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COMMUNICATION



PERSPECTIVES

VOL. I, NO. 1

OCTOBER 1978

COMMUNICATION PERSPECTIVES is devoted to sharing information and news about critical mass media and communications research. Our goal is to help establish a network among those sharing a left, radical, progressive, Marxist or critical approach to the study of mass media and communications. By linking those sharing a critical approach, COMMUNICATION PERSPECTIVES provides the opportunity for increased awareness of others' work, a forum for sharing and developing ideas, as well as a stimulant for collective efforts, whether they be research, publications, working conferences, seminars or other such activity.

Judging from the responses to our inquiry letter, it seems clear that there is a real need for COMMUNICATIONS PERSPECTIVES. The many warm words of encouragement, information and names volunteered are greatly appreciated. Yet, to be successful and effective, we must rely on you for a continuous supply of information and news. COMMUNICATION PERSPECTIVES is a collective effort because we must rely on everyone's participation. The amount and quality of the material received will inevitably determine how useful this newsletter will be. So, please continue to send information about new publications, ongoing and completed research, past and future events, or anything else that may be of interest to others. Although at this point it won't be possible to publish full-length articles, there are a number of new and current journals listed in this issue that may provide publication possibilities for these longer contributions. COMMUNICATION PERSPECTIVES would be able to print short descriptions of such articles, however.

We also would like to encourage book reviews and have included a brief list of books-we-would-like-to-see-reviewed in this issue. Of course, these are only suggested titles; reviews of any relevant publication will certainly be considered/accepted.

In order to facilitate the sharing of information among communication researchers, we ask each of our readers to complete the questionnaire found in this issue and return it to us. We plan to publish a directory of the names, addresses and research interests of our readers in the next issue.

Also, at present our funding from the Institute of Communications Research is limited to the first issue. Funding of future issues must come from other sources. Therefore we urgently ask our readers either to contribute \$1 or more towards the cost of future issues or send us as many postage stamps as possible. Please make checks out to COMMUNICATION PERSPECTIVES.

The deadline for the next issue is January 15, 1979

The next issue will appear in early February 1979

COMMUNICATION PERSPECTIVES
1000 10th Street
Berkeley, CA 94710
Phone: 415/841-1111

COMMUNICATION PERSPECTIVES

Co-editors:

Fred Fejes Eileen Meehan
Thomas Guback Jennifer Slack
Janet Wasko (Temple University)

Please address all correspondence to:

COMMUNICATION PERSPECTIVES

Institute of Communications Research
222B Armory
University of Illinois
Champaign, Ill. 61820
U.S.A.

CONFERENCE REPORTS

IAMCR Warsaw Conference

The eleventh congress of the International Association for Mass Communication Research (IAMCR) met in Warsaw, Poland, September 4-9. The conference theme was mass media and national culture. This topic was treated in four plenary sessions under four different headings: ideologies, theories, methodologies; structure, content, values, impact; cross-cultural and international communication flow--political, economic, technological factors; and cross-cultural communication--content, values, effect. The papers presented to the conference dealt with these concerns in terms of multiple cultures within nations as well as the interaction among nations. The papers generated serious discussion between the authors and the official discussants so that each paper was critically evaluated with its insights and, occasionally, weaknesses highlighted. Interventions from the floor aided in this process, especially through the sharing of research results relevant to the particular session. The discussions illuminated the tensions and relationships between East-West and North-South perspectives.

Much of the conference's productive work was carried out in section meetings, working groups, and ad hoc seminars. Of particular interest were the meetings of the groups on communications and peace research,

international communication, and materialist theory/political economy. The peace research group, chaired by Tapio Varis, reviewed the group's work on journalism and war propaganda, the influence of transnational corporations, and the New International Information Order. The interest in these topics was reflected in the meetings of the international group in which a number of papers were presented and discussed. Indeed, a motion was offered before the General Assembly of IAMCR members for the revival of an official section to deal with international questions. Breda Pavlic was asked to assume responsibility for coordinating the development of the international section. She probably will be organizing a working conference to further the growth of the section and to prepare papers for the next general conference of IAMCR in 1980. Due to the special relevance of the theme chosen for the Caracas conference--A New International Information Order: The Role of Research--one can expect that this section will be quite active. Association President James Halloran asked Hamid Mowlana, a member of the IAMCR International Council, to assist Pavlic in the revival of this section.

One of the most active and best attended of the groups was the one on materialist theory/political economy. For the past two years, the members of the materialist theory group have been meeting, exchanging papers, and circulating a newsletter. This group merged with the political economy group to discuss papers of interest to both which had been circulated prior to the Warsaw conference. Although prepared for an intense working session, the members had not foreseen the tremendous response by IAMCR members previously unfamiliar with the group. Nicholas Garnham presented an abbreviated version of his paper, "Towards A Political Economy of Mass-Communication," and related it to some basic concepts in mass communication. This sparked a lively discussion which focused mainly on the definition of the audience as a commodity.

The group's co-chairmen Tamas Szecsko and Robin Cheesman brought up the question of petitioning for section status. This was

discussed at length. The group voted to seek the formal recognition. A committee to draft the petition was elected and Herbert Schiller was selected to present the proposal to the General Assembly. In the hope that the petition would be granted, the group elected three co-ordinators: Robin Cheesman, Tamas Szecsko, and Raquel Salinas. In the Assembly, the proposal was thoroughly discussed and the new section created. President Halloran suggested that Schiller be included on the co-ordinating committee due to his status as a Council member. This was amenable to all members of the new political economy section.

Efforts within the new section are being made to continue and enlarge the newsletter's circulation. All inquiries and information should be sent to Graham Murdock (address below). Tentative plans are being made on both sides of the Atlantic for working conferences on the theme of the next IAMCR congress. Cheesman is co-ordinating planning in Europe and Jennifer Slack is organizing a working conference in the United States.

In sum, the IAMCR congress provided researchers with an international forum in which to address some of the major questions in our field. Debate was lively and productive. Our Polish hosts were quite thoughtful in providing the conference with an excellent setting which facilitated formal and informal contact. Considering the enthusiasm of the eleventh congress' participants and the upcoming working conferences, the 1980 congress in Caracas, Venezuela, holds great promise.

Eileen Meehan

Addresses:

International Section:

Breda Pavlic, University of Ljubljana,
Faculty of Sociology, Political Science
& Journalism, Titova Cesta 102, 61000
Ljubljana, Yugoslavia.

Political Economy Section:

Robin Cheesman, Media Studies, Roskilde
Universitetcenter, Postbox 260, 4000
Roskilde, Denmark.

Graham Murdock, Centre for Mass Communication Research, University of Leicester, 104 Regent Rd., Leicester LE 1 7LT, England.

Jennifer Slack, Institute of Communications Research, University of Illinois, Champaign, Illinois 61820, USA.

Communication and Peace Research:

Tapio Varis, Tammirinteentie, 01760
Vantaa 76, Finland.

IAMCR--for membership:

Mrs. Peggy Gray, IAMCR, Centre for Mass Communication Research, University of Leicester, 104 Regent Road, Leicester LE1 7LT, England.

Third Annual West Coast Communications Conference

On the weekend of April 8/9th of 1978, several hundred people gathered at Stanford University in Palo Alto, California, for the THIRD ANNUAL WEST COAST COMMUNICATIONS CONFERENCE. In two days of panels and workshops, progressive approaches to mass culture, community media, communications reform and media theory were discussed. Participants included not only media researchers, but many active media practitioners representing various independent/alternative/community media projects and media reform movements.

Featured speaker for the event was Stuart Ewen, who spoke about "Americanization and Consumption: A Cultural Analysis." Also included in the program was the film premiere of California Newsreel's latest film: "Controlling Interest: The World of the Multinational Corporation."

This was the third such gathering on the west coast. Let's hope there will be a fourth in the near future!

FORTHCOMING EVENTS

Sunderland Polytechnic is organizing a national conference on communications studies around Easter, 1979. On the agenda will be such issues as critical social theory, empirical methodology, relationship of textual to social and economic media research, radical approaches to professional training,

theories of sociolinguistics - all of which should be of interest to students of communications. For more information, contact: John R. Corner, Department of Languages and Cultures, Sunderland Polytechnic, Chester Road, Sunderland SR1 3SD, England.

We at the University of Illinois are planning to hold a working conference of the Political Economy Section of the International Association for Mass Communication Research (IAMCR) on April 6, 7 and 8, 1979 (Friday - Sunday). Two themes have been suggested for the conference: the political economy of information and the state of critical communication research in North America. Under the discussion of the political economy of information we envision a breakdown into three sessions: theoretical approaches, structural/institutional aspects, and cultural aspects/effects. One or both of these themes can constitute the focus of the conference, depending on the interest of those planning to attend and present papers. Anyone interested in presenting a paper is requested to submit quickly a general statement about the paper you would like to submit. Furthermore, anyone interested in attending should let us know as well. This way we can organize a good meeting around what people would like to discuss. (You need not be a member of IAMCR to attend or participate. For an explanation of the work of the Political Economy Section, see the above report of the IAMCR Warsaw conference.) Please address any information, inquiries, etc. to Jennifer Slack, Institute of Communications Research, 222B Armory Building, University of Illinois, Champaign, Illinois 61820, U.S.A.

As we learn more about the European meeting of the IAMCR Political Economy Section and the meeting of the IAMCR International Section, we will pass that information on to you.

REPORT ON NEW UNESCO MASS MEDIA DRAFT

UNESCO has made public its "Draft Declaration on Fundamental Principles Governing the Contribution of the Mass Media to Strengthening Peace and International Understanding and to Combating War Propaganda, Racism and Apartheid." It will be considered at UNESCO's 20th General Conference, scheduled for Paris later this year.

The document is derived from three previous versions, one of which was considered at UNESCO's 19th General Conference in Nairobi in 1976, where it was tabled. One article that drew considerable objection declared "States are responsible for the activities in the international sphere of all mass media under their jurisdiction." Opponents argued also that the document was incompatible with guarantees of press freedom written into national constitutions.

The new document is a thorough reformulation of principles for international use of mass media and contains no references to the responsibility of the State vis-à-vis media activities. In earlier versions, the State assumed an active role with media acting as intermediaries in achieving certain objectives. The revised draft puts the mass media in a primary position, and refers directly to their moral, social, and professional responsibilities. The tone of this version seems to reflect the mandate given by the Nairobi meeting that the document should "meet with the largest possible measure of agreement."

International understanding and peace necessitate, according to Article I, "a free, reciprocal and balanced flow of accurate, complete and objective information...." Elsewhere, the document calls for the "establishment of a new equilibrium and greater reciprocity in the flow of information," and says that to bring this about "it is necessary to correct the quantitative and qualitative inequality in the flow of information to and from developing countries, and between those countries."

Article X declares "it is the responsibility of the international community to endeavour to create [how?] a freer and more balanced flow of information" and "promote a professional status for journalists and other agents [who?] of the mass media...."

Representatives of the American Newspaper Publishers Association, the International Federation of Newspaper Publishers, the World Press Freedom Committee, and the International Press Institute met in London in September and concluded that the revised UNESCO draft is improved but still not satisfactory. The ANPA believes the new version still implies that governments should

assure that journalists meet their professional responsibilities.

In June, the World Press Freedom Committee sponsored a meeting at which media delegations discussed with U.S. Secretary of State Cyrus Vance the threat to press freedom implied by the UNESCO draft. WPFC Chairman George Beebe said Vance assured the group that the U.S. delegation to the up-coming Paris meeting will include a prominent media person who is "thoroughly familiar with the well-organized campaign among Communist and Third World countries to discredit the Western media and get the declaration passed." Vance reportedly said that the U.S. delegation will be as strong as the one that "worked so effectively" in Nairobi in 1976.

Tom Guback

(On Sept. 26 the U.S. delegation was named. The delegation includes: William Attwood, chairman of the board of Newsday, former European correspondent for Collier's, former European editor for Look, former U.S. ambassador of Guinea and Kenya, and special advisor of the U.S. delegation to the United Nations; John E. Reinhardt, director, International Communication Agency (U.S.A.); Sarah Goddard Power, chairperson, U.S. National Commission for UNESCO; and Hale Champion, U.S. Undersecretary of Dept. of Health, Education and Welfare.)

NEW AND CURRENT JOURNALS

The following is a list of new and current journals which have been suggested to us as being pertinent to critical communication researchers. It also serves as a guide to possible places for the submission of articles dealing with communication from a critical perspective. Descriptions are based on information available to us. For more detailed information, write directly to the journal.

Also, please let us know of other journals we can suggest in future issues. If possible, please include title, address and a brief description of the journal.

Media, Culture and Society: School of Communication, Polytechnic of Central London, 18-22 Riding House Street, London. Theme of first issue, January 1979, is "The Media and Politics."

"Media, Culture and Society provides an

important international forum for the presentation of research and discussion across the whole field of cultural practice. The main focus is on the mass media (television, radio, journalism) within their political, cultural and historical contexts. Their relationship to literature, the visual and performing arts, photography, publishing and to more general artistic and cultural practices is of central reference. The journal seeks to relate academic work to contemporary practice, particularly with regard to mass media and communication policy."

IKON: c/o Istituto Gemelli, Corso Concordia 7, Milano, Italy.

"IKON is a review of the study, analysis, and criticism of mass communication at the national and international level. In the first issue (October, 1978) there will be a monograph on Mass Media and Cultural Imperialism; in the second issue there will be a monograph on the Political Economy of the Mass Media."

The Media Reporter: Brennan Publications, 39 Legh Road, Sale, Cheshire, M33 2SU, England.

The Media Reporter ... "is not a theoretical journal but an attempt to link developing research with professional training and practice." Oriented toward articles about the British media.

Jump Cut: 3138 W. Schubert, Chicago, Illinois 60647 or PO Box 865, Berkeley, California 94701, U.S.A.

"Jump Cut is always looking for articles and reviews on film and broadcast TV and Video. We've been trying to run a series of articles introducing left thinkers who might not have much to say about film per se, but whose ideas are important to developing a more sophisticated film analysis. We've run such pieces on Enzensberger, Benjamin, Caudwell, and have one coming up on Adorno. (We'd) like to hear from people who might like to write such survey and/or introductory pieces for our readers."

The Journal of Communication Inquiry:

School of Journalism, The University of Iowa, Iowa City, Iowa 52242, U.S.A.

"The Journal of Communication Inquiry... reflects as its basic concern the broad question, 'What are the possibilities for the conduct of communication inquiry?' The

journal is primarily concerned with the theoretical (historical-cultural, legal-ethical) issues of communication and grew out of graduate students' concern that a more humanistically oriented journal than those publishing be made available as a forum for both graduate students and faculty members.

Cine-Tracts: 4227 Esplanade Avenue, Montreal, Quebec, H2W 1T1, Canada.

"Cine-Tracts is a journal that intends to intervene in the current issues of social theory and cultural practice." Articles on film, film theory and politics.

Cineaste: 333 Sixth Avenue, New York, New York 10014, U.S.A.

Articles on and about films. "We would like to encourage the free-lance submission of articles and reviews for future issues of Cineaste. We are especially interested in receiving more contributions from blacks and other minorities as well as women. If you are interested in writing for Cineaste, send a stamped, self-addressed envelope for a copy of our suggested guidelines for writers."

International Peace Research Newsletter: IPRA, P.O. Box 70, 33101 Tampere 10, Finland. Although concerned primarily with peace research, the IPRA Newsletter often deals with issues of interest to communication scholars, especially those concerned with international questions, i.e., transnational corporations, the international information order, etc.

A group of North American communication researchers are currently in the process of organizing a new journal devoted to publishing articles on mass communication written from a critical perspective. At the present we do not have specific information about this new journal. However in the next issue we hope to publish more details. For additional information contact: Noreene Janus, I.L.E.T., Apartado 85-025, Mexico 20 D.F., Mexico.

PUBLICATIONS TO NOTE

Dan Georgakas, Left Face. Currently available from Cineaste magazine, 333 Sixth Avenue, New York, New York 10014, U.S.A. \$1.50. The publication is a source-book of radical magazines, presses, and collectives actively involved in the arts. It contains

descriptions of the editorial policies and formats of some forty American and Canadian cultural publications. Each selection includes a self-description written by the editor(s) of the publication under review. Current addresses, subscription rates, and cost of sample copies are also included.

Dan Georgakas and Marvin Surkin, Detroit: I Do Mind Dying: A Study In Urban Revolution. Currently available from Smyrna Press, Box 841, Stuyvesant Station, New York, New York 10009, U.S.A. \$6.00 for hardback; \$4.50 for paperback. Part of this book is devoted to a discussion of the role of the radical press in organizing automobile workers in Detroit in the late 1960's.

Cedric Belfrage and James Aronson, Something To Guard: The Stormy Life of The National Guardian 1948-1967. To be published by Columbia University Press this fall. The book, a public and private history of the newspaper, describes the trials of publishing a newspaper that disagreed vehemently with U.S. policy during the height of the Cold War. It contains vignettes of such figures as Paul Robeson, Anna Louise Strong, Dr. W.E.B. DuBois and others.

Herbert I. Schiller and Kearnle Nordenstrang, National Sovereignty and International Communication. A reader to be published by Ablex Publishing Co., Norwood, New Jersey, September, 1978.

Robert Jacobson, Municipal Control of Cable Communications. Currently available from Praeger. The book makes a unique case for public ownership of cable systems.

Andreas Fuglesang, Doing Things Together, An Experience in Communicating Appropriate Technology. The Dag Hammarskjöld Foundation, 1977. "This report is based on the 1976 Workshop on Appropriate Technology in Village Development. Among the topics discussed and analyzed are traditional technologies, social pedagogy and field method, shared interests and vested interests: an outline of a model for communication of 'Another Development,' mass communication, appropriate thinking and differences in concept formation." Book can only be ordered from: Dag Hammarskjöld Foundation, Oure Slottsgatan 2, S-752 20 Uppsala, Sweden, Price: Sw. kr. 50 (Air mail).

Andreas Fuglesang (ed.) Film-making in Developing Countries: The Uppsala Workshop. The Dag Hammarskjöld Foundation, 1975. From the contents: The Function of Film as a Communication Medium, Visualizing the Educational Message, Film Research and Field Testing, Technical and Educational Problems, and Needs, Filmatic Democracy and Conscientisation. Price: Sw. kr. 40 (air mail) See above for ordering address.

Christopher H. Sterling and Timothy R. Haight, The Mass Media: Aspen Institute Guide to Communication Industry Trends. Praeger/Aspen Institute, 1978. This work is a statistical abstract of print, film and broadcast media in the United States, with brief comment on the more than 300 tables. Includes topics: Growth of Media, Content Trends, Employment and Training Trends, Audiences, U.S. Media Industries Abroad. Order from Praeger, \$22.00 cloth or Aspen Institute Publishers, \$11.95 paper.

Dallas W. Smythe, "Communications: Blind-spot of Western Marxism." Canadian Journal of Political and Social Theory 1:3, Fall 1977. This article has sparked considerable debate over the role of the audience as commodity.

PAPERS TO NOTE

Robert Jacobson, "Satellite Business Systems and the Concept of the Dispersed Corporation: An End to National Sovereignty?" Details a possible threat by IBM to dissolve national boundaries on its way to hegemony in the computer business here and abroad. Contact: Robert Jacobson, School of Architecture and Urban Planning, UCLA, Los Angeles, California 90024, U.S.A.

Robin Cheesman and Karl Ola Nilsson, "State Intervention in Ideological Production." Discusses the increasing involvement of the Swedish State in the production of ideology. Contact: Robin Cheesman, Media Studies, Roskilde Universitetscenter, Postbox 260, 4000 Roskilde, Denmark.

Giuseppe Richeri, "Italy: A Democratization of the Media?" An analysis of the present situation of Italian broadcasting with a discussion of the limits and possibilities of recent reforms for a greater democratization of the media. Contact Giuseppe Richeri,

Regione Emilia-Romagna, viale Silvani 6, 40122 Bologna, Italy.

Nicholas Garnham, "Towards a Political Economy of Mass-Communications." Working toward a new political economy of mass communications. Includes sections on the inadequacy of existing Marxist theory; the material, the economic and the ideological; the relation between mental and material production; mental production and capitalist commodity production; the modes of the extraction and distribution of the cultural surplus; the problem of time; and the industrialisation of culture. Contact: Nicholas Garnham, Head of Media Studies, School of Communication, Polytechnic of Central London, 18 Riding House Street, London W.1., England.

Félix Gutiérrez, "Mexico's Television Network in the United States: The Case of Spanish International Network." A case study of media imperialism in reverse. This study is a detailed examination of the background, structure and activity of the Spanish International Network in the United States. SIN serves the Spanish speaking population in the United States and is 75% owned by Mexico's Televisa television network. Contact: Félix Gutiérrez, Associate Professor, California State University at Northridge, Northridge, California 91324, U.S.A.

RECENT DISSERTATIONS

Willard Daniel Rowland, Jr., The Political And Symbolic Uses Of Effects: A Social History of Inquiries Into Violence On Television And The Political Legitimation Of Mass Communications Research. Ph.D. dissertation, University of Illinois, 1978. The dissertation "analyzes the practical consequences for the three chief parties at interest in the television violence debate. The broadcasting industry is found to have carefully guided both the applied and the academic realms of communications research. It has used its investment in the scientific tool as a symbol of its social responsibility while subtly influencing the academic models and findings so as to exonerate television." Contact: Willard Rowland, Institute of Communications Research, 222B Armory, University of Illinois, Champaign, Illinois 61820, U.S.A.

Chin-Chuan Lee, "Media Imperialism" Reconsidered: The Homogenizing of Television Culture. Ph.D. dissertation, University of Michigan, 1978. A review and critique of the media imperialism hypothesis with empirical argument suggesting that it is not applicable to television. Contact Chin-Chuan Lee, Center for Communication Studies, The Chinese University of Hong Kong, Shatin, New Territories, Hong Kong.

ONGOING RESEARCH

Herb Schiller and Robert Jacobson are working on a critical analysis of the domestic and international data-communications markets and industries on behalf of the Instituto Latinoamericano des Estudios Transnacionales (ILET). Their work is slated to be completed early in 1979.

Margaret Gallagher is compiling a comprehensive and analytical survey of past and current research, training, action and lobby programmes worldwide, relating to the role and position of women in the media industries as well as to their portrayal by the media. A major goal is to go beyond simple description or analysis and propose policy measures and lines of action directed at development and social change. The results will form the basis of a working paper for the UN-UNESCO Seminar on Women and the Media planned for March, 1979. Gallagher requests that readers alert her to any current or previous research projects and published work, action programmes (in training, production creation of information networks, etc.), lobby programmes directed at influencing media policy or output, names of persons involved in the field who would be useful contacts, and personal and professional comments or experiences related to the issue of women and the mass media. In return, she will be happy to share the conclusions and outcomes of the project. Contact her at Audio Visual Media Research Group, Institute of Educational Technology, The Open University, Milton Keynes MK7 6AA, England.

Joe Webb is nearing completion of a book-length critical study of the structure of the American newspaper industry and is working on a longer study of the American public utility system.

Félix Gutiérrez is presently doing work on Latinos and the media and would be interested in corresponding with anyone else on the topic. Contact him at the Department of Journalism, California State University at Northridge, Northridge, California 91324, U.S.A.

PROJECTS

The Institute For Communication Policy Development

Walter Siembab and Robert Jacobson have formed a non-profit research corporation, the Institute for Communication Policy Development, to help public interest groups understand and respond to communication issues. Jacobson writes: "So far we're the only public-interest participant in the FCC's incredibly important 'Second Computer Inquiry' along with IBM, AT&T, and 70 other corporations and government institutions. We're also helping local public-access groups and the League of California Cities to defeat industry-sponsored legislation in California which would effectively take local governments out of the business of cable regulation. Finally, we intend to become a participant in the UN's upcoming Conference on Science and Technology for Development next year in Vienna...We look forward to working with other groups with interests in the area of communications policy. Our address is: Institute for Communication Policy Development, P.O. Box 135, 308 Westwood Plaza, Los Angeles, California 90024."

