

INTERNATIONAL ASSOCIATION
FOR MASS COMMUNICATION RESEARCH

Petit-Chêne 18 B, 1003 Lausanne
December 15, 1970.

21st Presidential Letter
Or.Fr./Trad.Engl.

Dear colleagues and friends,

First of all, we would like to apologize for the considerable delay with which you receive this report on the VIIth Congress, held from September 1 to 4, in Constance (W. Germany), and to which over a hundred members took part.

Before mentioning the numerous and very interesting reports which were presented on this occasion, and particularly the General Assembly which concluded this congress, we would like to say a few words about the many receptions and manifestations that accompanied the working sessions. We would like also to seize this opportunity to express to our hosts and to all the organizers the sincere gratitude of all those who enjoyed an unforgettable stay at the Bodensee.

We would like to thank particularly Mrs. Brigitte Weyl, Director of the "Südkurier" and all her collaborators. In addition to the whole organization of the congress - which was perfect - the Südkurier invited us for a reception in the Bernadotte's castle, on the lovely Island of Mainau, followed by a superb Scandinavian dinner. The IAMCR was also associated to the celebration of the 25th anniversary of the "Südkurier". As to the wives of the congressists, they will certainly not forget the excursion to the lovely village of Gottlieben, nor the visit to the Museum of Napoleon III, in Arenenberg.

We also express our gratitude to Professor Noelle Neumann, Director of the Institut für Publizistik at the Johannes Gutenberg University, in Mainz, as well as to the three societies : the Studiengesellschaft für Publizistik, the Deutsche Gesellschaft für Publizistik und Zeitungswissenschaft, and the Deutschenkreis für Presserecht und Pressefreiheit, which not only helped us financially, but also offered a very nice reception at the Langenrain Castle - where the famous children band charmed everyone - followed by a grand dinner at the Insel Hotel. Professor Noelle Neumann had also organized a visit to the Institute of Demoscopy, in Allensbach, from which institute many students attended our meetings.

The Government of Baden-Württemberg had delegated Herr Staatsminister Dr. h.c. Seifriz, who spoke at the opening session. Then, a brilliant reception was offered in the beautiful castle of Meersburg, by the Government of Baden-Württemberg, to which we would like to express our sincere gratitude.

Finally, we would not fail to mention, among the people who were responsible for the organization of the congress, Dr. Martin Löffler, President of our Section for Legal Matters, who has been the real kingbolt of our VIIth General Assembly and congress, and who coordinated the efforts of the authorities of the Federal Republic, of the Land of Baden-Württemberg and of the three German societies mentioned above. Let us not forget either Professor Otto B. Roegele, our Deputy Secretary General and President of the German National Commission for UNESCO, whose efficiency and kindness were greatly appreciated.

To the German Government and to all our hosts who made this VIIth General Assembly and Congress a real succes, we express our most sincere gratitude.

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During these days, various meetings were held by our sections. Many reports and conferences were presented, of which you will find the list hereafter. Some of the reports had such success, that our stock of roneotyped copies disappeared rapidly. That is why we kindly ask our members who would like to receive some of these reports to apply directly to their authors.

Section for International Understanding,
President : Mr. Bogdan Osolnik :

- Bogdan OSOLNIK
"On the concept and the working programme of the section :
Mass Media and International Understanding".
- Tomo MARTELANC
"Television and International Understanding".
- Georges MOND
"L'information et la 'guerre psychologique' dans un pays
socialiste : le cas de la Pologne".

Technological Section

Presidents: Prof. Emil Dusiska and Charles Minassian :

- Charles MINASSIAN
"L'électronique et la presse".

Section for Psycho-sociology,

President Mr. Alex S. Edelstein :

- Alex S. EDELSTEIN
"Some basis for the Study of Cross-Cultural Communication :
A Point of View".
- Kaerle NORDENSTRENG
"Policy of News Transmission : Excerpts from a Finnish Exercice
in Cooperation Between Broadcasting Practitioners and Researchers".
- France VREG
"The Developmental Model of Communications Sastem and its Openness".
- R.L. BROWN
"Pop Music in an English Secondary School System".

