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**INTERNATIONAL ASSOCIATION
FOR MASS COMMUNICATION RESEARCH**

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**ASSOCIATION INTERNATIONALE
DES ÉTUDES ET RECHERCHES SUR L'INFORMATION**

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NEWS ITEMS - JUNE 1987

In addition to news items on a wide range of issues, included in this package are the minutes of the General Assembly held in New Delhi, up-to-date information on membership, additional information from Sections and Groups, and details about the Barcelona Conference.

XVI CONFERENCE AND GENERAL ASSEMBLY

**The XVI Conference and General Assembly of the Association
will be held in Barcelona, Spain, from 24th to 29th July 1988.**

The Programme Committee, established in New Delhi, which met in Barcelona on 13 March 1987 confirmed the dates and the theme of the Conference:

MASS COMMUNICATION AND CULTURAL IDENTITY

The outcome of the lengthy deliberations of the Programme Committee, in so far as matters have been finalized, is reported in detail in the enclosed yellow paper.

From this it will be seen that all meetings and meals, apart from breakfast, will be held in the Barcelona Conference Centre, where there is plenty of room and where the facilities are excellent. The two hotels, Majestic and Gran Saria Sol, where all participants will be accommodated are both first class (members of the Programme Committee can vouch for that), and our Spanish hosts are to be warmly congratulated on providing such splendid all-round facilities at such a modest price.

The Association has always prided itself on offering extremely good value for money at its conferences. The inclusive registration fees, covering all food and accommodation, have always compared most favourably with those at other international gatherings. Rest assured, Barcelona will be no exception. It can be anticipated with pleasure.

The Programme Committee decided that the opening plenary session should follow the same general lines that had proved so successful in Prague and New Delhi. Consequently, one main speaker of international repute would be invited to address the opening plenary, and this address would then be followed by brief interventions from four invited discussants from different parts of the world. These would respond to the main presentation from their own standpoint, as manifest in their previously distributed papers. It was agreed to invite Gabriel Garcia Marquez to be the main speaker.

As mentioned earlier, all detailed information about the Conference currently available is contained in the separate yellow paper.

PLEASE PAY PARTICULAR ATTENTION TO ALL SPECIFIED DEADLINES WITH REGARD TO REGISTRATION, DELIVERY OF PAPERS, FORMATION OF WORKING GROUPS, ETC. ETC. AND REMEMBER THAT THE REGISTRATION DATE IS EARLIER BECAUSE THE CONFERENCE IS A MONTH EARLIER THAN IN PREVIOUS YEARS. BECAUSE OF THE PREFERENTIAL ARRANGEMENTS WITH THE HOTELS IT WILL BE NECESSARY FOR THE LATE REGISTRATION FEE TO BE RIGOROUSLY IMPOSED.

PROGRAMMES OF SECTIONS AND GROUPS

It was recognized by the Programme Committee that Sections and Groups are autonomous and are responsible for their own work programmes within the overall conference framework. Nevertheless, it was hoped that they would all devote at least a part of their proceedings to the conference theme.

COLLEAGUES FROM BARCELONA WOULD ORGANIZE A SPECIAL SESSION TO DEAL DIRECTLY WITH THE THEME.

NEW WORKING GROUPS

Information about three new Working Groups, as well as those which have been established for some time, is also included in the conference information sheet. Members interested in any of these groups should contact the convenor.

It is open to any member to arrange a Working Group as long as sufficient members are interested and the deadline is remembered. But on occasions in the past, in order to avoid unnecessary proliferation and fragmentation, those wishing to form new groups in closely related fields have found it worthwhile to collaborate and join together. It helps if those seeking to form a group have already recruited a viable number of possible participants before asking for facilities.

Dr Anwar Al-Ghassani from Costa Rica would like to form a new Section on Communication Theory and Research Methodology. Those interested in similar developments should refer to the appropriate minute on Sections from the New Delhi General Assembly.

Professor Owen V Johnson, School of Journalism, Indiana University, Bloomington, Indiana, USA is concerned about the "lack of historical perspective in mass communication research". Those sharing this concern should contact him - a Working Group may be arranged for Barcelona.

Professor Michael Real, Department of Telecommunication and Film, College of Professional Studies and Fine Arts, San Diego State University, San Diego, CA 92182, USA would like to hear from those interested in contributing to a Sports and Media session at the Barcelona conference.

Dr Janet Wasko, a member of the International Council of the Association, is hoping that it will be possible for The Union for Democratic Communication to hold a meeting as part of the Barcelona conference. Those interested should contact her at Department of Speech, University of Oregon, Eugene, OR 97405, USA.

LEGAL SECTION

Following the sad death of Professor Martin Loeffler, who had been Head of the Legal Section for many years, Vice President Cees Hamelink has agreed to look after the affairs of this Section until more permanent arrangements are made.

