

IAMCR * AIERI * AIECS

NEWSLETTER

International Association for Media and Communication Research *
Association Internationale des Études et Recherches sur l'Information et la
Communication * Asociación Internacional de Estudios de
Comunicación Social
Vol. 8, Number 1, November 1997



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The Gulf Stream takes



from

Oaxaca to Glasgow



IAMCR*AIERI*AIECS NEWSLETTER

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President's Column

In a splendid and joyful ceremony which begun at the city's major theater, and continued with a candlestick procession and fireworks in downtown Oaxaca, including a gala party in the old mansion El Vitral, some 450 of the IAMCR's 1997 conference participants celebrated the 40th anniversary of the Association. Among those who took part in this historic event were the Governor of the state of Oaxaca, the President of Iberoamericana University, the representative of UNESCO, and many officials as well as city residents of Oaxaca. This meeting in Mexico was the largest off-year conference of IAMCR in terms of the participants.

It was in the biennial conference in Bled, Slovenia, in 1990 that the General Assembly approved my proposal for the establishment of the first IAMCR off-year conference which took place in the aftermath of the Persian Gulf War in 1991 in Istanbul, Turkey. The off-year conference has now become a regular IAMCR activity. The Oaxaca conference theme, "New Information Technologies, Globalization, and Multicultural Societies," was particularly timely, for over the past few years the process of globalization has extended rapidly and significantly. It is well known that the globalization process significantly accelerates with the rapid rhythm with technological innovation. It was fitting that this important conference celebrating the 40th anniversary of the Association took place on an ancient and multicultural land. Five hundred years ago, Mexico received a brutal and violent first wave of globalization. The day that Montezuma received Cortés, offering the Spaniard his throne, marked the beginning of centuries of war and fierce cultural imposition, mostly in the name of innovation and progress. Today Mexico

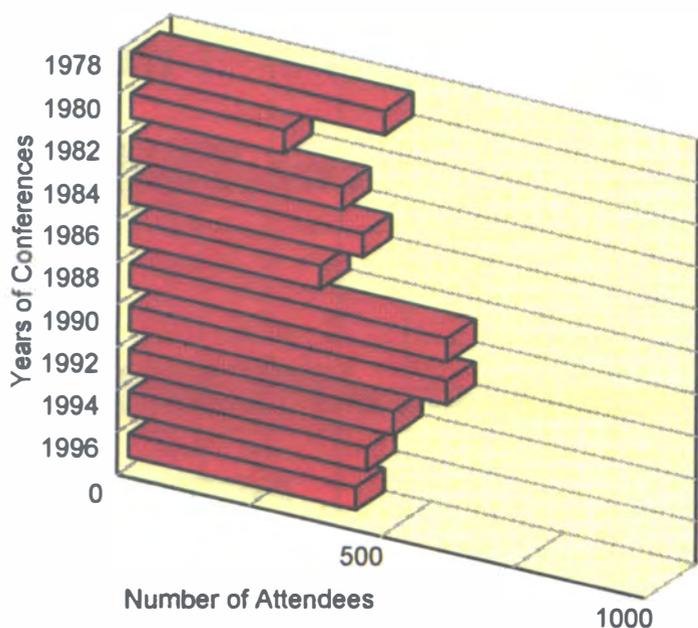
teaches us a lesson on the strength of multicultural societies when faced with the process of globalization.

While the notions of cultural pluralism or multiculturalism are recent, the phenomenon they express is not. By painful experience we have learned that the development of communication technologies, no matter how important they may be, does not suffice to solve the problem of our social life. IAMCR's first off-year conference in Istanbul in 1991 coincided with one of the most tragic periods of our contemporary history, namely the Persian Gulf War, where modern communication technologies and techniques were used both on human and military fronts for what amounted to be a total control of communication and cultural channels. IAMCR's 1993 conference in Dublin witnessed one of the most tragic and horrible genocides of modern history, namely the destruction of multicultural society of Bosnia Herzegovina. The 1995 IAMCR conference in Portoroz, Slovenia took place at a time that the first modern nation-state system based on ethnicity was officially created in Europe. At the time when nationalism and ethnicity and political infatuation has reached a new height level and the world system of market-economy under the guise of globalization is on the offensive, let us remember that communication is and remains international and indeed universal.

Information technologies and communication techniques of the last decades have often had tragic implications for mankind, producing on the one hand, inventions and techniques which liberated men and women from exhausting physical labor and making

IAMCR Conference Attendance

Total Attendance General Assembly & Scientific Conferences 1978-1996

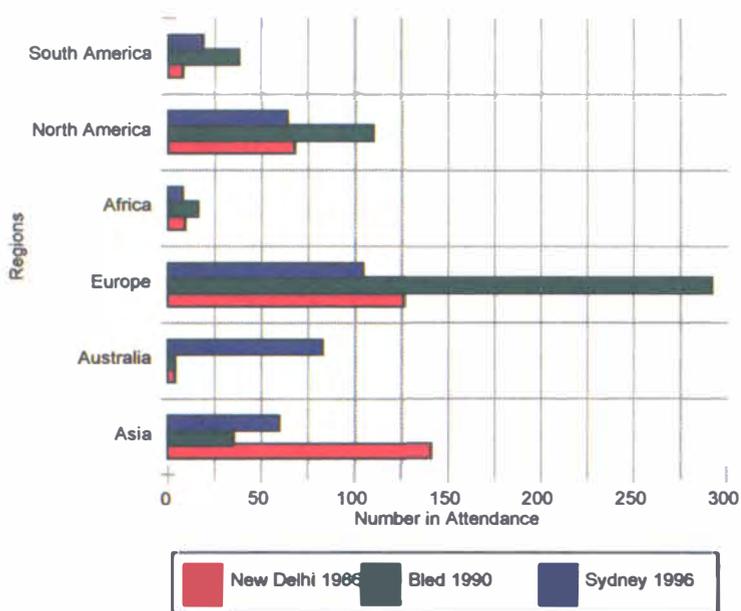


- 1978 Warsaw
- 1980 Caracas
- 1982 Paris
- 1984 Prague
- 1986 New Delhi
- 1988 Barcelona
- 1990 Bled
- 1992 Sao Paulo
- 1994 Seoul
- 1996 Sydney

IAMCR Conference Attendance

General Assembly & Scientific Conferences

1986, 1990, 1996



communication from far distances easy; but on the other hand, introducing a grave restlessness in too many of our lives, making our culture slaves to the technological environment, and most catastrophic of all, creating a hegemonic commercial system with a culture of its own. This, indeed, is a tragedy of overwhelming poignancy.

However poignant that development is, it is perhaps more tragic that, while humankind has produced many scholars and researchers so extremely successful in the field of communication technology and information sciences, we have been for a long time so inefficient in finding adequate solutions to the many political conflicts and economic tensions which beset us. Unless a reorientation of value systems takes place to bring about a corresponding change in the images and perceptions of communication, the technological revolution in the machinery of international communication will be unlikely to result in an enhanced sharing of mutually recognized signs and meanings. Modern technology does not guarantee improved understanding, but it does allow more possibility for it.

A century ago, Jose Marti, a distinguished Latin American poet and teacher declared that "on coming into this world, every human being has a right to be educated; later in return, he or she has the duty of contributing to the education of everybody else." I would like to rephrase his words by adding that on coming into the 21st century, every human being must have the right to communicate; later in return, he or she has the duty of contributing to our improvement of human communication. It is important that communication be understood as both a right and a duty and that it should serve as the foundation of a learning society, vital to our turbulent and deeply divided and radically changing world. It is, therefore, not surprising to see that in the opinion of a number of member states of the United Nations and UNESCO, the growing impact of the new information and communications technologies justifies the establishment of an

international commission which, like the commissions on education and culture, would be set up to encourage debate on the subject. Of particular interest in these suggestions are the needs to take "cultural values" into account in the context of the new world information society as well as the crucial issues now raised "in terms of cultural democracy, by problems of access to information."

It is here that the intellectual and scientific community cannot remain silent. It must express itself freely and responsibly when it believes its knowledge can contribute to the sound functioning of public bodies. The 40th anniversary celebration of IAMCR, in particular, should be a time for forward thinking aimed at anticipating the minds and aspirations of the coming generations of scholars, researchers, and practitioners of communication and preparing our association to address the challenges of the new century through its agendas, conferences, seminars, and its forms of action.

This year as we celebrate the 40th anniversary of IAMCR, it is important to briefly reflect upon some of the developments that have taken place over the last three years and to look forward to the years ahead as we approach the end of this century. In the March 1997 issue of the IAMCR newsletter I discussed our global and regional obligations rather extensively and made a number of suggestions. Suffice it to say that it is gratifying to see that IAMCR has grown to such an extent that it now has a world-wide network of scholars and researchers, and its activities extend beyond the area of conventional mass communication, for which it was established. With the new Executive Board and International Council elected in Sydney, and a number of important changes made in IAMCR's overall activities, the association is now in a much better position to consider its future activities in light of the challenges that lay ahead.

IAMCR is continually expanding and improving. I believe that our association must position itself in-line with globalizing trends in international communication. One of the key factors in truly globalizing our organization is to improve regional participation. In the past, I have proposed that we emphasize regional continuity through increased participation in and between conferences. To that end, we have compiled data spanning almost two decades, which will give us some idea about the past and present position of IAMCR regionally. The information found in the attached graphs illuminate some of IAMCR's strengths and weaknesses, and enables us to chart a course for our organization's future.

The first graph, dealing with biennial conferences, shows that we have had fairly steady growth in conference participation with some variation depending on the location. It is obvious from the graph that attendance is greatest when the conferences are held in Europe. However, this does not mean that higher attendance could not be duplicated in countries like the United States, where a conference has yet to be held. The largest attendances were in 1978 (Leicester), 1988 (Barcelona), and 1990 (Bled). The conferences held in Caracas in 1980 and in New Delhi in 1986, though highly successful, were comparatively low in attendance due to their geographic distance to states from which the majority of members originate. However, if we look to the 1990's, where we met in Brazil, Seoul, and Sydney, we see a steady growth. Thus, over the last 20 years, we have made major progress, both in recruiting as well as in conference attendance from outside Europe. It is also rewarding to see that during the last three biennial conferences, the attendance has stayed fairly steady.

The second graph shows that Europe has remained a leader in conference attendance, except in New Delhi, where Asian participants exceeded any other region. In overall attendance, North America comes in second with Asia coming in third,

but growing. In Sydney, there were as many participants from Australia as from North and South America combined, and Asian participation was almost equivalent to North America. South American and African attendance has remained low, but as this chart shows, there is a direct correspondence between the rate of attendance and geographic location of a conference. This is one indication that as the economic conditions allow, we must encourage more conferences in South America and Africa. Nevertheless, we should not forget that most of our members come from Europe and that the region in many ways remains the most favorable location in terms of total attendance.

Along these lines, and with the biennial conference coming up in Glasgow in 1998, the International Council approved the proposals for the following future IAMCR conferences: the 1999 off-year conference will be in Leipzig, Germany and the 22nd General Assembly and Scientific Conference in the year 2000 will be in Singapore. The Cairo, Egypt site which was recommended in principle for the year 2000 has been postponed at the request of the host country, pending further notification.

The Association's presence and visibility in international organizations continue to expand. Following the adoption by the UNESCO General Conference of the new Directives concerning UNESCO's relations with non-governmental organizations, I am pleased to announce that the Executive Board of UNESCO, at its recent session, upon the recommendation by the Director-General, has decided to admit IAMCR into "formal consultative" relations with UNESCO. The new framework of UNESCO for cooperation with NGOs calls for two types of relations: formal and operational. Formal relations are granted to NGOs who have already established operational relations with UNESCO.

In his letter to IAMCR, dated June 25, 1997, Mr. Federico Mayor, Director-General

notes: "I need hardly emphasize the significance of the formal bond which UNESCO is proposing to establish with your organization, and draw your attention to the philosophy underlying the new era of cooperation opening up between UNESCO and the non-governmental community, in which the role of your organization is of great importance." Thereafter, under the new Directives, the term "NGO in formal consultative relations with UNESCO" may be used to describe IAMCR relations with UNESCO. In assessing the status of IAMCR, the Director-General's report indicates that "there has been a distinct improvement in its representativeness in Africa, Eastern Europe, Asia and the Middle East, and in certain LDCs, where its presence and activities were virtually nil." The quality and importance of IAMCR's relations with the Organization are commended by the Communication Sector.

At the beginning of this year IAMCR, as a member of the Conference of Non-Governmental Organizations (CONGO) in consultative statutes with the United Nation's Economic and Social Council (ECOSOC), participated at the deliberation of the meeting of CONGO held in Geneva. IAMCR's consultative position as an NGO with ECOSOC has also recently been renewed. Additionally, I am pleased to report that IAMCR is now an NGO member with the Office for Democratic Institutions and Human Rights of the Organization for Security and Cooperation in Europe (OSCE).

All of these developments and activities are further evidence of IAMCR's expanding role in the global scene and its renewed commitment to a new era of intellectual discourse. It is also rewarding to see that these events are taking shape at the time when IAMCR is in sound and healthy financial condition. The President's office continues to support the association in terms of providing staff support, office space, and various other needs as before. We strive to enhance our capabilities, not only by support we receive from our own institutions, but also from the grants and assistance we obtain

from various international organizations. This was the case with the Oaxaca conference which enabled the organization of a number of specialized workshops and more of our colleagues from Latin America, Asia, and Africa to participate. Glasgow, with its many educational and cultural resources, as well as its location, provides us with an opportunity to mobilize all of our resources to undertake some of the most vital communication issues of our era as we mark the close of the 20th century.

Hamid Mowlana
President

From the Office of the President: IAMCR Web Page

Recently, IAMCR introduced its official web page to heighten our presence on the World Wide Web; members can access the page at: <http://auvm.american.edu/~mowlana/iamcr.htm>. The Internet, with its many opportunities for better communication, is one way for us to both keep our present members informed and to attract new members to IAMCR. We have placed on the web all the information contained in the IAMCR brochure describing our association's activities and its conferences. In addition, we have listed addresses, phone numbers, and faxes of the various officers, as well as an application form that individuals can print out and mail to the Treasurer to become a member. Moreover, we have linked the e-mail addresses of all the Executive Board members and the Section Presidents to allow for more efficient and direct communication between those officers and interested parties.

Besides placing the brochure on the web page, we have linked conference and individual section web sites to our central page. There will soon be a link to a web page specifically about the upcoming Glasgow conference. We also strongly encourage different sections of IAMCR to create their own web pages containing detailed information including such things as past conference abstracts for interested "web surfers" to obtain. Both the Communication Technology Policy and the Political Communication Research sections are already linked to the IAMCR official web page. Finally, our web site will also link to a sample of the IAMCR Newsletter which Secretary General Naren Chitty has agreed to provide.

