

INTERNATIONAL ASSOCIATION FOR MASS COMMUNICATION RESEARCH

MINUTES OF THE MEETING OF THE INTERNATIONAL COUNCIL

Charles University, Prague, Czechoslovakia

Monday, 27th August, 1984

1. (a) The following Council members were present:

The President, James D Halloran

B. Bhatia	M. Djordjevic	O. Hulten	W. Pisarek
J. Bourquin	E. Dusiska	O. Linné	G. J. Robinson
A. Bunzlova	K. E. Eapen	T. Martelanc	H. Schiller
R. Cheesman	H. H. Fabris	W. Melody	T. Szecsco
M. Chenouffi	B. Golka	H. Mowlana	Y. Uchikawa
R. Cole	C. Hamelink	K. Nordenstreng	Y. Zassoursky
N. de Camargo	G. Heidorn	B. Pavlic	

P. Gray and A. Hancock (UNESCO) were also present.

- (b) Apologies were received from:

J. Beneyto	F. Fleck	R. Roncagliolo
N. Dajani	F. Kempers	R. Salinas
A. Edelstein	M. Loeffler	A. Werner
F. Fattorello	R. Nixon	

- (c) The absence of Martin Loeffler was occasioned by the fact that the meeting coincided with his 50th wedding anniversary. Members sent their congratulations and best wishes to Professor and Mrs Loeffler.

2. The meeting stood in silence in memory of those former members (P. Elliott, J. Klapper, V. Klimes, I. de Sola Pool and I. Waniewicz) who had died since the last meeting.

3. AGENDA

The provisional agenda, previously distributed, was adopted, allowances being made for the combination of some items.

4. MINUTES OF THE LAST MEETING

The previously distributed minutes of the last meeting of the International Council held at Lake Balaton, Hungary, from 25-27 September 1983, were taken as read, approved and signed as a correct record of that meeting.

5. EXECUTIVE BOARD

The President reported on two meetings of the Executive Board. The first on 28th May 1984 in Tampere, Finland, on which a paper had already been distributed to all members of the Association, and the second in Prague, Czechoslovakia, immediately prior to the current meeting of the International Council.

6. PRAGUE CONFERENCE

Alice Bunzlova, Peggy Gray and the President provided final details of what promised to be a most successful conference. It seemed that the attendance would be in the region of 450, with an estimated 360 members coming from outside Czechoslovakia. The President and Peggy Gray expressed their appreciation of the work and cooperation of Alice Bunzlova and her colleagues from the several collaborating institutions.

The President reported that, thanks to a grant to the Czechoslovak National Commission by UNESCO, it would be possible to publish a monograph after the conference in which the main session papers and responses would be reproduced, and the other proceedings summarized. This should be available and distributed free to all members in the summer of 1985.

7. FINANCIAL REPORT

A balance in hand was reported of Sfr. 70,470 at 30th June 1984. This compared with the balance of Sfr. 70,616 at 30th June 1982, on the occasion of the last General Conference. The balance of some Sfr. 70,000 gave a somewhat rosier picture than the true state of affairs warranted because several substantial accounts had still to be paid. A figure in the region of Sfr. 50,000 would be a more accurate indication of the situation.

The deficit over the two year period was a small one, but it was worth noting that this was the first such deficit to be recorded since 1974. It was occasioned mainly by the cost of publishing the monograph after the Caracas conference (debited from the account in the 1982-84 period) in the absence of a subsidy from UNESCO for the first time for some years. The publication of a monograph from the Paris conference did not cause a similar problem, because of a generous subsidy from the French organizers.

Although receipts from subscriptions showed a modest increase over the two year period, they were still no higher than they had been four years ago - four years marked by inflation. It was unlikely that the substantial increases experienced between 1974 and 1980 would ever be achieved again, particularly in view of the more strict application of the lapsation clause in recent years. There was a possibility, too, that as far as the overall level of membership was concerned, a plateau had been reached following the years of great expansion. Although in the last two year period there had been many new members, there had also been many lapsations. The possibilities of countering this should be fully explored.

