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INTERNATIONAL ASSOCIATION
FOR MASS COMMUNICATION RESEARCH

ASSOCIATION INTERNATIONALE
DES ÉTUDES ET RECHERCHES SUR L'INFORMATION

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JDH/AMH/TAMCR

December 1983

Dear Friends and Colleagues,

In September the International Council of the Association met at Lake Balaton in Hungary, courtesy of Tamas Szecsko, his Institute and the Hungarian Union of Journalists.

The twenty-three members of the Council who were able to attend addressed a formidable agenda where the emphasis was on the future of the Association both with regard to short term programmes and long term developments - including possible changes on the organization and structure of the Association.

As far as the immediate future was concerned the emphasis was on the need to finalize arrangements for the 1984 Conference in Prague. The plans and recommendations submitted to the Council by the Programme Committee were discussed and accepted with a few amendments and additions. The outcome of these deliberations can be seen in the programme and other details enclosed with this letter. Although all the basic arrangements have now been completed and there is a very full programme, it need not, at this stage, be regarded as complete. Additional groups, workshops, etc., may still be included but those wishing to take advantage of this opportunity and stake a claim for a slot in the programme must finalize arrangements with Peggy Gray before April 30th, 1984. Experience suggests that before proposing a new workshop or group for inclusion in the programme it is worth considering whether the proposed subject could be accommodated in the programme as it stands. April 30th is also the deadline for the return of registration forms for the Prague Conference and these will be sent to all members early in the New Year.

You will in fact receive a bumper bundle as a New Year present - sorry we can't manage it for Christmas - for in addition to the registration form we shall be sending the new monograph, *Communication and Democracy*, a list of publications received at Leicester, Section reports, further information about the Prague Conference and a booklet containing the names and addresses of all our members.

The new membership booklet does not contain as many names as the last one, largely because of the more rigorous application of the lapsation clause proposed some years ago and confirmed with some minor qualifications at the September meeting. Fortunately we have a solid core of members but there is still considerable fluctuation at the margins. Every year we lose some and we gain some. It is also worth noting that following the application of the lapsation clause we are now represented in fewer (7) countries than we were last year. I am grateful to all those who responded positively to my last minute plea to renew their membership and I hope all members will respond promptly to the 1984 invoice (and to the 1983 where applicable) which will also be included in the New Year "gift parcel".

Membership, recruitment, finance and the general promotion of the Association were discussed at some length at Balaton and a group was set up to look into the question of promotion and publicity and asked to report back to the next meeting of the Council.

It was also agreed to form another group (ANZOLA, COLE, LINNE, MELODY, PAVLIC and ZASSOURSKY) as a type of nomination committee which would meet with me and advise on nominations (and on any related organizational changes) for all the officer and council posts which have to be filled by election at the Prague meeting. I am instructed to report on the decisions and recommendations of this committee to the next meeting of the Executive Board which will be held on a date yet to be arranged in Spring 1984. The Board in turn will pass its recommendations to the International Council which will then prepare the final list for submission to the September meeting of the General Assembly in Prague, where the final decision lies. It was felt, particularly in view of the fact that the decisions made at Prague will set the stage for the following four years, that we should do our utmost to ensure the widest possible participation in a democratic election process. In addition any member is invited to write to me with nominations, proposals, etc.

The International Council agreed unanimously to recommend to the General Assembly that Juan Beneyto - Treasurer of the Association for so many years but who now wishes to retire - should be made an honorary member for life. It was also unanimously recommended that the same honour should be accorded to Dallas Smythe, now an Emeritus Professor, in recognition of his service to the Association over many years.

The Nomination Committee will meet in Rome on December 16th and 17th. This meeting has been made possible because for the five days before Unesco, in cooperation with the Instituto Della Enciclopedia Italiana, is holding a conference on The Cultural, Social and Economic Impact of Communication Technologies - and some members have been invited to attend. As always there is a dependency element in our operations!!

This meeting marks a further step forward in our cooperation with Unesco and there is a possibility of research projects, stemming from this meeting, in which IAMCR could be involved. Discussions with Alan Hancock, the Unesco observer at the Balaton meeting, pointed to the possibilities of additional research cooperation with Unesco in Communication and International Understanding, The Professional Education of Journalists, Media and Women and Media Education. This is not an exhaustive or final list and anyone with ideas or proposals for research developments in the stated areas or in other fields should get in touch with me as soon as possible. Some of the aforementioned developments may be linked through special workshops etc., to the Prague Conference. A copy of the Association's suggestion to Unesco for future research developments is available on request.

I am most grateful to all those members who keep headquarters informed about their activities. It is not always possible to record these in full in a letter such as this, and sometimes the dates just do not coincide. It would be too late for an announcement to be worthwhile. Obviously we are unable to act as a general advertising or publicity agency, particularly in cases when the information provided simply concerns the publication of a book or article, although from time to time we do provide lists of all publications received at the Centre.

