

NEWSLETTER

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IAMCR International Association for Media and Communication Research
AIECS Asociación Internacional de Estudios en Comunicación Social
AIERI Association Internationale des Études et Recherches sur L'Information et la Communication

Living in interesting times

This newsletter appears after the Taiwan conference and before Cairo, and contains material on both.

The last newsletter contained the preliminary draft of the "Convention on the Protection of the Diversity of Cultural Contents and Artistic Expressions". This was carried in an historic vote in UNESCO in Paris in October, many decades after the first articulations of these issues. IAMCR has been active in this process and further thoughts on the outcome will be published in the next newsletter. Here, Frank Morgan offers a brief note on how the process actually works.

A European proposal for an alternative governance structure for ICANN is also on the table for WSIS, so that this autumn's deliberations are proving particularly significant. The IAMCR Task Force has been active in a number of ways through the WSIS process and a number of IAMCR-sponsored events are planned for the final meeting in Tunis in November. One significant development, made possible by the tireless efforts of Davina Frau-Meigs, has been the launching of an International Researcher's Charter for Knowledge Societies, presented here in the three languages of the association. Support it at <http://www.iamcr.net> or <http://www.petitiononline.com/IAMCR/>

Claudia Padovani already offers some interesting suggestions about WSIS follow-up activities that would

help maintain the momentum of civil society processes.

Preliminary details about the July 2005 conference in Cairo are presented here, along with calls for papers and the Cairo website address.

With Al Jazeera launching an English-language service – David Frost and Josh Rushing being among their

Editor's column Annabelle Sreberny

first signings; James Rubin, Clinton's foreign policy advisor, anchoring a news programme for Sky television in the UK; and BBC World Service announcing the launch of an Arabic television channel – funded by the closure of ten of its foreign language radio services in Eastern Europe, Kazakhstan and Thailand (where a campaign to prevent its closure is gaining widespread support), there is plenty going on in the regional and transnational news environment to discuss.

The location and the theme of the conference offer great potential for research and debate, reflected in the exciting plenary sessions that are planned.

Within the Executive Board of IAMCR, there has been much discussion about a new fee structure from 2006 that is more favourable to the South and to students and that offers new benefits to members, including journals. The details have not been

finalised so cannot be included here but members are advised to monitor the IAMCR website and to pay attention to requests for 2006 membership renewals that will be coming to you soon.

Interesting times indeed!

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**IAMCR
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The submission deadline for the Spring 2006 issue is March 15, 2006.

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President's Column

The Call for Papers for the Cairo 2006 Conference is in this newsletter. Please respect all the deadlines as they are really important if we are to reduce 'no-shows' a little. We are working on funding for travel and understand that if you do not get funding you cannot come which is the main reason I believe for 'no-shows'. Having recently returned from our site visit to the American University in Cairo, I think you will be very pleased with the conference facility (in the University and its grounds where excellent food will be served) and the hotel guidance they are offering us.

A more mundane issue concerns the continuing saga of how, organisationally, we keep track of our membership. We have in the past month integrated and updated all of our records and we will be calling for 2006 membership renewals in November this year. I urge you to visit the IAMCR website – www.iamcr.net – after you receive your username and password if you haven't already got one – please keep your details up to date. When you change your contact details, email iamcr@lse.ac.uk to tell us that you have – our automated database is not 'intelligent' enough to

tell us this unless you email us. Tell us also if you have problems with the online database. We are working hard to solve some of its technical faults.

Our contributions to the WSIS in Tunis this November will be numerous and varied including our own session on 'Communication Research in the Information Age' organised by the IAMCR WSIS Task Force, during which we will launch *an International Researchers' Charter for Knowledge Societies*. We also have an IAMCR panel on 'Transfer of Information Technology and Knowledge' organised by Hopeton Dunn on our behalf in the World Forum on the Information Society. I will also be speaking in four other side events and we are honoured that Divina Frau-Meigs has been selected to speak on behalf of the civil society 'family' in the main event. I have mixed feelings about this Summit in terms of whether its outcome will make a big difference on the ground where it counts – but it does seem clear to me that this second phase is attracting many more academic inputs from a wide range of institutions from the 'north' and the 'south'. The question is whether their voices can be heard by the politicians who decide things – and maybe act on

what they decide! – in the main Summit.

There are many other initiatives in hand including a plan to offer IAMCR members an initial choice of journals with your membership fee. This will be announced soon, but for financial reasons, can only be extended to members who do pay their fees. I am trying to make this easier for you to do in the future. This is Annabelle Sreberny's initiative – one among many – which she is undertaking in her capacity as Chair of the Publications Committee. We also plan to announce a new membership fee structure which is designed to be more attractive to potential members from low income countries.

Much else is happening certainly among our members, some of which is highlighted in this issue of the newsletter. I want lastly, to extend my congratulations to Professor Sonia Livingstone, my colleague at the London School of Economics, who has been elected to serve as ICA President in 2007-08 – which means in their system that she starts now as President Elect Select. We will find many opportunities for fruitful collaboration.

Robin Mansell

How diversity was won: The devil in the detail

UNESCO adopted the Convention on the Protection and Promotion of the Diversity of Cultural Expression on 21 October. The numbers this time were stark and unequivocal. Of UNESCO's 191 members, only the USA and Israel voted against the 'Cultural Diversity Convention'. Nicaragua, Honduras, Liberia and Australia abstained.

UNESCO works in separate Commissions – on education, science, human and social sciences, culture and communication. To use a Hollywood Americanism, 'the showdown' on diversity came in the Culture Commission. The Australian Government has

allied itself with the USA to oppose the Kyoto Protocols on global warming, to invade Iraq and on a number of trade issues, and instructed its delegation to help the Americans in Paris. Yet Jane Madden, its Permanent Delegate to UNESCO could declare in the debate Australia's 'respect (for) cultural diversity and its importance to (societies') sense of identity'.

Skirmishing, however, began in the Communication Commission where I was the Australian delegate. In supporting the budget and work-plan (33C/5) proposed by the UNESCO Secretariat, I had observed that, while globalisation of technology

and the media expands many options for audiences, it unfortunately threatens local production: "Living, as we do, at the cross-roads between Asia and the Pacific – in a multicultural society of people from all over the world – Australia knows all too well the challenges posed by new technology and new media. We must all learn to express ourselves creatively and cogently in these new forms and to make sense of them – to enrich and inspire one another's lives and our own".

Next day, the US Ambassador showed me their proposed amend-

(Continued on page 4)

A very successful Taipei Conference

Media Panics: Freedom, Control and Democracy in the Age of Globalisation was the theme of the IAMCR (International Association for Media and Communications Research) annual conference. Hosted by Shih Hsin University and co-organised by Professor Robin Mansell, President of IAMCR and her team, this 'off-year' conference was attended by more than 270 researchers from 39 countries. Many lively paper sessions were organised by IAMCR's Section Heads and Working Group Chairs. The Local Organising Committee and students, led by Professor Lucie Cheng, did an outstanding job of making the conference a success.

Participants were treated to opening plenary presentations by Professor Douglas Kellner of the University of California, Los Angeles (UCLA) who emphasised the role of the media in perceived crises in democracy, and Diane Ying, Publisher and Editor-in-Chief of the Commonwealth Magazine Group in Taiwan, who pointed to the growing tendency of the Taiwanese media to thrive on the reporting of spectacles in an intensely competitive market.

Other plenaries focussed on the ways journalists report on natural and human disasters, especially in the case of the Indian Ocean tsunami in 2004. Asantha Sirimanne, Chief Executive of Lanka Business Online, was the first to break the news about the tsunami's impact in Sri Lanka. Professor Rohan Samarajiva of LIRNEAsia.net emphasised the crucial importance of coordination of critical communications infrastructure (see <http://www.lirneasia.net/category/documents>). Eve Chiu, Chief Executive of the Foundation for Excellent Journalism Award in Taipei, provided insight into the everyday lives of journalists who must cover disturbing events. Professor Manuel Peres i Maicas, Autonomous University of Barce-

lona, spoke about the extent to which media reporting of the tsunami met ethical standards.

Internet Governance was discussed in a plenary on the World Summit on the Information Society deliberations. Presentations by Professor Wolfgang Kleinwächter, University of Aarhus, Professor Hopeton Dunn, University of the West Indies, and Professor Chen-Geng Tso, Yuan Ze University, Taiwan, emphasized the contest over how the Internet should be controlled and the role of the United States government.

The concluding plenary offered contributions by Professor Kaarle Nordenstreng, University of Tampere, who marked the 25th Anniversary of the MacBride Report, *Many Voices, One World*, the work of the International Commission for the Study of Communication Problems established by UNESCO. Professor Janet Wasko, University of Oregon, highlighted the importance of political economy research in a new media era. Dr. Tanja Storsul, University of Oslo, observed that 'new media panics' are often about old – but still important – questions (read her talk on page 6). 'Media panic' discourses serve as rhetorical tools for political and economic interests. Professor Lian-Wen Kuo, National Chiao Tung University, Taiwan, discussed relationships between the Media Industry (ethics, professionalism, and self-regulation), Government (media law and policy and infrastructure) and Civil Society (audiences, media literacy, and empowerment). This relationship is key to understanding both 'media panics' and democracy. He emphasized the importance of alternative media and participatory communication, and the potential for emancipation through critical media education.

Robin Mansell

(Continued from page 3)

ments to UNESCO's draft resolution on follow-up to WSIS and asked whether I would second them. Given our briefing, I agreed to do so for the sake of democratic debate. It seemed to me redundant to insist that UNESCO 'work within its mandate and its budget' when the Secretariat's resolution was couched in terms of the C/5. Line by line and clause by clause, the Commission resisted and rejected the US amendments. When attention turned to Internet governance, the Assistant Director General for Communication, A W Khan, quickly declared UNESCO's indifference as to whether the Net was governed by ICANN or (as the EU had demanded a week or so earlier) a new

intergovernmental authority, and withdrew the clause. When the US sought to insert 'assist the outcomes of WSIS' instead of 'undertake the role of a facilitator to implement...', a large number of countries argued that 'assist' diminished UNESCO's standing and weakened its position. The chair observed that a consensus was again forming against the US and asked if they wished to withdraw. No, said their delegate, but she would request time 'to consult headquarters'. 'If we all do that,' replied the chair, 'we could be here forever'. When I suggested a compromise amendment: that UNESCO 'facilitate the outcomes of WSIS', it drew no support and was lost. A friendly Russian, whom I have known for a number of years, came to

compliment me for seeking an agreeable solution but wondered why I should expect to succeed. I wondered too.

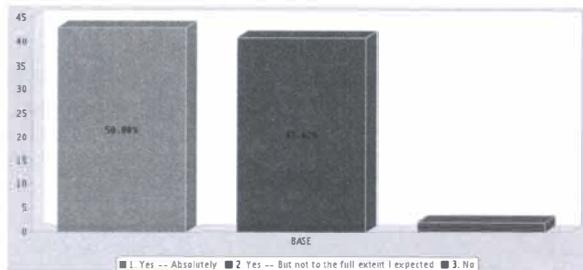
Australia's cultural revival during the 1970s owed much to public policy and UNESCO assistance. It would not have been possible had government funding for the arts, music, film and broadcasting been outlawed, as the US proposed during the Uruguay Round of GATT. Nor if we had heeded the US film industry lobbyist Jack Valenti who told the Australian Minister for the Arts, 20 years ago, that 'if your culture needs protecting it doesn't deserve to survive'. This time we abstained, while the rest of the world pushed diversity along.

Frank Morgan

2005 Taipei Conference Survey

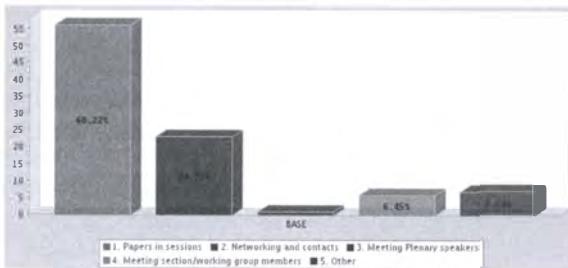
This year we conducted an online survey of the Taipei conference participants. Of 277 registered participants, we managed to contact 250 of whom 74 completed the questionnaire, a response rate of 30%. Only 2% of respondents said that the conference did not meet their expectations; 50% said 'yes – absolutely!' as shown below.

Did the conference fulfill your reason for attending?



The main reasons for attending were 'papers in sessions' (60%) and 'networking and contacts' (25%) (see below). Asked 'What was the most beneficial aspect of the conference?', open responses were varied including 'some very nice papers', 'exchange experiences', 'to meet different schools of thought', 'to meet new cultures', 'contacts with other researchers' and 'being held in Taipei'.

Please specify the main reason for attending this conference



There were some negative opinions of course and these we must learn from in the future. Comments included 'there wasn't enough time to present', 'too many interesting parallel sessions', 'no-shows', 'not all presenters submit full paper', 'time management of presentations', 'there wasn't a bye-reception', 'low paper quality', 'choice of keynote speaker', 'food not being provided', and other comments along the same lines as these. That said, some answered that they had no complaints at all.

