



Member Internationalization--

On November 1 and 2, 1998, the 7th Japan-Korea Symposium on Mass Communications cosponsored by the JSSJMC (The Japan Society for the Studies of Journalism and Mass Communication) and KSJCS (the Korean Society for Journalism and Communication Studies) was held in Tokyo. The two societies have been sharing the common concern in academic exchange in the field of mass communication studies for several years. This annual academic event takes place in Seoul and Tokyo alternately. The theme of the symposium this year is "Mass Media on the Internet." The languages used at this symposium were Japanese and Korean only. For further details contact us at hayashi@isics.u-tokyo.ac.jp. ♦

INTERCOM, in association with two international institutions: UNESCO and Konrad Adenauer Foundation, initiated MERCOMSUL Network - The Communication Network of the MERCOSOUTH Countries (the Regional Market Bloc constituted by South American Countries). This network brought together 22 university and research centers involved in communication teaching and investigative activities. Its goal is to support co-operation

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The next issue will be out in May. The deadline for receipt of news items is **April 10, 1999**. Please send your entry to chling@hkbu.edu.hk or "Ling Chen, Dept. of Communication Studies, Hong Kong Baptist University, Kowloon Tong, Hong Kong" (fax 852-2339-7890).

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Member Activities--Intercom

organized its XXI Brazilian Congress of Communication Sciences on September 7- 16, 1998 in Recife, Brazil. This mega-meeting was dedicated to the subject: Communication Sciences - boundaries and identities. More than 1,800 researchers and students participated in this year's event. The pre-conference featured 10 important researchers from France in the Brazil/France Communication Meeting: Regis Debray (France), Kaarle Nordestreng (Finland), Luis Ramiro Beltran (Bolivia), Guillermo Orozco (Mexico), Jesus Maria Aguirre (Venezuela) and José Marques de Melo (Brazil), who

discussed such issues as Medialogy and its implications in the modern world (by R.

Debray). The meeting was organized by the Rural University of Pernambuco.

The Congress also welcomed Professor Jose Marques de Melo's proposition of the Luiz Beltrpo Award, which honored the most important organizations and social scientists in Brazilian communication field. All the Congress activities were exhibited online, thanks to the work of colleagues of the Federal University of Pernambuco.

280 papers presented in Work Groups in the Congress are now available in a CD-ROM edited by Intercom. There were 846 student class works received the honor of Expocom

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From Members' Newsletters

Newsletter of International Communication Association (ICA), September 1998
Features

"Jerusalem Conference A success!" by Howard Giles, ICA President, University of California, Santa Barbara

856 registrants participated in the ICA 1998 Annual Conference held in Jerusalem in July. Over a dozen panels were convened on Israeli-Palestinian issues, and there was a workshop for youth organizations representing different interest groups in Israel could discuss common problems and educate ICA as to their complexity. Local participants were impressed by ICA's mediating role and expressed desire for ICA to continue and sustain this process. The newly formed Community Outreach Task Force took initiatives in these

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From Members' Publications

BRAZILIAN JOURNAL OF COMMUNICATION SCIENCES (REVISTA BRASILEIRA DE CIÊNCIAS DA COMUNICAÇÃO--a bi-annual journal published, since 1978, by INTERCOM and sponsored by the National Program of Support to Scientific Publications, Brazilian Ministry of Science and Technology. Publisher - Prof. Dr. J. MARQUES DE MELO; Editor - Prof. Dr. J. B. PINHO)

Vol. XXI, N. 1 - June, 1998

1 - Articles

Communication Undergraduate Education: curricula paradigms, by MARQUES DE MELO, José
Journalism as a way of knowledge, by MEDITSCH, Eduardo

The changes in the labour world and the unions communication, by CASTRO, Cosette
Comics of the erotic genre, by CALAZANS, Flávio Mário de Alcântara

2. Research papers

Lusotropicalism, racism and identity, by FERRIN CUNHA, Isabel

Boom of the classic comics in Pernambuco, by CUNHA, Leila Núbia

Mediations in TV reception: the program "Campo and Lavoura" (Field and Agriculture) in Rio Fortuna - SC, by BONIN, Jiani Adriana

The environmental issue under the perspective of the Public Relations, by OLIVEIRA, Maria José da Costa

