

IAMCR in retrospect



1957 - 2007

L'AIERI en rétrospective



1957 - 2007



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In memoriam
James D. Halloran

Préface

L'histoire de l'AIERI nous relie aux développements politiques, économiques et culturels du monde depuis la Seconde Guerre Mondiale. Elle accompagne le remarquable développement des sciences sociales et humaines qui a permis l'éclosion et la forte croissance de la recherche en information et communication. L'histoire de l'AIERI est un exemple édifiant des rapports de pouvoir dans les relations internationales, des difficultés pouvant être rencontrées par un réseau international pour la promotion de la recherche dans notre domaine, mais aussi des réalisations que l'échange et la coopération entre chercheurs peuvent générer.

Ce livret présente l'histoire de notre Association en mots et en images. Il offre un panorama éclairant des personnalités, des agendas et des engagements de ceux qui ont lutté pour maintenir l'intégrité et la visibilité de l'AIERI et de ses membres. Des éléments historiques complémentaires sont disponibles sur le site de la conférence de Paris 2007 dans la rubrique « Back to the future » (www.iamcrparis2007.org/backfuture.html).

La conférence constitutive de l'AIERI s'est tenue à Paris au siège de l'Unesco en décembre 1957. Le communiqué de presse officiel de l'Unesco est reproduit - en français et en anglais - dans ce livret. Une nouvelle association scientifique qui a pour objet de rassembler des chercheurs du monde entier ne se crée pas en un instant. Les lecteurs de ce livret y trouveront une préhistoire passionnante de l'AIERI, qui retrace les premières années de l'Unesco au milieu des années 40, ainsi que la conférence de l'O.N.U. de 1948 sur la liberté de l'information -au cours de laquelle l'Article 19 de la Déclaration Universelle des Droits de l'Homme a été rédigé avec la participation de deux futurs Présidents de l'AIERI.

Ce court livret ne peut aborder que de manière allusive les questions plus larges qui ont suscité et renforcé la volonté de nos fondateurs de créer l'AIERI et de transmettre cet héritage à des générations de chercheurs.

James D. Halloran, qui a exercé le plus long mandat de Président, avait l'intention d'écrire notre histoire, mais sa santé ne lui a malheureusement pas permis de mener à bien ce projet. Nous sommes très heureux que deux de ses collègues de longue date, Cees Hamelink et Kaarle Nordenstreng, aient bien voulu préparer cette brève rétrospective. Ils s'attèleront par la suite à une publication plus vaste retraçant l'évolution des courants de recherche en information communication, avec l'encouragement donné par James Halloran avant son décès en mai 2007.

Ce livret, publié par le Comité d'organisation de la conférence du 50e anniversaire de l'AIERI de 2007 à Paris, se veut une contribution au domaine de la recherche sur les médias et la communication.

Professeur Robin Mansell
Présidente de l'AIERI
Londres, Juin 2007

Preface

The history of IAMCR connects us in many ways to the political, economic and cultural developments in the world over the decades since the Second World War. It brings to life the great narratives of the social sciences and humanities which are the context within which the phenomenal growth of the field of mass communication research occurred and within which today's field of media and communication research is flourishing. IAMCR's history is an illuminating case study of power and international relations – and the difficulties and rewards of international networking in the name of fostering the development of research in our field.

This booklet sets out the history of our Association in words and pictures. It offers a panoramic view which sparkles with the personalities, agendas, and commitments of so many of those who struggled to maintain the integrity and visibility of IAMCR and its members. More historical material can be found at the Paris conference 2007 website (www.iamcrparis2007.org/bac-kfuture.html).

IAMCR's founding conference was held at UNESCO in December 1957 and the official Press Release by UNESCO is included in this booklet. A new research institution, and especially not one that spans all regions of the world, is not created instantaneously. Readers of this booklet will find a fascinating prehistory of IAMCR, inviting us to the first years of UNESCO in the mid-1940s and to the 1948 UN Conference on Freedom of Information where Article 19 of the Universal Declaration of Human Rights was drafted by those who included two future Presidents of IAMCR.

This booklet can only hint at the broader issues that underpinned and galvanized our founders and their colleagues to create IAMCR and then to mentor generations of researchers. A thorough history of IAMCR, both as a manifestation of the field and a catalyst of its promotion, is to be written in the coming years by Cees Hamelink and Kaarle Nordenstreng.

The longest serving President of IAMCR, James D. Halloran, intended to write our history. His declining health unfortunately did not allow him to do so. We are very fortunate that two of his longstanding colleagues – Hamelink and Nordenstreng- have been willing to prepare this short history and a subsequent more detailed account, with Jim Halloran's blessing before his death in May 2007.

This booklet is published by the French organizing committee of IAMCR's 50th Anniversary Conference in 2007 as a contribution to the field of media and communication research.

Professor Robin Mansell
President IAMCR
London, June 2007

A Short History of IAMCR

by

**Cees Hamelink and
Kaarle Nordenstreng**



Preparation 1946-57

The history of IAMCR begins with the first years of Unesco immediately after World War II. This early history is shown in "Back to the future" section of the Paris conference website. In 1946 Unesco proposed to set up an "International Institute of the Press and Information, designed to promote the training of journalists and the study of press problems throughout the world". This initiative was marked by the idealism that had also inspired the founding of the United Nations.

At this time in the mid-1940s, the mass media included mainly the press, radio and cinema as television was still at an experimental stage. Given their role during the war, the mass media were being recognized as an important factor in many fields, including international relations. One of the first special conferences organized by the United Nations in April 1948 was devoted to the freedom of information. This was where the famous Article 19 on Freedom of Expression and Information was drafted as part of the Universal Declaration of Human Rights. This now famous Article was adopted by the UN General Assembly in December of the same year. IAMCR can proudly claim that two of its founders and former Presidents – Fernand Terrou and Jacques Bourquin – were actively involved in drafting Article 19 during the UN Conference on Freedom of Information.

A decade passed before the IAMCR was established. One reason for this slow progress was the rapid deterioration of East-West relations and the onset of the Cold War in the late 1940s. Issues related to the role of public opinion and the media were sensitive not only in domestic politics but became increasingly controversial in international relations, not least with respect to "the ideologies of freedom". In addition, the International Press Institute (IPI) was established in 1951 as an international association of newspaper editors and publishers in the Western world and representing the "Free world" as opposed to the "Communist world". At this stage Unesco refrained from promoting the establishment of a separate research association anticipating that the IPI would meet this need when it undertook, for example, a content analysis of the international news flows.

However, the IPI's limited geopolitical and thematic base soon became obvious to all. Unesco realized that in addition to press freedom there were other issues in the growing field of mass communication, particularly relating to journalism education, which would benefit from internationally coordinated activity by a separate organization.

In 1952 Unesco returned to this topic, setting out two lines of activity: setting up training centres for journalists and establishing an international organization for the promotion of scientific research on mass communication. In May 1953 a meeting of journalism teachers from Western Europe and the USA was held in Amsterdam and, at the end of the same year, Fernand Terrou submitted a memorandum from the French Institute of the Press on the theme to Unesco

Meanwhile, in 1952, the Unesco Secretariat had established a Clearing House within its Department of Mass Communication "to collect, analyse and disseminate information on press, film, radio and television, pointing out their use for educational, cultural and scientific purposes". This Clearing House began to publish a series "Reports and Papers on Mass Communication", which in December 1956 issued title No 21: Current Mass Communication Research – I. This included a register of ongoing research projects and a bibliography of books and articles published since early 1955, both divided into eight topics relating to mass communication such as history; economic and legal aspects; government information and propaganda services; advertising and public relations; psychological and sociological studies on mass communication and public opinion, including the pedagogical and cultural role of mass communication. The mass communication research in progress included a list of nearly 400 projects in 14 countries, while the bibliography listed some 800 publications in 25 countries. This impressive research panorama was compiled with the aid of a questionnaire sent to 32 selected institutions in 19 countries. The data gathering was helped by national clearing houses established in France, Japan and the USA. The process encouraged the setting up of clearing houses in other countries, beginning with West Germany and Italy.

1956 was a crucial year for developments under the aegis of Unesco. In April a meeting of experts on the professional training of journalists was held at the Unesco headquarters in Paris. This meeting of 40 professors and other media experts, with accompanying documents and resolutions, demonstrated that there indeed existed a dynamic field of research and training in need of international coordination – a list of establishments for professional training of journalists included 100 institutes from the USA alone and nearly 100 more from some 30 other countries. In November-December of this year the General Conference of Unesco held in New Delhi adopted a resolution "to promote the coordination of activities of national research institutes in the field of mass communication in particular by encouraging the establishment of an international association of such institutes". Directly after this General Conference a colloquium took place in Strasbourg, where the International Centre for Higher Education in Journalism had been established

It was on this occasion in Strasbourg in December 1956 that a preparatory group called the "Interim Committee" (Comité Intérimaire) was formed by four dedicated colleagues:

- Fernand Terrou, Director of the Institut Français de Presse and President of the French Association for Communication Sciences
- Mieczyslaw Kafel, Director of the Institute of Journalism at the University of Warsaw
- Marcel Sejns, Editor in Chief of the Belgian journal *Het Laatste Nieuws* and Vice President of the International Federation of Journalists (IFJ)
- David Manning White, Professor of Journalism at the University of Boston and Chairman of Council on Research of the Association for Education in Journalism (AEJ)

The Committee was chaired by Terrou, who invited Jacques Kayser, Director of Research at the Institut Français de Presse, to serve as its executive secretary. Jacques Bourquin was not a member of the Committee, but as spokesman of the French-speaking press in Switzerland, he lobbied strongly for IAMCR within the International Federation of Newspaper Publishers (FIE) – the predecessor of today's World Association of Newspapers, WAN). Unesco did not favour Bourquin's inclusion in the Interim Committee lest it appear that French or Francophone interests were over-represented. A hidden and perhaps more relevant reason was that Bourquin had taken sides in an earlier dispute within Unesco against the then director of the Department of Mass Communication. This is a classic example of how subjective factors can intervene in institutional history: Bourquin was a decisive player in rallying the media industry behind IAMCR, while Unesco excluded him from the Interim Committee – most likely because of personality conflicts in the past.

Unesco formally confirmed its recognition of the Interim Committee which met in Paris in April 1957. The tasks to be carried out by the new Association were now foreseen to include not only general promotion of international contacts within the field but also specific clearing house functions such as the production of bibliographies and lists of institutions as had been prepared in Unesco's inventory. The Committee prepared a draft constitution (Statutes) and sent two circular letters out to potential participants. It convened the founding conference in December – after the IPI had held its conference in Asia (Colombo) in November.

Preparation 1946-57

Fernand Terrou, director of the Institut Français de Presse to Unesco

1. 20 Décembre 1952

Monsieur le Directeur,

Vous avez bien voulu, et me remercier de vous faire connaître les commentaires et suggestions de l'Institut Français de Presse sur le principe et le titre en cours de la résolution 5-1 adoptée par la dernière Conférence Générale de l'U.N.E.S.C.O. dans le cadre de l'ensemble adopté par l'U.N.E.S.C.O. après des expériences intéressées par cette résolution, et communiquer un questionnaire pour l'organisation, les copies et les buts de l'Institut.

J'ai l'honneur de vous indiquer ci-après (I) les conclusions adoptées par le Comité d'Administration de l'Institut à la suite de votre communication, et (II) les renseignements demandés sur la constitution et l'entretien de votre organisation.

