

NEWSLETTER

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IAMCR International Association for Media and Communication Research
AIECS Asociación Internacional de Estudios en Comunicación Social
AIERI Association Internationale des Études et Recherches sur L'Information et la Communication

Walking and Talking like an Egyptian

IAMCR's first conference in the Middle East is fast approaching. Inside, you will find some basic information about travel, visas, accommodation and some of the excellent plenary speakers who are already lined up. The Cairo website (<http://develop.aucegypt.edu/iamcr>) contains much more detail and we strongly advise you to visit it frequently, as updates about conference planning will be posted there. It is also where applications for travel support can be found.

We are now in the post-WSIS epoch. Further thoughts on the WSIS process are offered by a number of colleagues as well as suggestions as to how IAMCR's momentum of involvement in WSIS processes can be maintained and developed.

A field comes of age when it starts losing its fathers. We include brief tributes by some who knew him to George Gerbner and his contribution to the field. We also republish a short essay by him that encapsulates many of his key ideas about the social functions of story-telling.

A conference in Cairo suggested many diverse themes for plenary sessions. As the locus of one ancient empire and in the region of others, a focus on notions of empire, both historical and contemporary, seems appropriate and invites us to take a new look at the rich work of Harold Innis on the nature of empire and communication.

The region has seen the birth of a number of global religions and is

Editor's column Annabelle Sreberny

home to the practices of many. The ability of different religious and ethnic groups to find a rapprochement in the region is vital, and Egypt's recognition of Israel was an early marker of the possibility of peace. Another plenary explores questions of religion, ethics and communication, with speakers coming from a range of religio-cultural backgrounds. And yet other themes relevant to the region have recently presented themselves, often forcibly, on the analytic and political agenda: issues about visual imagery, humour and representation of others; the question of whether democracy can be seen as a 'gift' that can be bestowed upon others or only as process for which a people has to struggle; the Arab Development Report's concerns about issues of gender equity, human rights, education and communications for development. Many of these will be addressed in section and working group sessions and promise to make Cairo a very significant event.

On the penultimate pages you can find a membership form and details about our new fee structure. Many people have welcomed the provision of a journal as part of IAMCR membership and the first issues for 2006 are being sent out. All those coming to Cairo for their first IAMCR conference will be automatically given one year of membership and we hope that many people will decide to join permanently.

We still remain a truly international association and our conferences are wonderful and inspiring cross-cultural encounters. Looking forward to Cairo, where we can learn how to walk and talk like an Egyptian!

PS: for experts in communication, you're not very astute. There's an Editor's prize for the first person to decode the hieroglyphic message reprinted on the spine of this newsletter. Answers to my email, please.

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The submission deadline for the Autumn 2006 issue is September 15, 2006.

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IAMCR SUBSCRIPTION RATES 2006

Please see the membership form on p.24 of this newsletter for details of the new individual and institutional IAMCR membership rates.

NEWSLETTER ADVERTISING RATES

Full page: UK£ 200
Half page: UK£ 125

A Busy Six Months for IAMCR

Interested members will find a report on my activities at our website (see President's Report 2006). Since nothing I do would be feasible without the help of our other Executive Board members as well as members of the International Council and Working Group Chairs, let me take this opportunity to say thank you for your work and support to find solutions to the various issues we have dealt with in the past few months. I found myself saying to one of you recently that doing this work on behalf of IAMCR was starting to be 'fun', which suggests to me that we have turned a corner with respect to some of the organisational issues that have bedevilled us since my tenure as President began.

In brief my report says that in the past six months or so we have - introduced a new journal offer with 2006 membership fees; revised the membership fee structure, in part, to make it more attractive to members in low income countries; proposed a more concise thematic organisation for presentational purposes of our sections and working groups; taken steps to re-launch the IAMCR Task Force on the WSIS with a somewhat broader remit; worked closely with the local organisers on planning for the Cairo Conference; been offered facilities to host the 50th Anniversary Year 2007 Conference by UNESCO in Paris; and are nearly ready to call for submissions to the new IAMCR Research Issues Report series (just waiting for UNESCO to say whether they are interested).

We have commissioned a new website and way of managing our membership information (the website will hopefully go 'live' in July 2006). We have undertaken to employ Bruce Girard and Amy Mahan for three years from 1 Jan 2006 to manage both the website and our membership information (we will use one contact email to liaise with them which is bgirard@comunica.org). They are working hard on these issues and I am working with them closely. You can

send your thoughts on this to me at iamcr@lse.ac.uk or to Bruce and Amy directly, as we proceed.

The thematic organisation of sections and working groups that I have put forward for discussion is:

- ☞ Media Production & Consumption
- ☞ Media, Communication, Participation & Community
- ☞ Media and Communication Policy & Law
- ☞ Education & Journalism
- ☞ Cross-Cutting Themes

These five themes highlight IAMCR's encouragement of studies of the way the media are produced and consumed within the broad context of globalisation and the local structures of production and practices

President's Column

of everyday life; research on the role of the media and communication processes in fostering participation in local, national, regional and global institutions and in informal and highly situated communities; research on media and communication policy and law including formal legislation and regulation and informal means of mobilising political action; and research on media education and professional education, including training, content, ethics and rights and obligations of the media within society.

The last theme embraces work that is best characterised as cross-cutting including the historical, international communication, and political economy research traditions and work on ethics. IAMCR members are concerned with issues of social justice, democratisation, social inequality, the construction of identity and its mediation through the media, as well as

with information and/or communication rights and responsibilities appropriate within a given society.

The 2006 Cairo Conference with its theme 'Knowledge Societies for All: Media and Communication Strategies' provides us with an opportunity to critically assess what might be meant by the term 'knowledge societies' and to consider how different understandings of social, political and economic processes have given rise to the currency of this term. It will be important to examine the consequences of its use for political action and strategy. What does it mean to call for such societies to be inclusive? What is it that we envisage those who are presently excluded will be included in? Answers to these questions are by no means straightforward but they are important. The label 'knowledge societies' is often used as a rhetorical shield that masks a host of unequal relationships. I look forward to reading papers and listening to speakers in Cairo who will unmask some of these relationships and give us new insight into how inequalities are maintained, and in some cases, reduced through the production and consumption of the media and the many ways in which we communicate.

For all those who have had papers accepted for presentation in Cairo, please note the **deadline for the Smythe and Schiller Prizes – 26 May 2006**. We very much hope to award both of these this year. For information see <http://www.iamcr.net/nextconferences.html>, or the Cairo conference website at <http://develop.aucegypt.edu/iamcr>. I would also like to thank all those who have generously contributed to these prize funds in the current round of membership renewals. See p.15 and also look at the Cairo Conference website for information about limited financial assistance for attending the Cairo conference.

Robin Mansell

Reflections after WSIS

WSIS+10: time to prepare

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The second phase of the World Summit on Information Society is over and civil society now faces many challenges. These are not only about understanding the impact of documents and definitions in relation to the many debates that occurred in the Summit, but also in articulating the effectiveness of an agenda that can improve the gains and see new possibilities of establishing human rights in communication.

The United Nations process of Summits and Conferences is based on the existence of evaluation meetings held five and/or ten years after the initial global meeting. This happened with environmental and racism issues, for example, that had their Rio+10 and Durban+10 meetings, evaluating advances in relation to consensus questions defined by government representatives, and also thinking about proposals to be incorporated in relation to new dynamics.

Draft of a WSIS+10

Results obtained in the Summit generated different evaluations by civil society organizations. The Internet Governance Forum was considered an advance, because of the influence on the decision process and the inclusion of different sectors to understand how Internet should be managed.

2006 is the expiration year of the Memorandum of Understanding between ICANN (Internet Corporation for Assigned Names and Numbers) with the U.S. Commerce Department that established ICANN as responsible for coordinating Internet in relation to various aspects. So, as a possible empowerment of this Forum, there is a new opportunity to radically decentralize a new ICANN through a gradual transition. A first meeting of this forum will be in Athens in early 2006, and its work, and even Internet governance itself, will depend more on the involvement of civil society and government representatives that are fighting for Internet decentralization.

Monitoring and involvement of interested sectors may lead to a better engagement focused on local processes, to be characterized by plural networks that intensify participation in local management, influenced by conscious uses of Internet by the society.

For example, if censorship and limits of Internet use have their origins in the government itself, what kind of politics could be affirmed at global and regional levels that can influence the national politics of signatory countries of the Tunis Commitment and the WSIS Action Plan? How can existing national policies be improved in relation to the practices of privacy protection, security and censorship?

The document "APC Recommendations to WSIS on internet Governance", from the Association for Progressive Communications, establishes the necessity of understand-

ing Internet as a global public good and of understanding access as a public interest. So perhaps internet administration could be configured in two ways in rather different directions. One is to map regional initiatives and to involve civil societies to guarantee more diversity in initiatives in regional structures, like LACNIC - Latin American and Caribbean Internet Addresses Registry, that will hold its next meeting from May 22-26, 2006, in Guatemala City.

The other direction is to intensify participation in local processes at national levels. For example, this relates to the necessary visibility and expansion of the Brazilian Internet Steering Committee, the CGI-Br (and also other related organisations), that elects its representatives nowadays by creating electoral colleges from each sector (business, academic, technological and third sector), but which do not yet have an effective role at the CGI-Br daily politics after the elections.

Better than reproducing top-down initiatives, it would be more legitimate and representative for a desired governance practice to consolidate articulations at the local level, aiming to be able to intervene in regional and also global issues. Even so, our particular questions could be more clearly explained and shared with other countries and cultures that live in similar situations, that could find answers for problems that we have or real limits that we face, in relation to which we can contribute to fortify all and to grow together.

Another 'Information Society' is Possible, is it?

Bart Cammaerts

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In many ways, depending on one's position, it could be argued that the World Summits on the Information Society (WSIS)—held in Geneva, 2003 and in Tunis, 2005—were complete failures.

The brave attempts of civil society activists and academics to politicise media & communication (again) in terms of communication rights have largely failed. A digital fund to help developing countries bridge the digital divide remains voluntary and main donors are reluctant to contribute to it. In Tunis, serious breaches of the right to freedom of speech and to hold meetings were reported. Besides this, the heads of states of the most powerful nations in the world didn't find it worthwhile to show up (twice). The multi-stakeholder participatory discourses proved more rhetoric than reality and finally, neither the international nor national mainstream media paid much attention to WSIS and what was decided upon, except when it came to something tangible and fairly technical, such as 'control' over the Internet.

In part, the problem of the WSIS was its lack of focus. While previous summits dealt with a more-or-less clear cut issue, such as the environment (Rio), womens' rights (Beijing), or racism (Durban), the information society is not

only a very ideologically contested notion, it also touches upon almost every policy field imaginable and thus deals with everything and nothing at the same time, which makes the Geneva Final Declaration and the Tunis Commitment sound hollow and the implementation of them difficult to monitor.

Furthermore, despite the efforts of civil society to introduce a human-centred social vision of the information society (WSIS Civil Society Plenary, 2003), communication and media remain foremost a tradeable commodity, increasingly stripped from their public interest values of the welfare state and the citizenship rights discourses. The inherent conflicts and contradictions between the vision of an inclusive 'information society for all' and the WTO agenda of liberalisation, free trade, IPR & copyrights protection also came to bear in the final stages of the negotiations in view of the final statements. It was also at these instances that civil society was most excluded from the process.

From these critical observations it is easy to become cynical about the whole process. However, the WSIS was the first UN sponsored summit that allowed civil society actors (restricted) access to the preparatory process (Cammaerts & Carpentier, 2005). An online space was also set-up for civil society to provide feedback and recommendations. Sure, input most often did not lead to impact, and participation is not the same as giving access, but this does not mean that making the policy process more accessible should be labelled as senseless or mere window-dressing.