3. Interview

Medialogy Dialogues: The Academic Field of Communication - identity and frontiers, by FADUL, Anamaria; MARQUES DE MELO, José and RIOS, Jacqueline

4. Comments

On the meanings of Cultural Marketing, by RUBIM, Albino
Remembering Raymond Nixon, by MARQUES DE MELO, José

The City of Rio de Janeiro: space and image, by EGLER, Tamara Tania Cohen
Discussions on Cultural Marketing and its relations to Political Economy, Cultural Industry, Cultural Policies and Sponsorship. ❖

COMMUNICATION RESEARCH TRENDS,

a Quarterly Journal published by CSCC (The Centre for the Study of Communication and Culture) VOLUME 17 (1997)

VOLUME 17, NO. 1, "Globalization of Communication," W. Biernatzki, SJ

Topics include Phenomenon of Globalization, Identity, Deregulation, the Internet, NWICO and South/North Conflict, The Role of Capitalism, International Law and Global Communication, and A Universal Communication Ethics

VOLUME 17, NO. 2, "Book Review Issue," W. Biernatzki, SJ
Some fifty books reviewed.

VOLUME 17, NO. 3, "Public Opinion Research," Claire Badaracco, PhD
Topics include The Beginnings of Public Opinion Research, The Ideal Public, Evaluations of Polling, The Real Public, The Global Public, Public Opinion and Democracy, World Opinion, How the Public Changes its Collective Mind, and Principal Models of Public Opinion Change.

VOLUME 17, NO. 4, "Radio," W. Biernatzki, SJ
Topics include History: The Context of Technological Evolution, The Digital Revolution, New Roles for Radio,

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between members and to promote comparative researches. First two meetings of the network took place in Londrina, Brazil (1996) and Asuncion, Paraguay (1998). The next meeting is scheduled for Rio Cuarto, Argentine (October 11-15, 1999). Basic information on this connection is available in the book - Communication Regional Policies: the Mercosouth challenge, by Maria Immacolata Lopes and Jose Marques de Melo, Spo Paulo, Intercom, 1997.

LUSOCOM - The International Federation of Communication Sciences in the Portuguese-Language Countries, joint researchers from the seven countries with the Portuguese-Language as the national official language: Brazil (America), Portugal (Europe), Angola, Mozambique, Guine-Bissau, Green Cap and Saint Thome (Africa). The institution is open to receive foreign researchers interested in the Communication subjects related to the Portuguese-Language countries and cultures. A main goal of LUSOCOM is to strengthen communication studies on the Luso-Brazilian-African culture and to promote the dialogue between the Portuguese-Language academic community and other linguistic communities. As an international institution, LUSOCOM will be a first supported by two national associations of communication researchers: INTERCOM - Brazil and SOPCOM - Portugal. Similar associations are being developed in Portuguese Africa. The executive board of LUSOCOM is headed by Prof. Dr. Jose Marques de Melo (email: jodmelo@usp.br). LUSOCOM will hold a joint meeting with the Spanish community of communication sciences in (November) 1998. Oporto, Portugal, will host the V IBERCOM - Ibero-American Meeting of Communication Sciences, supported by ALAIC - Latin American Association of Communication Research. ❖

Conferences and Calls

At the Australia New Zealand Communication Association (ANZCA) work is already underway for the next conference, scheduled for July 5-7, 1999, hosted by the University of Western Sydney, Nepean. It will be a special time, as we will also be commemorating the 20th anniversary of the Association. The conference organiser, Prof Marsha Durham, ANZCA Vice-President, warmly invites communication scholars and practitioners to participate. The conference theme, "Shaken not Stirred? Communication Challenges and Change," was selected to elicit exciting papers about Communication's present and future challenges, with particular attention to a global perspective. Papers from the many areas of Communication and related disciplines are welcome. We would value contributions from different cultural perspectives.

