

Petit-Chêne 18 B, 1003 Lausanne
December 15, 1969

18TH LETTER FROM THE PRESIDENT
Dr.Fr./Trad.Engl.

Dear colleagues and friends,

As you know, the VIIth International Week of Social Science, organized by the Instituto de Ciencias Sociales of Barcelona, took place in this town from November 3 to 7, 1969. This year, the subject was : "Information and the Human Person"; it was approached under various aspects :

- Information and Public Opinion
- Information and Political Life
- Information and Permanent Education
- Information and Economic Life.

This VIIth Week was an opportunity to gather an important number of eminent and brilliant specialists in the various branches of information coming from : Belgium, Czechoslovakia, France, Great-Britain, Hungary, Liberia, Portugal, Western Germany, Rumania, Switzerland, and Spain, that delegated his best experts. Many reports were presented, which will be published by the Institute of Social Science in the course of next year. So far, typed copies are available from Mr. Jorge Xifra, Carmen 47, Barcelona, (see attached list).

On this occasion, we would like to thank our Spanish friends for their warm hospitality, for the efforts they have made to ensure the success of this VIIth Week, and also congratulate them on this particular talent they have to mix in such a pleasant way the interest of working sessions with the charm of a touristical stay full of discoveries.

The members of the Permanent Bureau met twice to discuss some particular problems and to prepare the

MEETING OF THE EXECUTIVE COMMITTEE.

The Executive Committee met on Thursday November 6, in the Conference Room of Hotel Majestic. Besides the Executive Committee represented by Messrs. Francesco Fattorello, Vice-President, Vladimir Klimès, Secretary General, Beneyto, Benito, Gabor, Roegele and your President, all the members of the association who were present in Barcelona were invited to take part in the meeting.

On opening the session, Mr. Bourquin informed the assistance of the death of Professor G. A. SCHLICHTING, former Rector of the Nijmegen University, and he invited the assembly to observe one minute silence in homage to our regretted colleague and friend.

Then, in the name of IAMCR, he thanked the Institute of Social Science of Barcelona, and particularly its Director, Jorge Xifra, as well as all the Spanish members who contributed to the organization of the symposium and made possible the present meeting, for their most friendly welcome and congratulated them on the perfect organization of the colloquium.

On this occasion, he officially announced the creation of the SPANISH NATIONAL COMMITTEE OF IAMCR, constituted under the presidency of Mr. Juan Beneyto and approved by our Association's Executive Committee.

He then proceeded with the items of the agenda, which mainly consisted in the 1970 activity programme and the organization of our next General Assembly.

1970 ORDINARY GENERAL ASSEMBLY

We had originally planned to hold our 1970 General Assembly in Moscow, in the framework of the Congress of Historical Science. Unfortunately, our Russian friends' answer, confirming their desire and the possibility of receiving us in USSR arrived too late and we had already taken other steps. However, this possibility is reserved for another occasion.

In the meantime, on suggestion of Messrs. Klimès, Roegele, Haacke and other members, we had investigated the possibility of convening our General Assembly in Western Germany. It will definitely take place from September 1 to 4, 1970, in Constance, on the Bodensee.

A full day, eventually two will be devoted to administrative tasks, and particularly to determining exactly what projects and requests we shall present as the General Conference of UNESCO, next October.

We have already received numerous requests from our sections, which would like to hold a session at the same time as the General Assembly, and we are planning to have them sit simultaneously.

So far, the subjects proposed by the various sections are :

1. Section of Psycho-Sociology, presided by Alex S. Edelstein; "Cross Cultural Communication". Mr. James D. Halloran will approach : "Mass Culture and Popular Culture".
2. Section for Mass Communication and International Understanding : President Osolnik will present a conference and M. Georges Mond will study "The Role of Student Press in International Rapprochement".
3. Technological Section : Mr. Minassian will treat of "Electronics and the formation of Journalists".
4. The Section presided by Dallas W. Smythe would like to devote some time to the subject : "Communication Satellites".
5. Mr. Caravia (Rumania) has also promised a paper.
6. Mr. Klimès. President of the Section for History will try to convene his section in Constance.

NEWS FROM THE SECTIONS ...

Section concerned with problems related to developing countries.

During the gathering of the Executive Committee, on June 30, in Montreal, on the occasion of the International Meeting convened by the Canadian National Commission for Unesco, it had been decided to propose the creation of a new section, dealing with problems related to developing countries. Several members had supported this initiative, launched by Bogdan Osolnik, and Mr. Kaarle Nordenstreng had accepted to take upon the presidency of the section.

