

INTERNATIONAL ASSOCIATION FOR
MASS COMMUNICATION RESEARCH

Petit-Chêne 18 B, 1002 Lausanne
June 20th, 1969

16th Letter from the President
Dr. Fr./ Trans. Engl.

Dear colleagues and friends,

I have unfortunately to start this letter with sad news : on April 2nd, a few days before taking off for Monte-Carlo where she was to participate in our meetings, Irena TETELOWSKA, Director of the Krakow Press Research Center, professor at the Krakow University, President of our Section for Bibliography and member of our Executive Committee, died accidentally in a plane crash near Krakow. The members of our Executive Committee, informed by telegram, observed one minute silence to honor the memory of one of our most active and most faithful member.

Together with our 15th presidential letter, you had received a questionnaire elaborated by Irena Tetelowska : it showed the width of her preoccupations in the field of bibliography and characterized the system she had set up. The desire of the Executive Committee is that, respectful of Irena Tetelowska's will, our members endeavour to answer this questionnaire and we all wish that her work be carried out by her collaborators of the Krakow Center. We think this will be the best way we have, each of us, to honor her memory.

I. MONACO - On April 9th and 10th, about 20 members of our association, coming from France, Germany, Italy, Spain, the U.S.A., Yugoslavia, Monaco and Switzerland met in Monte-Carlo, where was held a symposium - perfectly organised by Dr. Martin Löffler and - studying the deontology of information personnel with regard to the respect of private life and the presentation of violence in the mass media, because of its possible effect upon young people and grown-ups.

On this occasion, an important documentation has been gathered, including a few reports received from Africa, Asia and South America.

The following schedule, established by Dr. Löffler, President of the Section for Legal Matters, served as a basis for the discussions :

1. The importance of deontology
2. Sources and notion of deontology
3. Deontology in the field of mass media (press, radio and television).
4. The deontology resulting from texts and customs.
5. Efforts in order to create an international codification of the deontology of information personnel.
6. Short paper on the various rules of deontology.

7. The protection of private life and the presentation of violence in the mass media owing to its possible effect on young people and adults.

Dr. Löffler and M. J. L. Hébarre read short papers on the deontological rules applicable to relationship with the State and the international community, and to those with people in general and the individual in particular. A few reports on the protection of private life and the presentation of violence in the mass media owing to its possible effect on young people and grown-ups were presented, particularly by Messrs. Philippe Solal (Paris), Robert Lindsay (UNESCO Paris), Daniel Bécourt (Paris), Juan Beneyto (Madrid), Angel Benito (Pamplona), P.M. Dessinges (Paris) and José Maria Desantes (Madrid).

As a conclusion, the works of the symposium led to a limitative definition of the notion of deontology, to include only the rules that professionals of the mass media give themselves, excluding any intervention of the State.

The schedule of the discussions (14 pages) can be obtained directly from Dr. Martin Löffler, Königstrasse 1 A, Stuttgart, West. Germany.

The unanime wish expressed at the end of the symposium is that our association should find the means to carry on these studies and, particularly the means to publish them.

- II. The Executive Committee set on April 10th and 11th in Monte-Carlo. Professor Fattorello read a paper on the problems of the formation of professors of journalism and on the programmes of schools and faculties of journalism. Various written reports had been addressed to Monte-Carlo, especially by Messrs. Bogdan Osolnik (Ljubljana), Charles Minassian (Paris), Bernard Voyenne (Paris) and Vladimir Klimès (Prague).
- III. The next meeting of the Executive Committee has been fixed on June 30th, in Montreal. It will be held at the end of the International meeting on Development of research in the field of information, organized by UNESCO from June 21st to June 30th. A certain number of members of our Executive Committee will attend this gathering, particularly Messrs. Edelstein, Fernandez, Maletzke, Osolnik, Smythe and your President. We are happy to seize this opportunity to establish closer contacts with our American and Canadian friends.
- IV. From November 3rd to November 7th, 1969, a symposium devoted to "Mass Communication and the Human Person" will take place in Barcelona, within the framework of the "VIIth International Week of Social Studies". This symposium, organized by Jorge Xifra, has been placed under the auspices of the Institute of Social Sciences of Barcelona and of our association. The following themes will be studied :
Mass Communication and Public Opinion.
Mass Communication and Political Life.
Mass Communication and Permanent Education.
Mass Communication and Economic Life.

