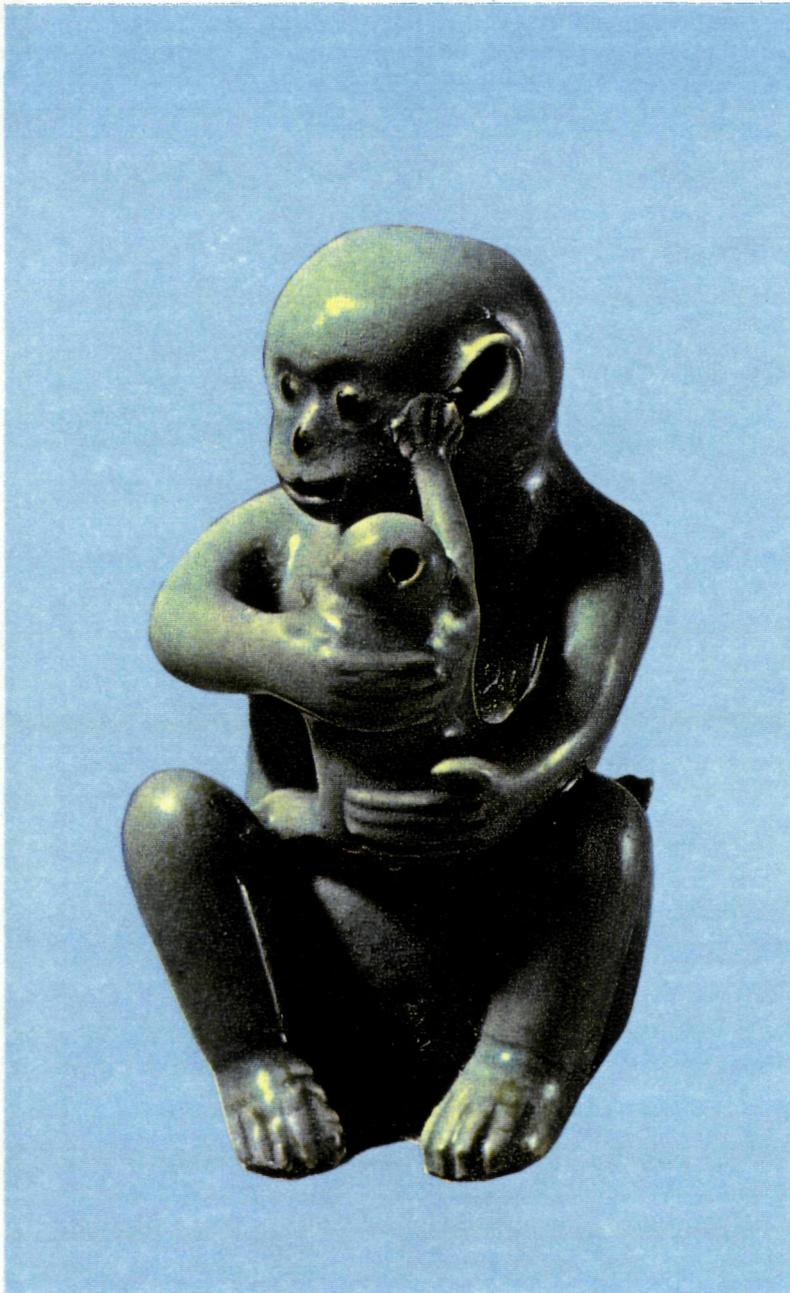


IAMCR

INTERNATIONAL ASSOCIATION FOR
MASS COMMUNICATION RESEARCH
ASSOCIATION INTERNATIONALE DES ETUDES
ET RECHERCHES SUR L'INFORMATION

NEWSLETTER



Seoul, National Museum of Korea
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Volume 4 - Number 1 - March 1994



July 3-8, 1994

*IAMCR/AIERI
Scientific Conference
and 19th General
Assembly
Seoul - Korea.*

*General theme:
"Communication in the
New Millennium:
Communication Technology
for Humanity"*

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PRESIDENT'S COLUMN

by
Cees J. Hamelink

Recently all IAMCR members have received an information package from the Korean National Conference Committee (KNOC). Hopefully this provides an extra incentive to attend the forthcoming Scientific Conference and General Assembly. As a result of some typographical errors my message in the KNOC Newsletter seems to suggest that you are invited to be a very *passive* participant at the Seoul conference. The text states that you will only be "listening to" presentations made by others. This would be a very wrong presentation of the reality of IAMCR conferences which are characterized by their interactive nature. This is precisely one of those features that make the trip to Seoul, however long and expensive, worthwhile: the unique opportunity for a wide range of exchanges in a genuinely international setting. There are many reasons to attend the Seoul conference and one of them is the fact that we are holding our bi-annual General Assembly. According to our constitution this is the most important decision making body in the IAMCR. Those who attended the Guarujá event will recall that the Assembly meeting may last over five hours, but: never a dull moment.

We have embarked in the past years on a more open and democratic course of running the business of our Association. The more active participation of more members obviously makes the Assembly a more complicated, more time consuming, but also more enjoyable experience.

I am saying all of this to draw your attention to the agenda of the meeting in July of this year. As you will realize an important part of institutional decision making is the setting of the agenda. Therefore I want to invite you to let me know your proposals for items that we should put on the Assembly agenda for discussion and decision at Seoul. Your contribution to this will help to further democratize the IAMCR.

As we prepare for the Seoul conference and the transfer to a new president, the question of the future administration of the IAMCR is a crucial issue. In April '94 the Legal Committee will meet to consider this and to propose concrete measures in line with the decisions taken by the International Council at Dublin in 1993. I shall also meet with Hamid Mowlana (President-elect) and Robin Cheesman (Secretary General) later in the same month to respond to these proposals.

Meanwhile we are expanding the number of our Associate Members, renewing our involvement with Unesco and continuing our activities with such bodies as the Council of Europe and the UN Commission on Human Rights.

We have again in this issue of the Newsletter some very special columnists. Two of them represent some of our Associate Members: Carol Joy who is Executive Director of the IIC, and Phil Harris who is Director of the Publication Division of Inter Press Service. I am also very pleased that our guest columnist is one of the leading figures in the field of transborder data flow policies, Russell Pipe.

As most of you will recall during the 1990 General Assembly a "book of friends" was offered to Jim Halloran in manuscript form. Only last month the text was finally printed and Jim received the real book. I hope he enjoys this belated farewell present and accepts the delay as a sign of our unwillingness to forget him too soon!

Let me conclude by thanking our Secretary General Robin Cheesman for the production of the Membership Directory 1994 that you have received with this Newsletter.

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NEWS FROM THE ADMINISTRATIVE OFFICE

IAMCR / AIERI Newsletter ISSN 0925-7950
 Deadline for next issue: May 10, 1994

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The IAMCR / AIERI Newsletter is published at least two times a year. Each issue includes news of IAMCR business (sections, committees, task forces, etc.) and news from individual IAMCR members (debate, conferences, projects, publications, jobs, professional activities, etc.). At least 25% of each issue is reserved for news from individual members, which will be included after necessary editing on a first submitted, first included basis as space is available. Submissions may be in English, French or Spanish and will be published in that language. This issue was prepared in Roskilde, Denmark and printed in Amsterdam, The Netherlands.

Membership fees for 1994

In January the Administrative Office has sent invoices for the 1994 membership fees to all members. The response has been very good so far: many members immediately paid the dues for 1994. Paid up members receive a membership card with a membership number. This number entitles paid up members to discounts on several books and journals (see separate item in this issue).

Those who did not pay their dues yet, may we kindly urge them to do so soon: people easily forget their good intentions, as we all know. So please do not put the invoice in a drawer of your desk, but do take care of your payment right away. We certainly will appreciate your fast action!

By the way: may be you have noticed that we erased the P.O. Box number at the letter head of the invoice. Since many members still send letters to our P.O. Box, we want to repeat our request: *Do not use the P.O. Box number any longer.* Use our office address for all correspondence, please: Baden Powellweg 109, 1069 LD Amsterdam, The Netherlands.

Membership directory 1994

Secretary General Robin Cheesman (Denmark) has prepared – in consultation with the Administrative Office – the new membership directory. The directory is even handier than before because it has an index now. You will also see that it has a lot of e-mail addresses.

Please do send your remarks about changes of address and about errors to the Administrative Office. You may use the update form included in the directory.



PRELIMINARY CONFERENCE TIME-TABLE: SEOUL 2-8 JULY 1994

Saturday July 2:

Sunday July 3:

Monday July 4:

Tuesday July 5:

Wednesday July 6:

Thursday July 7:

Friday July 8:

Meeting of the Executive Board

Meeting of the International Council

Evening: Formal Opening Ceremony

Opening plenary session with key note speaker.

First meetings of Sections and Working Groups.

Sessions of Sections and Working Groups.

Morning: Continuation Sections and Working Groups.

Afternoon: Free - excursion offered by KNOC.

Morning: Last session of Sections and Working Groups.

Afternoon: General Assembly. Business meetings of Sections.

Meeting of the International Council.

Meeting of the Executive Board.

Departures.

SEOUL CONFERENCE INFORMATION

The IAMCR Scientific Conference and General Assembly will take place in Seoul, Korea from July 3-8, 1994. The central theme of the Conference is:

"Communication in the New Millennium:
Communication Technology for Humanity".

The conference will take place at the *Sheraton Walker Hill Hotel*, which is beautifully located in a park (139 acres!) on a hill and has a splendid view over the river Han. It is just far enough from the hectic city center to enjoy clean, fresh air.

The Sheraton Walker Hill is one of the very few hotels in Seoul that has enough meeting rooms for all our Sections and Working Groups. In order to combine business with pleasure, it has indoor and outdoor swimmingpools, a fully equipped health club, a jogging trail, tennis courts, etc.

The registration fee is US\$ 600 for a single room, \$500 p.p. for a twin bedded room, and \$440 p.p. for a triple room. These rates include 5 nights accomodation July 3-8, all meals, transportation from and to the airport, and an interesting excursion during the afternoon of July 6. KNOC has negotiated the following discount room rates for participants who arrive early or leave late: US\$ 60 (single), \$40 (double, p.p.) and \$ 30 (triple, p.p.) + tax.