Our goal has been both to create a central web site from which Internet users can obtain basic information about our association and to provide links to our members, which can aid in providing specific information about particular areas of interest. Since we are interested in continually improving our web site and maximizing our resources in cyberspace, any advice and comments concerning our web site are always welcome.

Secretary General's Notes



Glasgow Conference:

IAMCR President Hamid Mowlana has appointed Professor Ole Prehn as Special Academic Coordinator for the Glasgow Conference. All queries regarding academic programming matters should be addressed to Ole Prehn. As Section Presidents and Working Group Convenors will send abstracts, of the papers which have been selected for the conference, to the Special Coordinator for editing for the conference book of abstracts, Ole Prehn has prepared a form in order to facilitate the process. This form is provided in this Newsletter on page 20. It has already been posted electronically on IAMCR-Newsletter List and is available as an e-mail document from Ole Prehn, whose contact details are as follows: Ole Prehn, Special Academic Coordinator, IAMCR 1998, Faculty of Humanities, Aalborg University, Langagervej 6, DK-9220 Aalborg, Denmark. E-mail: <prehn@hum.auc.dk>; Tel: +45-9635 8080; Direct phone: +45-9635 9038; Fax: +45-9815 6864; Webpage: <www.hum.auc.dk>.

Abstracts should be 300 words to 400 words maximum (unless a lesser number of words has been specified by a particular IAMCR academic Section or Working Group. If a larger number of words has been specified by a Section, a 300 to 400 word abstract will also be required for submission to the Special Academic Coordinator.) They should be sent by e-mail or diskette to Section Heads or Convenors, to addresses provided in the Calls for Papers under Section Reports, by February 1, 1998. If authors

have no access to e-mail or diskettes, fax or typewritten abstracts will be accepted. The preference is for abstracts to be sent by e-mail as far as possible. Notification of acceptance will be provided generally by March. Final papers should reach Section Presidents by June 1, 1998.

IAMCR 21st Century Commission:

21st Century Commission chairman, Professor Aggrey Brown of Jamaica, has called for further reflections on the future of IAMCR under the following rubrics: (1) A clear definition of the future role of IAMCR; (2) the nature of IAMCR's membership; (3) the administrative structure of IAMCR; (4) IAMCR's modus operandi. Please send your contribution to: Aggrey Brown, Chairman IAMCR's 21st Century Commission, c/o CARIMAC, The University of the West Indies, Mona, Kingston 7, Jamaica. E-mail: <carimac@wimona.edu.jm>; Tel: + 876 - 977 1481; Fax: + 876 - 977 1597.

IAMCR - Women's Research Directory:

Karen Ross and colleagues are seeking to complete a Women's Research Directory (WRD) before Glasgow 1998. Please find Karen's request for information in this regard on the Publications page of this Newsletter. This information has also been posted on IAMCR Newsletter List. IAMCR Correspondents are urged to circulate photocopies of the notice regarding WRD to all women members in their institutional group.

Naren Chitty
Secretary General

Treasurer's Report

Report for the period July 1, 1996-June 30, 1997:

The IAMCR balance sheet for June 30, 1997 indicates that the Association has total assets of \$101,645, ensuring that the Association has a financial cushion, as its presidency moves to Barcelona, Spain. Approximately \$47,000 were added to the reserves in the two years between 1994-1996, when substantial operating savings were achieved. \$40,000 of these assets have been placed into a Royal Bank term deposit returning 4 3/4% interest.

In the period between July 1 1996-June 30, 1997 IAMCR Revenues were \$44,971 of which \$43,996 came from membership fees, as well as \$1,185 from mailing list rentals to publishers, paper sales and contributions from supporting members. The reduced income reflects "off-year" membership figures, which are usually about \$6,000 less, than in General Assembly years.

Total operating expenses for the year were \$49,959, an increase of \$14,299 over the expenses incurred in 1995/96. These increases were primarily in the domain of printing/ mailing which accounted for about \$10,000 and staff salaries (\$2,000 each) in the President's and Treasurer's offices, reflecting the fact that services which used to be subsidized by American University and McGill, now have to be costed.

IAMCR has managed 2 "flow through" accounts in the past year. SIDA (Swedish International Development Agency) contributed \$10,074 in travel funds for third

world and East European delegates to Sydney, while FINNIDA (Finnish International Development Agency) contributed a total of \$17,598 for attendance at a meeting on textbooks in Oaxaca, Mexico.

Membership Growth and Distribution:

Three observations summarize IAMCR's membership situation.

IAMCR has 543 Individual and 849 Institutional members (in 92 institutions) for a total of 1,392 members. Total membership counts have remained virtually static for the past 3 years, though there have been new individual and institutional members added yearly. We are lucky that lapsations balance new memberships, since most professional associations are finding this is not the case.

Memberships are becoming regionally more diversified, though western Europe and North America still have the most memberships. However, industrial Asia and South America are beginning to have an impact on membership and the proportion of non-industrial(192 ind.)to industrial memberships (293 ind.) is also increasing. This development is important since it assures us continued Unesco travel sponsorship.

Our records furthermore show that women now constitute one third of the membership and are beginning to have a real impact on IAMCR's governing bodies. Only among the Section Heads, are women still under-represented, probably because they

cannot draw on the same departmental support as their male colleagues.

Credit Card Use:

Credit card payment options have once again been introduced in order to facilitate membership fee payment. The first six months of operation indicate that: (1) credit cards (Visa and Amex) are used by about 31% of our membership, a figure which differs little from what was recorded in Amsterdam in 93/94. (2) the convenience of the credit card option outweighs the small additional charge which members have to pay for this service. (3) the credit card option has however increased staff costs, since each transaction has to be individually registered and verified.

Gertrude J. Robinson
Treasurer

OAXACA: IAMCR'S 40TH ANNIVERSARY

One of the highlights of the Oaxaca Conference was IAMCR's XL Anniversary Ceremony, held at the Alcala Teathear on July 5, 1997 from 8.00 to 9.30 pm. The ceremony consisted of speeches by James Halloran, Hamid Mowlana, Kaarle Nordenstreng, Gertrude Robinson and Herbert Schiller, moderated by Manuel Pares ai Maicas. Gertrude Robinson's account of the role in our organisation of the great women who were once behind the great men of IAMCR, delighted the audience and is reproduced here in full.

Up from the Footnote:

I am greatly honoured to have been invited into this illustrious circle of past presidents, sitting presidents and future presidents, who have been asked to reconstruct a history of IAMCR. As you know, I lack two crucial entry requirements into this circle: I have not been a president of this association, though I have been president of the Canadian

Summary of IAMCR Operations For the year ended June 30, 1997 (US\$)

Revenues from current operations:

Income from memberships	\$ 43,996
Income from mailing lists	\$ 725
Contributions from supporting members	\$ 260

Expenses from operations:

	<u>Actual</u>	<u>Proposed</u> Budget in Sydney:
Office staff	\$ 12,807	\$ 20,000
Telephone/Fax	\$ 929	\$ 3,000
Mail	\$ 3,602	\$ 7,000
Copy/Print	\$ 18,376	\$ 8,000
Office Supplies	\$ 718	\$ 2,000
Meetings	\$ 1,855	\$ 2,500
Travel	\$ 6,972	\$ 3,000
Admin. Support	\$ 2,068	\$ 1,200
Bank Charges	\$ 366	\$ 1,300
Contingencies	\$ 1,472	\$ 2,000
Total	\$ 49,165	\$ 50,000
Currency conversion expense	\$ 794	
Total Expense	\$ 49,959	
SURPLUS (DEFICIT)	(\$ 4,978)	

Special Funds Transit Accounts

SIDA Fund	In	\$ 10,074 (in June 1996)
	Out	\$ 10,074
	Balance	0
FINNIDA Fund	In	\$ 17,494
	Out	\$ 3,465
	Balance	\$ 14,029



continued on page38.

Glasgow 1998



21st General Assembly & Scientific Conference of IAMCR, Glasgow, Scotland July 26 to 30, 1998.

General theme: The end of the nation ? Media forms and media identities in the digital age.?

As the end of the millennium draws near, new technologies are converging at an ever increasing rate. At the same time individual nations are looking both inward and outward with respect to democratic representations. The result of these latter developments is the devolving of power more widely within national, regional and continental groupings in one direction while in the other there are ever expanding alliances of nations such as the European community (EC) with like-minded interests albeit primarily of an economic nature.

The convergence of new technologies, which are taking up more and more of the lives of people, and the political tendency to require people to take greater individual responsibility for their lifestyles provide a new challenge to media and communication researchers. To assist in debate about this challenge the conference theme will be highlighted in two parts. The first part will concern changes in the nation state brought about by larger economic groupings while the second part will visit issues related to the free flow of information in a global context.

On 11 September 1997 the Scottish people voted for a devolved assembly (or parliament) in order to run specifically Scottish affairs from within Scotland. How these internal changes will affect future life in Scotland could well be a further sub-theme of IAMCR 98.

Objectives:

The IAMCR 98 Conference will have five main purposes as follows:

- 1** To explore the relationship of media and communication research in the context of the nation state in larger economic and other groupings and the devolution of power within nation states and larger groupings.
- 2** To discuss the free flow of information internationally and factors such as censorship which hinder or otherwise restrict the communication of ideas across cultures and within cultures.
- 3** To support the core academic work of IAMCR through the provision of adequate time and facilities to fully meet the requirements of each individual section of the association.
- 4** To provide an opportunity for members and delegates to discuss the future policies and direction of IAMCR in the 21st Century.
- 5** To celebrate the 50th anniversary of the declaration of human rights through the provision of an appropriate workshop and other activities.

Provisional Program:

(All times, titles of sessions and activities are provisional and will be confirmed before the next issue of the IAMCR Newsletter)

SATURDAY 25TH JULY

03.00pm - 06.00pm Executive Board Meeting
(Lord Todd Conf. Room)

SUNDAY 26TH JULY

8.30am - 10.00am Section Heads Meeting
(Barony - Sir Thomas Patrick Room)

10.00am - 12 noon International Council Meeting
(Barony - Bicentenary Hall)

12 noon - 02.00pm Lunch & Conference Briefing

02.00pm - 04.00pm International Council Meeting
(Barony - Bicentenary Hall)

02.00pm - 06.00pm Registration
(Lord Todd Conf. Room)

04.00pm - 06.00pm Special Plenary Session:
AIERI/IAMCR/AIECS Sections
~"Future Perspectives : The Way Ahead"

06.30pm - 08.00pm Welcome Reception
- Barony

MONDAY 27TH JULY

08.00am - 09.00am Registration

09.00am - 10.30am Opening Plenary Session -
"The end of the Nation?"

10.30am - 11.00am Coffee Break

11.00am - 01.00pm Plenary Session - "Media
Research in Britain"

01.00pm - 02.00pm Lunch

02.00pm - 04.00pm Meetings of Sections

04.00pm - 04.30pm Coffee Break

04.30pm - 06.30pm Meetings of Sections and
Working Groups

07.30pm - 09.00pm Civic Reception (City
Chambers)

TUESDAY 28TH JULY

08.30am - 10.30am Meetings of Sections

10.30am - 11.00am Coffee Break

11.00am - 01.00pm Meetings of Sections

01.00pm - 02.00pm Lunch

02.00pm - 04.00pm Meetings of Sections

07.00pm - 09.00pm Dinner at the Lord Todd

WEDNESDAY 29TH

08.30am - 10.30am Meetings of Sections

10.30am - 11.00am Coffee Break

11.00am - 01.00pm Meetings of Sections

01.00pm - 02.00pm Lunch

02.00pm - 04.00pm GENERAL ASSEMBLY

04.00pm - 04.30pm Coffee Break

04.30pm - 06.30pm GENERAL ASSEMBLY

07.30pm - 11.00pm Gala Dinner (Thistle Hotel)

THURSDAY 30TH

08.30am - 10.30am Meetings of Sections

10.30am - 11.00am Coffee Break

11.00am - 01.00pm Plenary Session - "Issues of
Censorship and Restraint in
the Digital Age"

01.00pm - 02.00pm Lunch

02.00pm - 04.00pm Meetings of Sections

04.00pm - 04.30pm Coffee Break

04.30pm - 06.30pm Meetings of Sections

06.30pm - 07.00pm International Council Meeting

Details of the Women's Caucus and Women's Dinner are currently under discussion. Programming information will be confirmed by the committee as soon as possible and sent out personally to IAMCR members with confirmed conference details in the week beginning 5 January 1997.



Conference accommodation:

Campus village:

The attractively landscaped Campus Village was purpose built for accommodating students of the University of Strathclyde. It comprises over 700 bedrooms, including a large number of rooms with en-suite (shower) facilities. In the centre of the village the Lord Todd complex houses a bar, small shop, launderette and restaurant. Set in the Cathedral Precinct and adjacent to Provan's Lordship - the oldest house in Glasgow - the Campus Village is only 5 minutes walk from the city centre.

How to get there: By road: From Edinburgh and the North of England take Exit 15 off the M8 motorway. At the second set of traffic lights turn left then first right. The Campus Village is on the right. By rail: Arrivals from the west and most Intercity services from England arrive at Central Station from where a ten minute taxi ride will take you to the Campus Village. Arrivals from Edinburgh and the East come into Queen Street which is a five minute walk from the Campus Village. (Taxis should cost approximately £3 to £4). By air: See below for information about Glasgow Airport

Charing Cross Tower Hotel:

The Charing Cross Tower Hotel has a Three Crown Commended grading by the Scottish Tourist Board. It is in the centre of Glasgow's business, theatre and shopping districts, and just 15 minutes from Glasgow Airport by car or taxi. It has convenient access to the M8 motorway and adjacent to Charing Cross low level rail station from where the city centre is only a few minutes walk away. There are 282 quality en-suite twin, double and single rooms and the hotel offers a variety of facilities on 12 floors including a cosy bar, popular restaurant and vending bar. All rooms are equipped with telephone, colour satellite TV, radio, tea and coffee making facilities and a hairdryer. The hotel is approximately 15 to 20 minutes walk from the University of Strathclyde campus. Alternatively, Charing Cross Station is adjacent to the hotel and

offers a regular service to Queen Street Station which is a five minute walk from the University of Strathclyde.

How to get there: By road: Take the Charing Cross Exit from the M8 motorway. By rail: Arrivals from the west and most Intercity services arrive at Central Station from where a 10 minute taxi drive will take you to the hotel. Arrivals from Edinburgh and the east come into Queen Street. This is also approximately ten minutes away by taxi. From Queen Street there is also a low level train which will take you to Charing Cross low level station adjacent to the hotel. (This costs approximately £1 for a low level train and £2 to £3 for a taxi). By air: See below for information about Glasgow Airport

Registration and accommodation costs:

The costs of the conference, which include registration and accommodation fees, payable in Pounds Sterling, will be as follows:

University Basic Single room (with washbasin)	£400 (\$630) ~ extra day £20
University Single room (with ensuite shower)	£440 (\$705) ~ extra day £30
Hotel Single Room	£560(\$895) ~ extra day £60
Hotel Twin-bedded Room for two people*	£940 (\$1490) ~ extra day £75 (or £37.50 each.)

