

NEWSLETTER

Volume 2 • Number 1 • March 1992

PRESIDENT'S COLUMN

Cees J. Hamelink, IAMCR President

Late October 1991 I had the opportunity to address —for the first time after our elevation to Status A with Unesco— this multilateral organization during its 26th General Conference.

As a speech like this is given on behalf of the membership of the Association, I thought that it would be proper to use the president's column this time to let you know what I did say in your name!

"Let me begin by expressing on behalf of our Association our sincere appreciation for the decision of the Executive Board adopted at its 136th session, earlier this year, to admit the IAMCR to category A.

This decision crowns a long-standing relationship between Unesco and our Association since 1957 — a relationship characterized by intense and diverse forms of collaboration through the expert panel, the international studies, the individual consultancies, and contributions to myriad Unesco reports.

It is ironic to observe that we have reached the elevated status of category A at a moment in Unesco's history that —to put it mildly— does not impress the observer as a period of great attention for serious academic research.

Having followed Unesco's programmes for a long time, I have to conclude that the current draft programme for 1992-1993 certainly represents an all-time low score on research interest in the field of communication.

But then it may be as well that this is an opportune time for the Association to have achieved category A status as we are supposed to be the research conscience of the communication programme. In addition to offer assistance in the execution of the proposed programmes, we should also remind the General Conference that although research may not appear very productive or cost-efficient in the short-term, on the longer run it pays off. A programme that is largely characterized by *doing* rather than *thinking* demands in time a much higher price for inefficiency, than the relatively minimal investment in study and reflection.

It is in this context that it is my privilege to express on behalf of both the IAMCR and an other category A NGO, the *Federation Internationale d'Information et de Documentation*, our concern about the relative low

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CALL FOR NOMINATIONS

In January, the Secretary of the Nominations Committee, Olof Hultén at the University of Gothenburg, Sweden, had received nominations of a little more than 70 people. This is not a bad turnout. The Nominations Committee will, however, continue its search for more candidates from a wider selection of countries, in order to make the strongest and most representative slate for the General Assembly in Guarujá, Brazil, in August.

Of course, those who wish to nominate candidates at the Assembly have the right to do so. The role of the Nominations Committee is to facilitate the election process.

For this reason, the Nominations Committee has extended the deadline for nominations. The Committee will continue its search for candidates but encourages members to help in this effort. Nominations will be accepted by the Secretary until April 1.

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PRESIDENT'S COLUMN, continued

allocation of resources to the communications programme and our concern about the continued understaffing of the units executing the programme.

Both our organisations can strongly support Executive Board recommendation 59 which recommends to the General Conference that *it explore all avenues for increasing the means of action for this major programme area.*

It is in line with what I have said so far to state that the IAMCR also wholeheartedly supports yet another recommendation by the Executive Board (62) which recommends that *provision be made for carrying out research, in close co-operation with professional non-governmental organizations, on problems that arise in the context of the process of democratization and transition to the free-flow and pluralism of information.*

The current Unesco communication programme focusses on production assistance, training, advisory services, technical support, dissemination and publication.

This would seem to assume that in these areas we have done enough definitive research and it is high time for the "doers" to move in and take charge.

There is indeed world-wide in the communications field a great deal of activity, which mainly amounts to fast running into directions that promise short-term return. There is, for example, presently in several Eastern European countries a rush into new regulatory structures without any serious critical social reflection. It is heyday for law firms and engineering consultants. It is a booming market with simplistic solutions to complex problems. This situation reminds me of the apt expression by H. L. Menken, *"For every problem there is a solution, that is simple, direct and wrong"*.

The title of Unesco's major programme area IV *"Communication in the Service of Humanity"* has never been as appropriate as it is to-day.

The past year has amply demonstrated how vital the role of communication in world politics has become. We have also once again seen how badly current communication systems serve the cause of humanity. Most media allow themselves to be used for state-controlled disinformation and are satisfied with inundating their audiences with avalanches of non-stop distractions which suggest, as Aldous Huxley phrased it in *Brave New World* *"everybody is happy now"*.

The Unesco programme is called upon to challenge this state of affairs. We think that in its present form the programme is largely inadequate to do this. We believe this task cannot be performed without serious independent research. We are ready as a professional organisation in the field of communication research to assist Unesco in its mandate, provided the General Conference is willing to contemplate the usefulness of a minimum of intellectual reflection.

Unesco needs to be reminded of its intellectual roots in the pre-war Institute for Intellectual Cooperation, if it wants to make the organization a serious partner for the academic community.

The present lack of intellectual quality and the apparent eagerness to engage in "no-nonsense" projects are in the long-run counterproductive and a violation of the very principles upon which Unesco was founded. The scope for intellectual reflection that we propose, should not be seen as asking too much in the light of a challenge the outcome of which will largely determine the quality of our cultural and informational ecology".

Amsterdam, February 29, 1992

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Send three (3) copies of material to:

Janet Wasko
Dept. of Speech, University of Oregon
Eugene, Oregon 97403, USA
Tel: (503) 346-4171 Fax: (503) 346-4142
E-mail: jwasko@oregon.uoregon.edu

Cees Hamelink, IAMCR/AIERI
PO Box 67006, 1060 JA Amsterdam, The Netherlands
Tel: +31-20-6101581 Fax: +31-20-6104821
E-mail: Hamelink@iamcr.NL

Robin Cheesman
Communication Studies, Roskilde University
PO Box 260, DK-4000 Roskilde, Denmark
Tel: +45-46757711 Fax: +45-46755313
E-mail: robin@ruc.dk

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

This issue has been prepared in Roskilde, Denmark, and printed and distributed from IAMCR headquarters in Amsterdam.

BOOK PROPOSALS WANTED!

IAMCR Publication Committee seeks book proposals from IAMCR sections, working groups.