The Executive Committee will be called in session on this occasion.

For further information and inscription to this symposium, please write to Mr. Jorge Xifra, Calle Carmen 47, Barcelona 1, Spain.

- V. Since our Russian friends are opposing the most complete silence to our projects of organizing our next General Assembly in Moscow, the Executive Committee has decided to accept the offer from Professor Roegèle and to hold the 7th Assembly in Bonn or Köln, at the end of September 1970.

The subject proposed for this session is : "The Responsibility of Mass Media with respect to International Understanding". Definitive arrangements for this 7th General Assembly will be made in Barcelona, next November.

VI. News from the Sections -

1. Terminology : Professor Bernard Voyenne, President of the Section, is preparing a basic vocabulary of 500 words in five languages : English, French, Spanish, Russian and German. In order to be able to carry out this project, he would need some practical and financial assistance, particularly for translations, secretarial jobs and diffusion of this material.

Our Spanish friends have already offered their help. For all those who are willing to cooperate to this project, please write directly to Professor Bernard Voyenne, c/o Centre de formation des journalistes, 29, rue du Louvre, Paris 2ème.

2. Our General Secretary, Vladimir Klimès, is magnifically recovering from the important operation he had to go through at the end of last year, and we are happy to see that he is taking up his activities again with enthusiasm.

He sent to Monaco, together with the wishes of success from the IOJ, the Bresilian code of honor. He also made a few suggestions to increase the activities of our association :

- IAMCR should set up an international documentation on mass media.
 - IAMCR should create an international Research Institute on mass media.
- He also advised us that he had got into touch again with M. Emilio Filippi, who was in charge of organizing, in cooperation with IAMCR, a symposium in Valparaiso.

3. Technological Section - Under the presidency of Charles Minassian, this section is publishing, twice a month, very interesting technical bulletins which are very appreciated among publishers and specialists. Since his task within IAMCR is getting more and more important, Mr. Minassian would like to be given an assistant. His proposal has been accepted by the Executive Committee.

On May 12th was published the 1st issue of AIERI FLASH, printed technical bulletin, elaborated and realized by Charles Minassian (copy enclosed). We would like to congratulate the author and thank ... him warmly for all what he is doing for his section and to make the name of IAMCR known, and also wish this very official publication of the Technical Section long life and success.

4. The publication in French and English of the papers presented at the Ljubljana symposium, last September, is now assured thanks to the assistance of UNESCO, to which we would like to express all our gratitude. This important document is now at the disposal of all members who apply directly to Mr. Bogdan Osolnik, c/o Faculty of Journalism, University of Ljubljana, Titova 102, Ljubljana, Yugoslavia.
5. Satellites and Press Agencies - Mr. Jovan Marinovic, member of the Executive Committee, would like to organize in his country a symposium devoted to the problems interesting the section he is presiding together with Mr. Dallas W. Smythe (Canada). The themes he would like to study are on one side the role of satellites in the field of information, and on the other side the elaboration of work methods and the various types of collaboration between press agencies.
6. It is with great pleasure that we are welcoming the creation of the Argentine National Committee of our association, under the presidency of Mr. Francisco G. Manrique. Address : Comité Nacional Argentino de la Asociacion Internacional para el Estudio e Investigacion de las Comunicaciones Masivas, (AIEICM), Florida 142, 1er piso, Buenos Aires. Our Argentine friends are offering to organize in their country the 1972 General Assembly.
7. We have also received an application for membership from the Nigeria Mass Communication Research Institute, counting 113 members, all of them working in Nigerian press, radio or television, or specialized in the various branches of the mass media. The Executive Committee has decided to accept this application and to welcome the NMCFI as a collective member within our association.
8. Our friend Franz Zingales submitted to the Executive Committee a project he has set his heart on : he would like to constitute, under the denomination of "Section Information and Valorization of Human Values" a sub-section dealing with the problem of the information of deficient and blind people. The registered office of this sub-section would be in Milan and Prof. Zingales would assume its presidency. Such charitable action would particularly be in the line of UNESCO's aims, therefore this proposal has been accepted by the Executive Committee.