Clearing House on Transnational Advertising, Mass Media Transnational Activities, International Propaganda, etc.

The Clearing House is a project undertaken by the Study Group on Communications of the International Peace Research Association. The operating plan for the Clearing House states: "There is a pressing need, especially in Third World nations, for information about the activities of transnational advertising, mass media operations, market research, computerized information processing and retrieval, and international propaganda. At the same time information about such activities is not systematically available; however, it does appear occasionally in the form of speeches and papers, testimony before legislative committees,

annual reports of transnational corporations, etc. Bits and pieces of basic data (statistical, organizational, financial) become available to journalists and scholars in various countries all the time--often in unpublished form. Until now, there has been no mechanism for pooling and circulating such data. It is precisely to provide this mechanism that the Clearing House has been created. The Clearing House is now in the process of collecting such information. If you have documents containing this kind of basic data, send copies to: Professor Dallas W. Smythe, Secretary of the Study Group on Communications, I.P.R.A., Dept. of Communications, Simon Fraser University, Burnaby, British Columbia, V5A 1S6, Canada.

PEOPLE ON THE MOVE

Joe Webb has taken a position as head of the Department of Communications at the University of Evansville, Evansville, Indiana 47702, U.S.A.

Herb Schiller is presently with the Communications Department, Hunter College, CUNY, 695 Park Avenue, New York, New York 10021, U.S.A.

Janet Wasko has accepted a position teaching media economics at the Radio-TV-Film Department, Temple University, Philadelphia, Pennsylvania 19122, U.S.A.

BOOK REVIEWS

William H. Read, America's Mass Media Merchants, John Hopkins University Press, Baltimore, 1976. Reviewed by Fred Fejes.

One of the major lines of research successfully pursued by critical communications researchers during the past decade has been an analysis of what has come to be known as media imperialism. A major aspect of such analyses has been the examination of the role of American media exports throughout the world. Interestingly enough, this is one area of critical research where established government, commercial, and academic interests have been slow and ineffective in their response. To put it simply, the "radicals" first defined the issue and have continued to dominate discussions of it. To the vast amount of data and detailed studies offered by researchers to document the charge of

media imperialism, established interests usually have been able to respond only with vague arguments based on the heretofore sacred principle of "free flow of communication."

However, if William H. Read's book, America's Mass Media Merchants, is any indication, it seems that this situation is changing. The strategy now among established academic and government communication researchers is to accept the fact of American dominance in the international structure of communication flow and to investigate and analyze it in a manner that is for the most part devoid of any critical content. It would seem that the goal of this type of research is to minimize the significance of the media imperialism thesis by offering counter-explanations of American media dominance that depend upon concepts such as "convergence," "interdependence," "modernization" and so on. Generally, such studies conclude that whereas there are numerous problems and issues involved in unbalanced international communication flow, in the long run everything is happening for the best.

Read undertook this study while a Fellow at Harvard's Center for International Affairs. With the encouragement of Samuel P. Huntington, the Center's Associate Director and financial assistance from the Rockefeller Foundation, Read conducted this study as part of the Center's overall research program on transnational processes. His interest in communications continues as he is presently associated with the Harvard Program on Information Resource Policy, a think-tank on communications policy that serves the needs of large communication corporations such as RCA, IBM, ATT, Time Incorporated, and government agencies such as the Federal Communications Commission and the Postal Service--all of which support the program financially.

In terms of its empirical presentation, America's Mass Media Merchants offers little that is new. For the most part, the analysis of American television, movie, and print exports is a general reworking of material presented elsewhere by critical researchers. However, what is of major importance in this book--and one reason why such books should be read very closely by critical

communication researchers--is not the basic empirical analysis but the arguments advanced to explain and justify international media hegemony. No doubt Read's arguments, and others like them, will soon begin to make their way into discussions and debates about the international flow of communications.

To illustrate such arguments, let us take as an example his explanation of the historical causes of the United States' pre-eminent position in the area of media exports. Generally a critical analysis would argue that the expansion of U.S. media exports is a form of cultural imperialism that is tightly tied to America's position and role in the world capitalist system. However, for Read the explanation is somewhat different, centering as it does on economic and cultural causes that are based in the unique historical development of the United States. The economic basis, Read argues, for American expansion is found in the fact that such exports are a natural result of the U.S. being a "communications intensive" society in which modern media products and their marketing methods were first developed and perfected for the American market. Such products and techniques were then used for overseas expansion. U.S. media exports are an integral part of the American communications complex: "...the mass media that have gone abroad from the U.S. are attached not only to the parent organizations that offer them resources and rights, but in turn they are linked to a dynamic U.S. communication complex." (p. 11)

Very few people can argue with this superficial notion as it is difficult to see how this could be otherwise. However an equally important reason for American media expansion is the fact that American media products tend to be "compatible" with foreign cultures. The cultural compatibility of U.S. media products is again due to reasons closely bound up with the historical development of the media in the U.S., particularly during the period of the great European immigrations. The United States, Read argues, is composed of numerous submarkets that have been comprised of different ethnic, racial, and regional groups over time. In order to market their products nationally in the U.S., filmmakers, newspaper editors, magazine

publishers, etc., had to perfect a style of content that could both transcend the radically different ethnic and regional cultures and embody values that were acceptable to all. Due to this experience of dealing with divergent cultural groups, U.S. media producers were able to create products that had no problem being exported overseas.

This argument for cultural compatibility based on U.S. history is an intriguing one and in itself deserves further study. However in the context of this book, the argument cannot be a serious explanation as Read nowhere touches upon the complexity of the relationships between the development of the American mass media and the development of various regional and ethnic groups, their class dynamics, and their assimilation into "main-stream" American life. Nor does he touch upon the extent to which American media expansion overseas has been fraught with cultural problems and conflicts.

On the whole, the book deals with the media imperialism thesis, not by confronting it directly, but by retreating to a level of mystifying superficialities that tend to cloud issues previously clearly drawn. While he makes a number of interesting points regarding transnational media, world politics, and information elites, the book's general conclusion is predictable and empty: "Regarding the relationship between American commercial mass media and foreign societies, my own conclusions are that in the absence of convincing cause and effect evidence, transnational media can only be considered as contributing factors in the decision-making process affecting societies, and secondly, that through the marketplace system by which America's mass media merchants communicate with the foreign consumers, both parties enjoy different, but still useful benefits." (p. 181)

Nevertheless it is something we should pay attention to, as most likely we will hear this again.

BOOKS TO REVIEW

The following books are suggested for review. We will publish reviews of relevant books as space permits. We do not have copies of review books available. Please obtain copies on your own.

SUGGESTIONS FOR BOOKS TO REVIEW:

- George Boyce, James Curran and Pauline Wingate: Newspaper History: From The 17th Century To The Present Day. (Sage Press, 1978)
- Steve Chapple and Reebee Garofalo: Rock 'N' Roll Is Here To Pay. (Nelson-Hall, 1977)
- Chenhamo Chimutengwende: South Africa: The Press And Politics Of Liberation. (Barbican Books)
- Rosalind Coward and John Ellis: Language & Materialism. (Routledge & Kegan Paul, 1978)
- Cees Hamelink: The Corporate Village: The Role of Transnational Corporations In International Communication. (IDOC International)
- Elihu Katz and George Wedell: Broadcasting In The Third World: Promise and Performance. (1977)
- Armand Mattelart, et al.: Revolucion Socialista Y Comunicación Masiva. (Ediciones Rocinante)
- Anthony G. Oetlinger, et al.: Information Resources For The 80's. (Ballinger Press, 1977)
- Herbert I. Schiller: Communications And Cultural Domination. (1976)
- Christopher Sterling and John M. Kittross: Stay Tuned: A Concise History Of American Broadcasting. (Wadsworth, 1978)
- Majid Teheranian, et al.: Communications Policy For National Development: A Comparative Perspective. (Routledge & Kegan Paul, 1977)
- Edward P. Thompson: William Morris, Romantic To Revolutionary. (Merlin Press and Pantheon Books)

QUESTIONNAIRE

In order to facilitate the sharing of information among critical communication researchers, Communication Perspectives will publish a directory in the next issue based on the response to the following questionnaire. Please fill out the form (type or print legibly) and return it to us. Remember the deadline for the next issue is January 15, 1979. Also, please don't forget to send in your contribution to help defray costs. THANK YOU.

Name:

Position:

Current address:

Permanent address (if different):

General research interests:

Specific research or projects currently engaged in:

Send to: Communication Perspectives, Institute of Communications Research, 222B Armory, University of Illinois, Champaign, Illinois 61820, U.S.A.

THE UNIVERSITY OF CHICAGO

PHYSICS DEPARTMENT

PHYSICS 311

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COMMUNICATION



PERSPECTIVES

VOL. I, NO. 2

FEBRUARY 1979

The response to COMMUNICATION PERSPECTIVES by readers has been encouraging. We have received many letters expressing the belief that the newsletter can fill a very important gap in communication between researchers in communication. We wish we could answer all of your wonderful letters personally, but we really can't without turning into full-time editors. In addition to encouragement we have also received lots of information and a few book reviews for this newsletter. Keep the information coming. Finally, we have received quite a bit of money - enough to pay the postage for a couple of issues. We would like to avoid the restrictions involved in charging a subscription for the newsletter. But the support we have here is minimal - though extremely helpful. So if you can contribute something--and haven't yet--please do. Send checks made out to COMMUNICATION PERSPECTIVES. Your contributions--of all varieties--will keep the newsletter viable.

The mail is excruciatingly slow. We know. For a time we were worried if anyone was actually going to get the newsletter at all. Unfortunately a printed matter rate is the best we can do. Our mailing costs would more than double to send the newsletter first class. We only hope that in spite of the slowness that everyone receives the newsletter and that the timing is adequate. When you send us information, bear in mind the fact that once we get the newsletter out it takes 4-6 weeks for delivery in the U.S. and 6-8 weeks in Europe and Latin America.

Quite a few of you sent responses to the questionnaire which are published in this issue. We hope the directory is useful.

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The next issue will be mailed in early May 1979.

COMMUNICATION PERSPECTIVES

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Fred Fejes Eileen Meehan

Thomas Guback Jennifer Slack

Janet Wasko (Temple University)

Secretaries: Marvene Blackmore, Kay Turner

Please address all correspondence to:

COMMUNICATION PERSPECTIVES

Institute of Communications Research

222B Armory

University of Illinois

Champaign, Ill. 61820

U.S.A.

CONFERENCE REPORTS

NIO Youth Conference on the Mass Media

The International Youth Organization for a New International Information Order-NIO Youth-who have their headquarters in Amsterdam, held a conference in Copenhagen December 7-10 on the topic "Mass Media in Europe and a New International Order." Among the 58 participants representing 11 countries were journalists, journalism students and communication researchers. Only three people, though, represented developing countries. The Conference took as its starting point the recent UNESCO General Conference in

Paris when the Interim Report of the Commission for the Study of Communication Problems (the Sean MacBride Commission) was presented and where the Draft Declaration on the Mass Media was agreed upon.

The first speaker at the NIO Youth Conference was Gunnar Naesselund, former director of the Department of Mass Communication in UNESCO. Naesselund reviewed the history of the discussion and debate on mass media and international communication that has occurred within the context of UNESCO activities.

He was followed by Torben Krogh, editor of the Danish daily "Socialistik Dagblad." He discussed the role of transnational news agencies, illustrating his talk with data that showed the bias in the flow of world information.

Afterwards Joe Wadda, Information Officer for the UN Development Program gave a presentation entitled "Global News Dissemination and the Flow of Information in the World."

The next day Phil Harris, communication researcher presently working for InterPress Service in Rome, spoke on alternative press agencies. He discussed the activities of the Non-Aligned News Pool and the Inter-Press Service.

He was followed by Kaarle Nordenstreng of Tampere University, Finland. Nordenstreng discussed the hidden interests that were involved in the formulation of the UNESCO Draft Declaration on the Mass Media. He noted how broader economic and political changes have contributed to the change in perspectives among the industrial countries of the West. While they are withdrawing their attention from the content of the media as well as from the political difference between developed and developing countries, industrial countries have now taken the position of giving technical assistance for infrastructures in the developing countries. The global village theory is appearing again.

Tapio Varis from Tampere University gave the final presentation of the conference, talking about the problems of satellites and their relationship to the process of détente.

In the working groups the following topics were discussed: the role of the state within the mass media, the problem of

quantitative and qualitative imbalances within the mass media, and the new international information order as part of the New Economic Order.

In conclusion members of the conference agreed upon the necessity of suggesting to the MacBride Commission that in its deliberations it pay more attention to the idea that a New Information Order must necessarily be seen as an inseparable part of a New Economic Order. Also the Commission should be urged to consider the content of news as equally important as the quantity of news flow so that the solution to the problems of the New Information Order is not merely seen as a correction of quantitative imbalances.

Furthermore it was suggested at the conference that every participant should take steps to widen the understanding of the need for a New Information Order as well as work to publicize and realize the goal of a more balanced news content.

Susanne Lautrop, Denmark

FORTHCOMING EVENTS

CALL FOR PAPERS. The Seventh Annual Telecommunications Policy Research Conference (tentatively scheduled for the beginning of May, 1979) is now being planned. The conference brings researchers from a variety of disciplines together with policy makers from several branches of government. Those engaged in research which (1) has implications for telecommunications policy, and (2) will be completed by early spring; are invited to submit a brief description of their work. If a paper is selected for presentation at the conference, the author will be reimbursed for travel and conference living expenses if no alternative source of funding is available. Please send abstracts as soon as possible to: TPRC Organizing Committee: c/o John C. Panzar; Bell Laboratories, Murray Hill, N.J. 07974.

The International Peace Research Association has announced that it will form a commission on communication at its next General Conference, August 19-23, in Konigstein, Federal Republic of Germany. Tapio Varis and Dr. Misra will act as convenors. All IPRA members are encouraged to suggest themes, papers, and people to be invited. For more information, write: Tapio Varis, Tamminrinneentie, 01760, Vantaa 76, Finland.

COMMUNICATION



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A number of left media people and organizations are organizing "The U.S. Conference for an Alternative Cinema" to be held in early June in the New York city area. Among the organizers of the conference are Peter Biskind, editor of Seven Days; Ralph Torres, filmmaker and Third World Newsreel member; and Gary Crowds, editor of Cineaste. The conference is planned to be an intensive five day meeting, bringing together people actively involved in the production, distribution, use, and criticism of films and videotapes. The conference's primary concern is to address social issues and concerns rather than entertainment or personal expressions and will consist of workshops, screenings and panel discussions on areas of practical and theoretical concern to those engaged in the development of an alternative cinema in the United States. For more information write: Alternative Cinema Conference c/o Cineaste, 333 Sixth Avenue, New York, New York 10014, USA.

The 1979 Ohio University Film Conference will be held at the Ohio University Campus in Athens, Ohio April 25-29. Five panels have been organized on the following topics: Third World films (chaired by Julianne Burton), feminist cinema (Marilyn Campbell), politics and narrative form (Nick Browne), European filmmaking (Peter Lehman) and politics and the American cinema (Lehman). A special session on the relationship between avant-garde and commercial film is also planned. Stephen Heath will chair this discussion between selected scholars and experimental filmmakers. None of the panels or screenings will be scheduled concurrently. For further information, write to: Lynne Goddard, Conference Coordinator, Ohio University Film Conference, P.O. Box 388, Athens, Ohio 45701, USA.

The Third-World Moving Images Project has announced that Harold D. Weaver, Jr., will be available for lectures/film screenings on the west coast of the US from April 30th to May 12th. Weaver is an authority on African cinema and Paul Robeson; his interests include Black culture, education, film, and politics. For further information or scheduling, contact: D.J. Goudreau, Third-World Moving Images Project, P.O. Box 119, Amherst, Massachusetts 01002, USA.

There will be a working conference of the Political Economy Section of The

International Association For Mass Communication Research (IAMCR) at the University of Illinois on March 30, 31 and April 1, 1979. The general topic for papers is the political economy of information, but related topics are also invited. The conference is to be relatively informal with emphasis on good discussion and debate. You need not be a member of IAMCR to attend. If you plan to attend, please contact Jennifer Slack, Institute of Communications Research, 222B Armory Building, University of Illinois, Champaign, Illinois 61820, USA. The phone number is (217) 333-1549.

NEW AND CURRENT JOURNALS AND NEWSLETTERS

The following is a list of new and current journals and newsletters which have been suggested to us as being pertinent to critical communication researchers. It also serves as a guide to possible places for the submission of articles dealing with communication from a critical perspective. Descriptions are based on information available to us. For more detailed information, write directly to the journal. Also, please let us know of other journals we can suggest in future issues. If possible, please include title, address and a brief description of the journal.

TRANET newsletter-directory: C/O Karen Paulsell, 2768 22nd St., San Francisco, California 94110, USA.

This newsletter-directory aims to establish a TRANET (Transnational Network For Appropriate/Alternative Technologies), and to promote dialogue between alternative technology centers. Relevant papers, conferences, publications, and people are featured.

M.S.A. Newsletter Bulletin of the Media Studies Association: Forster Building, Sunderland Polytechnic, Sunderland SR1 3SD, Great Britain.

Distributed to members of the Media Studies Association, this newsletter addresses issues of importance to the group. The January 1979 issue, for example, includes detailed reports of the last two conferences held by the association on the issue of Media Studies in schools and colleges and the issue of Media control. Also include conference and publication information.

Marxist Perspectives: The Cliomar Corporation/MP, 420 West End Avenue, New York, New York 10024; USA.

"Marxist Perspectives emphasizes three objectives: Our determination to revitalize Marxist thought and to replace dogmatism with respect for evidence and a healthy dose of skepticism. Our conviction that a revitalized Marxism, in firm but respectful combat with bourgeois ideologies, offers the best hope for ending the chaos and demoralization of our times and instituting a more enlightened era. Our commitment to wage this struggle in a principled manner -- to open our pages to all honest voices that engage the great issues in a constructive way."

The Journal of Community Communications:
Sandy Emerson, Editor, C/O Village Design, P.O. Box 996, Berkeley, Calif. 94703, USA. This is a forum for the exchange of notes and theories on community information systems which are seen as being "non-hierarchical." "This implies that people's access to information is less monitored, mediated and controlled than when information is disseminated from a 'higher' authority." They invite letters, articles, art and poetry.

Chamba Notes: St. Clair Bourne, Publisher, P.O. Box 1231, Hollywood, Calif. 90023, USA. An international newsletter about Black films, film-makers and relevant events.

Socialist Review: News Fronts Publishing Co., 4228 Telegraph Ave., Oakland, Calif. 94609, USA.

"Socialist Review brings together a wide range of both left activists and left theorists from around the world to discuss changes in American political developments. We demand of our articles that they be informed by the latest developments in Marxist and other theoretical work, that they be freed from sectarian polemics, and that they pose their positions in terms of contemporary conditions and possibilities."

International Development Review: Palazzo Civiltà del Lavoro, EUR, 00144 Rome, Italy and E346 Connecticut Avenue, N.W., Washington, D.C. 20036, USA.

A quarterly journal of the Society for International Development (SID). "Welcomes articles on media in development, especially from Third World writers."

PUBLICATIONS TO NOTE

(We are very happy to list all publications which you send us. However, we ask that in

sending us a copy of the publication or a publication announcement you include information about where to order and the price.)

George Brightbill, Documents Librarian at Temple University, has prepared a volume which many communications researchers may find of interest: Communications and the United States Congress: A Selectively annotated Bibliography of Committee Hearings, 1870-1976. (Copies available from the Broadcast Education Association, 1771 N. Street, N.W., Washington, D.C. 20036; \$4.00 per copy (4th class postage paid) or \$3.20 for more than 10 copies.)

The 178-page volume lists and provides sources for over 1,100 Congressional hearings which have focussed on the topic of "communications" from 1870 through 1976. Included are appropriation hearings for those Federal agencies dealing with communications, as well as all hearings dealing with censorship and obscenity. Excluded, however, are newspaper, magazine and book publishing (except under other topics, such as "obscenity," etc.) and military communications prior to 1970. Titles are listed chronologically, with brief annotations provided for those titles which are not self-explanatory; thus, offering an interesting overview of Congressional involvement in various areas of communications over the years. While only committee hearings are included in this volume, Brightbill is preparing a further bibliography listing Congressional reports, documents and committee prints.

Marxism and the Mass Media: towards a basic bibliography is back in print. Those familiar with this book know that it is an indispensable reference source for those doing critical research. It is an annotated bibliography of numerous articles dealing with media industries, cultural imperialism, and Marxist approaches to culture and the mass media. To order write: International General, POB 350, New York, NY 10013, USA. (Price \$5.00 plus \$.50 postage)

Communication and Class Struggle vol. 1, ed. by Armand Mattelart and Seth Siegelaub. This volume is a marxist anthology of writings on communications, information and culture. Its purpose is to analyze the relationship between the practice and theory of communication and their development within the context of the class struggle. The

first volume, entitled Capitalism, Imperialism, provides the basic marxist theory essential to an analysis of the communication process and studies the formation of the capitalist communication apparatus, ideology, and "mass" culture. It contains 64 articles and more than one-third are published for the first time in English and some texts appear for the first time in any language. A second volume, entitled Liberation, Socialism, is slated for publication this year. For order information write: International General, POB 350, New York, NY 10013, USA. (Price for the first volume \$14.95 plus \$.50 postage).

Perspectives in Communication Policy and Planning, edited by Syed A. Rahim and John Middleton (East-West Center Communication Monograph Number 3; Sept. 1977). A collection of fourteen essays dealing with the role of communication policy and planning in national development. Among the countries and regions examined are Bangladesh, Indonesia, Canada, United States (Hawaii), Singapore, the Philippines, and Latin America. Among the authors are Syed A. Rahim, William Melody, Luis Beltran, Ithiel de Sola Pool, and Edwin Parker. Order from East-West Communication Institute, 1777 East-West Road, Honolulu, Hawaii 96848. (No price given).

Juan Gargurevich, Introducción a la Historia de los Medios de Comunicación en el Peru (217 pages, 1977) Presents a critical overview of the numerous changes that have occurred in mass communications (newspapers, radio and television) in Peru since 1968. 12 page bibliography. For ordering information write author: Juan Garguervich, Prolongación Arenales 183, San Isidro, Lima-27, Peru.

The Independent Publishing Fund of the Americas (IPFA) in conjunction with Vanguard Books is planning to publish Harlan County U.S.A. - The Story Behind the Academy Award-Winning Film by Lynda Ann Ewen. Far from simply restating the events pictured in the film, Ms. Ewen will investigate and explain other pressing issues faced by America's miners and by the entire American labor movement: non-union Western coal, recent developments within the UNWA, the effects of the Taft-Hartley Act, the threat of right-wing anti-union violence, and the role of women workers. The IPFA is in the process

of raising money for the initial publication costs of this book and welcomes contributions, no matter how large or small. To send contributions and for information about the book write: Independent Publishing Fund of the Americas P.O. Box 3080, Grand Central Station, New York, NY 10017 USA.

The existence of two left-oriented publication distribution services has been brought to our attention by one of our readers. We were unable to get detailed information from them regarding their services but you could be put on their mailing lists by contacting them. "New York Zoetrope," 31 East 12 St., New York, NY 10003, USA and "Carrier Pigeon," 88 Fisher Ave., Boston, Mass. 02120, USA. Carrier Pigeon does not take orders from outside the United States. New York Zoetrope handles a large number of books dealing with film and television in particular. Carrier Pigeon doesn't really focus on media but has an occasional relevant book to offer.

PAPERS TO NOTE

Raquel Salinas, "Communication Policies. The Case of Latin America." (Institute of Latin American Studies, Stockholm, Research Paper number 9, May 1978) An analysis and discussion of the development of national communication policies in the context of the New International Information Order. Analyzes the 1976 San José Conference and Venezuelan attempts to formulate a national broadcasting policy. To order write: Latinamerika-Institutet i Stockholm, Fack S-102 30, Stockholm Sweden.