Books may be edited or authored. They may be by one author or multiple authors. They may focus on any subject as long as they meet the criteria set for all books in the IAMCR book series. These criteria are that books must make a major contribution to the literature, represent quality scholarship, address globally important themes, and show promise of becoming classics.

Detailed proposals are to be submitted through recognized leaders of IAMCR sections or working groups. Proposals must be in English although they may propose books in English, French, or Spanish. Proposals may be submitted at any time.

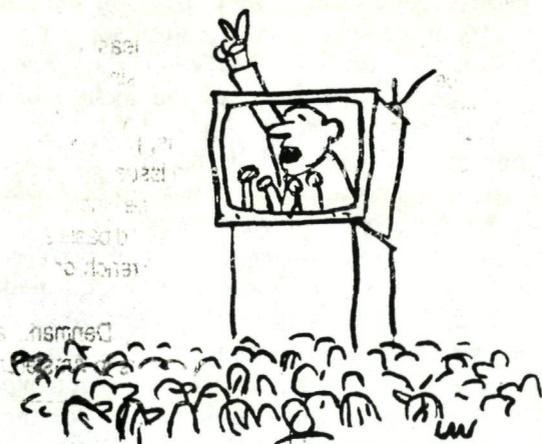
Members of the IAMCR publication committee include: Hamdam Hj. Adnan, William E. Biernatzki, Ulla Carlsson, Robin Cheesman, Brenda Dervin, Nelly de Camargo, Cees Hamelink, Karol Jakubowicz, Manuel Pares i Maicas, Annie Mear, Tamás Szecskó, Janet Wasko, Robert White.

For more details or to submit proposals, contact the IAMCR committee liaison: Dr. Brenda Dervin, Department of Communication, Ohio State University, 319 Neil Hall, 1634 Neil Avenue, Columbus, Ohio 43210-1217, USA. Phone: (614) 292-3400 Fax: (614) 292-2055. □□

Call for nominations, continued

Members of the Nomination Committee are: Roque Faraone (Uruguay), George Gerbner (USA), Olof Hultén (Sweden), Ragia Kandil (Qatar), Annie Méar (Canada).

Please, send nominations to Dr. Olof Hultén, Department of Journalism and Mass Communication, University of Göteborg, Sprängkullsgatan 21, S-411 23 Göteborg, Sweden. □□



1991 McLuhan TELEGLOBE CANADA AWARD PRESENTED TO JAMES D. HALLORAN

Ottawa, December 4, 1991. At a ceremony held today at the Museum of Civilization in Hull, Quebec, His Excellency the Right Honourable Ramon John Hnatyshyn, Governor General of Canada, presented the 1991 McLuhan Teleglobe Canada Award to James D. Halloran. The biennial international award in communications consists of a prize of \$50,000 and a silver medal created by Canadian artist Lois Betteridge.

James D. Halloran has made a distinct and significant contribution to the field of mass communications. He has been Director of the Centre for Mass Communications Research at the University of Leicester, England, since it was established in 1966. He was formerly president of the International Association for Mass Communications Research. His work on topics as varied as the effects on television, deviance and mass media, demonstrations, the need for communication research, and development communication, with many organizations, including the International Association for Mass Communication Research, the Prix Jeunesse International, the Centro Internazionale Studi Famiglia in Milan, Unesco, and the Council of Europe, to name just a few, have named him a renowned and respected figure in mass communications research ...

The winner of the 1991 award was chosen by a jury of five eminent Canadians from among a field of candidates put forward by 19 Unesco National Commissions in all parts of the world. The jury was chaired by Florian Sauvageau, and was comprised of Adrienne Clarkson, Paul-André Comeau, Michael Snow, and Anna Stahmer. Alan Hancock, representing the Director General of Unesco, sat on the jury as an observer.

Under the permanent patronage of Unesco, the McLuhan Teleglobe Canada Award was created in 1983, World Communications Year, by the Canadian Commission for Unesco in association with Teleglobe, which funds the award. Open to candidates of all nationalities, the award honours an individual or a group whose work has made an exceptional contribution to a better understanding of the influence of communications media and technology on society. Four eminent international figures in the world of communications have already received this prestigious award: Luis Ramiro Beltran, Bolivian Journalist (1983); Umberto Eco, Italian communications specialist, writer, teacher, and social critic (1985); Elihu Katz, Israeli communications specialist, sociologist, scholar and author (1987); and Pierre Schaeffer, French creator of audiovisual forms of expression and communication (1989).

The McLuhan Teleglobe Canada Award pays tribute to Canadian communications philosopher Marshall McLuhan, whose extraordinary work in this field at the University of Toronto over the past 30 years received worldwide attention. Books such as *The Mechanical Bride* (his first, published in 1951), *The Gutenberg Galaxy* (1962), and *The Medium is the Message* (1967) earned him a reputation as a prophet in the electronic age. Phrases from his works, such as "the medium is the message" and "the global village" have entered everyday thought and speech.

In the past decade, Teleglobe Inc., parent company to Teleglobe Canada, has evolved from a \$3-million-a-year supplier of communications products with 30 employees to a \$400-million-a-year provider of solutions worldwide in the fields of information technology, networking and telecommunications, employing some 2,500 people and managing more than a billion dollars in assets.

As an advisory and liaison body, the Canadian Commission for Unesco coordinates the Unesco program in Canada and advises the Canadian government in its relations with Unesco. The commission is at the centre of a vast network of specialists and governmental and non-governmental organizations working in Unesco's fields of jurisdiction.

JAMES D. HALLORAN THE MAN AND HIS WORK

Known for his pioneering work on various aspects of critical communication studies, James D. Halloran has been Director of the Centre for Mass Communication Research at the University of Leicester, England, since its founding in 1966. He is past president of the International Association for Mass Communication Research (IAMCR) and is credited with having made the IAMCR the truly worldwide organization that it is today.