1. Je m'incline sur le principe de la résolution adoptée par l'UNESCO répondant notamment au vœu de l'Institut Français de Presse. L'adoption de la résolution de la Presse implique également des liaisons étroites entre les organismes qui dans la mesure possible sont consacrés à l'étude des matières qui sont l'objet de cette activité. C'est l'unique nécessité dans tous les secteurs de la recherche scientifique l'est plus particulièrement lorsqu'il s'agit de disciplines nouvelles et qui partent sur des problèmes tout nouveaux de leur jour à jour. L'aspect international est celui qui est le plus de la presse, en l'absence d'un autre plus général, de l'information.

2. Le besoin d'une collaboration internationale dans ce domaine est d'ailleurs de plus en plus nettement ressentie en tous pays.

Le mouvement général pour la solution de problèmes de l'information sur le plan international qui s'est produit au cours de ces dernières années dans le cadre des institutions intergouvernementales et professionnelles a permis de constater que l'aspect de développement possible de la recherche scientifique sur ce plan est celui de l'établissement d'un organisme approprié de coopération et d'échanges constitua par leur qui se sont réduites à cette recherche. Cette recherche, certains travaux d'un caractère scientifique de caractère international ont pu être faits par les organisations internationales et tout particulièrement l'UNESCO.

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- 2 -

TRAVAIL ET PUBLICATIONS

L'Institut assure la publication d'une revue trimestrielle "REVUE DE PRESSE" diffusée en France et à l'étranger et qui comprend une partie doctrinale (études et articles originaux sur les problèmes de presse et d'information en France et dans le monde) et une partie administrative (Vie de la Presse en France et dans le monde - textes législatifs - documents statistiques - chroniques juridiques - chroniques et index bibliographiques, etc.,...).

L'Institut a pour objet de promouvoir l'état scientifique de la presse et de l'information. Il doit être facilité par son Centre de Documentation et de Recherche de ses centres de travail de recherche et de la recherche scientifique (notamment dans l'Institut d'Études Linguistiques de l'Université de Paris où ont été organisés des cours sur la presse et l'information). Il a pour objet la constitution de centres régionaux, groupes de travail, etc. lesquels doivent être répartis sur les matières qui concernent la Presse (Histoire - Sociologie - Psychologie) - La partie juridique doit ainsi assurer au sujet de problèmes juridiques notamment la question de la protection des nouvelles, celle du droit de presse de la diffusion, celle de l'aspect professionnel des journalistes, celle de régime juridique de l'entreprise de presse, etc.,...).

Outre les centres de travail et de recherche d'ailleurs être établis dans les pays à un développement complet de institutions et de la presse, l'Institut doit être en liaison avec les centres existants de l'Institut et de la presse en tous pays de la résolution 5-1.

Je vous prie d'adresser à votre disposition pour vous donner tous renseignements complémentaires que vous jugerez utiles et je vous prie d'agréer, Monsieur le Directeur, l'assurance de mes sentiments très distingués.

Le Directeur Général

J. THOMAS

Monsieur Douglas H. THOMAS
Directeur du Département de
l'Information à l'UNESCO

Preparation 1946-57

A prelude to the constituting conference was the first course offered in the Strasbourg Centre in October-November 1957 where the picture was taken of the five founding fathers.



Strasbourg Journalism in October-November, few weeks before IAMCR constitutive conference, from the left: Francesco Fattorelio (Italy), Fernand Terrou (France), Evgeniy Khudyakov (USSR), Jacques Leaute (France) and Mieczyslaw Kafel (Poland).

The picture was kindly provided by Hifzi Topuz, who himself was photographed two years later in the company of René Maheu – the Director-General of Unesco during the period that IAMCR was founded.



Paris 1959: Hifzi Topuz at a reception in Unesco with Director-General René Maheu and Alera Callois (wife of Roger Callois, member of French Academy).

In summary, once mass communication, as in the case of other fields of socio-economic activity, had reached a certain level of importance and specialization in society, this led to an institutionalization of the field, both nationally and internationally.



Accordingly, IAMCR grew out of a rapidly developing media field, particularly with respect to journalism, which created its own branch of institutional interests and a need for professional education as well as for scientific research.

As Terrou wrote in *Etudes de Presse*, the periodical of the Institut Français de Presse, in 1956: "The professional training of journalists and the science of communication are the agenda of the day" and he added: "This is very good for the freedom of information". So for Terrou, as for Bourquin,

IAMCR represented not only a technical project to promote training and research, but also an ideological project to serve a broader cause aimed at fostering peace and freedom in an international order.

In terms of its focus, IAMCR initially concentrated first and foremost on journalism and mass communication – rather than, for example, on speech communication (which had a long academic tradition in the USA), nor on telecommunication (which at the time remained largely a technical subject). The actors involved were predominantly academics, with a strong presence of professional journalists as well as those from the media industry, particularly the printed press. Newspaper proprietors had an interest in supporting the setting up of IAMCR, an interest that proved not to be incompatible with the establishment of the IPI, even though there was a potential for a conflict of interests in the early 1950s.

The springboard for IAMCR was a combination of training needs and the growth of research in mass communication. In this field, unlike, for example, in political science, the emergence of a scientific association occur not only at the level of academic research – nationally and internationally. From the beginning mass communication research has been inseparable from the training of communicators, especially journalists – unlike the case of political science which has played only a very small role in the training of politicians. However, while training was crucial for ensuring that the research interests received international recognition, in order to set up an international research association it was necessary for the areas of training and research to be separated.

Geopolitically, IAMCR had a broad – indeed a universal – base with institutions and individuals from all continents affiliated with it. There is no doubt that the initiative was dominated by Europeans, particularly the French, but colleagues from countries such as Brazil, Peru, Uruguay, Egypt, Israel, India, Indonesia, Japan, Australia, the USA and Canada were also involved. The new Eastern Europe behind the so-called Iron Curtain was represented by leading academics from Poland, Czechoslovakia and the Soviet Union, making the IAMCR configuration more balanced than, for example, the IPI or the two international associations of professional journalists, IOJ representing mainly the East and the South, and IFJ representing mainly the West; both nonetheless cooperated closely with IAMCR. Accordingly, IAMCR was not a Cold War project. On the contrary, it was founded on ecumenical soil crossing the East-West as well as the North-South divides.

A short biography of IAMCR's first President, then Secretary General and the Past and Honorary President, Fernand Terrou is provided here.

Biography of Fernand Terrou, President 1957 - 1959



Fernand Terrou (1905-1976) was a jurist who worked as a public administrator, and subsequently as a professor, and researcher. After world war 2, he was appointed director of the Ministry of Information, where he created the Legal and Technical Service for Information (Service Juridique et Technique de l'Information) which he ran until 1958.

Concurrently, he dedicated himself to teaching and promoting the topic of research in the field of information and media. In 1944, he became a lecturer for the National Foundation of Political Science, where he created the core class entitled "Economics and Legislation of the Press." In 1947, he published his first key text, "Course on the Legislation of the Press," in collaboration with Lucien Solal, and created a scientific trimestrial journal entitled "Press Studies" (Etudes de Presse) (1946 - 1960).

In 1951, with the help of Jacques Kayser, he reactivated the Center of Scientific Studies of the Press (Centre d'Etudes Scientifiques de la Presse) that was originally created in 1937 by Mr. Mirkine-Guétzevitch. This led to the creation of the French Institute of the Press or IFP (Institut Français de Presse), which was initially organized as a network between professional journalists, media owner-managers and academics. In 1957, the IFP became an institute for teaching and research with a multidisciplinary approach combining law, history, economics, sociology, semiology, and technology. When it joined the University Panthéon-Assas Paris 2 in 1972, the IFP remained loyal to the multidisciplinary approach of its founder, Fernand Terrou.

Mr. Terrou's interest for the international aspects of information and media led him to participate actively on issues of freedom of information in the inaugural conference of the UNESCO in Geneva in 1948. In 1955, with the support of the French Commission for UNESCO, he created the French Council of Sciences of Information. Convinced of the need for an international institution that would look beyond the growing divisions caused by the beginning of the Cold War, he contributed actively to the foundation of the IAMCR and became its first president. Because the IAMCR was intended to be a sphere of international exchange, Mr. Terrou wanted it to value the activities of research and teaching of its member institutions, and support the creation of centers of research and documentation, including in developing countries.

Fernand Terrou (1905-1976) est un juriste qui fait une carrière dans l'administration publique, le judiciaire puis l'enseignement et la recherche. Il est nommé en 1944, conseiller juridique à la Présidence du Conseil puis directeur au Ministère de l'Information pour y créer, en 1948, le Service Juridique et Technique de l'Information qu'il dirige jusqu'en 1958.

Parallèlement il s'investit dans l'enseignement et la promotion de la recherche dans le domaine de l'information et des médias. Dès 1944, il est maître de conférences associé à la Fondation Nationale des Sciences Politiques où il crée le cours fondamental d'« Economie et législation de la presse ». Il publie en 1947 un premier ouvrage fondateur : « Cours de législation de la presse », en collaboration avec Lucien Solal, et lance une revue scientifique trimestrielle « Etudes de Presse » (1946 - 1960).

C'est en 1951, avec le concours de Jacques Kayser, qu'il réactive le « Centre d'Etudes Scientifiques de la Presse » créé en 1937 par M. Mirkine - Guétzevitch, et crée l'Institut Français de Presse, organisé d'abord comme un carrefour de rencontres entre professionnels du journalisme, patrons de presse et universitaires. L'IFP devient un organisme d'enseignement et de recherche en 1957 qui se développe dans une logique pluridisciplinaire associant le droit, l'histoire, l'économie, la sociologie, la sémiologie et la technologie. Devenu en 1972 une UFR de l'Université Panthéon-Assas Paris 2, l'IFP est resté fidèle à la pluridisciplinarité prônée par son fondateur.

Préoccupé des dimensions internationales de l'information et des médias, F. Terrou participe activement à la première conférence de l'Unesco (Genève, 1948) sur les questions de liberté d'information. Il crée, en 1955, avec le soutien de la Commission Française pour l'Unesco, le Conseil Français des Sciences de l'Information. Convaincu de la nécessité de construire une instance internationale, dépassant les clivages apparaissant avec l'émergence de la Guerre Froide, il contribue activement à la fondation de l'AIERI dont il va être le premier président. Il souhaitait également que l'AIERI conçue comme un espace d'échanges internationaux valorise les activités de recherche et d'enseignement des institutions membres, et soutienne l'émergence de pôles de recherche et de documentation y compris dans les pays du Sud.

Foundation 1957-64

The "constitutive conference" (as it was called following the French terminology) was held at Unesco headquarters in Paris on 18-19 December 1957. Its minutes ("Compte rendu" in French) can be found in various archives but no pictures of this event have been retained even in Unesco's photo library. However, we have the testimony of Hifzi Topuz – the only surviving participant of the founding conference – at the Paris conference website. As reported by Topuz, the conference was opened by Tor Gjesdal, director of Unesco's Department of Mass Communication, who might be called the godfather of IAMCR. A good summary of the founding conference is given in Unesco's press release of 23 December 1957, in the two official languages.



Organisation internationale des sciences de la communication
Statut

Statut

La Commission internationale des sciences de la communication, créée par l'Assemblée générale de l'Unesco, à Paris, le 24 novembre 1957, a pour objet de promouvoir les études et les recherches en communication.

Cette œuvre de collaboration se réalisera, en particulier, par l'organisation de séminaires, de colloques et de conférences, par la publication de revues et de bulletins, par la mise en œuvre de programmes de recherche et de diffusion de la connaissance.

La Commission internationale des sciences de la communication a pour objet de promouvoir les études et les recherches en communication.