On the whole, accepting the normal circumscriptions and limited framework of the Association's operations, voluntary work, hidden subsidies (around Sfr. 50,000 p.a.) and the like, the financial position was reasonably sound, although it did not allow for the financing of new developments or the subsidizing of promising activities.

In answer to a comment that not a great deal had been spent on travel, the President said that it was fortunate that, on occasions, he was able to represent the Association at meetings, conferences, etc. because of support received from other sources. He accepted, however, that there were other occasions when the cost of travel, etc. meant that the Association was not represented. He thanked those members who, attending meetings in some other capacity, had also agreed to represent the Association as official observers.

The report was accepted, and the general policy approved.

8. PRESIDENT'S REPORT

(a) Structure, Organisation, Procedures, etc.

The President reported on the general activities of the Association, on developments since the last meeting, and in particular on the meetings of the Executive Board in Tampere and Prague, and the Nomination Committee in Rome. Following discussion it was agreed to recommend to the General assembly that:

- (i) With the possible exception of the President and General Secretary, elected officers/members of Executive Board and Council should not serve for more than two consecutive terms, i.e. eight years. They may, however, be re-elected again after a gap of one term of four years.
- (ii) A system of rotation should be designed so that all officers, Council members, etc. should not have to be elected at the same time. There should be elections for an agreed proportion of members every two years (i.e. at every General Assembly) as distinct from every four years, which is the current practice.
- (iii) A "small inner cabinet" should be established from the Executive Board (which was becoming too large to efficiently function as a genuine Executive Board) to assist the President in the running of the Association.
- (iv) The undesirability of holding more than one office (e.g. Vice-President and Head of Section) simultaneously should be considered.

It was thought that, most probably, all of these proposals could be put into effect without major constitutional changes being necessary, but it was agreed that, subject to the proposals being approved by the General Assembly, Martin Loeffler, Tomo Martelanc and the President would examine the position with regard to constitutional matters.

(b) Membership

It was reported that currently, membership stood at around 1,500 from 65 different countries. It was agreed to recommend that the Assembly should accept 108 new individual members and 17 new institutions. It was noted that, in the period 1982-84, the membership of 155 individuals and 22 institutions had lapsed. Countries now represented in the Association for the first time included Cuba, Ghana, Jordan, Kuwait, Liberia, New Zealand, Tanzania and Zambia.

(c) Relationships With Other Organizations

Links with associations and organizations concerned with the professional training of journalists (e.g. AEJ, IOJ) had been maintained and developed, and it looked as though the Prague meeting would provide the opportunity to strengthen established links with the Union for Democratic Communication, ICA, GRACIAS, IASPM and WACC. Funds provided by this last-named Association enabled some members to travel to Prague who otherwise would not have made it.

The Association had been represented at various professional meetings and conferences in different parts of the world.

(d) Relationship with UNESCO

It was reported that the Association had continued to enjoy an effective cooperative working relationship with UNESCO within the framework of its approved research programme. Since the last report, projects had been completed in media education, media and disarmament and media and ethnicity. The last-named project led to a publication, and it is still hoped that the report on the 27-nations international comparative news study will be published by UNESCO. This comparative news study represented a unique achievement in international research cooperation. It provided an excellent example of what can be achieved when UNESCO is enabled to support an active N.G.O. in the execution of its research programme.

A substantial grant from UNESCO in support of the work of the Professional Education Section of the Association enabled this Section to organize a workshop in cooperation with other organizations, including AEJ, IOJ, FELAFACS and journalist associations in Asia and Africa, immediately prior to the Prague conference. It also made it possible for several of the Association's members from the Third World to participate in the conference, who otherwise would not have been able to attend. The Association looked forward to further cooperation in this connection.

In response to a request from UNESCO, the Association had submitted recommendations for a research programme within the framework of UNESCO's declared aims and objectives, and had assured UNESCO of IAMCR's willingness to cooperate in the execution of the programme.

The President said that it would appear that not all member states recognized the importance of research, so it may be found impossible to finance the research programme which, according to an official UNESCO document of 1971, was the only means of providing the information which is the sine qua non of enlightened communication policies. The Council asked UNESCO and the member states to be faithful to its declared commitment to research so that the fruitful cooperation which has characterized UNESCO/IAMCR relationships at several levels across a wide range of issues and problems could be extended to cover an era when communication research was likely to be more important than ever before.