James Halloran was born in Birstall, near Leeds, England, and graduated from the University College of Hull, obtaining postgraduate qualifications in education and educational administration from the universities of Leeds and London. Following work as a teacher, prison tutor and further education officer, he joined the University of Leicester as a lecturer and then senior lecturer in the Department of Adult Education before being appointed Director of the Centre for Mass Communication Research.

He has been a member of many national and international bodies, including the British government's Television Research Committee, the Prix Jeunesse International Research Group, the East Midlands Regional Board of Central Independent Television and the Council of the Media Society of the Institute of Journalists, and a consultant to a number of others, including Unesco, the Council of Europe, the Asia-Pacific Institute for Broadcasting Development, the British government's Committee on the Future of Broadcasting (Annan Committee), the International Commission for the Study

of Communication Problems (MacBride Commission) and the Centro Internazionale Studi Famiglia in Milan.

Author of various articles and books on the media and the various aspects of the communication process and involved in a wide range of research projects at the national and international levels, he has made a lasting contribution to the field of mass communication. A brief survey of some of his publications and a few projects in which he has been involved gives an idea of some of his research interests and the scope of his work.

The effects of mass media, and television in particular, has been the focus of much of his research, as a member of the Television Research Committee and the Prix Jeunesse International Research Group, in work for the Annan Committee and in other research projects. One of the working papers of the Television Research Committee, for example, explored the relationship between television and delinquent behavior. *The Effects of Television* (edited by James D. Halloran, 1970) was broader in scope, looking at the social and political effects of television, television and the arts, the effects of television on other media, and television education. Some of the Prix Jeunesse research in which he has been involved has looked at such topics as pre-school children and television, what television producers know about their young viewers, and television and the image of the family.

Halloran has also focused on violence and the media in such works as *Mass Communication: A Symptom or Cause of Violence?* and *Studying Violence and Mass Media: A Sociological Approach*, emphasizing the importance of studying media violence in relation to other institutions and to violence in society as a whole and of setting it within the appropriate social, political, and economic framework.

Demonstrations and Communication: A Case Study (J.D. Halloran, P. Elliot and G. Murdock, 1970), which compares and contrast coverage of an anti-Viet Nam war demonstration in various newspapers and by two television channels in order to look at how the news is selected and presented and the influence of "news values" in making an event a news story, has become a classic in the field. This is a topic he has followed up in an article for the recently published *Encyclopedia of Mass Communications* (1991), concluding that "the media—television in particular—in portraying demonstrations, will reinforce the prevailing simplistic analyses of complex situations" and that this "will certainly not lead to an increased understanding of the social situations which rise to demonstrations."

Throughout his work, Halloran has stressed the importance of and need for research, from *Mass Media in Society: The Need of Research* (Unesco, 1970) to the recently published *A Quarter Century of Prix Jeunesse Research*. As he wrote in 1987, not enough information is available and, more importantly, the information that is available is partial and unbalanced. However, he has cautioned, we must not be unrealistic in our expectations. While research will always be important and useful, "the neat, simple, packaged, convenient, un-

equivocal answers sought by so many are still not likely to be forthcoming. The nature of the problem is not susceptible to this type of answer. The process is too complex."

One of Professor Halloran's lasting contributions to the field of mass communication has been as the president of the International Association of Mass Communication Research. He is credited with single handedly building the organization into a worldwide association of communication scholars and in this way furthering a better understanding of the influences of communication processes on different societies. In honour of his contribution to the association during his 18 years as its president, the IAMCR is publishing a collection of articles by communication scholars in 13 different countries entitled *Mass Communication Research: On Problems and Policies — The Art of Asking the Right Questions*. The topics of the articles, including mass communication research and policy-making, mass media effects, violence, media education and communication technology, cover many of Halloran's own research interests. □□□

(From IAMCRNet number 10)

NEWS FROM THE ADMINISTRATIVE OFFICE

Membership Directory

In January the new membership directory has been mailed to all paid-up members of the Association. As the Administrative Office intends to expand and improve the next issue of the directory, we kindly ask you to inform us in case your name and/or address are inaccurate and to let us know the numbers of your telephone + fax and your e-mail address.

Future Conferences

Recently we have produced a revised version of the document that describes the procedures for bidding and hosting for the IAMCR conferences. If you are planning an invitation to the Association and you are interested in this information, please let us know and it will be mailed to you.

External Relations

Since the last Newsletter the Association has also been granted NGO observer status with the World Intellectual Property Organisation. We have also added some new members to the category of Associate membership. The current list of Associate members now includes: ACCE (African Council on Communication Education), ALAIC (Latin American Communication Research Association), AMIC, (Asian Mass Communication Information and Research Centre), CAEJC (Commonwealth Association for Education in Journalism and Communication), COMNET, VSOM (Dutch Association for Mass Commu-

nication Research), and the WACC (World Association for Christian Communication).

Elections

During the conference in Brazil important elections will take place for all the offices of the Association. The constitution provides for the possibility of voting by proxy. We would very much want to encourage you to use this mode of voting in case you are unable to travel to Brazil. Please arrange with colleagues who will participate in the conference to have your vote used.

Correspondent

One of the recurrent problems of the Association is the communication with all members. As *institutional members* will receive information only through their correspondent, we would like to urge correspondents to make items such as the Newsletter available to all colleagues covered by the corporate membership. In case this does not function properly, we would like to ask members affected by this, to let us know. □□□

NOUVELLES DU BUREAU ADMINISTRATIF

Liste des Membres

La nouvelle liste des membres a été envoyée à tous les membres ayant acquitté leur cotisation. Le Bureau Administratif ayant l'intention de développer et d'améliorer la prochaine liste, nous vous serions reconnaissants de nous informer de toutes les inexactitudes comme, par exemple, dans votre nom/votre adresse, et de nous faire savoir vos numéros de téléphone, télécopie, ainsi que votre adresse électronique.