Raquel Salinas, "National Culture in Peripheral Societies: Promise or Reality." Although the goal of national communication policies is to foster the development of national cultures, so far very little attention has been directed toward a critical examination of the concept of national culture. This paper attempts to analyze that concept in the context of dependency relationships. See above for ordering information.

PROJECTS

Independent Publishing Fund of the Americas The IPFA states that its purpose is "To sponsor the publication of books and related publications dealing with critical, new,

important, and controversial questions in the social sciences, physical and natural sciences, arts and letters; to undertake activities to encourage and support efforts to study, research and investigate important questions facing society with the purpose of ensuring the publication of these findings; to sponsor the translation and publication of important works from the United States and other countries that fall within the range of interests of this association." The Fund is based on membership and publishes a newsletter. It hopes to provide an alternative to commercial publishers and to ensure the publication of books with a "social-change orientation." For information, write: IPFA, P.O. Box 3080, Grand Central Station, New York, NY 10017, USA.

The Clearing House on Transnational Advertising, Mass Media Transnational Activities, International Propaganda, etc. As noted in the last issue of Communication Perspectives the Clearing House has been set up to collect and disseminate information and basic data on the operations of transnational media conglomerates. The Clearing House has issued its first inventory of material which is available by writing to Dallas Smythe, Department of Communications, Simon Fraser University, Burnaby, British Columbia, Canada V5A 1S6. Besides disseminating such material, the Clearing House actively encourages communication researchers and other individuals involved in the media to send material to the Clearing House. As Smythe states "...while the flood of information about transnational communications is all around us, we have not yet cultivated the habit of observing familiar things in this light. Has there recently been a significant debate/controversy about the merits of buying/installing a new computer application to banking (or police records, or workers employment records) where you live? Has there recently been a legislative investigation of or government statement on foreign influence in TV or radio programmes in your country? Has the UNESCO Draft Declaration stimulated debate in your country? Has there recently been release of reports about your country's preparations for WARC-1979? If so, please send to the Clearing House the appropriate material. Remember: what may seem at first to be a local matter is part of a general process taking

place world wide." Send material to Dallas Smythe at the above address.

Instituto Latinoamericano de Estudios Transnacionales (ILET)
 Raul Trajtenberg, Director of the Division of Economic Studies, ILET, is interested in establishing relations with other institutes and research centers concerned with the accumulation model presently predominant in dependent countries. Exchanges of publications as well as other forms of cooperation may be arranged by writing to Trajtenberg, care of ILET, Apartado 85-025, Mexico 20, D.F. A list of publications is available from ILET.

ALAIC

The Latin American Association of Communication Researchers (Asociación Latinoamericana de Investigadores de la Comunicación, ALAIC) was recently created in Caracas, November 18th, in a meeting attended by representatives of: The Venezuelan Association of Communication Researchers (AVIC); The Brazilian Association for Communication Research and Training; The Colombian Association of Communication Researchers; The National Council for Research and Training in Communication Sciences, of Mexico; The Latin American Federation of Journalists (FELAP); The Latin American Association of Development Journalists (ALACODE); The Institute for Communication Research (ININCO) of the Central University of Venezuela; The Latin American Institute for Transnational Studies (ILET); The International Center for Higher Studies of Journalism in Latin America (CIESPAL); and UNESCO.

At its inception, the Association decided to work for promoting a bigger awareness on the need for communication research and training, conceived as instruments for national and regional development. Two areas for action and change were considered of vital importance in this respect: the creation and the establishment of national communication policies aimed at serving the needs of the majorities in Latin America, and the establishment of a New International Information Order. Also, the protection of the values of national and regional cultures constitutes a matter for concern to the new Association, which aims at fostering a bigger participation of its members in planning

and decision-making processes on these matters at the local, regional and international level.

The headquarters of ALAIC will be in Caracas, at ININCO. Thus, contacts may be established by writing to: Luis Aníbal Gómez, President ALAIC, Instituto de Investigaciones de la Comunicación (ININCO), Avenida El Bosque No 13, La Florida, Caracas, Venezuela.

BOOK REVIEW

Colin MacArthur, Television and History, British Film Institute Television Monograph Number 8, 1978.

This monograph attempts to relate certain practices of history-writing to certain practices of television production, and to do so within a largely Althusserian perspective on ideological production, particularly that part of such production concerned with the 'construction of the past'. Its central thesis is that: "the dominant practices in British historiography and in British television production - through their subscription to the empirical philosophical position - are highly congenial to the maintenance of the socio-economic status quo and that, in so far as the practice of tele-history has an explicit theory, it too is similarly congenial."

By tele-history, MacArthur wishes to indicate a range of television productions from 'history programmes' through 'historical reconstructions' to 'historical drama' (that is, from the conventionally factual to the conventionally fictional) all of which, he argues, employ a similar approach to the 'historical'. This approach is based on that "received practice and aesthetic convention whereby...experiential phenomena are given primacy over equally real, but not directly observable, deep structures." Among these 'deep structures', MacArthur would centrally locate class and mode of production.

It may be clear from the above that the monograph engages with issues which are at the controversial heart of Marxist social analysis, particularly the issues of ideological reproduction and determination. In an opening chapter, 'The Concept of Ideology', MacArthur makes frequent reference to Louis Althusser's influential essay 'Ideology and the Ideological State Apparatuses

(Notes Towards an Investigation)' and uses the notion of 'I.S.A.' to ground his own treatment of television as an institution and as a set of representational or signifying practices. His own gloss on just what an I.S.A. does is that they "function primarily by the 'packaging' of consciousnessin ways congenial to the maintenance of the existing relations of production in the economic base." By subsequently examining specific programme forms and popular historical drama series (including Days of Hope - a four-part account of aspects of working class history from the Great War to the General Strike which caused controversy due to its radical interpretation of events combined with a documentary naturalism of narrative style) MacArthur develops his position. He shows how the use of particular techniques of characterization, narration and visual rhetoric work to 'close-off' television's perspectives on history to a spectrum of permitted plurality.

Seeking forms of television oppositional to those he describes, MacArthur develops the notion of 'progressive realism', a strategy which he sees as at least partly manifest in the Days of Hope series. Such a strategy would have to provide 'an appropriate mix of methods and techniques designed to foreground conceptual issues and provoke reflection' and it is in discussing the possibilities for such a 'mix' that the author connects with a debate (specifically as developed in the British film journal Screen)¹ about narrative realism and the politics of representation in film and television.

Unlike some contributors to that debate, MacArthur does not wish to write-off 'realism' as an irredeemably unprogressive mode of representation. He notes with disapproval "a tendency among those seeking alternatives to the dominant bourgeois forms and practices to reject out of hand the whole catalogue of techniques and effects of bourgeois art and pose radical alternatives on a one-to-one basis."

It seems to me that MacArthur is clearly right to view this tendency with unease and, on the whole, whilst not sharing quite all MacArthur's confidence in the notion of I.S.A. as a conceptual tool in media analysis, I find the monograph to be an excellent study of a crucial area of television (continued on pg. 10)

DIRECTORY

Following are the names and information sent to us by a number of our readers in response to our questionnaire in the last issue of Communication Perspectives.

James Aronson. Prof. of Communications, Hunter College, Box 42, 695 Park Ave., NY, NY. 10021, USA. Interests: The American newspaper, content, policy and economic status. Projects: Leaving for China Feb. 1, 1979, for six months to help organize and set curriculum for a new Institute of Journalism in Peking. Classes and program in English to train journalists for work abroad and on English-language publications in China. Address there: Institute of Journalism, Box 8811, Peking, People's Republic of China. Returning to Hunter September, 1979.

Bill Barlow. Chairperson. Communications Program, Mt. Vernon College. 2100 Foxhill Rd., NW, Washington, DC 20007, USA. Interests: Mass Communications and Culture. Projects: New World Information Order, Chicago Blues Tradition.

Dr. John Beale. Senior Lecturer in Communication. Dept. of Communication and European Studies, Brighton Polytechnic, Brighton, E-Sussex, England. Interests: Philosophy of Communication, Mass Media, Aesthetics. Projects: Interests in Communication, Pathology of Communication, Philosophy of Humour.

Gabriel Cohn. Professor of Sociology. University of São Paulo, Brazil. Universidade de São Paulo, Faculdade de Filosofia, Letras e Ciências Humanas, CP 8105, São Paulo, SP, Brasil. Interests: Theory of ideology and of the social production of meaning, mainly from a Marxist standpoint. Projects: Study of the internal linkages in the media system of contemporary Brazil, as seen through the structure and activities of the advertising industry. Focus of the analysis: the institutional setting for the production of ideology. [Planned research; subject to change.]

John Richard Corner. Lecturer in Mass Communications. Sunderland Polytechnic. 2, Ashmore St., Sunderland, SR2 7DD, England. Interests: History of Mass Communications in Britain, Cultural Policy and Social Change, Broadcasting and the Documentary Mode, Relation between communicational forms and the question of 'effects'. Projects: 'Code and Cultural Analysis' - an examination of how linguistically-informed research has been brought to bear on the study of media forms, specifically with the use of 'code' and other semiotic and structuralist concepts. The paper notes some problems with this approach, not least its difficulty in connecting with previous materialist perspectives.

Venicio Artur de Lima. Assistant Prof. at the University of Brasília, D.F., Brazil. * 1829-D Orchard, Urbana, IL 61801, USA. Permanent Address: Communications Dept., UNB, Brasília, D.F., Brazil. Interests: Critical Communications Theory, esp. Jurgen Habermas. Projects: Paulo Freire's ideas on communications and culture. *Currently graduate student at the University of Illinois, Urbana.

Robert Dunn. Assist. Prof. of Sociology, California St. University, Hayward. 2816 Webster St., Berkeley, CA 94705, U.S.A. Interests: Social theory, critical theory, mass culture, television. Projects: Recently completed paper "Science, Technique & Bureaucratic Domination: Television and the Ideology of Scientism." Working on theory of television and ideology; also trends in television advertising.

Jan Ekecrantz. Lecturer. Sociological Institute, University of Stockholm, S-16191 Stockholm, Sweden. Interests: Macro-sociology/political economy of communication and knowledge/information/ideology production. Projects: "Technology and Ideology in Communications" (=forthcoming book - in Swedish): theoretical and empirical studies of news production, state & ideology, knowledge & social structure, new information technologies, etc. (some preliminary parts in English drafts).

Haus Heinz Fabria. Assist. Prof. Institute for Public-

atics and Communications. University of Salzburg, Sigmund-Haffner-Gasse 18/III, A-5020 Salzburg, Austria. Interests: Communicator analysis, communication policy, communication theory. Projects: Video and workers: A project of action-research; Content analysis of Austrian newspapers, radio and television; Activities of transnational corporations in Austria.

Fred Fejes. Research Asst./PhD Candidate. Institute of Communications Research, 222B Armory, University of Illinois, Champaign, IL 61820, USA. Interests: Political Economy of Mass Communications, Latin American Mass Communications. Projects: Multinational Advertising Agencies in Latin America, Short wave broadcasting in Western Hemisphere, Venezuelan broadcasting.

Margaret Gallagher. Lecturer in Media Research Methods. Institute of Educational Technology, Open University, Milton Keynes, MK7 6AA, England. Interests: Educational media; professionalism in broadcasting; transfer of communication technology. Projects: Study of women and the mass media; effectiveness of educational media programs.

Morten Giersing. Assoc. Prof. Bakkedal 26, 2900 Hellrup, Denmark. Interests: Television, - international development, impact on social structures, analysis of programs. New Media (View Data, Satellite TV). Media Imperialism. Advertising. Projects: Writing a book on television in USA; project on the consequences of the new media; preparing project on the social significance of advertising.

Doug Goldschmidt. Independent Consultant. 770 Bay St., San Francisco, CA 94109, USA. Interests: Political-economics of transfer of communications technology from industrialized countries to LDCs, relation of communications industry structure to performance in U.S., U.S. communications industry history, uses and abuses of communications technology in economic development. Projects: UNESCO studies on communications technology transfer, research on the relation of rural telephone systems to political-economic development (in cooperation with the ITU), uses of cost effectiveness analysis in evaluating communications investments, critique of "information society" literature.

Bob Gottlieb. Journalist. 1528 Yale St. #1, Santa Monica, CA 90404, USA. Projects: The economic structure of the entertainment industry. Profiles of the major Hollywood studios.

Lawrence Grossberg. Assist. Prof. Dept. of Speech Communication, 244 Lincoln Hall, University of Illinois, Urbana, IL 61801, USA. Interests: Cultural Studies--Philosophy, Criticism, Marxism. Projects: Towards a Radical Philosophy of Communication and Culture.

Ebbe Grunwald. Assoc. Prof. School of Journalism, Halmstadgade 11, 8200 Arhus N, Denmark. Interests: Language in the mass media. Projects: Developments and trends in the journalistic art of writing.

Michael Gurevitch. Faculty of Social Science, The Open University, Walton Hall, Milton Keynes, England. Interests: Political Communication; Social networks.

Jukka Haapasalo. Senior Researcher. Finnish Broadcasting Company, PL95, 00251 Helsinki 25, Finland. Interests: Mass Culture, Societal Place of Mass Communications. Projects: Introduction to Mass Culture; Secondary Analysis of Consumption of Mass Communications.

Simon R. Hartog. Research Fellow. Goldsmiths College, University of London. 49 Bonham Road, London SW2 5HW, England. Interests: Film industry, Media and cultural policy, specially Africa. Projects: A Short History of the (British) Films Acts.

Alf Holter. Scholar Student. Skovvinget 4A, DK-2800 Lyngby, Denmark. Interests: Cultural aspects of mass-communication, especially radio and television. The commercial and non-commercial influence on national and local broadcasting. Local and community broadcasting esp. tv.

International, national and local tv-drama production. Projects: American tv-drama 1949-1977 with emphasis on the aesthetic consequences of commercialized production circumstances and broadcasting.

Wulf D. Hund. Dozent. Hochschule für Wirtschaft und Politik, Von-Melle-Park 9, 2000 Hamburg 13, FRG. Interests: theory of communication, theory of culture, history of the working class. Projects: Der Begriff der Arbeit im historisch-dialektischen Materialismus und seine Bedeutung für eine arbeitsanalytische Gesellschaftswissenschaft.

Ethan Katsh. Assoc. Prof. of Legal Studies. University of Massachusetts, Amherst, MA 01003, USA. Interests: Image of law on television, influence of communications media on legal institutions and values. Projects: Influence of communications media on historical development of law.

Carsten Kyhn. mag.art. (an academic degree between masters of art and Ph.d.) Overbys Allé 19, DK-2500 Valby, Danmark. Interests: Perception/consumption of broadcasting and television. The "use-value" of media-messages. Communications and communication forms in the working class (especially in conflict-situations). Projects: 1. An analysis of the structure and its consequences for the message (and form) in DR (Danish Radio and Television Corporation), 2. Cultural and program policy problems involved with an eventually nordic television-satellit, 3. A content analysis (qualificativ) of Arbeiter Illustrierte Zeitung (AIZ) - published in Germany of members of the KPD (also some unorganized 'lefters') from 1925 to 1933.

Susanne Lautrop. Journalist. Mediegruppen, Starupvej 161, 8340 Malling, Denmark. Interests: I am generally interested in subjects concerning the new information order, and related subjects.

Ben Manaschot. Assist. prof. mass psychology University of Amsterdam. Baschwitz-instituut Weteringschans 102 Amsterdam, Holland. Interests: mass culture and mass psychology. Projects: the Frankfurter theory on mass culture (Adorno, Horkheimer cs); the influence of tv-fiction on opinions about current affairs.

Francisco J. Martinez. Journalist. 44 Av. Levine, 94110 Arcueil, France. Interests: Generally interested in Mass Media, specifically working on a project about the Mexican television, and an analysis socio-eco-political on a new information order.

Ellen McCracken. Asst. Prof. Dept. of Comparative Literature, South College, University of Massachusetts, Amherst, MA 01003, USA. Interests: Effects of mass media on high culture; the media in Latin America; mass culture. Projects: A study of the Argentine novelist Manuel Puig's Heartbreak Tango as an antidote to traditional "feminine" mass cultural forms in Latin America.

Eileen Meehan. Doctoral student. Institute of Communications Research, 222B Armory Bldg., University of Illinois, Champaign, IL 61820, USA. Interests: Television: content, industry structures, audience perceptions, relationships with other institutions. Projects: Currently engaged in research on television violence.

James Miller. Assist. Prof. of Communication, Hampshire College LC, Amherst, MA 01002, USA. Interests: Interdisciplinary theories of human social communications emphasizing a cultural perspective on symbolic interaction and the social construction of everyday life; critical analysis of mass communications, especially the social control of media systems, including sociological aspects of media professions, organizations, and industries and their integration into key political-economic institutions; the historical significance of industrially produced culture; public policy making for the regulation of telecommunications; international communications. Projects: Critical study of the historical development and performance in broadcast-related issues of OTP; active undergraduate teaching at an innovative, liberal arts college; editing a critical reader on social control of mass communications (policy, professions, economics, etc.)

Jørn Møller. Cand. Phil. Amager Boulevard 123, st, DK 2300 S, Copenhagen, Denmark. Interests: Public sphere theory. Projects: State investments in mass communication systems and their influence on political participation in Denmark.

Bill Nichols. Director, Film Studies Dept. Queen's University, Kingston, Ontario K7L 3N6, Canada. Interests: ethnographic and documentary film, ideology and the fabrication of images, narrative. Projects: Current cinema--economic/marketing changes in Hollywood ethnographic film and Marxist film theory ideology and the image--book project.

Andre Pâquet. Sec. gen. comite d'Action Cinematographique, 205 est Prince Arthur, Montreal, Quebec, Canada. Interests: Film, economics, esthetics, structures, critical theory etc. Projects: Selected Bibliography (annotated) on writings about Film and Politics and Politics of Film. (IGE pub. S. Siegelau)

Karen Paulsell. Student, S.F. State. 2768 22nd. St., San Francisco, CA 94110, USA. Interests: Communication and development; appropriate technology; international communication-data & news; "R&D" for non-hierarchical communication networks. Projects: Net-working communicators for Aug. 1979 UN conference on science and technology for development; writing a "user's guide" to the 1978 Public telecommunications Financing Act; background research for 1) a comic book on AM communication history, and 2) where the alternative press gets its international news.

Fernando Perrone. Assoc. Prof. Universite-Paris-Nord. 34 Rue Mouffetard, 75005 Paris, France. Permanent address: Rua Bela Ciutra 103ap144-01415 Sao Paulo SP, Brazil. Interests: Content Analysis, Cultural Imperialism, Sociology of Mass Media. Projects: Content analysis as technics of detection of ideology - The "O Estado de Sao Paulo" (a liberal newspaper?)

Dr. Miroljub Radojkovic. Assist. Prof. Faculty of Political Science, 1100 Beograd, Jove ilica 165, Yugoslavia. Interests: Contemporary Mass Media Systems, Comparative Analysis of Mass Media Systems in the World.

Dr. Syed A. Rahim. Research Associate and Project Leader. Communication Institute, JAB 2108, 1777 East West Road, Honolulu, HI 96822, USA. Interest: Communication Policy and Planning. Project: Communication policy and planning research project of East West Communication Institute.

Juan Gargurevich Regal. Prof. of Journalism at the "Instituto Superior de Periodismo Jaime Bausate y Mesa" - Lima. Permanent Address: Prolongación Arenales 183 - Lima 27 - Perú. Interests: History of Mass Media in Latin America. Projects: Research on the I.A.P.A.; Research on the unbalance of the flow of information.

Herb Schiller. Prof. of Communication. Hunter College, 695 Park Ave., NY, NY 10021, USA. Permanent address: University of California, San Diego, La Jolla, CA 92043, USA. Interests: International communications; Political economy of communications.

Seth Siegelau. International Mass Media Research Center (IMMRC). 173 Ave de la Dhuy, F-93170 Bagnolet, France. Interests: Left bibliographic research on communications; the publication of Left books on communication.

Aubonrat Siriyuvasaki. Instructor, Department of Mass Communications, Chulalongkorn University. 55/41 Soi Kosit, Phayatai Rd., Bangkok 4, Thailand. Interests: Communication policy, communication and cultural impact, communication as a human right. Projects: Communication for Development in South Ranosit Area.

Jennifer Slack. Research Assist. and PhD Candidate. Institute of Communications Research, 222B Armory Bldg., University of Illinois, Champaign, IL 61820, USA. Interests: the relationship between structural aspects of society and cultural values; the innovation and development of communication technologies. Projects: the relationship between the structure of patent law and the innovation of communication technologies.

Jeremy Tunstall. Prof. of Sociology, City University, London EC1V 0HB, England. Current address: Communications (D-003), University of California, San Diego, CA 92093, USA. Interests: Journalists; occupations; world-wide media. Projects: The Mass Media in California.

Tran Van Dinh, Ph.D. Assoc. Prof. Dept. of Pan-African Studies, Temple University, Philadelphia, PA 19122, USA. Permanent address: 3216 Morrison Street NW, Washington, DC, USA. Interests: Cultural Imperialism-Third World Communications. Projects: Non-aligned movement and the New International Information Order.

Tapio Varis. Director, Tampere Peace Research Institute, Tammenlanpuistikatu 58 B, 33100 Tampere 10, Finland. Interests: International relations, peace and security. Projects: satellite communications, new international information order.

Rafael S. Vasquez S. Prof. of Mass Communication Research. Research Dep. School of Communication, Central University of Venezuela. Apartado 62530 Chacao, Caracas DF, Venezuela. Interests: Theoretical and Research problems of Mass Communication. Projects: Development Theories and Mass Communication problem.

Janet Wasko. Instructor, Temple University, Radio-Television-Film Dept., Philadelphia, PA 19102, USA. Interests: political economy of media; media institutions. Projects: banks and the film industry; American Marxist critique of mass communications.

Mauro Wolf. Prof. D.A.M.S. via Guerrazzi 20, Bologna, Italy. Permanent address: 6964 Davesco, Switzerland. Interests: Sociology of mass communication, semiotics, ethnomethodology. Projects: Genres in television (the debate); persuasion and mass-communication: some aspects of a theory of manipulation.

M. Ó Caollaí. Chairman, Mass Communication Subcommittee, Conradh na Gaeilge. 39 Bóthar Barton Thoir, Baile Átha-Cliath 14, Ireland. Interests: Cultural Domination/Dependency; Cultural/Lingual Minorities. Projects: Organising opposition to cultural domination in Ireland; campaigning for balanced flows of media material; opposing advance of commercialism in broadcasting in Ireland. Conradh na Gaeilge is a nationwide movement with 200 branches engaged in politico/cultural activity, particularly in promotion of the Irish language.

Manjunath Pendakur. Graduate student. Dept. of communication, Simon Fraser University. Burnaby, B.C. V5A 1S6 Canada. Interests: Communications and imperialism; film, tv and advertising industries in Canada and India. Projects: Underdevelopment of Canadian cinema and national policy; the myth of consumer sovereignty in television programming.

operations. It is also a useful introduction to Marxist research on television as the constructor of 'versions' of reality, focussing as it does on versions called 'history'.

In Britain, criticism of MacArthur's book has stemmed largely from three different positions. There are those critics who find his stress on ideological operations to be an under-estimation of the political economy of television as a set of institutions and commodity production routines. This links in with a current debate in Britain about the role textual analysis should play in a materialist approach to mass communications research, a debate resulting in part from the importance of 'cultural studies' work to radical media research over here.

Secondly, at least one (marxist) critic has noted that MacArthur's version of 'bourgeois historiography' is too monolithic and does not take account of the internal debates and conflicts among non-marxist historians about empirical method and the nature of history as a practice. This comment seems justified but has to be set against the role of the monograph as an introductory argument on which to base debate, a role which requires some boldness of treatment at points in the thesis.