Those members who wish to attend the IAMCR Conference in Seoul as well as the joint ACA/ICA Conference in Sydney, Australia (July 11 to 15, 1994) receive a discount of \$75 if they register for both conferences at the same time. The normal registration fee of the ACA/ICA conference is US\$ 105 (N.B.: the ACA/ICA fee does NOT include hotel, meals, etc.). If you register for a single room at the Seoul Conference and you also register for the ACA/ICA Sydney conference, you do not pay \$600 + \$105 = \$705 but you only pay \$630. If you want a double room at Seoul and you also register for ACA/ICA, you pay \$530 p.p. instead of \$605 (500+105). Those who wish to share a triple room in Seoul pay \$470 if they also register for the ACA/ICA conference.

If you wish to register for both conferences, please fill out the IAMCR registration form and indicate that you wish to attend both conferences. After KNOC (Korean National Organizing Committee) has received your payment, they will forward your name and address to the ACA/ICA. You will then receive further details from ACA/ICA, as well as their registration form. *This reduced registration fee is only available for those who are (or become) members of both IAMCR and ICA. Closing date for registration at normal fee: 1 May 1994.*

If you plan to attend, please register at once. Do not think: "I still have so many weeks", because you might forget where you put the registration form, and end up

by paying a penalty for late registration. Registrations received after May 1, 1994 must add US\$ 50 per person. Send the registration form to:

Prof. Chie Woon Kim, KNOC, K.P.O. Box 161, Seoul 110-601, Korea; fax +82 2 766 9966 or +82 2 747 7842. And please do send a copy of your registration to the Administrative Office in Amsterdam.

If you need an IAMCR/Seoul registration form: please contact the Administrative Office in Amsterdam.

Official invitation

A letter by the President by which you are "officially invited to present your work to the Conference" might help you to raise the necessary funds to attend the Seoul Conference. If you need such an invitation, do not hesitate to let us know; it will be sent to you as soon as possible.

Deadlines

The Administrative Office received many requests from convenors as well as from participants to extend the deadlines for abstracts and papers. Robin Cheesman, who is going to produce the *Book of Abstracts* for the Seoul Conference, agreed with the extension. The brief abstracts (200 words) should be in his possession *definitely not later than March 15, 1994.*

Final papers must be in the possession of the convenors by April 30, 1994 (was March 30). Please use mail or e-mail. Do not use fax: the quality of fax is not good enough for scanning or reproduction.

Authors should inform their convenors if they need audiovisual equipment for presentations during the conference.

Air fares

The IAMCR Administrative Office has received many requests for information regarding the air fares to Seoul. We have negotiated special rates with Korean Air-Amsterdam for flights from Europe to Seoul. You can order those tickets at the IAMCR Administrative Office. You will find a loose page with information regarding those special rates enclosed with this Newsletter.

Unfortunately we cannot give the same service to our members in other parts of the world. However, Prof. Chie Woon Kim, President of the Korean National Organizing Committee (KNOC) has sent us the following official statement from Korean Air in Seoul: "*All prospective participants upon their completion of registration with KNOC will be offered our lowest possible 'special' fare rates. Prospective participants are cordially asked to contact with the nearest Korean Air offices in their respective places of residence for details on conditions applicable. Addresses and phone numbers of Korean Air offices in major cities all over the world are listed inside the back cover of this Newsletter.*" ◇

TERRA VIVA – THE VOICE OF SOCIAL DEVELOPMENT

by *Phil Harris*, Director of IPS Publications Division

The fall of the Berlin Wall signalled the end of the Cold War, the end of a superpower rivalry that more than once pushed the world's people to the brink of nuclear destruction. In its wake came hopes for a new world, for the 'peace dividend' that would see arms spending slashed in favour of social and human development. But the trouble spots that dot the world map of today indicate we still have a long way to go, and new problems such as racism, recession, poverty, unemployment, over-population, AIDS, drug abuse and environmental degradations have meanwhile come to constitute new threats to humanity.

In the climate of uncertainty that now reigns on many different fronts, misunderstanding and ignorance all too easily join the list of threats to social development, individual and collective well-being, and peaceful co-existence.

Inter Press Service (IPS), the world's number one development news agency, has launched Terra Viva as an independent newspaper for those who want to know more about social development and global security from a multi-cultural point of view.

With its roots firmly in the countries of the South, IPS has over the last 30 years built up a team of reporters drawn from all corners of the globe, from Asia to Africa, through Europe, across to North and Latin America. These reporters – the backbone of Terra Viva – cover the news of the day and go beyond that to explain what lies behind the events that capture people's attention.

For the time being, Terra Viva is issued only on occasion of major international conferences, although plans are under way to publish on a regular monthly basis. Under Publisher and IPS Director-General Roberto Savio, Terra Viva is edited by Phil Harris, who heads IPS's Publications Division. The newspaper is a new addition to the international conference scene, offering official and NGO delegates, as well as observers and media, comprehensive coverage of conference proceedings, behind-the-scenes negotiations and international reaction. The editorial team is particularly concerned with reporting the angles and issues often neglected by the mainstream media – the focus is on global human security, people-centred social development issues, North-South relations, and the activities and viewpoints of emarginated sectors.

Scheduled for publication during the International Conference on Population Development (ICPD) in Cairo next September, Terra Viva was first launched as a daily tabloid at the Earth Summit in Rio last year. It had its second successful print-run during the World Conference on Human Rights in Vienna in June this year. In between, Terra Viva has appeared in A4 format at a number of preparatory meetings for the Vienna Conference and at the joint FAO/WHO International Conference on Nutrition held in Rome in December last year. Looking ahead, to Cairo and beyond, IPS will also publish Terra Viva at the World Summit for Social Development in Copenhagen in March 1995, and at the 4th World Conference on Women in Beijing in September 1995.

The idea behind Terra Viva is to provide conference participants (governmental, inter-governmental and non-governmental) with a daily round-up of the key issues on the agenda, whether in plenary or behind-the-scenes. There is more to a conference than a plenary session – working groups, committees and sub-committees abound and there is no way participants can keep track of all that is going on. There are also the parallel events such as NGO meetings, action group initiatives, improvised press conferences – as well as what the protagonists are saying and doing away from the conference site. For a news agency like IPS, whose self-defined brief is to open up communication channels to those who do not normally have access or who rarely figure in the news, covering this wide spectrum of activities represents a major challenge.

IPS brings a multi-cultural approach to this challenge, drawing on its network of reporters in all regions of the world, and creating a mixed team united around the central task of producing a quality information product. The IPS reporting staff bring a new dimension to traditional newspaper production, offering professionals who are capable of interpreting and reporting the sometimes subtle nuances that characterise positions and arguments in the different geo-political and socio-cultural regions of the world.

At the same time, Terra Viva was conceived as a newspaper to bridge the gap between what happens inside and around the conference hall and reactions and events in the outside world. To do this, IPS offers readers of Terra Viva comprehensive coverage from

around the world of issues related to the conference agenda.

Following the Vienna conference, IPS received letters of appreciation from a number of people, including Thérèse Gastaut, Spokesperson for the World Conference on Human Rights and Director, Information Service (Geneva). In her letter, Gastaut thanked the staff of Terra Viva for their "extraordinary contribution to the successful outcome of the World Conference on Human Rights". She went on to say that reporters "showed a sense of dedication and intense interest in the goings-on at the conference that is difficult to describe. As a result, Terra Viva set the pace of coverage of the Conference that would be hard if not impossible to beat".

"Daily you and your staff worked at great speed, late into the night, to cover every aspect of the Conference. No issue escaped the spotlight of the Terra Viva staff and no subject was too small or inconsequential not to evoke a thoughtful, thorough response. Terra Viva covered it all, from day one to the last word".

"Thanks to the quality of its coverage, Terra Viva contributed to building a sense of belonging among all actors of the Conference, the governmental delegates, non-governmental representatives and the media. It facilitated a daily dialogue and mutually reinforcing links among groups which might otherwise have remained isolated".

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STATEMENT OF THE 6TH MACBRIDE ROUND TABLE ON COMMUNICATION

The 6th MacBride Round Table on Communication was held in Honolulu, Hawaii. This was an appropriate multicultural and multilingual setting, a home to "many voices in one world." Honolulu, through the contributions of the East-West Center and the University of Hawaii, Manoa, also played a major role in the evolution of the concept of the Right to Communicate, which was to become a central pillar of the MacBride Report.

The Round Table meeting lasted for three full days (20-23 January 1994) and much of that time was devoted to the study of communication equity, both within nations and internationally, focusing especially on the perspective of marginalized groups and societies. In this it followed a tradition established in the 1970s when research played a crucial role in a process leading up to the formulation of the MacBride Commission's report

Many Voices, One World. Based on the reflections of more than forty research papers, several discussion groups and many other significant interventions, the participants wish to address a number of issues.

Empowerment of women and grassroots' organizations

Previous Round Tables have referred to the concerns of these groups of people, and emphasized the need for their cultural and socio-political emancipation. The mass media could play an important role in assisting and publicly legitimizing this process. But women, as well as other "minorities" (which in some places are, in fact, majorities), and grassroots and citizens' organizations of all kinds, must seize their own communication power and develop alternative media. Comparatively inexpensive technology, like video, on-line computer links and desk top publishing, can facilitate this development.

One of the main functions of the study of international communication problems, as summarized in the MacBride report, is the necessity for an ongoing process of democratization in society as a whole and the mass media in particular. This however, presupposes the active participation of women and grassroots organizations whose views, contributions, and aspirations are usually ignored by the mass media, and who are largely excluded from the socio-political decision making processes at national and international levels. No genuine civil society and no functioning public sphere are possible without the active participation of all marginalized groups.

Rights of indigenous peoples and their cultures

The Round Table noted the United Nations Declaration of the International Year (1993) and the Decade (1994-2003) of the World's Indigenous People.

The Round Table recognized:

- that the lives, languages and cultures of indigenous peoples are at great risk of extinction amidst today's revolution in communication technologies;
- that the indigenous peoples of the world are marginalized from communicative links in the world and within countries and that therefore they remain at great risk under pressures from the state, capital and other groups.

The Round Table accepted favorably the report of the working group on indigenous peoples, which appeals for dedication of communication resources' funds, and calls upon media industries, educational institutions and the

MacBride Round Table itself for greater commitment, and it applauded efforts to empower indigenous peoples.