The WSIS represented for many organisations (especially from the global South) an opportunity to build expertise and gain experience within global policy processes, as well as an opportunity to join transnational or regional networks. Although 'full' participation was clearly a bridge too far, giving access to the process allowed civil society to act as a kind of watchdog. Some bending of the formal rules restricting civil society 'participation' could also be observed and some states, such as Germany and Canada, included civil society representatives in their official delegations. Finally, the UN Working Group on Internet Governance (WGIG) and its balanced final report could be viewed as a best-practice case of multi-stakeholderism (WGIG, 2005; Cammaerts, 2005).

But again, these small steps towards making global policy processes more democratic have not structurally changed anything. With regard to the latter case, the US retains control over the Internet and a multi-stakeholder forum will be established to 'discuss and debate' Internet governance issues, not decide upon. Furthermore, the mantra of liberalisation, free markets and copyright protection remains as strong and unquestionable as ever before.

Maybe, as one of my respondents suggested, the real outcome of the WSIS might be the civil society declarations and the ability of civil society to speak more-or-less with one voice, developing a well argued counter-discourse to the dominant neo-liberal vision of the information society (Cammaerts, 2006).

From this perspective the WSIS has contributed to raising awareness amongst civil society actors at an international, but also at national and local levels, of the importance of media and communication and that will be the true legacy of the WSIS. This counter-discourse needs to be translated back to those local and national contexts in the

years to come. As most current day processes of social change, this will take time and above all a sustained struggle at local, national and international levels. It is up to activists and academics alike to keep these debates alive and in doing so make sure that the WSIS becomes something more than a war of words, or dare I say 'war of positions'.

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Reflections on an Acronym: Re-distribution and Recognition in global policy

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What accounts for the flurry of academic interest in the World Summit on the Information Society? What was so inspiring about WSIS that special journal issues, books, commentaries and web-based reflections and debates raged instantaneously with almost religious attention and conviction, given the deafening silence about the summit outside technocratic and academic circles?

A partial explanation must include the sense of elation that at last, communications issues, the object of our studies and professional lives, were recognized as *important* not just by us but by the world of politics and the industry. A much-needed but perhaps naïve sense of hope, at least for some of us, that this process represented a break from the cynical observation of patterns and power matrices, and that our scholarly input might support those who struggle for global social justice. This helps account for the combination of cautious optimism and downright suspicion about the genuineness of the opportunity to introduce a humanitarian communications framework based on rights and capabilities. We suspect it must have also been the excitement of participating in a grand-scale experiment – a unique, once (or at most twice) an academic lifetime opportunity.

In various ways, the WSIS gave a much needed boost to the study of international communication, generating evi-

dence for some that the world is not governed by dominant nation states and voracious multinational firms. For others, the WSIS process proved exactly the opposite. We believe that the opportunities and limitations of the experience point to the necessity of locating communication policy-practice within the broader spectrum of the politics and history of global governance.

The framing of communications questions as that of the 'Information Society' derived from a top-down process, of agenda setting by the powers that be. Its roots in international communication policy are based in global urban centres of administration, although the defining decisions seem to (have) be(en) taken in hard-to-access geographical locations, such as Davos, Okinawa or Gleneagles. Despite the claims of advocates of round-the-clock business enabling communications infrastructure, face-to-face meetings of elite actors continue to form the structural basis of policy-making in the global era. From Washington's 'Information Superhighway' and Brussels' 'Global Information Society,' to the ICT4D 'bridge to the digital divide' and the 'Millennium development Goals' of Geneva and Tunis, the fundamental principles of what is understood as the Information Society can be traced through a series of minimalist (in content and social ambition) policy documents. These polemic policy interventions are primarily designed in closed, almost weekly, meetings between the representatives of the most powerful national states and the largest telecommunications, IT and media conglomerates. From Okinawa to Tunis, the core elements of the emerging order in global communications, and their underlying assumptions remain worryingly stable: the centrality of the private sector in driving technological growth, the neo-liberal eth-

ics of efficiency measured by capacity to consume, the market-filtered values governing intellectual property, the increasing securitisation of communicative action weighed, often uncomfortably, against a commitment to the freedom of expression.

Within this context, civil society organisations (CSOs) have emerged to occupy a (often counter-) position by drawing attention to questions of wealth distribution and cultural recognition. Many analysts have focused on either the limited but significant role of CSOs in shaping policy outcome—in areas like Internet governance for instance—or on the arguably most pertinent outcome, that is the building of expertise and new global networks between activists and researchers across national boundaries. While both of these arguments are valid, it cannot be denied that among CSOs there remained a deep imbalance. The very definition of recognized stakeholders, the structural constraints placed through an emphasis on minute procedural details, and finally the centralization of the civil society bureaucracy meant that by and large the voice of CSOs within the WSIS was both concentrated and narrowly limited to a few Northern organizations and their terms of debate, despite the formally open process.

The result was the centralization and bureaucratization of civil society in the WSIS, a subject of much debate and disagreement *within* CSOs. In these negotiations, the question of who counted as civil society became a central focus leading up to the Geneva Summit and haunting the aftermath of the Tunis Summit. In practice this meant opposition by some Southern authoritarian regimes—China, Pakistan, Tunisia among others—trying to block the accreditation of NGOs that raised concerns about human rights and

IAMCR Book Series Call for Book Proposals and Manuscripts

The IAMCR Book Publications invites the submission of book proposals and manuscripts for the IAMCR Book Series with Hampton Press.

WHO can submit?

All IAMCR members in good standing are welcome to submit a proposal or manuscript. However, priority will be given to young scholars and scholars who have not yet been widely published in the English language.

WHAT do we accept?

Submissions on all subjects and perspectives covered by and discussed within the IAMCR are welcome. Book proposals may be endorsed by sections or working groups if they arise directly out of the sections' ongoing work.

HOW do you submit?

Book Proposals

A proposal should be between 2500-3000 words (max) or 10 pages in length. The following information has to be provided:

- Name and address (regular and email) of the corresponding author or editor.
- What is the research topic or focus?
- What is the rationale for this proposal?

- What research methods or perspectives will be presented or discussed?
- Particular issues/themes to be discussed.
- Time-frame for the completion of the manuscript.
- Tentative table of contents (including the full list of authors in case of an edited volume).
- Short bibliography.
- Why does this manuscript fit within the IAMCR book series/What does it have to contribute.

Manuscripts

A manuscript should be between 200 and 300 pages in length. The information requested for proposals has to be included in the accompanying letter.

WHERE to submit?

Book proposals and manuscripts can be sent by regular mail or, preferably, by email, to:

Prof. Thomas Tufte
IAMCR Book Publications Committee
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the freedom of expression. This particular issue raised by the organized civil society body within WSIS found a level of resonance with Northern state actors, including the US delegation, who were less willing to engage in other substantive areas of interest, especially in the priority development areas which were the initial justification for the world summit. The initial alternative agenda and declaration of principles as adopted by the main CSOs of the First Phase, was ignored and visibly subdued by the 'urgent' and 'concrete' question of Internet Governance, which although timely and relevant, was incapable of addressing these broader objectives. A set of excluding 'tools', such as technocratic framing of issues, assumed superiority of 'experts', closeness to accepted/acceptable normative assumptions as well as to industrial and state actors, was swiftly employed, with the effect of marginalising whole sectors of the CSOs and together the claims they were bringing from the market's margins.

Two of the most significant areas that were left largely unresolved were intellectual property rights (IPRs) and financing the "bridge" to the digital divide. Researchers have argued that the lack of meaningful policy intervention in the areas of intellectual property and access to ICTs is a result of the low participation of civil society from the South. This was due to the prohibitive costs of attendance, language of deliberation and requisite 'expertise' in ICT-related areas. The 'under-representation' of civil society from the South, especially in contrast to the perceived 'over-representation' of heads of state from 'developing' nations, was in this sense rationalized by many experts as exposing the overwhelming power of states over civil society. Asian and Middle Eastern nations were seen as exemplary of this kind of civil society deficit.

We would argue that before diagnosing the developing world with yet another form of deficiency—corrupt states, inefficient markets and now insufficient civil society—it is crucial to consider the historically specific complex relationships between these institutional actors. In much of the 'developing' world, the 'NGO-ization' of politics is part and parcel of a neo-liberal regulatory reform, with over two decades of multilateral agencies and aid organisations based in the North advising states to promote the 'democracy sector' by funding groups within civil society that embrace 'good governance' as opposed to distributional inequities embodied by *both* elite state and corporate interests. Our point is not that southern NGOs are 'polluted' by their contact with international donor agencies. Rather, it is that Southern groups are often limited in resources and are therefore dependent on international funders if they are to have any impact on the global governance fora like the WSIS. Meanwhile, 'development' priorities have been to a great extent influenced by the hundreds of millions of dollars that private firms have injected through public-private-partnerships (PPPs), giving the Tunis Summit the gravitas of a dazzling high-tech trade fair.

To that effect, we must pay attention to the largely western-led trend of legitimising the involvement of private interests in what is effectively public policy imported and translated as national priorities. Civil society is no more the answer today than competitive markets were in the 1990s. Questions about the role of the nation-state and the erosion of state sovereignty, coupled with the emerging need for

transnational, global civil society presence in processes and issues that concern people across cultures and socioeconomic realities provide a challenging but also complex framework for the understanding of WSIS. Not unlike other summits, although ironically with less media coverage than any other, the WSIS exemplified larger trends in international political economy. However, next to the material, redistributive claims for universal access, education and skills, infrastructure and the fulfilment to eradicate poverty, sex discrimination and violence, come the demands for the fulfilment of the immaterial and the symbolic. Not *only* and not *either* structural equality but also recognition of human difference and freedom become paramount in the work of activists, whose attempts to articulate these claims in a concrete policy outcome have not been rewarded. In reflecting on the outcome of the WSIS it is imperative to move beyond the narrow claims for recognition in the area of freedom of information, which displaces more expansive claims for recognition of community rights as well as substantive claims for redistribution—specifically in the area of intellectual property and access to communication.

Could the WSIS have been different?

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Some good things came out of the WSIS process. The mobilisation of social movements around the world to work on information society issues, for example. The contribution of civil society was essential even if at no point the Summit became a genuine multi-stakeholder decision-making forum. Certainly, there was some consultation and exchange between governments and civil society organizations, but a real democratic format did not materialize. This would also have been very undesirable from the viewpoint of many UN member-states.

In spite of some positive experiences, I consider the WSIS a wasted opportunity.

Little if anything of import was said about the worldwide violations of free speech and privacy standards in the war on terrorism, the corporate control over the ownership of intellectual property, the withering away of public space, or the consolidation of cultural power for corporate actors on the world information market. Even when politically correct proposals were made, there never was the intention to implement the laudable intentions. The existing instruments of world communication politics (such as the WTO TRIPS agreement) that obstruct the necessary changes were not up for critical revision.

As a matter of fact the WSIS delegates repeated all the mantras they had used over the past decades. On issues like the transfer of technology or the access to knowledge they repeated themselves without any serious attempt to make a real difference this time! In fact, WSIS added a great deal of insult to massive injury!

The final outcome is an embarrassment in terms of its flimsy substance, its flawed intellectual contents, and its lack of direction. Moreover, holding the second (2005)

phase of the WSIS in Tunis demonstrated to the world the disregard the international community has for human rights issues. All the arguments about solidarity with Tunisian human rights activists and about sending warning signals to the Tunisian government turned out to be hot air balloons.