The deadline for presentation abstracts is December 18, 1998. For more information about the program, contact the Program Director, Rebecca Harris (Rebecca.Harris@uts.edu.au). For more information about the conference, please contact Marsha Durham at m.durham@uws.edu.au. ❖

The next conference of **the German Communication Association (DGPK)**, will take place in Utrecht/Amsterdam, Netherlands. The conference will bring together scholars from Germany, The Netherlands and other European countries. The conference is scheduled from May 12 to 14, 1999. For more information, contact the address below. (Prof. Dr. Hans-Bernd Brosius, Institut fuer Kommunikationswissenschaft, Universitaet Muenchen, Oettingenstr. 67, D-80538 Muenchen) ❖

The next **Intercom's** Congress will be held in the beautiful city of Rio de Janeiro, September 3 – 9, 1999, with Gama Filho University as the host. The theme will be "Informatization, media and society: Paradoxes of the communications in a globalized world". More information on the Intercom's 99 Congress will be available soon at the Intercom's Home Page (www.intercom.org.br). ❖

LUSOCOM has scheduled two meetings: March 1999 - in the campus of the Minho University (Portugal) and April 2000 - in the campus of the Santos Catholic University, Brazil. For more information on this contact Professor Jose Marques de Melo at jodmelo@usp.br ❖

KEIO COMMUNICATION REVIEW, an English language journal on communications publishes articles that have something to do with communication and Japan. Those who wish to publish their paper should contact or send their paper to Prof. SUGAYA Minoru, Editor (Keio University, Institute for Communications Research, 108 Tokyo, Minato-ku, Mita, Japan. E-mail: sugaya@mediacom.keio.ac.jp). ❖

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Award and 16 travel grants to Europe were given to these undergraduate researchers and their professors. In the Iniciacom Award (Initiation in the Communication research) more than 80 graduate projects competed and the same happened in the Intercom Award.

With the support of Catholic University of Recife, Intercom also hosted the Latin America Communication Congress of Alaic (Latin America Association of Communication Researchers), which welcomed more than one hundred researchers of all the countries of Latin America. ❖

The Japan Society for the Studies of Journalism and Mass Communication (JSSJMC) held its biannual convention on October 31 (Saturday) at Toyo University Hakusan Campus. ❖

Brazilian Conference on Communication and Health took place October 21-23, 1998 in the Methodist University of S.Paulo, Brazil. The conference was jointly sponsored by Unesco's Cathedra on Communication and Regional Development and Brazilian Ministry of Health. For more information on this contact prof.Dr. Jose Marques de Melo at unesco@umesp.com.br or at jodmelo@usp.br ❖

From Korean Society for Journalism and Communication Studies (KSJCS): Professor Jong Ki Kim, the former president of KSJCS, has been appointed as the executive vice president of the Hankuk University of Foreign Studies effective September 1, 1998. Kim, who teaches journalism and communication theories at the university, actively involves himself in the profession of mass communication in Korea. He has worked as chairman of the News and Culture Program Watch Committee of the Korean Broadcasting Commission until February of this year. He also regularly contributes a column for media criticism to the Hankyoreh, a progressive newspaper that was created with the popular support in 1988. ❖

The Association for Chinese Communication Studies (ACCS) was a proud sponsor of the 1998 (2nd) annual conference of Chinese Communication Society (CCS) on June 28-30, 1998. Scores of ACCS members from the United States and Hong Kong and in Taiwan presented their work at the conference. Close to two hundred faculty and graduate student participants from Taiwan, China, Hong Kong, Macau, Singapore and the US registered for the conference. The conference was also co-sponsored by the Chinese Communication Association. Hence, the conference, held at Shih Hsin University, Taipei, was the first occasion whereby three prominent academic associations for the study and promotion of Chinese communication joined hands in creating a forum for intellectual exchange. "Collective Memory" was the theme of the conference, chosen to promote the study of the

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type of activities as a way for ICA to “give back” to its host city, which was the very purpose for creation of this task force. The Community Outreach Task Force is getting ready to ensure that the efforts to “give back” continue in future ICA conferences. There is also a plan to form a new Palestinian Communication Association, and ICA has committed to providing all the necessary supports it needs to get started and to keep going. ❖

“Deciphering the New V-Chip Policy”, Guest Column by Dale Kunkel, University of California, Santa Barbara

A long record of public debate and controversy about television violence has accumulated in the US since the 1950s. The V-chip is the most recent product of that debate, and arguably the most important development in media content regulation in the 1990s. The technology of the V-chip is relatively simple. However, for the V-chip to function, programs must be classified according to some scheme, and the electronic signal are use to identify each program’s classification. Families with V-chip devices can block out particular categories of content aiding parents who cannot supervise all of their children’s television viewing. An initial system, implemented in January 1997 is a set of six categories for classifying programs, e.g., TV-Y (appropriate for all youth) and TV-Y7 (intended for children age 7 and above). This system was severely criticized because it provided only aged-based advisory information, rather than any specific content descriptions. This system was so widely viewed as insufficient that the industry soon agreed to revise it and to add content descriptors, e.g., V (violence) and S (sex), as a supplement to the age-based categories. The content symbols began to be used in October 1997. Research questions raised by this new technology include concerns over “forbidden fruit” effect associated with age-based rating systems, and evaluation of propriety of the industry’s rating system.