* the price in a shared room will therefore be £470 (\$745) per person

Registration Fee

only (for those not requiring accommodation in Glasgow) £320 (\$500)

The Registration Fee includes all meals and coffee breaks during the four days of the conference, the welcome reception, and a charge for all of the necessary conference facilities. Accommodation costs include the Registration Fee. Conference members will, therefore, be asked to specify which of these five packages they wish to pay for in advance of the conference. In addition to the above

charges people accompanying conference delegates will be expected to pay appropriate accommodation and meal costs which will be detailed in further detail in the information sent directly to IAMCR members January 1998.

An additional charge of £65 (\$100) will be made for non-members and it would, therefore, be to their advantage to become IAMCR members in advance of the conference by paying the sum of \$80 to the Treasurer. A further charge of £65(\$100) will also be levied on conference delegates who register after the deadline for registration which will be indicated in the conference information to be sent to IAMCR members in January 1998.

Travel information:

Air Travel: Glasgow International Airport is located 15 minutes from the city centre. It is served by the major EUROPEAN airlines with direct flights from over 30 scheduled major destinations including Amsterdam, Copenhagen, Paris, Frankfurt and New York(although this latter destination has been discontinued by British Airways recently for the winter months without a definite commitment to reinstate it for summer 1998). There are over 35 flights each day from London(Heathrow, Gatwick or Stanstead) and regular services from most major UK airports including Birmingham, Manchester, Leeds/Bradford and East Midlands.

For North American visitors there are normally six direct flights to Glasgow Airport every week. To assist conference delegates on arrival in Glasgow a reception desk will be provided during hours which will be specified in the mailing to be distributed to IAMCR members in the week beginning 5 January 1998.

Taxis from the airport to the City Centre cost approximately £12 to £15. There is a shuttle bus transfer service to the City Centre which departs from the entrance of the airport terminal and arrives into Buchanan Bus Station some ten minutes walk from the

University of Strathclyde Campus.

The Glasgow Airport Telephone Enquiry numbers are: 0141 887 1111 (from UK) and + 44141 887 1111 from outside UK.

Rail Travel: The area enjoys Intercity train services to and from the rest of the UK. An hourly rail service operates between London Euston and Glasgow Central with a journey time of five hours.

Travel Documentation: Visas are required in addition to passports for the nationals of certain countries. It is, therefore, essential for intending delegates from non- EEC countries to check with the British Embassy or a British Consulate in their own countries well in advance of making their travel arrangements to see if a visa is required. If intending delegates need a formal invitation to the conference in order to obtain a visa then such a formal letter may be obtained from either the office of the IAMCR President in Washington, DC or the National Organising Committee via the IAMCR 98 Conference Secretariat, c/o MEETING MAKERS LTD at the address below.

General information:

Currency and Banking: Scotland uses the Pound Sterling and conference payments will be required in this currency (although US Dollars are also indicated above for the purpose of cost comparison). Banks are generally open between the hours of 0930 and 1600. (Some banks open before and some are open later than this time, but you should be guaranteed to find a bank open between these hours). In addition to Bank of England bank notes there are three Scottish Banks which issue bank notes - the Bank of Scotland, the Clydesdale Bank and the Royal Bank of Scotland. Bank notes from all four banks are legal tender throughout the UK although many smaller English shops and companies do not always accept Scottish notes. Notes are issued for sums of five pounds, ten pounds and above by all banks and in a one pound denomination by the Royal Bank of Scotland only.

Climate: Glasgow and the West of Scotland are subject on the one hand to a maritime climate due to the prevailing westerly winds from across the Atlantic and also on the other to continental influences from the East. The result of these two influences is a degree of unpredictability in the weather. While July in Scotland should be warm and sunny this cannot always be guaranteed. Temperatures range from a maximum of 18 degrees Centigrade to a minimum of 10 degrees Centigrade in July. The month has an average of 170 hours sunshine (or 5.5 per day) and an average rainfall of 62 mm. It is advisable to bring a pullover or a light jacket with you as well as some light rainwear.

Shopping and Entertainment: Glasgow is renowned for its excellent choice of shops and for its variety of entertainment. As well as its famous Barras market in the East End, it has specialist shops selling everything from antiques to designer clothes. There are all the usual high street shops and for something a bit different Princes Square has top quality goods in a pleasant setting. Most shops are open from 0900 to 1730 hours and late night shopping is customary on Thursday evenings in major stores and the main shopping areas such as Argyle Street and Sauchiehall Street.

In food and drink terms, there is definitely something for everyone and something to suit every budget. There are numerous international restaurants and caf es as well as bars ranging from traditional pubs to trendy wine bars. A detailed list of restaurants bars and public houses will be included in the conference pack.

If you like the outdoors, Glasgow has many parks and sport venues and there are street entertainers to watch both day and night. After dark, nightclubs are full and there are often special events involving dance, acting and music.

Accompanying person's program:

The following tours and excursions are available from a travel agent to be appointed

by the National Organising Committee in advance of the conference and after it ends. Details of the travel agent's name and contact information will be sent to all conference delegates in the personal information to be forwarded in the week beginning 5 January 1998. Delegates wishing to go on tours and excursions will be asked to contact the travel agents direct and payment will be expected in Pounds Sterling. All prices for these tours and excursions are given in Pounds Sterling with the approximate equivalent in US Dollars adjacent.

EDINBURGH - CAPITAL CITY (Eight hours)
 32.00 (\$50): Delegates drive by motorway to Edinburgh, Scotland's capital city where they take a sightseeing tour including a stop at the Castle and a walk down the Royal Mile passing St Giles' Cathedral, the City Chambers and John Knox house. A stop is made at Holyrood Palace then they drive round the Georgian "new town" and Princes Street. Some free time for personal sightseeing and shopping will be allowed before returning to Glasgow via Stirling where another famous castle is visited.

LOCHS AND MOUNTAINS (Four hours)
 18.00 (\$30): A tour to the countryside outside Glasgow will give a taste of Scotland's scenery. A drive is made along the River Clyde to Loch Lomond and a walk through the village of Luss, a picturesque village on the lochside where the television series 'Take the High Road' is filmed. Continuing north to Tarbet visitors travel up the hill known as the Rest and Be Thankful to Loch Fyne where a visit is made to Inverary Castle, home of the Duke of Argyll. Visitors return to Loch Long and the Gareloch where a short trip is made to the resort of Helensburgh before returning to Glasgow.

PERTH AND ST ANDREWS (Eight hours)
 29.00 (\$45): The route to Perth is by motorway and on arrival in this historic city a visit is made to Scone Palace, coronation palace of Scottish kings. The tour continues to the county of Fife, driving beside the River

Tay and crossing the bridge at Dundee. Some time is spent in St Andrews, famous in Scotland's history with the oldest university in the country and the remains of a castle and a cathedral. Visitors will see the Old Course - the best known golf course in the world - and have some free time before returning to Glasgow.

STIRLING AND THE TROSSACHS

(Seven hours) £32.00(\$50): A drive is made to Stirling, an important city in Scotland's history, and a tour is made of the castle passing many other historic buildings in the vicinity. Visitors proceed then to Callander, a pretty tourist village where a short break is taken before driving through the Trossachs, an area of mountains and lochs. A sail on Loch Katrine on the SS Walter Scott occurs before returning to Glasgow.

ART NOUVEAU TOUR (Four hours)

£16.50(\$25): This tour will concentrate on the works of Charles Rennie Mackintosh, one of the most important Art Nouveau architects. A start is made at Queen's Cross Church, now headquarters of the CRM society to learn more about his life and works. Then Glasgow School of Art, his most famous building, is then visited and the tour continues to the Hunterian Museum to see a reproduction of his home. If you are interested in finding out more about Scotland, please contact the Scottish Tourist Board :-
Tel: +44 (0)131 332 2433
Fax: +44 (0)131 315 4545
WWW page: <www.holiday.scotland.net>

Glasgow:

Scotland's largest city, Glasgow was acknowledged with the European City of Culture award in 1990. Easily accessible by road, rail, air or sea, the city boasts remarkable architecture and a wide variety of entertainment for all ages.

Museums and Art Galleries:

Outside of London, Glasgow has the largest collection of museums and art galleries in the UK and the majority of these offer free

admission.

Kelvingrove Art Gallery & Museum:

Situated in the West End of Glasgow this museum/gallery houses a natural history department and a permanent fine art collection including Dutch 17th Century art and Impressionist works. Even the building itself, an impressive late Victorian landmark, is worth a look.

The Burrell Collection:

This collection of one man whose love of antiquities comprises over 8000 items was presented to the city by Sir William & Lady Burrell in 1944. It is situated in, the wooded grounds of Pollock Country Park and is full of artifacts ranging from Chinese ceramics to Eastern rugs. Gallery of Modern Art: The new GOMA as it is affectionately called has art workshops and interactive computers as well as four floors of art by living artists.

The Museum of Transport: This museum features numerous cars, buses, trains and trams, models of Clyde-built ships and a reconstruction of a typical 1938 Glasgow street. The People's Palace: Set in Glasgow Green, the People's Palace has a wide and colourful display of the social and industrial history of Glasgow from the 12th Century.

Places of Interest:

Glasgow Cathedral: Founded by the patron saint of Glasgow, St Mungo, this gothic building dates in part to the 12th century. The tomb of St Mungo can be found in its crypt. Provand's Lordship: Built in 1471, this house with its Medieval garden is the oldest domestic building in Glasgow. The Tenement House: This house dating from around 1892 is exactly as it was in the 19th Century and shows just how living conditions were in Victorian times in Glasgow. Glasgow School of Art: Probably the best known architectural achievement of Charles Rennie Mackintosh, the School of Art remains an educational establishment to this day.

IAMCR 1998 Conference Pre-Registration Form

PERSONAL DETAILS

Name Title: (eg. Prof. Dr. Ms)

Position

Organization

Address.....

.....

.....

City Post/ZipCode

Country.....

Telephone..... Fax.....

Email.....

PLEASE TICK AS APPROPRIATE:

I am interested in receiving further information about the conference

I am interested in attending the conference

TRANSLATION

The conference language will be conducted principally in English with personal assistance (one between two conferees) for those needing translation into Spanish or French. Please indicate if you need personal assistance.

I would like personal assistance to translate from

French

Spanish

ACCOMMODATION

I would like to stay in Basic University accommodation

I would like to stay in University accommodation with ensuite shower

I would like to stay in a hotel single room

I would like to stay in a hotel twin-bedded room for two people

I expect to be accompanied by a partner

PLEASE RETURN THE COMPLETED FORM TO:

Amanda Thomson, IAMCR Conference Secretariat, Meeting Makers, 50 George Street,
Glasgow G1 1QE, Scotland. I; *Email:* <amanda@meetingmakers.co.uk>; *Tel:* +44 (0) 141 553
1930; *Fax:* +44 (0) 141 552 0511.

Membership Forms

Individual Membership Application or Update Form.

TYPE OF MEMBERSHIP REQUESTED (PLEASE CHECK ONE):

All fees cover the calendar year.

Individual US\$80 Emeritus US\$40: Student US\$40*: Low Income Country US\$20:

ADDRESS & PERSONAL INFORMATION:

If you already are a member and wish to make corrections or updates on the information currently listed about you in the IAMCR membership directory, please use the space below to do so.

Family Name: _____

First Name: _____

Nationality: _____

Institutional affiliation: _____

Occupational title: _____

Present Position: _____ Gender: _____

Full address: _____

Telephone: _____ Fax: _____

E-mail: _____

Correction or Update (tick one)

FIELDS OF INTEREST:

Communication Technology Policy	<input type="checkbox"/>	Local Radio & TV	<input type="checkbox"/>
Documentation & Information Systems	<input type="checkbox"/>	Media Education Research	<input type="checkbox"/>
Gender & Communication	<input type="checkbox"/>	Political Communication Research	<input type="checkbox"/>
History	<input type="checkbox"/>	Political Economy	<input type="checkbox"/>
International Communication	<input type="checkbox"/>	Professional Education	<input type="checkbox"/>
Law	<input type="checkbox"/>	Sociology & Social Psychology	<input type="checkbox"/>
Participatory Communication Research	<input type="checkbox"/>	Other	<input type="checkbox"/>

*In case of student membership, this application form must be signed by your supervisor or head of department.

Name: _____

Signature of supervisor or head of dept. of student: _____

Date: _____ Institution: _____

PLEASE MAIL THIS FORM TO: Prof. Gertrude J. Robinson, IAMCR Treasurer, McGill University Graduate Program in Communication, 3465 Peel Street, Montreal PQ H3A 1W7, CANADA.

Institutional Membership Application or Update Form.

TYPE OF MEMBERSHIP REQUESTED (PLEASE CHECK ONE):

All fees cover the calendar year.

Members covered 1-10 (US\$400)

Each additional members (US\$40)

Low income countries:

Members covered 1-10 (US\$200)

Each additional members (US\$20)

INSTITUTIONAL ADDRESS & MEMBERS COVERED:

If your institution already has a membership and you wish to make corrections or updates on the information currently listed about you in the IAMCR directory, please use the space provided below to do so.

Full address for all correspondence:

Telephone: _____

Fax: _____

E-mail: _____

Correction or Update (tick one)

Name of correspondent member (indicate gender): _____

Position: _____

Names of members covered (indicate gender): _____

PLEASE MAIL THIS FORM TO: Prof. Gertrude J. Robinson, IAMCR Treasurer, McGill University Graduate Program in Communication, 3465 Peel Street, Montreal PQ H3A 1W7, CANADA.

Change of Address Form.

If you have changed your address or have new means of contact, please complete and send this form to: Gertrude J. Robinson, IAMCR Treasurer, McGill University Graduate Program in Communication, 3465 Peel Street, Montreal PQ H3A 1W7, CANADA.

Name: _____

Address: _____

Country: _____

Telephone: _____

Fax: _____

E-mail: _____

Institutional Members: Please list persons covered by membership including e-mail addresses if available.

Correspondent : _____

E-mail: _____

Glasgow 1998 Abstract Form

Title: _____

Section/working group:

Name: _____

Institution: _____

Address: _____

Phone: _____ Fax: _____

E-mail: _____

Reproduce and annexe this form to your abstract (400 words max.) and send it via e-mail or diskette to section heads/convenors by February 1, 1998. (Vide sectional Calls for Papers.) If authors have no access to e-mail or diskettes, fax typewritten abstracts with completed abstract form.

Section News

**Please see the 'Secretary-General's Notes' for deadline and format specifications about abstracts and for the obligatory abstract form (page 20). Conference theme, dates and other details are to be found under 'Glasgow 1998. Completed abstracts forms should be sent by February 1, 1998 to the address identified in each individual Call for Papers, usually that of the Section President.*

Communication Technology Policy

Glasgow - Call for papers:

Section members and those wishing to join the section are invited to submit, extended abstracts (3-5 pages) that fall within the scope of session, descriptions and the CTP Section's definition statement (mounted on eCTP, URL above). However, standard one-page abstracts will also be considered. Submission of abstracts via e-mail (as message text rather than as attachments) is encouraged. Conditional or absolute acceptance/rejection decisions will be communicated expeditiously by email, fax or mail (please send full contact info).