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UNESCO PRESS RELEASE

Press Release No. 1227
Paris, December 23, 1957

INTERNATIONAL ASSOCIATION FOR MASS COMMUNICATION RESEARCH ESTABLISHED

RESEARCH ESTABLISHED

Fifty experts in international media, from 15 countries, have just completed a two-day session at Unesco House, Paris, the task of establishing the International Association for Mass Communication Research.

Created with the co-operation of Unesco, the new association, which is independent, has its headquarters in Paris, in the offices of the Institut de France of the University of Paris, 22 rue St. Guillaume. Its function is the promotion throughout the world of the development of research in problems related to press, radio, television and film.

The association's membership list includes about 200 names of institutes, educational establishments and individuals. Students in journalism are the most numerous on the tentative list of members and candidates.

The two-day meeting of the constituent assembly was opened by Tor Gjesdal, Director of the Department of Mass Communication of Unesco, on 18 December. With August Bragstad of the University of Lugano, secretary-general of the Union of Press-Language Societies in Switzerland, as chairman, the assembly approved the programme and work programme of the new association. The meeting decided that two separate working groups study: the influence of mass media on children, and the safeguarding of professional secrets in journalism - the right of journalists to keep secret their sources of information.

This second question will be studied in co-operation with the International Press Institute and the International Federation of Journalists.

An executive committee was elected by the constituent meeting. This is headed by a bureau of seven. Its terms include: Perseus Tarron, Director of the Institut de France, as chairman; August Bragstad, Deputy Director of the Institut, as deputy chairman; Professor Eugene F. Nixon of the University of Minnesota, Professor E. Lohr, Director of the Scientific Institute of the Press, Warsaw, and Dr. Bourquin as vice-presidents; and Marcel Bligny of Belgium, president of the International Federation of Journalists, and Claude Bollinger of France, vice-president of the French National Press Federation.

In addition to the bureau, members of the committee are: Arthur Brian Sweeney of Pakistan, Stefan Jovic of Brazil, Professor Waldemar Wilenski of Czechoslovakia, Professor D.W. King of the United States, Professor Francesco Petrucci and Professor Domenico De Gregorio of Italy, Dr. E.J. Simpson and R.J. Elvy of the United Kingdom, Roger Cramon of Belgium, Jean Vanhoy of France and Bill Kershner of Canada. A member from the Federal Republic of Germany and representatives of five organizations will be added to the committee.

The new association's principal activities are: (a) to facilitate exchanges of articles and findings between research institutions, and to promote personal contacts between individual members; (b) to promote the writing up and development of research results in mass communication in countries where such contacts do not exist; (c) to seek recognition for mass communication as a subject for independent scientific investigation; (d) to set up an international department for documentation and research, for the benefit of members; (e) to disseminate information on important experiments and results in the field of mass communication teaching and research; (f) to sponsor studies likely to contribute to improved teaching of the subject, techniques and effects of methods of mass communication; (g) to contribute, if required, by means of appropriate research, to the training of information personnel.

Foundation 1957-64

Before closing the conference, its Chair, Bourquin, read a message from Dean English of the School of Journalism at the University of Missouri, inviting IAMCR to hold its next General Assembly in Columbia, Missouri.

The first General Assembly after the founding conference was held in Milan, Italy, rather than in the USA, in October 1959. However, IAMCR got there an American President, Raymond Nixon, while the founding President, Fernand Terrou, became Secretary General. Most of those elected as officers in Paris 1957 remained in office in Milan 1959, although some changed positions. Others elected to office in Milan were the Italian Francesco Fattorello and the German Martin Löffler.

A list of IAMCR officers elected at these and all subsequent General Assemblies is presented here. (IAMCR officers p.22) This list excludes the position of Honorary President, granted to each of the past Presidents. A separate list gives the years and locations of all IAMCR conferences. (IAMCR conferences p.24). The officers are given only for those conferences which had a General Assembly with regular elections (after 1972 normally every fourth year).

Raymond Nixon's recollections of the early years can be read in a text he wrote for an IAMCR strategy publication compiled in 1980. This text speaks for itself and is reproduced here

The Milan General Assembly in 1959 modified the organizational structure of IAMCR with a rotating Presidency and a permanent secretariat with the posts of Secretary General and Deputy Secretary General. Four permanent Sections were also established with the following Chairmen:
Historical Research: Prof. Giuliano Gaeta, University of Trieste
Legal and Political Research: Prof. Fernand Terrou, French Institute of the Press
Psychological and Sociological Research: Prof. Wilbur Schramm, Stanford University
Economic and Technical Research: Mr. Marcel Stijns, Brussels

It is interesting to read President Terrou's circular letter of 1958, because there he invites members to consider joining not only Sections for history and law but also Sections for audio-visual media and problems of media and children. Obviously there was not enough interest in audio-visual media and in the specific problem of media influence on children – the latter topic being part of the Section for psychological and sociological research.

President Nixon urged members to join the above-listed Sections in his circular letter of June 1960, reproduced here. Apart from the work of the Sections, IAMCR mobilized scholarly attention to topical issues through separate colloquia and thematic sessions at its biennial conferences.

The first major thematic undertaking was an international colloquium on the professional secrecy of journalists, held in Strasbourg in October 1958. This was followed by a study on the same topic commissioned by Unesco jointly from IAMCR and IPI in 1959. Another early topic to which IAMCR was invited to contribute by Unesco was the preparation of a selective bibliography on the influence of cinema on children. IAMCR also began to collect and publish general bibliographies on mass communication research – something that was foreseen as one of its main tasks at the founding conference (as Topuz reports in his recollections at the website).

Although the harvest of these inventories was not as abundant as that gathered by Unesco's Clearing House in 1956, the first IAMCR Bulletin served as a channel to share bibliographical data

The foundation for IAMCR process continued in the second General Assembly in Vevey (Switzerland) in June 1961, and in the third in Vienna (Austria) in June 1964. President Nixon's recollections cover this period from his perspective – including the transfer of the Secretariat from Paris to Amsterdam, with Maarten Rooy as Secretary General, Gazette as the official journal of the Association and the IAMCR Bulletin as its supplement. At this stage there was clear friction between the French and the Americans – Unesco siding with the Americans rather than with the French – but formally the Association was functioning normally. Nixon was succeeded in Vienna by Jacques Bourquin as President, leading to a new era in IAMCR history.



International Association for Mass Communication Research
(Association Internationale des Etudes et Recherches sur L'Information)

SECRETARIAT: 27, rue Saint-Gilles, PARIS XVI^e

Office of the President:

RAYMOND S. NIXON
School of Journalism
University of Missouri
Columbia 10, Missouri, U.S.A.

June 30, 1960

To the Members of IAMCR:

As your new President, I am writing to urge your continued cooperation in several specific ways:

First, if you have not yet paid your membership dues for 1960, please attend to this as promptly as possible. Only paid-up members will be considered as active in the future. You may mail your check directly to our Vice President and Treasurer, Dr. Jacques Bourquin, 11, place St.-Francois, Lausanne, Switzerland. If you are not certain as to the amount of your dues, the Secretariat in Paris can give you this information.

Second, if you have not already affiliated with the section or sections of your choice, please inform the Secretariat of your interests. You also should indicate the kinds of services you would like for the section to perform. For example, Dr. Wilbur Schramm, Chairman of the Psycho-Sociological Section, has indicated that the preparation of a set of research abstracts will be one activity of his group. You may have other ideas or certain special needs. Now is the time to make your wishes known.

Third, if there is any chance that you will be in Europe during the third week of June, 1961, please send this information to me personally by early autumn. Your Executive Committee has accepted an invitation to hold our second General Assembly in Evian, France, next summer—probably on June 13-21. One reason is that the city of Evian will provide us with an excellent meeting place and multi-lingual translation facilities, without charge. We had hoped that funds might be available to assist with the travel expenses of those who are asked to prepare papers, but this does not now appear possible. This makes it doubly important that the Program Committee be informed as to those who expect to attend.

The recent reorganization of our Association, providing us with a permanent Secretariat in Paris and a rotating Presidency, presents us all with a challenge to make IAMCR a really vital force in the development of mass communication research throughout the world. If you know of other individuals or organizations who should be members, I hope you will urge them to apply for membership.

Your suggestions will be welcome at any time.

Cordially yours,


Raymond S. Nixon
President

Raymond B. Nixon, President 1959-1964



From "Past, Present and Future: A collection of papers and letters from some members of the International Council", IAMCR 1980.

The constituent assembly was held in Paris in December 1957 under the chairmanship of Jacques Bourquin, executive secretary of the French-language press association in Switzerland and lecturer at the University of Lausanne. The new Association's announced purposes were quite similar to those found in the present

constitution of IAMCR except for those tasks which subsequently were assigned by Unesco to other bodies — for example, the international bibliographical exchange, which is in itself an enormous and complex undertaking. The Paris meeting also elected provisional officers, including Professor Terrou as president; Jacques Kayser, his deputy director at the French Press Institute, as deputy president; and Raymond B. Nixon of the University of Minnesota, U.S.A., as vice president. (Incidentally, I was not present at the meeting and did not learn of my election until later!)

The Executive Bureau of the Association convened in Paris for the first time in the spring of 1958. It was decided then to hold the first General Assembly at Milan in October 1959. At that time the permanent statutes were adopted and the first regular slate of officers were elected. These were as follows: President, Raymond B. Nixon, Professor of Journalism, University of Minnesota, U.S.A.; secretary-general, Fernand Terrou, and deputy secretary-general, Jacques Kayser, University of Paris. Vice presidents: Jacques Bourquin, lecturer in the University of Lausanne, Switzerland; Mieczyslaw Kafel, Professor in the University of Warsaw, Poland. Additional members of the Executive Bureau: Claude Bellanger, secretary-general of the International Federation of Newspaper Editors and Publishers, and editor of *Parisien Libre*, Paris; Marcel Stjns, president of the International Federation of Journalists and editor of *Het Laatste Nieuws*, Brussels, Belgium; Francesco Fattorella, director of the Institute of Mass Communication, University of Rome, Italy; and Martin Loeffler, representing the newly formed Society for Mass Communication Studies in West Germany. Members of the still larger Executive Committee included all the foregoing and also Roger Clausse, Belgium; Domenico de Gregoria, Italy; Danton Jabim, Brazil; Abdus Salam Khurshid, Pakistan; Vladimir Klimes, Czechoslovakia; Nell Morrison, Canada; O.W. Riegel, United States;

As the list of officers indicates, most of the Association's early leaders were journalism teachers and professional journalists, with a definite orientation toward the print media. Unesco had made it clear, however, that it wished the organization to embrace other media as well. Moreover, since most of the founding members were from Europe, and European research in journalism up to that point had been predominantly historical, political and legal, they tended to define "mass communication research" as they had known it. Social, psychological, marketing and technological research were represented inadequately, if at all. And while the cinema and broadcasting fields were represented on the Executive Committee by two members, both soon lost interest and withdrew because of the meager attention shown to their fields.

As provisional vice president, I made some efforts to remedy this situation. For example, in planning the program of the Milan General Assembly, I had suggested as a principal speaker Dr. Elisabeth Noelle-Neumann, whose survey research organization was known as the "Gallup Poll" of Germany. The Executive Committee also had enlisted the cooperation of the International Federation of Newspaper Editors and Publishers and the International Film and Television Council to present a joint program upon the compared effects of the major means of communication. Two of my main goals, both as provisional vice president and later as president, were to widen geographical representation in the Association and to enroll more communication researchers from other disciplines. Western Europe, except for the United Kingdom, was fairly well represented in the early meetings, but only Poland, Czechoslovakia and Yugoslavia had taken part from Eastern Europe. Consequently, in the summer of 1959 I visited the Soviet Union and all the other socialist countries where any communication research was believed to be under way. There were interested organizations or individuals in every country, but those without IAMCR connections hesitated to apply for membership, usually saying that it would be necessary to go through "official channels". I even talked with the Assistant Minister of Culture in the Soviet Union but could obtain only a non-committal reply; it was seven years later before the USSR was represented on our rolls. Today that country and all the socialist states of East Europe, except Albania, are quite active.