Activities

ICA 49th Annual Conference, “Communication and Contradictions: Embracing differences through discourse” San Francisco, USA, May 27- 31, 1999.❖

Spectra—Newsletter of National Communication Association (NCA), USA, October 1998 Features

“NCA ’98 summer conference on PR education” by Sherwyn Morreale, Associate Director of NCA

Over 100 members of various professional associations met at NCA’s 1998 Summer Conference: Dialogue on Public Relations Education. The interdisciplinary working conference, held in Washington DC on July 9-12, 1998, had two goals; to produce models for instruction and curricula in public relations, and to share ideas among conferees about

Of Interest

Open Invitation to discussions on the feasibility of a European Association for Communication Research (ECR)

During an Open Platform on Mutual Contacts and Cooperation between Communication Researchers across Europe, held in Amsterdam on September 20, 1997, it was decided that a Steering Committee should study the feasibility and format of a European Association for Communication Research (ECR). The Steering Committee met for the first time in Moscow, October 23-26, 1997. On the agenda of this first meeting were mainly organizational and membership matters. All interested are invited to participate and contribute to discussions on the prospect of an ECR. The convenor-coordinator of this Steering Committee is Jan Servaes, Catholic University, Brussels, Belgium, who can be contacted at Email: <freenet002@tornado.be> or Fax: +32-2-412 42 00

Involved in the Amsterdam meeting/discussion were 15 colleagues from 10 countries, including those speaking for national associations in Denmark, Finland, Germany, The Netherlands and Russia. The prospect of ECR has been in discussion since 1991 on several occasions including the most recent IAMCR conference. Issues raised and discussed in relation to ECR included the geographical concept of Europe, relationship to the existing international organizations (e.g., IAMCR and ICA), utilization of existing networks, contacts with and involvement of Central, Eastern and Southern Europe, an even geographical and linguistic representation, the structural role of ECR to illicit co-operation via networking, and the disciplinary boundaries. Three possible models emerged to materialize the European platform: (1) an European branch of the IAMCR, (2) a new independent association, and (3) a network of existing national and thematic groups. All await further discussion and decision.

PR pedagogy. For much of the last decade, public relations has been one of the fastest growing divisions in NCA. With increasing enrollments on campuses and a need to keep pace with new information technology, the topic of PR education was timely for a summer conference. A spring issue of Public Relations Review will present the conference’s results in a series of articles written by the conference co-chairs and the Friday and Saturday team chairs. An online version of conference proceedings is available on NCA’s home page at www.natcom.org. It contains the conference agenda, survey instrument, results and summary of results, Friday task team reports and membership roster, Saturday integrative team reports and membership roster. Additionally, the process used at the conference to develop recommendations for a model program for PR instruction worked so well that it may be considered for developing model programs for other foci within the communication field. ❖

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intimate relationship between culture and communication, according to Dr. Shih-Min Chen (the National Chengchi University in Taipei), the 1997-1998 CCS President and key organizer of the conference. The conference featured a total of 82 papers on some 26 panels and workshops addressing issues surrounding the conference theme and on a great variety of research subjects. Presentation topics included Chinese rhetorical theories, media systems in cultural China, recent trends in communication research and education, audience reception of media, political economy and feminist media theories, globalization and its impact on media and

communication, as well as media laws and ethics.

Meanwhile, ACCS will sponsor a total of 10 programs at the 1998 annual convention of the National Communication Association in New York City. Program description of ACCS-sponsored panels is available in the Convention Program and on NCA's Website. ❖

The Australia New Zealand Communication Association (ANZCA) recently held a successful conference at the University of Waikato, in New Zealand. An electronic version of the Proceedings is being developed. ❖

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