Completed papers are expected by June 1, 1998. Detailed call for papers and section info at: eCTP:

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

Planned sessions are: (1): Information-Communication Technologies and the Nation State:- Nation-states, regions, and the international system are in flux. The mobility of investment, corporations, and goods and services has increased to a level where the nation state is undergoing a major transformation. Information-communication technologies, together with transportation technologies, play a critical enabling role in these processes. This theme session

provides a forum for contributions from scholars of communication, geography, economics, technology policy, law, and cultural studies ~~~ (2): Communication Industries in Turmoil:- Convergence, conglomeration, competition, cross-ownership and fragmentation are some of the key words used to describe the turmoil in communication industries today. Established centers of control within media industries are being challenged by competition based on new technologies and by changes in ways that consumers access information. Centers of government regulatory power are shifting or undergoing dramatic change. This session seeks to pull together thematically related work on changes in communication industries, enterprises, processes, and policies; ~~~ (3): Users Redefined:- As human interaction becomes increasingly mediated by information-communication technologies, scholarship has begun to reconceptualize the user and the sphere of consumption. This session is intended to provide an opportunity for the sharing of theoretical and empirical research on the user and the sphere of consumption; (4a) The Pre-conditions of E-Commerce: Trust, Security, Standards, Regulation:- The US government, having initiated worldwide policy initiatives on information infrastructures, is now seeking to frame the development of new services and policies in terms of electronic commerce. This session invites theoretical and empirical contributions from multiple national, legal, and cultural perspectives on the broad issues of E-commerce. Presentors are asked to connect their papers to

<http://www.iitf.nist.gov/eleccomm/ecom.htm> ;

(4b) Information-Communication Technology (ICT) and Development:- A major international project under the auspices of the UN Commission for Science and Technology for Development (CSTD) on ICTs

as a catalyst for development is close to completion. Researchers who submit related abstracts will be provided excerpts of the report entitled "Knowledge Societies - IT for sustainable development" (to be published by Oxford) and invited to prepare papers that connect their research to the report.

Depending on the level of interest, one of the above sessions (4a or 4b) will be scheduled. Best efforts will be made to fit papers from the dropped session into sessions 1, 2, or 3.

Obituary:

Jorge Borrego, a member of the association, died under tragic circumstances in Mexico last week. Jorge attended the Guaruja and Oaxaca conferences. He completed his M.A. at Michigan State University and his D. Phil. at the University of Sussex. At the time of his death he was a faculty member at the Universidad Iberoamericana. He chaired two of the Communication Technology Section's sessions and presented a paper at Oaxaca. His ongoing research on the growth of the Internet provider industry in Mexico aroused great interest. The demise of this brilliant young scholar is a loss to Mexico and to the communication research community.

Dr. Rohan Samarajiva, President of CTP Section of IAMCR, School of Journalism & Communication, Ohio State University, 3016 Derby Hall, 154 N. Oval Mall, Columbus, OH 43210 USA. E-mail: <rohan+@osu.edu>; Tel: +1-614 292 3713; Fax. +1- 614 292 2055; <samarajiva.1@osu.edu>; Webpage: <<http://communication.sbs.ohio-state.edu/SJC/faculties/samarajiva.html> >

Documentation & Information Systems

Glasgow - Call for Papers:

*Vide Secretary General's Notes.

Update:

As many of you remember, the Section is an inheritance of the former Bibliography Section,

one of the eldest sections in IAMCR, which was headed by Prof. Valery Pisarek. When Prof. Pisarek stepped down, Robin Cheesman took over the Section and thought of changing its scope by extending its field to information systems which had considerably developed in the last years, due to the progress of computing and data bases. Now we are very active about Internet stakes - social impact, levels of interactivity, critical debate on the construction of value... - information strategies and we are working also about cognitive problems linked to document indexing and knowledge-based systems. We hope to develop these new directions in the next future.

Sydney - Report:

Sent in August 1996, this report was not published in the newsletter of March 1997. Despite its lateness in being published it remains important for the life of our section. [Editor's note: Perhaps due to postal delays, this report was received well after the August 15 deadline.] We prepared four sessions for the Sydney conference : (1) Internet, transformation of the research field sphere; (2) strategic uses of information; (3) cognitive processes and (4) documentation systems and cognitive processes. Two had to be cancelled because of financial cuts made at the last minute by the French Government; many French speaking researchers had to abandon their plans to attend the conference. In the end we organized two sessions, one about Internet and the other about cognitive processes in documentation systems.

In the first session, after an introduction about information strategy made by Isaac Epstein ("Condorcet's paradox",) Maria das Gracas Targino in her paper (" Internet, social impacts on electronic networks, information and society") discussed the impact upon Brazilian reality caused by Internet as an electronic information network with the strongest penetrating power worldwide. Its consequences in Brazil are important to study due to its rather recent implantation and fast expansion, without

systematic follow-through and evaluation parameters. David Marshall ("The WEB and the Commodity. Subjectivity. Interactivity and the generation of value in the "Graphic Internet Age") traced the particular development of the commodity of the Internet as interactivity becomes the means of generating increasingly accurate information about the audience. The investment in a website is a particular relationship to a new public culture and a transformed public sphere. A dialectic of anonymity and effusive self proclamation continues to be an essential feature of the subjectivity embodied by Internet use. These very different perspectives gave occasion for a very interesting confrontation with the public about a techno-utopian Internet and its different forms.

In the second session, Claire David and her colleagues, Luc Giroux and Suzanne Bertrand-Gastaldy, ("Negotiating information, a cognitive analysis of document indexing") suggested that it is useless to produce automated indexing programs without a better grasp of human indexing. From a theoretical standpoint, indexing is considered as a problem solving situation. Presenting results of an experiment, they showed that indexers' personal representations of the solution provide some basic components to build a cognitive model of the task but that criteria used to produce an initial list of keywords are distorted by constraints imposed by the thesaurus. Margarida Kunsch presented the "Bibliographic Scientific Production of Brazilian Communication in the 80's". This project is linked to the documentation center of Portuguese speaking countries (PORT-COM) in association with the Brazilian Society of Interdisciplinary Communication Studies and the Communication and Arts School (USP.) The phases involved the bibliographic gathering, selection, summary and indexation of important material (books, scientific magazines and theses) in the data base and at last the double checking of registration/information, development of charts and indexes. The bibliographic

gathering is now extended to the 90's. For Yvonne Mignot-Lefebvre ("rom multimedia to knowledge-based systems" ,) contrary to accepted ideas, a multimedia product is structured by a limited number of basic invariants. It is necessary to distinguish between two ways for assimilating information, play or elaborating new knowledge which requires effort. Further research must be considered in two directions: -it remains for us to imagine how these communicating machines and the digital products they generate will help us to understand our society, in a state of upheaval due to the introduction of digital technology throughout; -and most importantly, we still have to imagine how the control of ownership and of access to information and knowledge might be organised. This will be an area of contention for some time to come; a new challenge for our democratic societies. The general discussion about cognitive problems and the difficulty to elaborate new paths to knowledge showed how important it is to continue to work about such issues.

A section meeting took place after the second session and we decided to keep on with these new orientations for the next call for papers. We have elected two more vice-presidents, one from Canada Claire David and one from Brazil, Maria das Gracias Targino.

Oaxaca - Report:

Two sessions were organized about (a) information systems, strategies and cognitive processes; (b) multicultural societies and new technologies. French participation was very important; that is related to their complete absence in Sydney due to financial cuts in 1996.

During the first session, Claudine Carlier in her paper "Information system mutations, role of technological changes and role of the nature of information - Portfolio management case" shows how the nature of information used by professional explains the modifications in the information system they use. The mutations in portfolio manager

information system are then, not only conditioned by technology, but also by problematics about information as an resource and information as a structure. For Pascal Sanson ("interpretative procedures implemented in the elaboration of iconic information systems") the reading of images as a representation of spaces, more particularly fitted up and built, requires the elaboration of analytical semiotic procedures which go to feed themselves to the diverse fields of knowledge to which have recourse the practitioners and the theoreticians of space. Bernard Lamizet's paper "Institutional ways of being an actor -about information in actors' strategies" was distributed to participants.

Second session was chaired by Professor Isaac Epstein (Brazil) and began with the presentation of Julio Zetter-Leal of National University of Mexico about "Information policies oriented to the development of data banks and systems in Mexico : panorama and perspectives." Some considerations and conclusions on the rise and development of information or data systems and banks in Mexico are presented, as well as a perspective for the future. The government policy on this issue is reviewed since the decade of 1970, where the existence of the first data bases is a fact in our environment, to 1996. The inner impact from external information technologies and information systems providers world level, is taken in count to observe the conditions of the "National" information banks and resources. Jacques Ibanez Bueno, ("An analysis of a web site "cyb:urb") is analysing the results of "Cyb:urb," a project created in 1996 by the Centre International de Creation Video Pierre Schaeffer (CICV). The CICV is situated near Montbeliard in the East of France. The aim of this project deals with the underprivileged youth of the French suburbs. Groups of young people use the new multimedia technologies and networks (Internet) to escape from a process of social and cultural exclusion. Yvonne Mignot-Lefebvre ("Multimedia, Internet and social sciences researchers, uses and creation") submits the first results of an

investigation hinged upon the experiences of researchers having worked with the new technological tools; either they had already realized multimedia experiments, published prospects using their E-mail, electronic sites for their investigations, participated to forums, or had worked with arborescences enabling them to form up elaborated links of information. Cultural aspects as components of organizational heritages can question this identity crisis, Internet being a symptom.

Both sessions were followed by passionate discussions about impact of technologies, the importance of semiotics and the necessity of multi-cultural approaches to know more about specific uses of technologies. (To develop in Glasgow...)

Yvonne Mignot-Lefebvre, President,
Documentation & Information Systems
Section of IAMCR, c/o CECOD-CNRS,
Universite de Paris I, 162 rue Saint Charles,
75740 PARIS cedex 15, France. E mail:
<ymignot@planete.net>.Tel : 00 1 46 36 03
22; Fax : 00 1 40 21 09 40.

Gender & Communication

Glasgow - Call for papers:

Periodically, the Gender Section has put on joint sessions with other Sections but at the Section Heads meeting at Oaxaca, we decided that we should, collectively, make a more concerted effort to organise more joint sessions so that, at the very least, we don't always wind up talking only to ourselves within the constructed boundaries of our sub-disciplinary areas. Inter-disciplinarity is particularly important for the Gender Section since I would argue that exploring the dimension of 'gender' (and all those other kinds of personal signifier such as race, ethnicity, class, (dis)ability, sexuality, age) in the field of media and communication is crucial if we are to properly understand the complexities of modern social relations. This is as true for

traditional media such as newspapers as it is for new electronic forms: all are irrevocably riven with all sorts of 'isms' and if the work of scholars who are interested in exploring the gender dimension of media is to have meaning and influence, then we have to find ways of talking and sharing our work with colleagues outside this domain.

I am pleased, then, to announce that three joint sessions will take place in Glasgow next year: (1) a three-way session, with the Participatory Communication Research and Local Radio and Television Sections, on the theme of: "In our own image: using media to represent ourselves," where we are welcoming papers which focus on groups (such as women's groups or black groups or any other collective such as gay/lesbian, disability groups or other 'minorities' fora) who have made media works on their own lives, such as newsletters, video, film, radio and TV, as ways of subverting the 'orthodox' construction of themselves by majority media producers; ~ (2) one joint session with the Ethnicity Working Group around the broad theme of "Gender, Ethnicity and the Media" where we are inviting papers which look at any aspect of gendered representations of 'race' and ethnicity, including 'white' ethnicities: this session focuses directly on the general conference theme of Glasgow - "End of Nation?" - and will explore the ways in which gender and national/ethnic identities are constructed in the media; ~ (3) one joint session with the Political Economy Section around the broad theme of "Sex and money: feminism and political economy" to coincide with the collection of chapters for a book on the same topic (see elsewhere in this Newsletter for details) where papers should focus on 'sex' as a selling point in communication media, and related issues.

In addition to these joint sessions, the Gender Section invites papers on any aspect of gendered media communication but particularly on themes which have been under-represented in the Section in past years, such as changing notions of 'masculinity'. As the conference is taking

place in Glasgow which is the home of the "Zero Tolerance" group which campaigns for zero tolerance for violence against women, the Section would also be pleased to receive papers which focus on the theme of the media's response/portrayal of violence against women.

*Please submit abstracts to BOTH Gender Section organisers.

Oaxaca - Report:

As Acting President of the Gender Section during the Oaxaca conference, would first like to thank Carmen Gomez Mont, Martha Burkle and their team for organising the Women's Caucus and for providing some excellent speakers and an exciting and inspiring day. And while I'm thanking people, I'd also like to thank Ullamaija Kivikur and her team for continuing to service the WOMENNET listserv which greatly assisted in the development of the Women's Caucus and which provides an important forum for communication amongst women members of IAMCR throughout the year.

The Oaxaca conference was the first time that the Gender Section has held a full day of discussion and visits as part of its programme of activities in addition to the formal conference sessions, although Virginia Nightingale began this innovative process with her excellent organisation of a Women's Dinner at Sydney last year. The Women's Caucus at Oaxaca included a morning of presentations and discussion around current research and media-related work which is taking place in Oaxaca and its environs, including a presentation by two indigenous women video-makers who talked movingly about their experience in trying to preserve their cultural traditions through documentary film-making. Later in the day, we visited a women's collective weaving workshop where we were given the privilege of being shown how textiles are created by some of the workshop members. In the evening, we spent an exceedingly convivial few hours at a local restaurant where, as I have said on other occasions and which I reiterate here, I was

made humble by my lack of language skills and the impressively fluent and always good-natured way in which my international colleagues indulge those of us who only speak English, by doing likewise. As one of the people who will be organising the Women's Caucus in Glasgow next year, I have a hard act or two to follow, but I'll do my best. Thanks again to my Mexican colleagues and I'm only sorry that the erupting volcano in Mexico City delayed some colleagues so that they had to miss a thought-provoking and highly enjoyable day.

As far as the formal sessions of the Gender Section are concerned, fifteen abstracts were originally approved for presentation although two were subsequently withdrawn by their authors prior to the conference. As the Section had rather less time allocated than originally expected, I had the unenviable task of trying to squeeze nine papers into the 2 x 2hr time slots we were given. A late paper-giver also wanted the opportunity of presenting her work and I therefore decided to forgo my five minutes in the limelight for the sake of international relations and sisterly collegiality.