We asked what respondents would recommend for the Cairo Conference in 2006 (and the full results of this survey have been passed on to the Local Organising Committee). Again responses were varied. 'Plenaries where speakers show up', 'attract both young and expert people together in special panels', 'think about how to avoid no-shows', 'hotels should be very close', reduce the numbers of papers per slot so that there is more time for critical reflection, attract plenary speakers with a little more theoretical depth, and one said 'invite a rightwing Republican academic to give a bipartisan feel to IAMCR'. One respondent wanted lower registration fees at about US\$70-100 for the conference for low income countries, and another, more cultural activities in the evenings. There were also many positive

comments about the organising committee in Taipei.

The good news is that 81% of the 74 respondents said they would recommend the IAMCR conference to others, 18% said 'maybe', leaving only 1% who said 'no'. On the whole, there was a mixed response to the selection of plenary speakers – some strongly enjoying, others expressing rather strong disappointment.

As far as satisfaction with the content of the conference is concerned, the chart below shows that most were indeed quite satisfied. On a five point scale with 1=very satisfied, content scored 1.95; the registration process scored 1.75, and the venue scored 1.62 – food & beverage only scored 2.64 echoing open responses suggesting that more meals should be provided by the organisers – this will be the case in Cairo.

Conference Content



The highest scoring 'want' for future conferences (37 of 74 respondents) was Meals included in the Conference Fee, followed by 'more time for discussion' (34), 'more book displays' (33), and more 'funding for travel' (33). Of course some wanted more plenaries, while some want fewer – we hope to strike the right balance in the future.

The topics and themes suggested for future comments were quite numerous – I list them here as they offer some pointers to the interests of this group of respondents – ethics, health communication, media and war; terrorism, news flows and globalisation; communication between first and third world, regional-local ethnic issues, media for social change, ICT and development, communication in everyday life, media bias, cultural clashes, public broadcasting, media and democracy, journalism, comparative policy studies, fundamentalisms and the media, Eastern approaches to communication and international communication between Arab and non-Arab peoples, computer mediated communication, religion and the media and culture and the creative industries, and the role of journalism. A rich menu, that I hope we can meet and exceed in the sense that all IAMCR's Sections and Working Groups – current and emerging – offer scope for addressing these issues.

Other suggestions were that the unevenness of sections is substantial; that the 'central' office should monitor and screen papers to improve quality; that discussants should give more feedback on papers, and there should be less overlap between sections. Some didn't want to 'grumble', some simply thanked the local organisers for a job well done. The final comment: comes from a respondent who said 'thanks for a FANTASTIC experience overall!'. Our challenge is to elicit that response from many more who go to Cairo.

Questioning Media Panics

Thank you for the invitation to be one of the participants in this panel. It is a great honour. This talk focuses on the conference topic from a particular perspective – that of the development of new technology and the assumption that new media developments cause fundamental changes in social values and politics. Many of the conference presentations have touched upon this issue from different angles.

My argument can be summarised in four main points:

- New technology media panics are about old questions;
- These discourses – or panics – serve as rhetorical tools for political and economic interests;
- The impacts of technological change are usually less revolutionary than these interests propose – and definitely much more differentiated; and
- For media researchers – the mechanisms of these new media panics may be just as important to investigate as their validity.

This may seem like a “nothing is changing” argument, but that is not my intention. I do research on new technologies because I find the potential of change fascinating, but we should not take all stories of change at face value.

1. Old Questions

The new technology media panics are about old questions. New media technologies – and new ways of mediating messages and expressions – have always been met with suspicion in society. In the case of the printed press, we know that in 15th and 16th century Europe, the Church – and also secular authorities – were concerned about the power of the printed word and tried to control all the printing presses. We also know that there was widespread scepticism towards the cinema 100 years ago. In 1913 it was argued in the Norwegian Parliament that the cinema was harmful, especially for children and minors. Not only would the cinema hurt children’s eyes – it was morally problematic:

“The cinema draws them [children and young people] away from home and from healthy play and sports and reduces their interest for duties and work. ... The attraction the cinema has on children is so strong that it tempts them to get money in dishonest ways.”¹

Similar stories were told before the introduction of colour TV. This new medium – forced by technological development it was argued, would undermine national priorities in broadcasting policies and increase commercialisation and over-consumption. In the Norwegian debate, it was argued that prioritizing colour TV would threaten development aid and that it:

“was a fashion-term of the extravagant surplus society which could no longer distinguish between the important and the unimportant.”²

In 1971 – almost one-third of the Norwegian Parliament voted against the introduction of colour TV. Few would start an election campaign today by arguing that we should return to black and white!

These examples may be amusing and the politicians of earlier times may seem a bit silly – but the parallels with today’s debates about new media are striking. Today, technological change fuels similar concerns:

The debates about sex and violence and politically contested content on the Internet mirror the concerns about how the printing press might be subversive.

The debates about computer games and whether this is a waste of time, costly and makes kids lazy or violent are quite similar to those about the cinema a century ago.

The debates about how digitalization of television may undermine television policy and increase commercialization – are reminiscent of the debates about the introduction of colour TV.

Such discourses are easily recognizable as instances of blatant technology determinism – claiming that one technological development will change traditional values. As researchers we know that reality is seldom that simple. So, why do these panics and discourses re-emerge with the advent of ‘new media’ technology?

2. Interests

Part of the answer is that new technology media panics – or discourses – are tools for strongly established interests. In the political and economic arenas, we have all heard the arguments about how new technologies change the basis for media and communications policy – creating a *political media panic*. This has many guises, often metaphorically referred to as the advent of the information society – or of convergence. One example is the 1994 Bangemann report on the Information Society which became very influential within the EU – especially for liberalizing telecommunications. It was argued that:

“Throughout the world, information and communications technologies are generating a new industrial revolution already as significant and far-reaching as those of the past ... technological progress and the evolution of the market mean that Europe must make a break from policies based on principles which belong to a time before the advent of the information revolution”

Because of technology, the old regulatory regimes were said to be outdated; values were said to be changing and media policy as we know it was said to be ‘dead’. The solution was market liberalization.

As we know, the proponents of such arguments were those politicians who had never been happy with the existing regulations. New technology became a fresh vantage point from which to back change in line with what they had always argued for. They were pushed by strong economic and industrial interests with much to gain from market liberalization.

Such interests are not always wrong. For example, telecom monopolies were not always very efficient and very few of us who experienced state monopolies in broadcasting until the 1980s or 1990s would like to return to this. We might be concerned about market fragmentation, and the story that Diane Ying, a Taiwanese journalist, recounted in

the opening plenary session about the extremely fragmented media market in Taiwan was worrying. Nevertheless, very few observers argue for a return to broadcasting monopolies.

Even if reforms and proposals might prove sensible, in the case of technological change – as in other debates – it is often wise to ask – who talks? – and why? In contrast to the discourse of the 1990s when such views about fundamental change dominated the political arena – and to a certain extent academic debate - what we have seen over the last decade is that change has been less revolutionary than forecast and the regulatory impact of technological change has often been different – and definitely more differentiated, than was initially argued.

3. Differentiation

The impact of technological change on policy particularly for the Internet was discussed during the conference. The liberal rhetoric about the Internet being free – beyond control – is simply not accurate. There are sites of power on the Internet and these are controlled by governments and corporations. National and regional approaches vary illustrating that technology does not determine communications policy and regulation. Studies of politics, the economy, and culture are necessary in order to understand why national approaches vary and also why the international response to Internet governance is difficult.

Further, even if the rhetoric of technological change played an important role in liberalizing telecommunications, the degree to which markets have been re-regulated to promote accessibility and to fight digital divides – does, to a large extent, depend on institutional legacies and national political and economic priorities. What we see is not the status quo, but quite differentiated policy responses to technological change. The responses differ between countries – showing that this is not determined by technology. And, they differ between services. The policy and the regulatory approaches to the Internet are different from those

for broadcasting which, in turn, are different from those for telecommunication. This illustrates some of the limits of convergence. The responses also differ between platforms and genres. In most European countries terrestrial, cable and satellite television are still regulated differently. Similarly, basic services and channels have strong regulation whereas new and more marginal services have a lighter regulatory regime. This is not because this is logical technologically, but because it works politically and in terms of cultural policy.

4. Mechanisms of media panics

The argument that technology causes fundamental changes in values and policy is rhetorical fuel for journalists and political and economic interests. Whether or not tales about technology are valid is interesting to investigate. We should never be surprised that those in favour of liberalization will argue that this is inevitable because of technology. We should also not be surprised that those concerned with conserving moral values are suspicious of most new things.

My final point is that the mechanisms of power – and the battles over the dominant discourse – about the desirable and potential effects of new technology – and the chosen versus the forced implications of technological change – are just as interesting for critical media researchers as are questions about whether or not the assumptions put forward in these debates are valid.

notes:

- 1 Ot prp 26 1913 cited p 58 in Dahl et al (1996) *Kinoens mørke, fjernsynets lys*, Oslo: Gyldendal.
- 2 p 485 Dahl, HF and H Bastiansen (1999) *Over til Oslo*, Oslo: Cappelen.

*Edited text of presentation
in final plenary session, Taipei*

Dr. Tanja Sorsul, University of Oslo

Call for Papers:

Investigative Journalism –A special issue of *Journalism: Theory, practice and criticism*

GUEST EDITORS:

JAMES S. ETTEMA, NORTHWESTERN UNIVERSITY AND
THEODORE L. GLASSER, STANFORD UNIVERSITY

At its best, investigative journalism transcends the conventions and routines of daily reporting and provides an alternative to the event-driven, time-bound versions of news which dominate the omnibus press. The mythology of investigative reporting celebrates the value of an aggressive, independent press; it affirms the importance of reporting that challenges, rather than reinforces, the status quo; it valorizes forms of journalism that improve the prospects for justice and fairness. This special issue invites scholarship that interrogates investigative journalism's special status. Building on but moving beyond the considerable body of literature that exists in this area, we look for work that explores and explains the nature of investigative reporting and its role in society.

For example:

- comparative studies of investigative reporting: comparisons over time, locations, between genres of journalism;
- studies that probe the practice of investigative reporting, its

use of sources, its rules of evidence, its customs and habits, its standards of performance;

- studies of the contributions of investigative journalism to democratic reform, the relationship between investigative reporters and policymakers, the role of the press in preserving social and moral order;
- research on the implications of the computerization of communication for the development and diffusion of the techniques of investigative journalism.

Whatever the particular topic and whatever the mode of inquiry, all papers should be provocative in their conclusions and compelling in their analysis.

Interested authors should, in the first instance, submit an abstract of 200-250 words to both editors (glasser@stanford.edu and jettema@northwestern.edu) by 1st May 2006. Deadline for submission of articles: 1st August 2006. Electronic copies of submitted articles should be sent by email to both editors and to Briony Fane, Editorial Assistant (Email: b.a.fane@city.ac.uk).

Section Reports from the Taiwan Conference

Audience and Reception Studies

The Taipei Conference Audience and Reception Studies Section accepted nineteen papers and most were presented over five sessions. Discussing audiences and their achievement of meaning raised issues covered in other Sections (eg. reconciling academic and audience self-description or justifying the way media user knowledge is classified). Future conferences may find it productive to arrange occasional combined Section meetings.

As always, presented papers offered a collectively wide focus. An established classification of this innovative research could be:

- i) Media Constructions of Identity - eg. 'The Case of Online Photo Album Users' (Chiung-Wen) or 'Using Popular Television as a Resource to Develop a Capacity for Moral Imagination' (Krijnen)
- ii) Media Use as Interactive - eg. 'Mblogging and Interactive Audiences' (Nightingale) or 'Untangling Viewer-Program Interactions' (Chun-Fu)
- iii) Media Research Methodology - eg. 'How Methodology (Dis)Empowers' (Khattab) or the vigorous debate in the last session between Brazilians on the methodology of researching international news awareness in Brazil.

It's not entirely the experience of long travel (from Australia to Brazil, from Malaysia to Taiwan) which suggests presentations could also be classified as research into media user experience of space and time:

- iv) Mediated Space - eg 'Constitution of the Advertising Flow' (Piedra)
- v) Mediated Time - eg. 'Here Comes SARS' (Qian)

Audience – or media user – studies necessarily raise issues about the power to circulate, consume and criticise spatio-temporally (in)formed narrative – whether the space/time is subjective, social or both.

Virginia Nightingale will be a committed and creative Head of the Audience and Reception Studies Section from 2006. We thank her for taking on the role.

Tony Wilson
Umi Khattab

Communication Policy and Technology

The Communication Policy and Technology (CP&T) Section continued active work among its members and contributors, focusing on the 2005 Taipei conference and on preparatory work for the World Summit of the Information

Society (WSIS). Members and other participants in the work of the Section generated research output spanning both theoretical and empirical studies, contributing to the discourse on public policy issues in communication and on the socio-economic, cultural and political aspects of technological change affecting all continents.

