

INTERNATIONAL ASSOCIATION FOR MASS COMMUNICATION RESEARCH

MINUTES OF THE MEETING OF THE INTERNATIONAL COUNCIL

HELD IN BUDAPEST, HUNGARY, 15/16 AUGUST 1989

1. (a) The undermentioned members of the Council attended the meeting:

J Halloran (President)	R Kandil
J Becker	W Kleinwachter
J Bourquin	O Linne
U Carlsson	J Marques de Melo
R Cheesman	A Mear
N de Camargo	H Mowlana
B Dervin	K Nordenstreng
K Eapen	M Pares i Maicas
R Faraone	W Pisarek
P Gray	S Splichal
C Hamelink	T Szecsko
O Hulten	J Wasko
F-X Hutin	R White
K Jakubowicz	Y Zassoursky
J Jouet	

- (b) Apologies were received from:

M Adnan	W Melody
B Agrawal	G Murdock
K Boafo	R Nixon
M Egbon	L Rao
N Garnham	C Roach
Y Ito	G G Robinson
J Mbindyo	H Schiller

Apologies had also been received from Alan Hancock and Breda Pavlic. Other pressing commitments made it impossible for an observer from UNESCO to be present.

2. AGENDA

The revised agenda, as tabled, was accepted. The provisional agenda had been revised to facilitate the inclusion of items about the future of the Association covered in papers provided by the President Elect.

3. OPENING REMARKS

The President welcomed members, especially those newly elected, and congratulated all of them on their election at Barcelona. He also expressed the Association's gratitude to Tamas Szecsco and his colleagues for making the meeting possible, and for their cooperation and hospitality.

4. MINUTES OF THE LAST MEETING

The previously distributed minutes of the meetings of the International Council, held in Barcelona on 25th and 26th July 1988, were taken as read, approved and signed as a correct record of that meeting.

5. REVIEW OF THE BARCELONA CONFERENCE

Manuel Pares i Maicas was thanked for all that he had done in bringing about such a successful conference in Barcelona in July 1989. It was reported that, at the conference, there had been 609 participants from 46 countries. All the Sections of the Association and 32 working groups met at the conference. There were 71 meetings in all, and 250 papers were presented.

6. PRESIDENT'S REPORT

The President reported that the Statutes, as amended at Barcelona, had been formally drafted and distributed to members, and he thanked Francois-Xavier Hutin, David Goldberg and Cees Hamelink for their work on the Statutes. He was in regular contact with his fellow officers, particularly with Cees Hamelink, the President Elect, with whom discussions aimed at facilitating a smooth take-over were already under way. He had presided at a meeting of the Programme Committee for the Bled conference, which had been held in Ljubljana in January (see below), and he thanked Slavko Splichal and his colleagues for making the necessary arrangements, and for their general cooperation.

UNESCO would probably be able to make funds available for Bled, either to assist with the costs of interpretation, or to meet the travel costs of some of our members from the Third World. Thanks to the initiatives of Olof Hulten, Erik Nordahl Svendsen and Robin Cheesman, other contributions to help these members had been promised by Scandinavian Foundations. The President hoped that all members would make efforts in this direction.

The membership and financial situation was very much the same as reported at Barcelona although, as previously noted, administrative costs were bound to show an increase because, although still indirectly supported, they could no longer be kept at the subsidized level of earlier years. The Association continued to attract new members, although perhaps not quite so many in a conference year as had previously been the case, but "old" members continued to fall away - a matter which still called for attention.

The President was very pleased to meet with some thirty members of the Association during his visit to Tokyo, and reported on an increased interest in the work of the Association by Japanese scholars. He looked forward to meeting other members of the Association in Korea and Brazil. On the occasion of his visit to Brazil it was intended that discussions should take place about the 1992 conference. With the help of Jorg Becker, approaches had been made to a number of communication and journalist scholars in the USSR, and several had expressed an interest in the Association, and in attending the Bled conference.

Links had been maintained with other associations in the field, and Cees Hamelink and Hamid Mowlana were exploring the possibility of further cooperation with I.C.A.

7. BLED CONFERENCE

Slavko Splichal and Peggy Gray presented a progress report, and outlined the arrangements so far made for the conference in this splendid location, with a new conference centre and several conveniently placed hotels. The conference would be held from 26th to 31st August 1990. They reported that, for the first time, there would be three different categories of accommodation, and registration fees would be charged accordingly. There would also have to be a restriction on numbers, dictated by the facilities. Early booking was essential. The size of the conferences nowadays had led the Programme Committee to realise that tighter structures and rules had to be established, and that all deadlines must be adhered to and late requests, for whatever reasons, might have to be refused. Deadlines and other details were provided.