The Summit should have been a multi-stakeholder, open and democratic forum for a new form of global governance. There should have been a strong emphasis on human rights issues and concrete proposals for the enforcement of human rights standards. There should have been a serious commitment to deal with the global digital divide, the international transfer of technology, the access to knowledge, the protection of privacy and security, the environmental risks of ICTs, and the convergence of biotechnology, nanotechnology, robotics and artificial intelligence. Was it a realistic expectation that the WSIS would be different? On the basis of historical experience this was a naïve, idealists' perspective. Diplomatic conferences tend to repeat the formulations that have been used for decades without a genuine intention to implement any of their laudable intentions. There is no political will among UN member states to learn from past mistakes and there is little if any interest to open up a global dialogue with the world's citizens.

Can such a summit like the WSIS be different in the future? Against all the odds, I would like to think that this could be the case if certain prerequisites will be met.

- It will be crucial to maintain the international momentum that the civil organisations have been able to create around WSIS themes. Associations such as IAMCR can play an important role in this effort.
- A most urgent problem seems to me that the WSIS has largely remained a fairly obscure event. Worldwide, there certainly was an enormous lack of knowledge about this summit and in general there is little popular knowledge about information society developments and related policy issues. This implies that there is no strong constituency for those who claim to speak about such issues on behalf of the world's people. The first task for associations such as IAMCR is to design a concerted effort to inform people around the world about the urgency of Information Society issues and about the impact these issues can have upon their daily lives.

Post-WSIS Debriefing

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Catalytic militancy

The World Summit on Information Society is over. It will probably go down in history as an example of what Brian Hocking names "catalytic diplomacy"¹ In the globalization of world politics, this implies the mobilization of a variety of actors/stakeholders in order to provide recommendations about a precise and limited project so as not to upset other existing international instruments.

Several indicators are usually connected to the measure of influence of civil society as one of the multi-

stakeholders in such a process — according to Gaëlle Breton-Le Goff:² the degree of participation, the capacity for leverage (around wedge issues), the elaboration of documents to feed negotiations, and the implications in the follow-up. To those indicators, I would add the successful instrumentalization of the information-communication paradigm, for action in situ and beyond.

Four strategies of mobilization were used by civil society, building on such a paradigm: the structuring effects of networks; the strength of reciprocity of weak links; the off-line territorialization of on-line exchanges; and the capacity for scandal-making.

The structuring effects of networks allowed for the creation of delocalized forums and facilitated rallies of protest or complaint at key-moments, notably during prepcoms, not to mention the immediate elaboration of common evaluations at different stages of the process.

The strength of reciprocity came from trust-building and the progressive familiarity with the lists of e-mail distribution as well as the knowledge of mutual positions; it allowed for bypassing the traditional circuits of recommendation when expertise, language or speedy intervention by personalities was needed.

The off-line territorialization has empowered those civil society groups most that proved to be a real community of resistance, capable of connecting to pre-existing networks and to organize protests and petitions both in physical places and in virtual spaces.

Finally, the capacity for scandal-making underlined the moral ground and stance of civil society, as well as its social appropriation of the issues involved in the information society debate. It targeted reticent states, be it China or Tunisia, questioning their legitimacy and their image and compelling their allies to distance themselves from them.

So in relation to catalytic diplomacy, there has been a corresponding catalytic militancy. Civil society, and NGOs in particular, have embraced the strategies of new militancies on-line and off-line, in their exercise of governance. They have refined the modalities of their commitment and their civil disobedience: collaborative strategies, rapid mobilization, thematic exchanges, fast-evolving evaluations of on-going debates and proposals. They have moved from a phase of producing different documents (Geneva 2003) to co-producing documents (Tunis 2005) and established themselves as a facilitating culture,—the most adept at using networked communication and information systems.

The unexpected side effect, but doubtless the most durable in the long term, is the repatriation of all kinds of ideas and practices from the WSIS process. Ideas have gelled into agendas, exchanges have matured into collaborative projects, etc. Civil society participants will adapt them to the inner workings of their associations and NGOs, locally and internationally. Such are the collateral gains from catalytic militancy. Hopefully IAMCR has benefited from this as the process has strengthened its reciprocal ties to other NGOs and mobilized its members around themes and strategies that led to closer participation across different constituencies.

The challenges for follow up: containment or involvement

Of all the indicators of civil society influence, follow-up is the least confirmed as a lot of uncertainty clouds the post-WSIS process. On the one hand, there is a relatively clear multi-stakeholder initiative, with the confirmed creation of the Internet Governance Forum by Kofi Annan in March 2006. On the other hand, there are a flurry of action lines, to be coordinated by a dormant ECOSOC Commission on Science and Development, that will organize a yearly meeting, with attendant side events, during "Information Society Week"³ The action lines are currently being recuperated by Inter-Governmental Organizations (IGOs), according to their UN mandate, so that capacity-building falls to ITU, e-learning to UNESCO. In the latter case, the accreditation system remains unclear, as some IGOs, like ITU, don't even include civil society members as observers; in the former case, the actual resources for full civil society participation are unspecified.

This uncertainty confirms the limits of catalytic diplomacy, and, as a consequence, those of catalytic militancy. In this protracted process, the good-will of the nation-states remains crucial for the successive inclusion of civil society. As a result it tends to be limited to the period of consultation, not beyond. So after a phase of inclusion that involved both containment and embedding (as in the process of inserting journalists in field battalions) of civil society actors, the nation-states are now playing on the weaknesses inherent in any militancy based more on tacit pacts and coalitions with multiple and temporary loyalties than on formal and fixed mandates.

Civil society has benefited most from the support of medium-size states, not major ones (the European Union spoke sometimes as one, sometimes as many voices). These mediating states had the possibility to gently coerce others to include civil society actors in the dynamics of the negotiations, sometimes even by financing their presence or by including them in their official delegations (e.g. Canada, Germany). They even stirred them away from GONGO guerrillas,⁴ initiated by countries like Tunisia, ready to torpedo the process if necessary. But this tacit, and sometimes explicit, strategy is losing momentum as nation-states return to business as usual and are strongly tempted to deny civil society a separate and clear negotiator status, forcing it back to a local implementer function. The notion of governance via co-regulation stumbles here at the threshold of state sovereignty.

The temptation is identical for civil society as it resumes its business as usual, solving pressing problems at the local level, in needy developing countries. The risk of implosion or dissolution is very real. Resilience and involvement imply steering a different course, with a change in the coordination process established during WSIS around a core of like-minded entities, caucuses and families,—a prospect still in discussion. At this stage, the likeliest and the most efficient move seems to be a move toward symbiotic conflict or oppositional dynamics between IGOs and NGOs, the most structured and permanent entities of civil society.

The late confirmation of the IGOs as the fourth partner in the tripartite agreement is the proof that global governance is far from being stabilized, and that civil society still has some way to go for full participation in the creation of

standards and regulations. By means of IGOs, nation-states can take back the upper hand on the process, to their advantage, as they are an emanation of their authority. However IGOs can be partly instrumentalized by NGOs, as they need them for their expertise and their facilitating culture on the local level. NGOs are in many ways indispensable for their own IGO functioning. So a rebound strategy is possible, that may allow some normative outputs on issues like human rights, freedom of expression and inter-operability, among many others. In this co-evolution with IGOs, civil society can exert some leverage on national powers, circuitously, by dint of careful monitoring, reporting and incubating of ideas and practices

In this respect, research is more necessary than ever. IAMCR has a role to play, in relation to UNESCO and other IGOs. The WSIS taskforce has ceased to function with the process itself, but its momentum should be used to create a more permanent body whose mission has to deal with global monitoring of issues around the development of knowledge societies. It should apply for itself the principles established in the International Researchers' Charter and disseminate them among like-minded communities. The reassuring prospect is that these communities exist.

Endnotes:

- 1 In Jan Melissen (ed) *Innovation in Diplomatic Practice*, NY: St-Martin's Press, 1999, 31-33
- 2 In *L'influence des Organisations Non Gouvernementales sur la négociation de quelques instruments internationaux*, Bruxelles: Bruylant, 2001.
- 3 This last point was negotiated at the first post-WSIS meeting in Geneva (February 2006) and obtained by the education and research taskforce, after the failed attempt to have a back-to-back meeting of IGF/ECOSOC commission and International Solidarity Fund.
- 4 GONGOs are Government Organized Non-Governmental Organizations, created from scratch by some governments to infiltrate the other associations of civil society; they proceed from the inside with strategies like counter-proposals, filibustering of debates, spying on activities, etc.

WSIS is over, long live WSIS?

Marc Raboy

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Oh what a relief for most of those who tried to follow and take part in this process, from the first "civil society" consultation in Geneva in November 2001 to the final plenary gavel in Tunis four years later. The WSIS will have been remarkable, mostly, for its process rather than its outcomes. Can we say that a global movement for communication democratization has emerged, in the spaces between and within the debates over financing the digital divide or controlling the dot in dot-com? Will WSIS be remembered as the Woodstock of the world's communication-for-democracy activists?

(Continued on page 21)

Remembering George Gerbner (1919-2005)

Over many years George Gerbner and I had a number of difficult encounters. In the 1970s and 80s we disagreed sharply on general IAMCR policy issues, on the linkage between the Journal of Communication and the IAMCR, and in 1992 we quarrelled about the strategy for the IAMCR presidential elections. However, our somewhat troublesome relation changed when George founded the Cultural Environment Movement in 1996. He invited me to propose that the "People's Communication Charter" I had initiated would become the constitutional document for the CEM. We decided to bury the tomahawks and join forces in our common mission to create global awareness of the need to protect our cultural and informational environment. I do not think our joint project was effective enough to change the world, but we enjoyed our cooperation and swapped many good stories about missions impossible. During our last meeting at the ICA New Orleans Conference in 2004 we discovered a common fondness of Lewis Carroll's stories about Alice's Adventures. We found ourselves in agreement with the March Hare when he suggests at the Mad Tea Party that to like what you get is not the same as to get what you like.

Cees J. Hamelink

George Gerbner, perhaps more than anyone else I have ever known in or outside the field of communication, combined intelligence, hard-work, and good humor with a personal efficiency that was almost beyond human.

He was a consummate organizer and diplomat. One story from Herb Schiller illustrates this. Herb, returning from one of many far-flung meetings that had brought him together with George as colleague and friend, told me that George had been kidding him about the trouble he caused him. George had told Herb that "The Ambassador," Walter Annenberg, had called him one day direct. George was in a graduate seminar and thought it might be informative for his graduate students to listen in on a conversation with the donor of their school, so he put the call on speaker phone. The Ambassador then launched into a colourful tirade against a piece that George had published as editor of the Journal of Communication, a piece by Herb and Kaarle Nordenstreng critical of the American position on free press. It took all of George's diplomatic skills to negotiate through the call and his graduate students' impressions. The incident illustrates how effectively George was able to negotiate an effective working life stretched between the very different and conflicting worlds of Herb Schiller and Walter Annenberg. For anyone in our field who has combined administrative leadership with critical scholarship, George Gerbner is a major role model, perhaps now a patron saint.

Like many, I have been deeply grateful for George's ground-breaking combination of critical and empirical research and theory. His productivity was almost scary. Once when we had George at the University of California at San Diego to deliver a presentation, I was on the phone with his secretary back at Annenberg and she half-jokingly said, "Please keep him busy, because any free time he has he will use to dictate messages for me." Still, like so many who have commented on his life and contribution, I was always struck at how attentive he was to individuals, despite his efficiency.

Over the past 35 years, I never studied under or worked alongside George and he was a personal presence in my life only intermittently, but he was an intellectual presence almost constantly. What a legacy! Thank you, George.

Michael Real

When summoning the memory of George Gerbner, two images come to my mind as a student of his. One is the cloak-and-dagger soldier who joined the Office of Strategic Services (OSS) and entered in Budapest with the Allies, where he met his bride, the vivacious Ilona – his personal myth. The other, the elder helmsman of communication theory directing the Annenberg School, wearing a white T-shirt with the black inscription "So What?" – our student myth.