Alan Hancock, the UNESCO representative, outlined the difficulties and problems currently being experienced by UNESCO, and answered some questions on UNESCO's publication policy. He thought it unlikely that, in the immediate future, UNESCO would be in a position to offer much support to IAMCR. He urged Council members, in their several capacities, to speak up and give support to UNESCO in its present crisis, following the proposals from some countries that they would withdraw from the international organization. The President agreed to write to several of the agencies involved reminding them, amongst other things, of the important part played by UNESCO in the development of mass communication research. Members were also asked to write on this matter, either directly to the appropriate bodies, or through the President.

The report was accepted and approved.

9. MEMBERSHIP OF EXECUTIVE BOARD AND INTERNATIONAL COUNCIL

It was agreed to submit the list presented by the Executive Board, following the work of the Nomination Committee, to the General Assembly for approval.

10. PUBLICATIONS

It was agreed that the sub-committee (de Camargo, Robinson, Szecsko) should continue to explore the possibility of arranging for the publication of a journal which would be linked to membership of the Association.

11. PROMOTION, PUBLICITY, RECRUITMENT, ETC.

It was agreed to respond to the initiatives of the Executive Board by deciding to:

- (a) Produce a promotion brochure, including an application form. The President and Cees Hamelink would be responsible for this. It was also agreed that associate membership should be encouraged. It was accepted that, in recruitment, it would be advantageous to broaden our approach and, in keeping with our aims and objectives, give more attention to the "users" of research information. Developments in Media Education, Professional Education and Policy and Planning provided ample opportunities for this.

- (b) Explore (Pisarek and Hamelink) the possibility of obtaining funds from external sources, with a view to setting up a computerized documentation service for members.
- (c) Consider (Nordenstreng and Zassoursky) the possibility of setting up an exchange network to facilitate the comparison and exchange of teaching material. Funds might be available from IPDC.

12. SECTIONS

- (a) Seven Sections reported on their activities and programmes.
- (b) Hamid Mowlana was confirmed as Head of the International Communication Section, in succession to Breda Pavlic, who was now working for UNESCO.
- (c) Breda was given a unanimous vote of thanks and appreciation for all that she had accomplished for the Section.
- (d) The pending retirement of Martin Loeffler from Head of the Legal Section was noted, and possible future developments discussed.
- (e) Proposals for new Sections were discussed, and it was decided to recommend to the General Assembly that no new Sections should be established until there had been a full examination of the role and function of Sections, including existing ones, and a clarification of the criteria considered appropriate for their establishment.
- (f) It was noted that some "working groups" were more active, and involved many more members than some Sections. The work of the group on Sex Roles and the Political Communication Research group were cited in this connection.

13. FUTURE CONFERENCES

The Council discussed at considerable length the formal written proposals which had been received from Barcelona and Yugoslavia, together with other, less formal proposals, which had been received from India, Brazil and Canada. Several members pressed the claims of India, and Council was informed that, in keeping with the convention of the triangular rotation of venues, Brazil had agreed with Barcelona to propose Brazil for 1986 and Barcelona for 1988. It was finally agreed to put this proposal to the General Assembly.

14. HONORARY MEMBERSHIP

It was unanimously agreed to recommend to the Assembly that Juan Beneyto, Emil Dusiska and Dallas Smythe should be elected honorary members of the Association.

15. NEXT MEETING OF THE INTERNATIONAL COUNCIL

The newly elected Council would meet on the morning of Saturday, 1st September.