Section des Satellites,
présidée par M. Dallas W. Smythe :

- Daniel BECOURT
"Le droit d'auteur dans les communications par satellites".
- Fred S. SIEBERT
"Property Rights in Materials Transmitted By Intercontinental Satellites".
- Franz EBERHARD
"Effects on International Understanding of Communication Satellites"
(traduction en français et en allemand).
- José Maria DESANTES (1)
"Le 'ius communicationis' selon Vitoria et la régulation des satellites de diffusion directe".
- MARTIN BRAVO (2)
"Questions juridiques relatives à l'exploitation commerciale des télécommunications par satellite".
- Herbert I. SHILLER
"Securing The Social Utilization of Satellite Communications".
- Robert LINDSAY
"The Communication Satellite as Engine of Developmental Inhibition"

Section juridique,
présidée par le Dr. Martin Löffler :

- Martin LOEFFLER
"La déontologie dans les mass media".

Divers :

- Peter CLARKE
"An Experiment on Co-Orientation and Information Seeking About Entertainment".
- José Maria DESANTES
"La documentación científica como objeto de la información".
- Juan BENEYTO
"L'organisation du journalisme en Espagne".
- Pavel CIMPEANU
"L'impact esthétique de la télévision".

Si cette liste devait comporter des inexactitudes ou des erreurs, veuillez en excuser l'auteur de ce compte-rendu, qui s'est malencontreusement vue privée de ses notes le dernier jour !

In case this list should bear some mistakes, please be kind enough as to forgive the author of this report, who was unfortunately deprived of her notes the very last day of the congress !

(1) and (2) : exist in English language :

- (1) "The 'ius communicationis' According to Vitoria and the Regulation of Direct Diffusion Satellites";
- (2) "Juridical Aspects Concerning the Commercial Exploitation of Satellite Communications".

In addition, Mr. Waléry Pisarek, President of the Bibliographic Section, presented an important report on his section's activities, which was followed by a very interesting discussion on the work done at the CIESPAL (Quito), led by the representative of the UNESCO-Paris, Mr. John Willings.

You will also find attached a tentative list of the participants to the Constance Congress. The loss of our notes compelled us to reconstitute this list, which is probably incomplete. We shall welcome any rectification to this document.

Taking into account the growing number of IAMCR members, it was decided to increase the number of members of the Bureau and Executive Committee.

The members of the Bureau remain in fonction until 1972. Messrs. James D. Halloran and Bogdan Osolnik have been elected vice-presidents, while Messrs. Alex S. Edelstein, Francisco G. Manrique and Dallas W. Smythe will sit among the members of the Bureau. The President has accepted to carry on his mandate until 1972.

In order that all parts of the world be represented at the Executive Committee, the number of its members has also been increased (see attached list).

Three new sections were also created : Professor Florian Fleck, (Fribourg University, Switzerland) has been asked to preside the Section of Economics, while Professor Bernard Voyenne (France) will be in charge of the questions of terminology. As to Mr. Georges Gerbner, he will be responsible, together with M. F. Kempers, for all publishing problems.

The dates and places of our coming meetings have been chosen. We have accepted the invitation from the Argentine Government to hold our next General Assembly at the beginning of September 1972, in Buenos Aires and Mar del Plata.

For the following general assemblies, have been taken into consideration : Leipzig (1974), San Remo (1976) and Leicester (1978).

In the meantime, a symposium will take place in June 1971, in Bled (Yougoslavia). Besides meetings of the Bureau and Executive Committee, our sections are invited to present conferences and reports in connection with the general theme of : "International Understanding". Our Yougoslavian friends have already started organizing this congress.

Finally, the IAMCR, anxious to contribute to the development of the mass media and to the total freedom of information, has adopted various resolutions :

The I.A.M.C.R., preoccupied by the conditions of total insecurity in which journalists accomplishing dangerous missions have to carry on their duties, adopted the following text :

"The VIIth General Assembly of the International Association for Mass Communication Research, convened in Constance from September 1st to September 4th, 1970, expresses the sympathy of its members to journalists victims of their duty and to those who are accomplishing dangerous missions in order to inform the public opinion,

extends its gratitude to the organizations and authorities which give their attention to this situation,

and asks the U.N.O. :

- to undertake without delay a new codification of the rights and duties of journalists working in foreign countries and, in general, to those who have to carry on their offices under exceptional conditions,
- to follow, to this end, the propositions elaborated by the professional organizations concerned,
- and to take the necessary steps so that said regulations be carried out with efficacy, as only this application can ensure the information of worldwide opinion, which is the condition for the respect of the principles of the Charter".