Thirdly, the Screen² journal reviewer criticised the monograph for its Althusserianism which, it was argued, led to a 'functionalist' and 'reductionist' perspective being adopted. The reviewer argued that such a perspective, despite the important stress on 'relative autonomy'; "understands history writing and tele-history as nothing more than the forms for the expression of an already defined content, forms which lack an effectivity of their own." The question of relating notions of the specificity and effectivity of particular cultural activities to a theory of materialist determination is one which³ has exercised many recent radical researchers in Britain³ and one which has produced a good deal of heated exchange.

My own summary on MacArthur's work, though, would be that it asks the right questions about television as institution and form and that it retains a useful if occasionally heavy-handed grip on notions central to any materialist theory of media operations and this at a time when some researchers are so energetically in retreat from functionalism that they find the very idea of 'determination' too sensitive an issue to engage with directly.

John Corner
Sunderland Polytechnic
Sunderland, England

¹See issues Vol. 15 No. 2, Vol. 16 No. 4, Vol. 17 No. 1.

²Screen. Vol. 19 No. 3.

³Here, the arguments of P. Hurst regarding a 'necessary non-correspondence' between the economic and other practices of the social formation have been widely quoted. ('Althusser and the Theory of Ideology' Economy and Society Vol. 5 No. 4.)

A number of readers have requested our bank account number to facilitate the mailing of contributions. Our account name, number, and bank address follow:

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COMMUNICATION



PERSPECTIVES

VOL. I, NO. 3

JUNE 1979

The mailing list for COMMUNICATION PERSPECTIVES has grown considerably over the last few months. It is exciting to know that the information contained within the pages of this newsletter circulate to over 300 communication researchers throughout the world. For those of you who are new readers, we would like to reiterate that COMMUNICATION PERSPECTIVES is devoted to sharing information and news about critical mass media and communication research. Our goal is to help establish a network among those sharing a left, radical, progressive, Marxist or critical approach to the study of mass media and communication. By linking those sharing a critical approach, COMMUNICATION PERSPECTIVES provides an opportunity for increased awareness of others' work, a forum for sharing and developing ideas, as well as a stimulant for collective efforts, whether they be research, publications, conferences, projects, etc.

We consider ourselves communication researchers--not editors. Therefore, we find that we are unable to answer personally all the letters we receive from readers. However, we do strive to answer your questions and queries within the pages of the newsletter. We have been receiving a steady stream of information to be included within the newsletter. We thank you all for taking the time to send this information on to us. Please continue to send information about new publications, ongoing and completed research, past and future events, book reviews and anything else that may be of interest to fellow critical communication scholars. Also, if you have any criticisms or suggestions regarding how we might improve this newsletter, send them along too.

A steady stream of money has been coming in as well--fortunately. Your monetary contributions are used to defray mailing costs. If you have not yet contributed, please do so. Checks can be made payable to COMMUNICATION PERSPECTIVES. If you require our bank account number to facilitate the mailing of contributions, our account name, number and bank address follow:

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In this issue we have included late responses to the questionnaire which we published in the last issue. Also in this issue, note that we would like to try to arrange for the exchange of reading lists and course outlines of communication courses taught by our readers. We hope that this exchange will help teachers in communication share the fruits of their labors.

The deadline for the next issue is August 31, 1979.

The next issue will be mailed in early September, 1979.

CONFERENCE REPORTS

Chile: A Journalists' Seminar on Freedom of Expression and Transnational Communication

A Seminar on Freedom of Expression and Transnational Communication was held in Santiago, Chile, on April 10-12. The event was organized by the Circle of Journalists of the Academy of Christian Humanism, and sponsored by the Latin American Association for Development Journalists (ALACODE) and the Latin American Institute for Transnational Studies (ILET).

Seven specialists in the field of communications took care of analysing various facets of the main issues. In a first session Raquel Salinas, professor at the Latin American Faculty for Social Sciences and head of a Unesco-ILET project in Chile, referred to the international debate on freedoms and rights in communications. Renato Hevia, director of the Catholic journal Mensaje, took up philosophical aspects of freedom and democracy while Jorge Cash, journalist and professor at VECTOR, referred to the national situation. He highlighted the growing control of advertising over the Chilean media and the political restrictions on the exercise of freedom that have been imposed by the present government.

A second session was devoted to the transnational phenomenon. Patricio Meller, researcher at CIEPLAN, provided a comprehensive view on the economic mechanisms at play, while Fernando Reyes Matta, journalist and director of the Division of Communication Studies of ILET, referred more specifically to transnationals in communications and the various restrictions that result from their existence and functioning over national cultures and communications.

The third day was led by an analysis of the Chilean organisation of journalists. This was presented by Octavio Neira, president of the Metropolitan Council of the National Association of Journalists. He noted that this organisation actually gave up its identity and role in 1973, and added that a conception favoring national security over the right to inform and to be informed eliminates every freedom of expression. This is a situation that the National Association has not yet properly faced, he said.

Finally, José María Pasquini, journalist and executive director of the Latin American Association for Development Journalists,

referred to the activities of organized journalists and researchers in Latin America. The media in L.A. are less oriented towards the masses and less national, he said, and communicators are held back by a series of structural restrictions from a truly responsible social role. Alternative media and forms of communications must be looked for, and this is one of the main concerns of democratic journalists and researchers, supported by regional and international organizations such as ALAIC, FELAP, ILET, UNESCO, IAMCR and ALACODE itself, among many others.

The seminar was attended by some fifty journalists who had intense debates following each presentation. The Chilean press, though well informed ahead of time, refused to give coverage to the event. But Chilean television, through the National Channel and Channel 13, covered the opening session and showed the reports during prime time.

This is the first event of this nature to be held in Chile, and served well to introduce issues such as the NIIO and other related debates existing at the international level. Last year a more restricted seminar was held on the NIIO but no reference was made to the local situation in that occasion, nor were invitations sent to a wider audience.

The Circle of Journalists is a study group of democratic journalists and as such enjoys the support of the Chilean Catholic Church, provided through the Academy of Christian Humanism. The Circle has some one hundred members, working journalists, and plans to carry out a comprehensive programme of activities for this year, including various seminars, publications, and lectures aimed at enriching the limited information provided to Chilean journalists by universities under control of the State.

Also, the Circle aims at breaking down the international isolation imposed upon democratic journalists by national circumstances and policies. For this purpose, it plans to open contacts with progressive journalists and researchers abroad. Contacts may be established by writing to:

Juan Pablo Cárdenas
President, Circle of Journalists
Academy of Christian Humanism
Ismael Valdés Vergara 348, of. 102
Santiago, Chile

Raquel Salinas

American Meeting of the IAMCR Political Economy Section

Participants, from the United States and Canada, traveled to combine efforts at the working conference of the political economy section of the IAMCR on March 30, 31 and April 1. Discussions ranged to include structural/institutional, cultural, and theoretical aspects of the political economy of information, and the final day was dedicated to the state of critical communications research in North America and directions for research.

In order of presentation, Manjunath Pendakur presented "The Canadian Feature Film Industry." This insightful study exposed the mutually advantageous relationship between major Hollywood film distributors and the two main theatre circuits in Canada. Pendakur argued that because of existing financial arrangements, Canadian films have difficulty getting distributed. Pusillanimous government efforts to promote production of indigenous films have been considered inadequate by pressure groups which have arisen primarily out of the labor segment of the Canadian film industry.

Tim Haight presented a still-in-the-works paper, "Ruling Elites and Communications Policy: The Case of the Communications Act Rewrite." Based on the analysis of elites as proposed by G. William Domhoff, Haight analysed the various interrelationships among government, corporate and private policy formation groups (such as the Aspen Institute) which have set the agenda for communication policy in the United States.

On the second day, Dallas Smythe presented "Canadian Mass Media: Agents of Cultural Subordination." Smythe provided a historical and cultural background of the vertically integrated relationship of the U.S. and Canada. In developing the idea of Canada as the largest U.S. colony, Smythe dispelled any lingering notions one might have had of Canada as an autonomous nation. The remainder of the presentation focused on the Canadian mass media, especially broadcasting, and Canada's adoption of U.S.-modeled commercial TV. Smythe argued that the Canadian Broadcasting Company has acted as an agent of cultural subordination as it has ultimately cultivated public tastes for commercial programming.

In introducing the theoretical section of the conference, Larry Grossberg stimulated an effort to arrive at a clearer understanding of the meaning of information as it arises in

historical relationships. Grossberg considered how knowledge presents itself as objective, as information. How is it that some things appear to be information and others not? The definition of information is structured by the specific social situation in which it exists. That kind of knowledge which has status in Western society is 'the fact.' 'Facts' are given greater validity than opinions or beliefs. Grossberg's philosophical and theoretical insights indicate just how complex a viable theory of information is.

David Dreyer discussed his paper, "Marcuse's Critique of the Communication-Repressive Environment." Dreyer considered information in a 'pluralistic' society, arguing that specific forms of communication make perception of societal problems impossible. This ignorance renders any articulation of dissent difficult.

Oscar Gandy presented "Information Subsidies: Scale Economics and Public Policy" in which he considered several models of the formation of public policy. Gandy argued that current theoretical perspectives are limited because they obscure the basis for power of the mass media. He proposed that the policy process is premised on the provision of subsidized information through a variety of channels and that these information subsidies operate on the basis of simple economic rules. Information is provided at less than the going market price with the expectation of a gain. This gain can be monetary, as in advertising, or in the form of favorable support of some public policy.

The last paper discussed was sent by Robert E. Jacobson. In "Anachronism of Communication Education", Jacobson commented on the impoverished state of communication education in America. The vocationalism and behaviorism which predominates most American schools of communication make the study of communication "socially worthless at best and downright dangerous at worst." If education continues to be skewed by these prevalent modes of thinking, then critical issues will remain peripheral and the products of our schools anachronistic. Jacobson urges the development of new programs of communication that are in step with contemporary developments and more responsive to immediate and anticipated social problems.

The final day of the conference was spent

on the state of critical mass communications research in North America. The following practical issues were considered: facilitating access to and circulation of critical literature, published and unpublished; possibilities of a critical research data exchange; and suggestions for another IAMCR conference to precede the summer of 1980 Caracas convention.

Robin Kyle Nichols

Copies of the papers may be obtained from the authors:

David Dreyer
1314 Longworth House Office Building
Washington, D.C. 20515 U.S.A.

Oscar H. Gandy, Jr.
Howard University
Department of Radio, TV, and Film
2600 4th Street, NW
Washington, D.C. 20059 U.S.A.

Timothy Haight
Department of Communication Arts
University of Wisconsin - Madison
Vilas Communication Hall
821 University Avenue
Madison, Wisconsin 53706 U.S.A.

Robert Jacobson
Department of Architecture
University of California - Los Angeles
Los Angeles, California 90024 U.S.A.

Manjunath Pendakur
Department of Communications
Simon Fraser University
Burnaby, British Columbia V5A 1S6 CANADA

COMMUNICATION PERSPECTIVES

Co-editors:

Eileen Meehan Fred Fejes
Jennifer Slack Thomas Guback
Janet Wasko (Temple University)

Secretarial assistance: Marvene Blackmore

Please address all correspondence to:

COMMUNICATION PERSPECTIVES
Institute of Communications Research
222B Armory
University of Illinois
Champaign, IL 61820
U.S.A.

Dallas Smythe
Department of Communications
Simon Fraser University
Burnaby 2, British Columbia V5A 1S6 CANADA

Seventh Annual Telecommunications Policy
Research Conference

The conference was held this year in the heart of the Pocono Mountains at Skytop Lodge in Pennsylvania from April 29th-May 1st. The event brought together approximately 250 government officials, industry representatives, citizens' group leaders, and communications researchers. Keynote speeches were delivered by Robben Fleming, president of the Corporation for Public Broadcasting; Sean MacBride, president of the International Commission for the Study of Communications Problems for UNESCO; and Arthur Fleming and Helen Franzwa-Loukas of the US Commission on Civil Rights. Also featured was an "armchair discussion" with Charles Ferris, chairman of the Federal Communications Commission, and Henry Geller, head of the National Telecommunications and Information Administration. Fourteen panels were offered, including such topics as television and the social construction of reality, international communications after WARC '79, public broadcasting in the eighties and beyond, information underclass, transborder data flow, and cross-cultural telecommunications. This last panel included three papers which may be of interest to CP readers. Herbert Schiller presented "Sources of Opposition to American Information Supremacy" which focussed on the U.S. domination of international information technology and services as well as the growing opposition from the rival industrialized market economies of Western Europe, Canada, and Japan. Schiller also discussed the ambiguous stance generally taken by Third World countries. In "Issues in International Communication: Peoples, Commodities, and Political Processes", Dallas Smythe dealt with the issues of systemic realism in the arts and sciences, the hierarchical structure of authority (including a discussion of the term "technology" as propaganda for capitalism), and the principle of cultural screens as part of the process of cultural liberation. Oscar Gandy's paper "Economies of Scale and Cultural Pollution" compared the historical conditions supporting American telecommunication regulation to the protective measures

implemented by other nations in combatting cultural pollution. Those interested in obtaining copies of these papers should contact the authors. There are also plans to publish the conference proceedings which should be available after the first of next year.

Janet Wasko

Herbert Schiller
Communications Department
Hunter College, CUNY
695 Park Avenue
New York, New York 10021 U.S.A.

Dallas Smythe - given above.

Oscar Gandy - given above.

FORTHCOMING EVENTS

The Non-Governmental Organizations Forum on Science and Technology will be held in Vienna, Austria, from August 19th-29th. The Forum will meet concurrently with the UNCSTD Conference also being held in Vienna. The Forum will address communication issues including the transfer of communication technology, national policies, planning, etc. The organizers of the NGO Forum are interested in getting communication researchers together at this meeting. For information contact: Dr. A. Karim Ahmed, Chairman, NGO Committee on Science and Technology, 122 E. 42nd St., New York, New York 10017, U.S.A. (tel. 212-949-0049) or Ward Morehouse, President, Council on International and Public Affairs, Inc., 60 E. 42nd St., New York, New York 10017 U.S.A. (tel. 212-972-9878).

NEW ASSOCIATIONS

At the University of Wisconsin, Madison, a number of students from the departments of Journalism and Mass Communication, Communication Arts, and Agricultural Communication have formed an association to discuss issues in international communication as well as academic and professional matters. The members of the International Students in Communication also discuss the national situations of their home countries. They are interested in contacting similar groups. For more information, write to: Heather Royes, Chairperson, International Students in Communication, 215 N. Frances Street #305, Madison, Wisconsin 53703, U.S.A.

NEW AND CURRENT JOURNALS AND NEWSLETTERS

Boletin AVIC: La Asociacion de Investigadores de la Comunicacion, ININCO, Av. El Bosque No. 13, La Florida, Apdo 60.102 Caracas 106, Venezuela. La Asociacion Venezolana De Investigadores De La Comunicacion - AVIC (The Venezuelan Association of Communication Researchers) celebrates this July the second anniversary of its founding. AVIC is devoted to the furthering of research, discussion, and the dissemination of information concerning the problems of mass communication and society, both at the national level within Venezuela and at the international level between the developed and dependent countries of the world. The Boletin AVIC is the newsletter published regularly by AVIC. AVIC welcomes contact from all interested communication researchers.

Tabloid: Box 3243, Stanford, California 94305, U.S.A.

Tabloid is founded on the belief that "because advanced capitalist society is diffuse; pluralistic, and decentered that people can and do evade manipulation and work out strategies for survival. Arguments against television, against the materialism of the media, sound like uninteresting truisms because they exaggerate the trivial and ignore the specific practices that bear meaning. Because the moment of conservatism is the moment for stubborn discussion and analysis, Tabloid aims to be a forum for discussion, a place of many voices, where our daily mythologies are examined, where the critics of communication and culture from other countries may be heard through translations, where theories are worked out, where people may keep in touch with the work of others." Tabloid seeks "to open a critical dialogue among media workers, media watchers, the house-bound, the university-bound, the employed and the unemployed," in order to understand the "political determinations of our daily lives." Tabloid's vocabulary and concepts largely come from the works of critics such as Althusser, Marcuse and the Frankfurt School. Tabloid suggests, however, that "the political effects of culture and lifestyles are multiple, ambiguous, complicated, and even contradictory." In order to grasp these complexities, the editors of Tabloid main-

tain that "we need to examine particular practices in detail and understand exactly why what we're being offered matters. Tabloid wants to work towards new ways not of dismissing our world but of examining it, using it, and transforming it." Tabloid will address itself to such issues as the role of women in everyday life and mass culture, the production, channeling and consumption of diverse images of non-Western "otherness", and the problems of minority cultures in new forms of cooptation which define ethnic diversity "as a piquancy to be consumed on the market." Position papers are available upon request. The first number, which will be appearing this Fall, will be partly devoted to a discussion of institutional obstacles to creativity in the media. Subscription fee is \$5.00 for 4 issues.

PAPERS TO NOTE

"A Minority Viewpoint: An Outsider's Analysis of the Report of the Carnegie Commission on the Future of Public Broadcasting" by Nolan A. Bowie.

Bowie assesses the recent Carnegie Commission on the Future of Public Broadcasting in the United States. The Commission's report, A Public Trust, criticizes the present structure of public broadcasting and recommends a restructuring of the system. Bowie argues that "from the perspective of Blacks, Hispanics, Asian-Americans, Native Americans, women and public interest groups, the Commission's new proposed plan has almost as many flaws as the present system of public broadcasting." Bowie points out the ways in which the new plan fails to face the realities of problems such as minority access, financing, politicization of administration, elitism and government influence. Contact: Nolan Bowie, Citizens Communication Center, 1424 16th St. NW, Suite 404, Washington, D.C. 20036 U.S.A.

"Democrazia e Sistemi Radiotelevisivi nel Futuro Tecnologico" (Democracy and the Broadcasting System in the Future of Europe: The Technological Future) by Giuseppe Richeri. (paper available in English)

Richeri focuses on developments in direct radio diffusion satellites which he considers "essential for the future of radio and television in Europe." Attention and information regarding direct radio diffusion satellites has been restricted to technologists, but Richeri argues that given the technological potential of such systems and the political, economic, legal and cultural problems

which will arise, "widespread and detailed debate on the decisions made or being discussed by the individual governments and international organizations in the field of aerospace, radio and television are necessary as of now." Richeri details some of the political, economic, legal and cultural problems. Contact: Giuseppe Richeri, Regione Emilia-Romagna, via le Silvani 6, 40122 Bologna, Italy.

"Struggle Around 'New International Information Order'" by Kaarl Nordenstreng. Nordenstreng outlines an approach for placing the problem of the "New International Information Order" into the "perspective of basic developments on the international arena." When such context is provided, "it seems that a struggle around the 'new international information order' is but a reflection of historical tendencies between conflicting socio-economic political forces." Nordenstreng points to three stages in the development of the global relation of forces in the 1970's in both communication policies and in the designs of world political strategies. He then places the history of the UNESCO Draft Declaration within these three stages. Contact: Kaarl Nordenstreng, Institute of Journalism & Mass Communication, University of Tampere, Kalevantie 4, 33100 Tampere 10, Finland.

"Mass Media - A Preliminary Evaluation" by Lars Qvortrup, Mogens Schmidt, Lars Seeberg. "This article introduces some of the crucial themes of discussion in the current marxist media-analysis. The starting point is a critique of the positivistic media-analysis, exemplified here by the content-analysis. But - what else? In recent years we have seen many answers to that question. The article partly tries to put these solutions into a process of development. Partly - for the sake of the ongoing discussion - the article deals critically with the seemingly successful marxistic media-theory. It especially questions those versions of content-analysis which have been inspired by structuralism or by the theory of the public sphere." Contact Lars Qvortrup, Rasmus Rask Instituttet for lingvistik, Odense Universitet, Campusvej 55, 5230 Odense M, Denmark.

PUBLICATIONS TO NOTE

Armand Mattelart, Multinational Corporations

and the Control of Culture: The Ideological Apparatuses of Imperialism. (320 pages, 1979). "Multinational Corporations and the Control of Culture" deals with the increasingly central role of new interrelated technologies in the expansion of United States imperialism. It analyses the evolution of the strategies of U.S. imperialism, specifically in what is now the fastest growing sector of production in contemporary capitalism: the electronics-based multinationals involved in communications and the media." Contents: Preface; Multinationals and heavy equipment; The producers of electronic warfare; The diffusion of space technology; The new educators; American educational TV series—a one way street; Publishing and cinema overturned; The politicisation of advertising; Targets redefined; Death and transfiguration of Superman. To order write: The Harvester Press, 2 Stanford Terrace, Hassocks Sussex BN6 8QX, ENGLAND. Cost: £12.50.

The #6, October 1978 issue of Revue Francaise D'Etudes Americaines is devoted to articles dealing with the theme "Mass Media and ideology in the United States." Among the articles are "Le vécu et l'imaginaire dans l'idéologie de masse aux Etats-Unis" by Georges-Albert Astre, "The Media and the Dream: The Progressive Rides Again," by Claude-Jean Bertrand and "Le contenu idéologique des éditoriaux d'Ebony (1970-77)" by Alain Bonora. Other articles are by Herbert Schiller, James Aronson and Ron Dorfman. (Summaries in English and French)

Kaarle Nordenstreng and Herbert Schiller, National Sovereignty and International Communication (1979), 304 pp., \$21.50. This volume, which was noted briefly in an earlier issue of Communication Perspectives, brings together 16 articles dealing with various issues and problems in international communications, particularly those issues that focus on the problem of information and cultural dependency in international communications. The book is divided into four sections, each revolving around a different general topic (i.e., Issues in Communication and National Development, Direct Satellite Broadcasting, International Law and International Communication, and Future Development in International Communications). Among the authors and articles are Luis Beltran and Elizabeth Fox de Cardona, "Latin America and the Free Flow of Information"; Raquel Salinas and Leena Paldan, "Culture in the Process of Dependent Development", Tranh van Dinh, "Non-Alignment and Cultural Imperialism", plus articles by the editors. Not only is this book a very useful reader, but it

represents an important contribution to the development of a critical perspective on international communications. To order write: Ablex Publishing Corporation, 355 Chestnut Street, Norwood, New Jersey 07648 U.S.A.

Vincent Mosco, Broadcasting in The United States: Innovative Challenge and Organizational Control (1979), 168 pp., \$12.95. This study examines the manner in which the FCC has responded to broadcasting innovation with case studies dealing with FM radio, UHF television, cable television and subscription television. Generally, Mosco outlines how the FCC, as a complex organization, has followed a very specific organizational response to innovations which has generally led to a very narrow and conservative adaptation of innovations that has furthered the concentration of political and economic power in the hands of the broadcasting industry and has restricted a real choice in programming for radio and TV audiences. To both students of communication regulation and organizational behavior, this book provides an interesting and thoughtful analysis of the FCC. To order write, Ablex (see above).

Reading Lists in Radical Political Economy. Periodically the Union for Radical Political Economics publishes an extensive reading list and bibliography that is organized around various topics and issues in the study of radical political economy. These reading lists, while they do not often give much attention to communications, are a good source of information and are very useful as background material to those interested in the political economy of communication. The 1977 Reading List (the most recent?) covers a wide range of topics such as "Theory and Method in Political Economy", "Current Controversies in Marxist Social Science", "The Third World in the World Economy", and "The Role of the State in the Third World." This edition was about 190 pages long and costs about \$4.00. For ordering information for this publication and other resource publications write URPE, 41 Union Square West, Rm. 901, New York, New York 10003, U.S.A.

Herbert Schiller, New Modes of Culture Domination (1978, 24 pages, no price). This work is a transcript of a lecture given in September, 1977 to Conradh

na Gaeilge, write: Conradh na Gaeilge, 6, Braid Fhearchair, Baile Atha Cliath, 2, EIRE.

The Instituto Latinoamericano de Estudios Transnacionales (ILET) has recently put out a list of publications available from ILET dealing with communication and economic problems of the Third World. Among those publications listed is a reader (256 pp.) edited by Fernando Reyes Matta entitled La Informacion en el Nuevo Orden Internacional, and a number of other books and documents that would be of interest to those working in this area. For a list of publications and ordering information write: Instituto Latinoamericano de Estudios Transnacionales, Apartado Postal 85-025, Mexico 20, D.F.