"Information superhighway":

Efficiency versus equity in information flows

Meeting immediately after the 16th conference of the Pacific Telecommunications Council, the technological scenario of an "information superhighway", as proposed by the Clinton Administration, provided the backdrop for some of the Round Table's discussions. While the U.S. National Information Infrastructure (NII) plans remain substantially unclear, they aim at creating a more efficient flow of information through integrated system digital networks (ISDN). Similar to the construction of interstate highways under the Eisenhower Administration, the metaphor of "electronic superhighways" promises higher volume of communication flows, but not necessarily greater equity.

Similar "information superhighways" are likely to be constructed by the European Union, Japan, and other major economies. The "information superhighways" will inevitably bypass poorer regions. No "information superhighway" is planned for the developing world, nor are exits or entries likely to be available to marginalized communities. Many questions remain. Who sets and collects the tolls on the "superhighway"? Who establishes the highway code, and polices traffic? Will there be public transportation and equal access for all?

It is likely that the new information highways will widen the gap between the information rich and information poor, both within individual countries and between rich and poor regions of the world, to such an extent as to render it unbridgeable in the foreseeable future.

The Round Table considers the establishment of reliable and affordable telephone systems, to which ordinary people can have ready access, as a high priority for developing countries. The telephone is also the linchpin for access to most of the new information technologies such as fax and electronic mail. The efforts of the ITU and organizations like PTC to "close the gap" are greatly appreciated.

Dialogue with UNESCO, ITU and GATT

The research papers presented at the Honolulu Round Table amply demonstrate that the issues addressed by the MacBride Commission are still there, and that the problems identified in the Commission's recommendations have barely been addressed, let alone resolved. On the contrary, many international problems have

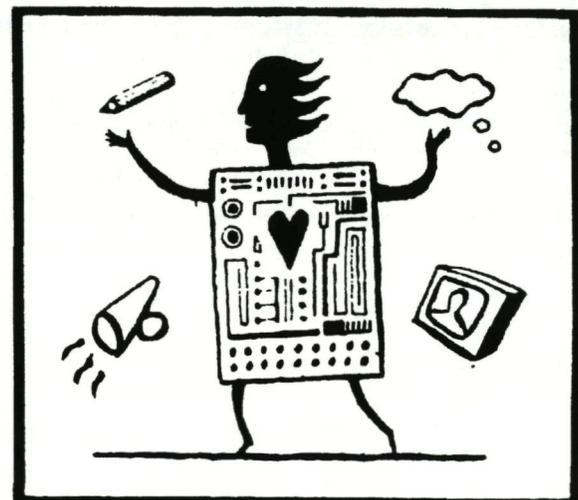
compounded themselves and are ever more intractable.

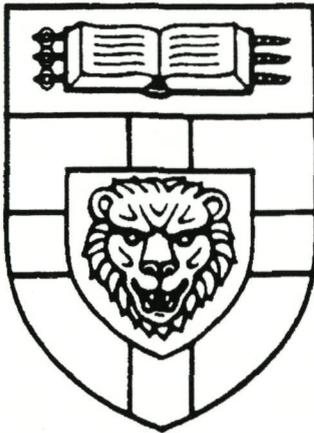
Media practitioners and academics are continually reminded of the unresolved nature of most of these issues. It is no coincidence that attendance at the annual MacBride Round Table has grown steadily, with over eighty people from eighteen countries attending the Honolulu meeting.

All of this prompted us to reflect on the leadership which UNESCO once held in the study of global communication problems. Given, however, the convergence of telecommunication and mass media, and the future "information superhighways", the ITU and GATT play an increasingly pivotal role. We plead for coordination and consistency in the efforts of these three intergovernmental organizations, and for close and timely consultations with non-governmental organizations.

We believe it is time that UNESCO should reactivate its resources, and renew its commitment, towards democratization of global communication structures. But, this is only possible if the U.S., U.K. and Singapore governments rejoin UNESCO. We urge these governments to take practical steps as soon as possible towards full membership in UNESCO.

The next MacBride Round Table will be held in early March 1995 in Tunis, Tunisia. The Tunisian Association of Communication (ATUCOM) will serve as host. The meeting will examine the means of access and distribution of an "electronic superhighway" system and the safety of journalists on life-threatening assignments. In addition, the three Working Groups on Gender, Indigenous People, and Grassroots' Organizations, established by the Round Table in Honolulu, will continue their work at the Tunis meeting.





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 Dr Sarah Kember (Photography, subjectivity, technology)
 Gareth Stanton (Post-colonial criticism, Third Cinema, post-modernist ethnography)

Further Information and Admissions

Application forms and further information about the courses can be obtained from: The Postgraduates Office in The Registry, Goldsmiths College, New Cross, London SE14 6NW. Telephone 081-692 7171.

DECLARATION OF THE NEW DELHI SYMPOSIUM ON NEW TECHNOLOGIES AND THE DEMOCRATISATION OF AUDIOVISUAL COMMUNICATIONS

Considering:

- that the communication and information sector has become central in establishing the direction of social and political change at a global level;
- that information and communications are dominated by corporate and military interests;
- that the control of information represents a serious threat to democracy, cultural diversity, and the evolution of civil society;
- that an increasing number of people have come to recognise the considerable potential social and political benefits of the new technologies and are opposing the corporate and state control of information and communications;

We, the participants of the Fourth International Symposium on New Technologies and the Democratisation of Audiovisual Communications, convened by Videazimut and CENDIT, meeting in New Delhi on February 12, 1994, are media producers, users and distributors, communications researchers and teachers and representatives of many community-based and national organisations. We have come from Australia, Bangladesh, Brazil, Burkina Faso, Canada, Denmark, France, HongKong, India, Italy, Japan, Kenya, Korea, Malaysia, Mozambique, Palestine, Phillipines, Peru, Russia, Singapore, Taiwan, U.K. and U.S.A.

We, recognise and lend our support to the principles expressed by inter alia, the UN Declaration on the Right to Development; the UN Covenant on Civil and Political Rights; the UN Declaration on Human Rights; the declarations from the MacBride Round Table; the Quito Declaration.

We clearly observe that economic development in Asia and around the world is leading to less equal distribution of resources and wealth, and continues to exacerbate the rapid advance of ecological devastation.

We are witness to increasing monopolisation and commercialisation of information and the expansion of a global economy which has led to a subversion of democratic processes and reduced popular participation. The inability of a large part of humankind, particularly women and indigenous cultures to exercise control has meant their subordination to global corporate and other vested interests.

In this context it is further apparent that as new technologies are introduced, human dignity is diminished.

We believe in the pressing need for global democracy, not a global supermarket, and affirm our unity in support of the following;

1. All peoples and individuals shall have the right to communicate freely, to utilise the tools of communication and to inform themselves and others.
2. Airwaves and satellite paths are a global peoples resource to be administered equitably, with a significant portion devoted to serving the public interest and for community use.
3. We oppose the militarisation of space and the exploitation of space for corporate interests. Any exploitation of airwaves transmission channels and earth orbits should be subject to a public levy to be used to support local community expression, facilitate non-commercial information exchange, and to contribute to equitable distribution of information technologies.
4. Communication and information technologies must be used to facilitate participatory democracy and the development of civil society, not to limit democratic rights.
5. Information systems exhibit great potential for real popular participation and should be organised according to the principles of decentralisation in order to nurture and sustain cultural diversity and humanitarian values.

Individuals are not born consumers; information is not a commodity, but rather a utility to be shared. The Symposium brought many people who have been creatively using new technologies from the simple video camera to computer networks and satellite transmissions to enhance democratic participation. Such examples show that it is possible and necessary to appropriate and liberate technology to defend ecological struggles, to empower the disenfranchised, to express cultural diversity, and to strengthen popular participation in genuinely democratic processes.

In this struggle, we align ourselves with the growing movement of local and international organisations who have spoken out in favour of democratic communications and lend our support to the principles expressed by them. They include Videazimut, CENDIT, Alternative Media Asia, World Association of Community Radio Broadcasters (AMARC), the MacBride Round Table, the Union of Democratic Communications, the Alliance for Community Media, the Telecommunications Policy Round Table, Computer Professionals for Social Responsibility.

New Delhi, 12 February 1994

THIS IS NOT JUST ABOUT RUSHDIE!

Five years have now passed since Ayatollah Khomeini issued the *fatwa* encouraging the assassination of Salman Rushdie. Many people have been killed or wounded as a result of the *fatwa*. Salman Rushdie has become a symbol of freedom of expression. He did not chose this, Ayatollah Khomeini did. The principles that are actualized by Rushdie's situation would have been the same, had he been a mediocre author or a morally and politically dubious person. He is not.

On the contrary, Rushdie is a brilliant author and an engaged intellectual. In his authorship he has expressed ideals that should govern also our activities as internationally oriented researchers. We should also fight for equity and tolerance, for freedom of expression, religion. We should constantly defend "universal civilization", because it needs to be defended if cultures, people and societies are to survive in a world where media become global and technology makes distance almost disappear.

The Rushdie affair is not just a problem for literary authors and their organisations. It is just as relevant for an association like IAMCR, as an organisation of intellectuals devoted to the role of media in society. We too ought to show that we dare defend freedom of expression, for Rushdie and for all!



Signed:

Ulla Carlsson (Sweden)
 Robin Cheesman (Denmark)
 Abdou Rahmane Cisse (Senegal/The Netherlands)
 Wolfgang Donsbach (Germany)
 Roque Faraone (Uruguay)
 Cees J. Hamelink (The Netherlands)
 Madeleine Kleberg (Sweden)
 Olga Linné (United Kingdom)
 Robin E. Mansell (United Kingdom)
 Gabriëlla Meerbach (The Netherlands)
 Yvonne Mignot-Lefebvre (France)
 Vincent Mosco (Canada)
 David L. Paletz (USA)
 Manjunath Pendakur (USA)
 Slavko Splichal (Slovenia)
 Trine Syvertsen (Norway)
 Birgitte Tufte (Denmark)
 Janet Wasko (USA)
 Liesbet van Zoonen (The Netherlands)

[Signatories appear in their personal capacity as IAMCR members.]

[The statement was prepared in very short time and the invitation to participate was sent only to a limited number of persons.]

HILVERSUM SUMMARY

Broadcasting News from The Netherlands



Would you like to know more about Dutch Broadcasting?

Then there is a magazine which might appeal to you. It is called **HilverSummary** and it features important developments in the broadcasting system in The Netherlands. **HilverSummary** is issued four times a year and your subscription is free!