However, at the risk of being selective and with apologies for any inadvertent omission and to any who may feel neglected, I thought you might be interested in the following:

Mie Berg, Research Consultant, Institutt for Samfunnsforskning, Munthesgt 31, Oslo 2, Norway, who represented the Association at the Council of Europe Seminar on The Contribution of the Media to the Promotion of Equality between Women and Men has produced a brief report on the Seminar. This is available from headquarters.

Ed Buscombe, British Film Institute, 81 Dean Street, London W1V 6AA, informs me that there will be an international conference on television studies, to be held at the Institute of Education, London University, from 11th-13th July (inclusive) 1984. People wishing to submit papers should get in touch with him.

A new member, Professor D. Sivakumar, Social Work Research Centre, Muttappalam, Chirayinkil, Perunguzki PO, Kerala State, India, who is connected with the World Census on Social Work Research, would like to hear from those with Media-Social Work interests.

A group of journalism researchers in the Nordic countries will be arranging a seminar on journalism research and extend a welcome to experts in this field in other parts of the world. The seminar will be held at the Inter-University Centre in Dubrovnik, Yugoslavia, on April 24th-28th, 1984. For further information write to Dr. Lars Furhoff, Swedish School of Journalism, Gjorwellsg. 26, 3rd Floor, 11260 Stockholm, Sweden, or Professor Pertti Hemanus University of Tampere, Box 607, 33101, Tampere 10, Finland.

The School of Journalism at the University of North Carolina is planning to publish the marginal frequencies of data collected in the "foreign images" study as part of a new research monograph series. The data will be presented as a kind of atlas of characteristics of foreign news around the world. All participants in the images study are invited to contribute to the monograph. Bob Stevenson at UNC has written to the participants directly; anyone who did not hear about the monograph project from him is encouraged to send a copy of the frequencies directly to him at the School of Journalism, University of North Carolina, Chapel Hill NC 27514, USA.

A collection of analyses of the data collected by the American team will be published early in 1984 by Iowa State University Press. The book, edited by Robert L. Stevenson and Donald L. Shaw, is called Foreign News and the New World Information Order. It will be published as a paperback edition for US\$19.95.

I have received an announcement and call for seminar papers with regard to a Conference on The Legacy of Kenneth Burke, which will be held on March 6th-8th, 1984, in Philadelphia. Further information may be obtained from Dr. Trevor Melia, Department of Speech, University of Pittsburgh, PA15260, USA.

Benno Signitzer, Department of Communication, Institut fur Publizistik u. Kommunikationswissenschaft, Universitat Salzburg, A-5020 Salzburg, Austria, reports that the proceedings of a symposium on Austria and the MacBride Report of Unesco is available from him in German.

We hear regularly from the Union for Democratic Communications in the USA which seems to go from strength to strength and now has chapters throughout the country and in Canada. Further information may be obtained from Janet Wasko, Communications Arts Department, Administration 310, California State Polytechnic University, 3801 West Temple Avenue, Pomona, California 91768, USA.

This may well be the last time I address you as "Dear Friends and Colleagues" and sign off with sincerity. Should this come to pass let me assure you that it would not be a sign that you were sinking in my estimation and affections. It would rather be a sign of the times - hard times - when we have to search for economies at all levels. Substantial savings can be made in the postal costs of the Presidential Letter if we do not use a personal form of address or letter form - the content and speed of delivery would, of course, remain the same.

So perhaps for the last time unless I can invent some unbreakable code let me take this opportunity of wishing you a very joyful Christmas and a happy and successful New Year.

Yours sincerely,

James D. Halloran,
President - IAMCR.

Details of Section Meetings overleaf/...

DETAILS OF SECTION MEETINGS

SECTIONS:

BIBLIOGRAPHY

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PROVISIONAL TOPICS, THEMES, ETC

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| <ul style="list-style-type: none">1. Ways of Implementing the Bibliographical and Biographical Directory2. Problems in Access to Computerised Bibliographic Information | <ul style="list-style-type: none">1. Implications of the New Technologies for Local Communication: Fibre Optics, Cable Television, Cellular Radio, etc2. The Characteristics of "Content" in the Information Society3. Cultural Implications of the New Communication Technologies |
| <ul style="list-style-type: none">1. Transnational Communication and International Relations2. Current Research on International Communication and Communication Technology3. Joint with Communication Technology 2 | <ul style="list-style-type: none">1. Civil Society and Public Debate2. Conceptual Problems in the Political Economy of Communications3. Joint with Communication Technology 1 |
| <ul style="list-style-type: none">Joint with AEJ, IOJ, etc | <ul style="list-style-type: none">1. Concepts of Journalism, Communication and Communication Education2. Textbooks and Teaching Devices for Journalism and Communication Education |
| <ul style="list-style-type: none">1. Current Research in Sociology and Social Psychology2. Joint session with Sex Roles group3. The Changing Role of Research in Media Policy | |