The Section had five substantial sessions and one Roundtable Panel Discussion at the 2005 Taipei conference. In response to our Call for Papers, 38 abstracts were submitted from academics drawn from all continents, 28 were accepted and 17 were confirmed for presentation at Taipei, in addition to the 4 panel presentations at the Roundtable. The Section also convened its usual business meeting during this conference.

Sessions Summaries

All the sessions were well attended, with the number of participants ranging from 20-25 persons. Sessions were moderated by designated chairpersons, and the key issues were identified and further explored by pre-assigned discussants for each session. Issues varied widely. The presenters in the first session on Internet governance and regulatory reforms, focused on how businesses and governments relate to and develop communication and technology policy. The second session was a very successful Roundtable Discussion on the key agenda issues of the Tunis Phase of the World Summit for the Information Society (WSIS). Among the topics explored were controversies surrounding Internet governance and the challenges faced by the UN's Working Group on Internet Governance (WGIG).

The third session was closely linked to the Round-table and examined in more detail the issue of digital exclusion and in particular the Digital Divide. The presenters highlighted different aspects of social and economic exclusion in relation to ICT, including gender, language groups and the socially dispossessed. The fourth session looked at the demand side of the global ICT sector. It examined the role of users, subscribers and citizens in technology development, as well as the ways that these actors influence R&D, manufacturers, regulators and governments. The interaction among users and between users, providers and regulators was also explored. The presenters in the fifth and final session took an Asian perspective on digital media developments, looking in particular on e-government and privacy. In addition research on e-publishing in Iran was presented.

Abstracts of all papers as well as a substantial number of the full papers and presentation slides are available on the CP&T link at the general IAMCR-website <http://www.iamcr.net/secannounce/techcom/index.htm>.

Business meeting

During the business meeting there was general satisfaction with the overall organization and academic content of the conference and with the quality and attendance at the CP&T sessions. However the participants noted a lack of

colleagues from Latin America and will therefore provide names of relevant organisations to approach. A member of the American Society for Information Science and Technology (ASIST) attended CP&T Sessions. and common areas of interest were explored, including initiatives for joint sessions or panels in the future.

The meeting endorsed a proposal from the meeting of Section Heads for the establishment of a monitor for 'orphan papers'. Under this arrangement, papers that may not have been directed to a specific Section or Working Group or those seeking a suitable home, would be referred to the relevant Sections by the monitor. However, acceptance of such referred papers would remain entirely at the discretion of the Section.

Hopeton Dunn and Pascal Verhoerst, Co-Chairs;
Tanja Storsul and Jo Pierson, Deputy Chairs.

Community Communication

The Community Communication section focuses on communication that originates, circulates and resonates with communities, broadly defined. We seek to advance research on the objectives, practices and dynamics of community communication expressed across all types of media and symbol systems and formed around locality, politics, socio-economics, language, ethnicity, gender, or other interests and intersections. We welcome both theoretical and applied research, as well as research conducted at both micro and macro levels of analysis. Our concerns include issues of media access, participation and reception; media projects undertaken by marginalized and underrepresented groups; development and support of public and community-based media institutions and infrastructures; production and distribution of community, alternative and activist media; and theoretical contributions to the research, evaluation and practice of community communication.

The division hosted four panels in Taipei. The panels, which focused on "New Social Movements, Practice and Protest," "Community Media Policy," "Media and Crises," and "Audiences, Community and Culture" were well attended and prompted some good discussion among the audience and panelists.

Many Community Communication members have expressed an ongoing interest in seeking out community media in the locales we visit, as occurred in Barcelona. For the upcoming conference in Cairo, we would like to make contact with Egyptian community media groups for possible site visits. If you have any suggestions or contact information or can help facilitate such visits, please email the section heads.

The Community Communication section now has its own link on the IAMCR website. Material for the website can be sent to the Section Head.

A number of section members are involved in the planning of the upcoming OURMedia/NuestrosMedios Conference in Bangalore, India. from December 5-9, 2005. In line

with previous meetings, Our Media 5 Conference is aimed at building networks amongst researchers, non-governmental organizations, practitioners, artists and advocates for the promotion of communication rights, effective access to ICTs, and community and citizen participation in the media. This year's specific focus is on community and grassroots communications for social change in India and South East Asia. Current models and experiences in community participation in media and ICT in the region will be showcased. Contact: Rev. Joshva Raja, United Theological College (joshva.john@gmail.com).

One new book by a section member is Lorna Roth's *Something New in the Air: The Story of First People's Television Broadcasting in Canada* (2005, Montreal: McGill-Queen's University Press). Roth's book outlines the development of Canadian First Peoples television and delineates the stages through which it has passed from the time Southern television first entered remote communities by satellite in 1972/73, until the current period in which the Aboriginal Peoples Television Network – the only aboriginal television service in the world – is nationally distributed throughout Canada. Roth argues that First Peoples of Canada have refashioned television broadcasting - indigenizing it over the years and transforming it into a tool for inter-community and national development. They have, she posits, utilized television programming both as a vehicle to mediate their own historically ruptured pasts, and as a pathway into more globally integrated futures.

Laura Stein

Gender and Communication

The Gender and Communication Section convened 6 panels over a two day period during the Taipei Meetings. 25 papers were slated, with 19 actually presented. The audience size for each session exceeded 20 and often approached 30. One of the features of this particular convocation was the three special sessions organized under the Gender banner.

The first, "Signs of a New Asian Popular Culture: How gendered is it?", featured a team of researchers from Germany, Japan and South Korea; the second, "Preliminary Analysis of the Global Media Monitoring Project" was originally composed of six presenters but, due to funding, health and logistic problems, ended up entertaining only three. The third, "The Filtration of Gender in Mediated Sports", represented a joint production with the Sport Section. Three more loosely coherent sessions involved the themes of "Gender in Traditional Media", "Public Mediations and Private Perceptions of Gender", and "Gender in Advertising".

At the business meeting, various topics were considered, including Section Election; Shared Sessions; assessment of the Taipei conference; the fate of the Junior Scholars Network; Publishing. Details can be found on the gender section website
http://www.intcul.tohoku.ac.jp/~holden/iamcr/Gender_index.html

SECTION ELECTION

Election for a new Co-Chair will occur in Cairo (July 2006). Because of the rather elaborate system of officers used in this section (staggered Co-Chairs, one Vice-Chair), the following process of nomination and election has been put in place. A call for nominations will go out via email, as well as being posted on the web site, within the coming month. Nomination (including self-nomination) will be followed by posting candidate statements on the web site. In Cairo during the business meeting an actual vote will take place. In the case where the Vice-Chair successfully vacates her position to become Co-Chair, a new, on-line election for Vice-Chair will occur sometime after Cairo, much in the way that it was conducted following Porto Alegre. Currently, Ellen Riordan, Vice-Chair has signaled her interest in running for Section Co-Chair. Two attendees at the business meeting, Griseldis Kirsch and Sally McLaren, have expressed interest in being considered for the Vice-Chair position, should it become vacant following the Cairo meetings.

SHARED SESSIONS/CALL FOR PAPERS

Our general call for papers appears on the IAMCR website. For Cairo 2006 we have also agreed to solicit formation of panels in association with the Section on Political Communication, as well as the Comic Art Working Group.

Full details of the former can be found in the report of the Political Communication section in this newsletter.

In the case of the shared session on Comic Art, any aspect of gender as it relates to any form of comic art will receive warm reception. Inquiries and abstracts for this joint session should be emailed to Todd Holden (holden@intcul.tohoku.ac.jp or t_sensei@hotmail.com).

Todd Holden

Law

During the 2005 IAMCR Conference the Law Section organized four substantial sessions, had one business meeting, co-sponsored one Plenary and co-hosted one working dinner.

The four substantial sessions were attended by 63 participants. 16 papers were presented, ten of them by the authors themselves.

- a. Session I (five papers) discussed developments in media law in the Asian region, in particular in media law education and in antitrust law in the Internet age.
- b. Session II (two papers) dealt with Media Self-Regulation. Here two interesting cases from the US and from Hongkong were presented.
- c. Session III (five papers) covered different aspects of Internet Regulation, including content regulation, protection of minors and Spam.

- d. the final Session IV (four papers) discussed media freedoms in the Internet Age, *inter alia* protection of journalistic sources, the right of reply and interception into electronic communication.

The co-sponsored Plenary meeting on the UN World Summit on the Information Society (WSIS) and Internet Governance was chaired by IAMCR President Robin Mansell. It presented and discussed the recently published final report of the UN Working Group on Internet Governance (WGIG). The Key Note Speech was delivered by Wolfgang Kleinwächter from the University of Aarhus, member of the WGIG. Discussants included Chen-Dong Tso from the Graduate School of Social Informatics, Yuan Ze University Taipeh, and Hopeton S. Dunn, University of the West Indies, Jamaica.

The working dinner was by invitation only for members of the IAMCR WSIS Task Force and researchers involved in Internet Governance activities. It was sponsored by the Taiwan National Information Center (TWNIC), the Taiwan Registry for the ccTLD .tw. It was attended by 15 people. Subject of the discussion was future research activities around Internet Governance, in particular the perspectives of the development of a "Global Academic Research Network on Internet Governance" (GARNIG), as proposed by WGIG for consideration by the forthcoming 2nd phase of the World Summit on the Information Society (WSIS II), scheduled for Tunis, November 2005.

The Business Meeting decided to focus on two topics for Cairo: one on Media Freedoms and another one on Internet Regulation. The Law Section will also again co-sponsor a plenary Session on the World Summit on the Information Society (WSIS).

Andrey Richter
Wolfgang Kleinwächter

Participatory Communication

The Participatory Communication Research (PCR) Section suffered severely of no-shows. As many as 16 abstracts out of 19 proposals were accepted, but only 6 were able to come and present their papers. Despite the number of no-shows, debates were lively. Three sessions were organised. All gathered 13-18 participants. The themes for the sessions were Social Change and Choice, Community Media and Participation and New Media, Old Habits, Old Media, New Habits. We "donated" two time slots to the HIV/AIDS working group, and one of our members (Rico Lie) presented his paper in this group. Our panels were chaired by Rico Lie, Thomas Tufte and Ullamaija Kivikuru, and the same 'troika' operated as commentators for papers.

The Conference theme about media panics was not directly reflected in many papers, but indirect references to it frequented in the texts presented. This time, our themes were fairly traditional for the PCR Section: communication

and social change, local communication in various forms, project descriptions, participatory aspects in new technology.

In the business meeting, the participants decided that a call for candidates should be sent out for the Section Head and Vice Section Head positions opening next year. The period covered will be 2006-09. It was decided that the candidates should indicate their interest to the PCR postlist with a short mission statement telling about their plans and emphasis areas latest by the end of October. After that, a vote by email will follow during the month of November. The result will be confirmed in the PCR business meeting in Cairo. By the end of October, one member (Rico Lie) has announced his interest in functioning as the Head of Section and there is also one candidate (Pradip Thomas) for the post of the Vice Head. Their mission statements will be sent out shortly.

The business meeting emphasised a need to intensify cooperation with the Community Communication Section and the HIV/AIDS working group. It was decided that the possibility for joint sessions should be indicated also in the Call for Papers for the coming conference in Cairo.

The discussion concerning a potential change of the name for the Section started in Porto Alegre. This discussion continued in Taipei. The group was unanimous that development and social change should appear in the name, but the formulation of specific suggestions turned out to be cumbersome. Consequently, it was decided that a wider platform is needed. A discussion is going to be introduced on the postlist during the coming months before the Cairo Conference.

The section's website (<http://www.sociaalsciences.wur.nl/cis/pcr/>) is run by Rico Lie, Wageningen University, the Netherlands, and the PCR conference programme will be found there.

Ullamaija Kivikuru

Political Economy

The Political Economy section organized eight panels for the Taiwan conference. The panels included 34 papers that addressed issues such as global broadcasting, digital commerce and Asian media developments. The discussions involved reports of research projects, as well as dynamic theoretical debates. All of the panels were well-attended and lively discussions followed paper presentations.

The section looks forward to the Cairo conference and welcomes paper proposals that focus on the conference theme or research/theoretical issues that draw upon political economy. Please refer to the general call for papers in this issue.

The section also will hold a business meeting at the conference in Cairo to discuss future section activities and election of section leaders. The Political Economy Section's website is:

<http://jcomm.uoregon.edu/~IAMCR-PolEcon>.

Janet Wasko

Media and Sport

The Media and Sport Section hosted back-to-back sessions, the first centered around "Sport and the American Media," where Sungwood Choi discussed hypercommercialism, Huan-Ming Lin analyzed the 2005 Super Bowl, and Linda K. Fuller reviewed a 30-year old media panic relative to "jockocracy." Its second panel focused on "Media and Sport in the Globe," with Fang-Hsun Yeh analyzing European football, Michael M. Prieler considering sports stars in Japanese commercials, and Sokho Choe discussing globalisation in terms of football and national identity. Both sessions were well attended and led to very lively dialogues. Our section also had, for the second time, a joint session with the Gender section – many thanks to Todd Holden for his hard work on this session - which offered three presentations by Nagamillika Gudipaty (India), Rie Ito (Japan) and Todd Holden (Japan).