Spanish was now an official language of the Association, but this language could be provided in Bled only if UNESCO, or some other agency, provided the funds. Interpretation was a costly business, and it was pointed out that, to make it worthwhile, more people must use the facility. Every effort should be made to ensure this, and to increase participation by Spanish speakers.

The pros and cons of free afternoon v more time for meetings, and the placing of the General Assembly was discussed. Many arrangements had already been made. The Programme Committee would have to examine the situation in the light of the provisions already made, and other representations.

With regard to the opening plenary session at Bled, it was proposed that there would be a main speaker, who would make a presentation based on the conference theme, **DEVELOPMENTS IN COMMUNICATIONS AND DEMOCRACY**, and there would be four or five discussants or commentators. These would be selected as follows. From the papers that are submitted to them in the normal way for presentation at Section meetings, Section Heads would select one or two which they felt might be suitable as a base for a plenary contribution. Section Heads should receive these papers before 31 March 1990, and the recommendations from the Section Heads, accompanied by the selected papers, should reach the President in Leicester not later than 21 April 1990. The final selection, for inclusion at the Bled plenary, would then be made by the Programme Committee from all the recommended papers received. In doing this, the Programme Committee would take other criteria into account, such as gender, age and geopolitical representativeness. The main idea was that this new approach should make for wider involvement and participation.

8. FUTURE POLICY

The President Elect, Cees Hamelink, in presenting a paper on **Future Policy**, in addition to stressing the need to reinforce the Association's relationship with UNESCO, also drew attention to the need to strengthen the relationships with other international associations and organizations working in related fields, particularly with those that might be regarded as members of the wider United Nations family.

It was felt that the Association should stress the importance of inter-regional coordination and regional presence. IAMCR could develop into the umbrella organization in the field of communication research by establishing strong links with regional organizations, and by facilitating coordination and exchange between these organizations. It was recognized that IAMCR is well placed to create a forum for inter-regional debates and research projects, such as the IPDC project conducted by the Professional Education Section.

Moreover, through its affiliation with regional organizations, IAMCR could make itself more attractive to members in its various regions. Currently, the cost of the bi-annual conferences (in combination with increased transportation costs, reduced subsidies, decreases in salaries and unfavourable fiscal changes) make it very difficult for members from the Third World, and possibly even younger members from the North, to attend all the conferences - consequently, interest can wane. Regional institutional linkages might make it possible for regional conferences to be organized in the years between the bi-annual international conferences, thus providing more realistic opportunities for wider participation.

The International Council thought it was necessary to explore to the full all the possibilities with regard to regional development, affiliation and extension of relationships, as outlined above. A commission (de Camargo, Kandil, Kleinwachter, Linne, Nordenstreng and White) would address these (inter-regional coordination) and related issues and prepare a working paper for distribution prior to the Bled meetings.

At a more specific level with regard to the existing fruitful, cooperative relationship with the ICA, discussions had taken place between the current presidents and the presidents-elect of both organizations. These discussions focussed on the possibility of organizing, at the ICA Dublin Conference in June 1990, a joint session (chaired by the two presidents-elect) on the contribution from communication research to a major international policy process. This session would be in addition to a further joint International Communication meeting along the lines so successfully organized by Hamid Mowlana and his collaborators at previous ICA meetings in San Francisco and Montreal.

9. RELATIONSHIPS WITH UNESCO

The President reported that the links with UNESCO were being maintained and strengthened, and that UNESCO continued to support the Association in various ways. The first stage of the IPDC project, previously approved by the International Council and General Assembly at Barcelona, had been funded by UNESCO to the extent of \$50,000. Appropriate arrangements were being made for its administration via the University of Tampere (Kaarle Nordenstreng), and for its monitoring according to the guidelines formulated and presented by the President Elect, Cees Hamelink, who would administer the project for the Association.

It was suggested, from reports received from various quarters, that it might soon be opportune to approach UNESCO with a view to IAMCR having its NGO status with UNESCO changed from Status B to Status A. During a long discussion on this matter it was stated that, amongst other things, such upgrading might result in the provision of an office in UNESCO headquarters in Paris. It was agreed that the officers (Cees Hamelink, in particular, who would prepare a paper for the next meeting) should pursue this possibility, and that all members should be asked to lend their support by approaching the National Commission for UNESCO in their respective countries. It was thought that it should not be too difficult to establish that IAMCR was the only genuine internationally representative body with legitimate intellectual, educational and professional aims in the field of communication research. The Association had members - active members - in virtually all of those countries where the appropriate infrastructure was present.