RECENT DISSERTATIONS

Michael H. Anderson, The Madison Avenue Connection: A Study of Transnational Advertising and Political Development in Malaysia, Singapore, and Indonesia. Ph.D. dissertation, 1979. This is a study of transnational advertising agencies in selected Asian countries based upon Galtung's theory of imperialism. The study describes the contemporary transnational advertising structure globally and within the Southeast Asian context. It presents case studies of TNAAs (Transnational Advertising Agency) dynamics in Malaysia, Singapore and Indonesia. Comparisons between TNAAs and indigenous agencies are made based on 1977-1978 field research, including more than 200 interviews with expatriate and indigenous advertising experts. Findings confirm that TNAAs do exercise power over value-forming institutions and that advertising in these three host-nations does exhibit the general interactions structure that Galtung's model hypothesized. Contact: Michael H. Anderson, East-West Communication Institute, 1777 East-West Road, Honolulu, Hawaii 96822, U.S.A.

Philip Gershon Rosen, The Concept of Ideology and Contemporary Film Criticism: A Study of the Position of the Journal Screen in the Context of the Marxist Theoretical Tradition (Volumes I and II). Ph.D. dissertation, University of Iowa, 1978.

"This study is a theoretical explication of one of the most recent and significant Marxist positions in film theory and criticism, that of the British journal Screen. The study consists of extensive summaries of and commentaries on two bodies of texts: classic Marxist texts on ideology, consciousness,

knowledge, and art, and major articles and editorials published in Screen. The study covers Screen from the Spring, 1971 issue, in which the journal announced a shift in editorial policy based on the need for radical theorizing, to the Spring, 1977 issue. The purpose is to examine Screen as a Marxist project."

PROJECTS

Citizens Communications Center is "a non-profit, foundation-funded, public interest law firm which represents citizens groups in regulatory and court proceedings involving varied communications issues. CITIZENS also informs individuals and groups of their rights to participate in these processes and general regulation education to develop consumer sophistication and leverage in electronic media decision-making. CITIZENS charges no legal fee from clients but expects reimbursement for out-of-pocket expenses, i.e., duplication costs, postage, travel, long distance telephone charges." For more information, contact Nolan A. Bowie, Executive Director, Citizens Communications Center, 1424-16th St. NW, Suite 404, Washington, D.C. 20036, U.S.A.

From 1973 to 1975, the Community Memory Project provided the US's first computerized, community information service. Located in the San Francisco Bay Area, CMP installed terminals in a number of public places (stores, libraries, etc.) so that the general public could use the terminals as a kind of community billboard. No restrictions were placed on kinds of messages entered into the system, the selection of keywords by which users indexed their messages, or who could retrieve the information. CMP describes the store of messages as "not only...the expected classified ads and meeting notices but also poetry, drawings, personal messages and bits of nonsense, apocalyptic visions and utopian dreams, love letters, and reading lists." The initial phase of the project showed that "the public at large, without prior training, can use an information exchange system to define and meet their own information needs." The CMP sees their system as an alternative to the hierarchical information flow generally associated with computer systems and the corporate management of information. The Community Memory System is conceptualized as one means of

increasing people's control over their own lives by reducing dependence on "commercially generated and corporately controlled information." CMP is currently designing an expanded version of the Community Memory System which will link individual terminals into regional central processing units which may be accessed by terminals linked to other nodes. CMP invites discussion of its approach, especially any comments on possibilities and problems of the system and its implementation. A short pamphlet is also available from them. The Community Memory Project, 1814 Ward St., Berkeley, CA 94703, U.S.A.

German Society for Peace and Conflict Research: Yearbook on Detente Policy in Europe. The Society is putting together its 1979-80 Yearbook and is interested in receiving papers on the sociocultural relations between Western Europe/USA on one hand and Eastern Europe/Soviet Union on the other. "The main purpose of this yearbook is the systematical investigation, preparation, and analysis of empirical information on all-European relations from the point of view of detente and peace policy. The manner of presentation strived for is that of 'scientific reporting' in the form of a problem-oriented handbook. The central concept of our project is to develop 'measures in peace policy' for all aspects of East-West relations by which progress and backlash of detente and peace policy are to be made measurable...we thereby want to refer to the efforts of definition of the political practice...and to the different scientific approaches to develop indicators for international transactions, conflicts, crises, power, detente, etc." Their interests include change in Eastern and Western cultures, national prejudices, intersystemic information policy, tourism, migration, etc. For more information write to: Norbert Ropers, Deutsche Gesellschaft fur Friedens- und Konfliktforschung, Theaterplatz 28, 5300Bonn-Bad Godesberg, FEDERAL REPUBLIC OF GERMANY

BOOK REVIEW

Viekko Pietilä, On the Scientific Status and Position of Communication Research, Institute for Mass Communication and Journalism Research, University of Tampere, Tampere, FINLAND, 1978. (2nd edition; paper). Reviewed by Robert Jacobson, School of Architecture

and Urban Planning, University of California, Los Angeles, CA 90024, U.S.A.

For those (like me) who find themselves bewildered by the confusing array and sheer quantity of projects passed off as communication research in the US, Pietilä's critical commentary comes not a moment too soon. Never mind that his analysis originates in Finland: Pietilä's English is precise and his aim--to demolish the "common sense" origins of communication pseudo-science--realized with remarkable accuracy. Naive positivism and its stepchildren, survey and laboratory research, may yet survive as servants of the commercial juggernaut; but those who have abandoned this so-called 'mainstream' will find much to support a new perspective on communication research in this extended monograph.

Pietilä begins with a rendition of the popular theories of communication that are the foundation of today's instrumental "communication science"--especially the mechanistic Shannon-Weaver model of human communication to be a phenomenon somehow apart from other human activities: its workings can only be understood through (1) interdisciplinary research observing communication processes from a variety of professional positions or (2) intradisciplinary research focusing on communication activities from the vantage of the "communication specialist." These two approaches to communication research are mutually exclusive, but they have one thing in common--a tendency to reduce the rich complexity of human interaction to a matter of "communications", what Pietilä refers to as "communicological" thinking.

Communicological thinking evolved through two traditions, one American and one German. In the West, the German tradition has become virtually indistinguishable from its American counterpart. The American tradition grew in direct response to perceived needs for effective war-time propaganda (during World War I) and the fear of reformers, later turned to merchants' lust, for the power of the growing mass media. It should come as no surprise that today's tools of communication science (as practiced in the US) are the same survey and laboratory methods employed in the 1920's, 1930's, and 1940's by the merchandisers of patriotism, war fever, and consumer goods. One need only read the lists of

sponsors and advisers to the nation's schools of communication and mass media to see that, still, it is the corporations and their managers who underwrite communication education in the US.

Pietilä argues skillfully that the current predicament of American communication research is that, in becoming communicological and behavioristic, it has lost any theoretical thread that might have held its scattered patchwork together. Communication research in America must either dissect one tiny aspect of human interaction with a multitude of disciplinary devices, or it must find in human interaction an explanation for all other social phenomena. The necessary result of these pursuits is eclecticism and the cancerous growth of research beyond all possibility of its containment in a persuasive theoretical framework. That this research should lead to the concrete betterment of human life is out of the question.

Pietilä goes on to propose a new theoretical foundation for communication inquiry. This foundation is based on monistic--as opposed to positivistic--concepts of the nature of reality. Monism is a philosophical structure emphasizing the unity of events, rather than their separateness. Separateness, in fact, is seen as something of an illusion conjured up by positivist philosophers on behalf of capitalism and later incorporated in the media-inspired vision of the world. It is not surprising that communication is conceived as something separate and apart from other processes in our society, such as economics and politics. "More communication and better" is one slogan, as is "diversity in the media", that means nothing in the way of concrete changes in the way we live our lives.

Communication Research's later chapters elaborate upon the relationships between political economics and communication in any society. Monism leads gracefully to Marxism and the transition is convincing. A new, truly holistic and satisfying theory of communication is Pietilä's next goal. While it remains only partial at this time, this theory, which emphasizes a historical and dialectical approach to an understanding of the complete material world, seems to place communication in its appropriate, subordinate--but still important--relation to that material world.*

It would be idealistic, in the worst tradition of liberal social science, to expect that

Pietilä's arguments will move American communication scientists (and those who emulate them throughout the world) away from their survey sheets, tables, and computer printouts and into the real world. Their whole training and social position requires that they deny the narrowness of their pursuits, though the deluge of more and more refined--and more and more meaningless--research should be almost unbearable by now, even for them. Still, in the power such awareness provides for a growing band of rebels, Pietilä's Communication Research can do much to advance the necessary construction of a new kind of communication research.

It may even be possible, in the not too distant future, to witness the birth of a real communication science. It's a goal worth working toward.

* This theory and methods for its application are experimented with in much of Pietilä's other work, some of which is contained in a recent anthology, Current Theories in Scandinavian Mass Communication Research, Berg, Mie, et. al., GMT, Grenaa, Denmark, 1977.

READING LIST/COURSE OUTLINE

As noted in our opening remarks, we would like to facilitate the exchange of reading lists/course outlines among critical communication researchers. The purpose of this exchange is to increase the dissemination of information about critical communication research and to assist teachers in the formulation of reading lists and outlines for communication courses devoted to a critical perspective. If you have designed courses or constructed reading lists devoted to a critical examination of some issue or area (e.g., communication and culture, mass media and society, political economy of communication, etc.), please send the following information to Communication Perspectives:

Title of Course/Reading List

Brief Description

Name

Address

In our next issue, we will publish the responses. Those wishing copies may then write to the respondent.

ADDITIONS TO DIRECTORY

The following are additions to the directory which we published in February. We will continue publishing directory additions. If you are not yet listed and wish to be, please send information according to the following format: *name, position, current address, permanent address (if different), general research interests, specific research or projects currently engaged in.*

Gunnar Andrén. Research assistant, Department of Philosophy, University of Stockholm, 106 91 Stockholm, Sweden. Interests: Advertising; The construction of normatively relevant concepts that could be applied to mass communications ('objectivity', 'rationality', 'indoctrination', etc.); Historical materialism.

Rev. Dr. Amberto Ancizar S.J. Professor of Public Opinion, Founder and First Director of the School of Communication at Universidad Católica Andrés Bello, Past President of the Venezuelan Association of Communication Researchers, recently appointed by Pope John Paul II as a consultant to the Pontifical Commission for the Mass Media. Address: Universidad Católica Andrés Bello Apartado 29068- Caracas 102, Venezuela

Claude Jean Bertrand, maitre-assistant. 38 avenue Gallieni - 78110 Le Vesinet, France. Interests: US mass media - media criticism. Projects: study of US "journalism reviews" / vs press ombudsmen/world press councils.

Sidney W. Dean, Jr. Businessman, consultant in marketing and communications media, head of Ventures Development Company; Chairman of the Advisory Committee of the Office of Telecommunications, City of New York. 27 Washington Square North, New York, NY 10011. Interests: Development of Cable TV, Community use of Cable TV. Projects: Common Carrier status of all carrier and distributive facilities such as broadcast stations, cable systems, etc., and, if necessary ownership by one or more public authorities. Interested in contacting people in New York with similar interests.

Howard H. Frederick. Lecturer, Broadcast Communication Arts, San Francisco State University, 1600 Holloway, San Francisco, CA 94132 (after Aug. 1, 1979: International Communication Studies, School of International Service, The American University, Washington DC 20016). Interests: Broadcast Communication

in socialist countries. Projects: Research on Cuban Radio-TV; preparing an anthology of Cuban Broadcast media.

Cees Hamelink. Staff member ILET, Mexico; assist. prof. Institute of Social Studies, The Hague. 123 Burg. Hogguerstraat, Amsterdam, Holland. Interests: political economy of international communications. Projects: international finance and international communications/national communication policies and informatics.

Mireille Honein. 38 Avenue Marceau, 75016 Paris, France. Tel. 723-41-62. Interests: the international information order, international flow of information, mass communication in the third world. Research: exchange of information among the Pool of non-aligned countries and between the Pool and the industrialized countries. (Special interest in the balance of information and in Pools of press agencies set by developing countries.)

Josiane Jouët. Research Associate, "Institut National de l'Audiovisuel" (INA). 7 Rue Mayet, 75006 Paris, France. Tel. 567-74-30. Interests: Marxist theory in mass communication, international communication aspects, the role of information in developing countries, women's communication projects. Research: government communication policies in France; the international flow of information.

Tarmo Malmberg. Assisting Associate Professor, University of Tampere, Finland. Interests: theory of communication and culture, semiotics, ideology in and out of mass communication, film. Projects: "Thought and Language", "The Signs of the Time. An introduction to the Semiotics of Culture and Communication" (both in Finnish), "Dialectic of Mass Communication: a Study on Cinema and Ideology" (in English).

Vincent Mosco. Associate Professor, Department of Sociology, Georgetown University, Washington, DC 20057. Interests: the political economy of international communications; the regulation of innovations in the broadcasting market. Projects: application of Wallerstein's world capitalist system model to international communications; a critical overview of mass media for a basic Sociology text.

Luiz Gonzaga Motta. Chairman, Depto. de

Comunicacao, Universidade de Brasilia, 70000, Brasil. Interests: mass media and national cultures; communication and political ideology, mass media and the state; communication and politics. Projects: Ideological Control and Newsroom Decision Making: Analysis of Brazilian Editor's News Selection, Ph.D. dissertation; University of Wisconsin, 1977; The State and Media Control: Policy or Politics" ongoing research project about media and the State mutual relationships in Brazil.

José María Pasquini. Journalist, regional representative for IPS Third World News Agency in Latin America; Executive Director of the Latin American Association for Development Journalists (Asociación Latinoamericana de Periodistas para el Desarrollo, ALACODE); Editor of ALACODE's monthly bulletin (3000 copies distributed to Latin American journalists, gatekeepers of main media and researchers). Permanent address: ALACODE, Apartado Aéreo 28273, Bogotá, Colombia. Interests: information imbalances, particularly in the field of news; training of journalists for development; journalists position in the media and society; alternative media and communication; search of new roles for journalists in a new information order, particularly in the Third World.

Karen Pausell. Change of address: 1728 Lamont, Washington, DC 20010, U.S.A.

Lado Pohar. Head of programme & audience research, RTV Ljubljana. Permanent address: 61 2lo Ljubljana, Demsarjeva 19, Yugoslavia. Interests: communication research--m. media, radio & TV, advertising, social effects. Projects: social function & dysfunction of TV advertising in Yugoslavia.

Rosemary Porter. Graduate student, Temple University. 344 Harrison Ave., Elkins Park, PA 19117; U.S.A.

Giuseppe Richeri. Consultant to the Government of Emilia-Romagna Region. Regione Emilia-Romagna-viale Silvani 6, Bologna, Italy. Interests: new comm. technology, satellites, European Common Market, and participation-decentralization. Projects: Impact of communication satellites on traditional mass-media: tendencies in European countries.

Raquel Salinas. Communication researcher, professor at the Latin American Faculty for Social

Sciences (FLACSO), Casilla 3213-C, Santiago of Chile. Permanent address: Rada! 694 (Pob. San Carlos), Puente Alto, Chile. Interests: cultural imperialism, sources and effects of imbalances and domination, particularly in news flows and broadcasting; communication policies and general issues of the new information order. Projects: Chilean Television: the choice of color. Study Case within the frames of UNESCO Collaborative Project on Technology Transfer in Communications, FLACSO-ILET.

José Manuel Pérez Tornero. Prof., Facultad Ciencias de la Información, Universidad Autónoma Barcelona, Dept. Teoría de la Comunicación, Bellaterra (Barcelona), Spain. Interests: semiotica; political propaganda. Projects: study of the persuasion (Spain 1976-78).

Patrick Tupper. Assoc. Prof. Université de Paris VIII, Route de la Tourelle, 75012 - Paris, France; Lecturer at the Centre de Perfectionnement des journalistes (CEPJ), 33, rue du Louvre, 75002 - Paris, France. Interests: mass media in Latin America; communication and development; new international information order, USA communications and Third World; Third World communication's alternatives with respect to developing countries. Projects: Persuasion and mass-communication (Study of the Case: Chile 70-73: some aspects of a theory of manipulation); Third World's strategies and the new international information order.

COMMUNICATION



PERSPECTIVES

VOL. II, NO. 1

SEPTEMBER 1979

CURRENT EVENTS

Cuban Broadcast Media Opens Up to American Communication Researchers

In Cuba, the media exhort rather than narcotize, empower rather than disenfranchise, stimulate cooperation rather than competition. They contextualize world events rather than fragmentize them.

These were the major impressions of a group of twenty-eight broadcast media workers and communication scholars who spent ten days in Cuba meeting colleagues in media fields. The trip was organized by the Broadcast Communication Arts Department of San Francisco State University. This was the first time since the Revolution that Cuban broadcasters have welcomed their American counterparts into studios and meeting rooms to discuss Cuban-American media cooperation.

Created largely by American commercial interests, the Cuban broadcasting system was the first in Hispanic America to have radio and among the first to have television. By 1959, when Fidel Castro came to power, there were 156 commercial radio stations vying for an audience of only eight million. Madison Avenue advertising agencies used Cuba as a testing ground for commercial techniques. One still hears the American-style hyperbole in the Cuban stations' I.D.s: "La Onda de la Alegría" (The Radio Wave of Joy); "Canal 6 desde la Havana, Cuba, Primer Territorio Libre in America" (Channel 6 from Havana, Cuba, First Free Territory in America).

During the struggle to overthrow the tyrant Fulgencio Batista, Argentine-born doctor Ernesto "Che" Guevara, the revolutionary theoretician and, later, martyr, saw radio as an indispensable tool in the process of liberation. He launched medium-wave Radio Rebelde (Rebel Radio) from Castro's mountain headquarters in 1956 to broadcast directives, speeches and news of the armed struggle.

Today, Radio Rebelde is one of six national radio nets coordinated through the Instituto Cubano de Radio y Teledifusión (Cuban Institute of Radio and TV Broadcasting). Rebelde is the most politicized, with copious news and commentary, programs on international and domestic politics, and, of course, much Cuban jazz. Radio Progreso and Radio Liberación program for youth and women, respectively. Radio Música Internacional mixes a variety of Latin and classical music. But Radio Reloj (Radio Clock) is the most intriguing to American ears. Over an incessant

COMMUNICATION PERSPECTIVES

Co-editors:

- Eileen Meehan Fred Fejes
- Jennifer Slack Thomas Guback
- Janet Wasko (Temple University)

Secretarial assistance:

- Marvene Blackmore
- Anita Specht

Please address all correspondence to:

COMMUNICATION PERSPECTIVES
Institute of Communications Research
222B Armory
University of Illinois
Champaign, IL 61820
U.S.A.

metronome and gong every sixty seconds, Cuban radio newscasters read three or more stories per minute and give the time.

Over the shortwave spectrum, Radio Havana Cuba competes in an ideological battle with the Voice of America's Spanish service. Some of our Cuban hosts revealed that they consider VOA's morning newscast an essential part of their daily media diet. VOA's lively five and one-half hours a day reaches all of Cuba from 50,000 watt transmitters in the Florida Keys. Its morning show is so popular in Latin America that it is rebroadcast on hundreds of stations in Latin America, often with commercials!

For its part, Radio Havana Cuba broadcasts a three hour program in English to North America that can be heard well from coast to coast. With over thirty stories, its newscast is astoundingly diverse. Some events it carries never reach the American news consumer: Pregnant women demonstrate at Three Mile Island; Puerto Rican pro-independence fighter insists he be tried as prisoner of war in New York court; Brooklyn police bust heads at picket line of milk delivery drivers.

Miami television is easily received in much of northern Cuba. Yet most Cubans rarely watch it because of the variety of entertainment and public affairs on Cuba's own two national networks. A glance at TV program logs in the daily Granma newspaper indicate at least 75% of the fare might be called "entertainment," but most of these programs contain political messages. The current favorite dramatic serial, "En Silencio Ha Tenido Que Ser," amid all the tears and emotion, concerns a agent who infiltrates into Florida to gather intelligence before the mercenary invasion at the Bay of Pigs.

Because of their American parentage, Cuban broadcast media still retain American genres and formats. The U.S. broadcast standard of 525 scanning lines is still used in television. In an extraordinary fraternal gesture, Soviet and Hungarian electronics factories produce Cuba's TV's, cameras, switchers and studio

equipment on the American standard. Why didn't Cuba switch to the Eastern European standard? One Cuban broadcaster responded that Cuba is in the Americas and wants someday to communicate with its North American neighbors. Incompatible standards would prevent this.

Communication Perspectives readers will be interested to know that the International Communication Association conference in Acapulco in April, 1980 will include papers by scholars of Cuban mass media. In our tour were Jorge Schement (Radio-Television-Film, University of Texas at Austin), John Nichols (Journalism, Penn State), A.J. Langguth (Journalism, University of Southern California), Caren Deming (Broadcast Communication, San Francisco State).

We collected more than a hundred hours of Cuban radio and thirty hours of Cuban television on tape. I have edited a thirty-minute "Selections from Cuba Television" on 3/4" videotape with news, variety, entertainment, live reports and more. It is available at cost for \$25. Also available are original recordings from Radio Rebelde from 1956-59 for \$5. Please send requests to me at : International Communication Studies, School of International Service, The American University, Washington, D.C. 20016.

Howard H. Frederick
The American University

Political Economy Section of IAMCR

At the meeting of the International Council of IAMCR, in July, the chairman of the Political Economy Section were appointed:.. Robin Cheesman (Denmark) and Tamás Szecsko (Hungary).

Preparations for Section activities at the next conference of IAMCR (Caracas, Venezuela, August 25th/29th 1980) will now start. The programme for the Caracas conference will be settled at the International Council meeting in April, 1980. It seems possible that the Political Economy Section could have three half-day sessions in Caracas. The general theme of the conference is "New Structures of International Communication". It should be easy to establish

a connection between section activities and the general theme.

A most preliminary proposal for session themes of the Political Economy Section:

- The State and the Information Media.
- Capitalist Strategies for Communication Development.
- Political Economic Perspectives of the "New International Information Order".

Suggestions on Section activities in Caracas - and beore - are very welcome. Papers are invited, and if you plan to present a paper in Caracas, please inform the following person about this as soon as possible!

Contact:

Robin Cheesman
Roskilde University Center
P. O. Box 260
DK-4000 Roskilde, Denmark

CONFERENCES

The Burgos Conference

An international symposium, "Cultural Industries and Models of Society", met in Burgos, Spain, July 3-7. It was sponsored by UNESCO, the Council of Europe, and the International Research Committee on Communication, Knowledge and Culture of the International Sociological Association. More than 150 participants came from thirty countries. The symposium was organized around four Working Groups whose sessions discussed invited papers on specific themes.

Working Group I: Categories of Analysis
Themes of Sessions

1. Mass Culture, Popular Culture, Elite Culture
2. Establishment Culture, Counter-Culture, Anti-Culture
3. State Culture, Regional and National Culture
4. Transnational Culture, Cultural Identity and Inter-Cultural Relations

5. Methods and Techniques of Cultural Analysis

Working Group II: Political Economy of Culture

1. Monopoly, Concentration and Control of Cultural Industries
2. Culture Workers and Valorization of Cultural Goods
3. Modes of Collective Production and Constitution of Common Values
4. New Technologies and New Markets for Communication Systems
5. Internationalization of Cultural Industries

Working Group III: Cultural Policies

1. A Typology of Cultural Policies and Effects
2. Public and Private Cultural Power: Practices and Institutions
3. Cultural Action and Participation
4. Cultural Policies and Models of Civilization

Working Group IV: Creation and Creativity
Session themes not identified.

For further information and paper titles, please write to the principal organizer of the symposium: Prof. José Vidal-Beneyto, Departamento de Teoría Sociológica, Facultad de Ciencias Políticas y Sociología, Universidad Complutense, Ciudad Universitaria, Madrid, Spain.