Upon assuming the presidency in January 1960 I wrote personal letters to many communication researchers whom I knew in other disciplines, enlisting their support. One of the Americans who became active at that time was Sociologist Paul Lazarsfeld, to whom many referred as the "father of communication research". During my first year in office, I was impressed increasingly by the need for a printed bulletin of high quality and wide appeal, and for a secretariat capable of communicating with members and potential members on a world-wide scale. Since IAMCR's funds were far too small to enable it to fill this need on its own, I decided that the only answer was to attach our Secretariat and Editorial Office to some established research center with its own scholarly journal.

The Institute of Press Science at the University of Amsterdam, with its international journal *Gazette*, appeared to offer the best possibility. Even though the IAMCR Statutes provided that the "legal seat" of the Association should be in Paris, there seemed to be no reason why secretarial and editorial functions could not be carried on elsewhere.

Consequently, in the spring of 1961 I went to the meeting of the IAMCR Bureau in Paris with a recommendation that Dr. Maarten Rooy, director of the Amsterdam Institute, be nominated as the next Secretary-General, and that *Gazette* become the official journal of the Association. Naturally, this aroused strong opposition from most of our French members, but a majority of the Bureau finally agreed. The next General Assembly at Vevey, Switzerland, in June 1961, approved the changes by a vote of 76 for, one against, and 17 abstaining. Dr. Rooy took over the office of Secretary-General in the summer of 1961.

The first issue of the IAMCR Bulletin under his editorship appeared in October 1962 as a supplement to *Gazette*. This arrangement had been worked out to satisfy those members from East European countries who felt that *Gazette* was too pro-Western in policy. The Editorial Board of *Gazette* was enlarged, however, to include the chairman of each section of IAMCR. Both *Gazette* and the Bulletin supplement were sent without extra charge to all IAMCR members. Under the Statutes, the next biennial General Assembly should have been held in 1963. The Executive Bureau tentatively accepted an invitation to meet in Holland, but when it was learned that Holland could not extend visas to some of our East European members, it was decided to postpone the Assembly until June 1964. Moreover, arrangements were made to hold the meeting in Vienna, Austria, where the visa problem did not exist.

The Vienna Assembly, in my opinion, was the most successful held up to that point. More countries were represented in the attendance than ever before, and the general program covered more areas of research interest. With the election of Jacques Bourquin as the next president, I felt that the future of IAMCR was assured. He had been a mainstay of the organization since its founding, and a patient peacemaker in the many difficulties that had arisen. When Maarten Rooy found it necessary to relinquish his office, Bourquin took over the Secretariat de facto and began mimeographing a regular Presidential Newsletter which took the place of the printed Bulletin without bankrupting the Association. Because of him, the future of IAMCR seemed assured. The growth of IAMCR, from only about 30 countries and 100 individuals in 1959 to some 60 countries and 1,000 members in 1979, has exceeded the expectations of most of its early sponsors. I am confident that a period of even more rapid growth lies ahead, and that in an era of rapid technological and social change, the tasks in mass communication research will become even more challenging.

Consolidation 1964-72

After Vienna the Secretariat was transferred from Amsterdam to President Bourquin's office in Lausanne (Switzerland) from where he began to issue presidential letters – during his presidency of eight years 26 letters as mimeographed copies in English and French were issued reporting the organization's news.

In this new Lausanne-based IAMCR, Gazette had only a nominal relation to IAMCR and its supplement Bulletin gradually disappeared due to lack of funding. However, Rooy was appointed within the IAMCR organization as an officer in charge of publications, while Terrou was listed as director of research. In reality, the clearing house function of IAMCR was limited to occasional lists of studies and publications by the members distributed with the presidential letters. Yet some thematic studies were carried out under Unesco contracts, the latest in this period being a comparison of the statutes of radio and television companies.

The main activity of IAMCR at this stage was the biennial conferences and other symposia; these were fairly well attended and served as important platforms for academic and also political exchanges. Through these live occasions the membership grew slowly but surely and kept its balance, especially between Eastern and Western Europe. Bourquin's report of the eight years of his Presidency is reproduced here.

A milestone conference was held in Herceg Novi (Yugoslavia at the time), a resort steeped in history on the Adriatic Sea, in September 1966. There, over 70 participants from 17 countries of Europe, Asia and the USA discussed among others the topic of mass media and national development. The development theme was introduced by Gerhard Maletzke from Germany, while Lakshman Rao from India was present as Unesco representative. This was the first time that the Finns attended an IAMCR conference and became active members – after Bourquin's invitation to the research office of the Finnish Broadcasting Company (headed by Nordenstreng). Many Americans, including Alex Edelstein and Herbert Schiller, as well as Walery Pisarek from Poland and Yassen Zassoursky from USSR also joined the Association at this time. George Gerbner of the USA was also there but he had become an active member before 1966.

ASSOCIATION INTERNATIONALE DES ETUDES ET RECHERCHES SUR L'INFORMATION

2ème lettre du Président.

Lausanne, le 13 décembre 1965
PETIT-CHÂTEAU, 10 4 (Suisse)

Cher Collègue et Ami,

Les deux questionnaires que nous vous avons adressés :

1. Liste des savants et chercheurs en matière de sciences de l'information,
 2. Répertoire des études et thèses en cours intéressant l'information,
- ont eu un très grand succès puisque nous avons reçu plus de 60 réponses pleines de renseignements du plus haut intérêt. Votre Président tient à vous en remercier très vivement et il a le plaisir de vous informer que l'UNESCO a décidé de financer cette étude ce qui montre l'intérêt qu'elle porte à notre association. En accord avec elle, nous avons décidé de limiter, pour l'instant, cette recherche à l'ensemble de l'Europe de façon à parvenir au recensement le plus complet possible. A cet effet, nous nous permettons d'insister auprès de ceux qui ne nous ont pas encore retourné le questionnaire n° 1 pour qu'ils le fassent au plus vite ; ils pourraient bien remplir en même temps le 2ème questionnaire, sous sa nouvelle forme.

Pour étendre notre réseau de correspondants, nous demandons à tous nos membres, particulièrement à ceux de l'Europe septentrionale et orientale, de nous signaler les chercheurs et les instituteurs de leur pays qui ne figurent pas encore sur la liste de nos membres.

De plus, nous prions chacun de répondre aux deux points suivants :

1. Existe-t-il, dans votre pays, un organisme qui centralise, même partiellement, les renseignements que nous recherchons ?
2. Voulez-vous également un questionnaire n° 2 pour chaque étude ou thèse achevée entre le 1er janvier 1964 et la réception de ce courrier (au point 2, ajouter la maison d'édition).

Nous espérons vivement pouvoir compter sur votre bienveillante collaboration dans cette recherche, très désireux que nous sommes de répondre à l'attente de l'UNESCO ; en effet, la réussite de cette enquête, outre l'intérêt qu'elle présente pour nos membres, nous permettrait de l'étendre à d'autres régions et, surtout, de lui donner une périodicité indispensable, en ce qui concerne le répertoire n° 2 tout au moins.

Prochaine assemblée générale : Elle est, comme vous le savez, fixée à Herceg-Nowi (Yougoslavie) les 7 à 9 septembre 1966 (le 5 septembre, réunion du Comité). L'ordre de jour détaillé sera établi prochainement par le Bureau. Jusqu'à ce que cinq membres du Bureau nous ont adressé des propositions intéressantes.

De notre ancien président Raymond J. Niang : "Liberté et contrôle nationaux des grands moyens d'information" (Factors Relating to Freedom and Control in National Media Systems).

La situation actuelle de la recherche (Current situation of Mass Communication research), "Les différents systèmes des journalistes dans le monde" (The world and training of journalists in the world) et également qu'une demi-journée de sociologie et terminologie;

particulièrement en Yougoslavie la ville, celui des moyens de communication l'assimilation des populations membership of 1. urban development, socialisation of new urban residents

la division de la libre Circulation question des recommandations publiées et les communications spatiales et que à la Maison de l'Unesco, à

Ylving : "L'histoire de la presse

sième sont à nous adresser d'ici Bureau puisse en discuter valablement.

2. cher Collègue et Ami, l'expression

ASSOCIATION INTERNATIONALE DES ETUDES
ET RECHERCHES SUR L'INFORMATION
Le Président :

Bourquin

Jacques Bourquin

cernant l'activité des
ou régionales de

Jacques Bourquin, President 1964-1972



From "Past, Present and Future :A collection of papers and letters from some members of the international council",IAMCR, 1980.

The 5th General Assembly met at Horzeng-Nov, from the 5th to the 9th September 1966, with an attendance of some seventy members of the AIERI representing 17 countries in Europe, America and Asia. The theme of the important sources of information within the framework of national development was dealt with by Messrs G. Malezke (Berlin), Osolnik (Belgrade), Edelstein (Seattle), Adams (Chapel Hill).

The encouragement of joint research in the field of the media was dealt with by: E.B. Simpson (Cardiff), Herbert Schiller (Illinois) (Leipzig). After hearing the section presidents, Kafel (terminology and methodology), Löffler (legal), Edelstein (psycho-sociological), Klimes (historical), Fattorello (professional education), the Assembly revised the constitution of the Association and the members present received from the President, Mr Bourquin, the list of research establishments and that of current studies and theses drawn up for the AIERI by Jean-Francois Bruttin.

Jovan Marinovic was congratulated on the complete success of the congress in an outstandingly pleasant seaside setting, and J. Zassoursky (USSR) was elected as a new member of the Committee. The current business of the Association was dealt with at two Executive Committee meetings: 18th November 1966 in Paris on the occasion of the Unesco Assembly meeting and on 21st and 22nd November 1966 at Cracow, where Mme. Irena Tetelowska had arranged a symposium. On this occasion the committee regretted that out of 300 members who had been in touch, only 70 were paying subscriptions. The committee also made arrangements for the celebration of the tenth anniversary of AIERI to take place at the University of Prague, on the 2, 3 and 4 November 1967. The Secretary General V. Klimes would organize for this occasion in collaboration with the OIJ, an international symposium on new trends in the training of journalists.

At this celebration, which was attended by some forty members and the delegates of Unesco, the opportunity was taken to specify, in the presence of the Minister Jiri Hajek, and of several hundred lecturers and students, the role of our Association "which brings together researchers from both socialist and capitalist countries, and scholars belonging to indus-

trial countries and to developing regions of the world who are united by a common enthusiasm for research in the field of information, to the exclusion of any political polemic". The themes of these meetings at which reports were presented by Professor M. Kafel (Warsaw) and Professor Hennart (Lille) and papers by Messrs E. Goldstucker and Klimes (Prague) resulted in a 40 page brochure of great interest to historians but which, although published in French, English, Russian, German and Czech, is now out of print.

