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INTERNATIONAL ASSOCIATION FOR MASS COMMUNICATION RESEARCH

ASSOCIATION INTERNATIONALE DES ÉTUDES ET RECHERCHES SUR L'INFORMATION

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Dear Friends and Colleagues,

1984 CONFERENCE

The time that has elapsed between this and my last letter is rather longer than usual. This is mainly because, when writing, I wanted to be in a position to provide sufficient detailed information about our next Conference and General Assembly, which will be held in Prague, Czechoslovakia, from 27th August to 1st September 1984 to enable you to make your plans well in advance.

Unfortunately, on the occasion of the Paris Conference in 1982, for reasons beyond our control, we were unable to give adequate notice, and we know and regret that this caused problems for quite a number of our members. However, I think you will agree that this time we have more than made amends and, thanks to the cooperation and efficiency of our Czech hosts, we are already in a position to provide quite detailed information about conference arrangements. This is in the accompanying papers and brochure.

PLEASE NOTE THE CHANGE OF DATE - THE CONFERENCE IS NOW ONE WEEK LATER THAN I INDICATED IN MY LAST LETTER.

I am sorry if anyone has been inconvenienced, but this turned out to be the only time when all those excellent conference facilities were available, and I can assure you from our visit in January that the facilities are really quite splendid.

The Programme Committee you elected in Paris (Fleck, Linne, Hamelink, Bunzlova, Marko, Zassourski, Robinson and Halloran - Anzola and Dajani were unable to attend), assisted by Peggy Gray, met in January at Rabštejn, near Prague, and the results of their deliberations and the preparations of the host, organising committee are detailed in the enclosed papers. I hope that what is proposed meets with your approval, but please do not hesitate to let me have your comments, criticisms and suggestions, preferably well before the next meeting of the International Council on the 24th September 1983.

Not surprisingly, members have different ideas about what constitutes the best structure and organization of a conference and, over the years, many of these, at times conflicting, views have been put to programme committees. In making its proposals for 1984, the present Programme Committee considered many possibilities, and the members hope that what is now proposed will be seen as the most appropriate way of reconciling the various viewpoints.

*From the Office of the President:
Professor James D. Halloran*

In the proposed programme the main departure from previous conferences is that the first main plenary session will be addressed by one visiting speaker of international repute. I am very pleased to be able to inform you that Professor Johann Galtung has accepted our invitation to speak on the conference theme at the first plenary session. In addition for this plenary **three** of our **members will prepare** papers on the conference theme, and these will be distributed to all participants before the conference. These members will not speak directly to their papers in the open discussion session which will follow Professor Galtung's address, but they will be called upon by the Chairman to intervene in the proceedings, as considered appropriate. Five members will also be invited to make special contributions to the general discussion at the final plenary session - details of which will be found in the enclosed papers.

It will be seen, therefore, that we are proposing to have only two plenary sessions at the 1984 conference - one at the beginning and one at the end. Moreover, the intention is that these will be structured in a different, more focussed, way than in the past. Please note that the Tuesday afternoon and the whole of Wednesday and Thursday will be given over to the meetings of Sections, groups, workshops, etc. There will still be some overlap and conflict of interests - this is inevitable, but there should be plenty of time for the meetings of the more focussed groups which so many of you have requested.

It is assumed that all the formal Sections of the Association **will** meet, and that some will require more time and space than others. Section programmes are entirely the responsibility of the Sections, and it is important that all heads of Sections should let me have full details of their requirements (and their programme in so far as this is possible) not later than 1st March 1984. This is the deadline for the inclusion of Section material in the printed programme. It is appreciated that this will involve certain difficulties, and in an attempt to deal with these there will be an opportunity for the Sections to meet, exchange papers and finalize their programmes immediately prior to the first plenary session. But please do try to meet the March deadline.

Roughly the same conditions will apply to workshops and discussion groups, once they have been approved as part of the Conference programme. Could I ask all those who wish to establish discussion groups, workshops, round tables, etc., on specific topics, to let me know as soon as possible. It would be better if they did this after having confirmed that there is enough interest amongst members to make the meeting worthwhile. But I could also use the presidential letters for recruitment.