FORTHCOMING EVENTS

Fourth Annual Conference on Marxist Theory

The Fourth Annual Conference on the Current State of Marxist Theory will be held at the University of Louisville, November 15-17. Papers and discussion sessions will be devoted to two general areas: 1) philosophical and meta-theoretical inquiries into the nature of Marxist theory, and 2) applications of broadly defined Marxist theory to historical and contemporary societies. For information write: Morton Wenger, Department of Sociology, University of Louisville, Louisville, Kentucky, 40208.

Call for Papers on Latin America Media

A panel, "Media, Culture and Society in Latin America," is being organized for the 1980 National Meeting of the Latin American Studies Association, which will be held at Indiana University in Bloomington, November 1980. This panel will assess the role of the mass media (radio, television, film and the popular press) as an economic and political institution and as a cultural force in modern Latin American societies. Contributors are expected to deal with the development and structure of the various media in Latin America and/or their cultural impact. In addition, one or two papers dealing with the theoretical issues concerning the study and evaluation of the media in Latin America are welcomed. Proposed paper topics are subject to a review process. Deadline for paper topic submissions is January 1, 1980. Contact: Fred Fejes, Institute of Communications Research, 222B Armory Building, University of Illinois, Champaign, IL 61820.

PAPERS TO NOTE

"Latin America in March Towards Alternative News," by Raquel Salinas. This paper summarizes the latest developments in the Latin American news field. The first section discusses the background and the preparation for the creation of the Latin American Agency for Special Information Services (ALASEI), a new Latin American news service. The second presents results from a survey of reactions of Latin American media owners and press service users to the creation of ALASEI. This survey was sponsored by UNESCO and the Latin American Association of Communication Researchers. Respondents generally felt that present news and information services were inadequate and they welcomed the creation of ALASEI. The third section of the paper summarizes and comments upon some of the main advances and obstacles in the field of Latin America information and news services. This paper was prepared for the Fifth Nordic Research Conference

on Latin America, August 1979. For more information and copies write: Raquel Salinas, Radal 694 Pob. San Carlos, Puente Alto, Chile.

"Radical Social Theory and the Communications Revolution," by Vincent Mosco and Andrew Herman. (Prepared for the Fourth Annual Conference on the Current State of Marxist Theory, November, 1979). This paper contributes to overcoming the lack of a Marxist analysis of the communications revolution by analyzing the applicability of recent developments in Marxist theory for understanding the growth of communications media. "Specifically, the paper focuses on four central areas of contemporary Marxist social theory and shows how work in these areas suggests an agenda of Marxist communication research. These areas are the world capitalist system, the state, the labor process, and the private or leisure sphere. A major theme linking these diverse perspectives is that the communications revolution is shaped by regional and class struggles, by powerful capitalist forces molding that revolution to meet accumulation and legitimacy needs and non-capitalist forces resisting hegemony and using communications to build a new social order. Topics and works dealt with in this paper include: Media Imperialism research and the World Systems theories of Wallerstein and Amin, the instrumentalist (Miliband and Domhoff) and structuralist (Poulantzas) view of the state and analysis of mass media, the Information Society and hegemony of knowledge in the workplace, the use of leisure time, the audience as a commodity. For copies contact: Vincent Mosco, Dept. of Sociology, Georgetown University, Washington, D.C. 20057.

"Cultural Values in Telecommunications Policy: The Case of Kenya," by Robert Fortner. Arguing that the three major communication systems--oral, print and electronic--have different cultural values and biases with correspondingly different social and political implications the author notes that developing nations are trying to make a quick transition

PUBLICATIONS TO NOTE

from oral cultures to print and electronic cultures simultaneously, an attempt that results in serious conflicts, dislocations and problems for national development. Examining the case of Kenya, the author concludes that the country has determined that telecommunications technology is a major tool in achieving development goals. Unfortunately this has led to cultural erosion and foreign economic penetration. Recognition of the ritualistic nature of communication would allow the Kenyan leadership to understand both the different communications cultures that exist in the country and the problems associated with penetrating these cultures with telecommunication technologies. This paper is an interesting and, at times, provocative attempt to apply some of the aspects of a cultural approach to communications to the problems of national development. For copies contact: Robert Fortner, School of Journalism, Drake University, Des Moines, IA 50311.

"Multinational Advertising Agencies in Latin America," by Fred Fejes. The first section of this paper is a general overview of the causes and consequences of the expansion of the international advertising agency business since 1960. The second section focuses on the growth in Latin America of multinational advertising agencies, primarily North American. It presents country-by-country data on the growth of such agencies since 1960 and a brief discussion of the social and cultural effects of their presence. For copies contact: Fred Fejes, Institute of Communications Research, 222B Armory Bldg., University of Illinois, Champaign, IL, 61820.

"Communication Accompanies Capital Flow," by Herbert Schiller, (Paper prepared for the UNESCO International Commission for the Study of Communication Problems). This paper reviews the expansion and present position of international advertising and multinational advertising agencies. Particular attention is given to advertising agencies in Third World countries and the resulting social and political problems. For copies write: Herbert Schiller, Communications (D-C03), University of California, San Diego, La Jolla, CA 92093.

"The Transnational Corporation and the International Flow of Information: Challenges to National Sovereignty," by Herbert Schiller. Current Research on Peace and Violence, 1/1979. Using transnational data flow and remote sensing as examples, this paper argues that "...a combination of modern communication technologies have been developed... which ignore and by-pass national decision-making. They are not, however, at the disposition of some benign international authority... On the contrary, these advanced methodologies of communication are available now, for the most part, to already-dominant United States governmental and private economic interests and instrumentalities. At the same time as these technologies reinforce the transnational corporations, they serve also to weaken the authority of the national state."

"Public Policy in Venezuelan Broadcasting," by Fred Fejes. (InterAmerican Economic Affairs, 32:4). The first part of this paper summarizes the development of radio and television broadcasting in Venezuela since 1930 with particular emphasis on the political and economic factors involved. The second section examines the current state of Venezuelan broadcasting as revealed by the 1975 RATELVE Report. Emphasis is placed on the strong position of private broadcasting companies vis-à-vis government regulation and the state broadcasting system. The paper concludes with an assessment of the possibilities of national broadcasting policies that would orient the Venezuelan broadcasting media towards meaningful developmental goals. For copies write: Fred Fejes, above address.

"Political Power, Public Access and the Future of Communications," by Vincent Mosco. (Public Telecommunications Review, July/Aug. 1979) This paper presents an analysis of the Communications Act of 1979 and the manner in which the interests and goals of communication corporations, such as RCA, AT&T, CBS and others, have shaped the provisions of the proposed law. Of particular importance is that the proposed law would negate all gains made in the last ten years by advocates of citizens' access to the media.

RECENT DISSERTATIONS

Raphael Cukubunna Anasiudu, The Benefits and Problems of African Countries' Participation in INTELSAT. Ph.D. Dissertation, University of Illinois, 1979. The first objective of this study is to survey how African countries utilize the INTELSAT facilities for domestic, intra-African and intercontinental telecommunications and to examine whether the introduction of this new communication technology has revolutionized or merely reinforced the patterns of flow of telecommunication that African nations inherited from the colonial era. The second objective is to show that as a result of the unequal distribution of wealth and technological resources among nations, a lop-sided development exists in INTELSAT with technological benefits flowing to a few advanced countries. African INTELSAT members, as mere clients of INTELSAT services, benefit little from INTELSAT's impact in the technological and industrial area. The third objective is to determine to what extent INTELSAT's formal and informal structures and decision-making processes are open to input from smaller countries that lack the technical skill and control of important resources. The primary sources of data are INTELSAT's operating documents, correspondence, and interviews with INTELSAT and COMSAT officials. Other data were gathered from the UN, ITU, FCC and Congressional sources. Contact: University Microfilms, 300N. Zeeb Rd., Ann Arbor, MI 48106 (forthcoming).

NEW AND CURRENT JOURNALS

Quest: a feminist quarterly, one of America's oldest journals of feminist theory, is adding in each issue a feature section on media and culture. The journal is interested in feminist theory and criticisms on all aspects of the mass media using different theoretical approaches but written in a style that is accessible to a general audience. Submissions and ideas: Jayne Loader, Quest, P. O. Box 8843, Washington, D.C. 20003.

INTERMEDIA. "An interdisciplinary journal of the arts, resources and communication, one of the few magazines dealing with work in the context of art as communications experience. Created as a vehicle to link the new art movement with variety of alternative movements...to stimulate a unified alternative force of artists, writers, communicators and radicals that will somehow work to change or alter the path of the current entropic system...a good portion of each issue is devoted to presenting innovative and experimental art works... we also print reviews, criticisms, articles, manifestoes, by, for and of interest to artists and communicators." Five issues have been published, the latest being ENTROPY, containing material that comes at art from other disciplines, particularly communication, philosophy and politics. For information and subscription write: INTERMEDIA, P. O. Box 31-464, San Francisco, CA 94131.

NETWORK. This newsletter is a spin-off of the Resource Section of INTERMEDIA (above). Each issue averages about 16 to 20 pages and lists hundreds of art groups, publications, support organizations, individuals, resources, media groups, etc. Among listings covered are Film, Photography, Video, Public Access, Television, Radio and Media Action Groups. Subscriptions: \$5.00 for 6 issues. Write: NETWORK Newsletter, INTERMEDIA, P. O. Box 31-464, San Francisco, CA 94131.

Cuadernos de Comunicación y Información. Edited by Juan Gargurevich, this new Latin American journal is dedicated to an examination of the role of communications and information in progressive social transformation. The first issue (July-September 1979) contains the following articles: "Mariategui y el Periodismo" by Juan Gargurevich; "La Imposición del Dominio en la Esfera de la Comunicación" by Herbert Schiller; and "La Guerra de los Medios Masivos" by Enrique Gonzales M. In addition to a book review section, there is a section entitled "Noticiero" which contains useful information about developments in Latin American mass media and communications research and available research resources. International

subscription price (air mail)
US \$16 (make checks payable to Juan Gargurevich). Address: Cuadernos de Comunicación y Información, Prolongación Arenales 183, San Isidro-Lima 27, Perú.

COURSE OUTLINE EXCHANGE

In the last issue of CP we asked those of our readers who have taught or are teaching courses devoted to a critical examination of some communication issue or area (e.g. communication and culture, mass media and society, political economy of communications, etc.) to send us a copy of their course outline or a course title. The purpose of this was to facilitate the exchange of course outlines among critical communication researchers and teachers. We are printing the following course outlines and titles based on the responses we received to this request. For a copy of the course outline please write directly to the respondent. Again we urge our readers to send us their course outlines and we shall print them in the next issue.

The New Communication Technologies: Designing the "Information Future." (Speech Comm. 454, California State University, Los Angeles). A brief history of the "new communication technologies" and a critical examination of the so-called "information age" they are helping to bring about; implications of these developments for communication practitioners and others in the years ahead; what can and will be done about the "Information Future." Robert Jacobson, School of Architecture and Urbana Planning, University of California-Los Angeles, Los Angeles, CA 90024.

Mass Communications (Sociology 290, University of California-Berkeley). 1) Outlines of a History of Mass Communication; 2) The Rise, Social Position and Meaning of Commercial Culture in the 20th Century; 3) Entertainment and Ideology; 4) News and Ideology. Todd Gitlin, Department of Sociology, University of California-Berkeley, Berkeley, CA 94720.

The Structure of Mass Communication (Mass Communications 101, University of California-Berkeley). 1) Introduction and Media History: The Rise of the Consuming Society-Advertising and Its Significance; The Rise of Radio and the Beginnings of Television. 2) The Structure of Entertainment Production: The History and Structure of Television Networks; Power and Process in the Production of Entertainment. 3) The Structure of News Production: The Organization of News; Ideology and the Ideal of Objectivity. 4) An Approach to the Question of the Effects of Media: The Matter of Hegemony. 5) Alternative Systems, Actual and Imaginable. Todd Gitlin, address above.

The Political Economy of Mass Communications in the United States (Communications 180, University of California-San Diego). Historical Background; 20th Century: Press, Radio, Television, Cable TV, Cassettes, Satellite TV and Computer Communications-Technology for War and Consumerism; Crisis in Monopoly Control; Prospects for a Democratic reconstruction of Communications. Herbert Schiller, University of California-San Diego, The Third College, Communications D-003, La Jolla, California 92093.

Introduction to Communications (Communications 20, University of California-San Diego). Selected Topics: The Social and Material Bases of Human Development; Language, Culture and Communications; Publics, Audiences, Free Expression and Developing Capitalism; Radio: Fusion of State and Corporate Business; Politics and Media in the Fortune 500 Age; Communications Theories in a Changing World: Present and Future Issues of Technology, Social Control, National Sovereignty and Cultural Autonomy in the Industrially Developed and Third Worlds. Herbert Schiller, address above.

ADDITIONS TO THE DIRECTORY

The following are additions to the directory that we published in the February and June issues. If you are not yet listed and wish to be, please send information

according to the following format: position, current address, permanent address (if different), general research interests, specific research interests or current projects.

Alvaro Barros-Lémez. Journalist, Communication Researcher, Staff Member ININCO-UCV, Venezuela. Address: ININCO-UCV, Apartado de Correos 60.102, Caracas 106, Venezuela. Interests: History of the Mass Media in Latin America related to the social conflicts during 20th century; cultural imperialism and the Latin American communication system; the 'popular' genres: comics, pulps, soap operas, etc.; mass media, political propaganda and advertising, alternative communication.

Recently completed research:
"National Elections and Television/A Research about the Image of the Candidates on TV." Still working on the second phase of the same project and on a new one about soap operas in Venezuela.

Robin Cheesman, Associate professor, Media Studies, Roskilde University Center, P. O. Box 260, DK-4000 Roskilde, Denmark. Interests: Political economy of communication; national and international communication policies. Project: centralisation and de-centralisation in broadcast media.

Thomas Guback, Professor, Institute of Communications Research, 222 Armory Bldg., University of Illinois, Champaign, IL 61820 USA. Interests: economic structure of mass communication industries; international communication flow. Current research: structure and policies of the film industry.

Robert Jacobson. Research Associate, School of Architecture & Urbana Planning, University of California, Los Angeles (UCLA), California 90024. Interests: Communication planning as a theoretical and practical profession; the political economy of new communication technologies; the role of communication systems in the maintenance of the world capitalist order, and alternatives; and criticisms of the "information age" propagandists.

Jayne Loader. Filmmaker, journalist. The Archives Project, Inc., 4717 Arlington Blvd., Arlington, VA, 22203. Completing a feature film on pro-atomic and Cold War propaganda and culture. Also interested in Marxist and feminist film theory, role of the family in American film, media presentations of the Left.

Ole Prehn, Cand. phil. Holding a post-graduate scholarship at Institut for sprog, kommunikation og kulturhistorie, Aalborg Universitetscenter, PObox 159, DK-9100 Aalborg, Denmark. Permanent address: Jernaldervej 239 B, DK-8210 Aarhus, Denmark. General research interests: television- and radio news, television consumption (receptionaesthetics), socialisationtheory. Project: Perspectives in the developmant of visual communication with special regard to alternative usage of cable tv and video on community level. Interested in contact with people working with the same sort of problems.

BOOKS TO NOTE

Mattelart, Armand. Multinational Corporations and the Control of Culture: The Ideological Apparatuses of Imperialism. Atlantic Highlands, N.J.: Humanities Press, Inc., 1979. 304 pp. \$37.50.

This volume is an updated translation of a work first published in France in 1976. The massively detailed, heavily documented study attempts to "specify the contours of the ideological offensive of the ruling classes at the present stage of the international accumulation of capital, to discern the mobility of its agents, and to determine the transfers of power which the present phase exacts."

The first chapter examines the evolution of the large multinational engineering and aerospace manufacturers, and the ways in which their entry into a society determine new modes of production and distribution of mass culture. The production of electronic warfare apparatus by the same agencies producing mass culture is discussed in chapter 2, which exposes the development of the phrase "national security" as a

convenient umbrella to justify the production of electronic weaponry. The technology thus developed is transferred to "civilized" uses (the production of mass culture via the media), and exported, using the same marketing and distributing channels used to move weapons internationally.

Chapter 3 details the international diffusion of space technologies as the global communications business experiences a revolutionary expansion into space systems. The export of national systems, the militarisation of communications, and the inexorable move toward computerized, interlocking global information systems controlled by a small group of multinational corporations are all shown to be part of this process.

The fourth chapter outlines the growth of multinational corporation-sponsored educational institutions, designed to train pro-business technicians, propagandists and others. The multinationals' production of educational hardware (audio-visual equipment) and software for use by a world-wide market, and the resultant homogenization of education and culture is examined. Chapter 5 continues the investigation of the use of the new technologies for mass cultural production by looking at a new production system for mass tele-education. This corporate sponsored tele-education series, developed in the U.S., is intended to serve as a universal model for the industrialization of education on an international scale.

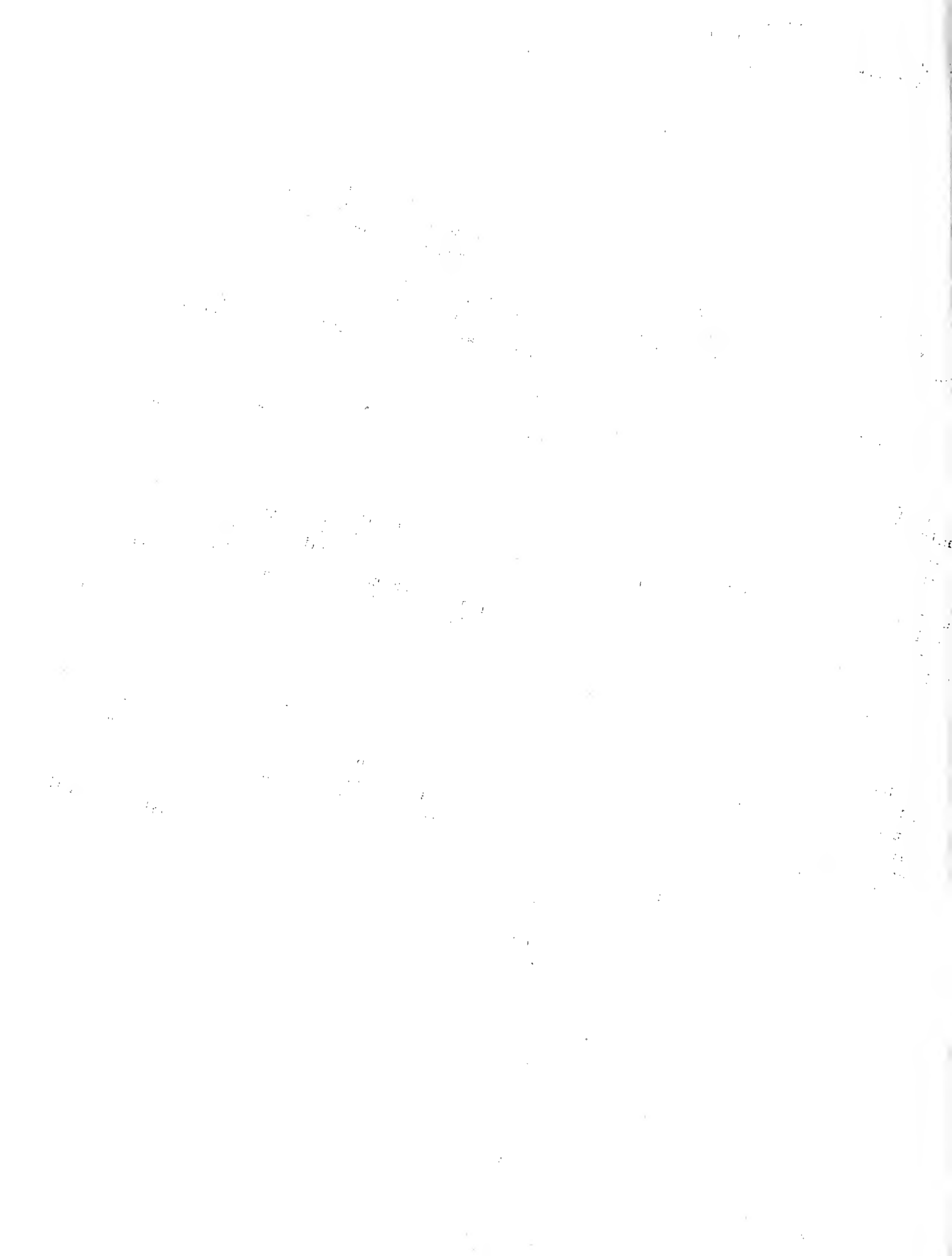
The consolidation of holdings in the cinema and the press as part of the process of the internationalization of cultural production is covered in the sixth chapter. The author points out that internationalization of cultural production is not simply the growing penetration of the market by North American enterprises. It is built up to the extent that local ruling classes, particularly in developing third world countries, are persuaded of the efficacy of the schemes and norms of production that have proved themselves in Western (primarily U.S.) applications.

For these local bourgeoisies, modernity and the North American plan of manufacture and expansion, are equivalent.

The political function of advertising is examined in chapter 7. The internationalization of advertising, and its role as a major vehicle of the multinational corporations' ideological offensive, is illustrated with numerous examples, particularly from Third World nations. In these developing countries, national opinion, goals, and progress often are decided by multinational corporations, and then packaged and "sold" to the nationals by large advertising agencies. The practice of acquiring a share in a national company has become the method of choice for North American companies' expansion into foreign markets. In most cases, this leads to the North American company eventually taking over the foreign company, which then becomes another link in the international chain of culture production agencies.

The final chapter analyses the struggle between the giant industrial multinationals and the giant service companies for control of the global information/culture production network. To order write: Humanities Press, Atlantic Highlands, NJ 07716.

Bob Roberts
Temple University



301-1605
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Communication Perspectives



VOL. II, NO. 2

DECEMBER 1979

IMPORTANT NOTICE TO OUR READERS

The financial burden of publishing Communication Perspectives has hung over us since our first issue in October 1978, and for the most part it has not been resolved on a permanent basis. From the beginning we have received support from the Institute of Communications Research at the University of Illinois, and from a number of kind and generous readers who have provided us with very helpful contributions totalling \$228.

Our press run is 400 copies, of which 215 are mailed outside the U.S., 125 within the U.S. and the rest distributed locally or held in reserve. Postage alone for each issue is about \$75, and that only enables us to send CP by surface mail, which is extremely slow for our overseas readers. Faced with the inevitable, the Co-editors of CP feel that the newsletter should not, and cannot, continue to rely upon the generosity of donors for financial support. We believe it is time for this newsletter to become self-supporting and we trust our readers share this conviction.

Thus our decision is to institute a very modest annual subscription fee of \$3.00 (U.S.) that will cover production and mailing costs and will allow us hopefully to send the newsletter overseas via air mail printed matter.

We understand that many of our foreign readers may be in circumstances that will not permit them to obtain a paid subscription due to currency restrictions and other difficulties. If that is the case, then we ask those individuals to send us four (4) International Postal Reply Coupons to cover the Postal charges to the recipient's country.

We regret having to establish this system, but it seems to be the only way in which CP can continue to be published on a regular basis without having to depend upon gifts and charity. On page 9 of this issue you will find a subscription form. Please complete that form and mail it to us together with your fee.

The Co-editors

PLEASE COMPLETE THE SUBSCRIPTION FORM ON PAGE 9.

**COMMUNICATION PERSPECTIVES MAILING LIST
POLICY**

Within the past few months we have received a number of requests for a copy of our mailing list. While we have felt that each of these requests was for an extremely worthy cause in line with the purposes and goals of both this newsletter and critical communication research in general, we have decided--after much deliberation and argument--not to make the names of our readers available to anyone under any circumstances. We feel that we do not have the right to release to others the names of our readers without their consent, and that permission we have never sought. Those of our readers who have wished to be identified have opted to be listed in our directory, which has been appearing in each issue.