HilverSummary gives you more insight in the details of the Dutch broadcasting structure, which is probably the most complex in Europe. Regular topics include the response of public broadcasting to increasing commercial competition, the position of broadcasting in small countries/language areas and new technological developments in broadcasting. Furthermore, you learn about current issues such as political developments, prize winning Dutch radio and television programmes and new programming-policies.

A quick impression of recent issues:

1993 - 2 (June 1993):

The introduction of daytime television
The Mission Statement of Radio Netherlands International
The function of NOS Programme Purchasing
Dutch viewing figures in European perspective

1993 - 3/4 (December 1993):

'Can public broadcasting win the media war in the Netherlands?'
Reach and audience share in the Dutch television market
Sports rights developments
The Music Centre of the Netherlands Radio and Television
International prizes for Dutch programmes

From time to time a *HilverSummary-special* is published about important topics.

In 1993 for instance, the NOS published a brochure called 'De Publieke Omroep en Cultuur'. A HilverSummary Culture Special was devoted to this subject. The nature of the mission of public broadcasting in this field was elaborated on and useful facts were presented to give the readers more insight in future plans.

HilverSummary is published by the Communications & International Relations Department of NOS, the Netherlands Broadcasting Corporation.

If you would like to subscribe, please write to the address below. Please also indicate whether you are interested in receiving the 'Culture Special'.

HilverSummary
NOS - CIB
Postbus 26444
NL - 1202 JJ HILVERSUM
THE NETHERLANDS
Fax +31 35 - 77 35 86

IIC CELEBRATES ITS 25TH ANNUAL CONFERENCE

by Carol Joy, Executive Director IIC



Carol Joy

Just a few years older than IAMCR, the International Institute of Communications (IIC) celebrates its 25th Annual Conference this year in Tampere, Finland on 6-9 September.

Apart from the obvious cause for celebration, survival for 25 years, we will take the opportunity of looking back to pay tribute to the perspicacity of the IIC's founding personalities, as well as forward into the next communications era.

In many ways, the 1994 IAMCR conference title, with its emphasis on technology for humanity, could have been the theme of the IIC's conference too. Although the IIC provides a neutral and independent forum to probe emerging issues in communications, most of which are technology-driven, we do have a more positive mission: to stimulate debate about the effects of change on human and social progress.

Where we differ from, and complement, the IAMCR, lies principally in the mix of membership: IIC members are drawn from the whole spectrum of communications professionals: industry executives, government policy makers, regulators, industry analysts, journalists and scholars. And covering the whole range of communication sectors: telecommunications, broadcasting, print media, information technology and consumer electronics.

It is a tribute to the IIC's founders in the late 1960s that they perceived the value of a neutral organisation to provide a meeting-place for such professionals. Its first agenda attempted to understand the likely effects of 'new' satellite transmission technologies on the media

industries and on the values they embodied. Some of the early work programmes and conferences of the IIC concerned: The Role of Television News (1969) Satellite Tariffs (1970) and the Cable and Satellite Revolution (1970).

Part of the celebrations at this year's IIC conference will include the launch of our own history book, *Vision and Hindsight: The IIC at 25*, edited by Rex Winsbury, InterMedia Editor. It will cover some of the themes running through the work of the institute: Information Flows, the Right to Communicate, Public Service Broadcasting, and Telecommunications Liberalisation.

The book is a collection of personal perspectives on the role of the IIC over the last 25 years, its leading personalities and thinkers, and an attempt to define the conceptual glue which has held together such a large and disparate family of interests.

In looking forward, this year's conference will focus on the profound changes to industry and society which follow the technological and industrial convergence of the different parts of the communications field, and its continuing globalisation. Sessions will include: *A Hitchhiker's Guide to the Information Highway*; *Digital Culture and Social Values*; *Levelling the Global Playing Field*; *From Spectrum Scarcity to Bandwidth Glut*, and many more. IAMCR members are warmly welcome to attend.

Our work programme, as many IAMCR members know, includes the journal *InterMedia* (6 issues a year), the publication of reports on Development Communications, Telecommunications Policy, and Film and TV Production. In addition, we continue to organise a policy workshop on Telecommunications Liberalisation, (the *Telecommunications Forum*) for which we commission special reports and study papers.

A new project focusing on new media technology, broadcasting, and public policy is being launched, entitled: *The Digital Media Forum: Mapping Television's Future*.

Advancements in digital television and communication technologies are redefining the traditional relationship among many key players in the media field. As an interactive, multi-channel and multi-source terminal, digital television will dramatically change how viewers receive and use programming. Communications organisations are spending billions and forming

surprising alliances world-wide to position themselves to operate in the digital television future. Subsequently, terrestrial broadcasters, programme producers, policy makers, individuals and other media actors search to identify their new role and responsibilities.

Digital technology presents many formidable financial, strategic, legal and social challenges to communications organisations. Decision makers will need to address a new realm of issues to create strategic plans. For many they are entering uncharted territory. The International Institute of Communications recognises the significance of the dynamic period and the need for lively communication and experience sharing amongst those drawing the map of media's future.

We are, therefore, launching the Digital Media Forum to address the practical challenges resulting from the application of advanced digital technology.

The focus on convergence is natural for the IIC, given the diversity of our membership. Despite the increasing interest in convergence shown by other organisations, the IIC still has something different to offer. In an ever-more confusing and chaotic industrial environment, it is even more necessary to provide a place for calm, rational reflection on the effects of technology change and their contribution to social progress.

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PROTECTING DATA – HAS ANYTHING REALLY CHANGED?

by G. Russell Pipe, Publisher *Transnational Data and Communications Report*, Amsterdam



G. Russell Pipe

If information is power, then automated information can be explosive! Before computers achieved unbelievable speeds and lap-top size, some computer professionals and humanists had raised concerns about social impacts of these new information-handling capabilities. The social consciousness of Europe became bestirred about this phenomenon in the early 1970s. I am privileged to have been involved in the development of European and American data protection laws, as well as working with developing countries on the issue of protecting national information resources in light of the rapid growth of transborder data flow (TDF).

In 1972 at a small office in the tower of the old Riksdag building Jan Freese, an official of the Swedish Ministry of Justice, and I, an OECD consultant, talked

and wrote for many hours sketchy drafts of the world's first national data legislation. Jan perfected the Swedish Data Act, which was adopted and celebrated its 20th anniversary in October 1993. I recently asked him whether Sweden's personal data protection law really mattered in a country where in 1970 the Central Bureau of Statistics maintained up to 150 different files on every man, woman and child in the nation and could connect them using the personal identification number.

Without data protection, Freese told me, ethics would not have been introduced into information processing. What has this legislation meant to Swedish people, and individuals in 20 other countries which have adopted similar laws? In addition to ethics being embedded in data processing, Freese says these laws actually have saved money for governments and companies by making information handling more efficient. The concept of control over, if not ownership of personal characteristics has emerged as well. Self-determination over personal details decreed by the German Federal Constitutional Court underscores the claim that *property rights* can be attached to personal information. Further, the emphasis data protection agencies placed on data security has contributed to far greater access controls on all data than otherwise might have been expected.

In the United States many years ago a little-known congressman from Ohio almost upset a long-standing statisticians' and direct marketers' paradise – the so-called Decennial Census Long Form questionnaire. I served as legislative assistant to Congressman Jackson E. Betts in 1967 when he challenged mandatory census

questionnaires which called for a \$100 fine or 60 days in jail for persons refusing to disclose whether they had a refrigerator, shared their shower, and 100 other personal and housing details! Two hundred congressmen supported a voluntary census, except for basic head-count details. Census reform failed because privacy was made subservient to marketplace. This early attack on an intrusive US government was a forerunner of a more successful proposal a few years later. Congressman Betts raised the privacy banner vigorously well before most of the world had awakened to information privacy threats.

It took the Nixon Watergate abuse of computerized personal tax, criminal and other files to prompt Congress to adopt the Privacy Act of 1974. The two House of Representatives sponsors of this legislation, Congressmen Barry Goldwater Jr., and Edward Koch, asked me to help them draft their joint bill. I felt everyone's personal dossiers held in federal non-security agencies, regardless of their nationality, should be made accessible to them, as would be the case for American citizens. However, during the course of the House's consideration of the bill some opponents complained that foreigners, like Chairman Mao or Fidel Castro, should not be entitled to see their records maintained by some federal agencies. So the US became the only country to deny access rights to non-residents.

Did the Privacy Act of 1974 and subsequent legislation matter? Unequivocally yes! The Educational Information Rights Act obliges universities to show students their records; if they refuse the records cannot be kept and must be destroyed. From Harvard University to UCLA, millions of student records were destroyed as a result of this law. Many federal agencies, credit reference bureaux and corporations also purged millions of records as a result of privacy legislation. Overall, however, without a federal Data Protection Board and comprehensive private-sector coverage the US has fallen short of adequate legal protection of personal data.

Personal data was the focus of the first information protection laws. In the early 1980s several developing countries complained their *national privacy* was being eroded by removal of essential economic and national resource data by foreign governments, transnational corporations, banks and international organizations. *Transborder data flow* is the term coined to describe a widespread controversy over national information sovereignty. I was at the centre of this debate in the Intergovernmental Bureau for Informatics (IBI) on the merits/demerits of a country's rights to regulate export of *strategic* economic data. Two world TDF conferences

were organized by IBI, both of which sensitized especially African, Latin American and Middle East countries to the data flow issue.

A number of governments, with Brazil at the forefront, identified large-scale export of economic strategic industry and national resource information encroaching their national interests. One form of expropriation was said to be from earth surveillance satellites photographing crops and mineral resources for use in influencing prices in foreign commodity markets. Instead of exporting vital raw information resources, Brazilian authorities insisted on local processing. The concerns Brazilian officials presented at international meetings received considerable support from other countries. Another measure of underdevelopment became evident – information-rich and information-poor societies. The TDF debate resulted in awareness building of the value of information and ease of computer-communications around the world. Initiatives to construct or gain acceptance for a body of fair information collection-/processing/dissemination practices, however, admittedly were inadequate.

Personal data protection and national information privacy are causes on which I can reflect with firsthand knowledge. Sceptics may dismiss them as having marginal impact. Over the years each has taken on a *life* of its own and guided, often with subtlety, the course of data processing and information handling around the world.