Prior to the Cairo IAMCR conference the media and sport section will also have a chance to meet in Leipzig in a media and football conference planned to coincide with the 2006 FIFA (football) World Cup.

Post-Doctoral & Dissertation Fellowships in Media, Religion and Culture

**The School of Journalism/
Mass Communication,
University of Colorado, Boulder**

- ⇒ Three Dissertation Fellowships for academic year 2006-2007, \$12,000 each.
- ⇒ One in-residence, Post-Doctoral Fellowship, \$32,000 + benefits, August 2006 to June 2007.

For guidelines and applications, visit:
<http://mediareligion.org>

Contact: Monica Emerich, nica.emerich@colorado.edu

Applications due March 31, 2006.

Legal Committee Report

The IAMCR Legal Committee was not formally given any special task by the Executive Board or by the International Council during the last year. However, from discussions between its Chair and IAMCR President Robin Mansell, one issue that emerged was improvement of the elections process which could be brought to the International Council and then to next year's general assembly.

Suggestions for a change in the next International Council Election (by postal voting)

1. Instead of having a somewhat random postal vote for 15 names, not being able to balance geography and gender, ballots should:

☞ include a geographical balance of the IC Elected members, which must have been previously adopted by the GA, so that members could vote for candidates continent by continent, for instance.

☞ impose a minimal gender quota in the ballot: any ballot not counting at least 6 (or 7?) votes out of 15 for any gender would be void.

2. Preferential voting, hardly used at the past election, should not be used anymore, according to the Election Committee suggestions made last year. Indeed, this is not really compatible or useful if the first suggestion about gender and geographical balance is adopted.

Philippe J. Maarek
Chair of the Legal Committee

Membership and Participation Committee Report

SUMMARY

Membership and participation policies have not been previously addressed as a systematic component of the Association's general goals, policies, or activities. Especially among countries in Africa, Asia, and Latin America, opportunities to grow membership can build on member needs and develop a range of participation levels, Association activities, and career opportunities. Students are a particularly important group to attract and retain.

In order to clearly identify the relationship between IAMCR benefits and member needs, we have started a list of Association benefits that can form the foundation of policies addressing membership goals.

The core of our recommendations are to integrate recruitment into IAMCR activities and blend membership and participation by addressing member needs through developing a range of activities on a global level, including via institutional participation. Through an assessment of current membership and Association structures, we have identified five general areas where membership and participation can be addressed:

1. Make continuous and systematic membership recruitment one of the basic elements of IAMCR activities
2. Monitor and employ member needs in setting Association goals, activities, and structures
3. Develop a broad range of Association networking opportunities and activities
4. Global conferences must include global participation
5. Favour institutional membership, especially in Asia, Africa, and Latin America

TASK AND OBJECTIVES

In its first meeting in Porto Alegre, the new International Council (IC) established a committee for membership and participation. Its objective is to analyse membership structure and propose methods to attract more members, espe-

cially from underrepresented areas. Based on the observation that section heads are proactively attracting new members, the committee has included their experiences in this report, as well as specific proposals for enhancing the benefits of being a member of IAMCR.

WORKING MODE

The committee has carried out its work via the web. Especially Hopeton Dunn has been intensively involved in several rounds of discussions. Further, IAMCR President Robin Mansell provided both material and insights, as have a few other IAMCR members. We recognise that one of the basic problems of IAMCR is that most activity tends to accumulate around conferences. Accordingly, such long-term and continuous work as policy development and as part of it, membership and partnership efforts tend to turn sporadic. This limitation has complicated also the work of the committee

BACKGROUND: PARTICIPATION AND MEMBERSHIP RECRUITMENT IN THE IAMCR

The main forms of membership in the IAMCR have been participation in annual conferences and partnership in publications. Systematic membership recruitment has so far not been organised. Continuity of membership has predominantly been taken care of by the Treasurer's annual letters, asking for renewal of membership via paying the membership fee. Previously, the dominant membership form was individual membership. Institutional membership has grown in significance during the last decades, while individual membership is declining somewhat.

The organisation, activities and membership of the IAMCR in the 21st century should explore and analyze models of operation from such organisations as the global societies of sociologists and political scientists. Their membership is based on fairly conventional hierachic structures. The base is formed by national organisations, which form

regional groupings and these again are members of the global system. Each level has activities and responsibilities of its own, and huge global conferences are organised only once in 2-3 years. Regional and thematic seminars and activities fill the off-years, and various regional check-up systems (liaison officers) for membership acquirement have been developed. These models can provide ideas for developing new approaches to IAMCR membership and participation policies.

MEMBERSHIP TODAY

The committee received the Membership Directory 2005 quite late, and some of its information is not complete. Accordingly, it is important to look rather at trends than exact figures. According to the Directory, the IAMCR membership structure is the following:

Region	Regular	Institut.	Associate	Emeritus	Honorary	Life
Europe	105	43 (497)	15	1	8	1
N.Amer.	107	5 (66)	7	7	2	1
S.Amer.	39	3 (34)	3	1	0	1
Asia	54	6 (49)	3	1	1	1
Africa	19	1 (11)	1	0	0	0
Austr.& Oceania	28	4 (39)	1	0	1	0
Total	352	62 (696)	30	10	12	4

According to the Directory, IAMCR thus has members in 58 countries (with Hong Kong included in China). Europe (22 countries), North America (US and Canada only) and Australia and Oceania (2) are well covered, while Africa (6), Latin America (10) and Asia (16) are geographically considerably less covered. The membership seems to accumulate in large countries with the exception of the Nordic countries (4), which have a relatively strong membership body when compared with the numbers of academics in the field.

The total membership is somewhat over 1000, and European domination is quite strong. Roughly one-third of the membership is linked to the Association as individual members, two-thirds via an institution. The institutional membership mode is strongest in Europe, where only 20 percent of IAMCR members are linked to the organisation on an individual basis, while in North America, individual membership is relatively far more popular; only 5 universities have sought institutional membership there. In other regions, the membership is so small and scattered, that it is impossible to judge the membership form; there are only a dozen institutions as members outside Europe, the United States and Canada.

Especially Africa, but also Asia and South and Central America are strongly underrepresented, and the few IAMCR members in these regions are concentrated in very few countries. Africa's 31 members come from only six countries (Egypt, Ghana, Mali, Morocco, Nigeria and South Africa), and of these, South Africa (8), Nigeria (5) and Egypt (4 individual members, 11 institutional) have the

highest numbers of members; all others have only 1-3 individual members. In Asia, there are IAMCR members in 16 countries with a strong bias to Japan (18 individual, 11 institutional). In India and South Korea, the membership is considerably larger than elsewhere, while for example, there are only six members in China (4 are in Hong Kong). However, the total Asian membership remains 94. In South and Central America, Brazil has 18 individual members, Mexico 7 and Jamaica 1(13) institutional members. The total Latin American membership is 62. In Africa, Asia and Latin America, institutional membership seems to be a rarity.

The Directory does not separate student members, so it is impossible to say anything about the age of the membership. No doubt the age spectrum of institutional members is larger than among individual members. Student members should categorized separately.

Some indications of difficulties in expanding the membership can be noted based on 2004 experiences. For example, the majority of the participants of the Porto Alegre Conference came from Latin America, but only less than 20 new members joined the organisation. The location of IAMCR conferences does not seem to provide a strong basis for expanding the membership if no special measures are taken. Again, conferences are an important branch of activity to integrate young researchers and graduate students in the conferences.

BENEFITS OF MEMBERSHIP

In order to grow membership and foster member participation, we can establish a clear relationship between member needs and Association policies. One of the central issues of recruitment and retention of members is: What does the organization offer as value for money, and where is the ongoing intellectual interaction between conferences? The prospect for regional and sub-regional events that could be endorsed by the Association after review is one key to this. Benefits as outlined below form the foundation of the recommendations in the following section.

1. Receive journals and books (free or discounted)

- a. Members should get at least one academic journal (out of a list of 5-6 six) free and 1-2 at a considerable discount.
- b. Including opportunities to contribute to these publications. This is a benefit which perhaps has somewhat lost its value in recent years with a multiplicity of journals and book publishers available, but is especially relevant to young researchers.
- c. The system of acquiring journals (and discount books) should be as easy as possible.

2. Global networks of competent academics for joint projects and seminars

- a. We need a complete, correct and regularly updated membership database and a directory based
- b. We need a well-functioning, regularly updated website with article archives (conference materials), put up in a simple form that allows opening also with less

(Continued on page 25)

Two Prizes for Critical Thinking!

IAMCR Prize in Memory of Dallas W. Smythe

For a paper accepted for the IAMCR Conference,
23-28 July, 2006, Cairo

Professor Dallas Smythe was a founder of the field of political economy of communication and a leading scholar and influence in national and international communication policy. Trained as an economist, Smythe's professional career included appointments at the Department of Labor and the Federal Communication Commission in the United States, the University of Illinois at Urbana-Champaign, and the University of Regina. He was Professor of Communication at Simon Fraser University in Canada from 1976 till his death in 1992.

Dallas Smythe was an active member of IAMCR. He established the Communication Satellites Section which later became known as the Communication Policy & Technology Section and he was an active participant in the Political Economy Section. An IAMCR prize fund has been created in recognition of the work of Dallas W. Smythe.

Prize Criteria:

Criteria for award of a prize to an author(s) of a paper accepted for presentation at the biennial 2006 IAMCR conference in Cairo. A paper for which an award is made will be deemed to make a contribution to furthering the understanding of communication studies from a critical perspective and be grounded in some way in the tradition of the study of the 'political economy of communication'.

A paper for which an award is made will be deemed by the Smythe Award Panel to be of a high scholarly standard.

Procedure:

Papers may be submitted by students and junior scholars associated with any section or working group of IAMCR. Papers submitted for consideration by the Smythe Award Panel must be completed and submitted (electronically) to the Office of the IAMCR President, Robin Mansell, no later than 26 May 2006 (email: iamcr@lse.ac.uk), indicating 1) the Section or Working Group in which a paper has been accepted; 2) your institutional affiliation and address, 3) degree programme if you are a student; professional status if you are a junior scholar, and 4) email contact address.

You must submit your paper directly to a Section or Working Group. An award will not necessarily be made; decisions will be made by the Smythe Award Panel and will be final. If an award is made, the author(s) will be notified by 16 June 2006. The total value of the award will be USD 500.

Smythe Award Panel 2006:

Professor Robin Mansell, IAMCR President

Professor Vincent Mosco, IAMCR member

Professor Annabelle Sreberny, IAMCR Vice-President

Professor Janet Wasko, IAMCR Pol.Econ. Section Head

Dr. Yuezhi Zhao, IAMCR member

IAMCR Prize in Memory of Herbert I Schiller

For a paper accepted for the IAMCR Conference,
23-28 July, 2006, Cairo

The Herbert Schiller prize was established at IAMCR's Singapore Conference to celebrate Herbert's lasting contribution to communications scholarship and to remember his work in helping to establish IAMCR as an open, hospitable and vital space of debate, as one of the founders of the Political Economy Section and as Vice President of the Association.

Herbert embodied the very best traditions of intellectual life, as a scholar, as an influential writer, as an engaged critic and public orator, and above all, as an inspirational teacher who encouraged younger scholars to develop work that challenges accepted orthodoxies and centers of power and opens up new questions for analysis and debate.

Prize Criteria:

A paper which combines scholarly excellence with a commitment to developing and extending the critical, innovative and engaged spirit that characterised Herbert Schiller's own contribution to communications analysis.

Rules:

Papers may be submitted by students and junior scholars associated with any section or working group of IAMCR who are under the age of 35 at the time the paper is submitted. Papers are limited to 7,000 words. Papers must be based on work that has not already been published or firmly committed elsewhere.

Procedure:

Papers should be submitted in electronic form to the Chair of the Herbert Schiller Award Panel, Graham Murdock at G.Murdock@lboro.ac.uk

The closing date for submissions is Friday May 26th 2006. An award will not necessarily be made; decisions will be made by the Herbert Schiller Award Panel and will be final. If an award is made, the author(s) will be notified by 16 June 2006.

The award comprises a cash prize of USD 1,000 as a contribution towards participation in the Cairo conference, together with a commemorative plaque marking the winner's achievement.

Herbert Schiller Award Panel 2006:

Graham Murdock, Chair

Professor John Downing, IAMCR Member

Davinia Frau-Mels, IAMCR Vice-President

Dr Katherine Sarikakis, IAMCR Member

Knowledge Societies for All: Media and Communication Strategies 2006 IAMCR Conference Cairo, Egypt – 24-27 July

This theme is timely and important because it signals the need to construct a bridge between the growth of knowledge societies in less developed regions, especially since such regions continue to be excluded from many of the benefits of both contributing to and accessing digital sources of information.