For those who wish to reach our readership, we remind you that the pages of Communication Perspectives are open to all announcements of meetings, seminars and publications, requests for information, reports and so on that are in line with the general goals of critical communication research. Thus we urge you to send us such material and it will be printed.

The Co-Editors

COMMUNICATION PERSPECTIVES

Co-editors:

Eileen Meehan	Robin Kyle Nichols
Jennifer Slack	Fred Fejes
Thomas Guback	Janet Wasko
	(Temple University)

Secretarial assistance:

Marvene Blackmore
Anita Specht

Please send all correspondence to:

COMMUNICATION PERSPECTIVES
Institute of Communications Research
222B Armory Building
University of Illinois
Champaign, Illinois 61820
U.S.A.

ANNOUNCEMENTS
ILET to Expand Mailing List

The Instituto Latinoamericano de Estudios Transnacionales (ILET), a research institute located in Mexico, is very interested in expanding its mailing list, particularly to include those communication researchers and other individuals located in the United States and Canada who would be interested in the work ILET is doing. Within the past few years ILET and the communication researchers associated with it have made significant contributions to the continuing debate on international communication issues. Currently ILET is involved in a number of major research projects concerning communications and media in the Third World. Among its current research interests are the transnational structures of communication, the New International Information Order, alternative communication, and communications and media in Latin American countries. In addition to research on communication issues, researchers at ILET also have focused on transnational corporations, North-South Economic relationships, and the New International Economic Order.

People on ILET's mailing list will receive periodically such items as lists of ILET publications and research reports, a list of ILET's present research activities, and announcements of future seminars and research projects. Those wishing to have their names added to the ILET mailing list should write: Instituto Latinoamericano de Estudios Transnacionales, Apartado 85-025, Mexico 20, D.F., Mexico.

FORTHCOMING EVENTS
Fifth Annual Midwest Marxist Scholars Conference

The Fifth Annual Midwest Marxist Scholars Conference is scheduled to be held in Minneapolis at the University of Minnesota, May 1-4, 1980. The theme of the conference will be "The Scholar as an Ally of Labor: The Role of Education, Culture, and Technology in the Class Struggle." Among the topics on which papers will be presented and discussions held are progressive culture in struggle; critique of the function of popular mass culture; activism and scholarship; the scholar's role in the struggle for a

democratic educational system; and academic repression and ideological control. For more information contact: Prof. William Rowe, Dept. of Anthropology, 215 Ford Hall, University of Minnesota, 224 Church Street, S.E., Minneapolis, MN 55414, U.S.A.

Research/Study Tour of Caribbean

The International Communication Studies program of the School of International Service, The American University, announces a research/study tour of "Communication and National Development in the Caribbean" from May 3-24, 1980. The tour will include Jamaica, Haiti, Cuba and Mexico. Participants will meet leaders in broadcasting, the press, international relations, education, and development in these countries. The tour will conclude in Acapulco, Mexico with the 30th annual conference of the International Communication Association, entitled "Human Evolution and Development."

Twelve students and professionals/scholars will be selected based on their ability to speak French or Spanish and/or their willingness to do original research. Application deadline is February 29, 1980. Students will take six to nine units from The American University. Tour cost is \$1200 which includes airfare from Miami, most meals, accommodations (double occupancy), programs and lectures. The tour will be led by Dr. Hamid Mowlana, expert in international communication, and Mr. Howard Frederick, specialist in international broadcasting and Caribbean studies.

For more information, contact Howard Frederick at the School of International Service, The American University, Washington, D.C. 20016, U.S.A.

CONFERENCES

First TV Festival of the Non-Aligned Countries

The first TV festival in Yugoslavia was held October 5-10, 1979 in the Municipal Assembly of Herceg Novi in Montenegro. The festival was not competitive in character; rather, it was a review of the best achievements of the broadcasters of Non-Aligned Countries, an

opportunity for personal contact among program producers and experts, and a forum for discussion regarding future cooperation. Forty countries participated in the festival, each with three TV programs that were representative of trends in the development of national broadcasting systems. At least sixty programs were shown during the week of the festival. All of these will be contributed to a Program Bank of Non-Aligned Countries, from which any member can take and use programs free of charge. It is the hope of the Non-Aligned Countries that the program bank arrangement will mitigate the present reliance on programs from developed countries. An important aspect of the festival was the discussion of actual experience in TV broadcasting in the Non-Aligned Countries. Topics of discussion included 1) TV: an instrument of national independence and better understanding and cooperation among Non-Aligned Countries, and 2) TV in the service of education: a component of national, political, economic, and cultural development. Also, some papers by participants were distributed. For further information, contact: Dr. Mirosljub Radojković, Fakultet Političkih Nauka, Jove Ilića 165, 11000 Beograd, Yugoslavia.

Dr. M. Radojković

PUBLICATIONS TO NOTE

"TV Ideology and Popular Culture," by Douglas Kellner. Socialist Revolution, Number 45 (Volume 9, No. 3), May-June 1979. This article analyzes "how television images, narrative codes, and mythologies convey hegemonic ideology and legitimate American society." Kellner argues that the images and narratives of American TV contain contradictory messages, reproducing the conflicts of advanced capitalist society and ideology. The author concludes with some exploratory analyzes of what forms emancipatory popular culture might take.

"Local Radio and Television Stations in Italy," by Giuseppe Richeri. International Commission for the Study of Communication Problems, No. 67. The development of local over-the-air broadcasting in Italy during the past four years not only has transformed the radio and television system, but also has had repercussions on the whole network

of mass communication media. In order to understand what factors fostered this phenomenon, Richeri discusses the "reform" of Radiotelevisione Italiana (RAI) that began in April 1975. Parliament reasserted the State's monopoly on over-the-air radio and television broadcasting. However, this was followed shortly by the June 1976 decision of the Constitutional Court, which ruled that such a monopoly was not legitimate at a local level. This ruling set the precedent for the denationalization of the broadcasting sector and kindled a host of reform efforts. At the same time, the availability of new electronic techniques of audio-visual production and dissemination facilitated the expansion of local stations. A new ruling by the Constitutional Court (Decision No. 202, July 1976) recognized the legitimacy of private local over-the-air broadcasting operations and contained precise provisions governing the regulation of this sector. Richeri warns that Italy may be moving towards a broadcasting system in which private local stations serve as relays for oligopolistic networks competing with the State monopoly. He argues that such competition would create difficulties for non-commercial community stations and would not serve to develop the broadest social function of a communications system.

"Modelli di emittenza radiofonica locale in Europa" [Structuras of local radio broadcasting in Europe] is a 33-page paper presented by Giuseppe Richeri at a colloquium on Public and Private Organization and Local Radiotelevision, held in Florence (Italy), November 9-10, 1979. Citing the United Kingdom, Sweden, Yugoslavia, Ireland, and France, the study compares structures and organizations of radio services, programming, and the origin and future of local radio. The author points out how private, commercial broadcasting continues to challenge state, public monopolies. For further information write: G. Richeri, Regione Emilia-Romagna, viale Silvani 6, 40122 Bologna, Italy.

"Francia e Inghilterra: i 'benefici' della concorrenza" [France and England: "Benefits of Competition"], also by Giuseppe Richeri, appeared in the April 1979 number of Ikon. The article examines the reorganization of

the French television system in the mid-1970s and presents data showing how the multiple services have functioned and affected the ORTF. Future trends in British television also are analyzed, with particular reference to the BBC and ITA. Available from Franco Angeli Editore, viale Monza 106, Milano 20127, Italy; single issue price is 3,800 Lire.

"Audio-Visuel et Développement" is the subject of the July-September 1979 issue of the quarterly Revue Tiers-Monde [Third World Review]. This number is under the direction of Yvonne Mignot-Lefebvre, who also contributed the introduction and one of the articles. The collection declares that "the risks of dependency and the reinforcement of a one-way flow of information, from the center to the periphery, are important and warrant being studied closely." The first section of the issue is a critical analysis of centralized systems of communication, controlled by the state, and/or by industrialized countries and multinational corporations. Particular attention is given to Ivory Coast, Colombia, and Mozambique. The objective is to examine various kinds of transfers—technological, structures and organizations, knowledge, professionalism, etc. The second section, based upon several different national experiences, inquires whether a two-way flow of communication has been made possible in some Third World countries. A third section, which brings together documents concerning the global influence of the "Third Cinema," includes results of an international survey edited by Guy Hennebelle. On sale from Presses Universitaires de France, Service des Périodiques, 12 rue Jean-de-Beauvais, 75005 Paris, France. Single issue price not given, but a foreign subscription for 1979 was 150 francs.

NEW AND CURRENT JOURNALS

third world is the English edition of cuadernos del tercer mundo, which is also published in Portuguese. The journal is the result of cooperation among an independent, non-profit association of militant professional journalists from over forty countries, based in Mexico City. The monthly journal has a circulation of 15,000 throughout Latin

America. The July 1979 copy sent to CP for review is the second English edition. The aim is to reach a wider audience, particularly English-speaking readers in Africa, Asia, the Middle East, and the Caribbean, as well as in Europe, Canada, the U.S., and Japan. third world is part of a large-scale project that aims to provide alternative information about the realities and experiences of Third World countries; to provide Third World people with an awareness of the causes of underdevelopment and the means to overcome it; and to promote cooperation among progressive sectors throughout the world. Subscription rates (including airmail): 10 issues for \$22, 5 issues for \$12, single issues for \$2.50, and back issues for \$3. For information and subscriptions, write: PERIODISTAS DEL TERCER MUNDO, Apartado 20-572, México 20, D.F., México

Alternatives Vorlesungsverzeichnis (Alternative Free-Neighborhood-Universities Catalog, or AFC). The AFC is a catalog that accepts for publication all offers to teach or requests for learning that do not violate human rights or pertain to party politics. The AFC assumes that all teachers who participate in the program will be seriously interested. Each program will operate independently with no interference or control by the editor of AFC. In general, no degrees or certificates are issued. The AFC makes possible a cooperative federation of regional educational activities without centralization. As a transnational network, AFC facilitates communication between people of different nationalities, something which is particularly useful to people in isolated situations and locations. The AFC has a strict policy of nondiscrimination. For further information contact: Bernhard SUIN DE BOUTEMARD, Wilhelm-Baur-STR. 14, D-6145 Lindenfels/Odenwald 1, Federal Republic of Germany.

In These Times is an independent socialist newspaper published on a weekly basis, reporting on mass communication and popular culture. Articles typically place a phenomenon, trend, issue, or product in a social context, for example, how PBS programming is affected by network decisions; independent film today;

cross-plugging, or how entertainment conglomerates sell the same product in all their branches; non-commercial radio turns 30; and how Apocalypse Now changed and didn't change moviemaking. There are also interviews with such people as Jane Fonda, Howard Cosell, Clancy Sigal, and Andrew Sarris. The cultural editor of In These Times is Pat Auferheide. Manuscripts and news reports are welcomed. For subscriptions (\$19/year) write: ITT, 5615 W. Cermak Rd., Cicero, IL 60650. For editorial material write: ITT, 1509 N. Milwaukee, Chicago, IL 60622, U.S.A.

ORGANIZATIONS

Resources for Communication, headed by Robert F. Cramer, is an organization which offers professional help in the management of information resources. It has a documentation service, PAGE, which is an acronym for Persons and Groups Everywhere. This non-profit research service was established to share the data about communication and human development indexed from 100 publications and news services. PAGE information services are available on a free basis, in which informal "Alerts" and "Bulletins" are provided to subscribers or to persons and groups on an exchange basis, and on a fee basis, which provides specific names and addresses and/or bibliographic references at a charge of \$2.50 per page. For more information write: Resources for Communication, 341 Mark West Station Road, Windsor, CA 95492, U.S.A.

BOOKS TO NOTE

Telecommunications Policy and the Citizen edited by Timothy Haight (1979; 266 pp.). This volume is a collection of essays devoted to a critical analysis of the recent attempt to drastically revise the United States Communication Act of 1934. As one contributor notes, while the global trend is toward greater regulation of the communication/media industries to achieve social goals, just the opposite is occurring in the United States where serious efforts are being made to deregulate these industries. The essays in this volume analyze various ways in which the

proposed new communications bill would have harmed the interests of the public and lead to even greater concentration and corporate control of the U.S. media. Unfortunately, as is often the case with books dealing with current issues, events outpace the printer. For the present, rewrite attempts have failed to get off the ground in Congress. Fortunately, however, the essays in this book generally succeed in raising and discussing a number of basic issues that transcend the legislative history of the rewrite. The essays on the whole are particularly good in their discussion of the relationship between the public and the privately controlled media and in the analysis of the politics and the corporate issues involved in the rewrite. To order write: Cambria Press, 360 Bryant St., P.O. Box 1652, Palo Alto, CA 94302, U.S.A. Cost: \$8.95.

Who Owns the Media? Concentration of Ownership in the Mass Communications Industry edited by Benjamin M. Compaine (1979, 330 pp.). This book presents perhaps the most comprehensive and detailed overview of ownership patterns and trends in the major communication media in the United States to date. Along with an Introduction and Conclusion by the editor, the book is comprised of six chapters dealing respectively with newspapers, television and radio broadcasting, magazines, theatrical film, books, and cable and pay television. Each chapter is written by a recognized researcher of the respective medium. The primary thrust of each chapter is an empirical description of the ownership structure and patterns in each medium. Indeed, with 110 tables and charts and a fourteen page bibliography, the strength of the book is found in its wealth of empirical information and data. As can be expected, the book demonstrates that the major media are characterized by high levels of economic concentration and the trend is toward even greater concentration of ownership and control. However, to the extent that there is any secondary or theoretical analysis, such analysis is generally cast in the liberal terms of a free press/media versus government control. Indeed the concluding chapter tends to argue that, in spite of economic concentration and control, the public good is

best served still by little or no government regulation. Although the editor is unable to raise and discuss any more of the critical questions, this volume is invaluable for the detailed economic information it presents on the major American media. To order write: Harmony Books, Crown Publishers Inc., 1 Park Avenue, New York City 10016, U.S.A. Paperback price: \$8.95.

The Political Economy of Human Rights. Vol. 1: "The Washington Connection and Third World Fascism" (458 pp.); Vol. II: "After the Cataclysm: Post War Indochina" (410 pp.); by Noam Chomsky and Edward S. Herman (1979). Written by the noted M.I.T. linguist and a finance professor at the Wharton School of Business, this two-volume work is a close and critical examination of the presence of American interests in Third World countries. Aside from detailing U.S. involvement in repressive Third World regimes, this study is important and useful to communication scholars and researchers for the extensive critical analysis it offers of U.S. media coverage of American activities in Third World countries. Indeed, a central concern of the work is to demonstrate how U.S. media coverage has been shaped in such a manner to support U.S. interests throughout the world. Volume I presents case studies dealing with such countries as Pakistan, Indonesia, Thailand, and Brazil. Volume II focuses on how the U.S. media have covered Indochina, particularly since 1975. For those of our readers who may wonder why the refugee problem tends to surface and subside periodically and why some refugee groups tend to get more coverage than others, this study offers some very interesting insights. As a whole, this well researched and written two volume study is an extremely useful and timely addition to the current debate on media coverage of the Third World. To order write: South End Press, Box 68 Astor Station, Boston, MA 02123, U.S.A. Cost: each volume \$5.50.

The Press in Argentina 1973-1978 by Andrew Graham-Yooll (1979, 171 pp.). This book presents an account of how the press in Argentina fared during the five year period 1973-1978 which saw the return to power by Peron, his death, and the return to authoritarian military rule. The bulk of the book

is comprised of a descriptive day-to-day account of events involving or affecting the media. With a fourteen page introduction that outlines the political background of the period, this volume is a valuable source of information that illustrates the effect of political instability and repression on the media. Included in this volume is a list of the partisan journals that sprang up between 1973 and 1978, giving the name of the editor, date of initial publication, and a brief description of the ideology and character. To order write: The Fund for Free Expression, 205 East 42nd St., New York, NY 10017 U.S.A., \$10.00 or Index on Censorship, 21 Russell St., London WC2B 5HP, England, £5.

The British Media and Ireland - Truth: the First Casualty (1979, 55 pp.). This short booklet is a collection of reprints and articles by British media professionals and communication researchers who focus on the manner in which the British media have dealt with the conflict in Northern Ireland, noting in detail the ways in which the news about Northern Ireland has been repressed, distorted, and manipulated. There also are a number of articles that deal with the manner in which Ireland and the Irish have been portrayed in the media, both historically and at present. To order write: Information on Ireland, 1 North End Road, London W. 14 England. Cost: 50p

American Communications in a Global Society by Glen Fisher (1979, 161 pp.). For those interested in current Establishment thinking about the U.S. position in the debate on world communications, this volume provides a useful introduction. The author is a former member of the U.S. Foreign Service and currently with the Georgetown University School of Foreign Service. He presents a very broad and thankfully well written discussion of the current issues in international communications that acknowledges the fact that the debate is far more complex than a simple struggle of "free-flow" vs. "authoritarian control." Indeed, this book would seem to suggest that semi-official thinking on these matters has progressed far from the primitive black and white simplicities of Freedom House and others. Nonetheless one wonders after reading this book whether

such changes are more a matter of form than substance. The author counts it as a valuable asset to the U.S. that English, tied as it is to the culture of technology, is fast becoming the world language. While he cautions English-speaking Americans to be discreet in their satisfaction about this trend, he muses that perhaps the world may be "over the hump of psychological (political and cultural? Ed.) reluctance to letting one language serve an international role." While he admits that the U.S. may perhaps be guilty of cultural imperialism, he nevertheless sees with satisfaction that American cultural products are creating a global entertainment culture, noting with approval that, "Stars like Charlie Chaplin, John Wayne, Greer Garson, Clark Gable, Elizabeth Taylor and Alec Guinness are already global society figures." Although Fisher tends to celebrate a one-world entertainment and technocratic culture, he calls upon Americans to change their thinking about the usefulness of trying to export U.S. political culture. He suggests that Americans must be more tolerant of authoritarian (and repressive?) Third World governments as such regimes are usually necessary, given the state of economic and political development in those countries. It is such viewpoints, along with the author's talent as a clear and concise writer, that make this book useful and a must for those interested in how Establishment thinking on communications is changing. To order write: Ablex Publishing Co., 355 Chestnut St., Norwood, New Jersey 07648, U.S.A. \$17.50.

REQUEST FOR INFORMATION

Fred Fejes of the University of Illinois is presently engaged in research involving an historical study of the attempt by North American networks (CBS, NBC) to develop short wave radio broadcasting to Latin America as an advertiser-sponsored commercial service. The major areas of study are: network involvement in short wave radio broadcasting 1930-1948; export advertising to Latin America by North American Affairs; U.S. government propaganda to Latin America during World War II (the Rockefeller Office); and the post-war decision to use short wave radio as a government

service and the early history of the Voice of America. Any information, papers, records or other material related to any of the above topics would be greatly appreciated. Please contact: Fred Fejes, Institute of Communications Research, 222B Armory, University of Illinois, Champaign, IL 61820, U.S.A.

ADDITIONS TO THE DIRECTORY

The following are additions to the directory that we published in the February, June, and September issues. If you are not yet listed and wish to be, please send information according to the following format: position, current address, permanent address (if different), general research interests, specific research interests or current projects.

Stuart Ewen. Writer and professor of communication, Hunter College, CUNY. Address: Box 453, Hunter College, 695 Park Avenue, New York, New York 10021, U.S.A. Interests: Social history of mass media, with a particular focus on the rise of a mass culture within the U.S.; the problem of cultural domination; social theory; advertising; First World propaganda; cultural resistance and structural alternatives. Writings: Captains of Consciousness: Advertising and the Social Roots of the Consumer Culture (NYC, 1976, 1977); "The Bribe of Frankenstein" (Journal of Communication, Fall, 1979); etc. Current Project: Book, In the Shadow of the Image, a social history of the U.S. mass culture, commercial imagery, and the spectacular commodity society (special focus on automobile and fashion imagery). To be published by McGraw-Hill.

Roque Faraone. Position: Chargé de Conférences à l'Ecole des Hautes Etudes en Sciences Sociales (former Ecole Pratique). Current Address: 4, rés, du Parc 91.300 MASSY-FRANCE. General Research Interests: Latin American mass media; comparative economic and political basis of mass media in capitalist and socialist societies; international news. Current Projects: Dialogue "North-South" in French press.

Marcial Murciane. Position: Professor Adjunto del Dto. de Teoría de la comunicación. Current Address: Facultad de Ciencias de la Información, Universidad Autónoma de Barcelona, Bellaterra (Barcelona), Spain.

Permanent Address: Carretera de Sardanyola, 18, 4^o 2^a, Sant Cugat del Vallés (Barcelona), Spain. General Research: Mass communication and society; structure and aspects of international communication. Projects: Mass communication research in Latin America (1960-74); New International Information Order and new strategies in Latin America.

Preben Sepstrup, Associate Professor, Institute of Marketing, the Aarhus School of Economics and Management, Ryhavevej 8, 8210 Aarhus V., Denmark. Interests: Consumption of information, consumer information, advertising, public information; societal and long run effects of advertising. Project: Ideologic and other social effects of advertising. Content analysis of historical and actual material.

Benedict Tisa. Position: Nonformal Educational Communication Consultant. Address: 616 Lees Avenue, Collingswood, New Jersey 08108, U.S.A. Working mostly at the grass roots levels in the Third World and the U.S., Tisa works with communications projects using appropriate low-cost communication technologies to transmit non-institutional information. The projects are community-oriented and based on practical experiences. Research: Has done research in visual perception in Africa and Asia. Current Projects: Research in the use of low-cost slides and cassettes, solar-powered field audio-visual equipment, and the use of mail in communications.

COURSE OUTLINE EXCHANGE

In the last two issues of CP we asked those of our readers who have taught or are teaching courses devoted to a critical examination of some area or issue of communication studies (e.g. communication and culture, mass media and society, political economy of communication, etc.) to send us a copy of their course outline and reading list. The purpose of this is to facilitate the exchange of information among critical communication researchers and teachers. We are printing summaries of the following course outlines based on the responses we received to this request. For a complete copy of the course outline please write directly to the respondent. Again we urge our readers to send us their course outlines and we shall print

summaries in the next issue. Also we want to express our thanks to those who have already sent us copies of their course outlines.

Global Communications and International Affairs (Sociology, Georgetown University).
 Course Topics: How the U.S. Government Makes Policy on Global Communications; The U.S. International Telecommunications Industry (Manufacturers/Carriers); The Major Users: Military and Civilian Government, Finance, Commercial Aviation; Challenges from the Communist Semi-Periphery; Challenges from the Periphery; Challenges from within the U.S.; UNESCO and the New World Information Order; INTELSAT and World Satellite Networks; WARC and the Future of International Communications. Vincent Mosco, Dept. of Sociology, Georgetown University, Washington, D.C. 20057, U.S.A.

Mass Communications (Dept. of Social Sciences & Humanities. City University, London). I) Mass Media: Perspectives, Theories & Methods: 1. Is Mass Communication Possible?; 2. "Mass" and "Critical" v. "Administrative" Communication Research; 3. The Marxist Media Critique; 4. The Frankfurt School and Mass Culture; 5. Functionalism and Mass Media; 6. Effects on Media Audiences; 7. Uses and Gratifications of Audiences; 8. Political Parties, News and Public Opinion; 9. The Analysis of Media Content; 10. Administrative v. Critical and Quantitative v. Qualitative - The Additional Example: Studies of Journalists and Communicators. II) The

British Mass Media: 11. British Mass Media: National and Polarized; 12. Contrasting Media Histories; 13. British Mass Media: Politics, Ownership and Control; 14. Trade Unions, Occupations and Audiences; Countervailing Forces?; 15. Royal Commission on the Press, 1974-1977; 16. The Annan Report on Broadcasting, 1974-1977. III) The Mass Media in Other Countries; 17-18. France and West Germany; 19-20. The Media in the United States; 21-22. Media Imperialism; 23-24. Marxism and Functionalism Revisited. Jeremy Tunstall, Professor of Sociology, Department of Social Science and Humanities, The City University, Northampton Square, London EC1V OHB, England.