INTERNATIONAL ASSOCIATION FOR MASS COMMUNICATION RESEARCH

XIVth GENERAL ASSEMBLY

PALACE OF CULTURE

PRAGUE, CZECHOSLOVAKIA

2.30 pm. Friday, August 31, 1984

1. APOLOGIES
2. MINUTES OF THE 13th GENERAL ASSEMBLY HELD IN PARIS, 9 September 1982
3. BUSINESS ARISING FROM THOSE MINUTES NOT COVERED ELSEWHERE
4. PRESIDENTIAL REPORT AND FINANCIAL STATEMENT FOR PERIOD 1982-84
5. MEMBERSHIP: APPROVAL OF NEW MEMBERS AND LAPSATIONS
6. NEW PROCEDURES, ORGANIZATIONAL AND CONSTITUTIONAL CHANGES
7. REPORTS FROM SECTIONS
8. ENQUIRY INTO ROLE AND FUNCTION OF SECTIONS AND OTHER WORKING GROUPS
9. REPORTS FROM OBSERVERS AT VARIOUS CONFERENCES AND MEETINGS
10. ELECTION TO EXECUTIVE BOARD AND INTERNATIONAL COUNCIL
11. REVIEW OF PRAGUE CONFERENCE
12. FUTURE CONFERENCES, LOCATION AND THEMES
13. ELECTION OF PROGRAMME COMMITTEE FOR 1986
14. RECRUITMENT, PROMOTION AND PUBLICITY
15. HONORARY MEMBERSHIP
16. A.O.B.

INTERNATIONAL ASSOCIATION FOR MASS COMMUNICATION RESEARCH

MINUTES OF THE MEETING OF THE XIV GENERAL ASSEMBLY OF THE
INTERNATIONAL ASSOCIATION FOR MASS COMMUNICATION RESEARCH

**PALACE OF CULTURE
PRAGUE, CZECHOSLOVAKIA
FRIDAY, 31 AUGUST, 1984**

1. (a) The President opened the General Assembly in the presence of 172 members.

(b) Apologies had been received from:

J. Beneyto	F. Kempers	G. Noble
A. Burmistenko	M. Loeffler	M. Ongoren
N. Dajani	E. Lopez Escobar	C. Roach
A. Edelstein	M. Maganga	R. Roncagliolo
A. El Rahman	E. Mahoney	R. Salinas
E. Emery	J. Meisel	J. Somavia
F. Fattorello	S. Moore	D. Weaver
F. Fleck	V. Mosco	G. Wedell
B. Horsfield	R. Nixon	A. Werner
		N. Williams

2. The meeting stood in silence in memory of those former members (P. Elliott, J. Klapper, V. Klimes, I. de Sola Pool and I. Waniewicz) who had died since the last meeting.

3. AGENDA

The provisional agenda, previously distributed, was adopted, allowances being made for the combination of some items.

4. MINUTES OF THE LAST MEETING

The previously distributed minutes of the last meeting of the XIII General Assembly held in Paris on 9 September 1982 were taken as read, approved and signed as a correct record of that meeting.

5. PRESIDENTIAL REPORT AND FINANCIAL STATEMENT FOR THE PERIOD 1982-1984

The President reported that there had been two meetings of the Executive Board; the first on 28 May 1984 in Tampere, Finland, on which a paper had already been distributed to all members of the Association, and the second in Prague, Czechoslovakia, immediately prior to the XIV Conference and General Assembly. The International Council had also met twice since the Paris General Assembly, namely at Lake Balaton, Hungary, from 25-27 September 1983 and in Prague, Czechoslovakia, on 27 August 1984.

The President reported that, in general, the Association continued to prosper although it could not expect to remain immune from the effects of tightening economic circumstances, the cut-backs in education and research budgets in most parts of the world, and the accompanying growth in opposition to independent, critical research.

In terms of overall numbers the membership position could be regarded as reasonably stable, although the more rigorous application of the lapsation clause over the past year had led to a slight reduction in numbers. However, the figures now provided a more realistic picture of real involvement in the work of the Association. The President was encouraged by this, as he was by the increased activity and support of the officers and members of the International Council who, in many cases, attended meetings at their own expense.

A balance in hand was reported of Sfr. 70,470 at 30 June 1984. This compared with the balance of Sfr. 70,616 at 30 June 1982, on the occasion of the last General Conference. The balance of some Sfr. 70,000 gave a somewhat rosier picture than the true state of affairs warranted because several substantial accounts had still to be paid. A figure in the region of Sfr. 50,000 would be a more accurate indication of the situation.