"So What?" It alluded to the dreaded question he would ritually ask when you presented him with a research subject. Under his quizzical eye, you would then have to fend for your topic the way you would fend for your life. You would come out of the experience with a sense of bewilderment and yet wonderful empowerment—the rite of passage to scholarship.

What he actually did for the intelligence service he never communicated. What he actually contributed to the intelligence of communication he spent the rest of his life cultivating. Somehow a deep thread connects the two images and reconciles them in the persona of a courageous and committed scholar and teacher, involved in his times and fighting for his ideas – his own answer to "so what?"

In his days as dean, the Annenberg School was "of" communication, not "for" communication, - a small preposition that tells a long tale, the tale of his legacy. With a few words, a little organization and a dash of critical thinking, we can create the message that will move our understanding of communication forward with it. *So what* remains is the legacy for transmitting transmissions and may its spirit live long.

Divina Frau-Meigs

George Gerbner as Editor

REMARKS PREPARED BY MARSHA SIEFERT FOR THE 8 APRIL 2006 MEMORIAL SERVICE AT THE ANNENBERG SCHOOL FOR COMMUNICATION, UNIVERSITY OF PENNSYLVANIA
(TO BE READ BY JANICE FISHER)

On a visit to the late Sam Maitin's Pine Street home in 1976 to pick up the mockup of a *Journal of Communication* cover, Sam said to me, "George seems to have found his forte; I have never seen him as happy as he has been editing the *Journal*." And so it seemed to us, his editorial team, during that first decade of the *Journal*.

The late 1970s was a heady time for both the field of communication and for scholarly publishing. Scholars like George were testifying to Congress about television and social behavior, and magazines like *Psychology Today* and *Society* were achieving large circulations; George took on the *Journal* in 1974 because he felt that the best of communications research could also appeal to a broader reading public.

His vision enticed me away from an exciting scholarly publishing job in Europe. I had rejected-repeatedly-his book proposal through both letters and transatlantic phone calls. So, in what I came to recognize as a typically "George" response, he invited me for a job interview so that I could reject other people's work.

The philosophy developed by the editorial team, including the reader of these remarks who joined the *Journal* staff in 1978, was to "extend and challenge"; each article, symposium, and issue had to have that "E and C." In the early days George liked to deflate overwritten prose by x-ing out paragraphs, however we might complain of lost transitions that we quietly-but minimally-restored. We knew we had achieved the ultimate when a well-established author wrote back that his article "was half its length, but all the ideas were there"-we had "cut through the 'fog of pomposity.'" George took this approach to editorial life in general.

George seemed to enjoy most the activities of publishing-debating art designers about *Journal* covers, orchestrating promotion campaigns, and hunting for *Journal* illustrations. At the best of our weekly staff meetings, he would

reveal the original-if indelicately creased-cartoons and caricatures he had clipped from Finnish and Hungarian magazines, saying with a raised eyebrow, "copyright?" The humor in the cartoons was magnified by his pleasure in making us laugh.

The filmmaker Billy Wilder once described his theory of creative collaboration: "if . two [people] think the same way, . have the same background, . have the same political convictions and all the rest, it's terrible. It's not collaboration, it's like pulling on one end of the rope. You need an opponent there, and then you'll have it stretched and tense."¹ By this definition my collaboration with George was extremely successful, although I was never left in doubt as to whom in this tug-of-war had more pull. At its best I would like to think our collaboration produced a publication that was more than a sum of its articles. The high point was the *Journal* issue devoted to "Ferment in the Field," when 35 authors assessed the state of critical communication research. I recall most vividly a week of intense midnight memos on our primitive version of e-mail as we argued, sentence by sentence, over his own "Ferment" contribution. The rope was "stretched and tense" as the telephone wire between our two terminals; as intellectual debate, it was as good as it gets.

Even though the rope later frayed, the 43 books in the two book series, our 3 co-edited volumes, and the 72 *Journal* issues remain as testaments to those years and to the international commitment of

the Annenberg School under George's deanship. In particular, authors from behind the Iron Curtain and from the developing world benefited from his active support. His charismatic authority coupled with his imaginative energy defined his life as a public intellectual; he was daring, sometimes reckless, but never still. The "fog of pomposity" did not fool him in people either; he recognized talent, not pedigrees. George as Editor had an intuitive grasp of the whole and a passion for what knowledge could do. He embodied "E and C." Like his hero, the nineteenth-century poet Sandor Petofi, who as legend has it intoned poetry to incite the Hungarians to rise up in 1848, George believed that through the *Journal of Communication* he could revolutionize the field and through the field the world.



Who is telling all the stories?

George Gerbner

Six years ago, when I and my co-editors were setting up InterSections, we were looking for a prologue that would capture the spirit of the new journal and that of its current and future authors. So, I asked George Gerbner to write one for the new journal. He immediately accepted, despite his busy life and despite the fact that he had not met any of us. His essay below is indicative of his own approach to academy, research, knowledge and society and in particular his relationship with those parts of society that are most vibrant and closest to the enlightening work of countering media oligopoly and monolithic media culture. Written half a decade ago this piece, as his work in general, is as timely as ever, calling for synergies among groups and countries, networking, resisting and building new languages and contexts from which authentic stories can be told by free story-tellers.

Katharine Sarikakis

Most of what we know, or think we know, we have never personally experienced. We live in a world erected by the stories we hear and see and tell. Unlocking incredible riches through imagery and words, conjuring up the unseen through art, creating towering works of imagination and fact through science, poetry, song, tales, reports and laws - that is the true magic of human life..

Through that magic we live in a world much wider than the threats and gratifications of the immediate physical environment, which is the world of other species. Stories socialize us into roles of gender, age, class, vocation and lifestyle, and offer models of conformity or targets for rebellion. They weave the seamless web of the cultural environment that cultivates most of what we think, what we do, and how we conduct our affairs.

The stories that animate our cultural environment have three distinct but related functions. They are (1) revealing how things work; (2) describing what things are; and (3) telling us what to do about them. .

Stories of the first kind, revealing how things work illuminate the all-important but invisible relationships and hidden dynamics of life. They make perceivable the invisible and the hidden. Fairy tales, novels, plays, comics, cartoons, and other forms of creative imagination and imagery are the basic building blocks of human understanding. They show complex causality by presenting imaginary action in total situations, coming to some conclusion that has a moral purpose and a social function. You don't have to believe the "facts" of Little Red Riding Hood to grasp the notion that big bad "wolves" victimize old women and trick little girls - a lesson in gender roles, fear, and power.

Stories of the first kind build, from infancy on, the fantasy we call reality. I do not suggest that the revelations are false, which they may or may not be, but that they are synthetic, selective, often mythical, and always socially constructed.

Stories of the second kind depict what things are. These are descriptions, depictions, expositions, reports abstracted from total situations and filling in with "facts" the gaps in the fantasies conjured up by stories of the first kind. They are the presumably factual accounts, the chronicles of the past and the news of today.

Stories of what things are usually confirm some conception of how things work. Their high "facticity" (i.e. correspondence to actual events presumed to exist independently of the story) gives them special status in political theory and often in law. They give emphasis and credibility to selected parts of each society's fantasies of reality, and can alert it to certain interests, threats and opportunities and challenges.

Stories of the third kind tell us what to do. These are stories of value and choice. They present things, behaviors or styles of life as desirable (or undesirable), propose ways to obtain (or avoid) them, and the price to be paid for attainment (or failure). They are the instructions, cautionary tales, commands, slogans, sermons, laws and exhortations of the day. Today most of them are called commercials and other advertising messages and images we see and hear every day.

Stories of the third kind clinch the lessons of the first two and turn them into action. They typically present a valued objective or suggest a need or desire, and offer a product, service, candidate, institution or action purported to help attain or gratify. The lessons of fictitious Little Red Riding Hoods and their realistic sequels prominent in everyday news and entertainment not only teach lessons of vulnerability, mistrust and dependence but also help sell burglar alarms, more jails and executions promised to enhance security (which they rarely do), and other ways to adjust to a structure of power.

Ideally, the three kinds of stories check and balance each other. But in a commercially driven culture, stories of the third kind pay for most of the first two. That creates a coherent cultural environment whose overall function is to provide a hospitable and effective context for that sell. With the coming of the electronic age, that cultural environment is increasingly monopolized, homogenized, and globalized. We must then look at the historic course of our journey to see what this new age means for our children.

For the longest time in human history, stories were told only face to face. A community was defined by the rituals, mythologies and imageries held in common. All useful knowledge is encapsulated in aphorisms and legends, proverbs and tales, incantations and ceremonies. Writing is rare and holy, forbidden for slaves. Laboriously inscribed manuscripts confer sacred power to their interpreters, the priests and ministers. As a sixteenth century scribe put it:

*Those who observe the codices, those who recite them,
those who noisily turn the pages of illustrated manuscripts.
Those who have possession of the black and red ink and that
which is pictured;
they lead us, they guide us, they tell us the way.*

State and church ruled the Middle Ages in a symbiotic relationship of mutual dependence and tension. State, composed of feudal nobles, was the economic and political order; church its cultural arm. .

The industrial revolution changed all that. One of the first machines stamping out standardized artefacts was the printing press. Its product, the book, was a prerequisite for all the other upheavals to come. The book could be given to all who

could read, requiring education and creating a new literate class of people. Readers could now interpret the book (at first the Bible) for themselves, breaking the monopoly of priestly interpreters and ushering in the Reformation.

When the printing press was hooked up to the steam engine the industrialization of story-telling shifted into high gear. Rapid publication and mass transport created a new form of consciousness: modern mass publics. Publics are loose aggregations of people who share some common consciousness of how things work, what things are, and what ought to be done - but never meet face-to-face. That was never before possible.

Stories can now be sent - often smuggled - across hitherto impenetrable or closely guarded boundaries of time, space and status. The book lifts people from their traditional moorings as the industrial revolution uproots them from their local communities and cultures. They can now get off the land and go to work in far-away ports, factories and continents, and have with them a packet of common consciousness - the book or journal, and later the motion picture (silent at first) - wherever they go. Publics, created by such publication, are necessary for the formation of individual and group identities in the new urban environment, as the different classes and regional, religious and ethnic groups try to live together with some degree of cooperation and harmony.

Publics are the basic units of self-government, electing or selecting representatives to an assembly trying to reconcile diverse interests. The maintenance and integrity of multiple publics makes self-government feasible for large, complex, and diverse national communities. People engage in long and costly struggles - now at a critical stage - to be free to create and share stories that fit the reality of competing and often conflicting values and interests. Most of our assumptions about human development and political plurality and choice are rooted in the print era.

One of the most vital provisions of the print era was the creation of the only large-scale folk-institution of industrial society, public education. Public education is the community institution where face-to-face learning and interpreting could, ideally, liberate the individual from both tribal and medieval dependencies and cultural monopolies. The second great transformation, the electronic revolution, ushers in the telecommunications era. Its mainstream, television, is superimposed upon and reorganizes print-based culture. Unlike the industrial revolution, the new upheaval does not uproot people from their homes but transports them in their homes. It retribulizes modern society and changes the role of education in the new culture.

For the first time in human history, children are born into homes where mass-mediated storytellers reach them on the average more than seven hours a day. Most waking hours, and often dreams, are filled with their stories. Giant industries discharge their messages into the mainstream of common consciousness. The historic nexus of church and state is replaced by television and state.

These changes may appear to be a broadening and enrichment of local horizons, but they also mean a homogenization of outlooks and limitation of alternatives. For media professionals, the changes mean fewer opportunities and greater compulsions to present life in saleable packages. Creative artists, scientists, humanists can still explore and enlighten and occasionally even challenge, but, increasingly, their sto-

ries must fit marketing strategies and priorities.