The proposition is accepted and it is decided to ask the collaboration of professionals. Mr. Klimès, who was on his way to Tunisia, just confirmed that he has obtained there the collaboration of Mr. Hassine Aleya, Director of the Press Institute of the Tunis University, of Professor Ali el Hili, Directeur of Scientific Research at the Ministry of National Education, as well as of Mr. Akrouf, Director of the Tunisian Television.

Mr. Pal Gabor will contact the person, at the International School of the International Organization of Journalists, in charge of the formation of African journalists. Finally, Mr. Mond has just confirmed that he has obtained the collaboration of Mr. Hervé Bourges (Paris), specialist in the problems of developing countries and who has organized the School of Journalism in Conakry.

Technological Section

President Charles Minassian had prepared an AIERI Flash especially intended for the Barcelona meeting. Unfortunately, this document did not arrive early enough. You will find it enclosed.

On the other hand, considering the growing success of his technical bulletins in Europe and even overseas (over 600 readers), Mr. Minassian is planning to publish them in English next year.

In addition, he would like that the presidents of the various sections regularly send him - twice a year, for instance - activity reports on their sections, so that he would be able to publish them in his bulletins, that would thus become our association's official and regular publication.

Terminology

Mr. Bernard Voyenne, President, has set up a basic vocabulary of press terms, counting 500 words at a first stage, which he would like to translate into five languages - French, English, Spanish, German and Russian.

The French/English document is ready, but Mr. Voyenne is now faced with practical and financial problems. He has already received offers of collaboration for further translation.

Advertising and Market Research

The section presided by Mr. Leo Bogart had somehow slowed down its activity since its president's return to the States. Mr. Fattarello proposed Mr. Guido Farrinello's candidature to vice-presidency. Mr. Parrinello met Mr. Bogart during a recent trip to the States and he would accept to

coordinate studies taken up in Europe with those being carried on in the States.

The proposition is accepted and Mr. Parrinello will welcome every suggestion or offer of collaboration.

His address : Dr. Guido Parrinello, Via Nomentana 256, Rome.

History

Our Section for Historical Matters is placed in a delicate situation by the fact that the International Committee for Historical Science, of which our section is a member, organizes every fifth year an important congress - on the occasion of which our section convenes its members.

This year, the Congress of Historical Science will take place in Moscow at the same time as our General Assembly will be held in Constance. So as not to deprive our Assembly of the presence of our section for Historical Matters, Mr. Klimès will solicit from the Director of the International Committee for Historical Science the authorization to convene its section in Constance.

Section for the Professional Training of Journalists.

A first gathering of this section took place in April 1968, in Pamplona. President Francesco Fattorello and Vice-President Juan Beneyto are planning to hold the second international symposium in Hungary, at the beginning of 1971. Mr. Pal Gabor has accepted to organize this meeting.

... AND FROM OUR MEMBERS.

The Magyar Sajtotudományi Társaság (Hungarian Association for Mass Communication Research), which has officially joined our Association in Barcelona, was formed in April 1969, with the aim of finding a scientific solution to the day-to-day practical problems of the Hungarian mass media, primarily the press, radio and television, and contributing to the coordination of research in the various branches. It belongs to the Centre for the Training of Journalists of the Association of Hungarian Journalists.

The Magyar Sajtotudományi Társaság started its activity in six sections : educational, methodological, socio-psychological, technical-economic, legal and historical. President is Dr. Jozsef Pálffy, Editor-in-Chief of the weekly "Magyarország"; Vice-president is Mr. Pal Gabor, Deputy Secretary-General of the Association of Hungarian Journalists and Director of the Centre for the Training of Journalists; Executive-Secretary is Mr. Janos Oláh, Deputy-Director of the Centre for the Training of Journalists.

A library and a documentation service on the press has been set up.

We invite all institutes, universities and individual members who have published books or who dispose of research material in the various branches of information to let the Hungarian association for Mass Communication Research benefit from these documents and send available copies to :

Address : Magyar Sajtotudományi Társaság, Szarvas Gábor utca 20, Budapest XII.

SUGGESTIONS AND PROJECTS

Considering the growing importance of the image in the evolution of the various media (photocomposition, radio/TV), Mr. Daniel Bécourt would like to include these new techniques in our research programme. The members who

have suggestions to make on this subject are kindly requested to send the the secretariat a short report for the Constance Gener 1 Assembly.