The deficit over the two year period was a small one, but it was worth noting that this was the first such deficit to be recorded since 1974. It was occasioned mainly by the cost of publishing the monograph after the Caracas conference (debited from the account in the 1982-84 period) in the absence of a subsidy from UNESCO for the first time for some years. The publication of a monograph from the Paris conference did not cause a similar problem, because of a generous subsidy from the French organizers.

Although receipts from subscriptions showed a modest increase over the two year period, they were still no higher than they had been four years ago - four years marked by inflation. It was unlikely that the substantial increases experienced between 1974 and 1980 would ever be achieved again, particularly in view of the more strict application of the lapsation clause in recent years. There was a possibility, too, that as far as the overall level of membership was concerned, a plateau had been reached following the years of great expansion. Although in the last two year period there had been many new members, there had also been many lapsations. The possibilities of countering these lapsations should be fully explored.

On the whole, accepting the normal circumscriptions and limited framework of the Association's operations, voluntary work, hidden subsidies (around Sfr. 50,000 p.a.) with regard to administration, etc., the President felt that the financial position was reasonably sound, although it did not allow for the financing of new developments or the subsidising of promising activities. Moreover, it should be noted that the maintenance of the existing system could not be guaranteed for ever.

The President also said that it was fortunate that, on occasions, he and others were able to represent the Association at meetings, conferences, etc., because of support received from other sources. He accepted, however, that there were other occasions when the cost of travel, etc., meant that the Association was not represented. He thanked those members who, attending meetings in some other capacity, had also agreed to represent the Association as official observers.

He asked that certain other important matters which he might normally include in his report should be dealt with as separate items.

The report was accepted, and the general policy approved.

6. MEMBERSHIP

It was reported that currently, membership stood at around 1,500 from 65 different countries. The recommendation that 108 new individual members and 17 new institutions should be approved was accepted. It was noted that, in the period 1982-84, the membership of 155 individuals and 22 institutions had lapsed. Countries now represented in the Association for the first time included Cuba, Ghana, Jordan, Kuwait, Liberia, New Zealand, Tanzania and Zambia.

7. RELATIONSHIP WITH UNESCO

It was reported that the Association had continued to enjoy an effective cooperative working relationship with UNESCO within the framework of its approved research programme. Since the last report, projects had been completed in media education, media and disarmament and media and ethnicity. The last-named project led to a publication, and it is still hoped that the report on the 27-nations international comparative news study will be published by UNESCO. This comparative news study represented a unique achievement in international research cooperation. It provided an excellent example of what can be achieved when UNESCO is enabled to support an active NGO in the execution of its research programme.

A substantial grant from UNESCO in support of the work of the Professional Education Section of the Association enabled this Section to organize a workshop in cooperation with other organizations, including AEJ, IOJ, FELAFACS and journalist associations in Asia and Africa, immediately prior to the Prague conference. It also made it possible for several of the Association's members from the Third World to participate in the conference, who otherwise would not have been able to attend. The Association looked forward to further cooperation in this connection.

In response to a request from UNESCO, the Association had submitted recommendations for a research programme within the framework of UNESCO's declared aims and objectives, and had assured UNESCO of IAMCR's willingness to cooperate in the execution of the programme.

The President said that it would appear that not all member states recognized the importance of research, so it may be found impossible to finance the research programme which, according to an official UNESCO document of 1971, was the only means of providing the information which is the sine qua non of enlightened communication policies. UNESCO and the member states were asked to be faithful to the declared commitment to research so that the fruitful cooperation which has characterized UNESCO/IAMCR relationships at several levels across a wide range of issues and problems could be extended to cover an era when communication research was likely to be more important than ever before.

Alan Hancock, the UNESCO representative, outlined the difficulties and problems currently being experienced by UNESCO, and answered some questions on UNESCO's publication policy. He thought it unlikely that, in the immediate future, UNESCO would be in a position to offer much support to IAMCR. He urged members, in their several capacities, to speak up and give support to UNESCO in its present crisis, following the proposals from some countries that they would withdraw from the international organization. The President agreed to write to several of the agencies involved reminding them, amongst other things, of the important part played by UNESCO in the development of mass communication research. Members were also asked to write on this matter, either directly to the appropriate bodies, or through the President.