Broadcasting is the most concentrated, homogenized, and globalized medium. The top 100 advertisers pay for two-thirds of all network television. Four networks, allied to giant transnational corporations - our private "Ministry of Culture" - control the bulk of production and distribution, and shape the cultural mainstream. Other interests, minority views, and the potential of any challenge to dominant perspectives, lose ground with every merger.

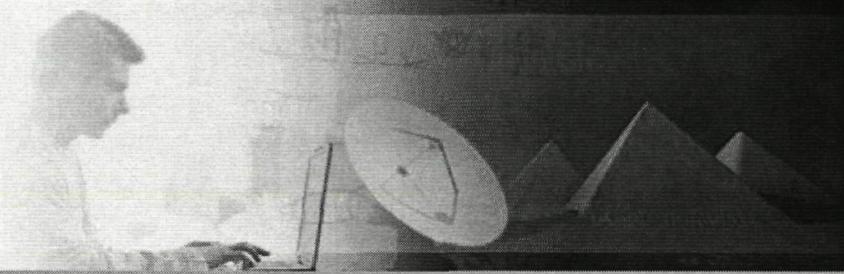
The Cultural Environment Movement was launched in response to that challenge. Its Founding Convention was held in St. Louis, Missouri, March 15-17, 1996, in cooperation with Webster University. It was the most diverse representation of leaders and activists in the field of culture and communication that has ever met.

The concepts that motivated us developed after 30 years of media research. It became clear that research is not enough. The new globalized and centralized cultural environment demanded a new active approach. Working separately on individual issues, rallying to meet each individual crisis, was not sufficient. Treating symptoms instead of starting to prevent the wholesale manufacturing of the conditions that led to those symptoms was self-defeating. Dealing with systemic connections requires coordination and organization. Individual effort, local action, and national and international constituencies acting in concert can, together, help to begin that long, slow and difficult task.

It involves:

- Building a new coalition involving media councils in the U.S. and abroad, teachers, students and parents' groups concerned with children, youth and aging; women's groups; religious and minority organizations, educational, health, environmental, legal, and other professional associations; consumer groups and agencies; associations of creative workers in the media and in the arts and sciences independent computer network organizers and other organizations and individuals committed to broadening the freedom and diversity of communication.
- Opposing domination and working to abolish existing concentration of ownership and censorship (both of and by media), public or private. It involves extending rights, facilities, and influence to interests and perspectives other than the most powerful and profitable. It means including in cultural decision-making the less affluent more vulnerable groups who, in fact, are the majority of the population. These include the marginalized, neglected, abused, exploited, physically or mentally disabled, young and old, women, minorities, poor people, recent immigrants - all those most in need of a decent role and a voice in a freecultural environment.
- Seeking out and cooperating with cultural liberation forces of other countries working for the integrity and independence of their own decision making and against cultural domination and invasion. Learning from countries that have already opened their media to the democratic process. Helping local movements, including in the most dependent and vulnerable countries of Latin America,

(Continued on page 22)



Knowledge Societies for All: Media & Communication Strategies

This theme is timely and important because it signals the need to construct a bridge between the growth of knowledge societies in less developed regions, especially since such regions continue to be excluded from many of the benefits of both contributing to and accessing digital sources of information.

This conference will help establish new insights into the multiple dimensions of the issues and strategies that are related to the 'digital divide' and into barriers to the growth, use and development of information and communication technologies and the media. The timing of the conference in July 2006 is very significant because it follows the second phase of the World Summit on the Information Society in Tunisia in November 2005.

In considering the strategic futures of knowledge societies, an overriding theme for the conference will be that the highest priority must be given to measures aimed at reducing inequalities and injustices of all kinds.

This conference is organized together with the Department of Journalism and Mass Communication at the American University of Cairo (AUC). Local Organizing Team: Hussein Amin (h_amin@aucegypt.edu) and Ibrahim Saleh (librasma@aucegypt.edu).

REGISTRATION FEES (US\$)

Rates Basis	Early: before 1 May 2006	Late: after 1 May 2006
IAMCR members	\$ 225	\$ 275
Non-IAMCR members	\$ 275	\$ 325
Young researchers and researchers from low income countries	\$ 60	\$ 85
Graduate students	\$ 25	\$ 25

Registration Fee includes the annual registration fee for IAMCR with the exception of Graduate students.

The beneficiaries of the reduced registration fee are students, members from low-income countries as identified by the World Bank, and other qualified participants.

Registration Fee includes conference materials, attendance at conference sessions, coffee breaks and reception dinner.

Cancellations must be made in writing. Charge is 10% before April 30; 20% before June 15; 50% up to July 4th, and no refund after July 4th.

Applications for Travel Support

For Cairo 2006 both the local organisers and IAMCR have made limited funding available to assist scholars who have papers accepted to attend the conference. Unfortunately, due to budget limitations, UNESCO has declined to provide funding for this purpose this year.

An application form is available on the conference website together with details of the criteria to be used to ensure that all allocations are made on a transparent basis. We know that whatever funding is available will never be enough, but we expect that at least ten travel awards will be made and are pleased that the local organising committee will be able to allocate what we do have.

Plenary speakers from outside Egypt include:

PLENARY 1: KNOWLEDGE SOCIETIES FOR ALL: MEDIA AND COMMUNICATION STRATEGIES

Mr. Shashi Tharoor, United Nations Under Secretary General for Communications & Public Information (to be confirmed)

PLENARY 2: MEDIA AND COMMUNICATION IN THE ARAB WORLD: PERSPECTIVES ON EMPIRES AND COMMUNICATION

Professor Alison Beale, School of Communication, Simon Fraser University, Canada

Dr. Naomi Sakr, Media Probe, London,

PLENARY 3: MEDIA ETHICS AND RELIGIOUS MODELS OF COMMUNICATION

Professor John Durham Peters, University of Iowa, US

Professor Ziauddin Sardar, Visiting Professor of Postcolonial Studies, City University, UK

PLENARY 4: CRITICAL PERSPECTIVES ON MEDIA AND COMMUNICATIONS IN DEVELOPMENT

(Joint IAMCR/AMIC)

Dr. Indrajit Banerjee, Secretary General AMIC Singapore

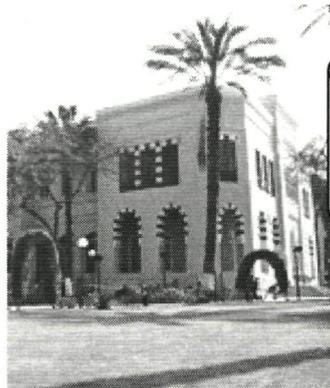
PLENARY 5: GLOBAL GOVERNANCE, EQUALITY AND ACTION AFTER THE WSIS

Dr. Hopeton Dunn, University of the West Indies, Trinidad

Professor Divina Frau-Meigs, University of Paris – Sorbonne, France

Professor Wolfgang Keinwacher, University of Aalborg, Denmark

Dr. Claudia Padovani, University of Padova, Italy



conference website:
<http://develop.aucegypt.edu/iamcr>

Visa Requirements:

Participants from all countries are welcome. All efforts through both the Ministries of Foreign affairs and Interior will be conducted to facilitate visa procedures and airport processing. Non-Egyptian visitors arriving in Egypt are required to be in possession of a valid passport. Entry visas may be obtained from Egyptian Diplomatic and Consular Missions Abroad or from the Entry Visa Department at the Travel Documents, Immigration and Nationality Administration (TDINA). It is, however, possible for most tourists and visitors to obtain an entry visa at any of the Major Ports of Entry (US\$ 15.00 in cash is needed to purchase such a tourist visa at Cairo airport upon arrival). Please check with your nearest Egyptian Consular mission for more details concerning visa regulations applying to your citizenship.

For further details, please check the website of Egypt Travel Guide:

<http://www.asinah.net/egyptvisas.html>

Tourist Visas are usually valid for a period not exceeding three months and granted on either single or multiple entry basis. An Entry Visa is required for any foreigner arriving in Egypt for purposes other than tourism, e.g. work, study, etc.

Exemptions from Visa fees:

Holders of diplomatic passports; Officials of international organizations and specialized agencies and state delegates to conferences; Arab League officials; Non-national members of the clergy, prominent scientists, journalists and members of official cultural, educational and sports delegations.

Nationals of Cyprus, Denmark, Finland, Germany, Norway, Russia and the United States are partially exempt from Egyptian visa fees and will, therefore, pay a reduced fee.

Nationals of the following countries are exempt from visa requirement: Bahrain, Jordan, Kuwait, Libya, Oman, Saudi Arabia, Syria and the United Arab Emirates.

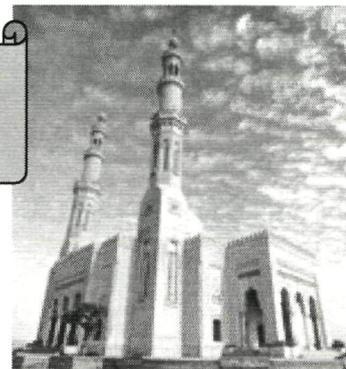
Accommodation:

IAMCR 2006 in Cairo has designated the 4-star Helnan Shephard hotel as the main conference hotel. The special rate for conference participants is US\$ 98 for a single room; US\$ 110 for double occupancy. These rates are inclusive of taxes & service charge based on bed & breakfast (buffet).

On the conference website is a long list of hotels in different categories that are all very close to the conference venue (6-12 minutes of walking).

There is a wide range of Youth Hostels in Cairo and rooms can be booked on-line at:

<http://www.cheap-hostels-in.com/egypt.htm>.



Organizational Matters for Cairo

Proposed Amendment to IAMCR Statutes

In July 2005 at the Taipei International Council meeting it was unanimously agreed to change the current voting procedure and this is confirmed by Ole Prehn, IAMCR Secretary General. This requires a change in the statutes.

Justification: following the 2004 elections which used the system of optional preferential voting, it was subsequently reported that many people did not understand what optional preferential voting implied and that quite a large number of people did not take advantage of the opportunity to vote in this way when it was presented to them. In discussion in Taipei, I proposed to change to the 'first past the post electoral system' which means in essence that the person who wins an election is she or he who gains a simple majority of the total votes cast. After some discussion of the pros and cons of each method, the members of the International Council agreed to the change.

Therefore, on behalf of the International Council, in my capacity as President of IAMCR, I propose the following change.

Existing Statute:

"S5.5 It shall elect the President, the Executive Board, the International Council, the Section Heads and all such committees as it may establish, using a system of optional preferential voting;"

Proposed Statute:

"S5.5 It shall elect the President, the Executive Board, the International Council, the Section Heads and all such committees as it may establish, using a *first past the post electoral system*".

Any change in the statutes must be presented to all IAMCR members at least sixty days before a meeting of the General Assembly of IAMCR which will meet next on 26 July 2006. This notice is therefore published in the Spring 2006 Newsletter of IAMCR.

Robin Mansell
12 February 2006

Proposal for the establishment of an IAMCR Task Force on Media and Communication Policy

At the 2004 IAMCR conference in Porto Alegre, the International Council formed a Task Force to represent the association in the second phase of the World Summit on the Information Society (WSIS). The Task Force, which was co-chaired by Divina Frau-Meigs and Marc Raboy, produced a valuable document that was presented in Tunis at the WSIS in November, 2005, "The International Researchers' Charter for Knowledge Societies." The Charter, which has since been circulated by IAMCR members to universities, libraries, and academic associations throughout the world, marked an important step for our association as a world leader in the development of policy perspectives on behalf of media and communication researchers. The WSIS is now officially over, and the original mandate of the Task Force ended, but before disbanding, the Task Force members and the International Council have agreed to propose that IAMCR build on the model of the Task Force's achievement through the establishment of a standing task force to represent the association in the domain of media and communication policy.