Prochaines Conférences

Nous avons publié récemment une version corrigée du document qui décrit les procédures pour proposer ou accueillir des conférences de l'AIERI. Si vous avez l'intention d'inviter l'Association et si vous êtes intéressé par ce document, faites-le nous savoir et nous vous l'enverrons.

Relations Extérieures

Depuis la dernière Newsletter, l'Association a également acquis le statut d'ONG et le rôle d'observateur auprès de l'OMPI. Nous avons également ajouté de nouveaux membres dans la catégorie des membres associés. La liste actuelle des membres associés comprend à présent: le ACCE (Conseil Africain de l'information et Education) l'ALAIC (Association Latine Américaine de Rechercheurs en Communication), l'AMIC (Centre de Recherche et Information Asiatique sur les Mass Media), CAEJC (Commonwealth Association for Education in Journalism and Communication), COMNET, VSOM (Association Néerlandaise pour la Recherche sur les Media) et WACC (Association Mondiale pour la Communication Chrétienne).

Elections

D'importantes élections auront lieu durant la Conférence au Brésil pour tous les membres de l'Association. La constitution offre la possibilité de voter par procuration. Nous vous encourageons vivement d'utiliser ce moyen de vote au cas où vous ne pourriez pas venir au Brésil. Arrangez-vous avec les collègues qui participeront à la conférence pour qu'ils puissent présenter votre vote.

Correspondant

Un des problèmes essentiels de l'Association est la communication avec chacun de ses membres. Etant donné que les membres institutionnels recevront l'information seulement via leur correspondant, nous recommandons vivement à ces derniers de rendre toute information, telle que la newsletter, disponible près de tous les collègues couverts par l'adhésion institutionnelle. Au cas où cela ne fonctionnerait pas efficacement, nous prions les membres concernés de nous le faire savoir. □□□

NOTICIAS DE LA OFICINA ADMINISTRATIVA

Lista de socios

En enero se enviaron a todos los miembros contribuyentes de la Asociación una lista con los nuevos miembros de la Asociación. La Oficina Administrativa tiene la intención de ampliar y mejorar la lista de socios. A tales efectos les solicitamos tengan la amabilidad de informarnos en caso de que su nombre/dirección estén incorrectamente mencionados y nos hagan conocer el no. de teléfono, fax y/o correo electrónico y la dirección de trabajo.

Futuras conferencias

Recientemente hemos revisado y elaborado la versión final de los documentos que describen los distintos procedimientos que deben tenerse en cuenta para invitar y organizar conferencias para el IAMCR. Si Usted está planeando invitar a la Asociación o Usted está inte-

resado en este tipo de información, escribanos y nosotros se la haremos llegar.

Relaciones externas

Desde la publicación de nuestro último boletín la Organización Mundial de la Propiedad Intelectual le ha concedido a la Asociación el status de observador No-Gubernamental dentro de dicho organismo. También hemos ampliado el número de nuevos miembros en la categoría de Asociaciones miembros. La presente lista de Asociaciones miembros incluye ahora las siguientes: ACCE (El Concejo Africano para la Comunicación y Educación), ALAIC (Asociación Latinoamericana de Investigadores de Comunicación), AMIC (El Centro de Investigación sobre la Comunicación de Masas Asiático), CAEJC (La Asociación de la Mancomunidad Británica para la Educación de Periodistas y Comunicación), COMNET, VSOM (Asociación Holandesa para la Investigación de la Comunicación de Masas) y el WACC (La Asociación Mundial para la Comunicación Cristiana).

Elecciones

Durante la conferencia en Brasil tendrá lugar un importante evento que concierne la elección de nuevos responsables en todos los cargos de la Asociación. Nuestra constitución establece la posibilidad de votar por poder. Nosotros queremos estimular esta forma de votar para aquellas personas que no podrán estar presentes en Brasil. Por favor, contáctese con sus colegas que participarán en la Conferencia para que éstos puedan hacer uso de su voto.

Corresponsal

Uno de los problemas de la Asociación es el de la comunicación con todos sus miembros. Como *miembro institucional* Usted recibirá información únicamente a través de su corresponsal, nosotros queremos urgir a todos los corresponsales a facilitar la circulación de items, como el boletín, entre todos sus miembros corporativos. En el caso de que esto no funcione en forma apropiada, nos gustaría que los miembros afectados nos lo hagan saber. □□□

1992 CONFERENCE AGENDA

Sunday August 16:

Meeting of the International Council
Formal Opening Ceremony

Monday August 17:

Opening plenary session with key note speech by Senator Prof. Fernando Enrique Cardoso
Extra meeting of the General Assembly in connection with nominations and elections
First meeting of sections and working groups

Tuesday August 18:

Continuation sessions of sections and working groups

Wednesday August 19:

Morning:

Continuation sessions of sections and working groups

Afternoon:

Free (possibility of excursion to São Paulo)

Thursday August 20:

Morning:

Last session of sections and working groups

Afternoon: General Assembly

Friday August 21:

Meeting of International Council; Departures

CONFERENCE INFORMATION

For the benefit of those members planning their participation in the 1992 Scientific Conference and General Assembly, the Administrative Office has put together the following information.

On registration

Registration is done through the special forms that should be sent to the Brazilian Conference Secretariat at São Paulo with a copy to the Administrative Office in Amsterdam. The closure date for early registrations is March 31, 1992. After this date an additional amount of US \$ 100 will be charged.

The Conference Secretariat is Escola de Comunicações e Artes/USP, c/o Marina Rector, Av. Prof. Lucio Martins Rodrigues, 443. São Paulo.

On the submission of papers

The deadline for submitting abstracts of papers to the heads of sections and working groups was January 1, 1992. In some cases it may still be possible to submit a paper, but the convenors need to have processed all their reviews by March 31, 1992. The responsibility for selecting papers for inclusion in the conference programme is with the convenors. The Administrative Office can advise in this, but final decisions are made by those representing the Association's sections and working groups. On page 9 of this issue you will find a complete list of sections and working groups and their convenors.

