

INTERNATIONAL ASSOCIATION FOR  
MASS COMMUNICATION RESEARCH

Petit-Chêne 18 B  
1003 Lausanne

December 1972

26th Presidential Letter  
Or.Fr./Transl.Engl.

Dear Colleagues and Friends,

The "Communication and Development" Convention as well as the IAMCR General Assembly were held in Buenos Aires between 15 and 27 September, 1972. Our Association Executive Committee also held a meeting on September 17 and 27.

On top of an important South American and Argentinian participation, some fifty IAMCR members from all over the world attended the various meetings. Within the Convention and according to a contract made with UNESCO, several meetings were organized by IAMCR for a dozen of UNESCO experts who were able to put up a provisory middle-term project for the communication research and planning. These experts, particularly competent and for most of them members of our Association, presented very interesting reports and participated in the discussion following each intervention.

36 reports were presented as mentioned in the attached list showing the language in which each is available. All Convention deliberations were simultaneously translated into spanish, english and french, and we do wish to say here how grateful we are to the organizators of this perfect interpretation. With the help of the Government, the IAMCR Argentina Committee has already started issuing a Convention publication with a summary of each report presented in Buenos Aires preceded by a short bibliographic notice on the author. This document also provides the opening and closing addresses to the Convention and will enable readers to get a good overall idea of the papers presented and to order entire reports directly from the authors. In the meantime, some reports are still available from the IAMCR Argentina Committee (AIICM), Calle Carlos Pellegrini 1435, Buenos Aires.

Before reporting on the Convention itself, we would like to say a few words on the organization of the participants' spare time activities. As a matter of fact, our Argentinian friends did not only set up high level scientific meetings, but they also made us participate in the way of living of their country, taking us to printing works, television and radio stations, large industrial companies; entertainment meetings allowing, in a warm friendship atmosphere, a very interesting exchange

of views; tour of the town and its surroundings, an excursion to the delightful and typical village of San Antonio de Areco where we got a gorgeous reception by the Authorities who had not forgotten the Gauchos parade, nor the music and dance to go with the traditional Asado.

Peak point of this sejourn during which everybody felt at home and tying up durable friendship links, all foreign participants were invited, thanks to the Presidency of Republic's generosity, to spend a wonderful week-end at Bariloche where in the heart of the Cordillera of the Andes they were given the opportunity of admiring the Argentinian nature in its majestic greatness. Again there, the warmth of the welcome, the number and variety of excursions, the excellent dinner offered by the Mayor have left unforgettable memories.

To the Argentina Government, to His Excellency Edgardo Sajon Gaggiolo, Press and Diffusion Secretary, to Mr. Aulio Sila Almonacid, State Secretary, to Mr. Luis Laurelli, Embassy Secretary who during the whole preparation of this Convention did the liaison work between the Lausanne Secretariat and the Convention Organization, and also to our friends of the Argentina Committee, Messrs. Ricardo C. Noseda, Ricardo Mosquera Eastman, Juan Carlos Goti Aguilar, to all their assistants and friends, we want to say how deep and sincere our grateful thoughts are.

#### "COMMUNICATION AND DEVELOPMENT" CONVENTION

On Friday September 15, 1972, at 6 PM, the "Communication and Development Convention" was officially opened in the Salon Dorado of the Concejo Deliberante (Executive Council).

The theme of the Convention was introduced by three speeches. His Excellency Edgardo Sajon Gaggiolo, Press and Diffusion Secretary for the nation's Presidency, in the name of the President of Republic, said among other things that "... the Convention's subject and everything related to the problems of the social communications are a constant preoccupation of the modern societies ..." and that "... every effort made in this matter deserves the gratitude and help of all governments ...". He also remarked that "... the expression freedom is part of man's essence ..." and that "... the press freedom is one of the main forms of outspeaking the right to the free expression of ideas".

Then Mr. Alberto Obligado, UNESCO General Director Assistant, declared that "... the subject of the IAMCR International Convention is the communications and their development ..." and that "... meetings agenda is intimately related to the research proposals made by UNESCO in the international program. The Buenos Aires meetings can then be considered as being part of a program directed to the future".