On behalf of IAMCR members, a standing Task Force on Media and Communication Policy would be established to maintain a global presence for IAMCR on important issues concerning media and communication policies, drawing on the interests and expertise of IAMCR members and reaching out to engage with the expertise of other individuals and organizations. The Task Force members will, in consultation with members at large, set a rolling agenda of issues to be addressed, providing a focal point for debate and discussion within and beyond IAMCR. The Task Force will normally be chaired (or co-chaired) by a member of the IAMCR International Council and report on its activities annually. The

Task Force would have a mandate subject to review by the International Council every four years, at the first biennial meeting at the start of each new IAMCR presidency.

Formal suggested text:

In view of the active involvement of the IAMCR in the ongoing media and communication policy issues – at international, regional and national levels, the General Assembly resolves to establish a Standing Task Force on Media and Communication Policy, with the membership to be decided by the International Council. In the spirit of critical independent scholarship the Task Force will:

- contribute to the sharing of relevant information and documentation about media and communication policy issues, as they arise, with the broader academic community and civil society;
- facilitate the synthesizing of existing research on information society issues and feed this into relevant international forums;
- assist in the clarification of crucial policy-relevant concepts for the IAMCR membership);
- assist in the development of effective and relevant alliances with other individuals and organisations concerned with key media and communication policy issues; and
- ensure effective representation of IAMCR in selected forums (formal and informal) in line with IAMCR members' expressed interests.

Proposed by Robin Mansell, IAMCR President and prepared by Robin and Andrew Calabrese, International Council, March 2006 with input from the International Council and WSIS Task Force Members.

Section Plans for Cairo

Communication Policy and Technology

The Section was pleased to receive a total of 56 abstracts. The abstracts and authors reflect a wide diversity of disciplines and countries and a growing interest in the focus of the Section's work. Some 42 abstracts were selected for full paper submission and presentation at the conference. A large proportion of the selected abstracts will report on fresh empirical research conducted recently and being presented and discussed internationally for the first time. Others provide thought-provoking analytical discussions on technology and policy applications related to important development issues.

The IAMCR conference theme of '*Knowledge Societies for All: Media & Communication Strategies*' reflects the core of the CP&T Section's own theoretical emphases and research activities, linking socio-economic and political aspects of technological change. Our key thrust for Cairo is reflected through six sessions covering different dimensions of media and communications strategies in knowledge societies. Two sessions focus on the global ICT policies and the post-Tunis WSIS process. The policy links bridging culture, identity and technological developments forms the theme of another session. Two sessions deal with the media production and user aspects, respectively, of ICT policy. In the last session strategies of different public and private sectors (education, government and health) and their efforts to integrate and embed ICTs, are discussed.

Besides the thematic sessions, the Section will also hold a business meeting at the conference. This will be open to existing Section members and to potential new members and visitors. We are also actively looking for collaboration with other Sections that have related research agendas.

SECTION ACTIVITY IN WSIS - TUNIS

In the period since Taipei, and as part of the lead-up to Cairo, the CP&T Section has been active in foregrounding key policy issues related to the Digital Divide and the Tunis Phase of the World Summit on the Information Society (WSIS). Section Co-Chair, Hopeton Dunn, is an active member of the IAMCR WSIS Task Force and led in organizing one of the Association's key panel sessions in Tunis. The Plenary Panel, led by President Robin Mansell, also included presentations by Rohan Samarajiva, a former CP&T Section head, Pascal Preston, a long-standing member of the Section; Jeremy Shtern and Marc Raboy, WSIS Task Force Co-Chair and Hopeton Dunn, CP&T Co-Chair and lead organizer of the Panel.

The CP&T Section's active involvement with the Post Tunis global policy agenda and IAMCR's participation and on-going interventions, will continue in Cairo and beyond. We welcome participation in the work of our Section and in the academic presentations and research sessions to be hosted in Cairo.

Hopeton S. Dunn & Pascal Verhoest
Jo Pierson & Tanja Storsul

History

British media historian James Curran has argued (2002) that traditional approaches to the writing of media history – for example historical accounts of an individual medium such as the press or television, and histories of particular media institutions – have obscured, or at least given insufficient attention to, the larger role of the media in the historical evolution of modern societies. Media history, he writes, 'tends not to illuminate the links between media development and wider trends in society because it is often narrowly focussed on the content or organisation of the media'. Curran seeks to address this problem by demonstrating how media history is connected to major narratives of British history such as the evolution of constitutional government, the growth of a consumer society, and the formation of national identity. While he warns against technological determinist accounts which overstate the historical impact of changing technology and pay too little attention to content and processes, he calls for a more explicit insertion of media history into accounts of the development of modern British society.

It occurs to me to observe that the IAMCR History Section has for many years emphasised work which embeds communication and media history within larger historical concerns. Of course, there is an important place for research which is more narrowly focussed on, say, particular aspects of press history. But as it happens, the majority of papers at recent conferences have taken a broader approach. In keeping with this, the Call for Papers for the Cairo conference highlighted two overarching themes.

MEDIA, HISTORY AND GLOBALISATION

The idea here was to build upon previous theoretical and case study work in communication history which has foregrounded the role of communications (its technology and applications) in social formation and historical change. Social and political history is seen as embedded within the communication and media conditions and networks of specific historical periods and locations. Papers were sought on:

- Communication and political/social formation at the regional, national and global levels;
- Communication and media network history, including work on news agencies;
- Case studies – analyses of news events and their mediation (and the extent of their global reach and impact) given historical communication conditions.

INFORMATION SOCIETIES: HISTORICAL ASPECTS

It was noted that it is commonplace to speak of the present era as an information age in which a globalised media and worldwide communication networks play an unprecedented role in shaping events. However, historians have argued that such statements can convey a misleading sense of there being a clear break with the past. As Robert Darn-ton (2000) has pointed out, every age has been an 'information age' in its own way and communication sys-

tems have always shaped events. The idea was to encourage work which explores how societies in the past have made sense of events and transmitted information about them.

Papers were also sought on other areas of Media History and it was indicated that papers on media and communication in the Arab World were particularly welcome. Our program for Cairo includes many papers which link communication and media history to national and imperial formations. Topics include:

The role of historical TV drama in maintaining national identity; News agencies in India; Media and national development in Egypt; Strategic communication and economic development in Israel; The role of the media in sustaining Britain's Indian empire; The telegraph and Anglo-American empire building in the Caribbean.

Other papers provide historical perspectives on the notion of 'information society', such as:

The Achaemenid Empire (400-330 BC) and its 'information age'; Historical analysis of 'new media' discourse; Four decades of internet history.

Two papers take up the idea of historical analysis of major news events and the forms of their mediation, one examining the Lisbon earthquake of 1755 and the other the Indian rebellion of 1857. Other topic areas include the history of English political journalism, the press and the state, the press in the First World War, the history of the Hebrew daily press and the architecture of 'Media Houses'. There is also a panel on transnational film which includes papers on film reception across temporal and national boundaries.

References

- Curran, J. (2002). 'Media and the making of British society, c. 1700-2000'. *Media History*, Vol. 8, 135-154.
- Darnton, R. (2000). 'Presidential address: an Early Information Society: News and the Media in Eighteenth-Century Paris'. *American Historical Review*, February, 1-35.

Peter Putnis

Political Economy

The Political Economy section will be organizing 10 panels for the Cairo conference, including around 32 paper presentations. The panel themes include:

- Case Studies of Media Reform
- Intellectual Property Rights: Issues and Problems
- Media Activism & Citizen-based Media Projects
- Evolving Media Capitalism
- ICT and Telecommunications: Policies and Performance
- Revisiting Cultural Imperialism
- Assessing the Information Society and Development
- Refining and Rethinking Theories of Political Economy
- Internet and Online Developments
- Journalism in the 21st Century

More information about the Political Economy section is available at the website: jcomm.uoregon.edu/~IAMCR-PolEcon/, or contact Janet Wasko at jwasko@uoregon.edu.

Professional Education

The Professional Education Section will host six sessions at the Cairo conference. The papers come from a great diversity of countries – Africa (Tanzania, Ghana, Ethiopia); Australasia (Papua New Guinea and Australia); the Arab world (Egypt, Yemen, UAE); the Americas (Brazil, USA); Europe (Spain, Portugal, Ireland, Austria, Germany, Britain) and Asia (Macau and Taiwan).

In this diversity are encouragingly strong common interests. Journalism education, media ethics, media credibility and shifts in journalism due to the web and bloggers are the common themes that will be addressed in the sessions. One session will be devoted specifically to 'Journalism in the Arab world' and another to cultural sensitivities in journalism education.

This diversity will guarantee interesting debates and will hopefully move the discourse on journalism education onto a more level global playing field.

Beate Josephi

Psychology and Public Opinion

The Psychology and Public Opinion section is getting ready for the Cairo Conference and welcomes the presenters and invite the members to make space in their schedule to attend the interesting panels of the section.

The selection of the papers for presentation based on the extended abstracts was a very interesting and rewarding task that yielded a varied and yet focused sessions. The abstract promise very good papers and we look forward to hear and discuss them at the conference. Most of the papers refer in general to the call for papers of the section.

Here are the titles of the panels in the PPO section. The full program can be found in the conference website

- Media Coverage of environmental risks
- Alfred Schütz and The Media
- Media and local and national Public sphere
- News Frames and Public Opinion
- Media Effects
- Media coverage of Conflict and Public Opinion
- Media Political Violence and Public Opinion

The section will hold its annual meeting to discuss future activities in the next conferences and also in between the conferences.

We are looking forward to see you in Cairo and to your active participation in the section activities and the annual meeting.

Friedrich Krotz & Hillel Nosssek



Digital Communication and Social Transformation: Chinese Societies and Beyond

Date: 15-17 December 2006

Venue: Lam Woo Conference Centre, Hong Kong Baptist University, Hong Kong, China

Co-Organizers: Centre for Media and Communication Research (CMCR), Hong Kong Baptist University, Hong Kong, China
China Computer-Mediated Communication Research Centre (CMCRC) Nanjing University, Nanjing, China

Digital communication has become the signature change agent in all aspects of our life under the buzz words "information society". On the other hand, the last decade has seen a sweeping transformation in the greater China region and beyond although each individual society may have a very different political agenda and social path of evolution. The cause has been manifested in the hybridization of, or contention with or even clash between, the East and the West; modernity project and local application; universal values and historical legacies; and political constraint and cultural-economic integration. The consumption of cultural products through media communication such as the rapid growth of mobile information transmission stimulates thinking beyond constraints and promotes dialogues on the advancement of social participation and political change.

Digital communication is thus implicated in the broadest transformation of social structure. The ideological divide associated with the political tension between Mainland China and Taiwan is gradually being replaced by a Chinese version of digital divide due to regional and social class variations. The drive of media globalization and the constant dissemination of information and entertainment over the cyberspace create a dynamic and challenging situation for communicators. These changes have led to the emergence of new research agenda revolving around the idea of internationalizing media studies as well as many questions for scholars to address and deserve serious efforts from cross-disciplinary and multicultural perspectives. This conference will therefore provide a unique opportunity for scholars and professionals to exchange ideas and views, and an international forum to discuss this important theme with the aim of a contribution towards knowledge.