Authors should note that they should carry fifty copies of their paper with them to Brazil or else they may request the hosts to reproduce the copies for them, provided that the original arrives in Brazil before May 31, 1992, and the author will pay for the reproduction on arrival at the conference. Authors may sell their papers to cover the costs of reproduction, if they wish to do so. A sales point will be set up at the conference.

On travel

Travel to Brazil and reservations for pre- or post Conference tours can best be done through the official carrier VARIG and the official tour operator Wagon Lits Travel. Information on this item should have reached members through the Brazilian National Committee, Wagon Lits Travel and Varig in Amsterdam, and through Wagon Lits Travel USA.

Reservations for extra nights at the conference site need to be made through the Conference Secretariat at São Paulo.

IAMCR members in North America may have received an offer for a package tour to Guarujá through an agency called Gibbons Travel. Although it might look like an attractive offer participants should realise Gibbons' offer does *not* include conference registration: participants should also be aware that it is *NOT* possible to register for the conference only. Gibbons' proposed

arrangement would create serious financial problems for the Brazilian conference organizers.

For travel from Europe, contact: Wagon Lits Travel, Hoekenrode 2, 1102 BR Amsterdam. Phone: (31)20.6682-466. Fax: (31)20.6965096.

For travel from North America, contact: Wagon Lits Travel, 1200 Old West Henderson Road, Columbus, Ohio 43220, USA. Phone: 614.457.1830, Fax: 614.442.0331.

You can obviously also contact Wagon Lits Travel and/or VARIG through your local travel agency.

On the conference programme

The agenda of the conference is printed on page 6. All the sections (see page 9) have issued calls for papers and are presently preparing for several sessions during the conference. Several working groups have issued calls for papers in the last Newsletter and since then even more groups have been put on the programme.

The convenors of all these groups are mentioned on page 9.

□□□

INFORMATIONS SUR LA CONFERENCE

Afin de renseigner au mieux les membres désirant participer à l'assemblée générale et à la conférence scientifique, le Bureau Administratif précise ci-dessous certaines informations:

Inscription

L'inscription se fait à l'aide d'un formulaire spécial dont l'original devra être envoyé au Secrétariat brésilien de la Conférence, et la copie au Bureau Administratif à Amsterdam. La date de clôture pour les inscriptions est le 31 mars 1992. Après quoi, un montant supplémentaire de 100 \$US sera exigé. Le secrétariat pour la Conférence est Escola de Comunicações e Artes/USP, c/o Marina Rector, Av. Prof. Lucio Martin Rodrigues 443, São Paulo, Brésil.

Soumission des documents

La date limite pour la soumission des résumés des articles aux chefs de section et de groupe de travail était le 1er janvier 1992. Dans certains cas, il est encore possible de soumettre un article, mais les organisateurs devront les avoir compilés d'ici le 31 mars 1992. C'est aux organisateurs qu'incombe la responsabilité de choisir les articles qui seront inclus dans le programme de la conférence. Le Bureau Administratif peut donner son avis mais les décisions finales sont prises par les représentants des sections de l'Association et des groupes de travail. Vous trouverez à la page 9 de ce numéro une liste complète des sections et des groupes de travail, ainsi que de leurs responsables respectifs.

Les auteurs doivent apporter 50 copies de leur texte au Brésil ou demander aux hôtes de faire des copies pour eux, à condition que l'original arrive au Brésil avant le 31.5.1992 et que l'auteur paie les coûts de reproduction en arrivant à la

conférence. Les auteurs peuvent vendre leurs articles pour couvrir les frais de reproduction s'ils le désirent. Un point de vente sera organisé sur les lieux de la conférence.

Le voyage

Le voyage au Brésil et les réservations pour des visites avant et après la Conférence peuvent être organisés par la ligne aérienne officielle VARIG et l'agence de voyage officielle Wagon Lits Travel. Les informations à ce sujet doivent avoir déjà été envoyées aux membres par le Comité National Brésilien, l'Agence Wagon Lits et VARIG Amsterdam, ainsi que par Wagon Lits Travel USA. Les réservations pour des nuits supplémentaires doivent être faites via le Secrétariat de la Conférence, à São Paulo.

Pour des réservations de voyage en Europe s'adresser à: Wagon Lits Travel, Hoekenrode 2, 1102 BR Amsterdam, tel: (31) 20.6682466, fax: (31) 20.6965096 ou contacter Wagon Lits Travel/VARIG par votre agence de voyage.

Programme de la Conférence

L'ordre du jour de la Conférence est imprimé à la page 6. Toutes les sections (voir page 9) ont lancé un appel pour les articles et sont en train de préparer les diverses sessions de la Conférence.

Depuis la dernière Newsletter, un certain nombre de Groupes de travail ont été ajoutés au programme. Vous trouverez à la page 9 de ce numéro une liste complète des sections et des groupes de travail, ainsi que de leurs responsables respectifs.

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INFORMACION SOBRE LA CONFERENCIA

La presente información concierne a todos aquellos miembros que planean participar en la Conferencia Científica y en la Asamblea General. A tales efectos, la Oficina Administrativa ha elaborado la siguiente información.

Sobre la inscripción

Para inscribirse se debe utilizar un formulario especial que deberá ser enviado al Secretariado de la Conferencia en São Paulo, Brasil y una copia a la Oficina Administrativa en Amsterdam, Holanda.

El cierre de inscripciones está previsto para el 31 de Marzo de 1992. Con posterioridad a esta fecha se recargará \$100 (dólares) extra por inscripción.

La dirección de la Secretaría de la Conferencia es: Escola de Comunicações e Artes/USP, c/o Marina Rector, Av. Prof. Lucio Martins Rodrigues 443, São Paulo, Brasil.