In the same year, the historical section of the AIERI met at Munich on the 20th and 21st November 1967, under the chairmanship of Professor V. Klimes and Professor O. Roegele. On the 28th November the 10th anniversary of the International Centre for Higher Education in Journalism at Strasbourg was celebrated under the aegis of Professor Leaute and Professor Fattorello. On the 26th April 1968 the Sixth General Assembly of AIERI took place at the University of Navarre in Pamplona (Spain). Perfectly organized by Professor Angel Benito, it was preceded on the 24th and 25th April by a meeting of the Professional Education Section under the chairmanship of Professor Fattorello. Reports were presented by Professor Fernandez, Professor Klimes (Czechoslovakia), Professor Topuz (Unesco), Professor Walsh (USA) and Professor Vovenne (Paris). The Assembly appointed Professor J.N. Zassoursky (Moscow) as vice-president and Professor E. Dusiska (Leipzig) became a member of the Executive Committee. Mme J. Tetelowska (Cracow) was appointed chairman of the bibliography section.

The media and international understanding was the main theme dealt with at the symposium at Ljubljana (Yugoslavia) which brought together 180 participants and which made possible a meeting of the Executive Committee of AIERI on the 5th September 1968. A new section with Bogdan Osolnik (Yugoslavia) as chairman and Frans Kempers (Holland) as secretary, was set up with the task of studying the role of the media in international understanding. Two months later the Executive Committee met on 5th November 1968 in Paris, where members of AIERI were taking part in the General Conference of Unesco. On the 11th April 1969 members of the committee met in Monaco, the legal section, under the chairmanship of Professor Martin Löffler having, on the 9th and 10th April, dealt with the code of honour and deontology of those working in the media, paying particular attention to the protection of the individual in relation to the need for information. On her way to this last meeting, Madame Irena Tetelowska, Head of the Centre for Research on the Press at Cracow University, chairman of the bibliographical section, was killed in an air disaster. Mass media and the individual was the main theme on the agenda at Barcelona for the 7th international week organized from the 3rd to the 7th November 1969 by the Spanish AIERI committee, under the chairmanship of Juan Beneyto and of the lively Jorge Xifra, director of the Institute of Social Sciences in Barcelona. About forty members of AIERI took part in meetings in the Catalan capital and drew up the programme for the next ordinary General Assembly.

The VIIIth ordinary General Assembly of AIERI took place at Constance (FRG)

from the 1st to the 4th September 1970; it was organized, methodically and successfully, by Mmes. Brigitte Weil (Sud Kurrier) and Noelle-Neumann (Institute of Demoskopie, Allensbach), Professor Wilmont Haacke, Professor Otto B. Roegele, the assistant secretary, Professor Martin Löffler and Professor Fritz Eberhard. More than a hundred of our members attended. The different sections displayed intense activity:

- 1) The section dealing with international understanding listened to Bogdan Osolnik (president), Tamo Martelanc and Georges Mond;
- 2) The technological section examined reports from Emil Dusika and from Charles Minassian;
- 3) The psycho-sociological section organized a very wide debate led by Alex S. Edelstein, Kaarle Nardenstreng, France Vreg and R.L. Brown;
- 4) The satellites section listened to reports by Dallas W. Smyth, its chairman, Daniel Secourt, Fred Siebert, Franz Eberhard, Jose Maria Desantes, Martin Bravo, Herbert Schiller and Robert Lindsay;
- 5) The bibliography section appointed as chairman Walerj Pisarek (Cracow) to replace our lamented colleague Irena Tetelowska.

James Halloran and Bogdan Osolnik were elected vice-presidents. Future general assemblies, corresponding to invitations received, were then arranged for Buenos-Aires (1972) and Leipzig (1974). Resolutions were passed, one demanding international protection for journalists on dangerous assignments, and the other, the resumption of work on an international declaration on liberty of information and international understanding.

Meanwhile the AIERI was closely associated with the organization at lake Bled (Yugoslavia) of a symposium on "the new frontiers of Television" from the 2nd to the 4th June 1971, while the Executive and the Executive Committee were meeting at the villa Bled on the 5th June. It was, alas, an occasion for paying homage to the memory of two of the original members; vice-president Mieczyslaw Kafel (Warsaw) and Jean-Louis Hebarre (Paris). The work of the Committee was continued at Capo-Caccia (Sardinia) from the 4th to the 8th July 1971 on the occasion of seminars dealing with information and regional autonomy. The replacement of the sections by working parties of limited duration was discussed but was opposed by vice-president Fattorello. The theme "Information and social integration" was to be dealt with at Barcelona from the 8th to the 12th November 1971. It was an opportunity for a meeting between the Executive and the International Committee. They took the necessary dispositions for the VIIIth General Assembly, which was definitely fixed at Buenos-Aires, from the 15th to the 27th September 1972, in order to allow for a contact which would be as complete as possible between researchers from Europe, the U.S.A. and South America.

Consolidation 1964-72

In 1968 IAMCR held its General Assembly in Pamplona (Spain under Franco's regime). There Zassoursky was elected Vice President – the first Russian in the leadership, although his predecessor Dean of the Faculty of Journalism at Moscow State University, Evgeniy Khudyakov, was involved in the preparatory process (as shown in the picture of the founding fathers). Irena Tetełowska of Poland became head of a new Section on bibliography in 1968, and this director of the Press Research Centre in Cracow was the first woman to hold a leading position in IAMCR. As mentioned in Bourquin's report, she was killed in a plane crash on her way to an executive committee meeting in 1969. Another Section was established for research on mass media international understanding after a big international symposium on this topic held in Ljubljana jointly with the Yugoslav IAMCR members on 3–6 September 1968 – to celebrate the 20th anniversary of the Universal Declaration of Human Rights. Ironically, this was just after the so-called Czechoslovak events.

The General Assembly in 1970 took place in Constance (Konstanz, West Germany) – after Moscow had been considered as a venue in connection with the world conference of historians. Here IAMCR adopted an extensive recommendation to the UN and its member states on various aspects of mass communication, notably freedom of information, the cultural integrity of nations and the use of satellites. Those active in drafting the recommendation included Bogdan Osolnik of Yugoslavia and Dallas Smythe of Canada. A separate resolution was adopted in support of journalists on dangerous missions and another in support of the efforts to set up a United Nations University, hoping that "the science of Mass Communication" would be accorded the recognition appropriate to its importance. This conference, incidentally, was the first one attended by James Halloran, and he was immediately elected as Vice President. Also Emil Dusiska of East Germany's main School of Journalism at the Karl-Marx University in Leipzig attended the Constance conference.

At this time – from the late 1960s to the early 1970s – significant developments took place in the context of IAMCR. Firstly, mass communication research grew everywhere along with the expansion of the media themselves, especially television. New university programmes were established and national committees were appointed to highlight the field, leading to new institutions such as the Centre for Mass Communication Research at the University of Leicester (headed by Halloran). Secondly, the scientific and political orientation of communication research was diversified by the entry of critical "anti-positivist" scholars in the field – among them many who were active in IAMCR, notably Smythe from Canada and Schiller from the USA, and younger scholars such as Robin Cheesman, Nicholas Garnham, Armand Mattelart from

Western Europe. Thirdly, Unesco raised mass communication research to a higher place on its agenda since 1968 – not by chance but as a consequence of the significance of developments at the national level.

The Unesco initiative is a story in itself – its explicit policy orientation bringing it close to the critical generation of scholars and its global resonance connecting it to the offensive of the Non-Aligned Movement of the developing world (one of their leading members being Yugoslavia). In these circumstances the General Conference of Unesco adopted in November 1968 a new strategy for promoting communication research and policy and authorized the Director-General, "in cooperation with appropriate international and national organizations, governmental and non-governmental, to undertake a long-term programme of research on technological progress in means of communication and to promote study on the role and effects of mass communication in modern society".

One of the first activities taken up by the Department of Mass Communication, with Pierre Navaux as its director, to materialize the new line of work was to commission from Halloran (as director of the Leicester Centre) a working paper on mass media and society and to convene a meeting of experts on the topic in Montreal in June 1969. Halloran was consulted as to whom to invite and many in his list were active in IAMCR (including Bourquin, Edelstein, Maletzke, Nordenstreng and Smythe).

The Montreal meeting and its background document by Halloran were summarized in Unesco's publication *Mass Media in Society: The Need of Research* (Reports and Papers on Mass Communication No. 59/1970, in English, French and Spanish). This event and the publication stands as a milestone in the history of mass communication research. They were followed by Unesco's international panel of consultants on communication research, which included Halloran, Nordenstreng, Pisarek, Smythe and others from the IAMCR. The panel was first convened in April 1971 to prepare Proposals for an International Programme of Communication Research – another landmark document (known by its code COM/MD/20). (For more detailed history of the panel and its proposals, see Nordenstreng's chapter in *Mass Communication Research: On Problems and Policies. In Honor of James D. Halloran*, edited by C. Hamelink and O. Linne, Norwood, NJ: Ablex, 1994.)

Additional Sections were set up in this General Assembly for terminology and methodology, for professional training, as well as for marketing and advertising. The latter Section was led by the American Leo Bogart who proposed in a letter to the Herceg Novi General Assembly the consideration of a merger with the World Association for Public Opinion Research (WAPOR). The Assembly invited Bogart to seek close co-operation – eventually a merger – between his Section and WAPOR. A similar merger potential was foreseen between the history Section and the International Council of Historical Sciences. It seems that no follow-up on these ideas took place.



Cracow 1965: Irena Tetełowska, head of Bibliography Section in her office during the 10th anniversary of the Press Research Centre.

Growth 1972-88

Accordingly, Buenos Aires 1972 was not only the first conference which IAMCR held in Latin America, it also signaled a new beginning of cooperation with Unesco – at a time which in the history of mass communication research might be named a “social turn”, signifying the stage when a young field becomes conscious of itself and actively involved in social policy. Unesco’s role in Buenos Aires was crucial as it paid the travel costs of the 12 members of its panel on communication research (which held its second meeting there on the eve of the conference). But there were also many others who found the means to travel to Argentina at the time, including Dusiska and Schiller.

According to Bourquin’s last presidential letter, the Buenos Aires conference in September 1972, under the theme “Communication and Development”, was attended by some fifty IAMCR members in addition to “an important South American and Argentinean participation”. Elections resulted in Halloran as President and Dusiska as Secretary General. Nordenstreng and Schiller were elected Vice Presidents, in addition to four others who had held office in the earlier years. A sign of the times was the establishment of a new Section for research on media and developing countries. Alfred Opubor of Nigeria was elected head of this Section, while Annette Suffert of France was appointed to head another new Section on television studies.

From 1973 on we can follow IAMCR developments in Halloran’s presidential letters coming from the Centre for Mass Communication Research at the University of Leicester, where the Secretariat was effectively moved from Bourquin’s office in Lausanne. However, the Association’s bank account remained for a few more years in Lausanne where the membership fees were paid in Swiss Francs. Halloran’s mimeographed letters followed the same familiar tone established by Bourquin, and they became longer and longer, reporting in detail the organization’s events and plans but also who he had met and who had contacted the IAMCR President. This networking established “Jim Halloran” as a man known by hundreds of colleagues around the world and made Leicester a focal point in the field, with Peggy Gray as the President’s right hand in administrative matters.

Secretary General Dusiska at his Leipzig office remained somewhat in the background but cooperated effectively with the President. Dusiska hosted in Leipzig the first meeting of the Executive Committee during Halloran’s time at the end of May 1973. At this time a thorough debate took place about the past, present and future of the Association – see Halloran’s summary.