This conference will help establish new insights into the multiple dimensions of the issues and strategies that are related to the 'digital divide' and into barriers to the growth, use and development of information and communication technologies and the media. The timing of the conference in July 2006 is very significant because it follows the second phase of the World Summit on the Information Society in Tunisia in November 2005.

In considering the strategic futures of knowledge societies, an overriding theme for the conference will be that the highest priority must be given to measures aimed at reducing inequalities and injustices of all kinds.

This conference is organized together with the Department of Journalism and Mass Communication at the American University of Cairo (AUC). Local Organizing Team: Hussein Amin (h_amin@aucegypt.edu) and Ibrahim Saleh (librasma@aucegypt.edu).

Key Submission & Registration Dates

Deadline for Calls for Papers:	January 15, 2006
Approved Abstracts and Notifications:	March 15, 2006
Early Registration Deadline:	May 1, 2006
Full Paper Due Date:	June 15, 2006

**conference website:
<http://develop.aucegypt.edu/iamcr>**

IAMCR Conference -Knowledge Societies for All:

1. OPENING PLENARY: KNOWLEDGE SOCIETIES FOR ALL: MEDIA AND COMMUNICATION STRATEGIES

Speakers in the opening plenary will focus on the conference theme. The theme is timely, interesting and provocative. It is timely because we know that many are still excluded from modern conceptions of knowledge societies. It is interesting because we are witnessing substantial growth in the numbers of researchers and practitioners who are concerned about the role of the media and the way older and newer information and communication technologies are being integrated in people's lives. It is provocative because the kinds of knowledge societies that are being fostered today are contested and they are not yet inclusive of all.

2. PLENARY: MEDIA AND COMMUNICATION IN THE ARAB WORLD: PERSPECTIVES ON EMPIRES AND COMMUNICATION

The Egyptian historic context and the supposed contemporary US hegemony make a focus on 'empires and communication' an attractive theme. There have been many empires and this plenary will include a range of experts speaking to the extensivity and communications dynamics of specific empires as well as speakers addressing alternative models of empire. A key theme will be that as empires wax and wane different forms of communication have been harnessed in support of large political projects and that there have been many earlier 'knowledge societies'.



3. PLENARY: MEDIA ETHICS AND RELIGIOUS MODELS OF COMMUNICATION

Given the regional context of this conference and the swirl of contemporary debate, this plenary will focus on media ethics and religious models of communication, embracing Christianity; Islam, Judaism and other faith paradigms and as well as Humanism.

4. PLENARY: CRITICAL PERSPECTIVES ON MEDIA AND COMMUNICATIONS IN DEVELOPMENT

There is continuing discussion about the place of the media and communications in the development context. Technology-driven perspectives and actions typically fail to meet the needs of citizens and the commercial world in poorer countries and regions. Media and communication researchers will bring a healthy critical perspective to bear on these debates.

5. PLENARY: GLOBAL GOVERNANCE, EQUALITY AND ACTION AFTER THE WSIS

This plenary will focus on some of the most pressing issues following the World Summit on the Information Society (WSIS) in November 2005 in Tunis. Speakers will consider the WSIS process itself and assess what has changed, emphasising the contribution of media and communication researchers to ongoing debates

Process for submission of papers to Sections and Working Groups

PAPERS

Applicants should submit a **500 word abstract** that describes the topic of their research and its significance, the theoretical framework and methods used.

A submission in the author's native language must also include an **English translation**. Abstracts must include the title of the paper, followed by the name, institutional address and email of the author(s). No biographical notes or references are required.

IAMCR conference policy states that a paper can be presented in one Section or Working Group only. All Sections and Working Groups will reject any papers submitted to more than one Section.

PANELS

Proposals for panels should include a well-defined statement of purpose, a complete list of panel participants, and full abstracts for each presentation.

CONTACT DETAILS

Abstracts should be emailed directly to the respective Section Head or Working Group Chair unless a different process is indicated. Section Heads welcome enquiries regarding possible themes and also appreciate indications of intent to submit proposals.

Contact details for Section Heads can be found at the back of this Newsletter. Contact details for Organizers of Working Groups can be found on the IAMCR website.

Media and Communication Strategies – Cairo 2006

Visa Requirements:

Participants from all countries are welcome. All efforts through both the Ministries of Foreign affairs and Interior will be conducted to facilitate visa procedures and airport processing. Non-Egyptian visitors arriving in Egypt are required to be in possession of a valid passport. Entry visas may be obtained from Egyptian Diplomatic and Consular Missions Abroad or from the Entry Visa Department at the Travel Documents, Immigration and Nationality Administration (TDINA). It is, however, possible for most tourists and visitors to obtain an entry visa at any of the Major Ports of Entry (US\$ 15.00 in cash is needed to purchase such a tourist visa at Cairo airport upon arrival). Please check with your nearest Egyptian Consular mission for more details concerning visa regulations applying to your citizenship.

**For further details, please check the website of Egypt Travel Guide:
<http://www.asinah.net/egyptvisas.html>**

Tourist Visa: are usually valid for a period not exceeding three months and granted on either single or multiple entry basis. An Entry Visa: is required for any foreigner arriving in Egypt for purposes other than tourism, e.g. work, study, etc.

There are exemptions from Visa Fees in the following cases:

Holders of diplomatic passports; Officials of international organizations and specialized agencies and state delegates to conferences; Arab League officials; Non-national members of the clergy, prominent scientists, journalists and members of official cultural, educational and sports delegations.

Nationals of Cyprus, Denmark, Finland, Germany, Norway, Russia and the United States are partially exempt from Egyptian visa fees and will, therefore, pay a reduced fee.

Nationals of the following countries are exempt from visa requirement: Bahrain, Jordan, Kuwait, Libya, Oman, Saudi Arabia, Syria and the United Arab Emirates.

Accommodation:

IAMCR 2006 in Cairo has designated the 4-star Helnan Shephard hotel as the main conference hotel. The special rate for conference participants is US\$ 98 for a single room; US\$ 110 for double occupancy. These rates are inclusive of taxes & service charge based on bed & breakfast (buffet).

On the conference website is a long list of hotels in different categories that are all very close to the conference venue (6-12 minutes of walking).

There is a wide range of Youth Hostels in Cairo and rooms can be booked online at: <http://www.cheap-hostels-in.com/egypt.htm>.



REGISTRATION FEES (US\$)

Rates Basis	Early: before 1 May 2006	Late: after 1 May 2006
IAMCR members	\$ 225	\$ 275
Non-IAMCR members	\$ 275	\$ 325
Young researchers and researchers from low income countries	\$ 60	\$ 85
Graduate students	\$ 25	\$ 25

Registration Fee includes the annual registration fee for IAMCR with the exception of Graduate students.

The beneficiaries of the reduced registration fee are students, members from low-income countries as identified by the World Bank, and other qualified participants.

Registration Fee includes conference materials, attendance at conference sessions, coffee breaks and reception dinner.

Cancellations must be made in writing. Charge is 10% before April 30; 20% before June 15; 50% up to July 4th, and

International Researchers' Charter for Knowledge Societies

an IAMCR contribution to the WSIS

Worldwide, research activity is confronted by diminishing budgets and increasing control of output by a variety of actors including governments, while researchers are being submitted to unprecedented and deleterious changes in their status, salaries and the independence of their investigations. The World Summit on the Information Society (WSIS) has helped to foster discussion worldwide on the need for unhindered and equal access to the means of communication and information content.

The importance of information arising from high quality research in the humanities and the sciences has not, however, been sufficiently emphasized during the Summit. It has not emphasized the central role played by researchers in producing information, in promoting a better understanding of media and information and communication technology (ICT) systems and their content and functions, and in developing culturally relevant content and fostering communication in support of the attainment of inclusive and people-centred Knowledge Societies. Therefore, the International Association for Media and Communications Research (IAMCR) calls upon researchers worldwide to subscribe to the following Researchers' Charter principles and recommendations for action:

Charter Principles:

1. Researchers worldwide constitute a community of scholars that is central to the development of societies in which knowledge, information and culture are produced and appropriated in the service of humankind and in which researchers are entitled to seek, retrieve, receive and distribute information freely, regardless of geographical borders, ideologies and interests, and the medium used, supported by information exchange enabled by ICTs;

2. Researchers' work should be conducted in working conditions which acknowledge that research is crucial to knowledge production and intellectual development and that researchers' contributions to knowledge are significant in achieving a better understanding among peoples, cultures, religions and disciplinary traditions;

3. Researchers should be entitled to intellectual freedom and to transparent evaluation of their results by independent, legitimate public bodies; to express themselves as freely as possible without censorship or curtailment of the distribution of their intellectual outputs using all media and ICTs so as to maintain and expand the global public domain of research and to foster the capacity to contribute to cultural diversity, as well as to ensure informed participation by all citizens in social, cultural and economic activities, thereby promoting a democratic environment at all levels and in all contexts;

4. The results of publicly funded research should remain in the public domain so as to support the development, education and welfare of the general population; public archives, libraries, repositories of content and other Internet and information services worldwide should be accessible to researchers without barriers to access;

5. The universal free exchange among researchers of intellectual work should be regarded as being of critical importance to maintaining a democratic order; it is integral to capacity building for equitable development, to overcoming differences in gender and training, particularly with respect to women and junior researchers especially in developing countries, and in accessing other resources essential for development; it must be regarded as a common good and nurtured as a participatory, ethical and collective process involving a network of distributed intellectual work that contributes to lifelong capacity-building, supporting human rights in all realms of human activity;

6. Culturally appropriate learning and research practices should be developed to foster community-based self-supporting systems of research; to promote open, collaborative and self-organizing publishing models and software development methods that are accessible to researchers and available in not-for-profit databases, libraries and archives; thereby supporting researchers as content producers and as active participants in the open access paradigm of knowledge creation and exchange, as outlined in various initiatives.¹

Implementing the Charter:

a. IAMCR invites all researchers, including educators and computer and information science professionals, to adhere to the above principles, by signing this Charter.

b. IAMCR invites researchers to strengthen opportunities for cooperation and exchange and to foster communication with all sectors of society with the aim of promoting greater understanding of the role and relevance of research and knowledge and their wide dissemination in society, by mobilizing decision makers worldwide to develop clear policies to implement the above principles.

c. IAMCR recommends the establishment of an independent international Researchers' Complaints body where researchers can lodge complaints about violations of the above principles and ethical standards and receive an unbiased hearing; such a body should have a mandate to make cases public and to publicise university administrations and governments that violate these principles.

Signing this Charter:

IAMCR invites the world's leading bodies that support these principles and individuals to sign this Charter at IAMCR's website – <http://www.iamcr.net> - and to disseminate this Charter widely.

Contact: divina.frau-meigs@univ-paris3.fr

¹ Budapest Open Access Initiative (<http://www.biomedcentral.com/openaccess/www/?issue=4>), Berlin Declaration (<http://www.zim.mpg.de/openaccess-berlin/berlindeclaration.html>), Creative Commons (<http://creativecommons.org/>), Open Courseware Initiative (<http://ocw.mit.edu/index.html>), IFLA Internet Manifesto (<http://www.ifla.org/III/misc/im-e.htm>), etc.

Charte internationale des chercheurs pour les sociétés du savoir

une contribution de la AIERI au SMSI

Dans le monde, l'activité de recherche est confrontée à des budgets en chute et à un contrôle de production croissant émanant d'un grand nombre d'acteurs, dont les gouvernements, alors que les chercheurs sont soumis à des changements délétères sans précédents de leur statut, leur salaire et l'indépendance de leurs recherches. Le Sommet Mondial sur la Société de l'Information (SMSI) a contribué à encourager la discussion internationale sur le besoin d'accéder librement et de manière égale aux moyens de communication et aux contenus d'informations.

L'importance de l'information issue d'une recherche de haute qualité en sciences humaines et en sciences n'a cependant pas été suffisamment mise en valeur pendant le sommet. Ce dernier n'a pas mis l'accent sur le rôle central joué par les chercheurs dans la production d'informations, dans la promotion d'une meilleure compréhension des médias et des systèmes de technologie de l'information et de la communication (TIC), ainsi que de leur contenu et fonctions, dans le développement d'un contenu culturellement pertinent et dans l'encouragement de la communication dans le but d'accéder à des Sociétés du Savoir intégrantes et centrées sur les personnes. C'est pourquoi l'Association Internationale des Etudes et Recherches sur l'Information (AIERI) appelle tous les chercheurs du monde à adhérer aux principes et aux recommandations d'action de la Charte des Chercheurs suivante.