As a conclusion, and before giving you the usual news from the members and bibliographical indications, we would like to congratulate Dr. Martin Löffler on the occasion of the publication of his prodigious work, "Presserecht". After Tome II, Tome I has just been published with C-H. Beck Verlag, in Munich. This book is a fundamental document for

everyone interested in the juridical problems of the press.

And now the traditional reminder for yearly subscription fee, addressed to the members who have not yet paid it. Our association, as you can see, has a lot of projects pending, but they will be carried out only if we are able to grant them a substantial support. I also seize this opportunity to thank the members who have already paid their annual contribution. I shall personally acknowledge each payment - although sometimes with some delay.

Thanking you again for your cooperation, your efforts and your encouragements, I remain, dear colleagues and friends, and with best personal regards,

sincerely yours.

Your President

PUBLICATIONS AND NEWS FROM OUR MEMBERS

- First of all, we would like to congratulate Professor J. B. ADAMS, who, as of July 1st, 1969, will be Dean of the School of Journalism of the University of Chapel Hill, and to wish him every success in his new task.
- Brilliant manifestations will celebrate the 550th anniversary of the Rostock University, next November. On this occasion, an International symposium will be organized jointly by the Rostock University and the Greifswalde Ernst-Moritz-Arndt University, on the following theme : "Function and Scientific Organization of the University in the Socialist Society". You will remember that the Rector of Rostock University is Prof. Günther Heidorn.
- The 13th issue of the Bulletin published by the Centre de Formation des Journalistes (Paris) is dedicated to the formation of journalists in Czechoslovakia. It has been established by Mr. Georges Mond.
- On April 24th, 1969, the Ecole supérieure de Journalisme de Lille has been officially recognized by the French State.
- Daniel BECOURT latest vbook has recently been published : it is a very interesting study on "The Right of the Person on Its Own Immage", a particularly disquieting problem nowadays. The members who would like to receive this document are kindly asked to write directly to Me Daniel Bécourt, 6 Rue Thimonnier, Paris 9ème.

Nous aimerais signaler les ouvrages ci-dessous, venus enrichir notre bibliothèque AIERI, tout en remerciant vivement leurs auteurs.
(Les titres sont indiqués dans la langue originale).

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We would like to mention the following books, which have taken place in our IAMCR library, and thank their authors.
(Titles are indicated in the original language).

English/Anglais

BOGART Leo : "Changing News Interests And The News Media", offprint from "The Public Opinion Quarterly", Vol. 32, Winter 68/69 - 1969 by Columbia University Press.

CLARK Wesley C. : "The Impact of Mass Communications in America", reprinted from The Annals of the American Academy of Political and Social Science, Philadelphia, Vol. 378, July 1968, pp. 68-74.

SCHILLER Herbert I.: "Mass Communications and American Empire", published by Augustus M. Kelley - 1140, Broadway, New York., 10001, May 1969.

RIEGEL O.W. : "The Muted Trumpet of the Press", Bulletin of the American Society of Newspaper Editors, No. 524, November, 1968, p. 4 ff.

HASKINS Jack B. : "Bibliography of Personnel Research for Newspapers and Other Fields of Mass Communication", Newspaper Research Program, Communications Research Center, Newhouse Communications Center, Syracuse University, October 1968.

TANNENBAUM Percy H.: "Theories of Cognitive Consistency", published by Rand-McNally. (Dr. Tannenbaum was appointed to the Committee on Information in Behavioral Sciences, The National Academy of Sciences and the National Research Council).

GERBNER George : "The Sociology of Mass Media Communicators", Sociological Review Monograph No 13., England.