As to your President, he expressed himself as follows:

"Monsieur le Ministre,  
Excellences,  
Mesdames, Messieurs,

This 9th General Assembly of the IAMCR enables us to celebrate the 15th anniversary of the founding of our Association. This fact will give to it a special appeal which will still be improved by the heartedly welcome of our Argentinian friends and their Committee.

Up to now, our meetings were always held in Europe: Paris in 1957, Strasbourg in 1958, Milano in 1959, Vevey in 1961, Lausanne in 1962, Geneva in 1963, Vienna in 1964 and in 1965, Paris and Herceg-Novи in 1966, Prague in 1967, where the 10th anniversary of our Association was celebrated in Charles University, Pamplona in 1969, then Constance in 1970, and finally Bled, Alghero and Barcelona in 1971.

For the very first time, in September 1972, we are favored with the rare privilege of seeing Spring blossoming in the South hemisphere, in the heart of the Argentina dynamic and subtle intellectual center. Admirable city blending the best aspects of Paris and New York with the Venitian shades of the Rio de la Plata.

The creation of the IAMCR responded to a need expressed by UNESCO. In 1957, its goal was then - on one hand to favor research concerning the mass media and on the other hand to raise up worldwide creation of Upper Formation Centers for mass communication specialists. Positive results have been obtained, often with our Association's collaboration, in particular for the creation of the Centers in Strasbourg, Quito, Dakar, Nairobi, etc.

As far as research is concerned, we endeavored to gather information; we simply wanted to know who, and where, was making researches and in what matter. Some studies of certain aspects of the information, often of the greatest interest, were the object of our first meetings. In June 1969, UNESCO held a meeting in Montreal with a group of experts wishing to start an international study on the effects, present and future, of the information on the relationship between the societies, the social groups and the individuals whom they consist of.

Carrying out in this direction, UNESCO held in Paris, April 1971, another meeting with a new group of experts, among them several had attended the Montreal meeting. These experts decided to set up a communication research global program including the next four years, maybe the second decade of the development. They considered two themes.

The first theme, under the "Communication and Development" title, concerns national researches and planning of the social changes; it serves as basis to our present studies in Buenos Aires.

The second theme, under the title "Mass Media and the Society's Image in Man's Eye" will be the subject of further meetings.

It is not IAMCR President's task to tell about the base of the studies that will follow. However, please do allow him to establish that these studies are absolutely necessary to better evaluate the role of the information means, which knowledge will help determine a policy concerning the communications. However, the greatest carefulness is recommended. As soon as policy is named, the hazard inherent to establishing any policy appears, for every systematic orientation may restrain the individual's freedom. Then, in the contemporary society, where the economics and the social problems oblige the governments to restrain the individual freedoms for the economical and social matters, it appears to us essential to give the individual as complete as possible a freedom of expression.

The researches we are going to carry out will contribute to widen our knowledge, but they must allow, eventually, to determine a policy protecting the information freedom the liberty of seeking information or opinions, of transmitting them, of publishing or broadcasting them, of distributing or expressing them and, finally, of receiving them and the institutional liberty of the press, radio and television, that is the rights and duties of mass media in view of their importance in today's society.

It will belong to the IAMCR National Councils to analyze the results obtained in their own country, and get from these valuable information, not only for the science, but also for the Power. It is essential that our work result in a tighter collaboration between the authorities and the research workers to achieve a greater expression freedom of the individual.

It is a rare privilege to be able to carry out our work within this historical location where the City Executive Council usually has its sittings. It reminds us the historical importance of the communes' power, consequently how useful, or rather necessary, it is that the power be decentralized to favor the liberties and rights of the individual.

We wish to reiterate, to you Monsieur le Ministre, Excellences, Mesdames, Messieurs, our deepest gratitude to have allowed the 9th IAMCR Convention to take place here in Buenos Aires."

\*\*\*\*\*

From Monday September 18 on, the work meetings were held from 9 to 12 AM and from 3.30 to 6.30 PM.

The seven main themes of the Convention were analyzed and discussed on the basis of the 36 reports mentioned on the attached list.

## IAMCR GENERAL ASSEMBLY

The 9th General Assembly of IAMCR was held on Thursday September 21, at 3.45 PM, in the Consejo Deliberante Conference Room.