The papers were given in three mini-sessions under the following themes: ~ (1) "Sexing the media: Gendered representations in popular media" - the paper-givers here were: Eva Bakoy, Ingunn Hagen and Trine Syvertsen (Norway); Virginia Nightingale (Australia); and Angharad Valdivia (US); ~(2) "Using and producing: Making meaning in the media" - the paper-givers here were: Roslyn Dauber (USA), G G Robinson and Armande Saint-Jean (Canada/Quebec), Concetta Stewart (USA); and Awatef Abad El-Rahman (Egypt); ~ (3) "Consuming media: new information technologies and women's lives" - the paper-givers here were: Martha Burkle (Mexico) and Laura Marquez Elenes (Mexico).

All the sessions were well-attended and lively discussions took place both during the sessions but, just as fruitfully, in the informal parts of the conference, over coffee and rolls

in the morning or between sips of blissful margheritas on the terrace as the sun went down. It is the mark of a good conference if you learn something new AND you meet new chums and at Oaxaca, these two things certainly happened for me and, I hope, for others. Thanks again to the organisers, paper-givers and participants. The enthusiasm for the Gender Section and for progressing international collegial relations amongst women academics - no men gave papers but a few aware guys girded their loins and attended the sessions - is exciting and real.

On a personal note, I would like to thank G. G. Robinson for the strength and courage she displayed in delivering a thoughtful, incisive and witty account of her experience as a highly-placed woman within IAMCR over several decades. Taking no prisoners, but gently, she documented the battles fought and those yet to be won - the Suffragettes would have been proud of her as I am now: the applause for her at the Alcal Theatre was heartfelt and deserved.

Marjan de Bruin, < mdebruin@uwinona.edu.jm >. Karen Ross, Cheltenham & Gloucester College of Higher Education, The Park, Cheltenham, GLOS. GL50 2QF, United Kingdom. Tel: +44-1242 543408; Fax: +44 1242 543208; E-mail: <KarenR @chelt.ac.uk >

History

Glasgow - Call for Papers:

Here is the most important news and a call for papers for the IAMCR's next main conference to be held in Glasgow, Scotland from 26th to 30th July 1998. Each section can expect to have five sessions maximum. One of the History Section's sessions has been reserved, if possible, to honour Walery Pisarek, Poland. Suggestions for the other sessions are requested on the following subjects: (1) Technological change and its impact on media and journalism in past and

present; (2) How do we study the history of communication: Different perspectives; (3) History of Censorship and (4) National and international perspectives in media history.

Reviewers will decide on those to be accepted. Please send abstracts and all correspondence to the Section President*.

Update:

Hopefully, all of those interested in the IAMCR History Section's work received the Spring edition of our newsletter. I am not quite sure whether this is the case as there is no official membership in the sections of IAMCR. Whoever is interested in the newsletter, please, contact me. I thank Terhi Rantanen who compiled the newsletter once more and Mary Mander for writing the introductory essay. The next newsletter will be published in Fall / Winter. Jacques Weinberg has confirmed a contribution on historic media research in Brazil. I hereby request contributions, or reminders by other members of projects, appointments, publications etc.

The section's work is presently being examined by a committee headed by Kaarle Nordenstreng, Finland. We had a fruitful discussion with him in Oaxaca. It centered around the question of how the sections' work and communication with the IAMCR's boards can be improved upon. During the course of this year, a survey will be conducted among the Section Heads. Suggestions by other members are also very welcome. After fewer colleagues than usual attended in Oaxaca, I do hope for a greater number of participants in Glasgow next year and that the History Section will be able to offer an attractive program.

Oaxaca - Report:

IAMCR's off year conference 1997 was held in the charming environment of Oaxaca, Mexico, from 5th to 6th July. Anyone present there will remember it, especially the candlelit parade and the fireworks after the association's 40th birthday celebrations in the

magnificent city theatre. Two days were filled up with quite a tight program. Due to a lack of time, the History Section was able to hold only one of two sessions applied for. That wasn't that bad as all of those who had sent the History Section suggestions for papers didn't actually come to Oaxaca. Difficulties can arise at the last minute when e. g. financing travel to congresses. On the other hand, a whole row of no shows does not benefit a conference's program. Nevertheless, the time allotted to the History Section hardly sufficed to discuss all of the six papers presented in detail. There should be more space for this next time.

Jürgen Wilke, President of the History Section of IAMCR, Johannes Gutenberg-Universität, Institut für Publizistik D-55099 Mainz, Germany. Tel: +496131-392539, Fax: +496131-394239; E-mail: <juergenwilke@uni-mainz.de>.

International Communication

Glasgow - Call for Papers*:

The International Communication Section of the International Association for Media and Communication Research will hold the following sessions: (1) Communication and Community - A Global Perspective; (2) International News Coverage by National Media in Different Countries; (3) International Communication as a Field of Study and Research - 20th Anniversary of the International Communication Section; (4) International Media in Transition; (5) Current Research in International Communication. Members, researchers, and scholars are invited to submit papers on the above topical areas to be considered for presentation at the Glasgow Conference. All papers must address one of the proposed themes for the above panels. Please send abstracts and all other correspondence to the Section President.

Update:

The International Communication Section was very active during the 1997 Conference in Oaxaca. We selected 21 papers, representing 26 contributors from 7 different countries. We organized three panels in the Oaxaca Conference. The section continues to have a strong representation in our conferences. Our section clearly demonstrates the international nature and diversity of our Association.

Next year it will be exactly 20 years since the International Communication was established as a section within IAMCR. The Section was established on September 6, 1978 by the act of the General Assembly of XI Congress of IAMCR in Warsaw, Poland, following a proposal submitted by Professor Hamid Mowlana, Section President, 1978-1988, and signed by twenty-two other members of the Association. The Section will be celebrating its 20th anniversary next July during the Glasgow Conference. We will have a special panel to examine the role that the IC Section has played in IAMCR for last twenty years. We expect a very stimulating and interesting papers to examine the importance of the Section within our association.

One of the major accomplishments of the Section in the last twenty years has been the Section's affiliation with an internationally recognized scholarly journal. Beginning December 1995, the Journal of International Communication (JIC), has become the official journal of the International Communication section of IAMCR. One of the immediate benefits of this affiliation is a 50% discount on the published rate for all individual IAMCR members. I would like to sincerely thank Dr. Naren Chitty, the Editor of the JIC, and our Secretary General, for his efforts to make this affiliation possible. This is a historic success not only for the IC section, but for the IAMCR as well. This is the first time in the history of this association that one of its section is affiliated with a scholarly journal.

We at the IC section strongly believe that there is a need for a major overhaul in the

sections and working groups structure within the association. Jointly, with the Communication Technology Policy Section, we have put forward a proposal for such a restructuring process. We DO need to take a serious look at our sections and working groups in IAMCR if we are to continue our success. We hope our proposal provide some thoughts as a point of departure for the needed changes for the sections and working groups. Overall, we are very pleased with the members interest in our section and will try to remain as active as we have been throughout the history of our association. Thank you very much.

Abbas Malek, President of International Communication Section of IAMCR, Howard University
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**Law****Glasgow - Call for Papers*:**

The Law Section will have three session at the next IAMCR conference in Glasgow, July 1998. One session will deal with the implications of new technologies for international legislation, including GMPCS and Internet Domain Names. Another session will discuss the human rights on information and communication against the background of the 50th anniversary of the adoption of the Universal Declaration on Human Rights. A third session, probably in cooperation with the IAMCR Professional Education Section, will deal with journalistic code of ethics in a changing media environment. Proposals for papers may be sent to the Section President.

Oaxaca - Report:

The IAMCR Law Section organized one session during the last IAMCR conference in Oaxaca under the title "The Human Right to Communicate in a new Technological

Environment: New Trends in Legislation". The discussion concentrated on the legal implications of LEO satellites, in particular the new international regulation concerning Global Mobile Personal Communication by Satellites (GMPCS). The recently signed Memorandum of Understanding (GMPCS-MoU, Geneva, April 1997) which was drafted within the framework of the ITU, was seen as an interesting and innovative new approach by the international community to develop flexible legal frameworks for new technological phenomena. The GMPCS-MoU is neither a political declaration nor a legal binding convention but represents a new category of a legal source. The session discussed also the consequences of the new membership structure of the ITU, which includes governmental and non-governmental entities, for future international regulation. While the existing international telecommunication regulation is based on the principle of national sovereignty, more and more items (like GMPCS) go beyond this principle and can not be regulated in a satisfactory way within traditional procedures. The relationship between national governments and private companies, operating on a global level, has to be redefined. GMPCS projects like Iridium, Globalstar and Teledesic will undermine the traditional law making within international communication negotiations and call for new innovative approaches. In the session participated about twenty IAMCR members from Asia, Africa, Europe and the US. The participants agreed that there are no quick answers to the new challenges and more detailed study is needed. The issue of GMPCS or other related subjects should be a key item on the agenda of the forthcoming sessions of the IAMCR Law Section.

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Local Radio & TV

Glasgow - Call for Papers*:

Three meetings are planned of the Local Radio and Television (LRT) Section at the IAMCR conference in Glasgow. All three meetings are related to a book project on community communication organized by both the LRT Section and the European Institute of Communication and Culture (Euricom). This project is a sequel to an earlier publication to which many members of the Section contributed: *The People's Voice: Local Radio and Television in Europe* (London, John Libbey, 1992). Tentatively titled "Small-scale Electronic Media: Perspectives, Findings, Practices," this sequel to *People's Voice* is intended to provide an analytical treatment of various themes common to a large number of initiatives with community electronic media around the world. Chapters will draw attention to: increasing commercialization of community-oriented media; liberalization of media policies; networking among stations; minority, ethnic and gender-based utilization of local electronic media; role of small scale media in war-torn regions; lobby and supportive institutions; experimentation with multimedia and the Internet. Contributions to the LRT Section meetings will attend to the above and similar themes. In most cases, Section papers will be drafts of chapters for the book project.

Prior to the IAMCR conference in Glasgow, Euricom is organizing a colloquium in April 1998 on the same theme as the book project. Consult the Euricom Internet page for further details and the Call for Papers for this event

(<http://www2.arnes.si/guest/ljjavno1/euricom.html>). Members of the LRT Section are invited to attend and contribute to this event as well. A selection of the papers from the Euricom colloquium will be published in the journal *Javnost/The Public* and will be available by

the time of the IAMCR conference in July.

One of the three meetings of the LRT Section is being organized jointly with the Gender and Participatory Research Sections. A number of contributions for the LRT Section dealing explicitly with gender, and action and participatory research issues will be included in this joint meeting.

Several persons have already prepared extended abstracts or outlines of their proposed contributions to both the Euricom colloquium and IAMCR Section meetings, but new project participants are welcome. Persons interested in contributing a paper to be considered for this book project should submit detailed abstracts of 3-5 pages by the official IAMCR deadline of February 1, 1998. Earlier submissions will receive preferred treatment, however. In any event, persons are encouraged to contact the LRT Section President by the end of 1997 regarding paper topics in order to ensure suitable development and placement of contributions in the LRT Section meetings.

Similar to the policy in other IAMCR sections, paper abstracts will be placed on the website of the LRT Section along with the contact information of contributors at:

<http://www.socsci.kun.nl/maw/cw/LRT/>.

This and other procedures will be initiated in order to increase interaction between authors and Section participants prior to the conference itself. Authors of paper proposals will be informed of the suitability of their work for the LRT Section meetings within two weeks after receipt. The full programme for the three meetings will be made available on the LRT website by March 1, 1998, and will include abstracts of papers accepted. The deadline for submission of full drafts of papers is June 1st. For further information contact the LRT Section President.

Nicholas W. Jankowski, President of Local Radio & Television Section of IAMCR, University of Nijmegen, Post Office Box 9104, 6500 HE Nijmegen, The Netherlands. Tel. +32-24 3612372; Fax +32 -24 3613073;

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Website:

<<http://www.socsci.kun.nl/maw/cw/LRT/>>

Media Education Research

Glasgow - Call for Papers*:

The Media Education Research Section of IAMCR will hold the following sessions at the IAMCR Conference in Glasgow, July 26-30, 1998: (1) Current Research in Media Education; (2) From "traditional" Media Education to Media Education including interactive media/multimedia (Research projects and development work); (3) Curriculum - State of the art in various countries.

Oaxaca - Report:

First of all I would like to thank Carmen Gomez Mont, Martha Burkle and their staff, who did a tremendous job in running the conference in Oaxaca, which, apart from a few things (such as a still missing list of participants,) went well.

The Media Education Research Section had two sessions with the following papers presented in all : Antonieta Rebeil [Mexico] "New Technologies and education in Mexico: an overview." ~~~ Cecilia Porras Marceles [Mexico] "Whom to educate for the media ?" ~~~ Samuel Roberto Gomez Valencia, [Mexico] "Teacher's opinion on the educational capacity of TV encounters and cultural visions in conflict." ~~~ Sergio Inestrosa [Mexico] "Commercial TV in the classroom - Uses and applications: a proposal for primary education." ~~~ Bruno Olivier [France] "Representations in Education and the media: from invisibility to confrontation." ~~~ Emilio Garcia & Rafael Acevedo, [Mexico] "A teaching-learning model with multimedia resources." ~~~ Niels Kryger [Denmark] "Aesthetic learning and sound media production in school."

Nine papers had been accepted but due to administrative and financial problems two

members did not manage to go to Oaxaca. As usual the members of the group represented a great variety of nationalities, even though the fact that the conference took place in Mexico was reflected in the large number of Mexican papers. A characteristic of the Section in general has been, as it has during the last year as well, that it has had a very international profile. The papers represented "traditional" media education as well - from a didactic and cultural point of view - as examples of research within the computer based media. So, apart from the fact that didactic and pedagogical perspectives within the field of media education have not yet been sufficiently developed, we now have the discussion about the role of multimedia in relation to the more "traditional" media. This a challenge that hopefully can be further discussed and developed in Glasgow.

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Participatory Communication

Glasgow - Call for Papers*:

The work of the Participatory Communication Research Section/Network (PCRN) is not based on any specific definition of participation. Rather, participation is a term used to refer to a number of social and planning processes occurring in many different places and in many different contexts. The Section meeting is meant to work toward theoretical and methodological clarification. Therefore, both papers discussing theoretical or methodological perspectives and/or documenting specific case studies are welcome.

Abstracts and papers on the following topics are solicited explicitly: "The end of the nation?" ~~~ "Paulo Freire's contributions to

Participatory Communication (Research)" ~~~ "The emancipatory power of the public sphere at local and global levels" ~~~ "The role of Governmental and Non-Governmental Organizations in Participatory Communication and Communication for Development" ~~~ "What's new about Participatory Communication Research?"