SECTIONS

The International Communication Section usually manages to have a meeting at least once a year and for 1983, Breda Pavlic, the head of this Section, in co-operation with Tamas Szecsko, is arranging a meeting of the section at Lake Balaton, Hungary from 27th to 29th September, immediately after the meeting of the International Council. Anyone interested should get in touch as soon as possible with Breda at Research Centre for Cooperation with Developing Countries, 61113 Ljubljana, Titova 104, PO Box 97, Yugoslavia.

I hear from Robin Cheesman, head of the Political Economy Section that, together with colleagues, he is proposing to produce a Vocabulary of Political-Economic Communication Theory. He hopes to produce a first edition in September 1983 and asks for contributions by August 15th. All those interested should write to Robin at Communication Studies, Roskilde University Centre, P.O. Box 260, DK-4000, Roskilde, Denmark.

Walery Pisarek, head of the Bibliographic Section has asked me to thank on his behalf all those who have returned the forms to him which he requires for his bibliographic publication. It is still not too late to complete and send your form to Walery - Press Research Centre, Rynek Glowny 23, Cracow, Poland - who will be pleased to include any information received before the end of September 1983. A Unesco meeting of Directors and Representatives of the International Network of Documentation Centres on Communications Research and Policies was held at the Cracow Centre in February last, and a report on the proceedings is available from Unesco.

The Professional Training Section hopes to be able to produce another joint programme in co-operation with IOJ and AEJ at the Prague Conference. I have been invited by the AEJ to present a paper at their 1983 Convention at Eugene, Oregon, in a session in which one of the founder members and honorary presidents of our Association - Raymond B. Nixon - will be honoured with the presentation of an award for distinguished service to research.

I would welcome news from other Sections and I am pleased to report that David Paletz has proposed that the active Political Communication Group which he has led for some years should be made an official Section of the Association.

NEW DEVELOPMENTS

The International Association for the Study of Popular Music would like to explore possibilities of co-operation with IAMCR and we have provisionally arranged for a joint workshop on the occasion of the Prague Conference. I would be pleased to hear from anyone interested in this, and they might also write to Sylvia Moore, (a member of both Associations), at PO Box 129, 1850 A.C. Heiloo, The Netherlands.

Another of our members Stewart Hoover would like to hear from all those who would be interested in forming a discussion group that, in the first instance, might be established under the general heading of The Media and Religion. He can be contacted at 4920 Royal Street, Philadelphia, PA 19144, USA.

I have been in touch for some years, both directly and through Unesco, with Dr. Peter McIntosh, Chairman of the International Council of Sport, Science and Physical Education's Committee for Sport, Mass Media and International Understanding; and I have recently agreed with him that we might join with the Council in arranging or contributing to a symposium on the Media and Sport, which will be a part of the 1984 Olympic Scientific Congress and will be held in Eugene, Oregon from July 16/24 1984. I would be pleased to hear from anyone who would like to contribute to this symposium and/or would consider it worthwhile to have a workshop or discussion group on Media and Sport at the Prague Conference.

At the Paris meeting those who attended the Workshop on Community Radio and TV decided to try to arrange another meeting in the summer of 1983. As far as I understand the situation nothing definite has been decided yet with regard to this welcome development, but Dr. M. J. H. M. Manders, Faculteit der Sociale Wetenschappen, Katholieke Universiteit, Postbus 9108, 6500 HK Nijmegen, Netherlands is the person to contact.

Dr. Alphons Silbermann, Deutsche Gesellschaft für Kommunikationsforschung, Elsenborner Str. 19, 5 Köln 41, FRG who recently established a research institute on comics would like to hear from those who would be interested in forming a study group on this topic.

Nelly de Camargo - Apartado 4731, PNUD, Quito, Ecuador - and Deanna M. Robinson - Department of Speech, University of Oregon, Eugene, OR 97403, USA - following preliminary work at the Paris Conference, would like to develop a project on Youth and Cultural Industry.