After indicating the agenda, the President gave a complimentary address about Mieczyslaw Kafel (Warsaw) and Jean-Louis Hébarre (Paris), two of our deceased members.

Then the Secretary General's, Vladimir Klimès, report was read, outlining the activities of our Association since the last General Assembly held in Constance.

The accounts were presented, commented and approved (as of December 31, 1971, our credit is Sw.Fr.4,000.-- or approx. U.S.\$1,000.00).

Discharge to audit the accounts was given to Treasurer Juan Beneyto and to Auditors Pierre Favre and Hans Rebstein.

### Reports by the Presidents of the Various Sections:

#### LEGAL MATTERS

Dr. Martin Loeffler is complimented by the President on his highly noted publications on the right of the press. These summarize the work and approach of this Section.

Dr. Loeffler mentions the work being presently carried out, particularly the plans about a worldwide university.

#### BIBLIOGRAPHY

Mr. Walery Pisarek confirms that in agreement with the plan set forth in Konstanz, his Section has started an international bibliography of the mass media. They can already provide interesting information.

#### HISTORY

Prof. Günter Heidorn proposes an international symposium on "History and Role of the Press and Mass Communication Means in the Last 60 Years Historical Development". Such a symposium could take place during next General Assembly (1974). The creation of a Documentation Center, together with UNESCO, should be studied.

#### PROFESSIONAL TRAINING

Due to health problems, Prof. F. Fattorello had to reduce his activity. Thanks to a happy improvement, he will be able to carry on with his task.

On the other hand, Tomo Martelanc, co-president, suggests proposing the UNO, UNESCO and various international organizations to make 1975 the "Information Year".

#### INTERNATIONAL UNDERSTANDING

By a letter, Mr. Bogdan Osolnik, suggests stepping in at the 17th Session of UNESCO General Conference to ask members and General Director to promote activities in view of improving comprehension and international understanding.

#### DEVELOPING COUNTRIES

Mr. Kaarle Nordenstreng stresses that his Section is the latest created within IAMCR. His tasks are numerous and the main problem is to reach all the present research workers of the developing countries. Particularly here, a collaboration with UNESCO seems indispensable.

#### PUBLICATIONS

Mr. Franz Kempers, co-president, has some problems in keeping a permanent contact with Mr. George Gerbner. Several of his letters are still unreplied.

The former IAMCR - GAZETTE collaboration, giving good results, is being considered.

#### TECHNOLOGY

Mr. Minassian suggests making his IAMCR FLASH Bulletin into the official IAMCR publication. That magazine contains publicity, therefore his proposal will be submitted to the Executive Committee.

### E L E C T I O N S                  BUREAU AND EXECUTIVE COMMITTEE

#### BUREAU

As announced in Konstanz, your President maintains his decision to give up his mandate at the end of 1972. This decision is accepted, with regrets. In recognition of his highly valuable influence at the head of our Association, the General Assembly names him Honorary President.

Jacques Bourquin, deeply touched, thanks the Assembly and will keep devoting his interest to IAMCR's activities.

Due to his health condition, Vladimir Klimès had also announced his wish for retirement. His decision is accepted.

The Assembly names him Vice-President in a hope to receive his ever valuable advice.

Several seats remaining opened, mainly due to the death of two of our members, candidates are proposed to the Assembly's approval, after discussions with the Bureau.

They are unanimously accepted as follows:

Mr. James D. HALLORAN, Director of the Center for Mass Media, University of Leicester, Great Britain - President.

Prof. Emil DUSISKA - Secretary General.

Prof. Otto B. ROEGELE - Deputy Secretary General.

Messrs. Kaarle NORDENSTRENG, Vladimir KLIMES and Herbert SCHILLER - Vice-Presidents.

Mr. Waléry PISAREK - Bureau Member.

#### EXECUTIVE COMMITTEE

To complete the Executive Committee, General Assembly will call on the assistance of Jean-Louis SEURIN (France), Gloria FELICIANO (Philippines), Nabil DAJANI (Lebanon), Alfred OPUBOR (Nigeria), Marcello EYDALIN (Italy) and Ricardo NOSEDA (Argentina).