SICINSKI Andrzej lectured on "Dallas and Warsaw : An Impact of a Major National Political Event on Opinion Abroad" at a Colloquium at the Annenberg School.

BROWN R.L. : "Children of Revolution", a report prepared for the Television Research Committee, January 1967. A few copies are still available from the Centre for Mass Communication Research, University of Leicester.

- "Wilhelm von Humboldt's Conception of Linguistic Relativity", Mouton, 1967
- "Some Aspects of Mass Media Ideologies", in the Sociological Review Monograph No 13, Jan. 1969, Keele University.

HALLORAN J.D.: "Television and Violence", in O. Larsen (Ed.) Violence and the Mass Media, Haper and Row, 1968. pp. 139-151.

- "On the Impact of Television", The Advertising Quarterly No 14, Winter 1967/68.
- "Mass Communication Research and Adult Education", Vaughan College Paper No 12, 1968, pp. 75.

HALLORAN J.D. (cont.)

- "Violence and Mass Media", The Guardian, November 18th, 1967.
- "The Contribution of Research to the Use of Mass Media in Adult Education", Czechoslovakian UNESCO Commission and International Central Institute for Youth and Educational Television, August 1967.
- "Television and Attitude Formation and Change - A Social Scientific Perspective" (Report of the First International Seminar on Television and the Formation of Social Attitudes, Madrid, December 1967)
- Introduction - "The Communicator in Mass Communication Research", in P. Halmos (Ed.) The Sociology of Mass Media Communicators, The Sociological Review Monograph No 13, Jan. 1969, Keele University.

Leicester University : "Second Progress Report and Recommendations" (Television Research Committee), submitted to the Home Secretary February 1969.
"Second Annual Report 1967/68 - (Apply to Leicester University, 104 Regent Road, Leicester, G. B.)

Français/French

Anglais/English

Allemand/Deutsch/German

LOEFFLER - HEBARRE : "Les organismes d'Auto-Contrôle de la Presse à Travers le monde - Form und Funktion der Presse-Selbstkontrolle in weltweiter Sicht - Form and Function of International Control of the Press in the world at large".
(Deutsche Studiengesellschaft für Publizistik Vol 7).

Cet important ouvrage peut être obtenu soit auprès de M. Martin Löffler (Königstrasse 1 A, Stuttgart), soit directement auprès de : Verlag C.H. Beck, München, au prix spécial AIERI de DM 18.-

To be ordered from : Verlag C.H. Beck, Munich, at the special price of DM 18.- for IAMCR members.

Français/French

VOYENNE Bernard : "Le Droit à l'Information", ouvrage de vulgarisation.

Allemand/German

Hans Bredow-Institut : "Fernsehen im Leben der Erwachsenen".

HAACKE Wilmont : "Wider die Achtung der Geschichte", Festschrift zum 60. Geburtstag von Hans-Joachim Schoeps. Bechtle Verlag, München 1969.

- "Methoden zur Erforschung der politischen Zeitschrift", Sonderdruck aus "Publizistik", Heft 1, 1969 .- Druckerei & Verlagsanstalt Konstanz GmbH.
- "Renaissance des Feuilletons", in Verlags Praxis 1 F 6931 E, Heft 1, Januar 1969. Fachverlag Dr. N. Stoytscheff, 61 Darmstadt.
- "The German Magazine : Its Origin and Development"
Reprint from "Journalism Quarterly", Vol. 45, No 4, Winter 1968, pp 706-12
- "Les relations publiques ou la confiance de l'opinion publique", tiré à part de "Sociología de las relaciones publicas", 1968, Collection des Sciences sociales, Vème Semaine internationale des Sciences sociales, Barcelone 1968.

Italien/Italian

ZINGALES Franz : "Una Sfida alla Società Civile", ANFFAS, Sez. Prov. di Milano.

Espagnol/Spanish

ROMERO Andrès : "Nueva normativa para la promoción y desarrollo de los medios de comunicación infantiles y juveniles en España", separata de Estudios de Información No 6, Abril/Junio 1968.