We are pleased to hear of the continued progress of the Union for Democratic Communications, USA, which had a group meeting in Paris and a most successful meeting in November in Philadelphia. Janet Wasko reports "The First National Critical Communications Conference and General Meeting of the Union for Democratic Communications (UDC) was held at the International House in Philadelphia, November 12-14th. The conference was based on the theme, 'Building Democratic Communications', and attracted nearly 200 participants from the United States, Canada and Mexico. The conference program included eleven workshops and several informal meetings. These included (along with the workshop coordinators): Labor and Media (Vinny Mosco); Alternative media production and Distribution (DeeDee Halleck); International Communications Issues (Noreene Janus); Political Economy of Telematics (Ken Dunow); Popular Culture and Ideology (Jim Miller); Information and Communications Policy (Oscar Gandy); Media Education (Serafina Bathrick); Alternative Uses of Computing (Karen Paulsell); Alternative and Critical Media Use in the Third World (Manji Pendakur); Structure of Media Information Industries (Tom Guback); Building Democratic Communications Theory (Tim Haight); Political Continuation (informal discussion led by Media Network staff); and Pirate Radio. An especially important documentary, HOME ON THE RANGE, was screened Saturday evening, followed by a discussion with the filmmaker, Gil Scrine. The film is about the American military presence in Australia and its impact on Australian politics. The business meeting of the UDC was held on Sunday morning, with reports and proposals from each workshop and discussion of various UDC activities and priorities. Suggestions were made for task groups, expansion of NEWS AND NOTES (the newsletter for the organization), and increased publicity, as well as organizational affiliations and other organizational matters pertaining to dues, by-laws, etc. The members also agreed to make Dallas Smythe an honorary life member of the organization. A new Steering Committee was elected which includes Oscar Gandy, Tim Haight, Dee Dee Halleck, Bob Jacobson, Noreene Janus, Vinny Mosco, Karen Paulsell, Larry Shore, Janet Wasko, Marjorie Bowens-Wheatley, T. R. Young, and Anna Zornosa. Janet Wasko was elected Coordinator, and Oscar Gandy, Treasurer. Most participants agreed that the

conference was a successful event, providing an opportunity for media educators, researchers, producers and activists to come together and share ideas and work. The event also was successful in contributing to the UDC treasury, allowing better coordination and administration of future UDC activities. For further information about the conference or UDC, contact: Janet Wasko, Dept. of Radio-TV-Film, Temple University, Philadelphia, PA 19122."

RELATIONSHIPS WITH UNESCO

We continue to co-operate with Unesco in their communication research work, and I have visited the Paris headquarters several times in connection with the development of research policy and programmes over the next four or five years. You will remember that last July we held a meeting here in Leicester as a follow-up to the MacBride Report. Annabelle Sreberny has now completed a report on this conference which included, inter alia, recommendations for research and study over the next five years. A first draft of the report has been submitted to Unesco, but we do not know yet whether or not it will be published. It can be obtained from this office for the price of reproduction and postage. It is over 100 pages in length.

We were also invited to present working papers (in co-operation with the International Peace Association) and to attend the Unesco-organized International Symposium on the Media and Disarmament which was held in Nairobi, Kenya from 18/22 April 1983. I was unable to attend, but a report (4 pages) on the Symposium prepared by Breda Pavlic who represented the Association, and the working paper (50 pages) are available to members under the same conditions as those mentioned above. Several other possibilities of research co-operation are currently being explored.

IT IS WITH DEEP REGRET THAT I HAVE TO REPORT THE TRAGIC DEATH OF WOLFGANG SEEGER ON MAY 6TH. WOLFGANG REPRESENTED UNESCO AT MANY OF OUR MEETINGS OVER THE PAST DECADE AND ASSISTED US IN A VARIETY OF WAYS. WE SHALL MISS HIS HELP AND ADVICE. HE LEAVES A WIFE AND TWO YOUNG CHILDREN WHO HAVE OUR DEEPEST SYMPATHY.