On specific matters “it was decided to give priority to the question of publications and investigate the possibility of launching a Journal for the Association and/or establishing a co-operative working relationship with new or existing Journals”. The Executive Committee welcomed the offer to organize the next biennial conference in Leipzig, employing the large institutional resources which Secretary General Dusiska had at the Karl-Marx University with the backing of the East German authorities. Leipzig established the tradition of holding successive conferences in the hemispheres of East, West and South. The Leipzig conference, 17-21 September 1974, had a general theme “Mass Communication and Social Consciousness in a Changing World” with four sub-themes approaching mass media from angles that were topical at the time: economics, participation, socialization, and developing nations. Over 60 papers were presented and all papers together with the keynote addresses were printed by the Leipzig host in a multilingual book of two volumes. The conference had a record attendance of 250 delegates from 31 countries. They included again the Unesco panel members who were scheduled to meet prior to the conference, “and this meant that several prominent communication researchers – from places as far afield as Colombia and Singapore, Canada and Lebanon – were able to attend our proceedings because Unesco met their not inconsiderable travelling expenses”, as reported in the presidential letter. The close co-operation with Unesco was handled in practice by John Willings, the acting chief of the Division of Communication Research and Planning, which had been established within the Sector of Communication (under Pierre Navaux).

President Halloran praised this conference in his “Dear Friends and Colleagues” letter of December 1974 as follows: “To me, one of the most encouraging features was to be found in the number of new faces at Leipzig. For an Association like ours it is good to have the continued support and loyalty of old friends, but it is also absolutely essential to attract and keep the interest of new and younger researchers. The future depends on this”. He also noted that the conference “offered many of the participants their first opportunity for discussing research policies, aims, theories, methods, results, and the application of results with fellow researchers whose basic assumptions, aims, purposes policies, strategies, and social and political environments are quite different from their own”. On the whole, Halloran could be satisfied with the first two years of his Presidency: “...the signs augured well for our future progress. Membership was increasing, enquiries were coming in from all over the world, an effective co-operative working relationship had been established with Unesco at several levels, and possibilities for co-operation were

being explored with other international bodies such as the International Communication Association, the Association for Education in Journalism, and the International Sociological Association”. In his earlier presidential letter of February 1974 Halloran had also mentioned good relationships with the World Association for Christian Communication (WACC).



From Presidential letter of September 1973:

The main task of the Association should be to become an active international forum for the very best in mass communication research; international exchange and dialogue being the main function. The Association needs to be more representative than it has been in the past, particularly with regard to the developing countries.

The organization and structure of the Association inhibits the sort of development that the present situation demands. It is too cumbersome, too out of date — it needs streamlining. There should be more stress on national committees and organization should be nationally or regionally focussed. There needs to be wider participation and more activity — too much is left to a few of the officers. Even the permanent bureau does not meet frequently enough. Sections sponsored by the Association should be active, with planned programmes. It might be better not to have permanent sections, but to call sections or task forces into being only when there is a specific project or programme to carry out. The Statutes need redrafting with the above and other factors in mind. The question of documentation and information retrieval is extremely important and we ought to give more attention to this. With regard to the above, but also on many other matters, we ought to explore the possibilities of a closer working relationship with UNESCO, particularly with regard to the policy outlined in the document COM/MD/20. For an International Association of Mass Communication Research we are not very good at communication. We need to disseminate the news of our activities — make it clear what we are doing. We ought to have our own publication/s. We need more members and we need more money. But what do we have to offer members? To attract new members we need to be seen as an active, dynamic organisation. What are we doing at present? What have we to offer? Why should people wish to become members? The problem is that to become really active, to spread the news of our activities to attract new members, we need a sounder financial base than we have at present. But are we likely to get more money unless we are seen to be active? A classic double bind situation

Growth 1972-88

In the area of publications President Halloran reported in December 1974 that: "...for the time being, it had been decided not to proceed with the idea of regularly publishing an official journal of the Association. Fortunately, one or two related journals have agreed to carry information about our plans and activities, and these served us well in the past year. We now learn that Unesco is willing to subsidize the publication of an IAMCR Monograph which, in addition to containing articles and an extended bibliography on a selected theme appropriate to our field of interest, will include two other sections..." This became a book of 130 pages, published on the eve of the next conference in 1976 as *Mass Media and Socialization: International Bibliography and Different Perspectives* (edited by Halloran and printed in Leeds), and it contained two substantive articles on media and socialization (by a British and a Soviet author), with an extensive international bibliography on the topic, compiled by Pisarek. In addition, it had Halloran's profile of IAMCR and Nordenstreng's presentation of an emerging global system of documentation and information centres for mass communication research.

The General Assembly in Leipzig did not change the officers elected in Buenos Aires, but a need to change the Statutes was confirmed, and a committee was appointed to prepare a proposal for the next conference in two years' time. This, it was decided, would take place in Leicester with a title taken from Unesco's International Programme: "Mass Media and Man's View of Society". In the General Assembly debate George Gerbner pointed out "the sexist interpretation of 'Man's View'" and this reminder led to the inclusion of Elisabeth Noelle-Neumann as additional member of the next conference planning committee comprised of Halloran, Dusiska, Nordenstreng and Schiller. This was the first time that gender issues were put on the record in IAMCR proceedings.

The Leicester conference took place from 30 August to 3 September 1976. In the words of its report prepared by a team of four rapporteurs (Alice Buzilova of Czechoslovakia, Michael Gurevitch of USA, Hans Kepplinger of FRG, Robin Miron of UK), it "was attended by more than three hundred people from forty different countries. This made it the best ever attended meeting in the history of the Association... The conference was supported by a grant from Unesco which inter alia made it possible for young scholars and members from the third world to be better represented than had been the case in the past."

The programme was divided into four main themes: the first on the state-of-the-art in communication research addressed by Lothar Bisky (GDR), George Gerbner (USA) and Peter Golding (UK); the second on structures and contexts of media production addressed by Stuart Hall (Jamaica/UK), Michael Tracey (UK) and John Pollock (USA); the third on media influence addressed by Neville Jayaweera (Sri Lanka/WACC), N. Mansurov (USSR) and Elisabeth Noelle-Neumann (FRG);

and the fourth on media and international understanding addressed by Luis Beltran (Colombia/Canada), Phil Harris (UK), Al Hester (USA) and Frank Ugboajah (Nigeria). Discussants included names such as Jay Blumler, Theodore Glasser, Jan Ekercrantz, Cees Hamelink, Elihu Katz, Ramona Rush and Percy Tannenbaum.

In addition to the plenary sessions, workshops were convened around specific topics and projects, including Cultural Indicators, Women and Mass Media, Media/cultural imperialism, Ethical Problems in Mass Communication, and Communication and Community (an eight-nation project contracted by Unesco to IAMCR). These as well as Section meetings facilitated the presentation of tens of individual papers. Most of the proceedings raised highly topical issues, making the Leicester conference a timely platform for intellectual exchanges. Indeed, this conference offered a panorama of mass communication research which no historian of the field should miss. The Leicester conference was also remarkable because of the adoption of resolutions on the need for international communication policies in the service of democratic development and for the support for the universal right to communicate.

Leicester 1976 was a landmark in the organizational history of IAMCR, since the Statutes were revised, following recommendations by the committee appointed in Leipzig, and elections were held according to the new structure whereby there was an Executive Board composed of the officers as before, but this was supervised by a large International Council which included both ordinary members and the heads of Sections. The composition of the Executive Board remained more or less the same as that elected in Buenos Aires, while the International Council became a combination of representatives who were deliberately worldwide in their coverage. In his post-Leicester presidential letter of December 1976 Halloran gave a breakdown of the newly elected governing bodies.

The slate for elections was adopted by the General Assembly as he proposed it; his proposal was prepared behind the scenes during the conference days by Nordenstreng, who tried to achieve a balanced representation not only in terms of geopolitics but also of scholarly generations as well as gender. Accordingly, he brought to the list seven women, including Nelly de Camargo of Brazil, Anita Werner of Norway and Gertrude Robinson of Canada. Robinson's entry pushed out Dallas Smythe, who had been a Bureau member since Constance 1970.

After Leicester, IAMCR published another book with the support of Unesco, this time based on the four main themes of the conference under the overall title *Mass Media and Man's View of Society: A Conference Report and International Bibliography* (Leicester 1978, 102 pages). The theme reviews were written by Halloran and his assistants in Leicester, and the bibliographies were compiled by Pisarek in Cracow and documentalists in other regional centres of communication research.

From report of the Leicester conference in 1976:

It was suggested, quite rightly, a year or two ago that the Association needed to become more international, particularly with regard to membership from the developing countries, and we are now pleased to report considerable progress in this connection as well. Currently there are members in 15 developing countries, and ten of these are represented on the newly-elected International Board. Before the Leicester meeting only six such countries were represented on the somewhat differently structured governing bodies of the Association, and four of these representatives — elected many years ago — had been completely inactive for some time. The 43 newly-elected officers and members of the International Council came from 32 different countries. Countries supplying more than one officer or member include: USA and FRG (3 each); and France, Italy, Poland, DDR and Yugoslavia (2 each). The situation before the Leicester meeting was that 24 different countries were represented on the governing bodies of the Association by 45 different members. Obviously, the newly elected Board is much more internationally representative and democratic in structure.

Apart from the aforementioned increase in third world representation, the increasing interest and activity in Scandinavia is reflected in the Board membership. The socialist countries, including Yugoslavia, now have ten representatives — whereas under the old system they had eleven. The position with regard to USA, Canada, most Western European countries (other than France), and the UK (UK probably under-represented in terms of membership and research activity) shows only marginal changes. Prior to the Leicester meeting, France had seven members on the various governing bodies, but this was more a reflection of our foundation and early history than of current interest and activity.



Leicester conference 1976: General Assembly, from the left: Yassen Zassoursky, Walerij Pisarek, Alice Buzilova and Emil Dusiska.

Growth 1972-88

The next conference was held in Warsaw, 4-8 September 1978, with the general theme "Mass Media and Culture". Its attendance once more surpassed the preceding conferences: nearly 500 participants from 38 countries. At that time the overall membership of IAMCR was already in the region of 1,000 from over fifty countries. While the membership kept growing, special interest groups became more organized. One of these was a Marxist or "Materialist theory" approach in communication research, which was first convened as an informal group at the Leicester conference and was approved in the Warsaw General Assembly, after heated debate, as a Section called "Political Economy".



Warsaw 1978: General Assembly.

The Section on Professional Education convened in Warsaw a special session jointly with the American Association for Education in Journalism (AEJ) and the International Organization of Journalists (IOJ) based in Prague, with Nordenstreng as its President since after the Leicester conference.

As before, this conference also led to a Unesco-supported book *Mass Media and National Cultures: A Conference Report and International Bibliography* (Leicester 1980, 104 pages). It covered the four thematic aspects of the conference: ideologies, theories and methodologies of mass media and culture; structure, content and impact of national cultures; political, economic and technological factors of cross-cultural and international communication; content, values and effects of cross-cultural and international communication. The four reviews were written by two Polish and two British scholars, followed by a comprehensive bibliography compiled with the assistance of the Unesco-related International Network of Information and Communication Centres on Communication Research (COMNET).

IAMCR returned to Latin America in August 1980, eight years after Buenos Aires, when the capital of Venezuela, Caracas, hosted the conference entitled "New Structures of International Communication". This was another successful conference, although not very many participants from other continents could afford the trip. Among those who were prominently present in Caracas were, in addition to most of the officers elected four years earlier in Leicester, Nelly de Camargo of Brazil and Cees Hamelink of The Netherlands – both elected new Vice Presidents in Caracas. A highlight of the conference was an unscheduled debate between Ithiel de Sola Pool and Herbert Schiller on the topic of media technology and ideology. An offshoot of the Caracas conference was a critical examination of the MacBride Commission's draft report, which had just been issued and instantly read by several IAMCR activists, leading to a collection of essays edited by Hamelink (*Communication in the Eighties: A Reader on the "MacBride Report"*, Rome 1980; reprinted in *Mass Communication Yearbook*, Beverly Hills 1982).