◇◇◇

G. Russell Pipe is an adviser, writer and organizer for corporations, international organizations and governments. He serves as Director of the Telecommunications Services Trade Project, operated from Amsterdam. He is publisher of Transnational Data and Communications Report, Washington; and Managing Director of the Applied Services Economics Centre, Geneva. From 1971 to 1979 Mr Pipe was a consultant to the Organization for Economic Cooperation and Development (OECD) and to the Information, Computer and Communications Policy (ICCP) Committee. He has served as an advisor to the Director General of the Intergovernmental Bureau for Informatics (IBI) in Rome on telematics and data flow policy from 1977 to 1987. In 1988 Mr Pipe was appointed Executive Secretary of TIDE 2000, a project of the Ministry of Foreign Affairs of Japan. During the course of the Uruguay Round, G. Russell Pipe served as a consultant on telecommunications services to the UN Conference on Trade and Development (UNCTAD).

FIRST BOOK IN IAMCR SERIES GOES TO PRESS – OTHERS IN PREPARATION

The first book in the IAMCR Book Series [see description of series and call for proposals in box] has gone to press. Drawing heavily on the theme and papers presented at IAMCR's 1993 Dublin conference, the book is edited by Farrel Corcoran (organizer of the 1993 conference) and Paschal Preston, both of Dublin City University, Ireland. The book's tentative title is: "Democracy and Communication in the New Europe: Change and Continuity in East and West." The book consists of 15 chapters and a foreword. The authors and tentative titles are as follows:

0. Foreword, Cees Hamelink (IAMCR President)
1. Communication and the pursuit of democracy in the new European and global order, Paschal Preston & Farrel Corcoran (Ireland).
2. Conceptions of civil society and the re-regulation of television: a comparative analysis, Colin Sparks & Anna Reading (United Kingdom)
3. Economic restructuring, media democratisation and conceptions of privatisation in central-east Europe, Slavko Splichal (Slovenia)
4. The limits of conventional notions of competition in media policy making: the case of Austria and Ireland, Paschal Preston (Ireland) & Andrea Grisold (Austria)
5. Recent trends in coproductions: the demise of the national, Sharon Strover (USA)
6. The dialectics of identity politics: the case of regionalist television in Spain, Richard Maxwell (USA)
7. The political economy of news-flows within Europe: news agencies and their (media and non-media) markets, Michael Palmer (France)
8. The political economy of dinosaurs: GATT, Hollywood and Europe, Janet Wasko (USA)
9. The president's men: television, gender and the public sphere in east-central Europe, Anna Reading (United Kingdom)
10. Communicating sameness and containing diversity: communication policies and ethno-national politics in the EU, Charles Husband (United Kingdom)
11. The reform of communications policies in Greece, Natasha Constantelou (United Kingdom)
12. Local versus global in the modernisation of central European telecommunications: a case study of US corporate investments, Andrew Calabrese (USA)
13. The development of telecommunications in transitional markets, Jill Hills (United Kingdom) & Josef Klucka (Slovakia)

14. Competition in the local loop: towards an anti-cyclical competition policy, Jan van Cuilenburg & Paul Slaa (The Netherlands)
15. Entertainment for the many, information for the few: changing east-west technological and information relations, Jörg Becker (Germany)

A second book drawn from Dublin conference activities is almost ready to go to press. Edited by Annabelle Sreberny-Mohammadi (University of Leicester, United Kingdom) and Sandra Braman (University of Illinois-Champaign, USA), it is tentatively titled "Globalization, Communication, and the Transnational Public Sphere" and focuses on theoretical debates about the role of media in processes of globalization, the mediation of globalization in everyday life, the tension between different levels of identity-formation from the local to the global, and the prospects for the emergency of a transnational public sphere and global solidarities.

Other volumes in preparation include:

- An edited volume to focus on Seoul conference theme issues, to be edited by conference organizer Chie-woon Kim (Kyun Kwan University, Seoul, Korea) and Jaewon Lee (Cleveland State University, Ohio, USA).
- An edited volume now in development in IAMCR's Professional Education Section, a textbook which will bring together chapters surveying the main communication paradigms in all major regions of the world. Editors are: Aggrey Brown (CARIMAC, University of West Indies, Jamaica), S. Anura Goonasekera (AMIC, Singapore), and Michael Traber (WACC, United Kingdom). The book's development is funded in part by a grant to IAMCR for textbook development in communication studies. Kaarle Nordenstreng (University of Tampere, Finland) is coordinating the grant oversight team. The granting agency is FINNIDA, the Finnish International Development Agency.



IAMCR PUBLICATION COMMITTEE SEEKS PROPOSALS FOR BOOKS EMERGING FROM IAMCR PROJECTS

The IAMCR Publication Committee, on behalf of the IAMCR International Council, invites IAMCR sections, working groups, and committees to submit proposals for books to be included in the IAMCR Book Series. The Committee is particularly interested in receiving proposals arising out of Seoul conference activities. Conference organizer Chie-woon Kim (Kyun Kwan University, Seoul, Korea) and his co-editor (Jae-won Lee (Cleveland State University, Ohio, USA) has already begun plans for one edited volume to focus on aspects of the conference theme, "Communication in the new Millennium: Communication Technology for Humanity." Other proposals arising from 1994 conference activities as well as proposals relating to other activities of IAMCR sections, working groups, or committees are welcome.

The purpose of the IAMCR book series is to publish significant books arising from the intellectual work of IAMCR. Books will be published in English, Spanish, or French and must address themes relevant to IAMCR interests, make a major contribution to the literature (theory, research, practice, and/or policy), be international in scope, and represent in some way a diversity of perspectives. A minimum of 75% of the royalties from each book will return to IAMCR and be specifically earmarked for a translation fund which will enrich future publication efforts by allowing book editors to include works which require translation. In 2-3 years when the fund is of sufficient size, it will be made available to IAMCR groups in a call for proposals.

IAMCR members need to be aware that book proposals are accepted only from formally constituted IAMCR sections, groups, and committees. In addition, as is usual in publishing activities, the intellectual design of a book is seen by the publication committee as the creative contribution of the book's editor(s) who must be left free to select works that they feel serve their purposes. Books emerging from IAMCR conference activities are not conference proceedings and individual papers presented at conferences will undergo review and referee by book editors before being selected. In addition, papers will undergo revision so that they are more solidly designed as book chapters, rather than conference papers. Necessarily, most papers presented in any conference will not be included in books arising from that conference. IAMCR members who feel that a theme, interest, or perspective has been somehow excluded are encouraged to submit alternative proposals to the publication committee.

Sections, working groups, or committee wishing to discuss book proposals with the committee should contact one of the two committee coordinators: Robert White, CICS, Gregorian University, Piazza della Pilotta 4, I-00187, Roma, Italy, phone +39-6-77011, fax +39-6-6701-5413; or, Brenda Dervin, Department of Communication, Ohio State University, 3016 Derby Hall, 154 N. Oval Mall, Columbus, Ohio 43210 USA, phone +1-614-292-3192, phone +1-614-442-0721, fax +1-614-292-2055, e-mail: dervin.1@osu.edu, or, dervin.1@ohstmail.bitnet

Members of the publication committee include: co-coordinators, Robert White (Italy), Brenda Dervin (USA); members, Robin Cheesman (Denmark), Ulla Carlsson (Sweden); Wolfgang Donsbach (Germany); Karol Jakubowicz (Poland); Manuel Pares i Maicas (Spain); Denis McQuail (The Netherlands); Carmen Gomez Mont (Mexico); Slavko Splichal (Slovenia); Annabelle Sreberny-Mohammadi (England); Trine Syvertsen (Norway); Birgitte Tufte (Denmark); Janet Wasko (USA).

DISCOUNTS

Individual members receive a membership card with a personal membership number upon payment of the membership fee. This number entitles paid up members to a discount on the following journal subscriptions: *International Journal of Public Opinion Research* with Oxford University Press (50%); *Discourse & Society* (22 UKL or 38 USD), *European Journal of Communication* (25 UKL or 40 USD) and *Media, Culture and Society* (25 UKL or 40 USD) with Sage Publications. Please send Sage orders to Jane Markoff, SAGE Publications Ltd, 6 Bonhill Street, London EC2A 4PU, UK. US orders to: SAGE Publications Inc., PO Box 5096, Newbury Park, CA 91359-9924, USA.

Media Information Australia is available to paid-up members outside of Australia who cite their IAMCR membership number when taking out a subscription (\$A 90). Write to: AFTRS Direct Sales, PO Box 126, North Ryde, NSW Australia 3113, fax +612 887 1030.

IAMCR members who publish books or edit journals are encouraged to negotiate with their publishing houses a discount for IAMCR members. In exchange the publishing house could then advertise the publication free of charge in the IAMCR Newsletter.

NEW PUBLICATIONS

"Europe speaks to Europe: Telecommunications in a Common European House". Edited by Jörg Becker and Alexander Butrimenko. Moscow: ICSTI and Frankfurt: Haag + Herchen Verlag (Fichardstr. 30, 6000 Frankfurt/M, Germany). ISBN 3-892228-972-7. The book results from a conference in Moscow (late 1990) with participation of among others Nicholas Garnham, Kaarle Nordenstreng, Yassen Zassoursky, Colin Sparks, Robin Mansell and Slavko Splichal.

A monthly newsletter "Post-Soviet Media Law and Policy" with a current circulation of 400 was started in October of 1993 by Prof. Monroe Price of the Cardozo Law School in New York City, Dr. Peter Krug of the University of Wisconsin in Madison, and Dr. Andrei Richter of Moscow State University. The 12-page publication covers contemporary media developments in the new democracies, gives an insight look at the trends in relations between governments and the journalists. The four issues published by now carry supplements with the latest Russian media legislation, including the

statute of the Information Tribunal, excerpts from the copyright law, Ukraine's Information Law, directory of state TV and radio companies of the ex-Soviet republics, etc. In the coming issues you will find a directory of journalism schools in the ex-USSR, discussion and texts of the Belarus press bill, Ukraine's Broadcasting Law, articles on the media in the Baltic states. One year subscription costs \$50 for individuals (\$75 outside US) and \$100 for companies (\$125 outside US). IAMCR members are given a discount on these rates of 25%. You can subscribe by mailing the check made out to PSMLPN to: PSMLPN, Benjamin N. Cardozo School of Law, 55 Fifth Avenue, New York, NY 10003, USA.