8. RELATIONSHIPS WITH OTHER ORGANIZATIONS

Links with associations and organizations concerned with the professional training of journalists (e.g. AEJ, IOJ) had been maintained and developed, and it was noted with approval that the Prague meeting provided the opportunity to strengthen established links with the Union for Democratic Communication, ICA, GRACIAS, IASPM and WACC. Funds provided by this last-named Association enabled some members to travel to Prague who otherwise would not have made it.

The Association had been represented at various professional meetings and conferences in different parts of the world.

9. ORGANIZATION, STRUCTURE, PROCEDURES AND POSSIBLE CHANGES IN STATUTES

The need to consider the possibility of changes under this heading has been on the agenda for some considerable time, although it had generally been accepted that frequent changes in the Statutes should be avoided. The President gave an account of the meetings of the Executive Board and International Council where these matters had been thoroughly discussed. It was agreed that a working group, including Martin Loeffler and Tomo Martelanc, should be established to look into the constitutional implications of the decisions and recommendations outlined below, and that it should report back via the International Council with a view to positive action being taken, including changes in Statutes, where appropriate, by the time of the 1986 General Assembly.

The decisions and recommendations included that:

- (a) with the possible exception of the President and General Secretary, elected officers/members of Executive Board and Council should not be allowed to serve for more than two consecutive terms, i.e. eight years;
- (b) consideration should be given to designing a system of rotation so that all officers, Council members, etc., should not have to be elected at the same time. There might be elections for an agreed proportion of members every two years (i.e. at every General Assembly) as distinct from every four years which is the current practice;

- (c) a "small inner cabinet" might be established from the Executive Board (which was becoming too large to efficiently function as a genuine Executive Board) to assist the President in the running of the Association. It was noted that a "cabinet system" was already functioning quite effectively;
- (d) the whole purpose and function of the Association's formally established, but not very clearly defined Sections should be re-examined. In the meantime, new Sections should not be formally established. It was generally accepted that several relatively informal but well-established and active groups, workshops, etc., were contributing more to the Association than some of the formally established Sections. These and other factors must be taken into consideration in the review of Sections. It was also agreed that the status of the Head of Section with regard to the automatic membership of the International Council should be included in the review;
- (e) the undesirability of holding more than one office (e.g. Vice-President and Head of Section) simultaneously should be considered.

10. MEMBERSHIP OF EXECUTIVE BOARD AND INTERNATIONAL COUNCIL

The list (previously circulated) presented by the International Council was approved. The President commented on the fact that the Board had been enlarged and that the "representativeness" of both Board and Council was clearly demonstrated. He congratulated all new members - in particular the new Secretary-General, Tamas Szecsco, and the new Treasurer, Olof Hulten. They, joined by Gee Gee Robinson and Cees Hamelink, assist the President in the administration of the Association's business.

11. PUBLICATIONS

It was agreed that the sub-committee (de Camargo, Robinson, Szecsco) should continue to explore the possibility of arranging for the publication of a journal which might be linked to membership of the Association. Other possibilities might also be considered.

12. PROMOTION, PUBLICITY, RECRUITMENT, ETC.

It was agreed to accept the recommendations of the International Council that:

- (a) a promotion brochure, including an application form, should be produced. The President and Cees Hamelink would be responsible for this. It was also agreed that associate membership should be encouraged. It was accepted that, in recruitment, it would be advantageous to broaden our approach and, in keeping with our aims and objectives, give more attention to the "users" of research information. Developments in Media Education, Professional Education and Policy and Planning provided ample opportunities for this;
- (b) the possibility should be explored of obtaining funds from external sources (Pisarek and Hamelink) with a view to setting up a computerized documentation service for members;
- (c) the possibility of setting up an exchange network (Nordenstreng and Zassoursky) to facilitate the comparison and exchange of teaching materials should be considered. Funds might be available from IPDC.