By this time the Unesco panel of consultants on communication research had ended its term and could no longer meet parallel to IAMCR, thus rendering an indirect subsidy to it. Unesco's support to thematic publications was also discontinued, parallel to its declining support to COMNET. This was due to changing priorities in Unesco's communication programme which, in the late 1970s, was increasingly concerned with the International Commission for the Study on Communication Problems chaired by Sean MacBride, the so-called MacBride Commission. Several IAMCR members, including President Halloran and Vice President Zassoursky, were contributing to the Commission's work through its secretariat and its series of background papers, but this work bypassed IAMCR as an institution.

Nevertheless, Unesco did contract with IAMCR to carry out a major study on foreign news, the so-called "foreign images" study, coordinated by Nordenstreng, Robert Stevenson, Frank Ugoajah and Annabelle Sreberry-Mohammadi on behalf of Halloran and later published as *Foreign News in the Media: International Reporting in 32 Countries* (Reports and Papers in *Mass Communication*, No.93/1985). Also, the Section on Professional Education (headed by Zassoursky and later by Nordenstreng) mobilized, together with the AEJ, IOJ, WACC and the regional sister associations in Africa (ACCE), Asia (AMIC) and Latin America (FELAFACS), a project for the promotion of textbooks in journalism education in the developing world. This project received a major grant from Unesco's new International Programme for the Development of Communication (IPDC) – thanks to the efficient lobbying of Alfred Opubor, who represented Nigeria on the IPDC Board. Later in the 1990s the project continued with support from the Finnish Development Co-operation Agency (FINNIDA).



Caracas 1980: Plenary session of conference/General Assembly.

Caracas was followed by conferences in Paris 1982, Prague 1984, Delhi 1986 and Barcelona 1988. In Barcelona the Statutes were changed allowing the President to serve one term only: the first two years as President-Elect, then four years as President, and finally two more years as Past President. Halloran had been re-elected three times since Buenos Aires 1972, making him the longest serving President of the Association, with 16 years until Barcelona 1988 and two more years parallel to the new President-Elect Cees Hamelink. The Iranian-American Mowlana became Vice President, together with K.E. Eapen of India. The revised Statutes no longer allowed a long list of Vice Presidents (12 in the previous election in Prague); the maximum of five was followed in Barcelona by limited only to two. Halloran's term ended formally in Bled in 1990, and he became Honorary President with his predecessors Bourquin, Nixon and Terrou before him – Bourquin actively continuing this role throughout Halloran's Presidency.



Paris 1982: Conference lunch table: Oscar Gandy, James Miller, Vincent Mosco, Janet Wasco, Graham Murdock, Tim Haight, Norene Janus, Karen Paulsell.

Growth 1972-88

The conferences and other activities of IAMCR in the 1980s continued to be broadly based and successful, the highlight being Barcelona, 24-28 July 1988, which was attended by over 600 participants from 46 countries. The eight Sections and 32 ad hoc Working Groups organized over 70 meetings in all, with more than 250 papers presented. Adding to this record attendance, President Halloran could proudly present the latest membership figures: 1850 members in 60 countries.

Yet the rapid growth and dynamism, partly stimulated by Unesco's financial assistance, which had characterized the previous decade, had lost its momentum. IAMCR continued with its established forms of formal activity, without introducing a Newsletter, not to speak of its own journal. After Gerbner had become editor of *Journal of Communication*, published by the Annenberg School of Communication in Philadelphia, he offered it to become an IAMCR journal, but the proposal was rejected by the International Council, mainly on financial grounds but also because of hesitancy about being tied to only one journal – and that an American one. Meanwhile, other associations in different regions were mobilized researchers closer to their home, including ACCE in Africa, AMIC in Asia and ALAIC in Latin America.

By 1987 there was already a fairly commonly held sentiment within the leading IAMCR bodies that the Association was approaching a state of stagnation and that it was time for a change of generation – also in the Presidency. This message was first presented to Halloran in a letter by the President of the Finnish Association of Mass Communication Research during a meeting of the Executive Board in Tampere in August 1987, suggesting two names for candidacy as a new President: Hamelink and Mowlana.

This Board meeting was carried out in a pleasant atmosphere including a reception by Finland's biggest magazine publisher. Halloran had known Tampere well since the mid-1970s, when he delivered visiting lectures and became an honorary doctor of social sciences, next to Johan Galtung and Finland's then President Urho Kekkonen.

The elections in Barcelona 1988 were historic in the sense that there was an open election for the International Council, with each position having a male as well as a female candidate – a process proposed by Gerbner. As Robinson reported in the next IAMCR conference in Barcelona in 2002, it was after 1988 that "female members began to penetrate what until then had been the top management "glass ceiling" in our organization, thanks in part to a more egalitarian attitude on the part of our male colleagues and pressure from the newly formed Women's Network".

But gender was not only an issue of women becoming more prominent in IAMCR management; it also attracted scholars doing research on media and gender, leading to a Section headed by Madeleine Kleberg of Sweden. Another research area for which a new Section was set up was media education, headed by Birgitte Tufte of Denmark.

It is known that the "Collapse of Communism" in Eastern Europe occurred between 1989 and 1991. IAMCR was a close witness to that process, first in August 1989 in Budapest, where Tamás Szecskő hosted a meeting of the International Council during the days when the first East Germans escaped to the West via their embassy in Budapest – a prelude to the fall of the Berlin Wall in November 1989. And the next conference and General Assembly took place in Bled – in Slovenia which in those very days of August 1990 was in a state of violent conflict leading to its secession from Yugoslavia. Yet the resort town at Lake Bled hosted a peaceful and professionally efficient conference with the theme "Developments in Communication and Democracy", paving the way towards the new millennium. It is known that the "Collapse of Communism" in Eastern Europe occurred between 1989 and 1991. IAMCR was a close witness to that process, first in August 1989 in Budapest, where Tamás Szecskő hosted a meeting of the International Council during the days when the first East Germans escaped to the West via their embassy in Budapest – a prelude to the fall of the Berlin Wall in November 1989. And the next conference and General Assembly took place in Bled – in Slovenia which in those very days of August 1990 was in a state of violent conflict leading to its secession from Yugoslavia. Yet the resort town at Lake Bled hosted a peaceful and professionally efficient conference with the theme "Developments in Communication and Democracy", paving the way towards the new millennium.



Tampere 1987 : Executive Board hosted by Kari Norderström at UKK Institute in connection with a seminar on Unesco's IPDC programme. In the front from the left: Norderström, Gertrude Robinson, Nelly de Camargo, James Halloran, Peggy Gray, Walery Pisarek, Yassen Zassoursky and Cees Hamelink.



Prague 1984 : Conference reception: from the left: Head of Political Economy Section Robin Cheesman, Vice Presidents Norderström and Hamelink, and President Halloran's executive assistant Peggy Gray.



Budapest 1989 : International Council hosted by Tamás Szecskő, first on the left, behind him Harri Mowlana, next in front Seija Hamelink and Jacques Bourquin. On the right Nelly de Camargo and Annie Mear.

Challenges after 1990

The rest of this short history does not deal with each major conference and each new President separately – their names appear in the lists and they are all in living memory. Instead, we note what we consider to be major challenges.

The list of conferences after 1990 is quite long, since it was agreed to hold “off-year” conferences at sites offering to host IAMCR between the regular biennial events. Starting with Istanbul in 1991, these conferences were intended to be smaller and to combine a meeting of the International Council with selected plenary sessions and a number of section meetings. On the other hand, the rising costs of international travel and improved Internet facilities for maintaining virtual contacts depressed to some extent the spontaneous interest in using IAMCR conferences for networking.

These developments created a challenge which led to proposals: to orient the Association towards virtual networking based on special interests typically mobilized by the Sections; to focus on regional meetings in the off-years; and to convene the main conferences less frequently than every second year – perhaps every fourth or fifth year as many other scientific world congresses have done. However, no consensus emerged, and the Association continued more or less as it had in earlier years. For rank and file members the core of activities were organized by the Sections, which grew in number despite attempts by a Section Review Committee to establish a logic that would avoid proliferation. Working groups were introduced as a sub-category of sections, gradually leading to a total of nearly 30 sections and working groups.

There continues to be a fundamental challenge, one that has followed IAMCR throughout its history, created by the tension between special disciplinary approaches to the field of media and communication and a more general interest in interdisciplinary methods of research. This poses a dilemma that cannot easily be resolved through organizational arrangements. This was recognized by Halloran and his predecessors and, in consequence, they were quite open to different initiatives and concerned with achieving a truly international representation. As Terrou used to say, no scientific progress was possible without extensive international collaboration.



Guaruji 1992: Elections, where Hamid Mowlana became President-Elect and Robin Cheesman Head of Political Economy Section, Virginia Nightingale and Thomas Tufta are voting, with Jean Devèze and Coes Hamelink overseeing.



Oaxaca 1997: Honorary President Halloran with President Mowlana and former Vice President François-Xavier Hubs.



Guaruji (near Sao Paulo) 1992: General Assembly Presidium before elections: President Hamelink, Vice Presidents Eapen and Mowlana, Treasurer Hubs, Deputy Secretary General Mear.



Oaxaca (Mexico) 1997: Celebration of the 40th anniversary of IAMCR, with a panel from the left: Honorary President Halloran, President Mowlana, President-Elect Pares i Maicas, Treasurer Robinson and head of Professional Education Section Nordström.

Challenges after 1990

Maintaining a worldwide Association – first in terms of its East-West balance and later its North-South balance – has been a challenge throughout the IAMCR history. There have also been periods of friction between different regional interests within the Western world – latin speaking vs. anglophone regions, Europe vs. North America – but these conflicts never overtook a common interest in a global platform. In fact, it can be argued that geopolitics has never become a negative factor but rather one which helped IAMCR not only to be internationally representative but, above all, to be intellectually stimulating. If there have been obstacles throughout our history – as in all human organizations – they are to be found in personalities and their “chemistry” rather than in scholarly traditions as such.

The changing nature of mass communication itself in the era on new media and digitalization has also presented many challenges. A manifestation of this was the decision to introduce a change of name: M for “mass” was changed to “media” in the middle of the 1990s.

In general, the Association has continuously faced new challenges both institutionally and substantively. The institutional challenge was met by expanded relationships with the UN system beyond Unesco, to include ECOSOC and WIPO, as well as NGOs, including the IFJ which after the Cold War embraced most of the former IOJ. Perhaps the most significant challenge was presented by the particularly topical debates in the field of human rights in platforms such as the Organization of Security of Co-operation in Europe (OSCE, Helsinki 1992), the World Conference of Human Rights (Vienna 1993) and the World Summit on the Information Society (WSIS, Geneva 2003 and Tunis 2005). A focus on communication rights meant a return to IAMCR's roots when members had participated in the drafting of Article 19 of the Universal Declaration of Human Rights. IAMCR members offered a critical-analytical approach seeking to achieve a balance among those with vested interests attempting to employ human rights and fundamental freedoms as instruments to justify the globalization of commercial interests and those with an interest in championing fundamental freedoms as a principle guiding the media in the post-Cold War world period.

These challenges were created in part by Unesco's orientation away from the so-called New World Information and Communication Order (NWICO), also abandoning the MacBride Commission's approach, and towards a neo-liberal solution to communication problems. Personality changes in Unesco's communication sector led to less emphasis on the scientific tradition represented by IAMCR's activities.