Tsan-Kuo Chang, associate professor of journalism and mass communication at University of Minnesota-Twin Cities, has published a book entitled *The Press and China Policy: The Illusion of Sino-American Relations, 1950-1984*. He has also published two articles: one in Gazette entitled "Rethinking the mass propaganda model: Evidence from the Chinese regional press;" another in Political Communication entitled "U.S. Gatekeepers and the New World Information Order: Journalistic Qualities and Editorial Positions." The book and the two articles appeared in 1993.

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IAMCR DOMAIN ON THE INTERNET

IAMCR has now registered its own domain on the Internet: IAMCR.ORG

This domain is not a 'physical' address, as there is no specific host computer connected with the address IAMCR.ORG. The address provides a forwarding service, so that you may forget much about the sometimes quite complicated email addresses, and use more logical such. Thus, if you wish to send a message, e.g., to *all* section heads that have email, you can now send to *one* address only: sections@iamcr.org – the forwarding system will then distribute this message to the nine addresses listed below. The list of forwarding addresses will be updated regularly.

This service was activated on 22 February 1994, with the following forwarding addresses:

president@iamcr.org :
hamelink@iamcr.nl (Cees Hamelink)

president.elect@iamcr.org :
ausisicp@igc.org (Hamid Mowlana)

secretary@iamcr.org :
robin@ruc.dk (Robin Cheesman)
slavko.splichal@uni-lj.sl (Slavko Splichal)

office@iamcr.org :
hamelink@iamcr.nl (Cees Hamelink)

newsletter@iamcr.org :
robin@ruc.dk (Robin Cheesman)
hamelink@iamcr.nl (Cees Hamelink)
trine.syvertsen@media.uio.no (Trine Syvertsen)
jwasko@oregon.uoregon.edu (Janet Wasko)

sections@iamcr.org :
r.e.mansell@sussex.ac.uk (Robin Mansell)
hfrederick@igc.apc.org (Howard Frederick)
stiehler@rz.uni-leipzig.de (Wolfgang Kleinwächter)
mosco@das.harvard.edu (Vincent Mosco)
tikano@uta.fi (Kaarle Nordenstreng)
paletz@acpub.duke.edu (David Paletz)
mpendaku@casbah.acns.nwu.edu (Manjunath Pendakur)
prehn@aud.auc.dk (Ole Prehn)
rohan+@osu.edu (Rohan Samarajiva)

All other email sent to domain iamcr.org will be forwarded to hamelink@iamcr.nl ◇

NEWS FLASH: IAMCR has received an extended grant from FINNIDA (Finnish International Development Agency) to complete the "textbook project" carried out by the Professional Education Section since 1986. One part of the project is production of a textbook on environmental reporting, now undertaken as a joint venture with UNEP (United Nations Environment Programme) and the newly established International Federation of Environmental Journalists. ◆

NEWS FROM SECTIONS

HISTORY SECTION

The conference in Seoul is shaping up nicely. Over 20 abstracts were received. They are being reviewed by a committee of three (Høyer, Norway; Wilke, Germany; Mander, U.S.).

By the time this Newsletter reaches you, those who submitted abstracts will have heard whether their papers have been accepted for presentation.

Svennik Høyer wrote to report that the History Section of the Nordic Conference for Media Research, held in Trondheim, Norway, in August 1993 was a great success. Papers were presented on a number of cogent topics, all of which would interest members of the History Section of the IAMCR. Danish history projects covered film and television fiction as well as the sociology of production and reception. Klaus Bruhn Jensen leads the project. Lennart Weibull, Stig Hadenius and Dag Nordmark are directing the project on Swedish Radio, which has celebrated its 50th anniversary. Høyer and Marju Lauristin presented a report on the Baltic history project.

Other papers included such topics as a history of how journalists tell stories, histories of the journalistic profession, the development of the portrait as a journalistic genre in Norway, boulevard-journalism during the interwar years, and the development of the headline in a Norwegian paper. How journalists perceive their professional history was discussed in the final session, along with a paper on film animation in Norway since WW II, and one on the methods and resources used by the Swedish Archives for preserving television programs and films.

For members who are interested, the Baltic Media History Project has been published: *Towards a Civic Society: The Baltic Media's Long Road to Freedom*, edited by Svennik Høyer, Epp Lauk and Peeter Vihalemm (Tartu, Baltic Association for Media Research, Nota Baltica Ltd., 1993). ◇

INTERNATIONAL COMMUNICATAION

The International Communication Section is looking forward to a good session in Korea. We have the following thirteen panels with about seventy papers. We are looking for panel chairs. If you would like to chair one of these panels, please contact Howard Frederick, School of International Service, The American University, 4400 Massachusetts Ave. NW, Washington, DC 20016-8071 USA +1-202-885-1635 (office) +1-202-885-2494 (fax) hfrederick@igc.apc.org

PANELS

International relations and the technologies of international communication. (I) and (II) Examines the impact global channels of communication on international relations.

International communication and international conflict: lessons from recent history (I) and (II). Examines how mass media coverage has affected international crises, with a special focus on events in Asia. Papers are especially invited on Bosnia, Cambodia, Somalia, Korea, Palestine, East Timor.

Asia, human rights, democracy and communication (I) and (II). Explores the emergence of communication and democracy in Asia.

The MacBride movement and the evolving right to communicate. Investigates the movement for a new international information and communication order, human rights, and especially the evolving right to communicate. Assesses the progress and prospects of the movement toward a new world information and communication order. (Joint panel with the Law Section.)

Global communication as a field of research and education in the post cold war era. Questions the traditional definitions of international communication and its impact on communication education in light of the globalization of all communication research.

The cultural and political context of (tele) communications policy. Probes the issues and controversies surrounding regional and international telecommunications policy with a special focus on Asia.

Olympism, sports and mass media: implications for global civil society. Explores the social and political impact of media channels on sports, and especially the Olympic Games.

Computers and international communications. Examines the growing impact of global computer networks on the field of international communications.

Communication and cultural industries. Examines role of entertainment programming in national development with a focus on soap opera/telenovelas, serial fiction, infotainment, co-productions, and reality-based series.

Journal of International Communication. Discusses how the International Communication Section can assist the emergence of this new academic journal.

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NEWS FROM MEMBERS

Kyu Ho Youm, associate professor at Arizona State University, was elected vice president of the Southwest Education Council for Journalism and Mass Communication. He has taken over as president of the Korean American Communication Association (KACA). Youm received the Dean's Incentive Grant from the ASU College of Public Programs for his research project on Arizona libel law. He has published "Breach of Confidence and News Sources" in the *Anglo American Law Review* (1993) and "Press Freedom and Judicial Review in South Korea" in the *Stanford Journal of International Law* (1993).

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CALENDAR OF EVENTS

by Trine Syvertsen

23-25 March 1994: **HYPERMEDIA '94**
2nd Southern African Conference on Multimedia and Hypermedia: University of Pretoria, South Africa. Contact: Petrina at +27 (0)12-99002 or Joukje at +27 12 420 2961 or email hm94@libarts.up.ac.za. Registration: Hypermedia '94, PO Box 32342, Glenstantia, 0010 South Africa or fax +27 12 43-2185.

27-26 March 1994: **MEDIA ECONOMICS**
Journal of Media Economics and Turku School of Economics: Current Media Economics Research in Europe. Contact: Kati Karhunen, Business Research Center, Rehtorinpellonkatu 3, SF-20500 Turku, Finland; tel +358 21 6383250; fax +358 21 6383 268; e-mail kkarhunen@abo.fi

April 1994: **LOCAL VIDEO AND TELEVISION**
Olympiads of Local Video and Television. Starting in Copenhagen, the second video olympics for community television productions will cruise along the waters of the North Sea on an Olympic boat with stops in Gothenburg, Sweden and Oslo, Norway. Contact: Olympiads of Local

Video and Television Secretariat, c/o Ted Weisberg, SAMBANDET, Box 2068, S-103 12 Stockholm, Sweden; tel +46 8 208178; fax +46 8 108830.

7-9 April 1994: MEDIA AND ENVIRONMENT

Media and the Environment. Reno, Nevada. Contact: David Coulson, Donald W. Reynolds School of Journalism, University of Nevada, Reno NV 89557-0040; tel +1 702 784 6898; email CMSGRISW@UGA.bitnet

7-10 April, 1994: MEDIA AND BUSINESS

Global Integration and its Implications for Business Disciplines. International Academy of Business Disciplines (IABD), Annual Conference, Pittsburgh, Pennsylvania. Panel on Advertising, Public relations, Marketing Communications and Journalism. Contact: Gene Murkison 912 681 5216 (office), Department of Management, Georgia Southern University, Statesboro, GA 30460-8152. Fax +1 912 681 0292.

25-29 April 1994: TELECOM 94

Integrating Africa Regionally and Globally - A Challenge for Telecommunications and Development. Africa TELECOM 94 Exhibition and Forum, Cairo, Egypt. Contact: Tom Dahl-Hansen or Suzan Hee-Sook Lee, Africa TELECOM 94, International Telecommunication Union (ITU), Place des Nations, CH-1211 Geneva 20, Switzerland; tel +41 22 730 5811; fax +41 22 740 1013 or +41 22 730 6444.

13-19 May 1994: PUBLIC OPINION

World Association of Public Opinion Research (WAPOR) Annual Conference, Sheraton Hotel, Ferncroft Village, Massachusetts, USA. Contact: Robert L. Stevenson, School of Journalism and Mass Communication, University of North Carolina at Chappel Hill, Chappel Hill, N.C. 27599-3365, USA.

15-21 May 1994: INPUT 94

International Public Television Screening Conference, Montreal, Quebec. Contact: Louise Doyon, Societe Radio-Canada, 1400, Rene-Levesque Blvd, East, Room 1716, Montreal Quebec, Canada H2L 2MH; tel +1 514 597 4385; fax +1 514 597 4599; telex (05) 267 417.

23-25 May 1994: PUBLISHING TECHNOLOGIES

IPA International Copyright Symposium, Torino, Italy. Contact: International Publishers Association, 3 ave. de Miremont, 1206 Geneva, Switzerland; fax 41 22 347 57 17.