Another important problem is that of the permanent adantation of professional journalists to new techniques. The Ecole Supérieure de Journalisme of Lille and the Centre de Formation des Journalistes of Paris are studying this problem. The International Association of Journalists, in Praha, regularly organizes seminars for professional journalists, where the technical aspects of their formation are studied. Necessary steps will be taken to associate IAMCR to these seminars.

It would also be necessary to set up - on a national, or still better, on a supra national basis - news agencies and documentation centres. Mr. Klimès has prepared such a project for the Czech authorities and he is ready to send copy of this document to those members who are interested. Their suggestions and remarks will be welcome.

Address : Mr. Vladimir Klimès, Rimska 44, Praha.

Very important researches are carried on by the ANPA, with which we should keep closer contact. This association is a member of the International Federation of Newspaper Publishers, which is represented among IAMCR by its President, Claude Bellanger, and by its Secretary general, Jacques Bourquin.

We insistently ask our members who are interested in one or several of the above questions to contact without delay either the Secretariat or the personed concerned directly.

Repertory

The members present in Barcelona unanimously thought that the setting up of our repertory is an important task, of which must be carried on. But we are faced with great difficulties, due to the lack of personnel and of financial possibilities. However, we have already received several offers of collaboration and we hope to overcome these difficulties. Concerning the rythm of publication, it appears that one issue every fourth year would enable us to note a real evolution in the media and also to make a better selection.

A g e n d a

ADDIS ABABA :

February 17-21, 1970 Regional Conference of Non-Governmental Organizations
Our association will be represented at this conference by Professor Khalil Sabbat, of the Cairo University - 33, Atdel Khalik Sarwat Street, Cairo, UAR.

TORINO : International Meeting on Information Problems, on the theme :
March "To-morrow Journalist and Daily Newspaper".
5-6-7, 1970 You will find enclosed a preliminary programme.
IAMCR Bureau will be convened on this occasion.

VIENNA
May, 1970

Press and Television Congress.
Additional information can be obtained from
Mr. Vladimir Klimès. R mská 44, Praha.

CONSTANCE
September
1-4, 1970

IAMCR Ordinary General Assembly.
Meetings of the various sections.

PARIS

October 1970 General Conference of UNESCO.
IAMCR Bureau Meeting.

BUDAPEST

Spring 1971 2nd International Meeting of the Section for Professional
Training.

Wishing you all a very Merry Christmas and a Prosperous New Year.

I.A.M.C.R.

Your President

Boujaini

English/Anglais

PAULU Burton : "Europe's Second Chance Universities", reprint from Educational Broadcasting Review, Vol. 3, Nr. 3, June 1969.

Français/French

JOURNALISME : Revue trimestrielle du Centre International d'Enseignement supérieur du Journalisme de Strasbourg.
(Incidences des transformations techniques sur l'avenir de la presse écrite : No 31, Actes du Colloque réuni au C.I.E.S.J. du 5/10.6.1967).

URINA : Union des Radiodiffusions et Télévisions Nationales d'Afrique.
Séminaire sur le Rôle de la Radiodiffusion et la Télévision dans le développement social. Dakar, 17/26 juin 1968.
Cet ouvrage peut être obtenu auprès de M. Sayet Abbas Chedid, Centre d'Information des Nations-Unies, Dakar, Sénégal.

Espanol/Spanish

NIETO Alfonso : "Periodista y participacion". Publicado en 'Nuestro Tiempo' No 183, Pamplona, Septiembre 1969.

MUNOZ ALONSO Alejandro : "Publicidad y Sociedad industrial"
Instituto de Estudios Politicos, Madrid, 1969.

"Los fenomenos de concentracion y la publicidad en la radiodifusion".
Separata de la revista 'Estudios de Informacion' No 9, enero/marzo 1969.

BRAJNOVIC Luka : "Tecnologia de la informacion", Ediciones Universidad de Navarra S.A. Pamplona 1967. (Cuadernos de Trabajo)

CUADERNOS DE TRABAJO : Para obtener el catalogo 1968, escriban al Instituto de Periodismo de la Universidad de Navarra, Pamplona, Espana.

Tambien se puede obtener la lista de los trabajos sobre la informacion y los medios informativos publicados por el Instituto de Ciencias Sociales de la Diputacion de Barcelona, escribiendo al Sr. Don Jorge Xifra, Calle Carmen 47, Barcelona.

Portuguese/Portugais

RIZZINI Carlos : "Hipolito Da Costa - A açao social e politica do 'Correio braziliense'. Universidad de Sao Paulo, Departamento de Jornalismo, 1969.