Seoul 1994 : General Assembly : Presidents Mowlana, Hamelink and Treasurer Robinson.

Instead, Unesco helped to create a new body around the so-called Unesco Chairs in Communication, called ORBICOM, which for many years received major subsidies from Unesco, while IAMCR received little or sometimes no assistance. Formally this new body was not directed against IAMCR, but in practice it contributed to a confusing and divisive state in the organization of the field of communication research internationally.

The global landscape of communication associations was further confused by the strengthening of regional research associations, although most of them have friendly and even formalized relationships with IAMCR. A particular challenge was posed by ICA which in the 1990s began a process aimed at internationalizing its membership beyond its mainly North American base. The landscape of media and communication scientists is populated by a diverse set of active regional and international associations. For IAMCR this poses the challenge to realize its unique historical mission in the interests of media and communication research worldwide in the context of a new global pluralism.

The history of IAMCR would seem to provide abundant material to meet this challenge!

Several sources have been used for this history, including UNESCO, IFP (Institut Français de Presse), IAMCR archives (in the possession of Cees Hamelink) and Jacques Bourquin's personal documents given in the 1980s to Jean-Louis Santoro for his doctoral dissertation [La liberté de l'information: logiques institutionnelles et logiques professionnelles au plan international (1947-1972), Bordeaux 1991].

IAMCR officers elected in General Assemblies



1959 Milan
President: Raymond Nixon
Secretary General: Fernand Terrou
Deputy Secretary General: Jacques Kayser
Vice Presidents: Jacques Bourquin (Treasurer), Mieczysław Kafel
Bureau members: Claude Bellanger, Francesco Fattorello, Martin Löffler, Marcel Stinjs

1964 Vienna
President: Jacques Bourquin
Secretary General: Vladimir Klimes
Deputy Secretary General: E.B. Simpson
Vice President and Treasurer: Mieczysław Kafel
Vice Presidents: Francesco Fattorello, Haruo Kondo
Bureau members: Claude Bellanger, Marcel Stinjs

1968 Pamplona
President: Jacques Bourquin
Secretary General: Vladimir Klimes
Deputy Secretary General: Otto Roegele
Vice President and Treasurer: Francesco Fattorello
Vice Presidents: Mieczysław Kafel, Haruo Kondo, Yassen Zassoursky
Bureau members: Claude Bellanger, Juan Beneyto, Jovan Marinovic

1972 Buenos Aires
President: James Halloran
Secretary General: Emil Dusiska
Deputy Secretary General: Otto Roegele
Treasurer: Juan Beneyto
Vice Presidents: Francesco Fattorello, Vladimir Klimes, Kaarle Nordenstreng, Bogdan Osolnik, Herbert Schiller, Yassen Zassoursky
Bureau members: Claude Bellanger, Alex Edelstein, Francisco Manrique, Jovan Marinovic, Waleriy Pisarek, Dallas Smythe



1957 Paris
President: Fernand Terrou
Deputy President: Jacques Kayser
Vice Presidents: Jacques Bourquin, Mieczysław Kafel, Raymond Nixon
Bureau members: Claude Bellanger, Marcel Stinjs




1961 Vevey
President: Raymond B. Nixon
Secretary General: Maarten Rooy
Deputy Secretary General: E.B. Simpson
Vice Presidents: Jacques Bourquin (Treasurer), Mieczysław Kafel, Jacques Kayser
Bureau members: Claude Bellanger, Francesco Fattorello, Martin Löffler, Marcel Stinjs



1966 Herceg Novi
President: Jacques Bourquin
Secretary General: Vladimir Klimes
Deputy Secretary General: E.B. Simpson
Treasurer: Mieczysław Kafel
Vice Presidents: Francisco Fattorello, Haruo Kondo
Bureau members: Claude Bellanger, Jovan Marinovic



1970 Constance
President: Jacques Bourquin
Secretary General: Vladimir Klimes
Deputy Secretary General: Otto Roegele
Treasurer: Juan Beneyto
Vice Presidents: Francesco Fattorello, James Halloran, Mieczysław Kafel, Bogdan Osolnik, Yassen Zassoursky
Bureau members: Claude Bellanger, Alex Edelstein, Jovan Marinovic, Francisco Manrique, Dallas Smythe



1980 Caracas
President: James Halloran
Secretary General: Emil Dusicka
Deputy Secretary General: Gertrude Robinson
Treasurer: Juan Boneyto
Vice Presidents: Luis Beltran, Nelly de Camargo, Coes Hamelink, Tormo Martelanc, Kaarle Nordenstreng, Alfred Opubor, Walery Pisarek, Herbert Schiller, Yassen Zassoursky



1988 Barcelona
President: James Halloran
President-Elect: Coes Hamelink
Secretary General: Tamas Szecskó
Deputy Secretary General: Annie Määr
Treasurer: Olaf Hultén
Vice Presidents: K.E. Espen, Hamid Mowlana



1996 Sydney
President (1994-98): Hamid Mowlana
President-Elect: Manuel Pares i Maicas
Secretary General: Noren Chitty
Deputy Secretary General: Ole Prehn
Treasurer: Gertrude Robinson
Vice Presidents: Elisabeth Fox, Carmen Gomes Mort, Olga Linné, Michael Palmer, John Sinclair



2002 Barcelona
President (2002-04): Frank Morgan
Secretary General: Ole Prehn
Deputy Secretary General: Divina Frau Meigs
Treasurer: Annie Määr
Vice Presidents: Marjan de Bruin, Eddie Kuo, Katharine Sarkkaks, Jan Servaes, Ruth Teer-Tomaselli



1976 Leicester
President: James Halloran
Secretary General: Emil Dusicka
Deputy Secretary General: Otto Röegels
Treasurer: Juan Boneyto
Vice Presidents: Luis Beltran, Francesco Fattorello, Kaarle Nordenstreng, Alfred Opubor, Bogdan Osotnik, Walery Pisarek, Herbert Schiller, Yassen Zassoursky



1984 Prague
President: James Halloran
Secretary General: Tamas Szecskó
Deputy Secretary General: Gertrude Robinson
Treasurer: Olaf Hultén
Vice Presidents: B. Bhatia, Nelly de Camargo, Richard Cole, George Gerbner, Coes Hamelink, Tormo Martelanc, Kaarle Nordenstreng, Walery Pisarek, Rafael Roncagliolo, Herbert Schiller, Frank Ugboajsh, Yassen Zassoursky



1992 Guantá
President (1990-94): Coes Hamelink
President-Elect: Hamid Mowlana
Secretary General: Robin Cheesman
Deputy Secretary General: Silvio Spichal
Treasurer: Gertrude Robinson
Vice Presidents: Kwame Boafo, François Hulin, Olga Linné, José Marques de Melo, Annie Määr



2000 Singapore
President (1998-2002): Manuel Pares i Maicas
President-Elect: Frank Morgan
Secretary General: Ole Prehn
Deputy Secretary General: Divina Frau Meigs
Treasurer: Annie Määr
Vice Presidents: Marjan de Bruin, Eddie Kuo, Tawana Nape, Katharine Sarkkaks, Jan Servaes



2004 Porto Alegre
President: Robin Mansell
Secretary General: Ole Prehn
Treasurer: César Bolaño
Vice Presidents: Divina Frau Meigs, Annabelle Sieberry

IAMCR conferences

1957

Paris
France



President
Fernand
Terrou
France

1959

Milan
Italy



President
Raymond B.
Nixon
USA

1961

Vevey
Switzerland



President
Jacques
Bourquin
Switzerland

1964

Vienna
Austria

Herceg
Novi
Yugoslavia

1968

Pamplona
Spain

1970

Constance
West
Germany

1972

Buenos Aires
Argentina



President
James D. Halloran
UK

1974

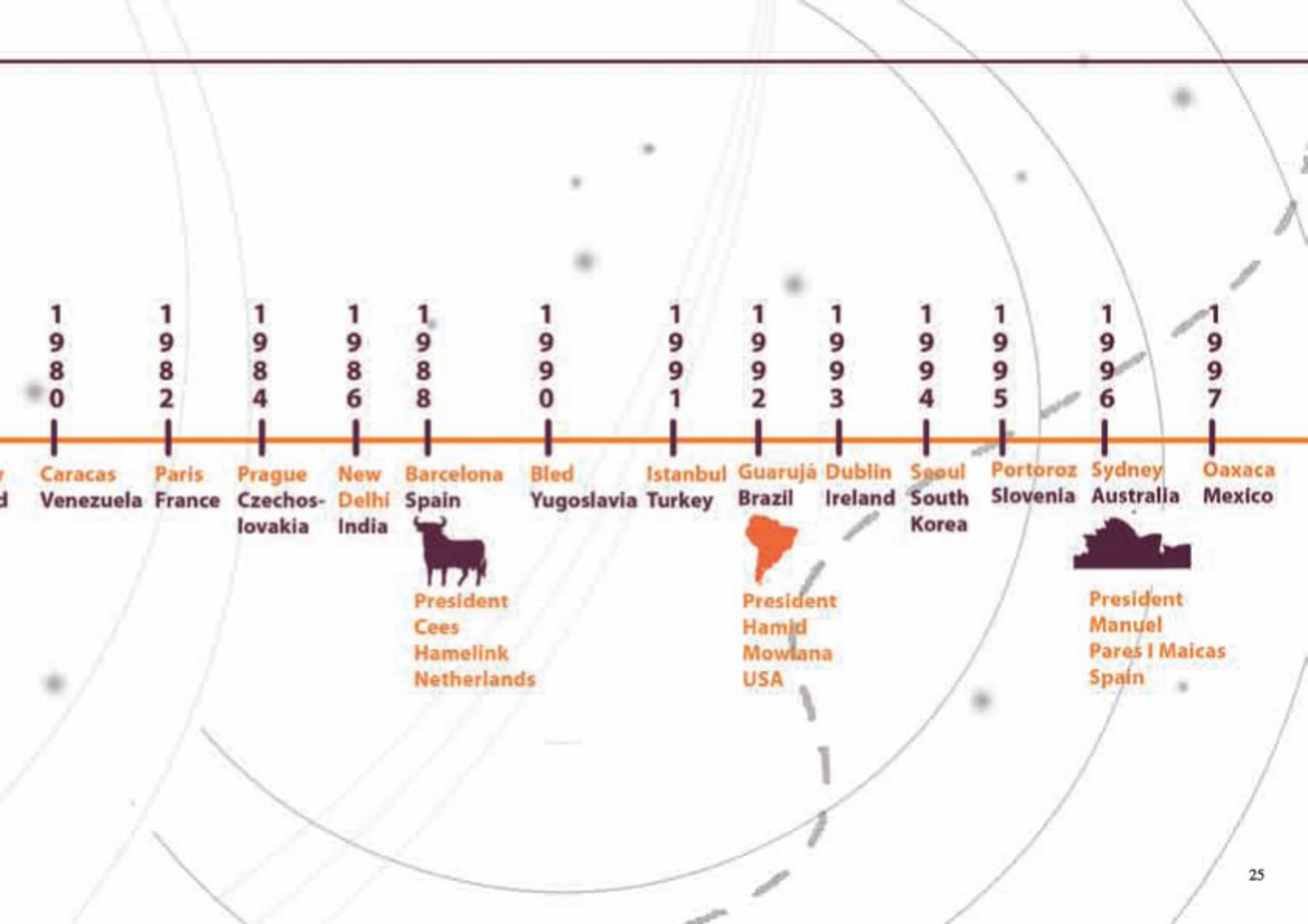
Leipzig
East
Germany

1976

Leicester
England

1978

Vars
Poll



IAMCR conferences