12-17 June 1994: LOCAL RADIO

Radio 2000: The Jerusalem international conference on local radio. Jerusalem, Israel. Contact: The Secretariat, POB 8550, Jerusalem 91083, Israel; fax +972 2 665 668.

19 June - 1 July 1994: COMPUTING

Electronic Texts in the Humanities: Methods and Tools. Third Annual Summer Seminar, Princeton University, New Jersey. Contact: Summer Seminar 1994, Center for Electronic Texts in the Humanities, 169 College Avenue,

New Brunswick, NJ 08903, USA; tel +1 908 932 1384; fax +1 908 932 1386; email ceth@zodiac.bitnet or ceth@zodiac.rutgers.edu

23-25 June 1994: AMIC ANNUAL CONFERENCE

AMIC annual conference: The Changing Communications Scene in the Asia-Pacific: Implications for Development. Chulalongkorn University, Bangkok, Thailand. Contact: AMIC, 39 Newton Rd., Singapore 1130; tel +65 251 5106; fax +65 253 4535.

23-26 June 1994: VISUAL COMMUNICATION

The 8th Annual Conference on Visual Communication, Feather River Inn Conference Center, California Sierra. Contact: Prof. Philip Kipper, Broadcast & Electronic Communication Arts Dept., San Francisco State University, 1600 Holloway Avenue, San Francisco, CA 94132; tel +1 415 338 1626; email Pkipper@sfsuvax1.sfsu.edu



25-27 June 1994: MULTIMEDIA

ED-MEDIA 94 in Vancouver, Canada. World Conference on Educational Multimedia and Hypermedia. Submission deadline October 22. Contact: ED-MEDIA 94/AACE, PO Box 2966, Charlottesville, VA, USA 22902; tel 804-973-3987; fax 804-978-7449; email AACE@virginia.edu

27 June - 1 July 1994: TELEMATICS

Home-oriented informatics, telematics & automation. University of Copenhagen, Denmark. Contact: HOIT-94, Kresten Bjerg, Psychological Laboratory, University of Copenhagen, 88, Njalsgade, DK 2300 Copenhagen S; tel +45 31541856; fax +45 32963138; email kresten@vax.psl.ku.dk

27 June - July 2 1994: COMM TECHNOLOGY

The 4th International Russian Forum on Electronic Communication Technology for the 90s. Academy of National Economy, Moscow, Russia. Contact: Juri Gornostaev/Juri Andrianov, ECT'94 Program Committee, 125252, Moscow, Russia, Kuusinen Str. 21-B, ICSTI; fax +7 095 943 0089; tel +7 095 198 7041/7350/7691; email enir@ccic.icsti.msk.su

X UNIVERSITY OF AMSTERDAM
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 X MA PROGRAMME EUROPEAN COMMUNICATION STUDIES



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Although the Pacific region is gaining economic and cultural momentum, the Old World still provides breathtaking dynamics, especially in the field of mass media and communication. To mention a few: challenges to public broadcasting, maintaining a national cultural identity, integration and convergence of media and telecommunications, and the various ways governments in what is now the 'European Union' react to these challenges.

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3-8 July 1994: IAMCR

Communication in the new millenium: Communication technology for humanity. XIX IAMCR Scientific Conference and General Assembly. Seoul, Korea.

6-8 July 1994: MEDIA POLICY

New technologies, telecommunications, media policy, programming and consumption patterns. The International "Media Futures: Policy & Performance" Conference, Gold Coast, Queensland, Australia. Call for papers, submissions close on 10 January 1994. Contact: Administrative Officer, Institute for Cultural Policy Studies, Faculty of Humanities, Griffith University Qld 4111 Australia; email B.Jeppesen@hum.gu.edu.au; fax +61 7 875 551; phone +61 7 875 7772

6-9 July 1994: LANGUAGE

Fifth International Conference on Language and Social Psychology, University of Queensland, Brisbane, Australia. Contact: Ann Dellow, Conference Secretary, Department of Psychology, The University of Queensland, Brisbane, Australia 4072; tel +61 7 3656230; fax +61 7 3654466; email cg@psych.psy.uq.oz.au

12-15 July 1994: ICA ANNUAL CONFERENCE

ICA Annual Conference. Sydney, Australia.

19-22 July 1994: EUROPEAN TV AND FILM

National Film Theatre, London: Turbulent Europe: Conflict, Identity and Culture. First European Film and Television Studies Conference. Contact: EFTSC, Research and Education Division, British Film Institute, 21 Stephen Street, London W1P 1PL, UK; fax +44 071 580 8434

9-12 August 1994: ICIT'94

International Conference on Information Technology: Towards an Information-Rich Society: An agenda for action. Kuala Lumpur, Malaysia. Contact: ICIT'94 Conference Secretariat, Malaysian National Computer Confederation, 46A, Jalan SS2/66, 47300 Petaling Jaya, Selangor Darul Ehsan, Malaysia; tel 603 775 1576; fax 603 774 7026; email icit94@jaring.my

11-15 October 1994: CHILDRENS BOOKS

Childrens books - A space of freedom? Seville, Spain. Contact: Organización española para el libro infantil y juvenil, Secretaria 24 Congreso del IBBY, Santiago Rusinol, E-28040 Madrid.

16-23 October 1994: ACCE ANNUAL CONFERENCE

African Council for Communication (ACCE): Media and Sustainable Development. 9th annual conference, Accra, Ghana. Contributions are expected to be received before March 31. Contact ACCE Secretariat, University of Nairobi, P.O. Box 47495, Nairobi, Kenya; tel +254 2 227043/23615; fax +254 2 750329.

17-20 October 1994: INFORMATION ECONOMICS

ASIS '94: The Economics of Information, Alexandria, VA. Contact: Mickie Voges, Chicago-Kent College of Law,

Illinois Institute of Technology, 565 West Adams Street, Chicago, Illinois 60661-3691; tel +1 312 906 5000; fax +1 312 906 5685; email: mvoges@mail.kentlaw.edu

26-29 October 1994: EUROPEAN CULTURE

European Culture. European Documentation Center, University of Navarra. Contact: Centro de Documentacion Europea, Universidad de Navarra, E31080 Pamplona; tel 9 48 252700 ext. 2714; fax 9 48 173651; telex 37917 unav e.

6-12 November 1994: PEN

International P.E.N. Congress, Prague, Czech Republic. Contact: International P.E.N., 61. World Congress, Guarant, Opletalova 15, 11000 Prague 1, Czech Republic.

9-11 January 1995: INFORMATION TECHNOLOGY

Information Technology and Socio-economic Development: Challenges and Opportunities. Co-hosted by IFIP WG 9.4 and RITSEC. Marriott Hotel, Cairo, Egypt. Contact: Mr Sherif Kamel, Regional Information Technology and Software Engineering, Centre (RITSEC), 11 A Hassan Sabri Street Zamalek, Cairo, Egypt; tel 202 341 1761 or 202 355 1551, ext 8010; fax 202 341 2139.

23-30 January 1995: COMMUNITY RADIO

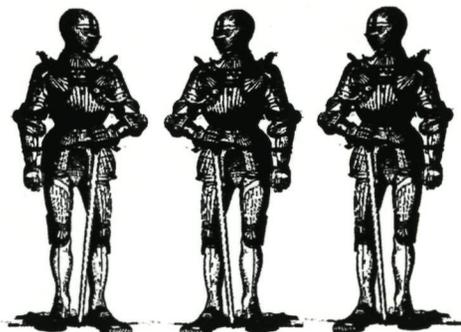
AMARC 6: Sixth World Conference of Community Radio Broadcasters, Dakar, Senegal. Contact: AMARC, 3575 blvd. St-Laurent, Suite 704, Montreal, Quebec CANADA H2X 2T7; tel +1 (514) 982-0351; fax: +1 (514) 849-7129; email: amarc@web.apc.org

25 - 29 September 1995: INFORMATION

Congreso Internacional de Información (International Congress of Information), Institute for Scientific and Technological Information (IDICT), Havana, Cuba. Parallel to the Congress, the International Exhibition EXPOINFO'95 will take place. Contact: Lic. Humberto Arango Sales, Aptdo. postal 2019, 10200 La Habana, Cuba; telex 512 322, 511 648; fax 0537 338237, 338212, 338213; email ceniai@ax.apc.org or info@ceniai.cu; DATAMAIL (Data Star, Switzerland): PKECAA.

7-11 October 1995: TELECOM 95

TELECOM 95 Exhibition and Forum, Geneva Switzerland. Contact: International Telecommunication Union (ITU), Place des Nations, CH-1211 Geneva 20, Switzerland; tel +41 22 730 5680; fax +41 22 740 1013 or +41 22 730 6444.



Next generation of Newsletter editors

A HISTORY OF KOREA IN 1202 WORDS

Korean myths tell of the legendary Tangun, the son of a heavenly father and a mother from a bear clan, who founded the ancient Choson – “land of the morning calm” – in 2333 B.C. Tangun has been revered as the legendary founder of Korea.

The most ancient, indigenous religion of Korea is *Shamanism*. Shamanism is the source of Korean beliefs, culture and performing arts. Shamanism attributes spirits to all natural phenomena. Evil spirits must be appeased, and protection is sought of the good spirits. Also today vestiges of shamanism remain and shamans (nearly all female nowadays) still perform ceremonies to intercede with the spirits.

Seoul (or *Hanyang*, as it was then called) began to appear as an important place in the ancient records of Korea from the period of the *Three Kingdoms* (57 B.C.-668 A.D.): *Koguryo* in the North, *Shilla* and *Paekche* in the South. Buddhism came to Korea from China during this period, and was officially accepted as the state religion. The Three Kingdoms were unified

by the Shilla Kingdom in 668. The *Unified Shilla Kingdom* existed from 668 through 935. During this period the peninsula experienced a cultural golden age, especially in Buddhist art. In the succeeding *Koryŏ Dynasty* (918-1392, the name “Korea” is derived from “Koryŏ”) Buddhism attained its greatest influence, and monks held powerful positions in government. However, towards the end of the Koryŏ Dynasty, Buddhism slowly became corrupt and during the next period it was repressed: the *Choson Dynasty* (1392-1910, Korea’s last Dynasty) adopted Confucianism as the state ideology. Monks were now treated with disrespect, urban temples were destroyed and Buddhists retreated to the mountains. After centuries of abuse and neglect, Buddhism is nowadays experiencing renewal. There are over 20,000



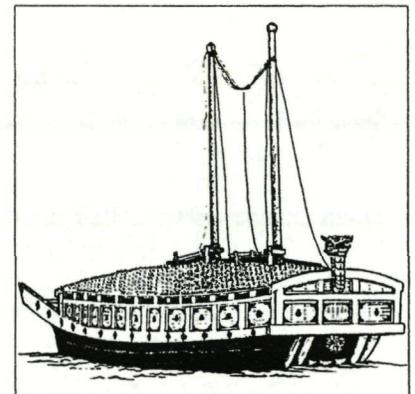
monks and nuns at nearly 2,500 temples. (Temples can be visited; they are quietest in the early morning and late afternoon hours.)