He proposes that the Legal Section should have a special session in Barcelona on **Information Technology, Law and Human Rights**. This meeting is intended as a commemoration of the 40th anniversary of the Universal Declaration of Human Rights. Since members who want to attend this may be confronted with the problem of overlapping sessions, the possibility of a pre-conference meeting is being considered. This would take place on Saturday, 23 July, in Barcelona. In order to facilitate the necessary arrangements it would be helpful to have an indication of possible interest. Therefore, anyone considering coming a day earlier for this meeting should make this known to Professor Dr Cees Hamelink, 123 Burgmeester Hoggerstraat, 1064 CL Amsterdam, The Netherlands, from whom further details about the meeting may also be obtained.

BIBLIOGRAPHIC SECTION

It is not too late yet to write to **Dr Walery Pisarek**, Press Research Centre, Rynek Glowny 23, Cracow, Poland, with your contributions to his work on updating The World Directory of Mass Communication Researchers. Copies of the first directory are still available from him at a cost of US\$15.

INTERNATIONAL COMMUNICATION SECTION

Thanks to the initiative and efforts of **Professor Hamid Mowlana** and the cooperation of the ICA, a joint session of the International Communication Section of IAMCR and the ICA, featuring the topic "**International Communication as a Field of Study: The State of the Art**" was held at the ICA meeting in Montreal in May. The session, which was highly successful, was attended by 310 scholars and researchers from around the world. Those making presentations included:

George Gerbner, University of Pennsylvania, USA
"International Research Collaboration"

James D. Halloran, University of Leicester, England
"Development Communication: A Reassessment"

Hamid Mowlana, The American University, USA
"International Communication: The Last Forty Years and the Next"

Gertrude J. Robinson, McGill University, Canada
"International Communication: The Canadian Perspective"

Herbert I. Schiller, University of California, San Diego, USA
"The Roots of Western Communications Theory and Policy"

Tapio Varis, United Nations University for Peace, Costa Rica
"International Communication and Peace Studies"

The International Communication Section invites IAMCR members to submit papers for the 1988 Barcelona conference in the areas of communication and cultural identity; national and international communication policies - deregulations, privatizations, and economics of telecommunications; and research reports on international communication. Hamid Mowlana requests that a one page abstract should be received no later than 31 January 1988 for if the deadline of 31 January 1988 for abstracts is not met there is no guarantee that the paper will be presented in the Section. Full papers must be received in Leicester and Barcelona by 1 April 1988, with a copy to Professor Hamid Mowlana, The School of International Service, The American University, 4400 Massachusetts Avenue N.W., Washington, D.C. 20016, USA.

PROFESSIONAL EDUCATION SECTION

This Section - another very active one - has recently completed a study on The Promotion of Textbooks for the Training of Journalists in Anglophone Africa as part of the IPDC programme. A meeting stemming from this work, and supported by UNESCO, will be held in Tampere, Finland, on Monday, 29 June. Amongst other things the meeting, which will be attended by those involved in the work, members of the Executive Board and representatives from UNESCO, will discuss the implications of the study, possible future developments and the most appropriate and fruitful ways in which IAMCR might work with UNESCO and contribute to the IPDC programme.

The Section is planning to hold a meeting in conjunction with the meeting of the International Council in Copenhagen in August, probably on the evening of the 26th, and all day on the 27th. Members who would like to attend should write to Professor Dr Alice Bunzlova, Faculty of Journalism, Charles University, Smetanova nabrezi 6, 11001 Prague 1, Czechoslovakia, with a copy to the President please.

EXECUTIVE BOARD

The Board will meet in Tampere on 29th and 30th June, when one of its main tasks will be to reconsider the proposed changes in Statutes referred to it by the New Delhi Assembly. The President has prepared a rather lengthy document on The History of the Statutes for this meeting. It can be made available to any member, on request.

INTERNATIONAL COUNCIL

The next meeting of the International Council will take place in Roskilde, Denmark, from 24-27 August 1987 (not September, as originally announced). The Association is greatly indebted to Robin Cheesman, Erik Nordahl Svendsen and their supporters for hosting this meeting, and for all the arrangements they have made. Members of the Council will receive more detailed information later. ALL MEMBERS OF THE ASSOCIATION ARE INVITED TO WRITE TO THE PRESIDENT BY 31 JULY 1987 IF THEY HAVE ANY MATTERS THEY WOULD LIKE THE COUNCIL TO DISCUSS.

MEDIA DECLARATION MEETING

This meeting, to which IAMCR would have contributed together with other international bodies, originally arranged for Tampere on 25-27 June, has been postponed until a later date.

SOCIAL IMPLICATIONS OF TECHNOLOGICAL INNOVATIONS IN COMMUNICATION

Thanks to the support of UNESCO and the cooperation of Professor James Stappers and his University, the President was able to arrange a meeting in Nijmegen, Netherlands, in February to discuss the possibility of establishing a comparative study under this general heading in Western European countries. This was the regional remit from UNESCO. Members attended from Spain, the Netherlands, West Germany, England and Sweden. A report will shortly be available.

INTERNATIONAL COMMUNICATION AND YOUTH CULTURE CONSORTIUM

Dr Marlene Cuthbert writes that this active Working Group, which was born at the Paris meeting of IAMCR and had other meetings in Prague and New Delhi, is planning further activities. It is currently seeking support for a proposal on The Interaction Between Youth and Popular Music - An International Study of Cultural Diversity.