As far as Sections are concerned, it was decided to name Mr. Alfred OPUBOR (Nigeria), an expert from UNESCO, President of the Developing Countries Section; and Mr. Georges MOND (France) co-President - together with Mr. Bogdan OSOLNIK (Yugoslavia) - of the International Understanding Section. A Television Section has been created with Mrs. Annette SUFFERT (France - ORTF Research Dept.) as President.

Please find attached a chart showing the organization of our top departments.

At 5 PM, after the General Assembly, our new President called a meeting with the members of the Bureau and the Executive Committee. He reviewed the various pending problems.

#### STATUTES

The projected new statutes were given to all the Bureau and Executive Committee members. Several oppositions were raised calling for further study. Particularly on legal matters, Dr. Loeffler's advice is sought.

#### NEXT GENERAL ASSEMBLY

As decided in Konstanz, next General Assembly will be held in 1974 in Leipzig (DDR). The activity program of IAMCR being parallel to that of UNESCO, it is recommended to collaborate with that Organization in the preparation of our next Convention and General Assembly. Therefore documents will be gathered from right now. These have to be sent before end of March 1973 to President J.D. Halloran, to Secretary General E. Dusiska, or to Prof. H. Schiller who agreed to be our Coordinator.

In view of obtaining a tighter association in our activities with the developing countries, Mr. Dallas W. Smith suggests holding outside the Occidental Europe-Canada-USA zone one of our future meetings. An Africa or Asia country would be in order.

Concerning our future relationship with UNESCO, its representative Mr. John Willings is glad to note that our improving activities, our true interest in mass media promotion and their use in the developing countries will create a very positive collaboration.

As you can see, the Buenos Aires Convention has proven both positive and constructive, bringing forth new progress for the IAMCR. We wish to express to the Argentina Government, to the members of IAMCR Argentina Committee and to all our friends who have cooperated in the realization of these meetings, our most sincere gratefulness.

Dear Colleagues and Friends, here I am at the conclusion of my last Presidential Letter. I'd like to let you know how happy I have been to have, through these Letters, a permanent contact with all of you, and how much I appreciated your remarks, your comments, all your attention for our Association. Please let me thank each of you very warmly for your great cooperation spirit. Thanks to you, thanks to IAMCR, I have known privileged moments I will never forget.

Our new President, Jim Halloran, is internationally renown. We have deep trust in him. The Bureau as set up in Buenos Aires has the unanimous approval of all members present at the General Assembly. Jim will carry out his task with the help of all IAMCR members. I want to present our new President, as well as our new members in the Bureau and Executive Committee, with my most sincere wishes for a great success, and I also want them to know I will always be available should they require my collaboration.

To all and each of you, my best wishes for a happy and prosperous New Year.



Jacques Bourquin

During the meeting in the Concejo Deliberante, the IAMCR members attending the "Communication and Development" Convention were made aware of the

F I N A L R E P O R T

and they ...

1. ... indicate the necessity to deeply study the analysis and definition of the concepts "communication", "information" and "social communication" showing the difference between the communicational relationship and the one-way centralized transmission of messages to an undetermined audience;
2. ... consider the whole social communication system as a fundamental factor of development in its widest acception, that is not limited to the technical progress or economical growth, but related to the improvement of the human personality;
3. ... stress the responsibility of those directing or administrating these means and the necessity of employing them in favor of the community's interest and of the maintenance of the cultural patrimony of the various human communities;
4. ... consider the mass media as an instrument to improve the other teaching and information means and, in this case, they must have the right of way over the economical or personal interests;
5. ... stress the necessity for the Governments, legislations or systems inherent to the social communication to actively work to attain the above goals without restraining the free expression of ideas nor the freedom of the press, and insisting also on the responsibility of all people related to journalism, any form or any level, in order to prevent any immoral excess or contrary to individual liberty;
6. ... consider the fact that State interference into economical and technical functions inherent to the ever growing complexity of contemporary society, correlatively requires the most total criticism right for and by public opinion;
7. ... point out the Latin-American research workers' preoccupation and competence in these matters;
8. ... confirm in Buenos Aires the necessity of promoting and improving the study and research on mass media suiting the politico-social realities of Latin-America countries.