Abstracts and papers for the following joint-sessions are also solicited: (1) The Third Roundtable on Development Communication (in cooperation with UNESCO) Convenors: Carlos Arnaldo & Jan Servaes; (2) Joint section with the Human Rights Committee on Human Rights, Culture and Participatory Communication Convenors: Jan Servaes & Shalini Venturelli; (3) Joint section with the International Communication Section on Nationalism and Cultural Identity in the Age of Globalisation Convenors: Abbas Malek & Jan Servaes; (4) Joint section with the Gender Section on The Role and Impact of Gender on Participatory Communication (Projects) Convenors: Ullamaija Kivikuru & Karen Ross.

Participants wishing to contribute a paper should submit an extended abstract (not exceeding 800 words/two pages) to the convenors of the Section before February 1, 1998. Early abstracts will be given priority. The convenors will select those to be used, inform the authors accordingly before March 1, 1998. The final papers have to be in the possession of the convenors on June 1, 1998. Abstracts and papers can be sent to either of the Section President or Vice President.

Report 1996-1997:

The Participatory Communication Research Section/Network (PCRN) is, through its Newsletter (published in English, French and Spanish), website and discussion lists on the internet, and via individual contacts, in touch with more than 300 researchers, policymakers and activists in different parts of the world. Its sessions, both at the biennial scientific conferences and other regional events, attract strong papers and are well

attended. The work of the Participatory Communication Research Section/Network (PCRN) is not based on any specific definition of participation. Rather, participation is a term used to refer to a number of social and planning processes occurring in many different places and in many different contexts. The Section meetings are meant to work toward theoretical and methodological clarification. Therefore, both papers discussing theoretical or methodological perspectives and/or documenting specific case studies have been presented and analysed. Topics discussed include folk media, social movements, national and cultural identity, the concept of community, the relationship between participation and emancipation, localism and globalism, emancipatory politics, participatory uses of video and other media, the contributions of NGO's in communication for social change, etc.

Since our previous report (which covered the period 1995-1996) the following events have taken place and projects were initiated:

(1) Conferences: ~~~ International Conference on Media & Politics, Brussels, 29 February- 1 March 1997: The PCR Section, in collaboration with the Political Communication Section, the Human Rights Committee and the Faculty of Political and Social Sciences of the Catholic University of Brussels (KUB) organized an international conference on the theme of "Media & Politics", which took place from Thursday, February 27, to Saturday, March 1, 1997, at the Catholic University of Brussels, Belgium. A total of 86 papers were presented to more than 300 participants. The conference was unique in that it provided for a multitude of exciting issues and features. The assembled papers and panels represented well the intellectual vitality and diversity of the interdisciplinary theme of mass media and politics. Some of the highlights included presentations and discussions on global perspectives of cultural identity; internet, democracy and human rights; questions of anti-politics, tele-politics, and multicultural

communication. Special sessions concentrated on the changes taking place in Russia and Eastern Europe, the US, Western Europe, Latin America, Africa, and even Belgium. Also more theoretical and methodological issues were discussed: whether the public opinion exists; media stereotyping and content analysis; the effects of agenda-setting; and the mediatization of elections and propaganda. Of special interest to the PCR Section was the topic of communication for social change. Therefore, special sessions focused on grassroots networking in the so-called Third World, and the role of communication media in development cooperation. The First Annual Public Lecture in Communication for Social Change was delivered by Mina Ramirez, President and Academic Dean of the Manila based Asian Social Institute (ASI). The participants were also fortunate to hear from other distinguished special speakers as well, including IAMCR-members George Gerbner, Yassen Zassoursky, Cees Hamelink, and Kaarle Nordenstreng. In addition, the students and alumni of the K.U.Brussel organized a special one-day conference on the theme of 'Politics, Media and Manipulation'.

(2) Books/Journals: ~~~ Apart from special issues of journals (Javnost, Telematics & Informatics, Culturelink, Press/Politics) a book containing 16 keynote papers was published. Details of this book, edited by Jan Servaes and Rico Lie and entitled Media and politics in transition: Cultural identity in the age of globalization"are to be found in the publications column of this Newsletter. The second book in our PCR Series will be published as part of the IAMCR Series of Hampton Press by the end of 1997: Tom Jacobson & Jan Servaes (eds.), Theoretical approaches to participatory communication, Hampton Press, Creskill N.J. A third book project is currently being prepared.

(3) Newsletter: ~~~ Two issues of the PCRNewsletter have been published annually. Each PCRNewsletter issue includes news of PCRN business and news

from individual PCRN members. 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. The PCR Newsletter is also available 'online' through COMDEV. ComDev is a service of Comserve, an information service operating out of Rensselaer Polytechnic Institute, New York State, in the USA. It is accessible through BITNET, EARN, NetNorth, AsiaNet and other electronic networks.

(4) Computer Mediated Communication: ~~~ PCR Website and PCR Discussion List: The PCR Section has a Discussion List and Website or URL. They can be accessed or subscribed to via <<http://www.kubrussel.ac.be/psw/menu1.html>>. For information or assistance, contact Rico Lie at <Rico.Lie@kubrussel.ac.be>. The Section president and Editorial Assistant of the PCRNewsletter were also instrumental in the coordination of a closed listserv for Section Presidents to prepare for the Oaxaca and Glasgow Conferences. They are also facilitating a closed email discussion list for the IAMCR officers and council members.

(5) Cooperation: ~~~ The Section collaborates with other international, national and grassroots organisations, both at academic and professional levels, to explore and advocate issues on participatory communication research. For instance, the PCRNetwork has been involved in the organization of the UNESCO-IAMCR and the Inter-Agency Roundtables on Development Communication. The PCR Section is also involved in the so-called Platform for Cooperation on Communication and Democratisation.

Oaxaca - Report:

Thirteen papers were accepted: (1) Roslyn Dauber (School of Journalism and Mass

Communication, Colorado University, Boulder, USA): "Case Study on the Leadership of the Tibetan Bonpo Using Video as Participatory Communication to Promote Cultural Survival"; (2) Brenda Dervin (Ohio State University, Columbus, Ohio, USA) & Peter Shields (Bowling Green State University, Bowling Green, Ohio, USA): "Beyond Citizen participation: Creating a viable dialogic space for citizen input in telecommunication policy deliberations"; (3) Andrew Jakubowicz (University of Technology Sydney, Australia): "Human Rights and the Public Sphere: Communications and democracy at 'le fin-de-siecle'"; (4) Ulla Kivikuru (University of Helsinki, Finland): "An Alley for Alternativeness or Putting Citizens to Their Places? Locality as a Double Strategy for Regulating Social Competence"; (5.) M. Abul Kashem (Department of Agricultural Extension Education, Bangladesh Agricultural University, Rangpur, Bangladesh): "Usefulness of Television Agricultural Information Media among Farmers: An empirical study in Bangladesh"; (6) Marwan M. Kraidy, University of North Dakota, USA: "Glocalization: Global Media, Local Cultures and Hybrid Identities"; (7) Keval Joe Kumar (Dept. of Communication and Journalism, University of Pune, India): "Research Methods in Development Communication. Technological Media and the Empiricist-Critical Divide"; (8) Knut Lundby (University of Oslo, Norway): "Anglicans in Tzanzaguru: Negotiating identity in a Zimbabwean 'growth point'"; (9) Charles Okigbo (ACCE, Nairobi): "Aids Communication Research: Lessons Learned From Africa"; (10) Manisha Pande (Hotel Leela Venture Limited, Sahar, India): "Formative Research for Effective Audience and Message Oriented Television"; (11) Sripan Rattikalchalakorn & Naren Chitty (Macquarie University, North Ryde, NSW 2109, Australia): "Folk Media in Mon Culture: A Study of the Phra Pradaeng District in Thailand"; (12) Jan Servaes (K.U.Brussel, Belgium): "Participatory Communication and Cultural Freedom in a Global Perspective";

(13) Ruth Teer-Tomaselli (University of Natal, Durban, South-Africa): "Language, Identity and Nationalism: An historical overview of the SABC's language policy."

Eight papers were presented during two session meetings. Most of the papers evoked such a number of points that each of them singly could have served for a long session.

Member comments and questions on all aspects of the report are welcome.

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Political Communication

Glasgow - Call for Papers*:

Scholars-researchers interested in Political Communication are invited to propose papers, serve as discussants or chairpersons, for the Section's panels at the XXIst Biennial Conference of IAMCR in Glasgow, July 27-31, 1998. Paper-givers should submit abstracts to the section president by 1 February 1998. The authors of papers selected for presentation will be advised by 1 March. Abstracts should be 300-400 words in length, typed on one side of the page only, and must include the full name, institutional affiliation, mailing address and electronic contacts on the same sheet as called for in the abstract form attached to

this Newsletter. Complete papers should be sent to the section president by 1 June 1998 to be included in the conference program.

Oaxaca - Report:

The Political Communication Section presented one session of papers at Oaxaca. Chaired by Victor Sampedro (University of Salamanca, Spain) it attracted some 25 participants. The papers covered the multiple and ever-growing approaches and methods of the field. The core objects of study were addressed in the paper presentations and the lively audience discussions. The session first addressed the effects of mass communication on both electoral and unconventional politics. Courtney Bennet (Univ. of Penn.) evaluated the impact of ad watches on the audience and the journalists' routines; and Victor Sampedro discussed the limits of media coverage of social movements and its implications for the political and discursive system of power. Secondly, the section addressed the impact of new technologies on the political and authority systems in developing countries. A paper presented by Woong K. Park (Temple University) dealt with the manifold barriers they face in implementing new information technologies. Finally, the formation of new public spheres and public opinion systems in transitional periods was addressed by two case studies. Volcic Zala (Univ. of Colorado and Slovenia) presented her paper on functional illiteracy and public opinion; and Marianna O. Gapanovich (American Univ. USA) advanced a framework for the study of media-power structures in Post-Communist Russia.

The 40th Anniversary Annual Conference in Oaxaca decided that the XXIst Biennial Meeting in Glasgow next year should include a plenum on the organization and the future of the sections. Each Section's Head was asked to present a 5 min/500 word statement on field priorities and how to establish inter-section collaborations. This decision was based on the perceived need to give priority to ongoing research activities instead of the insufficient

congress to congress rhythm of research and resource flows into the sections. Those who wish to contribute to the drafting of this section's "Glasgow Declaration" are invited to send their offerings to the section president, David L. Paletz by 1 December, 1997.

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Political Economy

Glasgow - Call for Papers*:

At its 1997 Meeting in Oaxaca, Mexico, the members of the Political Economy Section decided to organize the following sessions for the 1998 Glasgow Conference. Abstracts and papers are invited on: (1) Labor and the Political Economy of Communication; (2) Feminism and Political Economy (jointly with the Gender Section); (3) Political Economy, Race and Ethnicity (jointly with the Working Group on Race and Ethnicity); (4) Political Economic Theory; (5) Political Economy and the Disney Empire; (6) Does Place Matter?: Political Economy and Global/Local Power. Abstracts of papers (300 word max.) should be sent to the Acting Section President.

Update:

The Section is one of several sponsors of the 12th EURICOM Colloquium on Communication and Culture, the theme of which will be 'Communication, Citizenship and Social Policy.' It takes place at the University of Colorado at Boulder, October 2-

5, 1997. The conference is preceded (October 1-2) by the 9th MacBride Roundtable on Communication. Section Vice-President Andrew Calabrese is organizing the conference. For more information e-mail him at: <andrew.calabrese@colorado.edu>.

Oaxaca - Report:

The Political Economy Section was active at the Oaxaca conference with five sessions covering policy and the public, social movements, comparative research, a roundtable on theory, and a presentation of new books by section members. Participants appreciated Manji Pendakur's excellent organizational work in putting together the sessions.

Vincent Mosco, Acting President of the Political Economy Section of IAMCR, School of Journalism and Communication, Carleton University, Ottawa, ON K1S 5B6, Canada. E-mail: <vmosco@ccs.carleton.ca> ; Tel: + 613- 520-2600 Ext. 7426; Fax: + 613 520-6690. Webpage: <<http://www.carleton.ca/~vmosco/vm.html>>.

Professional Education

Glasgow - Call for Papers*:

Proposals are invited for papers to be presented at the IAMCR conference in Glasgow in July 1998. Three of the major issues currently facing media and communication, worldwide, are the implications of new technology, commercialisation and globalisation. Yet, at the same time, there is a widespread demand for professional education in broadcasting, film, journalism and other forms of communication to pay greater attention to local and national identity. Given the conference theme, "The End of Nation?", proponents are invited to pay particular attention to the issue "Professional Education and Nationality: an end or a beginning?". Preference will be given to papers which address the organisation of

professional education (including the relationship between universities and professional training institutes), curriculum content, methods of teaching, learning and assessment, and professional accreditation.

Joint sessions are planned with the History Section and the Law Section. Proposals for presentation in these sessions should focus on either the place of history or law in professional education, or the history or regulation of professional education.

Only 20 papers can be accepted in total. Abstracts must be submitted to the section president by 1 February 1998. Those selected for presentation will be advised by 1 March. Abstracts should be 300-400 words in length, typed on one side of the page only, and must include the full name, institutional affiliation, mailing address and electronic contacts on the same sheet. Full papers (2,000-2,500 words in length) must be submitted to the section president by 1 June 1998 to be included in the conference program. No extension will be possible; sections are required to submit final papers to the conference organisers before 15 June.

Oaxaca - Report:

The 40th Anniversary Annual Conference in Oaxaca put the organisation of the association on its academic agenda. It suggested that the XXIst Biennial Meeting in Glasgow next year should include a plenum on the future of the sections. Each Section's Head will present a 5 min/500 word statement on its rationale, aims and objectives, including how it might collaborate more fruitfully with other Section. Among a number of factors that led to this decision were the continuing perception among many members that the association is living from conference to conference rather than giving priority to ongoing research activities and that insufficient resources are flowing out to the workfaces in the sections. Members concerned about professional education and its place in the scheme of things, who wish to contribute to the drafting of this section's "Glasgow Declaration" are invited to send

their offerings to the section president, Frank Morgan (address below) by 1 December, 1997.

A working group of section members, led by Kaarle Nordenstreng, devoted three days in Oaxaca to the further planning of JOURNET, a proposed network of schools focussing on the professional education of journalists, broadcasters and other communication workers. The first target is to establish a database and network for the exchange of curriculum development and resource information. Recognising that many universities and professional training institutes, worldwide, now have their curricula, staff CVs and resources listed on Internet homepages, work is now underway to map directories to that information, and also to provide alternatives for those unable to access the net. Anyone wishing to contribute to this effort should contact Kaarle Nordenstreng, Charles Okigbo, Robert Martin, Frank Morgan, Anura Goonasekera, Jan Bierhof, or Awatef Abd El-Rahman.

The Section presented one session of papers at Oaxaca, which attracted 20 participants. Porfirio Barroso (Complutense University of Madrid, Spain) presented a summary of his work on ethical principles involved in the use of the Internet; Anura Goonasekera (AMIC, Singapore) argued the need for more effective international arrangements to regulate the use of the information highway, citing cases that have been taken to court recently in Asia; Charles Okigbo (ACCE, Kenya) discussed some of the political, social and cultural attitudes that constrain professional communication practice in Africa, and their implications for education; and Frank Morgan (Newcastle, Australia) reflected on ways in which professional communication curricula could help journalists not deal with controversy without getting either themselves or anyone else killed.