Conference Themes:

- I. Imagined Chinese communities in the digital era—social structure and identity formation reshaped by mediated communication; Virtual connections between globalization and localization
- II. Communication and control in the net society; New cultural formation within and without the cyber space
- III. Digital challenges for news media practice; Digital media production and new form of social critiques
- IV. Digital cultural industry and market expansion, branding and vertical integration; Integrated marketing communication management, publicity campaign, and policy making in the digital era
- V. Critique of information society; Social transformation and impact of digital technologies on theory, approach, practice and consumption
- VI. Internet communication and social mobility in Chinese societies
- VII. Internet, digital media products and development of the youth, women, ethnic minorities, disadvantaged and other social groups

Conference submission and deadline

For overseas and outside mainland China, please submit (in English or Chinese) a 500-word abstract to Ms E. Cheung of the Research Centre, Hong Kong Baptist University at mkcheung@hkbu.edu.hk by July 1, 2006.

For mainland China, please submit a 500-word abstract to Ms Ding of CMCRC, Nanjing University at cmcre@nju.edu.cn by July 1, 2006.

Either hard copy or email versions are accepted. Authors will be notified of acceptance before July 25, 2006. Full versions of accepted papers must be submitted by November 1, 2006.

Conference language

English and Chinese

Conference publication

The Conference committee plans to publish selected papers in a two-volume formal refereed book or special issue of an academic journal, one in Chinese and one in English.

Registration fee

Each participant shall pay HKD\$500 or USD\$65 as the registration fee. The Conference organizers will provide accommodation to the overseas paper accepted participants.

Contact details:

Centre for Media and Communication Research, (CMCR)
School of Communication, Hong Kong Baptist University,
Hong Kong, China

Telephone: (852) - 34115121
Fax: (852) - 34117375
Email: mkcheung@hkbu.edu.hk

Computer-Mediated Communication Research Centre (CMCRC),
School of Journalism and Communication, Nanjing University,
Nanjing, China.

Telephone: (86)-25-83686047
Fax: (86)-25-83686049
Email: cmcrc@nju.edu.cn

Conference website:

www.comm.hkbu.edu.hk
www.cmcre.com.cn

Member's New Work

**MEDI@SIA: GLOBAL MEDIA/TION IN
AND OUT OF CONTEXT**

**edited by T.J.M. Holden
and
Timothy J. Scrase**

London: Routledge
ISBN: 0415371554 (hbk.)

medi@sia is a cross-disciplinary text devoted to the intersection of media, culture and society in an ever-globalized world. *medi@sia* focuses on the relatively neglected, but essential principle in the cultural studies of media: that context counts. It is in specific, lived spaces that media exist, are used, and exert actual impacts. The result of such confluence is the communication of culture, the re/production of society, the negotiation of global and local, and the mediation and articulation of (gender, class, religious, group, ethnic, local, national and regional) identities.

medi@sia introduces the concept of *media/tion equation*: a situational set in which the compound – information technology (media) and its content (communication) – is touched by and associated with the economics, politics, social organization, cultural practices, and moralities in the everyday lives of users. Such a view treats media and communication as part and parcel of social processes, emphasizing, in particular, the role *media/tion* plays in influencing sexuality, gender relations, class consciousness, consumption, identity formation, and nationalism. Equally important are the complex spaces within which *media/tion* transpires. These concatenations of structuring elements, in combination, and intercalated in the processes of symbolic production and use, elicit a myriad of *media/tion equations*, large and small.

These precepts are elucidated via eleven cases of *media/tion* in contemporary Asia. Among the media surveyed include TV, film, music videos, popular song, romance novels, Internet bulletin boards, comics, brand characters, and advertising; the contexts assayed include: China, India,

Indonesia, Japan, Nepal, South Korea, and parts of the world touched by the sweep of Asian-originated media flows. In many cases the contexts addressed in *medi@sia* are those less often on the map of conventional media and cultural studies. Most importantly, in attending to the directionality of flow, *medi@sia* proffers a newer “map” of globality: one that moves decidedly east to west.

As such *medi@sia* contributes to discourse in a large number of scholarly areas: globalization theory, media sociology, the anthropology of media, cultural studies, communication studies, and Asian studies, among others. *medi@sia* charts a new interdisciplinary area of inquiry and becomes the immediate standard for such research.

MEDIA POLICY AND GLOBALIZATION

**Paula Chakravartty
(University of Massachusetts, USA)**

**&
Katharine Sarikakis
(University of Leeds, UK)**

Edinburgh University Press
ISBN: 074861849X, £14.99

This volume takes a fresh look at media and communications policy and provides a comprehensive account of issues that are central to the study of the field. It moves beyond the 'specifics' of regulation, by examining policy areas that have proved to be of common concern for societies across different socio-economic realities. It also seeks to address profound gaps in the study of policy by demonstrating the centrality of historical, social and political context in debates that may appear solely technical or economic.

Media Policy and Globalization covers the institutional changes in the communications policy arena by examining the changing role of the state, technology and the market and the role of civil society. It discusses actual policy areas in broadcasting, telecommunications and the information

society, and examines the often-overlooked normative dimensions of communications policy.

Features:

- Provides a cross-disciplinary critical perspective of the politics of communications policy-making in a global context
- Explores new issues in communications policy such as ethical concerns and the ‘internationality of policy’
- Useful for upper-level undergraduate students, graduate students and scholars of Communications and Media Studies, and International and Global Studies.

UNIVERSITY OF IOWA SEXUAL HARASSMENT SURVEY

**Nancy Hauserman
Associate Dean and Williams
Teaching Professor Tippie College
of Business, University of Iowa**

“I have just completed a report on a sexual harassment survey conducted at the University of Iowa. In all, more than 11,000 people responded to the survey. I was one of the primary authors of the report and I think the results are interesting not only for our own campus but for many others. The report would be useful as a comparative tool for others as well as offering a survey instrument and some comments about administering the same. It begins with an Executive Summary. This is followed by the history of the survey and report, some legal background and then a discussion of the creation of the survey, its results, recommendations and conclusion.

The appendices include the actual survey and other supporting documents. “

The report can be found at:

http://www.uiowa.edu/president/task-forces/sexual_harass_survey/Sexual%20Harassment%20Survey%20Final%20Report%20012306.pdf

Reflections after WSIS – Marc Raboy continued

(Continued from page 9)

For those of us who believe communication is both part of the problem and part of the solution to improving the state of the world, the WSIS demonstrated two things: there is indeed a growing community of like-minded groups and individuals out there, who share a broad set of ethical and political values about communication. We always knew the WSIS would be at best a pretext for bringing these people together. In that, it was a success.

More than 6000 civil society participants, from more than 600 organizations, were registered in Tunis (admittedly, a shocking number of them from Tunisian GONGOs). That was nearly double the number in Geneva. Of course, a much smaller proportion, maybe 5-10% actually took part in the political debates and autonomous decision-making structures of civil society. Of these, even fewer were involved systematically and only a handful can be said to have played a real leadership role. This raises some of the most pressing questions about communication politics post-WSIS. Questions about legitimacy, representation and sustainability of participation in transnational governance processes. The non-governmental, non-business sector has arrived in the halls of international politics and diplomacy. Now, who will speak for it, in what channels and with what effect?

It is undeniable that the WSIS has demonstrated the urgency and importance as well as the complexity of information and communication issues in the 21st century. That alone will have a trickle-down effect on policy discussions at every level. Last October, when the Tunis summit was threatening to derail over the question of continuing the mandate of ICANN, the world's elite press was briefly awash with reports and editorials noticing WSIS and calling for the status quo. (Who was the gate-keeper and who set that agenda, our research community might well ask?) An intelligent but naïve reader would be led to believe that the WSIS had been about controlling the Internet and that at the end of the day the bad guys won.

Anyone who has followed the process closely knows that there was a bit more to it than that. Undoubtedly the most interesting concrete outcome of the WSIS was creation of the Internet Governance Forum, which will convene

in Athens later this year. We shall see to what extent this represents something different and meaningful in global communication governance. But it does mean that the close of the WSIS was but the end of a phase and that the processual evolution will continue. Was WSIS worth the effort? As Zhou En-lai is said to have replied when asked his impression of the French Revolution, It's too early to tell.

IAMCR had ten official delegates in Geneva and thirteen in Tunis. Several more, including some of the most active, were there wearing other institutional hats. Our presidents (Frank Morgan in Phase I and Robin Mansell in Phase II) led the delegations on both occasions. IAMCR members were among the most actively involved in the CRIS campaign, the Civil Society Bureau, the Working Group on Internet Governance, the Civil Society Plenary, side events such as the World Electronic Media Forum and the World Forum on Communication Rights, and informal lobbying of numerous government delegations as well as the ITU and the UN itself at the highest levels.

IAMCR also achieved a heightened public profile and scored a number of achievements in its own name, notably the launch of the International Researchers Charter. The task force ensured an IAMCR presence at key moments, the circulation of information back to the association and a network connecting IAMCR participants in the multitude of WSIS activities. In this respect it too was a success. In terms of coordination, sustained discussion (particularly with the general membership) and public visibility it could have done better. I think on balance the experience should be evaluated positively. It has shown that IAMCR and scholars more broadly have a role to play in international policy debates. The association will now decide what shape and form to give to this role in the future but clearly we should build on the WSIS experience. There will be more, not less, for us to do at the global policy level. The WSIS has signalled some of the issues (in some cases by failing to deal with them!): media governance writ large, intellectual property rights, ICT policies for development, protection of cultural diversity, freedom of expression, the role of communication in enhancing human rights... We have a role to play with respect to these issues. As a community of researchers and as citizens.

Media Change and Social Theory

A major international conference organised by the ESRC-funded Centre for Research on Socio-Cultural Change (CRESC) at The Open University and The University of Manchester (in association with the Centre for Media, Culture and History, New York University)

Venue: St Hugh's College, Oxford
Date: 6-8 September 2006

CONFIRMED PLENARY AND KEYNOTE SPEAKERS:

- Annabelle Sreberny (SOAS, London)
- Daniel Hallin (University of California San Diego)
- Faye Ginsburg (New York University)
- Karel Williams (The University of Manchester)
- Liesbet van Zoonen (University of Amsterdam)
- Nick Couldry (London School of Economics)
- Philip Schlesinger (University of Stirling)
- Purnima Mankekar (Stanford University)
- Toby Miller (University of California Riverside)
- Tony Bennett (The Open University)

This conference aims to bring together media scholars and social theorists to try to push forward media theory. We need to enrich the intellectual resources we draw upon to understand the media. To do so, critical work on the media

needs to engage much more intensively with social and political theory than it has in recent years. For example, important work in the following areas has barely been addressed in most media studies:

- Critical theory - the contemporary Frankfurt School and Anglo-American resonances
 - Field theory - Bourdieu, his associates and those influenced by them
 - Governmentality and neo-Foucauldian approaches to discourse and institutions
 - Actor network theory
 - Theories of democracy, deliberation and difference
- In other areas, pioneering work has been carried out but needs further extension and development:
- Revisions and elaborations of notions of the public and the public sphere
 - Critical media anthropology, especially ethnography
 - Feminist theory: politics and identity in the era of Butler and beyond
 - Critical political economy of the media
 - Theories of self, subjectivity and society

Conference committee: Marie Gillespie, David Hesmondhalgh, Marie Gillespie, Farida Vis and Helen Wood

Conference website: <http://www.cresc.man.ac.uk/events>

Who is telling all the stories? – George Gerbner continued

(Continued from page 13)

Asia, and Africa (and also in Eastern Europe and the former Soviet Republics), to invest in their own cultural development opposing aggressive foreign ownership and coercive trade policies that make such development more difficult.

Supporting journalists, artists, writers, actors, directors, and other creative workers struggling for more freedom from having to present life as a commodity designed for a market of consumers. Working with guilds, caucuses, labour and other groups for diversity in employment and in media content. Supporting media and cultural organizations addressing significant but neglected needs, sensibilities, and interests.