Sobre la presentación de las ponencias

La fecha límite para la presentación de los resúmenes y de las ponencias al responsable del área y de los grupos de trabajo está prevista para el 1o. de enero de 1992. En

algunos casos será posible presentar las ponencias con posterioridad a la fecha mencionada, pero debe tenerse en cuenta que la Secretaría necesita procesar todos los resúmenes antes del 31 de Marzo del corriente. La responsabilidad en la selección de las ponencias, que serán incluidas en el programa de la conferencia, estará a cargo de la Secretaría. La Oficina Administrativa puede aconsejar al respecto, pero la decisión final será tomada por los representantes del área correspondiente de la Asociación y de los grupos de trabajo. En la página no. 9 del presente boletín se encuentra una lista completa de las distintas secciones y de los grupos de trabajo con sus correspondientes responsables.

Se encarece a los autores llevar consigo cincuenta copias de su ponencia a Brasil, o bien solicitar a sus anfitriones preparar dichas copias, siempre y cuando puedan hacer llegar el original a Brasil antes del 31 de mayo de 1992. El autor deberá cancelar los costos de reproducción a su llegada a la conferencia. Si desean, los autores podrán vender copias de su ponencia para sufragar los costos de reproducción. Un punto de venta se establecerá en el lugar de la conferencia misma.

Sobre el viaje

El viaje a Brasil y las reservaciones para el pre/pos tours de la Conferencia pueden hacerse a través de la compañía oficial Varig y el agente de viaje Wagon Lits Travel. La información al respecto tiene que haber sido recibida por los participantes a través de la Comisión Nacional Brasileña, Wagon Lits Travel y Varig en Amsterdam y Wagon Lits Travel en los Estados Unidos de Norte América.

La reservaciones para otras noches en la ciudad de la Conferencia, deben ser realizadas a través del Secretariado de la Conferencia en São Paulo.

Sobre el programa de la Conferencia

La agenda de la Conferencia se encuentra impresa en la página no. 6. En todas las secciones (ver página no. 9) se hace especial mención a posibles temas para las ponencias y artículos que están siendo preparados para algunas sesiones de la Conferencia.

Desde la publicación de nuestro último boletín otros grupos de trabajo han sido incluidos en el programa. En la página no. 9 del presente boletín se encuentra una lista completa de todas las secciones y de todos los grupos de trabajo con sus correspondientes responsables.

JOINT ACCE/IAMCR SEMINAR

The African Council on Communication Education and the IAMCR co-jointly convene a special seminar on "The African Charter and its Impact on Communication Policy and Practice". The seminar will analyze what implications the African Charter of Human and People's Rights holds for communication policymaking and media performance in the African region. This seminar takes place at the occasion of the biennial conference of the ACCE which is scheduled for Cairo, Egypt on October 19-23, 1992.

The seminar will last one-day and will be co-chaired by IAMCR president Cees J. Hamelink and ACCE Executive Coordinator S.T. Kwame Boafo.

Those interested in contributing a paper or participating in the discussions, can obtain more detailed information from: ACCE, PO Box 47495 Nairobi, Kenya or from the IAMCR Administrative Office in Amsterdam.

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SECTIONS and CONVENORS

BIBLIOGRAPHY

Robin Cheesman
Department of Communication Studies
Roskilde University Centre
PO Box 260
DK-4000 Roskilde, Denmark
Phone: +45 46757711 Fax: +45 46755313
Email: robin@ruc.dk

COMMUNICATION TECHNOLOGY POLICY

Robin Mansell
Science Policy Research Unit
University of Sussex
Mantell Building
Falmer, Brighton
East Sussex BN1 9RF, UK
Phone: +44 273-678165/686758 Fax: +44 273-685865

GENDER AND COMMUNICATION

Madeleine Kleberg
Department of Journalism, Media & Comm.
Gjörwellsgatan 26
S-112 60 Stockholm, Sweden
Phone: +46 8 164418 Fax: +46 8 6187979

HISTORY

G.G. Robinson
Graduate Program in Communications
McGill University
3465 Peel Street
Montreal PQ H3A 1W7, Canada

INTERNATIONAL COMMUNICATION

Howard Frederick
Peacenet
18 De Boom Street
San Francisco
California 94107, USA
Email: hfrederick@igc.org

LAW

Wolfgang Kleinwächter
Department of Journalism and Mass Communication
University of Tampere, Box 607
Tampere 33101, Finland
Fax: +358 31 134473 Email: tikano@uta.fi

POLITICAL COMMUNICATION RESEARCH

David Paletz
Dept. of Political Science
Duke University
Durham, North Carolina 27706, USA
Fax: 31.71.91.68128

POLITICAL ECONOMY

Vincent Mosco
Program in Mass Communication
Department of Journalism
Carleton University
Ottawa, Canada K1S 5B6
Fax: +1-613-788-5604 Email: vincent_mosco@carleton.ca

PROFESSIONAL EDUCATION

Kaarle Nordenstreng
Department of Journalism and Mass Communication
University of Tampere, Box 607
Tampere 33101, Finland
Fax: +358 31 134473 Email: tikano@uta.fi

SOCIOLOGY/SOCIAL PSYCHOLOGY

Olga Linné
CMCR — University of Leicester
104 Regent Road
Leicester LE1 7LT, UK

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WORKING GROUPS and CONVENORS

The Assessment of Quality in Broadcast Programming

Sakae Ishikawa
Theoretical Research Center
NHK Broadcasting Culture Research Institute
2-1-1 Atago Minato-ku, Tokyo 105 Japan
Fax: 81.3.3436.5880

Comic Art

John A. Lent
Third World Media Associates
669 Ferne Blvd
Drexel Hill, Pennsylvania 19026, USA