Principes de la charte:

1. Les chercheurs du monde entier constituent une communauté de savants qui est essentielle pour développer des sociétés dans lesquelles le savoir, l'information et la culture sont produits en adéquation au service de l'humanité et dans laquelle les chercheurs ont le droit de chercher, de rétablir, de recevoir et de diffuser l'information librement, sans considérer les frontières géographiques, les idéologies, les intérêts ni le support utilisé, soutenu par l'échange d'informations permis par les TIC;

2. Le travail des chercheurs devrait être mené dans des conditions de travail reconnaissant que la recherche est déterminante pour la production du savoir, ainsi que pour le développement intellectuel et que les contributions des chercheurs au savoir sont importantes pour obtenir une

meilleure compréhension entre les peuples, les cultures, les religions et les traditions disciplinaires;

3. Les chercheurs devraient avoir le droit à la liberté intellectuelle et à une évaluation transparente de leurs résultats par des organismes publics indépendants et légitimes; à s'exprimer aussi librement que possible à l'aide de tous les médias et TIC, sans censure ni limitation de la diffusion de leurs productions intellectuelles afin de maintenir et étendre le domaine public général de la recherche, ainsi que pour améliorer la capacité à contribuer à la diversité culturelle et assurer la participation éclairée de tous les citoyens aux activités sociales, culturelles et économiques, promouvant ainsi un environnement démocratique à tous les niveaux et dans tous les contextes;

4. Les résultats de la recherche menée grâce aux fonds publics devraient rester dans le domaine public afin de soutenir le développement, l'éducation et le bien-être de la population en général; les archives publiques, les bibliothèques, les dépôts de contenu, ainsi que les autres services Internet et d'informations du monde devraient être librement accessibles aux chercheurs;

5. Le libre échange universel du travail intellectuel parmi les chercheurs devrait être considéré comme particulièrement important pour maintenir l'ordre démocratique; il contribue à construire la capacité au développement équitable, au dépassement des différences de sexe et d'éducation, notamment en ce qui concerne les chercheurs femmes et junior (particulièrement dans les pays en développement) et dans l'accès à d'autres ressources essentielles pour le développement; il doit être considéré comme un bien commun et nourri comme un processus de participation éthique et collectif impliquant un réseau de travail intellectuel diffusé qui contribue à la capacité de construction à long terme, au soutien des droits de

One mark of a

successful initiative is that
it is picked up by other organizations. The Communication Initiative have already featured information about the International Researchers' Charter for Knowledge Societies on their homepage in October. Please see
<http://www.communit.com/index.html#banner>

l'homme dans tous les champs de l'activités humaines;

6. Des pratiques d'apprentissage et de recherche culturellement adaptées devraient être développées pour encourager les systèmes de recherche autofinancés et basés sur la communauté; pour promouvoir des modèles de publications en collaboration, auto organisés et ouverts, et des méthodes de développement de logiciels accessibles aux chercheurs et disponibles dans des bases de données, des bibliothèques et des archives à but non lucratif, soutenant ainsi les chercheurs en tant que producteurs de contenu et participants actifs à un paradigme d'accès ouvert à la création et à l'échange du savoir, comme cela a été souligné lors de diverses initiatives.¹

¹ Budapest Open Access Initiative (<http://www.biomedcentral.com/openaccess/www/?issue=4>), Berlin Declaration (<http://www.zim.mpg.de/openaccess-berlin/berlindeclaration.html>), Creative Commons (<http://creativecommons.org/>), Open Courseware Initiative (<http://ocw.mit.edu/index.html>), IFLA Internet Manifesto (<http://www.ifla.org/III/misc/im-e.htm>), etc.

Mettre la charte en place:

a. L'AIERI invite tous les chercheurs, y compris les éducateurs, ainsi que les professionnels de l'informatique et de l'information, à adhérer aux principes ci-dessus en signant cette Charte.

b. L'AIERI invite les chercheurs à renforcer les opportunités de coopération et d'échange et à encourager la communication dans tous les secteurs de la société, afin de promouvoir une meilleure compréhension du rôle et de la pertinence de la recherche et du savoir, ainsi que de leur vaste diffusion dans la société en mobilisant les décideurs du monde entier pour développer des politiques claires et mettre en place les principes ci-dessus.

c. L'AIERI recommande la création d'un Organisme de Plainte des Chercheurs international et indépendant où les chercheurs peuvent consigner leurs plaintes relatives aux violations des principes ci-dessus et des normes éthiques et recevoir une écoute objective; un tel organisme devrait être mandaté pour rendre les cas et les noms publics des administrations et des gouvernements qui violent ces principes.

Signer cette Charte:

L'AIERI invite les principales personnalités du monde qui soutiennent ces principes, mais aussi les individus à signer cette Charte sur le site de l'AIERI – <http://www.iamcr.net> – et à largement diffuser cette Charte.

Contactez: divina.frau-meigs@univ-paris3.fr

VERSIÓN EN ESPAÑOL

La Carta Internacional de los Investigadores para las Sociedades del Conocimiento

- una contribución de la Asociación Internacional de Estudios de Comunicación Social (AIECS – AIERI – IAMCR) a la Cumbre Mundial de la Sociedad de la Información

En todo el mundo, la investigación académica se ve desafiada por presupuestos decrecientes y a la vez un incremento del control de los resultados por una variedad de actores entre los que se incluye a los gobiernos, mientras que los investigadores están siendo sometidos a cambios perjudiciales y sin precedentes en su status, salarios e independencia de sus investigaciones. La Cumbre Mundial de la Sociedad de la Información (CMSI) ha ayudado a promover debates en todo el planeta, sobre la necesidad de alcanzar un acceso igualitario y sin trabas a los medios de comunicación y al contenido informativo.

Sin embargo, la importancia de la información emanada de la investigación de alta calidad en las ciencias básicas y

las humanidades no ha sido suficientemente enfatizada durante la Cumbre. No se ha enfatizado el rol central que tienen los investigadores para producir información, para promover un mejor conocimiento de los sistemas de medios y de tecnologías de la comunicación y la información (TCI), así como de su contenido y funciones, en el desarrollo de contenidos culturalmente relevantes, y en promover la comunicación en el logro de Sociedades del Conocimiento inclusivas y centradas en el ser humano. Es por ello, que la Asociación Internacional de Estudios de Comunicación Social (AIECS – AIERI – IAMCR) llama a los investigadores de todo el mundo a suscribir los siguientes principios y recomendaciones de acción de la Carta de los Investigadores:

Principios de la Carta:

1. Los investigadores de todo el mundo constituyen una comunidad académica que es central para el desarrollo de sociedades en las que el conocimiento, la información y la cultura son producidos y apropiados en beneficio de la humanidad y en las que los investigadores tienen derecho a buscar, recuperar, recibir y distribuir información libremente, sin distinción de fronteras geográficas, ideológicas y de intereses, del medio usado, soportados por el intercambio de información permitido por las TCI:

2. El trabajo de los investigadores debería ser propiciado por condiciones de trabajo que reconozcan que la investigación es crucial para la producción del conocimiento y el desarrollo intelectual, y que las contribuciones al conocimiento son significativas para alcanzar un mejor entendimiento entre las personas, las culturas, las religiones y las tradiciones disciplinares.

3. Los investigadores deberían tener derecho a la libertad intelectual y a una evaluación transparente de los resultados alcanzados en su trabajo por entes públicos independientes y legitimados; a expresarse tan libremente como sea posible sin ningún tipo de censura o restricción a la distribución de sus hallazgos intelectuales a través de todos los medios y TCI, así como a mantener y expandir el dominio público de la investigación y a promover la capacidad de contribuir a la diversidad cultural, tanto como a asegurar la participación informada a todos los ciudadanos en actividades sociales, culturales y económicas, y con ello promover un entorno democrático en todos los niveles y en todos los contextos,

4. Los resultados de la investigación financiada públicamente deben permanecer en el dominio público para sostener el desarrollo, la educación y el bienestar de la población en general; los archivos públicos, almacenes de contenido, y otros servicios de Internet y de información en todo el mundo deben permanecer accesibles a los investigadores sin barreras de entrada;

5. El libre intercambio universal entre los investigadores de su trabajo intelectual debe ser respetado como un bien de importancia crítica para mantener un orden democrático; es integral para la capacidad de construir un desarrollo equitativo, para superar las diferencias en género y entrenamiento, particularmente en relación con las mujeres y los/as investigadores/as jóvenes en los países en desarrollo, y en el ac-

ceso a otros recursos esenciales para el desarrollo; debe ser respetado como un bien común y alimentado como un proceso participativo, ético y colectivo que involucra una red de trabajo intelectual que contribuya a dar larga vida a la construcción de capacidades y soportar los derechos humanos en todos los ámbitos de la actividad humana;

6. Las prácticas para el aprendizaje y la investigación cultural apropiadas deben ser desarrolladas para estimular sistemas de investigación auto-sostenidos y basados en la comunidad; para promover modelos de publicación abiertos, colaborativos y auto-organizados, y métodos de desarrollo de software que sean accesibles a los investigadores, y que estén disponibles en bases de datos, bibliotecas, y archivos sin fines de lucro; para apoyar a los investigadores como productores de contenidos y como activos participantes en el paradigma de acceso abierto de creación e intercambio de conocimiento, como ha sido sostenido por varias iniciativas.¹

Para implementar la Carta:

a. AIECS – AIERI – IAMCR invita a todos los investigadores a firmar esta Carta, incluyendo a los educadores y profesionales en computación y ciencias de la información a adherir a los principios arriba mencionados.

b. AIECS – AIERI – IAMCR invita a los investigadores a fortalecer las oportunidades de cooperación e intercambio, y a promover la comunicación con todos los sectores de la sociedad con el ánimo de promover mayores niveles de entendimiento sobre el rol y la relevancia de la investigación

y el conocimiento, y de su amplia difusión en la sociedad, para movilizar a quienes toman decisiones en el mundo entero a desarrollar políticas claras para implementar estos principios.

c. AIECS – AIERI – IAMCR recomienda el establecimiento de un Consejo Internacional Independiente para atender los reclamos de los investigadores, donde estos puedan presentar sus quejas sobre violaciones a los principios arriba señalados y a los estándares éticos, cuando reciban una atención no equitativa; este Consejo debe tener mandato para realizar casos públicos y a publicitar a las administraciones universitarias y gobiernos que violen estos principios.

Para firmar la Carta:

AIECS – AIERI – IAMCR invita a las organizaciones mundiales líderes y a individuos a que apoyen estos principios firmando esta Carta en la página web de AIECS – AIERI – IAMCR – <http://www.iamcr.net> – y a divulgar ampliamente esta Carta.

Contacto: divina.frau-meigs@univ-paris3.fr

¹ Budapest Open Access Initiative (<http://www.biomedcentral.com/openaccess/www/?issue=4>), Berlin Declaration (<http://www.zim.mpg.de/openaccess-berlin/berlindeclaration.html>), Creative Commons (<http://creativecommons.org/>), Open Courseware Initiative (<http://ocw.mit.edu/index.html>), IFLA Internet Manifesto (<http://www.ifla.org/III/mis/im-e.htm>), etc.

Thinking beyond Tunis: A multi-stakeholder monitoring initiative

Claudia Padovani, University of Padova (Italy)

The discourse on the multi-stakeholder (MS) approach – the idea that different “stakeholders” such as governments, international organizations, private sector and civil society organizations should be involved in the definition and implementation of strategies for the information and knowledge society - has accompanied the WSIS process from the very beginning, giving raise to both expectations and frustrations at different times. On the basis of UN General Assembly Resolution 56/183 calling for “full and effective participation of all stakeholders” and following the specific WSIS arrangements, there have been alternate outcomes: positive experiences developed, as in the case of the Working Group on Internet Governance, while a narrow understanding of stakeholders’ involvement and participation prevailed on many other occasions.

Members of the Task Force set up by IAMCR have tried to make the MS concept more than just a label in the WSIS process. We have mastered our understanding of the potential and challenges that go along with stakeholders’ attempts to cooperate in building visions of information and knowledge societies. As scholars, we also realized the need to clarify not just the very concept of “multi-stakeholderism” but also its theoretical and practical relation to a broader vision of democratic governance in the field of information

and communication policies.

The road to the final phase of the Summit – being held in Tunis in mid-November 2005 - is witnessing a step back in governments’ commitment to participatory processes, both in the conduct of the last negotiations and in discussions on the ways and means to implement decisions and actions after Tunis. A number of different scenarios are possible in regard to the specific aspect of multi-stakeholder processes (MSPs). The commitments to cooperation could be completely abandoned by governments in the final rush to find agreement on the many open and controversial issues before Tunis. The concrete modes of multi-stakeholder cooperation may not be included in any meaningful way in the final Tunis documents. Or multi-stakeholder processes could be mentioned in regard to the implementation of the different WSIS lines of action at the national and international levels, implying some positive developments and much “lip-service”.

Hence a group of individuals from the Civil Society sector interested in issues of participatory processes in communication governance (who have set up a multi-stakeholder working group), think it is timely to promote an initiative that would stress the necessity for multi-stakeholder approaches to be realised in actual practices.

