

INTERNATIONAL ASSOCIATION FOR
MASS COMMUNICATION RESEARCH

Petit-Chêne 18 B, 1002 Lausanne
March 7th, 1969

15th Letter from the President
Or. Fr./ Trans. Engl.

Dear colleagues and friends,

- I. As already mentioned in my December 12th letter, the IAMCR Executive Committee is called in session on Friday, April 11th, at 9.30 a.m., in the Palace of Congress, Monte-Carlo.

Agenda : Activity report since the last General Assembly, in April 1968.
Activity programme 1969/1970.
Lectures and suggestions of the presidents of the various sections.
Miscellaneous.

Each participant is kindly requested to make his own reservations directly at Hotel Hermitage, Square Beaumarchais, Monte-Carlo, where IAMCR members will be granted particularly advantageous conditions.

- II. The Legal Section invites all IAMCR members to participate in a symposium studying the rules of deontology in the field of press, broadcasting, television and film. UNESCO had asked our Legal section to provide a documentation on the deontology of Information personnel concerning a) the Presentation of Violence in the Mass Media; and b) the Respect of Private Life (Right of Privacy). The documentation gathered will be examined by international experts and a number of reports will be presented by specialists, in the Palace of Congress, in Monte-Carlo, on April 9th and 10th, at 9:30 a.m. and 3:00 p.m.

The President of the Legal Section, Dr Martin Löffler, (Königstrasse 1 A, Stuttgart, W. Germany) will send to the members who apply to him a complete documentation on the symposium and the list of lecturers.

Reservations are to be made directly at Hotel Hermitage, Square Beaumarchais, Monte-Carlo.

The highest Principality Authorities will do every efforts to make the Congress a success and your stay in Monte-Carlo a mostpleasant one.

III. On the Need of an International Bibliography of the Studies on Mass Information Media.

Our 6th Ordinary General Assembly held in Pamplona created the "IAMCR Bibliographical Section", which is presided by Mrs. Irena Tetelowska, Director of the Press Research Centre of Cracow. The first members of this new and most important section met on June 20th and 21st, 1968, in Kamienny Mlyn, near Bratislava, and worked out an excellent work programme as well as a number of recommendations, the essential of which is consigned in the attached work plan Mrs Tetelowska is addressing to you. The elaboration of general criteria for the establishment of the international bibliography and the project of an international exchange are worth being encouraged and realized; this is why I warmly recommend you to answer personally or to invite colleagues or assistants of yours to answer the IAMCR Bibliographical Section's appeal.

Address : Mrs. Irena Tetelowska, Director of the Press Research Centre Wilsna 2, Cracow, Poland.

IV. The Board of Directors of the "Centre Supérieur d'Enseignement du Journalisme" met on January 14th. in Strasbourg. Vice-President Kafel, Secretary General Klimès and your President took advantage of this gathering to get into touch with various members of the Executive Board.

Unfortunately, upon his return in Praha, our Secretary General had to be hospitalized, and he will have to remain aloof from his professional activities for a while. This seriously compromises the organization of the 250th Anniversary of the Czech press, as well as the set up of the Valparaiso symposium, with which Vladimir Klimès has been entrusted personally, as announced in my December presidential letter.

But on the other hand, our General Secretary has been able to publish, under the title of "The Training of Journalists in the Computers Age", the works presented on the occasion of the colloquy commemorating the IAMCR Xth Anniversary. This document of 140 pages, published in French, English German and Russian contains the speeches made by Messrs. Sepp Fischer, Prof. E. Goldstücker, Lassmana Rao, O. Kaisr and J. Bourquin; the reports presented by Messrs. V. Klimès, F. Knipping, F. Glaubauf and F. Fattorello, as well as the interventions of Prof. Zasourski, Mitzner, Hennart, Nixon, Kafel, Borchoukov, Berejnoï, Kupis, Rao, Filippi, etc. This publication can be obtained from the Institute for the Theory and History of Mass Communication of the Charles University (Rimska 44), in Praha.

While congratulating our General Secretary and his collaborators for this excellent job, we would like to address to Vladimir Klimès our warmest thanks and most sincere wishes of complete and prompt recovery.

- V. The symposium devoted to "Mass Communication and the Human Person" will take place, as foreseen, from November 3rd to 7th, 1969, at the University of Barcelona. The agenda will include the following subjects :
- Mass Communication and Public Opinion
 - Mass Communication and Leisures
 - Mass Communication and Mass Culture
 - Mass Communication and Permanent Education.