13. SECTIONS

- (a) Seven Sections reported on their activities and programmes. The Legal Section had not met in Prague.
- (b) It was noted that Hamid Mowlana had been confirmed as Head of the International Communication Section, in succession to Breda Pavlic who was now working for UNESCO.
- (c) Breda Pavlic was given a unanimous vote of thanks and appreciation for all that she had accomplished for the Section and the Association.
- (d) The pending retirement of Martin Loeffler from Head of the Legal Section was noted, and possible future developments discussed.

14. PRAGUE CONFERENCE

The President felt that it was clear that the Conference had been a great success at every level. It was particularly gratifying to have so many positive responses to the intellectual quality of the proceedings. The appropriate note in this connection was struck by Professor Johan Galtung in his opening address, and other contributors were not slow to take the lesson and follow. The idea of having one dynamic speaker of international repute at the opening and only plenary session was very well received, and will no doubt set the pattern for future conferences.

The Conference was attended by over four hundred and forty people from all quarters of the globe; a truly international occasion so appropriate to the theme of Social Communication and Global Problems.

In addition to the plenary session, meetings were held by all the Association's Sections, with the exception of the Legal Section, and there were also some joint Section meetings. Numerous other meetings, workshops, seminars and discussion groups, covering a wide range of subjects, had been well attended.

A Monograph on the Conference proceedings would be published in 1985.

The Assembly passed a unanimous vote of thanks and appreciation to the Czechoslovak Organizing Committee, and to all those agencies and individuals - Alice Bunzlova in particular - who had done so much to ensure the success of the Conference.

15. FUTURE CONFERENCES

The Assembly discussed at considerable length the recommendation of the International Council, following its consideration of the formal written proposals which had been received from Barcelona and Yugoslavia, together with other, less formal proposals, which had been received from India, Brazil and Canada. Several members pressed the claims of India, and the Assembly was informed that, in keeping with the convention of the triangular rotation of venues, Brazil had agreed with Barcelona to propose Brazil for 1986 and Barcelona for 1988.

It was finally decided that the 1986 Conference and General Assembly should be held in India providing all the necessary assurances could be provided by an Indian Organizing Committee not later than 30 October 1985. The 1988 Conference and Assembly would be in Barcelona.

16. HONORARY MEMBERSHIP

It was unanimously agreed that Juan Beneyto, Emil Dusiska and Dallas Smythe should be made honorary members of the Association.

Juan Beneyto
29/8/86

INTERNATIONAL ASSOCIATION FOR MASS COMMUNICATION RESEARCH

MINUTES OF THE MEETING OF THE INTERNATIONAL COUNCIL

Volha Hostel, Prague, Czechoslovakia

Saturday, 1st September, 1984

NB This was the first meeting of the Executive Board and International Council (list attached) which had been elected on the previous day by the General Assembly.

THERE WAS NO FORMAL AGENDA

1. (a) The President, James D Halloran, opened the meeting in the presence of:

P. Anzola	C. Hamelink	K. Nordenstreng
B. Bhatia	O. Hulten	W. Pisarek
A. Barros-Lemez	F-X Hutin	F. Reyes-Matta
J. Becker	O. Linné	G. Richeri
S. Boafo	V. Lowe	G. J. Robinson
A. Bunzlova	T. Martelanc	H. Schiller
R. Cheesman	A. Mattelart	S. Splichal
R. Cole	A. Mear	T. Szecsco
M. Cuthbert	W. Melody	H. Uekermann
N. de Camargo	H. Mowlana	F. Ugboajah
K.E.Eapen	E. Nordahl-Svendsen	J. Wasko
		Y. Zassoursky

Peggy Gray and Alan Hancock (UNESCO) were also present.

- (b) Apologies were received from:

J. Bourquin	F. Fleck	R. Nixon
A. Burmistenko	G. Gerbner	M. Pares i Maicas
M. Chenouffi	B. Golka	R. Roncagliolo
N. Dajani	G. Heidorn	R. Salinas
A. el Rahman	F. Kempers	B. Signitzer
		C. Wilhoit

2. NEW MEMBERSHIP - BOARD AND COUNCIL

- (a) Newly elected Board Members and International Councillors were congratulated and welcomed by the President, who expressed the wish that the Association would be able to look forward to the active participation of all those elected in the affairs of the Association. He gave a special welcome to Tamas Szecsco (Secretary-General) and Olof Hulten (Treasurer), and looked forward to working with them and the other elected officers.