Frank Morgan, President of Professional Education Section of IAMCR, Department of Communication & Media Arts, The University of Newcastle, NSW, 2308, Australia. E-mail: <fmorgan@mail.newcastle.edu.au>.

Tel: +61-2 4921 6639 (please note change of code);

Fax: +61- 2 4921 6944 (please note change of code).

Sociology & Social Psychology

Glasgow - Call for Papers*:

The sociology and social psychology section invites scholars to submit proposals for papers to be presented at the annual conference of the IAMCR in Glasgow to be held 1998. All academic work is welcome that tries to describe and/or explain how media content is generated by journalists and other actors, what the dominant characteristic of media content is, why people expose themselves to certain media content, how they process the information within their cognitive system, and how media content affects knowledge, opinions, attitudes, and behaviors. IAMCR's section "Sociology and Social Psychology" provides a forum for all scholars who employ a social science approach to the field of mass communication. This approach can be put in practice either through original research using empirical research methods, or through theoretical considerations within the framework of social science concepts.

A special call-for-papers invites papers for the following two subjects: (1) Exposure and effects of new media technologies: The distribution of new communication technologies has reached different though vast dimensions in many countries of the world. On-line newspapers and magazines, digital and interactive television are only a few of these new developments. Little is know about the actual exposure and acceptance by the audience and how these new technologies have replaced or interacted with traditional media. Even more challenging to research is the question of how the increasing "iconization" of mass and individual communication changes reception patterns, affects reading habits and reading competence, and what consequences this

has for people's cognitive capabilities. (2) Factors influencing media content: There are many discussions in literature about the influence of several factors on journalists' news decisions. News value theories, journalists' subjective beliefs and role perceptions, and the influence of public relations or communication management are among the most widely discussed variables. We welcome research that investigates the individual or relative impact of these and other factors on news decisions, be it in the the area of political media content or entertainment.

Please follow the instructions in the Secretary General's Notes with regard to abstract format and deadlines. Abstracts should be sent to the Section President.

Oaxaca - Report:

The meetings of the section could not be chaired by the president or the vice-president of the section as both were unavailable to participate the conference. Instead, I was asked to preside the meetings. According to the official program, two sessions with seven presentations were hold.

Session I was occupied with theoretical and methodological approaches to different forms of media reception. First, Barbara O'Connor from Dublin City University in Ireland developed a frame of how to understand the consumption of old and new media technologies and then described her empirical research on the use of old and new media in her country. Following the author, especially the relationship between social structure, culture and the use of older media technologies must be taken into regard. Then, Cees M. Koolstra and Johannes W. J. Beentjes from the Netherlands gave a lesson about empirical research on foreign language acquisition by children through watching subtitled television programs. Here, the authors referred to a study they made on 246 children watching programs in English. In a third presentation Jan Van den Bulck fom the Katholieke Universiteit Leuven in Belgium

developed a cognitive effects model of TV-effects with the intention to come to a better model of communication than it is given by the classical transmission model. Finally in this section, Friedrich Krotz from the Hans-Bredow-Institut affiliated to the University of Hamburg in Germany presented a qualitative study about the use of TV at public places. In Hamburg as in other towns and countries TV-sets appear more and more in shops, restaurants and window shops. This study is part of a common project with a research group in the USA and is intended to be a comparative one.

Session II then dealt with communication styles and their effects. The first presentation, given by Hilda Elterman Zylberbaum and Raul Barba Baez from the Universidad Iberoamerica in Mexico City, dealt with interpersonal communication. The authors evaluated the effectiveness of a communication program that has been offered to parents which live in low class neighborhoods in Mexico City. The following two lessons stemmed from collaborators of a peace research group in Germany and were in relation to each other: First, Michael Reimann from the University of Konstanz presented the results of an empirical project on two sided messages and double bind

communication in war reporting. Then, Wilhelm Kempf from the same university spoke about media coverage of third party peace initiatives. Here he developed some norms about how journalists could and should work in case of war reporting.

The discussions in both sessions were rather fruitful. This in part was due to the fact that most participants of the section stayed in both sessions - so, a common culture of discussion could come up. Seen in this way, the meeting of the Sociology/Social psychology section of the IAMCR was a good experience, in which people evidently learned a lot.

Dr. Friedrich Krotz, on behalf of Wolfgang Donsbach, President of Sociology & Social Psychology Section of IAMCR, Institut für Kommunikations-wissenschaft, Technische Universität, Dresden, D-01062 Dresden, Germany. E-mail: <donsbach@geisresw.rmhsl.tu.dresden.d400.de>; Tel: +49-351 463 3308; Fax: +49-351 463 7067.

Up From the Footnote (continued from page 10)

Communication Association; and I am a woman who, because of her gender, is constructed by some colleagues as having more to do with "nature" than with institutional "culture."

Because of these "handicaps" all I can do, is offer you a Footnote on History. Yet, by the year 2,000, I hope IAMCR, like other professional associations, will offer women a ladder to "climb up from their footnote status" in association councils and in its governance.

As you well know, women have contributed to the development of IAMCR from the

beginning, only these contributions are not widely known, which is why the "footnote" metaphor is so appropriate. How did we get to this "footnote status" in the early seventies when I first attended meetings? "Footnotes", as scholars realize, do not drop from heaven. They are related to discourses, to official power configurations and, of course, to who knows whom in an organization. In 1970, Jim Halloran and his "gang" (including Kaarle Nordenstreng & Herb Schiller among others) had just become the new executive. I can just surmise, that they wanted to give the association (about 13 years old at the time) a modern face. IAMCR, after all, had been founded by a group of enterprising all-male

(continued on page 42)

Events

Euricom Colloquium on Tabloidization ~ Call for Papers:

There is widespread concern, both amongst experts and the informed public, that the mass media are experiencing a change that is often labelled 'tabloidization'. It is claimed that this process, which involves a shift to new and more entertainment-oriented kinds of content, is taking place both in broadcasting and the printed press, and that it is a general phenomenon of the advanced world.

The most serious concerns advanced concern the relationship between the mass media and political life, broadly considered. One of the traditional functions ascribed to the mass media is to inform citizens about the public affairs of their societies. It is argued that the shift towards entertainment based content leaves less and less room for this informative function. Another of the functions ascribed to the media is to act as the forum for rational debate. It is argued that the shift in the kind of language used, and the stress upon the sensational and the emotive, undermine the place of reason. At their most extreme, critics of tabloidization see it as one major element provoking a crisis of public life that is eroding the basis of democracy. On the other hand, there are those who argue that there is little or no evidence for growing tabloidization, and that the traditional functions of the mass media continue to be discharged at least as well as they have been in the past. A different argument is employed by those who welcome the spread of tabloidization, which they see as broadening and democratising the content of the mass media. The old ways of the media were the preserve of an elite minority and they served to exclude the voices and concerns of the majority of the population, particularly the poor and women.

The aim of this Euricom Colloquium, to be held in Spring or Autumn of 1998 in Piran, Slovenia, is to review the range of debate about tabloidization. The organisers would welcome proposals for papers addressing any aspect of the issue, whether concerned with the empirical evidence or the possible implications. We would, however, particular welcome papers that addressed the following themes:

- (1) Is there a process of tabloidization? How might we define and measure the phenomenon. Is it a new development? If it is taking place, what are the causes? ;
- (2) Does the process of tabloidization constitute a crisis for traditional political debate? IS the public sphere inimical to the discourse of the tabloid media? Do the values of tabloid journalism enhance public awareness of democratic process?;
- (3) Is there any evidence that values of the tabloid media are eroding the commitment of the serious media to rational political debate? If this is the case, why should such a change emerge at this point in human development?;
- (4) What are the implications of tabloidization for relations between the media and the political process? What effects does tabloidization have upon journalists' perceptions of themselves and their role in society? What implications, if any, does the process have for media ethics?



Does tabloidization pose any special legal or regulatory problems for the media? The organisers do not intend to prioritise any particular approach, method or attitude towards the issues under consideration. It is the constant aim of Euricom Colloquia to reflect a range of divergent views in order to stimulate debate and advance our understanding of the media and society.

In accordance with Euricom policy, a selection of the papers given at the Colloquium will be published in Javnost/The Public. The organisers will attempt to raise money to support the Colloquium, but potential participants from richer countries are advised that they will need to find at least some of their own funds. Potential participants wishing to know more about Euricom, its Colloquia and their publications, Javnost/The Public, or the venue in Piran, should visit the Euricom home page <<http://www2.arnes.si/guest/ljjavno1/euricom.htm>>. Please send brief (c. 200 word) proposals for papers by e-mail to: Colin Sparks E-mail: <c.s.sparks@westminster.ac.uk>; Slavko Splichal. E-mail: <slavko.splichal@uni-lj.si>.

Colin Sparks, CCIS University of Westminster, Northwick Park Campus. Watford Road Middlesex HA1 3TP UK. Tel: +44 (0) 171 911 5941; Fax: +44 (0) 171 911 5942.

Re-Developing Communication for Social Change: Issues of Power, Gender and Practice ~~~ Call for Papers:

The Radio-Television-Film Department and College of Communication at the University of Texas at Austin will host a conference on "Re-Developing Communication for Social Change," June 12-13, 1998. The conference will focus on the three central themes of power, gender and practice. Conference participants will discuss current scholarship on the role of power in models of social change; the role of gender in development communication; the role of women as subjects or as participants in communication interventions; and evaluations of projects and mediated strategies to promote social change. Please submit extended abstracts (no more than 800 words) of papers to present at this conference by January 15, 1998. For more detailed information, please contact:

Karin Wilkins, Ph.D., Department of Radio-Television-Film, CMA 6.118, University of Texas at Austin, Austin, TX 78712-1091, USA. E-mail: <kwilkins@mail.utexas.edu> Tel: +1-512-471-2007; Fax: +1-512-471-4077.

The editor thanks all those who loaned photographs and slides of Mexico and Scotland. A special thank you to Perry Wong for subsidising the design of this issue by undervaluing his time and effort.

Publications

Servaes, Jan & Rico Lie (eds.) Media & Politics in Transition: Cultural Identity in the Age of Globalization. Louvain, Belgium: ACCO Publishers, 1997. 240 pgs. [ISBN 90 334 3835 6]

This book can be ordered for the price of \$ 33 or BEF 1025 (surface mailing included). Please contact: Rico Lie, K.U.Brussel, Vrijheidslaan 17, B-1081 Brussels, Belgium. Email: <Rico.Lie@kubrusssel.ac.be>; Tel: +32-2 412 42 47, Fax: +32-2 412 42 00.

Sussman, Gerald. Communication, Technology, and Politics in the Information Age, USA: Sage Publications, 1997.

Gerry Sussman, School of Urban Studies & Planning, College of Urban & Public Affairs, Portland State University, PO Box 751, Portland, OR 97207-0751. Tel: +1-503-725 5176 (W), +1503-624 1948 (H) Fax: +1-503-725 5199 (School of Urban & Public Affairs.)

Tomaselli, Keyan G. Appropriating images: the semiotics of visual representation, Aarhus: Intervention Press, 1996, 332pp. [ISBN 87-89825-05-5]
Sales: ~~~ Europe: Intervention Press, Castenschioldsvej 7, DK-8280 Højbjerg, Denmark. Price: DKK: 180.00 / stlg: 19.00 / US\$: 29.00. Fax: + 45-86-275-133. Phone: +44-86-272-333. E-mail: <interven@inet.uni-c.dk>; ~~~ North America: Smyrna Press, Box 021803-GPO, Brooklyn, NY11202, USA. FAX: 201-864-6434. About \$US32; ~~~ South Africa: Centre for Cultural and Media Studies, University of Natal, Durban 4041. About R170. Fax: + 27-31-260-1519E-mail: <Govends@mtb.und.ac.za> ; Adams Campus Bookshop, Natal, P O Box 17221, Congella 4013, South Africa. Tel: (031)-812-320 Fax: (031) 261-6053. E-mail:

<adams.books@solo.pipex.co.za>

Gazette:

For over four decades, Gazette has published wide-ranging scholarly articles from the international community of communication scholars with a particular focus on communication and international relations, communication and development and new information and communication technologies. From February 1997 Gazette will be under the leadership of a new Editor, Cees Hamelink, a new Editorial Advisory Board, and a new publisher, SAGE Publications. Gazette is published bimonthly. ISSN: 0016-5492. Subscription Rates: Introductory rate for Individuals US\$49 (Usual Individual Rate US\$62) Institutional Rate US\$264. For further information about the journal, please contact: Jane Makoff, SAGE Publications, 6 Bonhill Street, London, EC2A 4PU Tel: +44 (0)171 374 0645 Fax: +44 (0)171 384 8741; E-mail: <jane.makoff@sagepub.co.uk>

Cees J. Hamelink, Editor, Gazette, Burgemeester Hogguerstraat 123, 1064 CL Amsterdam, Netherlands. Tel: +31-20 611 5946; Fax: +31-20 610 5296; E-mail: <hamelink@antenna.nl>

IAMCR - Women's Research Directory:

Over the past year or two, a number of us have been talking about creating a "Women's Research Directory", so that women members of IAMCR can see what other women are working on and identify areas of mutual research interest which might result in collaborative projects and other kinds of joint ventures such as publications. It might be that, over time, IAMCR develops a directory of all members' research interests, but for the time being, the Gender Section would like to develop its own women's directory. If you would like to be included in the directory,

which we are hoping will be available for Glasgow '98, please answer the following questions and send your responses to me preferably by email (to make compilation easier) or by snail mail or fax by November at the latest: the directory itself will be compiled by G. G. Robinson. It might seem that some of the information requested is the same as that required for the womennet survey but such databases get out-of-date very quickly, hence this new request!

IAMCR - Women's Research Directory - information required:

- (1) Name; (2) Contact details; (3) What project(s) are you currently working on? (max. 3) answer in maximum of 40 words each); (4) What KEY words describe your research interests?;
- (5) What kinds of projects, in the future, would you like to collaborate on? (max. 3) answer in maximum of 40 words each); (6) From what particular countries would you be seeking partners for research?

Karen Ross, Research Director, Faculty of Business & Social Studies, Cheltenham & Gloucester College of Higher Education The Park Cheltenham GLOS. GL50 2QF UK. E-mail: <KarenR@chelt.ac.uk>; Tel: +44 1242 543408; fax: +44 1242 543208.

Global dynamics of foreign news -Studies in international news coverage & news agendas:

Scholars all over the world are invited to submit book chapter length manuscripts for a collection on the global dynamics of foreign news. Papers are sought that explore the following topics:

- (1) International news coverage by national media in a foreign country (i.e. non-US); (2) Comparative studies of international news coverage across countries; (3) dynamics of news production, distribution by national or transnational news services. The editors names are provided hereunder. If you wish to discuss suitability, please contact Prof. Kavoori.