The Executive Committee will be called in session on this occasion. For further information and inscription to this symposium, please write to Mr. Jorge XIFRA, Paseo de Gracia 32, Barcelona 7, Spain.

- VI. The "Biennale Internationale de l'Information" will take place in Annecy (France) on September 25th and 26th, 1969. The theme of the meeting will be : "Mass Communication and its Media Towards the Consumer".

All IAMCR members are invited to this gathering. Those who are interested in participating in this meeting are kindly requested to apply directly to the President of the Biennale, Mr. Georges Rioud, 41, rue de la Bienfaisance, Paris 8ème, France.

- VII. The success of our "European Repertory of Research Institutes and of Scientists in the Field of Information, and that of Works Published since 1966 and of Researches Underway Concerning Information" overpassed our expectation. The first edition has already been sold out and we have to ask those who have ordered additional copies to wait a little while. Complementary information and corrections concerning this repertory are to be addressed to IAMCR Administrative Office, in Lausanne.

- VIII. IAMCR Technical Section presided by Charles Minassian (Paris) with the collaboration of F. Dusiska (Leipzig) is sending weekly "Technical Bulletins" to those who have asked a service of these documents. 12 Bulletins have already been published. Their success among editors and publishers is great and we would like to thank warmly their author, our friend Charles Minassian.

- IX. Our second General Assembly had been held in Milan in 1959. This year, GEC '69, who had set up our 1959 gathering, is organizing a congress on "The Future of Printing Techniques", which will be held on October 8, 9 and 10. Detailed information can be obtained at the : Secretaria del Congresso "Il futuro delle Arti Grafiche", Via Pantano 7, 20122 Milan.

Finally, as every year, you will find enclosed a reminder for your annual membership fee.

As a conclusion, I would like to thank you all for your cooperation. I do hope that all members of the Executive Committee, and as many as possible of IAMCR members will be able to come over to Monte-Carlo next April.

In the meantime, I am, with my best regards, sincerely yours.

The President

Bourquin
Jacques Bourquin

PUBLICATIONS AND NEWS FROM OUR MEMBERS

- Professor Bernard VOYENNE and the Centre de Formation des Journalistes of Paris have received, from November 9th to 16th, 1968, a group of professors and students from the Faculty of Journalism of the University of Praha.
- Our Honorary President, Fernand TERROU is teaching this year at the Institut d'Etudes Politiques of Paris. Subject : "History and the Right of Information".
- The "Centre Suisse d'Enseignement pour la Publicité et l'Information" (Swiss Centre for the Teaching of Publicité and Information) was created last year by the the Swiss Publicity Association and the Fédération romande de publicité, with the cooperation of press, television and announcers. It will be inaugurated officially on April 26th, in Bienne.
- A second instalment in the interesting series of press surveys - The cahiers d'études de presse - dealing with research by I.F.P.'s Economics Section. The new survey, with an introduction by Prof. Guitton, includes articles on the economics of news, financial problems in the provincial press, newsprint, advertising, etc., by, among others, Professor Marcillon, Robert Salmon and A. Bourgogne, F. Archambault and D. Prétet. (Institut Français de Presse, Paris University (France), 1968.
- In "Bericht 1968", the Deutsche Presseforschung (Staatsbibliothek Bremen) publishes a bibliography of its collaborators' works, printed in 1968.

Nous aimerions signaler les ouvrages ci-dessous, tout en remerciant vivement leurs auteurs (les titres sont indiqués dans la langue originale).

We would like to mention the following works and thank their authors (titles are indicated in the original language).

ALBERTOS José Luis

- "Fundamentos ideológicos y Técnicos de la Prensa Actual". (Nuestro Tiempo 169/70)
"Codigo Moral para Periodistas" (Nuestro Tiempo No 174).
"Prensa y Convivencia Internacional" : La información en las etapas del desarrollo económico. (Instituto de Ciencias Sociales de Barcelona)
"La Provincia : Dimensiones económica, informativa y sociológica" - La prensa y la crítica administrativa. (Inst. de Ciencias Sociales de Barcelona)

NIETO Alfonso

"Participación y Empresa Periodística". (Nuestro Tiempo 174).

ESCUELA OFICIAL DE PERIODISMO DE MADRID (varios autores)

"La Electrónica en los Medios de Comunicación Social".