ASSOCIATION INTERNATIONALE DES ETUDES  
ET RECHERCHES SUR L'INFORMATION

INTERNATIONAL ASSOCIATION  
FOR MASS COMMUNICATION RESEARCH

PERMANENT BUREAU

|                            |   |  |                          |
|----------------------------|---|--|--------------------------|
| Présidents d'honneur       | F. TERROU<br>J. BOURQUIN  | France<br>Suisse   | Honorary President       |
| Président                  | J.D. HALLORAN   | G.-B.  | President                |
| Vice-Présidents            | F. FATTORELLO<br>J.N. ZASSOURSKI<br>B. OSOLNIK<br>K. NORDENSTRENG<br>V. KLIMES<br>H. SCHILLER | Italie<br>URSS<br>Yougoslavie<br>Finlande<br>Tchécoslovaquie<br>U.S.A. | Vice-Presidents          |
| Trésorier                  | J. BENEYTO  | Espagne  | Treasurer                |
| Secrétaire Général         | E. DUSISKA  | D.D.R.   | Secretary General        |
| Secrétaire général adjoint | O. B. ROEGELE   | R.F.A.   | Deputy Secretary General |
| Membres                    | C. BELLANGER<br>A.S. EDELSTEIN<br>F.G. MANRIQUE<br>J. MARINOVIC<br>D.W. SMYTHE<br>W. PISAREK  | France<br>U.S.A.<br>Argentine<br>Yougoslavie<br>Canada<br>Pologne      | Members                  |

SECTIONS

| Présidents de sections    | Presidents of Sections        |                       |                             |
|---------------------------|-------------------------------|-----------------------|-----------------------------|
| Juridique                 | M. LOEFFLER                   | R.F.A.                | Legal Matters               |
| Théorie scientifique      | A.S. EDELSTEIN                | U.S.A.                | Socio-Psychology            |
| Bibliographie             | W. PISAREK                    | Pologne               | Bibliography                |
| Historique                | G. HEIDORN                    | D.D.R.                | History                     |
| Formation professionnelle | F. FATTORELLO<br>T. MARTELANC | Italie<br>Yougoslavie | Professional Training       |
| Technologie               | E. DUSISKA                    | D.D.R.                | Technology                  |
| Satellites                | Ch. MINASSIAN                 | France                | Satellites                  |
| Compréhension internat.   | D.W. SMYTHE                   | Canada                | International Understanding |
|                           | B. OSOLNIK<br>G. MOND         | Yougoslavie<br>France |                             |
| Pays en voie de developp. | A. OPUBOR                     | Nigeria               | Developing Countries        |
| Terminologie              | B. VOYENNE                    | France                | Terminology                 |
| Publications              | F. KEMPERS                    | Pays-Bas              | Publications                |
|                           | G. GERBNER                    | USA                   |                             |
| Télévision                | A. SUFFERT                    | France                | Television                  |

COMITE EXECUTIF

|               |             |                   |          |
|---------------|-------------|-------------------|----------|
| A. BENITO     | Espagne     | P. GABOR          | Hongrie  |
| A.F. BERÉJNOI | URSS        | J. GARCIA MOREJON | Brésil   |
| N. DAJANI     | Liban       | A. GARBARINO      | Italie   |
| V. ESCARDO    | Argentine   | G. GERBNER        | USA      |
| M. EYDALIN    | Italie      | O. HUXTEN         | Sjede    |
| J. FERNANDEZ  | Equateur    | F. KEMPERS        | Pays-Bas |
| G. FELICIANO  | Philippines | P. LEVY           | Belgique |
| R. NOSEDA     | Argentine   |                   |          |

EXECUTIVE COMMITTEE

|                   |             |
|-------------------|-------------|
| S. MARJANOVIC     | Yougoslavie |
| G. MALETZKE       | RFA         |
| G. MOND           | France      |
| E. NOELLE NEUMANN | RFA         |
| A. OPUBOR         | Nigeria     |
| D.W. RIEGEL       | USA         |
| G. SEURIN         | France      |
| Y. UCHIKAWA       | Japon       |