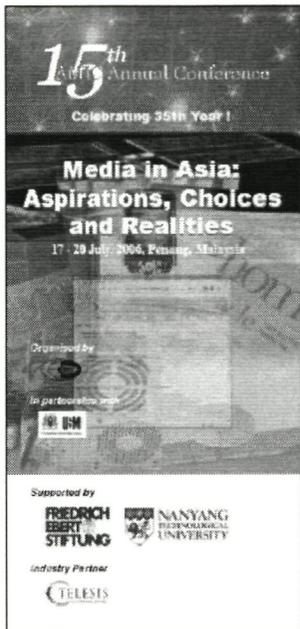
Promoting media literacy, media awareness, critical viewing and reading, and other media education efforts as a fresh approach to the liberal arts and an essential educational objective on every level. Collecting, publicizing and disseminating information, research and evaluation about relevant programs, services, curricula, and teaching materials. Helping to organize educational and parents' groups demanding pre-service and in-service teacher training in media analysis, already required in the schools of Australia, Canada, and Great Britain.

Placing cultural policy issues on the social-political agenda. Supporting and if necessary organizing local and

national media councils, study groups, citizen groups, minority and professional groups and other forums of public discussion, policy development, representation, and action. Not waiting for a blueprint but creating and experimenting with ways of community and Citizens participation in local, national and international media policy-making. Sharing experiences, lessons, and recommendations and moving toward a realistic democratic agenda.

The Cultural Environment Movement (CEM) is a non-profit coalition of independent organizations and individual supporters in every state of the U.S. and 57 other countries on six continents, united in working for freedom, fairness, gender equity, general diversity, and democratic decision-making in media ownership, employment and representation.

GEORGE GERBNER, best known for his research regarding the effects of television violence, was the Bell Atlantic Professor of Telecommunication at Temple University and dean emeritus of The Annenberg School for Communication at the University of Pennsylvania. He was also director of the Cultural Indicators Project and founder of the Cultural Environment Movement, an international coalition "dedicated to freedom, business, equality and diversity in the media".



15th AMIC Annual Conference

Media in Asia: Aspirations, Choices and Realities

17-20 July, 2006, Penang, Malaysia.

Conference Announcement

The Asian Media Information and Communication Centre (AMIC) is pleased to announce its 15th annual conference, which will be held in Penang, Malaysia from the 17th to the 20th of July 2006. AMIC will be organizing this conference in partnership with the prestigious Universiti Sains Malaysia. This conference is open to academics, media industry professionals, government media agencies, policymakers, regulators, UN agencies, donors, research groups, civil society organizations, independent consultants and students.

The theme of the 15th AMIC annual conference is "Media in Asia: Aspirations, Choices and Realities". The key focus of this conference will be on the diversity and interaction between media environments in Asia. The conference aims to assess and examine to what extent the aspirations of media audiences have been fulfilled while at the same time taking stock of the views and perspectives of media professionals and the industry. The principal question this conference aims to address is: Where do the media in Asia stand today and to what extent have they fulfilled their mission and objectives with respect to the public interest and to their fundamental societal obligations?

The conference will have an international track as well as a Malaysia track focusing specifically on Malaysian media and communications research. Unique features of the 15th AMIC Annual Conference will include the second AMIC Distinguished Forum, special sessions on significant and current media issues, networking opportunities for special interest groups and thematic roundtable discussions.

AMIC's key event is the flagship annual conference, hosted in rotation by countries across the region. Recent hosting countries have been China (2005), Thailand (2004), Singapore (2003), Australia (2002) and Philippines (2001). The AMIC annual conference is the premier event on Asian media, and attracts eminent international representatives and speakers from around the world. It features high-profile keynote addresses, plenary sessions, and several parallel sessions. Networking events, cultural programmes, media visits and sightseeing events are also held in conjunction with the annual conference.

For more information about the conference, please do visit our website at <http://www.amic.org.sg> for updates on the conference.

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Confirmed Speakers

- ♦ **Dr. Shashi Tharoor**, Under Secretary-General for Communication and Public Information, United Nations, USA
- ♦ **Dr. Abdul Waheed Khan**, Asst. Director-General for Communication & Information, UNESCO, France
- ♦ **Prof. Robin Mansell**, President, IAMCR, Dixons Chair in New Media and the Internet, Department of Media and Communications, London School of Economics and Political Science
- ♦ **Prof. John Lent**, School of Communication & Theatre, Temple University, USA
- ♦ **Prof. Gaetan Tremblay**, Research Chair, GRICIS-University of Quebec at Montreal, Canada
- ♦ **Mr. Javed Jabbar**, Founding Chairman, South Asia Media Association, Media Commission of Pakistan, Pakistan
- ♦ **Mr. N. Ram**, Editor-in-Chief, The Hindu, India
- ♦ **Dr. Christopher Chia**, CEO, Media Development Authority of Singapore, Singapore

- ♦ **Mr. Ong Keng Yong**, Secretary-General of the Association of South East Asian Nations, Indonesia
- ♦ **Dato' Mohamad Jawhar Hassan**, Chairman, The Institute of Strategic and International Studies, Malaysia
- ♦ **Mr. Viswa Sadasivan**, Chairman, The Right Angle Group Pte. Ltd., Singapore
- ♦ **Dr. Prannoy Roy**, Editor-in-Chief, NDTV, India
- ♦ **Prof. Graeme Turner**, Director, Centre for Critical and Cultural Studies, University of Queensland, Australia
- ♦ **Y. Bhg. Dato' Kalimullah Hassan**, Dy. Chairman, New Straits Times Group, Malaysia

Who Should Attend

- ♦ Media scholars and researchers, including graduate students
- ♦ People from governmental institutions
- ♦ Media professionals
- ♦ Investors and businessmen
- ♦ People from nongovernmental organizations



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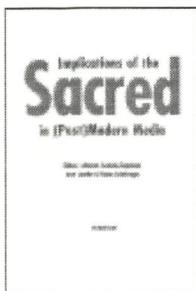
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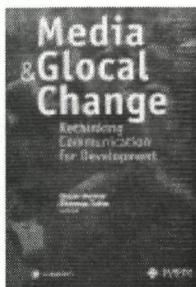
Implications of the Sacred in (Post)Modern Media

Edited by Johanna Sumiala-Seppänen, Knut Lundby and Raimo Salokangas

The news media report global conflicts related to religion. New expressions of religiosity and spirituality appear in popular media culture. The relationship between media and the sacred has become an inevitable topic. This book offers new and fresh perspectives on the media, the sacred and religion. It has a Nordic voice. This means that it focuses on empirical

data collected from the Nordic countries. Most of the authors are from the Nordic region, yet critical views from other corners of the world are brought in as well. This book creates a platform for a genuinely multidimensional and cross-disciplinary discussion on the subject of the media, the sacred and religion in the context of (post)modern media.

Published 2006
Paperback 274 p.
ISBN 91-89471-34-2
Price: • 28; US \$ 33



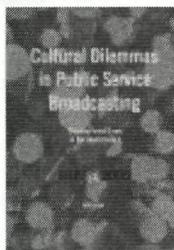
Media & Glocal Change. Rethinking Communication for Development

Edited by Oscar Hemer & Thomas Tufte

This book is about exploring both the potential and the limits of communication – of using communication both as a tool and as a way of articulating processes of development and social change, improving everyday lives, and empowering people to influence their own lives and those of their fellow community members. The essence is communication.

The dilemma is that communication will not solve every problem, although it can contribute in some ways to problem-solving – we just need to get better at knowing how. The aim is to contribute to the critical reflection about how communication works in processes of change within the context of globalization.

Published 2005
Paperback 493 p.
ISBN 987-1183-26-7
Price: • 25, US \$ 30



Cultural Dilemmas in Public Service Broadcasting

RIPE@2005

Edited by Per Jauert & Gregory Ferrel Lowe

Published 2005
Paperback 322 p.
ISBN 91-89471-32-6
Price: • 28; US \$ 33

In recent years public service broadcasting seems caught in a radicalized dilemma between two obligations. To serve and preserve national culture and identity has for decades been an essential mandated obligation. At the same time, being a 'window to the world' has also been central to the remit. The authors in this volume discuss the contemporary relevance of PSB as a culturally obligated and culturally oriented enterprise. They do this from many perspectives and focussed on various dimensions that, taken together, clarify why public service broadcasting is about much more than transmitting content. The issues treated herein speak fundamentally to how broadcasting ought to be socially harnessed, at least in fair measure, to beneficially serve a variety of contemporary cultural demands.

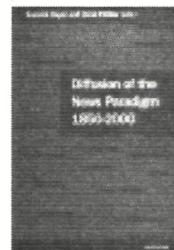


Global War – Local Views Media Images of the Iraq War

Edited by Stig A. Nohrstedt & Rune Ottosen

Published 2005
Paperback 278 p.
ISBN 91-89471-33-4
Price: • 28, US \$ 33

In this book, media scholars from a number of countries and cultures provide a more global view of the 2003 Iraq War and the War on Terror than is usually present in the news media. The book will assist journalists and media workers to reflect upon their own tradecraft and to make improvements when motivated. It contributes to increased reflexivity by rich insights into how the Iraq War was related to national policies and local conditions. The authors have also studied whether or not the media elaborate on their own role.



Diffusion of the News Paradigm 1850-2000

Edited by Sverre Høyer & Horst Pöttker

Published 2005
Paperback 312 p.
ISBN 91-89471-30-X
Price: \$ 25, US \$ 30.

Media history is much more than a collection of chronological narratives set within national borders. As a social system media has several sustaining parts, at the same time different and interdependent. This anthology is topically centred on the news paradigm: its origin and diffusion over more than a century. It also contrasts the news paradigm with some of its opposites in journalism history. Even when contributors vary methodologically – essays and empirically based overviews intermingle with systematic content analyses – they have the forms, the qualities and the substance of journalism in mind as a guiding principle.

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From the Margins to the Cutting Edge
Community Media and Empowerment
 edited by Peter M. Lewis and Susan Jones

"A voice for the voiceless"—that is how community radio has often been described. This book is about the training needed for the effective use of community radio by social groups whose voices and opinions are rarely heard in mainstream media. Such training includes Internet and computer skills, but bridging the "digital divide" is not simply a technical matter. Those whose opinions are rarely given a hearing may have forgotten, or never learned, how to express them. The self-confidence that can come from the radio or Internet experience helps people see that change is possible, in themselves as well as in the world around them.

Two projects in six European countries, funded as part of the EU's Socrates Adult Education Program, generated the activities covered in this book. They include Web site creation, digital audio editing, live broadcasting of local events, the creation of local sound archives for music, webcasting, community radio training for refugees and asylum seekers, and Internet course for mothers and daughters, and the creation of aural archives in an Italian village. Introductory chapters set the historical and theoretical context for the community radio tradition that underpinned the training and discuss the connection between access and participation and the local level and the demands for a voice for civil society at the global level.

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Summer, 2006 256 pages
 ISBN 1-57273-718-2 \$24.95 \$18.71

* * * *

Ideologies of the Internet
 edited by Katharine Sarikakis and Daya Thussu

This volume gathers together some of the most significant debates surrounding the development, use, and potential of the Internet. Twenty scholars from four continents address some of

the more pertinent questions surrounding the presence and future of the Internet. These are organized into questions regarding the role of the Internet as a mediator of communicative space and process; an object of current and future policy; and a tool for development. The debates are preceded by a discussion on the contextual positioning of the medium in terms of arts, the market, gender, and education.

The book pays attention to structural determinants of the role of the Internet in everyday life and macrolevel politics. At the same time it explores the undeniably important role of resistance in all fronts, from the difference economic microprojects can make to the power of aesthetics and tactical media. The book contains theoretical and empirical work on the relationship of the medium and the social, economic, and political world through a series of explorations of the national and transnational dimensions of inequality and control, but also the acts of political freedom and pursuit for social justice.

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