Abbas Malek, Department of Radio, Television, and Film, Howard University and series editor for Ablex publishing corporation in their "Contemporary Studies in International Political Communication" Series. Prof. Anandam Kavoori, College of Journalism and Mass Communication, The University of Georgia, Athens, Ga 30602. Email: <Akavoori@uga.cc.uga.edu>; Fax: 706-542-4785; Tel: 706-542-4971.

The Journal of International Communication:

Call for Papers for Special Issue on Communication and Human Rights:

Scheduled for release in June 1998, the issue will have Professor Shalini Venturelli as Guest Editor. It will be devoted to generating a new debate on the question of human rights in the information age. The journal invites submissions addressing the conceptual/theoretical, historical, policy, political and/or cultural aspects of communication and human rights for the Information Society. Deadline for papers: December 1997. Prospective contributors may submit proposals to: Prof. Shalini Venturelli, International Communication Division, School of International Service, The American University, 4400 Massachusetts Ave., NW, Washington DC 20016. E-mail: <sventur@american.edu>; Tel: 1-202-885-1635; Fax: 1-202-885-2494.

JIC and other issues:

Jun. 1994: Gulf & Beyond: Broadcasting International Crises ~~~ Dec. 1994: Local Visions of the Global ~~~ Jun. 1995: Olympic Communication (Guest Editor: Eric Louw.) ~~~ Dec. 1995: Ordinary issue. ~~~ Jun. 1996: International Feminisms (Guest Editor: Annabelle Sreberny-Mohammadi.) ~~~ Dec. 1996: Ordinary issue. ~~~ Jun. 1997: Media & Foreign Policy (Guest Editor: Prof. Abbas Malek.) ~~~ Dec. 1997: Beyond Development Panaceas (Guest Editor: Prof. Bella Mod.y) ~~~ Jun. 1998: Human Rights (Guest Editor: Prof. Shalini Venturelli) ~~~ Dec. 1998: Ordinary issue. ~~~ Jun. 1999: Political Economy (Guest Editor: Prof.

Manjunath Pendakur). Information about subscriptions or back issues may be obtained from Dinorah Cortes, Subscription Manager of JIC at E-mail: <dcortes@pip.elm.mq.edu.au>.

Naren Chitty, Editor, Journal of International Communication, c/o ICP-MCS-ELM, Macquarie University, North Ryde, NSW 2109, Australia. E-mail: <nchitty@pip.elm.mq.edu.au>; Tel: +61-2 9850; Fax: +61-2 9850 9689.

Comunicação & Sociedade, No 25, 1996:

Comunicação & Sociedade is an annual review of media or "social communication" research in Brazil, published by the Methodist Institute of Advanced Education, one of Brazil's leading graduate schools in the field. The theme of this issue is Latin American communication theory. It provides three overview pieces by José Marques de

Melo, Thomas Tufte and Daniel E Jones, then a series of "bio-bibliographic profiles" on key figures in the development of Latin American communication theory and research. These are Juan Diaz Bordenave, Paulo Freire, Jorge González, Eliseo Verón, Luiz Beltrão, Mario Kaplún, Carlos Lins da Silva, and José Marques de Melo. All the contributions are in Portuguese, with the exception of that of Daniel E Jones, which is in Spanish. Inquiries about the journal the serial number of which is ISSN 0101-2657 may be addressed to: IMS/Facom - Programa de Pós-Graduação em Comunicação Social, Rua do Sacramento 230, Rudge Ramos, 09735-460 São Bernardo do Campo, São Paulo, Brazil]. <metodpgp@eu.ansp.br>

Jose Marques de Melo, Rua Mateus Grou, 365/52, Sao Paulo 05415-050, Brazil. E-mail: jodmels@usp.br>; Fax: +55 - 11 280 5854.

Up From the Footnote (continued from page 38)

French, German and US intellectuals with UNESCO support. They included Fernand Terrou, vice presidents Raymond Nixon, Mieszylaw Kafel and Jacques Bourguin as well as Marin L'ffler who was in charge of legal matters.

From a position of hindsight one might infer that two initiatives were to symbolize this new beginning. They included: Internationalizing the association by inviting representatives from the communist East European countries to become members; and appointing some supposedly "safe" women to visible positions in a club which was otherwise run on what one might call a "benevolent" model of "democratic dictatorship:" no voting, no official criticism; and a strong tolerance for whisky and all-night conviviality. My "footnote" status, Kaarle reminded me not long ago, was directly attributable to him—and as you can see, I am eternally grateful to him for this propitious start. He (and the Executive Committee) without any pre-warning, appointed me as Deputy Secretary General,

a position whose function I was never able to find out. Perhaps Ohle Prehn can explain it to me sometime.

I suspect that my "elevation" was not totally serendipitous. After all, there were some important women who were media scholars, or organizational geniuses, even in the seventies. I want to recall some of their names here tonight, because they have helped us get to where we are today.

In the cold war climate which constructed and defined IAMCR's organizational culture in the seventies and eighties, there were three categories of women whom we can claim as our fore-mothers, and whom we have to thank for their pioneering roles. First, and in a category all by herself was Peggy Gray who was the institutional alter ego of Jim Halloran. She played a number of important roles. To begin with, she was the arbiter of the adequacy of "foreign" conference sites and has bequeathed to us today our inflated expectations of conference

comforts in foreign climes. Beyond that, she oversaw the association's monies, even though there was a nominal treasurer and took care of all physical needs as unofficial treasurer. Beyond that she was an organizational genius who could keep even a fractious International Council in line. Finally, she was everyone's motherly advisor and friend and thus well qualified to recommend potential new officers.

Second, there were the women appointed by Eastern European governments like Hungary, Poland and Yugoslavia. Alice Bunzlova and Breda Paveli come to mind here. Only the Soviet Union never had a female representative, since Jassen Zassoursky, the dean of Moscow's Faculty of Journalism managed to outlast not only all presidential hopefuls (Brezhnev to Gorbachev) but the secret police as well. The third group of women came from the so-called "free world" countries, especially Scandinavia. These countries have traditionally played a bridging role between east and west and continue to have a disproportionate weight in IAMCR councils, because they are smart enough to vote as a block. No Anglo-Saxon and Latin American countries have yet learned to do this. Early influences were: Anita Werner of Norway, Madeleine Kleberg of Sweden who started the Women's Section and Nellie de Camargo of Brazil, whom we maneuvered on to the Executive Committee through some fast thinking.

Most of the women you see around you tonight joined IAMCR in the eighties and nineties, when the cold war, velvet revolutions and fallen walls began to change our organizational culture. The "democratic centralist" one party slate governance was overthrown, after a number of "working groups" had been constituted over the years, to democratize the association. (Does this sound familiar?) During the 1988 General Assembly in Barcelona, the hall spontaneously erupted in chaos, when yet another carefully balanced one party slate was proposed for International Council membership. Against Jim Halloran's advice

that voting would delay the fabulous garden party planned for the night, where champagne flowed like water, democracy finally reared its ugly head and women received about a quarter of the seats.

What do women in the IAMCR organization learn from these historical developments? It seems to me there are three important insights we must retain for the future. To begin with, women's participatory chances were increased as soon as organizational rules were spelled out as happened after Barcelona. In addition, the working climate in an organization is made more egalitarian when there are nominating committees and procedures to guarantee that both females and males share in the association's governance. Finally, one's individual health is improved, if one does not have to stay up all night drinking in order to find out which of the decisions made in the Executive and International Councils the day before, vanished from the record or had been changed into their opposite over night.

And that brings me to the present. How far "up from the footnote" have women come in IAMCR councils? My report in the fall 1996 Newsletter based on Hanna Tarjane/Ullamaija Kivikuru's survey and my own analysis of developments in the organization's councils indicates three things. Thirty to forty percent of personnel in communication departments around the world are women. Yet, their professional status, work assignments, promotion possibilities and pay vary widely. IAMCR data show that women now constitute 34% of individual and 31% of institutional members in our association. Surprisingly, the variation in participation rates in developed and less developed countries is very small, a mere 4%.

In the governing councils too there has been steady improvement thanks in part to a more egalitarian attitude on the part of our male colleagues and the Women's Network. In the Executive Council women moved from one to four positions out of 10, for a total of 40%. In the Sections women progressed from a token of one (the gender section) to 4 out of 10

headships today. This proportion could easily be changed if all sections were headed by a joint team of females and males. Women have made the greatest progress in the International Council where we had 26% representation in 1992 (8 out of 30) and gained parity in the 1996 election (15 women).

These developments show that women are poised at a point where they can affect IAMCR's rules of governance as we saw in our meetings yesterday. Let's hope that women's presence will also change the confrontational tone and the power games that some of our colleagues continue to play in our meetings. One of the goals which I have for IAMCR in the 21st century, is that we will all work together to create a more human and collegial atmosphere, in which our discussions will focus on the exchange of intellectual ideas, rather than the display of organizational "one-upmanship".

Gertrude Robinson
Treasurer IAMCR



Oaxaca's beauty beheld:

In Oaxaca, Mexico, the Rufino Tamayo Museum displays a wonderful range of ancient Olmec ceramics, including some beguiling human figures. None of the catalogues explains why but many of these figures have eroded navels. We can only speculate that they were the victims of too much gazing. The Rufino Tamayo embodies the ethnic and cultural history and diversity of this wish-bone shaped valley in southern Mexico, chosen as the venue for IAMCR's 40th International Council meeting and off-year conference. Its past also lives in the present, not only in the ancient remains of Monte Alban, Mitla and Yagul but in the markets and villages of Ocotlan, Teotitlan and Coyotepec, in the

physique and physiognomy of their people and in their arts and crafts and beliefs.

Much of the joy of Rufino Tamayo's collection of artefacts is that he arranged it aesthetically and not according to the taxonomies of anthropology or archeology. Form and colour and style prevail over period and place. In this context, it was more exhilarating than anomalous for the IAMCR conference to dine in an old convent chapel converted into a modern hotel. Billowing brass and percussion surged up and down the stone floored and vaulted hall, driving the hammering, clattering feet of guelaguetza dancers. Delegates were entranced as they ate.

The 'I' of the beholder: IAMCR celebrated its 40th anniversary with a special session in the turn-of-the-century Alcatraz Theatre, resplendent with red plush stalls and tiered boxes. As in the final plenum of its Sydney Conference, the Association approached the future in a retrospective mood. Behind a draped table, adorned with its initials, four of its stalwarts looked for the keys to IAMCR's future in its past. But it all came unstuck. By the time Kaarle Nordenstreng had catalogued the politics and history of its beginnings, and Gertrude Robinson had recounted the struggle to establish a place for women, the adhesive on the polystyrene letters had failed. As Hamid Mowlana took the microphone, IAMCR had been reduced to IAM. And by the time he had finished his paean to the present and Jim Halloran had reiterated his perennial plea for relevance, it was reduced to I.

However, it all went to show that Jim Halloran was right. Social science is not an adequate or sufficient basis for media and communication research. This is a field for imagery, artistry, particular performance and aesthetic sensibility. As Susan Sontag has observed, communication (in all its forms) is a matter of sensual more than intellectual experience. Which is why most of those who were there in the Alcatraz

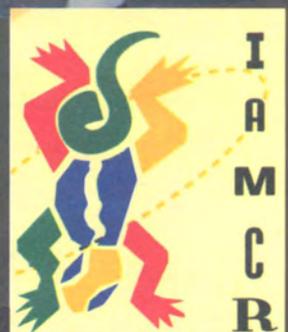
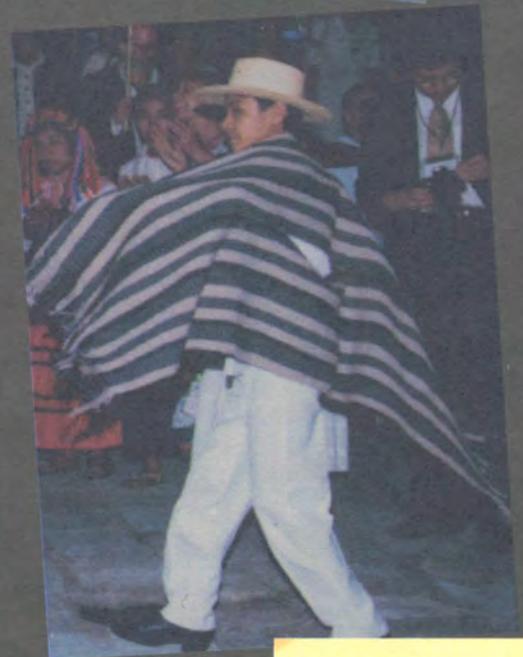
Theatre in Oaxaca will recall the collapse of IAMCR into I, and the subsequent ecstatic lamp-lit gala parade through the city, accompanied by a mariachi band and traditional dancers, fireworks and mescalitos, much more clearly than the anniversary addresses. Not for them, an excess of navel-gazing and the fate of Rufino Tamayo's Olmec figurines.

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Meeting of cultures:

Researchers always want more time. All IAMCR members no doubt want to prepare meetings as well as possible, so wouldn't it be wonderful to have papers out before the meetings of IAMCR ? - so that we could be really well prepared. This is especially applicable to the International Council. Some of the issues in relation to the above, which have recently been discussed among IAMCR members, are as follows: (1) How do we get more content-oriented discussions instead of endless discussions about money and venues of upcoming conferences ? ;(2) How do we recruit young researchers, male and female, to join IAMCR and attend our conferences ? ; (3) Do the IAMCR conferences adequately reflect the academic interests of the members ? ; (4) How do we make the IC meetings more efficient and decision-making oriented ? Maybe the solution would be to have a person to chair the meetings who is elected by the International Council at the beginning of each meeting. The role of this chairperson should be to secure that members of the council understand what is going on and encourage new - and old - members to take part in the debates. (We are aware of the fact that different countries have different traditions on this point, but as we are used to a system where the chair of the meeting is elected among the regular members, we believe that this could be a relevant and good approach for the International Council meetings.)

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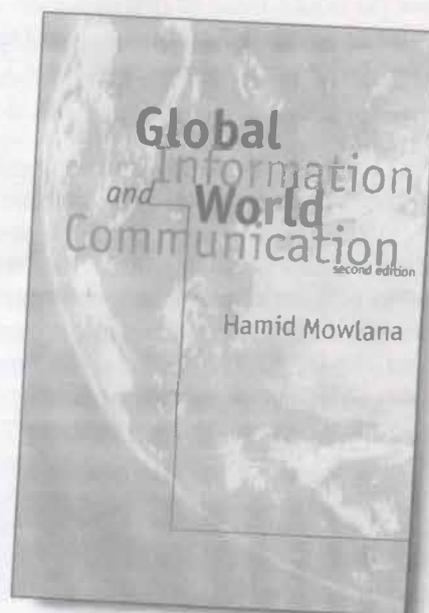
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