Communication, myth and ritual

Stewart M. Hoover
Center for Mass Media Research
University of Colorado
Campus Box 287, Boulder CO 80309 USA

Contemporary Popular Culture: Brazilian Perspectives

James Lull
PO Box 460925, San Francisco, CA 94146, USA
Fax: 408.924.1018

Current Issues in Development Support Communication

Srivinas Melkote
School of Mass Communication
Bowling Green State University
Bowling Green, Ohio 43403-0235, USA
Email: melkote@andy.bgsu.edu

Environmental Issues and the Mass Media

Anders Hansen
CMCR — University of Leicester
104 Regent Road
Leicester LE1 7LT, UK

Ethnicity and the Media

Charles Husband
Univ. of Bradford
Dept. of Social and Economic Studies
Bradford, West Yorkshire BD7 1 DP, UK

The International Theater of Consumption: Cross Cultural Analysis of Advertising

Sut Jhally
Department of Communication
Univ. of Massachusetts at Amherst
Amherst, MA 01003, USA, Fax: 413 545.6399

Joint IAMCR/WAPOR session Mass Media and Public Opinion

Wolfgang Donsbach
Freie Universität Berlin
Fachbereich Kommunikationswissenschaften
Maltesestrasse 74-100, 1000 Berlin 46, Germany
Fax: 30.7756035
Email: Donsbach@fub02.zedat.fu-berlin.de.

Joint session Law Section and IPSA Research Committee on Political Communication

Philippe J. Maarek
41, rue du Colisée
75008 Paris, France
Fax: 33.1.43.59.57.03

Local Radio and Television

Ole Prehn
Aalborg University Centre
Dept. of Communication
PO Box 159, DK-9100 Aalborg, Denmark
Fax: +45 98152201

Mass Media and Popular Fiction

Peter Larsen
Dept. of Mass Communication
University of Bergen
Fosswinckelsgt. 7, N-5007 Bergen, Norway
Fax: +47 5-327639

Media Education

Birgitte Tufte
The Royal Danish School of Educational Studies
Emdrupvej 101, DK-2400 Copenhagen NV, Denmark
Fax: +45 39660063

Media Systems in Transition

Slavko Splichal
University of Ljubljana
Faculty of Social Sciences
Kardeljevn. pl. 5
61000 Ljubljana, Slovenia
Fax: 38.61.341.522

Media and Tourism

K.M. Shrivastava
F-97 Kothari Complex, Shivaji Nagar
Bhopal 462 016, India

Multimedia

Nelly de Camargo
Alameda Jau 705, Apt. 141,
01420 São Paulo, Brazil
Fax: 55.11.2856531

Network on Qualitative Audience Research (NEQAR)

Klaus Bruhn Jensen
Inst for Film, TV & Kommunikation
University of Copenhagen, Njalsgade 78
DK-2300 Copenhagen S, Denmark

New Directions in International/Intercultural Communication Scholarship.

Anantha S. Babbili
Dept. of Journalism
Texas Christian University
PO Box 32930, Fort Worth, Texas 76129, USA
Fax: 817.921.73333

On-Line Academic Community

Tom Jacobson
State Univ. of NY at Buffalo
Dept. of Communication, Ellicott Complex
Buffalo, NY 14261, USA
Fax: (716) 636-2086 Email: comacker@ubvms.bitnet

Participatory Communication Research Network Jan Servaes

Catholic University
Inst. for Mass Communication
PO Box 9108, 6500 HK Nijmegen, The Netherlands
Fax: +31 80 615938

Tom Jacobson
(Address: see above)

Racism and the Media

Teun A. van Dijk
 University of Amsterdam
 Leliegracht 15
 1016 GP Amsterdam, The Netherlands
 Email: teun@alf.let.uva.nl

Science Journalism in the World

Pierre Marie Fayard
 Université de Poitiers
 40 Avenue du Recteur Pineau
 86022 Poitiers Cédex, France
 Fax: +33 494553600

South-South cooperation in the Field of Communication

Rafael Roncagliolo
 IPAL, Apartado Postal 270031
 Lima 27, Peru
 Fax: 5114.617949

Third World Communications

Gerald Sussman
 Emerson College, Social Sciences
 100 Beacon Street
 Boston MA 02116, USA

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LAW SECTION RESEARCH PROJECT**Broadcasting Laws in Eastern Europe and the Republics of the Former Soviet Union**

The fundamental changes which have taken place in the last few years in Eastern Europe and the Republics of the former Soviet Union have wide ranging consequences for the media system, and in particular for the broadcasting system in these countries. In the old order broadcasting was more or less centralized, state owned and under strict control of the communist party. Now, the system becomes decentralized, independent from the state and commercialized.

In all the new democracies broadcasting laws are under discussion. New laws have already been adopted in Czechoslovakia and Romania. The broadcasting law in Poland has to be redrafted by the parliament after president Walesa did not sign the adopted version which passed the Sejm in December 1991. In Hungary and Bulgaria drafts are discussed by the various parliamentary bodies. Slovenia, Croatia and the other republics of the former Yugoslavia are special cases, still unclear. Albania will have a new law after the coming elections. In the former Soviet Union, Russia has adopted a Russian version of the FCC. The Baltic republics are redrafting their laws, adopted immediately after becoming independent. The other republics have started just now to think about the development of an own national broadcasting system.

After the reforms and the revolutions of the late 80's and the early 90's, all the new democracies are now recognizing the fundamental human rights of information and communication as laid down in Article 19 of the Human Rights Declaration of 1948 and in other documents, including the CSCE Final Act, which was signed in February 1992 by all the new members and which has now 48 participants.