This corresponds to the need recognized in the Geneva WSIS Declaration of Principles (2003) for “new forms of solidarity, partnership and cooperation among governments and other stakeholders ... (who) should work together ... (and) have an important role and responsibility in the development of the Information Society and, as appropriate, in decision-making processes” (web address?). At the same time, this initiative would show governments and other actors that civil society organizations not only care for participatory developments in the areas of information and communication but that they also have competence in designing, developing, taking part in and monitoring participatory processes.

The idea is to learn from past experiences. During the WSIS process we built on existing knowledge of global institutional processes and we have listened and taken advantage of different people’s expertise; yet we have not always fully appreciated the relevance of other experiences to our own efforts. For instance we did not pay enough attention to the work done in the context of the World Summit on Sustainable Development by people who have focused on how the multi-stakeholder concept (and related ones such as multi-sector arrangements; societal learning and change; the tripartite approach) was brought to the international scene. Two specific initiatives are worth mentioning. First, is the work done by Minu Hemmati around the Earthsummit2002 Project (www.worldsummit2002.org) and second is the Partnership for Principle 10 of the Rio Declaration connected to The Access Initiative (TAI)(web address?). Both projects dealt specifically with multi-stakeholder practices by examining different experiences in order to develop frameworks for the conduct and evaluation of MSP, based on a number of preconditions and principles relating to effective communication in highly diversified groups, looking toward the promotion of transparent, inclusive and accountable decision-making in the field of environmental policies.

Considering their reflections and suggested frameworks as relevant to the WSIS experience, there is an attempt to develop an initiative for the assessment of participatory practices in the implementation of WSIS in the years to come. Instead of waiting for a WSIS+5 or WSIS+10 and discovering that not much has been accomplished in terms of stakeholder involvement, it is important to get organized now for an international monitoring exercise which would:

- ☞ keep the momentum of civil society organization involvement and sustain the existing trans-national cooperation in post-WSIS, building on the trust and knowledge already developed;
 - ☞ offer a very concrete tool for groups and associations in national contexts to be concretely active and remain connected to the broader mobilization while developing specific knowledge and relations among civil society organizations, as well as with other stakeholders in their national space;
 - ☞ give an incentive to governments who seem to be very reluctant to make any serious commitment to participatory decision-finding and decision-making, showing that civil society organizations are willing to commit to the multi-stakeholder approach;
 - ☞ offer a very concrete opportunity to design, develop and monitor participatory practices in communication governance at different levels, from the national to the global;
 - ☞ contribute to a scientifically relevant and methodologically sound understanding of the potential of MSPs.
- The idea is to elaborate a framework for the design and assessment of participatory practices specifically targeted at information and communication policies and strategies that will emerge from Tunis. This framework could be applied at the national level by voluntary coalitions and groups of interested stakeholders, in order to follow closely and assess actions developed to respond to the commitment to building people-centred and inclusive information and knowledge societies. But such a framework could also be applied internationally, to follow closely and assess the multi-stakeholder dimension of the WSIS follow-up. Furthermore, this initiative could address the dynamics between the online and the offline within multi-stakeholder processes in which the Internet is increasingly used to ‘facilitate’ participation. There are a number of issues that need to be addressed in this regard, such as representativeness, geographic and gender imbalances, development of expertise, the human and financial resources that are necessary to participate in multi-stakeholder processes online and offline and the need to embed online processes in a democratic culture offline, which also refers to power mechanisms.
- Such an initiative needs an appropriate MSP structure. A transnational coordinating group will be set-up with the aim of identifying the basic principles of effective, equitable, transparent and inclusive multi-stakeholder partnerships (MSPs); a set of guidelines concerning the ethical standards of MSPs; a template for decision-making and decision-implementing mechanisms for MSPs. Furthermore, this will require the development of a set of indicators – an MSP framework – to support assessment of the participatory practices in the implementation of WSIS decisions and recommendations at the national level as well as the development of a methodology for the application of this framework for conducting comparative analyses between countries / regions.
- Among the outcomes of this exercise would be research materials which will be hosted on the WSIS-MSP web-site (<http://www.wsis-msp.org>), as well as country reports and possibly an international assessment of WSIS as such, which could be widely circulated.
- The plan still needs further elaboration as far as its goals, framework structure, partners and available resource identification, the potential multi-stakeholder nature of this exercise. Tunis will offer opportunities to discuss and refine the project and outreach to many individuals and organization who may wish to be involved. Meanwhile, this proposal is open to suggestions and expressions of interest since the promoters believe the academic community, and communication scholars in particular, have a crucial contribution to make.
- Anyone interested can contact me at:
claudia.padovani@unipd.it and join the discussion on the wsis-msp list: wsis-msp@yahooroups.com.



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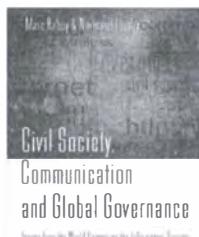
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Member's New Work



Civil Society, Communication and Global Governance: Issues from the World Summit on the Information Society

by

Mark Raboy and Normand Landry

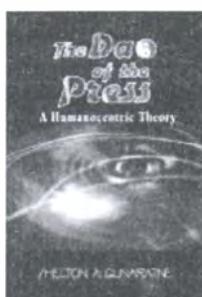
2005, 212 pages, US\$64.95

Peter Lang, ISBN: 0-8204-81122;
www.peterlangusa.com

In 2003 and again in 2005, the international community was called to take part in a World Summit on the Information Society (WSIS).

This two-phase United Nations summit placed an unprecedented global spotlight on information and communication issues. Civil Society, Communication and Global Governance provides a sweeping portrait of the players, structures

and themes of the WSIS, as well as a critical analysis of the summit's first phase, the issues it raised and the groundbreaking role played by civil society. Including an extensive bibliography, this will be a basic reference source for everyone interested in the role of information and communication on shaping twenty-first century societies.



The Dao of the Press: A Humanocentric Theory
by **Shelton Gunaratne**

Year: 2005
Pages: 208
Hampton Press,
Cresskill, NJ 07626

This book attempts to de-Westernize communication theory. It interprets press theory from the per-

spective of Eastern philosophy—particularly Buddhism, Hinduism, Daoism, and Confucianism—and the emerging theory of living systems, which combines the Santiago School's interpretation of cognition and autopoiesis, and the Brussels School's interpretation of dissipative structures. It also draws from quantum physics, post-Parsonian systems thinking, and world-systems analysis to derive a more humanocentric theoretical framework that reflects the integration of Eastern ontology with Western epistemology.

It demonstrates that the classic Four Theories of the Press and its offshoots are based on Eurocentric history, theory, and practice. These are completely oblivious to non-Western history and philosophy.

This state of affairs attests to what some Third World scholars describe as "academic dependency and the global division of labor in the social sciences".

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Screening of applications will begin October 15, 2005 and continue until the position is filled. Send letter of application, curriculum vita, and three letters of reference to: Search Committee Chair, Department Chair (Position #MCMA-117), Department of Radio-Television, Mail Code 6609, 1100 Lincoln Drive, Southern Illinois University Carbondale, Carbondale, Illinois 62901. TELEPHONE: 618-536-7555/FAX: 618-453-6982. SIUC is an affirmative action/equal opportunity employer that strives to enhance its ability to develop a diverse faculty and staff and to increase its potential to serve a diverse student population. All applications are welcomed and encouraged and will receive consideration.

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(Continued from page 13)

effective computers.

- c. The Newsletter is essential in the announcement of calls for papers, although flyers and web announcements are crucial.

3. Reduced fees for participating the IAMCR conferences for new members

We could allow non-members to apply part of the registration fee to first-year membership and the rest for conference registration. During the trial period of one year, the Association would have a chance to demonstrate its benefits to members.

4. Reduced membership fees for students and members from low-income countries

It is quite essential to develop further ways and means to enable poor institutions to join the IAMCR, because if the Association loses its global character, it loses everything.

RECOMMENDATIONS

1. Make continuous and systematic membership recruitment a basic element of IAMCR activities

- a. Be proactive (among leadership) in establishing **shorter-term project groups** to motivate recruitment around various projects
- b. **Make it easy and natural to “kill” sections/working groups** when needed
- c. **Create “Liaison Officers”** based on topics, regions, or activities (not on sections) for recruitment, to monitor drop out, and monitor member needs
- d. **Create junior scholar/student “Liaison Officers”** to promote the Association among graduate students and facilitate participation and provide support

The membership of IAMCR is going to be in the future more mobile than previously. Thus continuous and systematic membership recruitment should be one of the basic elements of the IAMCR activities. Crucial to increasing and motivating participation for current and potential members is to blend membership and participation. The core of IAMCR activities lies with the sections and working groups, book projects and comparative research groups. A bottom/up policy should be respected, and the organisational structures are there to support and assist section-based activities. Alertness to member interests and needs should be increased. On the other hand, IAMCR should make it also easy and natural to “kill” a section or a working group when the motivation for continuing its work is gone.

Although Section Heads have continuous contact with the membership and are motivated, they should not be overloaded with extra work. Therefore Liaison Officers should work in cooperation with, but not be overseen by, Section Heads. For student liaisons, we can use the successful model employed by the Communication Policy and Technology Section: integrating junior scholars as “Deputy Section Heads” with specific responsibilities.

The committee suggests that several forms of liaison work should be developed for a pilot period of 2-3 years.

Such liaisons could be based on regions, institutions, and/or organizations. If some Section Heads volunteer for doing also such sensitising operations, they should be welcomed to do so, but also other arrangements should be proposed. Some institutional correspondents should be offered such a task, and in some cases, vice-heads of sections could do the work. Junior scholars could be reminded that such a task goes on the CV, and the motivation would no doubt be found.

2. ADDRESS MEMBER NEEDS AND BENEFITS IN SETTING ASSOCIATION GOALS, ACTIVITIES, AND STRUCTURES

- a. **Identify and promote the Association’s basic benefits** and relevance to members: what the organization offers as **“value for money”**
- b. **Create a (non-scientific) survey** to gather information on member (past and present) including, among many other questions: why they joined, what they want, why they quit, what they do, how the organization benefits them, how they feel about book prices
- c. **Create a shorter questionnaire** for regular distribution after each conference
- d. **Provide 1 to 3 Association journals** as part of the membership fee
- e. **Link journals to conference/project substance matter** and offer an arena for products of conference discussions.
- f. **Identify opportunities for junior scholars** to publish, review manuscripts, and assist in theme development in journals

IAMCR should accept as a fact that for most media and communication researchers, joining a professional organisation is a simple, practical action. They join organisations that fit them and are able to offer them relevant benefits. People join organisations, which sound relevant for them at a certain phase of their life. They leave the organisation, if they do not get what they feel they need or when their own interests change. Monitoring needs will help address these issues and permit IAMCR to be more sensitive to changing member needs.

3. DEVELOP VARIOUS FORMS OF NETWORKING AND AN EXTENDED RANGE OF ACTIVITIES

- a. **Engage new forms of on-going activity** such as research networks, regional meetings, thematic seminars, and joint projects to maintain year-round contact
- b. **Use the internet to maintain contact**, hold meetings, distribute information, etc.
- c. **Develop systematic linkages** and partnerships with other organizations to maintain a range of activities, including thematic organizations (e.g. AoIR, ACS, etc) to increase activities/participation around those themes
- d. **Extend networking opportunities** with cross-organization groups like the International Federation of Communication Associations (IFCA)
- e. **Include a wider range of members** in general activities

It is important to officially accept that the IAMCR activity in the future takes a multiplicity of forms. New forms of

continuous activity such as research networks, regional meetings and thematic seminars should be engaged, and “meetings” in the web preferred, both with IAMCR members and other relevant groups. Preparation of book manuscripts, special issues of journals and research projects are essential and natural forms of an academic organisation’s activity. Linkages with other organisations are an important part of this, and they should be developed systematically.

The IAMCR conferences and thematic seminars should be able to seek partners. It is no use to, for example, try to develop new IAMCR sections in internet or cultural studies, because both already have their international organisations which operate well. Instead, the IAMCR should develop partnerships with thematic organisations and cooperate with them. Thus the need for annual conferences can be reduced. Some conflicting remarks about the need to have annual conferences were expressed in the committee. The majority was in favour of annual conferences as global meeting points and forms of participation; the minority suspected that, due to the multitude of annually offered interesting regional and thematic conferences and the limited resources for travel funds, participation in global conferences each year are simply no longer possible.

4. GLOBAL CONFERENCES MUST INCLUDE GLOBAL PARTICIPATION

- a. **Conference planning should include a membership campaign** element that systematically addresses local membership expansion and participation
- b. Develop systematic methods to motivate and maintain **on-going intellectual interaction** between conferences
- c. **Create opportunities for participation** by local student scholars to bridge the organization and the location in a less formal/official capacity. This participation should be distinct from the hired facilitator roles often filled by local students at conferences.
- d. **Include a range of members** in preparation of book manuscripts, special issues of journals, research projects, etc.