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"The International Association for Mass Communication Research applauds the efforts of the Secretary General of the United Nations Organization to study the creation of a World University, declares itself ready to cooperate to these studies and hopes that the science of Mass Communication will be given within the framework of the World University the recognition commensurate with its importance".

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Expressing once again our most sincere gratitude to all those who collaborated to the organization of our VIIth Congress, as well as to those who, by their presence and their conferences, have contributed to its success, I would like to wish each of you a very happy and prosperous year 1971.

Sincerely yours,

Your President

Bourquin

Jacques Bourquin

THE RECOMMENDATION
TO THE UNITED NATIONS AND MEMBER-STATES OF THE UNO

I

The International Association for Mass Communication Research (IAMCR) - an organization of scientists, researchers and practitioners in the field of mass communications, which has the status B of a consultative non governmental organization with UNESCO - at its General Assembly held from September 1st to September 4th, 1970, in Constance (Federal Republic Germany), analysed its activities and authorized its sections to continue and further develop their work in the following specialized areas : juridical problems, technology, developing countries, bibliography, history, communication satellites and news agencies, professional training, international understanding and the sharing and dissemination of information in these matters.

II

The General Assembly of IAMCR, deliberating of the activity of the mass media, their effects on the modern social processes in national and international fields, the problems of research in this sphere, the position and the norms of professional activities;

stating that the modern means of mass communication represent a factor of ever greater influence upon the forming of human thinking and behaviour;

stating also that the achievements in technology are opening new possibilities for the use of these means in the benefit of cultural and social development, peace and the understanding among nations;

expressing at the same time their deep concern that these means also offer greater possibilities for the manipulation of people, the destruction of cultural values, threatening of human rights, disseminating hatred among people, and encouraging the use of violence in international relations;

supporting the efforts which have been made within the UNO and its organizations with the aim that the principles of the world organization's Charter may be realized in this sphere, also wishing to express the interest which scientists, researchers and practitioners assembled in this organization have in the objective determination of the situation in this domain and in particular developments

the General Assembly of IAMCR concludes that the technology of mass communication has reached the point where it becomes urgent for mankind and the UNO that they devote special attention to these media and their use, particularly to defend the human personality, cultural integrity, as well as the independent and equal development of all countries.

Analysing particularly the international aspect of mass communications, the IAMCR General Assembly warns that the development of a world system of communication should not lead to the domination by a single type of system or to the monopoly of a few countries at the expense of the others, and particularly would hence like to urge that a system of international agreements and cooperation be promoted by UNO in order to satisfy the interests of all countries and of the entire international community.

III

In the light of the foregoing considerations, the General Assembly of IAMCR proposes to the General Assembly of the United Nations Organization to devote particular attention to the treatment of these problems, and that the UNO and its organs commit themselves especially to :

obtaining international agreements on a multilateral basis with regard to the use of mass communications and especially with regard to the use of satellites,

the immediate continuation of work and the adoption of the Declaration on Freedom of Information as well as the adoption of the Convention concerning this matter, and to bring into action other documents of the UNO in the sphere of information,

defining norms in international communication, keeping in mind the principles for the development of friendly relations among nations, as well as the necessity for defending the cultural integrity of nations, and especially their right to an independent cultural and social development,

directing the use of satellites for promoting education and culture, and international understanding and in support of UNESCO activities,

providing the aid needed by developing countries to enable them to participate as equal partners in the use of modern means of communication, this being done particularly as part of the efforts made in the Second Decade of Development,

promoting the exchange of knowledge and data, the spreading of scientific documentation to all countries and the equal use of the results of modern science and technology,

furthering the right of all groups to use mass communications to share in the artistic and emotional life of their own culture, and to enrich others by making their cultural achievements universally accessible,

realizing in practice the operation by the United Nations Organization of its own facilities for broadcasting by TV and radio in all nations, including the use of communication satellites for this purpose.

Considering these huge tasks that lie before the UNO in the sphere of communications, the General Assembly of IAMCR expresses the conviction of its members that

- 1) a new World Conference of scientists, practitioners and policymakers should be convened in order to contribute to strengthening the role of the U.N. in the solution of these problems, and
- 2) that the best solutions can be reached when due consideration is given to the results of scientific research,

therefore the General Assembly of IAMCR is asking the UNO and the member-states for the necessary support of scientific research in the domain.

Constance, September 1970.