FUTURE CONFERENCES

As reported in the last letter, we have already received a formal invitation for Barcelona for 1986 or 1988, and the possibility of India for 1986 (the convention is that we should be in the Third World again in 1986) is being explored. Moreover, I have now heard from Nelly de Camargo that we have a provisional offer from Brazil for Sao Paulo to be the site of the 1986 Conference. These and any other offers will be discussed at the next meeting of the International Council in September.

PARIS CONFERENCE

A publication based on the proceedings of the Paris Conference, prepared by Annabelle Sreberny, will be sent to all members during the summer. Enclosed with this letter is a Report from the Working Group on Sex Roles and Mass Media, inadvertently omitted from the last package, and a list of the conference papers received since the last presidential letter. A list of most of the papers given at the conference has already been sent to all members. Main session papers are available at a price of £3 per set in the UK, and £6 per set overseas, including postage. Section/workshop/group papers are also available, priced individually, excluding postage. These can be obtained upon request to Mrs Peggy Gray, IAMCR, 104 Regent Road, Leicester LE1 7LT, England.

FINANCE - MEMBERSHIP

In the December letter I wrote that a new membership book was in the process of being prepared and should be ready for distribution by March 1983. Unfortunately, largely due to pressure of work at the Centre, this has not yet been prepared. As you know in compiling this new membership book we were instructed by the International Council to rigorously apply the lapsation clause in accordance with our Statutes. However, every cloud has a silver lining so those who have not paid their dues for these past years have another chance to do so before the time limit expires. In practical terms, this now means that those "members" who have not paid their dues for 1981 and 1982 by 31st July 1983 will no longer be regarded as members, and their names will not be included in the new membership book, nor shall they be entitled to receive any further material. All these people have already received personal notification on at least two previous occasions and, regrettably, I must state that for these "members" this presidential letter should be regarded as final notice of lapsation. The invoice for 1983 is also enclosed - please attend to this if you have not already done so.

OTHER NEWS

The World Conference to Combat Racism and Racial Discrimination will be held at the Palais des Nations, Geneva, from 1/12 August to mark the end of the United Nations Decade for Action to Combat Racism and Racial Discrimination. In preparation for this World Conference, the NGO Sub-Committee on Racism, Racial Discrimination, Apartheid and Decolonization is organizing an International NGO Conference of Action Against Apartheid and Racism, to be held from 5/8 July 1983 at the International Labour Office, route des Morillons 4, Geneva, Switzerland. We have been invited to send one or more delegates to the conference. Anyone wishing to attend (at own expense) should let me know.

The United Nations General Assembly has declared 1986 to be the International Year of Peace and as an NGO we have been asked to give "an early indication of interest - - in the preparation for and observance of the Year". I would welcome suggestions and proposals.

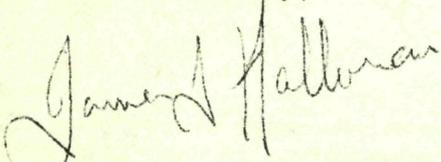
Fernando Reyes Matta - ILET, Division of Communication and Development, Casilla 16637, Correo 9, Santiago, Chile - would like to hear from all those interested in the ILET publication "ALTERCOM". ALTERCOM, which is essentially concerned with the development of a Latin American network of magazines and alternative information is supported by the Swedish Agency SIDA and the Ministry of Cooperation and Development in the Netherlands.

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Finally, could I remind all of you of the forthcoming meeting of the International Council in September 1983. This is a very important meeting for, amongst other things, it has to do the preparatory work for the election of all officers and council members which will take place in Prague in 1984. Granted the need in submitting nominations to take into account geo/political and disciplinary representativeness this is no easy matter. But I believe that it is a task that would be less problematic if we were aided in our deliberations by having more contributions from our members. We are only your representatives, and need to be informed and kept in touch with your interests and requirements. I would like to hear from as many members as possible about the election, the proposals for the Prague Conference and any other matters considered relevant to our affairs before the next meeting of the International Council - preferably before 16th September 1983.

I look forward to hearing from you.

Yours sincerely,



James D. Halloran,
President - IAMCR.