MARQUES DE MELO José : "A reforma do ensino de jornalismo" publicado pela Faculdade de Meios de Comunicaçao Social na sua coleçao 'Cadernos d de Temas de Comunicaçao Social, No 8, fevereiro de 1969.

"Bibliografia brasileira da pesquisa em comunicaçao", 1969.

Cumpliendo 10 años de existencia, publica el CIESPAL (Centro Internacional de Estudios Superiores de Periodismo para America Latina) una "Informe de diez anos de labores".

Modifications à la liste d'adresses/Amendments to address list

31. Centre International du Film pour la Jeunesse <u>300</u> , rue Royale B - 1030 <u>BRUXELLES</u>	398. Organisation Internationale des Journalistes (O.I.J.) Parizská, 9 <u>PRAGUE 1</u>
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Mofifications à notre liste d'adresses
Amendments to our address list

7. Consejo Nacional de Seguridad
Direccion General de Movilizacion
CENTRO DE INFORMACION DOCUMENTARIA
Hipolito Yrigoyen 1835 - 3^o piso
BUENOS AIRES
27. MANZANARES Henri
Conseiller juridique
Commission des Communautés
européennes
23, av. de la Joyeuse Entrée
BRUXELLES 4
28. SANS Joseph
57, avenue d'Auderghem
BRUXELLES 4
61. DE LA ROCHELLE Serge
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Case postale 6600
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161. HUTIN François XAVIER
Service des Etudes OUEST-FRANCE
38, rue du Pré Botté
35 - RENNES
207. Hungarian Association for Mass
Communication Research/
Magyar Szótudományi Társaság
20, Szarvas Gábor
BUDAPEST XII
244. PARRINELLO Guido
Via Nomentana 256
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245. ORSI Guido
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246. BECHELLONI Giovanni
Centro di Documentazione e di
Studi sull' Informazione (CESDI)
Via Fabio Massimo 60
00192 ROME
247. MAZZUCHELLI Teresa
Via San Giovanni Laterano 262
ROME
- LIBERIA
264. WILLIAMS Nelson T.
Under Secretary
Department of Information
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- PORTUGAL
313. BALSEMAO Francisco C.P.
Administrateur "Diario Popular"
Rua Luz Soriano 67
LISBOA
348. CARAVIA Paul
17, Rue Ion Andreescu
BUCAREST - 3
367. HULTEN Olof
Department for Audience and
Programme Research
Sveriges Radio
S - 10510 STOCKHOLM
374. HABERICH Klaus
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1201 GENEVE
399. Kabinet Teorie Novinarstva
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Filozofická fakulta Univerzity
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420. Temporary address until May 30, 1970
DONOHEW Lewis
Institute for Press Research
University of Oslo
P.O. Box 1093, Blindern
OSLO 3, Norway
462. TOSCANO James V.
World Press Institute
1635 Summit Avenue
SAINT PAUL, Minnesota
469. JOHNSTON Eldred Wayne
2539, 29th Avenue
SAN FRANCISCO 94116

C o m u n i c a c i o e s

MOND Georges H.

L'influence de l'opinion publique sur l'information dans les
pays socialistes européens.

VOYENNE Bernard

Information et opinion publicud.

MAST André : L'objectivité de l'information à la Radio/Télévision belge.

HAACKE Wilmont

Généalogie et phénoménologie du périodique politique.

DESANTES GUANTER José Maria.

La critica politica como informacion.

DE LEONE Enrico

Informazione e vita politica nel Maghrib.

BENEYTO Juan

La persona, entre la educacion y .la informacion.

ROMERO RUBIO Andrès

Informacion y educacion permanente.

EYDALYN Marcello

L'educazione continua.

CIMPEANU Pavel

L'information-objet de recherche scientifique.

MARIN IBANEZ Marin

Objetivos educacionales de la radio

TUSQUETS Juan

Los medios de informacion y la deseducacion permanente.

WILLIAMS Nelson T : "Mass Communication as an Educational Influence".

FLAMANT Maurice

Information et vie économique.

D'AGATA C.

L'informazione statistica enlla vita moderna.

ROMERO RUBIO : Informacion para una nueva sociedad.

La libertad en los medios de comunicacion de masas.
Medios de comunicacion social y paises subdesarrollados.

ROEGELE Otto

?Receptor o consumidor ? El individuo prente à la oferta de los
medios de comunicacion.

GENOVART ROSELLO C.

La solidaridad como forma de comunicacion social en algunos
relatos de guerra autobiograficos.