10. SECTIONS

At an earlier meeting criteria of effectiveness had been established and approved which could be applied both to existing Sections and to working groups that might possibly wish to become Sections. Hamelink, Mowlana and Szecsco reviewed the current situation in the light of these criteria.

The working paper which they presented to the Council was discussed in considerable detail and, following some revisions, led to the acceptance of a series of recommendations, REPORT ON REVIEW OF SECTIONS, which it was agreed should be distributed to all members.

It was also agreed that all Sections should hold a "business session" before reporting to the General Assembly in Bled. Amongst other things, the future Presidency of the Section should be considered at these sessions. A Section Monitoring Group was established, consisting of Hamelink, Szecsco, Mowlana, Linne and Jakubowicz.

It was further decided that a proposal recommending the establishment of a Section on Political Communication Research, and one on Gender and Mass Communication should be put to the General Assembly in Bled. Meanwhile, the working group on Sex Roles and the Media should be asked for proposals for the Presidency of the new Section. It was suggested that the word "mass" might be dropped from the title of the section on gender.

11. PUBLICATIONS

Following the presentation of two reports (one on Occasional Papers, and the other on a Newsletter), the Council addressed this ever-present question of publications thoroughly and comprehensively. One of the outcomes was the establishment of a "Commission" (Dervin - coordinator, Hutin, Carlsson, Jakubowicz, Pares i Maicas, White and Mowlana) which would not only review the whole field - exploring possibilities with regard to journals, occasional papers, newsletters, links with publishers, etc. - but would actually produce a Newsletter in 1990 before the Bled conference. The Commission would also report to the Council and Assembly at Bled. The members of the Commission recorded that they would be delighted to hear from any member of the Association on any aspect of this frequently debated publications issue.

12. ELECTION PROCEDURES

It would appear that the membership was almost equally divided on the question of the suitability of our election procedures. There are those who think that the long drawn-out procedures, operated for the first time at Barcelona, were a complete waste of time, and that they got in the way of other, important business, manifesting an approach totally inappropriate to an association allegedly interested in effective communication. On the other hand, there are those who consider that the conference floor involvement, and the democratic participation which marked the Barcelona proceedings, were long overdue, and were well worth paying for by way of such organizational inconvenience as occurred.

Of course, it need not be a matter of one or the other, but the whole question of electional procedures needs to be looked at again before the next major elections in 1992. Vice-President Mowlana agreed to prepare a working paper on this matter, initially for discussion at the Bled meeting.

13. RATIFICATION OF MEMBERSHIP AND SUBSCRIPTIONS

Fifty-one new individual members and nine new institutional members were ratified. Questions were raised about the relationship between fees and membership, and the need to reconsider the implications of institutional membership was also stressed. The existing arrangements regarding the scaling of fees for institutions according to the number of members in the institution, which hitherto had worked up to a point, were questioned. It was suggested that the scales did not operate in the interests of the Association when an institution had 383 members, or even 78 (both actual cases), for these institutions only paid the same subscription as an institution with 20-30 members. It was felt that perhaps the whole fee structure should be reviewed, and that this might be carried out most usefully in relation to some of the regional considerations mentioned earlier, and the possibility of introducing a special scale for members from Third World countries, or from countries with special currency problems. It was agreed to leave the consideration of concessionary fees for members from Third World countries until a later date.

14. FUTURE CONFERENCES

As things stood at the time, and subject to the provision of the usual assurances, the 1992 Conference and General Assembly would be held in Sao Paulo, Brazil. An offer to hold the conference in 1994 had been received from Turkey. Korea, Japan, the Netherlands, Kenya, Hungary and Canada had all been mentioned as other possibilities for future conferences.

15. FUTURE MEETINGS OF THE INTERNATIONAL COUNCIL

The next meeting would be held immediately prior to the Bled Conference and Assembly, and this would be followed by one immediately afterwards. In addition to dealing with the points referred to in the previous minutes, it would be necessary for the Council to consider the administrative and financial situation, particularly in the wake of the changes in the presidency and headquarters, arrangements for the secretariat, division of functions and related matters.

16. VOTE OF THANKS

Tamas Szecsko and his colleagues were unanimously thanked for their hospitality, and for providing such excellent facilities.


26 August 1990