- (b) The President outlined the functions, duties and responsibilities of the International Council, particularly for the benefit of new members.

3. STRUCTURE, ORGANIZATION, PROCEDURES, ETC.

The recommendations from the last meeting of the old International Council, and the generally positive reactions of the General Assembly to these were noted. Action would be taken accordingly, particularly with regard to statute and constitutional matters.

4. PROMOTION, PUBLICITY, RECRUITMENT, ETC.

It was confirmed that the President and Cees Hamelink would attend to the publication of a promotional brochure, and that the Association's funds could be used for this, in moderation. It was accepted, however, that this proposed brochure should not be viewed in isolation, but should be seen together with other informational and promotional efforts such as newsletters, journals and presidential letters.

5. SECTIONS

- (a) It was agreed, in principle, that the Professional Education Section should submit to UNESCO (IPDC) a project, covering two years, which would be primarily concerned with the promotion of textbooks for the training of journalists. The formal presentation of the proposal would be the responsibility of Kaarle Nordenstreng, and he would present it, following discussions with and guidance from Alan Hancock. Copies of the submission would be sent to all members of the Workshop from which the proposal stemmed.
- (b) It was suggested that Heads of Sections should not automatically be members of the International Council, or that, if they continued to be Heads, they should not have voting rights. It was agreed that, in the first instance, Section Heads should address themselves to this and the several other related "Section matters" previously discussed by the International Council and General Assembly, and pass their comments to the President in time for the matter to be further discussed at the next Council meeting.

6. PRAGUE CONFERENCE

- (a) Alice Bunzlova, her colleagues and all collaborating institutions were thanked for their efforts which had so clearly led to a most successful conference.

- (b) It was agreed that the publication stemming from the conference should take the form of a monograph of not more than 250 pages. It would be edited in Leicester, and printed in Czechoslovakia with the support of the Czechoslovakian National Commission for UNESCO. The monograph, which should be available free to all members in the summer of 1985, would focus on the main conference sessions, but would also include information about Sections and working group activities.
- (c) There was a full discussion on what had been learned from the Prague conference (and from other conferences as well) that might usefully be applied in arranging future conferences. Numerous points were raised, not all of them in the same direction, or with the same aims and objectives, but there was a well nigh universal acceptance of the benefits of having one dynamic speaker of international repute at the opening (and only) plenary session. It was agreed that, in the light of these exchanges, Council members would write to the President with their comments and suggestions in time for him to put these before the first meeting of the Programme Committee for the 1986 conference.

7. FUTURE CONFERENCES

The General Assembly had decided that:

- (a) the conference in 1988 would be held in Barcelona, Spain;
- (b) the conference in 1986 would be held in India, if firm assurances could be obtained from the appropriate authorities accepting full responsibility for financial and general arrangements not later than 30th October 1984. Brazil agreed to keep its 1986 offer open until that date. Other offers (Yugoslavia, and more provisionally from Canada, the Netherlands and the USA) were left on the table for further discussion.
- (c) With these and other considerations in mind, the International Council agreed that:
 - (i) The 1986 conference should provisionally adopt the broad theme COMMUNICATION TECHNOLOGY, DEVELOPMENT AND THE THIRD WORLD.
 - (ii) It was also agreed that the Programme Committee might elaborate on this theme, and it was accepted that this Committee could not be set up until after the venue had been finally agreed, for it would have to include members from the host country.

DEC

At the suggestion of the President it was agreed that the Programme Committee for the 1986 conference, in addition to the two members from the host country, might include the President, the Secretary-General, the Deputy Secretary-General, the Treasurer, one Vice-President and the Administrative Secretary. Other members could be coopted. Because of the uncertain nature of the situation, the final decision would have to be taken by the President, in consultation with his fellow officers.

 25/9/85