One of the remnants of the Koryŏ Dynasty (still to be admired in Korean Museums) is the famous *celadon*, a sort of ceramics with a beautiful blue-green glaze. This colour (called *pisaek*, which means “secret colour”) was obtained by a very delicate process of firing. Koryŏ celadon was initially influenced by Chinese ceramics, but acquired soon its own individuality. On the cover of this Newsletter you will find some examples of Koryŏ celadon. Modern reproductions of antique celadon – sometimes by famous Korean craftsmen – are available in select shops.

The Japanese, who invaded the country during the *Choson Dynasty* in the 1590s, were very much attracted by the Korean celadon. During this so called *Imjin War* (1592-98), which was one of the most disastrous periods of Korean history, large numbers of Korean artisans and craftsmen were transported to Japan, where they greatly influenced the pottery production. Korea’s saving grace in this war was its navy. The *kobukson*, a new type of extremely maneuverable, metal plated wooden warship, crippled Japanese supply lines and put many troop carriers to sink. When the Japanese finally gave up, they left behind a country that was pillaged and plundered. Korea lost a great portion of its most valuable cultural properties.

Within three decades Korea was again attacked – this time by its neighbours from the North, the Manchus. Tribute had to be paid, Korean princes were sent as hostages to the Manchu court, and Korea was obliged to aid the Manchus in their fights with neighbouring peoples. In response to these violations, Korea closed its doors. Turning inward and distrusting all that was foreign, Korea became a “hermit kingdom”. It allowed virtually no outside contact. A series of fortresses were built throughout the country to be better prepared for future invasions.

Only at the end of the 19th century, trade relations



turtle ship (kobukson)

with Japan were imposed. In 1882 Korea signed its first *diplomatic* treaty, with the United States. Similar treaties and economic relations with other Western countries followed in the next years. Since that year (1882) Korea has also opened its doors to missionaries of all Christian denominations. Before, foreign priests had entered the country clandestinely. The Christian religion had been discouraged by the government and great persecutions took place in the first half of the 19th century: thousands of Koreans were tortured and beheaded. Today Christianity is the most dynamic religion in Korea. After the Philippines, Korea is Asia's most Christianized country. There are tens of thousands of churches, often topped by red neon crosses on steeples.

In 1905 Japan made Korea a "protectorate", forced king Kojong to abdicate, called the peninsula "Chosen", and ruled the country till 1945. Japanese became the official language, Korean was not taught in schools, nor allowed in public. Koreans were forced to adopt Japanese names and accept Shinto as the state religion. A Japanese-controlled police system was instituted and all dissent was stifled. Outspoken newspapers were shut down and all political activity was banned. Resistance to the Japanese took place mostly in a quiet way (mutual self help groups and social clubs, institutions promoting Korean history, culture and the arts, etc.), but there were also violent outbreaks like in 1926 after the death of Korea's last king and in 1929 during student demonstrations in Kwangju.

After WW II, the Japanese occupation of Korea ended. Unfortunately the Koreans did not achieve immediate independence: US and Soviet military governments were established until elections could be held. Although the artificial split of the country never meant to be a permanent one, we now know that even today the North and the South are still strictly separated. On June 25, 1950 a heavily armed North Korean army crossed the 38th parallel in the early morning, and invaded South Korea. South Korea's poorly armed troops were no match for the well equipped North Korean army. Even the UN troops that came to help, suffered devastating defeats. Only on July 27, 1953 an armistice was agreed on. Destruction of the infrastructures of both countries was massive and over a million people died. Besides that, the war left deep psychological wounds. Virtually no contact has taken place between people of the South and North in recent times.

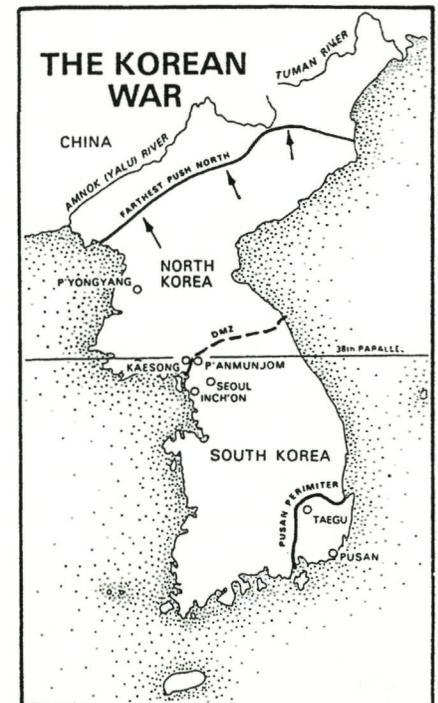
South Korea suffered serious economic stagnation after the war. As an agricultural country it started

producing food again, but because the heavy industry and a great deal of natural resource were in the North, it had to build its industrial base from scratch. For decades Koreans worked very hard with their eyes set on "economic development". As Korea had a large pool of cheap labour, a 5-year plan (1962-7) focused on the development of

labour-intensive industry. Another 5-year plan (1967-71) aimed at the development of heavy industries, chemicals and electronics. The next 5-years plans concentrated on health care, social welfare programs, education and living conditions. Overseas trade increased dramatically. Markets were expanded in Europe, the US, The Middle East, South America. To facilitate exports Korea has expanded its transportation lines, port facilities and shipping fleet.

The *Land of the Morning Calm* has experienced a quiet revolution: it has pulled itself up from total collapse to one of the world's most vigorous economies. Since 1962 Korea has had an average annual growth rate of 9% - one of the world's highest. A fast growing section of Korea's economy is tourism: specially since the '88 Olympics, the awareness increased that Korea is a beautiful and interesting country, a worthy destination for a holiday.

[In the next issue of the Newsletter there will be more about Korea and the Koreans.] ◇



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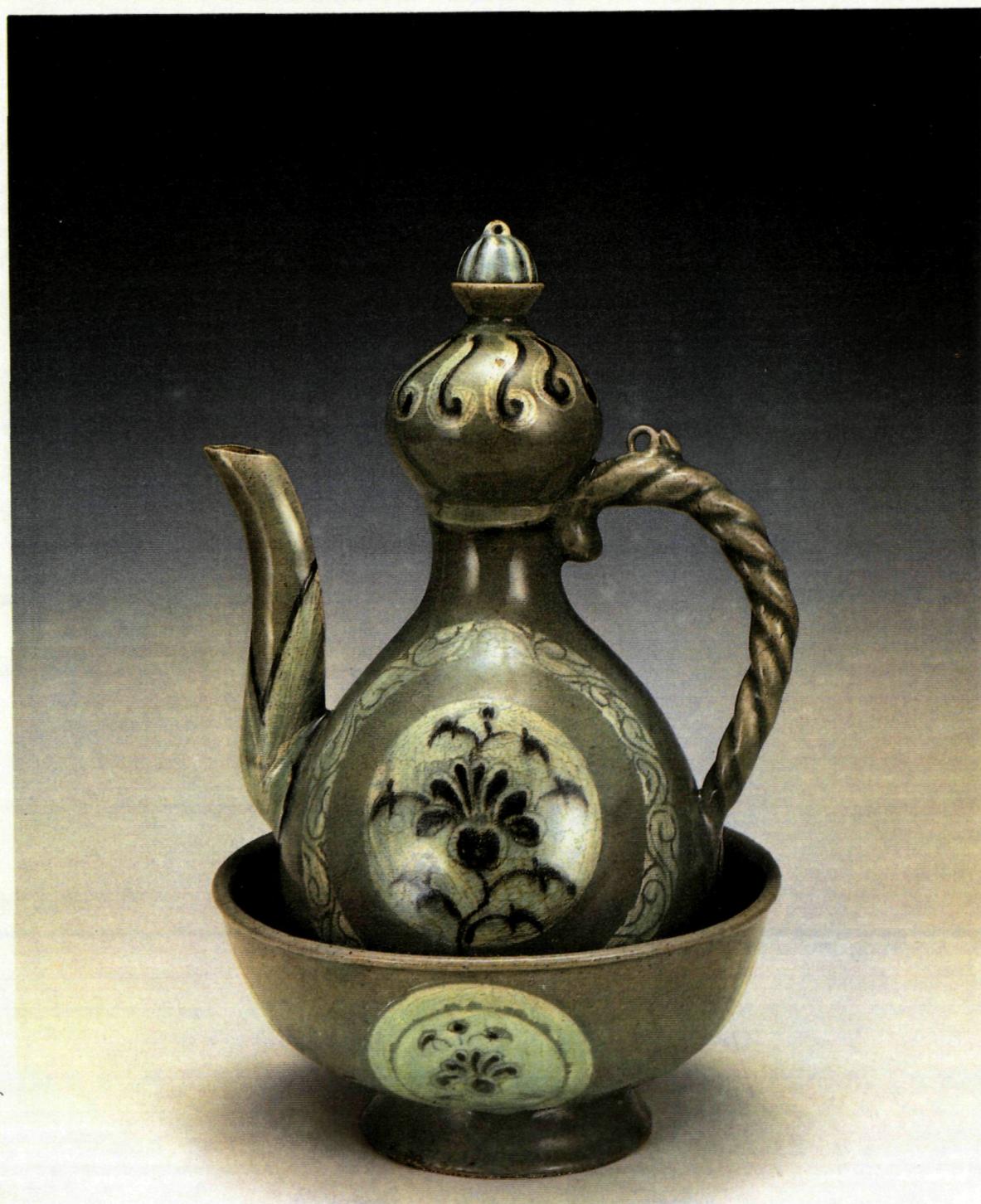
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Pitcher and Bowl, Slip-painted Celadon, H.29.8 cm, 1st half of the 12th C.
Seoul, National Museum of Korea