- "Problemas pedagogicos de la información y de la enseñanza del periodismo", comunicación al congreso internacional de la AIERI Pamplona, Universidad de Navarra, Mayo 1968 - separata de Estudios de Información No 8, octubre/diciembre 1968.

ZABALZA RAMOS Ramón : "La información y la defensa del consumidor en Francia" (Secretaria general técnica-Ministerio de Información y Turismo, Madrid.

- "La prensa económica en España" - Revista española de documentación, Anexo 1 - Secretaria general técnica - Ministerio de Información y Turismo, Madrid 1966.

BELTRAN Luis : "La comunicación social : una breve introducción", separata de "Sociología de la relaciones públicas", Colección de Ciencias Sociales, V Semana Internacional de Ciencias Sociales, Barcelona 1968.

ESTUDIOS DE INFORMACION, Octubre/diciembre 1968, con, entre otros, textos de :

- Dallas W. Smythe : "Conflictos, cooperación y los Satélites de Comunicaciones";
- Romero Rubio Andrès : "Problemas Pedagogicos de la Información y de la Enseñanza del Periodismo".
y un anexo bibliográfico.

REVISTA ESPAÑOLA DE LA OPINION PUBLICA, Enero/Marzo 1969, No 15.

Hemos notado textos de :

- DEL CAMPO Salustiano : "La educación permanente y los medios de comunicación de masas.
- MOND Georges H : "Periodistas, escritores y poder en la República Democrática Alemana, ¿Quién ejerce presión sobre quién?"
- * EDUCACION, INFORMACION Y DESARROLLO, Colección de Ciencias Sociales, Barcelona 1967. (1/5).
- * INFORMACION, EDUCACION Y PROGRESO POLITICO 2/6, Colección de Ciencias Sociales, Barcelona 1967.
- * SOCIOLOGIA DE LA RELACIONES PUBLICAS, Instituto de Ciencias Sociales, Diputación provincial de Barcelona, Sección de Prensa, Información y Ediciones, 1968. - V Semana Internacional de Ciencias Sociales.
- * COMUNICACION SOCIAL E INTEGRACION EUROPEA, Instituto de Ciencias Sociales, Diputación provincial de Barcelona, Sección de Prensa, Información y Ediciones, 1968 - V Semana International de Ciencias Sociales.

(*) Director de la colección : Jorge XIFRA Heras, Calle Carmen 47, Barcelona.

En la ciudad de Salamanca (España) se ha celebrado un Seminario sobre "La noticia y su tratamiento", en el que ha actuado como Director Don Andrés Romero, Secretario de la Escuela Oficial de Periodismo de Madrid. Una mesa redonda de periodismo fué organizada para periodistas ibero-americanos

(*) Documentación : Sr. Dn. Andrés Romero Rubio, Paseo de Leneros 35, 5º A, Madrid.

Portugais/Portuguese

MARQUES DE MELO José : "Telévelas : Catarse coletiva", separata das Vozes, Ano 63, No 1, Janeiro de 1969.

GALVAO Flavio : "Como as notícias chegam aos jornais", São Paulo 1968.

- "Uso dos meios de comunicação na Universidade de São Paulo", pesquisa realizada pelos estudantes do Curso de Jornalismo sob a direção do Prof. José Marques de Melo.
- "Atividades do Departamento de Jornalismo"
- "Boletim do Departamento de Jornalismo", num. 4, Março de 1969.

Tudo editado pelo : Departamento de Jornalismo da Escola de Comunicações Culturais da Universidade de São Paulo,

Divers/Miscellaneous

"Psychologie de la culture de masse" (roumain/Rumanian), avec un texte de Henri DONA, sur "la presse et la société".

"De Nederlandse pers voor en na de afschaffing van het dagbladzegel in 1869", (hollandais/Dutch)
de Joannes Martinus Hendrikus Jezef HEMELS, Nijmegen.

Michel SZULCZEWSKI "Publicystyka i współczesność", Warszawa 1969.

"Zeszyty Prasoznawcze", revue du Centre de recherches sur la presse de Cracovie, avec un texte de Waléry Pisarek. (polonais/Po