- "Estudios de Información" No 7, Julio/septiembre 1968 + Anexo bibliográfico.
- "Revista Española de la Opinión Pública No 14", Octubre/diciembre 1968 con artículos de Ph. M. Hauser, Luis González Seara, Alphons Silbermann, Bernard Voyenne, José María Vera, S.J., José Luis Martín Martínez.
- "Cahiers d'Etudes de Presse" No 2, Travaux et recherches de la Section Economique de l'Institut Français de Presse, Université de Paris.

PAUSESTI Alexandru Dimitriu

"Istoria Literaturii Franceze" Secolul XX", Premier ouvrage publié en français sur la littérature française du XXème siècle en Roumanie.

HEBARRE Jean-Louis

- "Die Klassische Pressefreiheit ist tot" (Der Journalist No 11/1968);
"La Concentration de la Presse en France" (Journalismus No 4);
"Remarques au sujet des événements de Mai et Juin 1968 en France" (Blätter für Deutsche und Internationale Politik No 11, Cologne).

SCHULZ Ursula

"Die Bremer Anfänge : Friedrich Eberts" Verlag J.H. Schmalfeldt & Co, Bremen. reçu du Deutsche Presseforschung, Bremen.

MALETZKE Gerhard

"Publizistik zwischen Geistes- und Sozialwissenschaften".

KOSZYK Kurt

"Zur Funktion und Struktur der Publizistik - Zwei Beiträge".

KNIPPING Franz

"Die formierte Meinung - Beiträge zur Funktion und zur Wirkungsweise des journalistischen Massenmedien in Westdeutschland" (Karl Marx Universität, Leipzig).

MERRILL John C.

"The Elite Press - Great Newspapers of the World" (Pitman Publishing Corporation, N.Y.).

MOELLER Leslie G.

"Journalism Education, the Media and 'The New Industrial State'", in (Journalism Quarterly Autumn 1968, Vol 45, No 3, pp 496/508).

SCHILLER Herbert I.

"The Use of American Power in the Post-Colonial World", (Massachusetts Review, Vol 9, No 4, Autumn 1968).

KAFEL Mieczyslaw

"Szkolnictwo Dziennikarskie w Swiecie Wspolczesnym i Perspektywy Rozwojowe w tej Dziedzynie". Collective work of the Polish Academy of Science, devoted to the general problems of Polish Culture and the Influence of the History of Polish Press. In this particular chapter, Mr. Kafel studies "Various systems of training of journalists in the contemporary world and prospective developments".

MARQUES DE MELO José, Director de la Faculdade de Jornalismo "Casper Libero"

"Jornalismo semanal ilustrado": Estudo comparativo de 5 revistas semanais: Manchete, Paris Match, L'Europeo, Stern e Life). Sao Paulo 1968

"Ciencias da informacao/Classificacao e conceitos" (Escola de Comunicacoes culturais de Sao Paulo, 1968).

"Estudio comparativo de tres diarios brasileiros" en espanol), en la Revista Espanola de la Opinion Publica No 13/1968).

"Do 'LEAD', Jornalismo Informativo", Escola de Comunicacoes Culturais, Departamento de Jornalismo, Sao Paulo 1968.

MERCADANTE Luiz Fernando

"A Aventura da Noticia", Estudio del "jornal do Brasil". (id.)

GALVAO Flavio

"Captacao da noticia e acesso às fontes de informacao". (id.)

HAMPEJS Zdenek

"Linguagem da imprensa brasileira contemporanea". (id.)

- "Guia 3/1968" de la Escola de Comunicacoes Culturais de la Universidade de Sao Paulo.
- "III Seminario esso de Jornalismo / Teses".
- "Boletim No 3 do Departamento de Jornalismo".
- "Bloch Comunicacao no 14".
- "Comunicacoes & Problemas" Vol III, Ns 2/3, Recife, Novembro 1968, ANO III - Ns 8/9. (contents : A Galacia de McLuhan, 12 Horas no Front da Noticia, Comunicacao e Mundanca social).
- "Marshall McLuhan : Pros e Contras : Transcrito de "Life International", Março de 1966, Vol 40, No 6 - Sao Paulo 1968, Departamento de Jornalismo.
M. José Marques de Melo, Directeur du Departement de Journalisme, Escola de Comunicacoes Culturais
Rua Estado Israel 1023, Casa 1 - Vila Clementino, SAO PAULO.