WORLD COMMUNICATION REPORT

IAMCR has been asked to cooperate with this UNESCO project via contributions from Madeleine Kleberg, Hamid Mowlana and Walery Pisarek. Several other members of the Association will also be making contributions in various capacities.

NEW INTERNATIONAL JOURNAL OF COMMUNICATION

Dr Mohd Hamdan H.J. Adnan writes that a new bi-annual international journal of communication, Forum Komunikasi, has been launched by his institute. Members requiring further information should write to him at the School of Mass Communication, Institut Teknologi Mara, 40450 Shah Alam, Selangor, Malaysia.

NB The Association is always pleased to draw attention to such welcome developments, but it cannot undertake reviews or list publications from individual members.

MEMBERSHIP DUES

A reminder with the attached invoice that 1987 subscriptions are well overdue is enclosed. Ignore the invoice if you have already paid, but please respond quickly if you have not already done so.

HISTORY OF THE ASSOCIATION

The President is preparing a history of the Association, and would be particularly grateful to receive any relevant information, papers, etc., covering the period 1957-1972.

TELEVISION STUDIES ANNUAL seeks articles for its first volume, scheduled for publication in 1988 by Praeger. The theme of the first volume is **Theory and Criticism**. Television Studies Annual is intended to be a major forum for humanistic/qualitative research on television. To submit work please send three copies to Gary Burns, Speech, University of Missouri, St Louis, MO 63121, USA. Please follow the University of Chicago Manual of Style. Preferred length is about 20 pp. Deadline is 1 July 1987.

OCCASIONAL PAPERS

Occasional Paper No.2, Development: A Field in Search of Itself by Hamid Mowlana, and Occasional Paper No.3, China's Mass Communication: For The Two Civilizations by Ming, An-Xiang, published by the Secretary General's office, Mass Communication Research Centre, Akademia utca 17, H-1054 Budapest, Hungary, are now available and will be distributed.

Report which arrived too late for the last Presidential Letter

IAMCR New Delhi 1986: the Working Group Media Education Research

Papers:

Myron J. Pereira and Rita Monteiro, India: Media education project "MediaWorld" presented.

Helle Alrø, Denmark: The Element of Fascination in Media Education.

Birgitte Tufte, Denmark: TV, Video and Adolescence - "Fascination" - a Key Concept and Basis for Teaching.

Mohd Hamdan Adnan and Sankaran Ramanathan, Malaysia: Micro-Computers and Media Education in Malaysia: Positive Developments in the Use of Communication Technology.

Carmen Gomez Mont., Mexico: Microcomputers and Education in Mexico.

Robert C. McCartney, USA/Malaysia: Survey of Cable Utilization by Colleges and Universities in the United States of America.

Keval J. Kumar, India/England: Media Education and Computer Literacy in India: The Need for an Integrated "Communication Education".

Keval J. Kumar, India/England: Media Educations Research: Current Trends <distributed, but not presented in this group>.

Karin Stigbrand, Sweden: Mass Media Education in Sweden.

The working group Media Education Research had a short meeting for arrangements 26/8 9.00-10.00 and a short one for decisions 29/8 9.00-10.00. The group had 2 regular sessions 27/8 2.30 and 28/8 9.00.

Each paper in this group was presented by the author and then opposed by one appointed opponent who had the possibility to prepare his plea in advance, as all papers had been distributed by post. After presentation-opposition the papers were discussed by the whole group, 2 or 3 papers together, connected by related themes.

During the first session representatives from St. Xavier's College in Bombay told about their project "MediaWorld" and showed a video.

2 papers on the use of TV by youngsters in Denmark and some implications for media education were treated. In the discussion was put the question, that learning about/from TV at school not necessarily includes teaching TV.

During the 2. session were presented 2 papers about computers in education in development countries. One paper concerned with computerization of the newspapers and in journalist education in Malaysia was a very optimistic one, - "We are optimists, and we do not make any excuses for that". The other one dealing with computer projects in public schools in Mexico was pessimistic: in a country in deep crisis only the private foreign market is able to handle long term planning.

An American paper on the use of cable TV at colleges and universities showed a very gay picture. Students often were producers, but the content varied from entertainment and sport to university courses.

The Indian paper on media and computer education made a distinction between

media/computer literacy when you are training skills, and media/computer education, teaching towards a critical thinking. The paper made the suggestion to combine the later ones as "communications education"! The opposer felt that this would be too early, at least in India, because the children have experiences of the media environment, but not yet of a computer environment.

Through the last paper the group dealt with media education in Sweden. The author recommended for kids up till 9-10 years the concrete work with media for expression and fun, and the critical "look behind" not until the teenage years, the 3. phase (Piaget).

In the final meeting Mette Nordentoft was elected chairman for the 1988 conference. The group decided to form, if possible a section, if not, a standing group and a net of contacts, and to try to establish a newsletter. If any member of IAMCR is interested, please contact Mette Nordentoft, Danmarks Lærerhøjskole, Emdrupvej 101, DK-2400 Copenhagen NV.