The task of membership enlargement and revitalisation is linked to the organisation’s conferences policies. Each time a conference plan is accepted, it should include a membership “campaign” element. It is natural for organisers of IAMCR conferences to work expanding the organisation’s membership in their part of the world, and a systematic plan for that should be included whenever a university or a group applies for organising an IAMCR conference. Crucial to developing broad participation in IAMCR is creating a variety of participation options for students and others with limited funds. Graduate students are a key group in new membership, because they are the future of IAMCR. Strong mentorship and the Junior Scholars Network have been key elements in keeping graduate students involved.

Especially in the Porto Alegre Conference, the frequency of non-shows was significant, in some sections as high as 50 percent. Difficulties in organising travel funds have hit all members, but especially strongly young members and researchers from low-income countries. There should be a variety of benefits and forms of activity available also for such members who cannot afford or are not

even interested in participation in the IAMCR conferences.

5. FAVOUR INSTITUTIONAL MEMBERSHIP, ESPECIALLY IN ASIA, AFRICA, AND LATIN AMERICA

- a. **Increase the commitment incentives** for correspondents in the institutional membership by offering some extra benefits (books, journals)
- b. **Establish minimum requirements** for correspondents (annual updates on home institutions)
- c. **Develop a form** (electronic or paper) for regular contact with correspondents
- d. **Grow correspondent roles** into year-round information channel
- e. **Establish mechanisms for regular contact** between institutional correspondents and “liaison officers”

In the discussions it was emphasised that the collection of annual membership fees should be made as systematic, punctual and easy as possible. Most institutional members reserve a certain sum for annual membership fees. If the collection is badly delayed, the temptation to use the money for something else grows. There seems to be especially much inaccurate information in the lists concerning institutional members. Systematic emails about membership and other issues from centralized sources help in this regard.

CONCLUSION

The committee notes that in membership promotion, a limited set of achievable goals should be agreed upon, the tasks associated with them distributed accordingly, and a monitoring and co-ordinating process developed. The first step mentioned in the committee’s web discussions was to obtain the membership database and use it as a basis in identifying persons in each region or even in larger countries who can operate as key link persons to suggest new members or at least distribute recruitment messages. It was also suggested that the information about the benefits of membership could be pulled together in an open letter of invitation to prospective members, including to young scholars, and this letter could be endorsed by the President in both electronic and hard copy formats. It was also pointed out that a membership application form appears in every edition of the newsletter and on all IAMCR/Section websites with a forwarding address linked to the Committee. Some members asked whether it is wise to ask the overloaded Section Heads to carry out these extra tasks and whether it is realistic to think that committed liaison people could be found.

This suggestion has in fact already partly been put into action, because the database is now available, and the President has sent invitation letters to crucial IAMCR members, members of the International Council and Section Heads to send them to potential members. The President has also encouraged the membership to locate former IAMCR members (institutions or individuals) who have by some reason left the organisation so we can ask why they left the organisation. In the group, it was suggested that such a follow-up monitoring should be done regularly once in two or three years.

Members: Hopeton Dunn, Jamaica, Catherine Loneux, France, Rosa Mikeal Martey, USA, Daya Thussu, UK and Ullamaija Kivikuru, Finland (Chair)



Established in 1956, Hong Kong Baptist University is a public-funded institution of arts and science in the Hong Kong Special Administrative Region, providing broad-based and rigorous education to a student body of around 6,000 through a range of undergraduate and post-graduate programmes (leading up to PhD level) offered under six Faculties/Schools: Arts, Business, Chinese Medicine, Communication, Science and Social Sciences. In addition, there is a School of Continuing Education which caters to a large group of full-time and part-time students.

The University now invites applications or nominations for the following position, tenable September 2006.

DEAN OF COMMUNICATION (PR018-2/05-06)

The University started to offer academic programmes in Communication back in 1968 and has since established a strong reputation in this area in the local communication and media industries. With the present three academic departments (Department of Cinema and Television, Department of Communication Studies and Department of Journalism), the School offers the undergraduate BSocSc (Hons) in Communication degree, MA, MFA, MPhil, and PhD degrees. The undergraduate Communication course is offered in five options: Cinema and Television, Digital Graphic Communication, Journalism (which comprises the Broadcast, Chinese and International Journalism concentrations), Organizational Communication, and Public Relations and Advertising. The School has a total of around 670 undergraduate and postgraduate students and around 30 full-time faculty members.

Reporting to the Academic Vice-President, the Dean of the School of Communication is expected to provide effective academic leadership in course development, promote first-rate teaching and research and establish strong links with external organizations. The appointee will also work actively with the other Deans of Faculties/Schools and the senior management in the strategic development of the University. While the Deanship position will demand significant time commitment to administrative and executive functions, it is expected that the appointee will hold a concurrent academic appointment in the School and thereby contribute to teaching, research, and other scholarly activities.

The desirable candidate should be a reputable scholar with a distinguished track record of performance in teaching, research and university administration. He/She should also have substantial professional experience relevant to the work of the School and preferably have held senior position in the industry. Visionary and innovative leadership, open-mindedness, excellent adaptability to changes and challenges, effective communication and interpersonal skills, and ability to build a strong team in support of the future development of the School are all essential. Good capability in fund-raising and resource management are added advantages. The successful candidate should preferably be proficient in English and Chinese.

Those who have responded to the advertisement recently need not re-apply.

Appointment Terms

The appointee will hold a concurrent academic position at or above the Professor rank and be provided with a monthly responsibility allowance for the Deanship appointment. The initial appointment will be made on a fixed-term contract of normally three years; but more flexible terms of appointment may be negotiated. Re-appointment after the first contract is subject to mutual agreement. Fringe benefits include retirement/gratuity benefits in the range of 10-15% of basic salary, annual leave, medical and dental scheme, quarters accommodation and relocation allowance wherever appropriate.

Application/Nomination Procedures

The University welcomes applications and/or nominations of suitable candidates to be sent to "Secretary of the Search Committee for the Dean of Communication", via the Personnel Office, Level 7, Shaw Tower, Shaw Campus, 34 Renfrew Road, Kowloon Tong, Hong Kong, [Fax: (852) 3411-5001]. Email address: pers@hkbu.edu.hk. Review of applications will continue until the position is filled. Enquiries should be sent to the same address. The application/nomination should contain a complete curriculum vitae of the candidate, with the names and contact addresses of three referees.

More information about the University and the School are available on the Web at [<http://www.hkbu.edu.hk>]. Details of the University's Personal Information Collection Statement can be found at [<http://www.hkbu.edu.hk/~pers/job.>] The University reserves the right not to fill the position or to make an appointment by invitation; and the appointment will be made according to the terms & conditions then applicable at the time of offer.

IAMCR Membership and Renewals

You will receive a request to renew your membership for 2006 from César Bolaño, IAMCR Treasurer (e-mail: bolanotreasurer@globo.com) in mid- to late November 2005. If you are aware that you have not yet paid your fee for 2005, please follow the instructions on this form. You can pay your membership fee in one of four ways.

If you have already sent your membership form and credit card details to IAMCR London office, you will be contacted separately.

Whatever payment method you choose, please make sure you also register your details at the IAMCR website (<http://www.iamcr.net>). This is important because the website is closely connected to the treasurer, and you need to identify yourself as a member on the website to help us avoid manual processing when sending out the invoices. If all members are identified, everything will run automatically, hence saving a lot of work and uncertainty.

Thanks for your cooperation, Ole Prehn.

1) Check drawn on a USD bank account
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New John Libbey Media Titles

Moving Experiences (2nd edn): Media effects and beyond

David Gauntlett

ISBN: 0 86196 655 4

Paperback 208 pages

Price: £17.50/US\$24.95

Publication date: July 2005

A classic review of 'media effects' research, *Moving Experiences* is now revised and updated to

include new chapters on David Gauntlett's creative approaches to understanding media influences.

Television, movies and new media have been blamed for every kind of social problem and antisocial act, and countless studies have set out to quantify their harmful effects. Gauntlett argues that much of this blame is misplaced, and that the methodology used to justify it is deeply flawed. Screen media is a central part of modern social life, and an important influence upon how we see the world. But its 'effects' will necessarily be complex and indirect, whilst many of the ill effects attributed to screen media are really the result of more serious social problems.

This second edition includes two all-new chapters on the creative research methods which Gauntlett has been developing in recent years, which offer an alternative way of exploring media influences.

The book contains a revised version of the original research review, as well as the article 'Ten Things Wrong with the "Media Effects" Model', which has become much-cited in media studies textbooks.

"David Gauntlett's analysis of media effects research is still timely, impressively thorough, and yet a pleasure to read. Published in this edition with excellent new material about his creative new alternatives to traditional 'effects' studies, this book is a must-have package for media students"

— Annette Hill, Professor of Media Studies at University of Westminster



International News in the 21st Century

Edited by Chris Paterson and Annabelle Sreberny

ISBN: 1 86020 596 8

Paperback 310 pages

Price: £22.50/US\$34.95

Publication date: July 2004

Over the past twenty years the world of international newsgathering and diffusion has been transformed. Lightweight equipment and satellite uplinks have made it possible to send televised

reports from anywhere in the world at any time as easily as making a phone call. The rise of the satellite-distributed international news networks – including CNN, Sky News, BBC World and Al-Jazeera – has made news available, non-stop, in homes, offices and hotel rooms worldwide.

New technologies and new actors open up possibilities for more and different information to circulate, with profound political implications. Will the facade of news objectivity crumble in the face of alternate definitions of the international news agenda? What does it mean for Arab communities across the globe to have world news available in Arabic and from Arab points of view? With increasing tension throughout the world, particularly in the Middle East, following the events of 11 September 2001, these questions have assumed a new and urgent importance.

In the first collection of its kind, influential jour-

nalists, scholars and activists probe the future of international news. Topics include the continuing rise of the news media conglomerates; ethnocentric imbalances in news reporting; the rise of non-Anglo news channels; the impacts of new technologies of production and diffusion; the rhetorics of international news; audiences' imagination of the 'global' and their perceptions of international news coverage.

The conclusions they reach are far-reaching and provide food for thought for anyone interested in international politics in the age of modern media.



Modern Media in the Home:
An ethnographic study
Hugh Mackay and Darren Ivey

ISBN: 1 86020 598 4
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Price:
£17.50/US\$27.95

Hugh Mackay is a Senior Lecturer in Sociology at The Open University. His research is on new media technologies; **Darren Ivey** is a freelance researcher for media organisations in Wales. Formerly he was Research Fellow at The Open University.

In a field where abstract theoretical speculation is rife and careful empirical research is rare, this is a rich compendium of useful insights into how exactly it is that we live with the communications technologies in our homes.

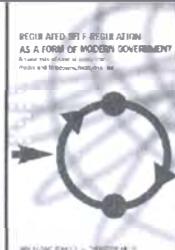


Regulated Self-Regulation as a Form of Modern Government

Wolfgang Schulz and Thorsten Held
ISBN: 1 86020 597 6
Paperback 108 pages
Price: £25.00/US\$39.95

Massive changes are taking place all over the world in redefining the relationship between government and public and private institutions. Nowhere is this redefinition more urgent than in communications.

In this important study, **Wolfgang Schulz** and **Thorstein Held** (senior researchers at the Hans-Bredow Institute in Hamburg) set out to find answers to key questions relating to the changing role of government in regulating the transnational communications industry and to provide a 'tool-kit' for what they call regulated self-regulation applicable across the world.



Can the Market Deliver?
Funding Public Service Television in the Digital Age
Dieter Helm et al.

ISBN: 0 86196 662 7
Paperback 192 pages
Price: £17.50/US\$27.95

The contributors: Dieter Helm, Damian Green, Mark Oliver, Simon Terrington, Andrew Graham, Bill Robinson, Gavyn Davies, Jeremy Mayhew and Luke Bradley-Jones.

The UK broadcasting market is undergoing rapid and far-reaching change. The scope for consumer choice is widening significantly with the proliferation of new digital channels and services. New technologies are posing a threat to the idea of pre-determined schedules, while the rapid growth of broadband will bring with it access to a potentially limitless range of content on-demand.



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Hampton Press NEW TITLES IN THE IAMCR BOOK SERIES

Global Trends in Media Education Policies and Practices

edited by Tony Lavender, Birgitte Tufte and Dafna Lemish

Over the last decades Media Education has gradually obtained an educational status in many countries throughout the world although few countries have actually incorporated this subject in their formal school curricula. Where Media Education is taught today, it is principally carried out using a relaxed, pluralistic and a cross- or multidisciplinary approach.

This book sets out to explore this new approach to the subject via chapters that are representative of ongoing work by leading Media Education researchers in nine different countries and from all five continents. Media Education is continually evolving and the individual chapters indicate that the passion for the subject is global while the actual translations of practices and policies are very much local. The book expands the debate about Media Education beyond the traditions and interests of one part of the world to encompass the needs of the rest.

Contributors include: Tony Lavender, Birgitte Tufte, Jeanne Prinsloo, K.P. Jayasankar, Anjali Monteiro, Carmen Luke, Manuel Alvarado, Keval J. Kumar, Jose Martinez-de-Toda, Dafna Lemish.

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