Theoretically and politically the way is free for the development of a democratic broadcasting system. Nevertheless there are certain barriers, new and old ones. There is a lack of historical legal tradition concerning free and independent media in a democratic society. The existing broadcasting corporations (still mainly state owned) are lacking financial and technical resources, they are overstaffed (very often with the old personnel) and use outdated broadcasting technology. There are new efforts of the new governments to get back or to maintain control of the broadcasting system, in particular in television. A new kind of journalism with (maybe) new independent journalists has to be developed in a time which is overshadowed by social and economic problems, also for the working journalists. There are no experiences with advertising and (domestic as well as foreign) private broadcasters. Special frequency allocation procedures are not yet established. There is an underdeveloped telecommunication infrastructure and, very often, no rules neither for cable nor for satellite radio and television.

Although all these new democracies are now looking for special national arrangements, the regulatory activities have to be seen in a wider context of the already existing legislation, like the Council of Europe Convention on Satellite Television and the EEC-TV-Directive.

The new research project of the IAMCR Law Section will study the development of legal norms for broadcasting in the new democracies within a broader European context. It will check whether the new legislation is compatible with the already existing legal framework and will discover also contradictions. The Final Report will include some recommendations for further harmonization of national broadcasting laws in Europe as well as for the development of an all-European regulatory framework for radio and television.

The whole project includes three parts. Part I of the study will produce an overview of the new broadcasting legislation. Part II compares the new laws with the already existing European instruments. Part III discussed the possibilities for the development of an all-European regulatory framework on the basis of multilateral European institutions (EEC, Council of Europe, CSCE).

The research project is coordinated by the IAMCR Law Section. It continues the work done by the Law Section on this topic during the last few years, in particular with the two seminars on "Media Law in Europe" in Tampere (April 1989) and Leipzig (June 1991). The project has started with the distribution of a questionnaire in January 1992. During the 1992 IAMCR conference in Brazil there will be a special working

session on the project. An Interim Report is to be published in December 1992, and will be used as a working document for a seminar on "Broadcasting Law in Eastern Europe and the Republics of the former Soviet Union", which will be organized in Leipzig or Budapest in January 1993 by the IAMCR Law Section in cooperation with the EuroMedia Research Group. The Final Report will be presented to the 1994 IAMCR conference.

For more information please contact Professor Wolfgang Kleinwächter, President of the IAMCR Law Section (for address, see list of sections).

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NEWS FROM MEMBERS

Dr. Anne Cooper-Chen, associate professor of journalism, Ohio University, Athens, has an article in the current issue of the *Keio Communication Review*, published in Tokyo, titled "A Week of World News: Television Coverage in Five Nations." At the annual meeting of the North Central Women's Studies Association, October, Dr. Cooper-Chen presented a paper, "The Image of Women in Asian Magazine Advertising," at Athens, Ohio. She recently gave two lectures sponsored by USIA in Taipei, Taiwan ROC: "Why foreign correspondence isn't" and "Games in the global village".

Dr. Cooper-Chen has received a research Fulbright for the 1992-93 school year and will live in Nagoya, Japan, while researching a book on Japan's mass media. Dr. Cooper-Chen is director of the Center for International Journalism at Ohio University.

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PUBLICATIONS

Terrorism and the Media

Edited by David L. Paletz (chairperson of the Political Communication Section) and Alex P. Schmid (Center for the Study of Social Conflicts, University of Leiden) will be published by Sage in April 1992. This is the first book on terrorism and the media to be composed of original essays presenting and analyzing the various perspectives of those involved in, responding to, and affected by insurgent terrorism.

Individual chapters cover the perspectives of researchers (by David L. Paletz and John Boiney, Duke University), terrorists (based on their memoirs, by Robin P. J. M. Gerrits, editor of *Het Parool*, the Netherlands), terrorists (based on interviews, by Cynthia Irvin, University of Melbourne), broadcasting organizations (David L. Paletz and Laura L. Tawney, Duke University), editors (Alex P. Schmid), reporters (Mark Blaisse, Editor-in-Chief of *European Affairs*), the public (Christopher Hewitt, University of Maryland, Baltimore), and victims (Ronald D. Crelinsten, University of Ottawa).

Media in Transition: From Totalitarianism to Democracy

Edited by Oleg Manaev (Byelorussian State University, Minsk, Byelorussia) and Yuri Priliuk (*Philosophical & Sociological Thought*, Kiev, Ukraine). To appear in November 1992 (about 400 pages. Hardcover price \$ 40. Publishing House of Humanitarian Literature ABRIS, 4 Geroev Revolutsii Str, Kiev, 252001, Ukraine.

The idea of this book appeared at the international colloquium "Interaction of Media, Public and Power Institutions in the Democratization Process" which took place in Minsk in November 1991 and was a first meeting of leading specialists in mass communication research from Byelorussia, Ukraine, Russia, Estonia, North America and West Europe in former USSR. It turned out that in spite of quite different social systems both West and East have a lot of problems in interaction of media, public and power institutions. As history of the 20th century demonstrated, each of these forces can be effectively used as forces both of totalitarianism or of democracy. Some of these problems seem to be uncomparable in the West and the former USSR. But if it is so perhaps people from the former USSR will face certain western problems of media and democracy in the near future. On the other hand in the case of the former USSR, western people can see and understand certain mechanisms and factors that make transition from totalitarianism to democracy a reversible process.

The main problems that are discussed at appropriate chapters of this book:

- Media, Power and Society: Between Totalitarianism and Democracy;
- Formation of Socio-Political Alternatives in the Process of Media, Power and Society;
- Pluralism as Mechanism of the Media, Power and Society Interaction in the Democratization Process.

Its general framework is the role of mass communication in the formation of civil society, but different, sometimes contradictory, theoretical approaches, research methods and social experience of the authors make this book a unique example of scientific cooperation in a changing world.

The book can be ordered from: Mr Taras Zakidalsky, 505 Annette Str, Toronto, Canada M6 PI S1 (Payment method: Check, Money Order, American Express, VISA to: Filsofska Dumka, Bank "Ukraine (Toronto) Credit Union", account 2517840).



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