Political Economy of Communications (Communications 468, University of Illinois). 1. Introduction; 2. Knowledge, Research, and Documentation; 3. Rise of the Market for Entertainment and Information; 4. The Arts in a Capitalist Economy; 5. Organization and financing of the Post Office; 6. Postal Service since Reorganization; 7. Initiation of Public Utility Regulation; 8. The Nature of Public Utility Regulation; 9. Patents, Competition, and Monopoly; 10. Antitrust and Communication Industries; 11. Spectrum Management and Telecommunications; 12. Motion Picture Industry; 13. Publishing Industries; 14. Recorded Music Industry; 15. Issues in International Communication and Domination. Thomas Guback, Institute of Communications Research, 222B Armory Building, University of Illinois, Champaign, IL 61820, U.S.A.

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VOL. II, NO. 3

APRIL 1980

TO OUR READERS

SUBSCRIPTION FEE

As announced in the last issue of Communication Perspectives we have decided to institute a \$3.00 annual subscription fee to cover the production and mailing costs of the newsletter. Since that announcement we are happy to report that we have received a large number of replies from our readers who sent us subscription fees, thus insuring the survival and, hopefully, the improvement of this newsletter. Starting with the Summer 1980 issue, Communication Perspectives will be mailed according to our subscription lists.

To those of our readers who have mailed their subscriptions, we thank you for your support. Moreover, to those of you who sent us a contribution in addition to the subscription fee, we are especially grateful. To those of our readers who have not yet sent us their subscriptions, we urge you to do so at once in order that you may not miss the Summer 1980 issue. A subscription form is on page 11 of this issue. Please complete that form and return it to us together with your fee.

A NEW DIRECTORY

One of the most popular and useful sections in Communication Perspectives has been the Directory. We have published Directory entries for over eighty individuals from Europe, North America and Latin America engaged in critical communication research and practice. Along with their names and addresses, the entries have listed their interests and current research and/or professional projects. The greater portion of these entries have been published in the February and June 1979 issues. However, since that time we have had a number of new readers and some of the earlier information may have become outdated. Moreover we would like to make the Directory an annual feature. Thus we ask each of our readers to complete the Directory questionnaire found on page 11 and return it to us. Even if you have had your name listed in a recent issue of the Directory, for the sake of completeness, we ask that you fill out this form.

WE NEED MATERIAL

Since the beginning of publishing Communication Perspectives we have been receiving a steady stream of information and material to be included in this newsletter. We thank you all for taking the time to send information. To those of you who have not sent anything, we remind you that this newsletter relies solely on the information sent by readers. So please send information about new publications, ongoing and completed research, past and future events,

or anything else that may be of interest to those sharing a left, radical, progressive, marxist or critical approach to the study and practice of mass media and communication. We are particularly interested in publishing notices, announcements, or abstracts of articles dealing with some aspect of the mass media and/or communication from a critical perspective, particularly if these articles appear in the more traditional journals and periodicals.

The Co-Editors

Kling (Computer Science, University of British Columbia). Also invited are Abbe Mowshowitz (Computer Science, UBC), Todd Gitlin (Sociology, University of California, Berkeley) and Arthur Asa Berger (Broadcast Communication Arts, San Francisco State University). There will be a nominal registration fee for accommodations and meals. For information, contact the conference coordinator, Michael Real, at (714) 755-3060.

Political Economy Section/IAMCR

The 12th conference of the International Association of Mass Communication Researchers (IAMCR/AIERI) will be held in Caracas, Venezuela, August 25-29, 1980. The general theme of the conference is "New Structures of International Communication: The Role of Research." The Political Economy Section is currently organizing a program for the conference. Three themes have been suggested to serve as the basis for the section's three half-day meetings to be held at the Caracas conference: The State and the Information Media; Capitalist Strategies for Communication Development; and Political Economic Perspectives of the "New International Information Order." Suggestions are invited for themes and for papers to be presented at the section's meetings. Both the themes and the papers should be meaningful in themselves and relevant to the general theme of the conference. If you have any interest in contributing ideas or papers (even if you cannot attend the conference in Caracas), or if you have any ideas concerning the future work of the Political Economy Section, contact Robin Cheesman, Media Studies, Roskilde University Centre, P.O. Box 260, DK-4000 Roskilde, Denmark. Information about the conference and IAMCR in general can be obtained by writing Peggy Gray, Centre for Mass Communication Research, 104 Regent Road, Leicester LE1 7LT, England.

World Communications Conference

WORLD COMMUNICATIONS: DECISIONS FOR THE EIGHTIES will be held in Philadelphia, May 12-14, at the Hilton Hotel. George Gerbner, dean of the Annenberg School of Communications at the University of Pennsylvania, is the organizer. About fifty papers will be presented under such broad headings as: 1. Current and Cross-Currents

CONFERENCES

West Coast Critical Communications Conference

The fourth annual West Coast Critical Communications Conference is on! This event, traditionally held at Stanford University's Institute for Communication Research, is being hosted this year by San Diego State University's Department of Telecommunications. The conference will take place May 9-11, 1980 and will discuss such issues as political economy and communication policy and education for critical studies of communication. Keynoters include Herbert Schiller (UCSD) and Rob

COMMUNICATION PERSPECTIVES

Co-editors:

Eileen Meehan	Robin Kyle Nichols
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in Media Flow; 2. Policy Issues in Development Support; 3. Communications Technology and Rural Development; 4. What is the 'New International Information Order'?; 5. Transnational Data Systems; 6. A Post-WARC View of the Spectrum; 7. International Organizations and Systems; 8. Telecommunications Policy Developments in Western Europe; 9. The Role of the Individual--Personal Needs and Rights; 10. Tradition and Revolution--Theoretical Perspectives. It is anticipated that there will be high level participation from many countries and that the meeting will be a virtual summit meeting of leaders in world communication. More information from: Elvira Lankford, Conference Manager, Annenberg School of Communications, University of Pennsylvania, Philadelphia, PA 19104, U.S.A.

African Studies Symposium

Several divisions and departments of the University of Illinois are sponsoring the 7th annual symposium in the African Studies Program. This year's theme is LITERATURE, FILM AND SOCIETY IN AFRICA--DIALECTICS OF ARTISTIC CREATIVITY AND SOCIAL CONSCIOUSNESS. The program begins Wednesday evening, April 30, with the American premiere of Sarah Moldoror's latest film, Un Dessert Pour Constance, and concludes at noon on Saturday, May 3. Individual sessions, with invited papers and discussions, are devoted to the following topics: 1. Literature and Film--The Question of Language and Audience; 2. Oral Narrative and Film--Problems and Possibilities; 3. Images of Women in African Literature and Film; 4. Literary and Cinematic Explorations of Oppression and Liberation; 5. Literature and Film--Problems and Possibilities of Production and Distribution. The following films also have been scheduled: Sambizanga, Omar Gatiano, Ceddo, Harvest: 3000 Years, Xala, and O Povo Organizado. Many of the film-makers will be present. More information from: Professor Evelyne Accad, Department of French, University of Illinois, Urbana, IL 61801, U.S.A.

Marxist Scholars Conference

The First Annual Eastern Marxist Scholars Conference will be held in New York City October 17-19. The theme of the conference is "Myths, Illusions, Realities: Marxist Critiques of Capitalist Culture in the United States." The gathering is

modeled on the successful Midwest Marxist Scholars Conferences now in their fifth year. The New York meeting will be held at Hostos Community College in New York City. For information write: Eastern Marxist Scholars Conference, 202 West 49th St., Rm. 1201, New York, NY 10018, U.S.A.

CURRENT EVENTS

The Struggle for Irish Television

For over 800 years Ireland has been a victim of English colonialism and imperialism. By the end of the last century the Irish nation had disintegrated, the native language--Irish--had all but disappeared and the classical social, cultural, and psychological characteristics of a colonised people were rampant. The first two decades of this century, however, were years of renewal of cultural identity, national consciousness, and political and military struggle for independence. When direct control of all Ireland became no longer feasible, Britain protected her interests by setting up the "Northern Ireland" state within borders containing a majority of descendants of British colonists. An alliance was then formed in 1922, with the bourgeois section of the national movement. The underground all-Ireland republic, the Republic of Ireland which effectively ruled much of the country, was disestablished and a bourgeois state, the Irish Free State, was placed in charge of the mainly nationalist part of the country. Opposition was crushed with unprecedented savagery. The Irish Free State was compelled by the force of public opinion to afford considerable support to cultural decolonisation, particularly in the field of education. This resulted in a recovery of the Irish language and by the 1970s about 30% of the population could speak it, while a large percentage of the remainder were receptive bilinguals. The Irish television service Radio Telefís Éireann (RTE) was set up in 1961 allegedly to counter the cultural influence of the British TV services beamed to large sections of the population. But all the technology, skills, and knowledge were imported from Britain and the USA. Although it was publicly owned, the new service had to find about half its revenue in advertising while competing for a large

section of its viewers with the three British TV services. Not surprisingly, the new service was dominated by Anglo-American material, which now accounts for over 60% of output.

In 1973 a bizarre development in Government policy provided the catalyst for a national campaign in line with the movement for a New World Information Order. For reasons associated with the efforts of the British Government to re-establish its grip on Ireland, the Irish Government decided to re-broadcast the three British TV services throughout the country in competition with RTE. Despite overwhelming support by the print media for the Government's proposal, a successful joint campaign was waged by two organisations whose roots were in the national struggle. Conradh na Gaeilge, the original movement for cultural decolonisation, had developed a radical analysis of Ireland's cultural predicament in recent years. The Irish Transport and General Workers Union, the largest union in Ireland, had close links with the liberation struggle in the first two decades of the century and is more active than any other union in opposing aspects of neo-colonialism. At the end of the campaign in 1976, an opinion survey organised by the Government showed that two thirds of the people favoured a second national TV channel rather than the rebroadcasting of British services. The Government backed down, but not before the responsible Minister, Conor Cruise-O'Brien, had stipulated that a minimum of 80% of the material on the new channel must be of British or U.S. origin. Since 1976 the Mass Media Sub-committee of Conradh na Gaeilge has developed a broad campaign against Anglo-American domination of TV and against the commercialism that is threatening to gain a foothold in the ownership of radio, which is still publicly owned. The positive demands are for an increase in home-produced TV material, a balanced intake of material from all world sources, and a full spectrum of programmes in the Irish language. At present, programmes in Irish occupy less than 4% of TV time. Conventional campaign methods are combined with unconventional actions including occupations of RTE premises, climbing of broadcasting towers, refusal to pay TV licence fees resulting in imprisonment of several members, and operation of

an illegal radio station. In response the RTE Authority has just announced it will increase its output of Irish-medium programmes to 20% of all home production which in turn is to be increased to 50% of total output of TV material. For information and publications write: Maolsheachlainn O Caollai, Conradh na Gaeilge, 6 Sraid Fhearchair, Baile Atha Cliath 2, Ireland.

Maolsheachlainn O Caollai

CURRENT RESEARCH

Manuscripts Wanted for CINEMACTION

CINEMACTION is both an association and an informal group of film critics, directors, and teachers concerned with the development of socially involved cinema. They publish a review by the same name. The 14th issue of CINEMACTION (March, 1981) has as its topic "Video in the 80's" and will deal with an evaluation of actual video techniques and practices and with the new directions in the production and broadcasting of socially involved cinema. Presently, articles are being solicited for this issue. The issue as a whole will aim at four major questions: 1) The influence of video on film production; 2) Expansion of new networks, e.g. cable; 3) New broadcasting perspectives opened through the use of video-cassettes and recorders; and 4) Connections between electronic images and computers. Individual articles should deal with the following questions: 1) How are new techniques used by filmmakers involved in political and social action? 2) Are there new publics being reached? 3) How to expand audio-visual centers and new forms of free access by different social groups? Articles should be limited to 10 pages. Deadline for submission is June 15th. For further information write immediately to Annie Benveniste, 30 Avenue des Gobelins, 75013 Paris, France.

COMMENTS

"The Strange Luncheon with Professor Jay Blumler"

The Midwest Communications Miniconference is hardly a setting in which one would expect an international figure such as Jay Blumler to launch an attack against critical communications research in general and the British critical researchers in

particular. However, this is precisely what occurred at the Sixth Annual Midwestern Miniconference held in April at the University of Wisconsin, Madison.

The Miniconference represents an attempt by the major communications programs in that region of the United States to acquaint their graduate students with the research done in other programs and with like-minded students enrolled in other schools. As such, the conference stresses social interaction around common problems in research. This rather informal event has, in the last two years, included a luncheon honoring a scholar-in-residence at the hosting department. After the usual luncheon fare the youthful participants have been addressed by such grand old men in the field as Wilbur Schramm on the Indian satellite project and Jay Blumler on trends in media research.

In pointing out where research was needed to bolster the current mainstream tradition--here identified as uses and gratifications--Blumler argued that mainstream researchers must become involved in institutional and organizational research. To his audience of mainly neophyte effects researchers, Blumler stated that institutional and organizational research were too important to leave in the hands of researchers who were blinded by their own ideology. In his references to the work of British critical researchers, Blumler identified two failings: first, the lack of research measuring audience effects and, second, their inability to account for the role of groups other than a unified ruling class in the complex hegemonic structure of society. Although obviously not Blumler's terms, the gist of his argument can be characterized in this manner. Blumler has essentially charged the British critical researchers with doing interesting work, although misguided by their vulgar materialism.

Blumler's attack was marshalled against a body of research unknown by the majority of his audience. The tragedy here is two-fold: one can only lament what these youthful researchers have not read and what this grand old man has chosen to distort.

NEW AND CURRENT JOURNALS

IKON is the quarterly review of the Instituto A. Gemelli on communication research,

especially research on the political economy of communication. Divided into three sections, the first part of an issue usually described and critiques publications from Italy and other countries that are relevant to communications as well as presents overviews on communication research in various countries (e.g., FRG, France, Spain, various Latin American nations, USA). The second section is dedicated to the analysis of problems and processes at the national level and to articles analyzing special topics such as the press, theatre, cinema, radio, television, sport, music, and book publishing. The third section presents a symposium of articles addressing a particular topic, e.g.; cultural imperialism, the Italian reform of radio-television, merchandising of cultural products, technology and sources of information, and the McBride report on world communication. Among the contributors have been A. Abruzzese, G. Barile, R. Bertolazzi, F. Casetti, M. de Moragas, P. Flichy, N. Garnham, R. Grandi, T. Guback, F. Iseppi, A. Mattelart, L. Paldan, A. Pilati, I. Ramonet, R. Salinas, H. Schiller, T. Varis, and M. Wolf. For subscription information write to the editor, Giovanni Cesareo, Franco Angeli Editore, Viale Monza 106, 20127, Milano, Italy.

POSITIONS AVAILABLE

There are three job openings in a project of the International Center of Higher Studies of Communication for Latin America (CIESPAL) at the Facultades y Escuelas de Comunicación in Quito, Ecuador. This five-year project is currently in its first year and these particular jobs will begin in January 1981. Applications from qualified candidates will be considered for the following specializations: a) methods and techniques of communication research; b) city planning of communication; and c) institutional communication. For a description of the positions and further information, immediately contact: Dr. Luis Eladio Proaño, Director General, Departamento de Formación Profesional de CIESPAL, Apartado 584, Quito, Ecuador.

The Caribbean Institute of Mass Communication at the University of the West Indies invites applications for short and long-term teaching positions from critical communication scholars and practitioners. Speciali-

zations sought are film production, radio production, TV production, low-cost alter-nate media (cassettes, slides, etc.), development communication theory and practice, and communication research methods. A progressive perspective and an appropriate Master's degree essential. Apply with all particulars to Director, Caribbean Institute of Mass Communication, University of the West Indies, Mona, Kingston 7 Jamaica.

BOOKS TO NOTE

Marx & Engels on the Means of Communication:

A Selection of Texts edited by Yves de la Haye. This is a collection of Marx's and Engels' basic texts on the means of communication, information, and transportation. Its purpose is to contribute to the development of a materialist analysis of the media and to combat dominant bourgeois communication theory. It demonstrates how the analytical method of historical materialism can be used to understand the complex relations between the media and society that arose during the 19th century. This is relevant to developing a critical method in order to understand the communication forms developing in our time. The contents of the book include an introduction by Yves de la Haye; selected texts by Marx and Engels on a) relations of exchange and their history, the role of merchant's capital, and the means of communication in the production-circulation contradiction, b) the role of the means of communication in the modification of social relations, the creation of a "new type" of person, the advent of competition, and the destruction of traditional forms of community, c) the appearance and expansion of the modern means of communication, especially the railway, and their consequences, d) the transportation industry as the articulation between production and circulation; and a selected bibliography. To order write: INTERNATIONAL GENERAL, P.O.Box 350, New York, NY 10013, U.S.A. or International Mass Media Research Center, 173 Av de la Dhuy, 93170 Bagnolet, France. Order number: 0-88477-013-3. Cost: \$4.50 plus 10%, with a minimum of \$.50 per book to cover postage and handling.

Marxism and the Mass Media: Towards a Basic Bibliography No. 6-7 (April 1980).

The International Mass Media Research Center

(IMMRC) and International General (IG) have put out another issue in their bibliographical series on critical communication research. The purpose of the series is to provide comprehensive, multilingual, annotated listings of past and current marxist studies on all aspects of communication. Those of our readers who have seen and used the earlier issues in this series know what an invaluable research resource they are. Each issue contains more than 500 entries indexed by subject, author, and country. Cost of No. 6-7, \$6.50. Cost of earlier issues: No. 1-2-3, \$5.00; No. 4-5, \$4.00. add shipping costs of 10% with minimum of \$.50. To order, write either International General or International Mass Media Research Center, address above.

The Sunday Times Thalidomide Case: Contempt of Court and the Freedom of the Press by Murray Rosen (1979, 130 pages). This report, prepared jointly on behalf of the British Institute of Human Rights and Writers & Scholars Educational Trust, deals with a milestone case in English law with respect to the law of Contempt of Court, the role of the European Convention on Human Rights, and the present state of free expression within the particular legal orders. Rosen summarizes the evolution of the Sunday Times Case, which began with the Attorney-General's application to the Courts to prevent publication of the Times Newspapers Ltd.'s article tracing the history of the testing and marketing of the drug thalidomide. The justification of the ban was that publication of the article would constitute Contempt of Court, "a general term which covers a wide variety of conduct obstructing or tending to interfere with the administration of justice." It was contended that the article would prejudice the long pending litigation between the drug company and the parents of children affected by the drug. The decision to ban was upheld as high as the House of Lords. The case was then taken to European Commission of Human Rights and finally the European Court of Human Rights where the injunction was declared discriminatory. The European Court has no real jurisdiction in England, but it is very influential and the decision has rendered the restructuring of the Contempt of Court Doctrine inevitable. In addition

to summarizing the case, Rosen examines the evolution of the Contempt of Court Doctrine and the way in which it has operated as a balance between fair trial and press freedom; the way in which other jurisdictions handle fair trial-free press conflicts; the influence of the European Convention; and the implications of the case. For copies of this spiral-bound book write to INDEX ON CENSORSHIP, 21 Russell St., London, WC2B 5HP, England; or 205 E. 42nd St., New York, NY 10017, U.S.A. The cost is 4 or US \$8.

Keeping the Flame: Media and Government in Latin America by Robert N. Pierce (1979, 270 pp.). As there is currently a paucity of literature in English on Latin American media, any full-length study of the subject is welcomed. Moreover, when a study has as its subject Latin American media-government relations and succeeds not only in eschewing the simple minded rhetoric and inflated generalities that so often surround this topic, but also in analysing with care the political, economic and social realities within which such relations exist, then indeed such a study is doubly welcomed. It is for these reasons that Pierce's book on media and government in Latin America should receive the serious attention of every communication researcher and media professional interested in Latin America.

Pierce is not what one would call a critical communication researcher, as his point of view perhaps could be best described as a skeptical liberalism. His main goal in this work is "...not to discover what is wrong with media-government relations in Latin America, but rather what exists." (author's emphasis). Through a comparative analysis based on case studies of Argentina, Brazil, Chile, Cuba, Mexico, Peru, Colombia, Costa Rica, and Venezuela, he highlights the influence of varying factors on media-government relations, noting not only what attitude the various governments take toward their national media, but also what attitude the various media take toward their own government.

The major value of this study, aside from the great deal of useful information found in the individual case studies, is that it convincingly demonstrates that media-government relations are very complex and differ

immensely in type and kind, not only from country to country, but even across media within an individual country. In light of his analysis, the various past and current attempts (à la Freedom House and the Inter-American Press Association) to classify the media in various Latin American countries as either "free" or "unfree" seem not only unconvincing, but fundamentally wrong-headed. As the author argues, although previous studies have focused on the type of government restrictions placed on the media, "...the present studies repeatedly show that two important variations can occur--media can influence or even bully the government, and even when the government tries to restrict the media, their response to the effort often can have more to do with their freedom than any other factor."

Pierce's own attempt to offer a four-fold typology of media-government relations based on the media's posture toward the government (the Disclosive-Adversary Posture, the Cautious Posture, the Collaborative Posture, and the Absorbed Posture) shows the difficulties inherent in any generalizations as examples from each type can be drawn from almost every country. It is somewhat startling, for example, to find Pierce classifying the journalistic media of both Haiti (a poverty-ridden dictatorship) and Venezuela (a seemingly progressive, oil-rich democracy) as "cautious." But as Pierce notes, the media in both countries tend to avoid impartial editorial criticism of the government and/or disclosive reporting, although for different reasons.

While one can no doubt find fault with Pierce's scheme of classification and his conclusions, this study is nevertheless a refreshing look at a topic all too often subject to clichés and tired thinking. To order write: Communication Arts Books, Hastings House Publishers, 10 East 40th Street, New York, NY 10016, U.S.A.

PUBLICATIONS TO NOTE

Within the past few months two film catalogs have come out that may be of interest to our readers. The first is the 1980 Film Catalog of UNIFILM. UNIFILM is a new distribution company that was created

with the merger of the Tricontinental Film Center and the Latin American Film Project. The 80 page, illustrated catalog lists over 200 titles of short, medium and feature length films in 18 different subject areas, from African Studies to Women Studies. As UNIFILM has a special commitment to seeking out and making available socially relevant and artistically innovative films, this catalog would be of value not only to those seeking films for classroom use, but also for wider purposes. For copies of the catalog and other information write: UNIFILM, 419 Park Avenue South, New York, NY 10016, U.S.A.

The second catalog is titled Reel Change: A Guide to Social Issue Films edited by Patricia Peyton. It indexes over 500 dramatic features, documentaries, shorts, animation, videotape and slide shows. Although the guide is not connected with a specific distributor, it does provide information where specific films may be obtained. The paperback price is \$6.95 plus \$1.25 for postage and handling. Copies may be ordered from The Film Fund, P.O.Box 909, San Francisco, CA 94101, U.S.A.

Last December the United States National Commission for UNESCO sponsored a 3 day conference titled TOWARD AN AMERICAN AGENDA FOR A NEW WORLD ORDER OF COMMUNICATIONS. The conference was hosted by the Henry W. Grady School of Journalism of the University of Georgia. The panel topics included "Freedom and Order in Future International Communications," "The Free Flow of Information: Re-examining a Traditional Value," "The Business Community's Stake in Global Communications," "Communications Revolution in an Interdependent World: A Growing Flow and Attempts to Restrict It." The participants included U.S. government officials, some well-known communication researchers, business men and women involved in international communications and a number of well-meaning liberals. An interim conference report is available and a final report which will include copies of the papers and respondents' comments is being planned. For copies write the U.S. National Commission for UNESCO, Department of State, Washington, D.C. 20520, U.S.A.

A recent issue of the journal The Radical Teacher - a newsjournal of socialist theory and practice had "mass culture" as its topic

and contained a number of articles dealing with the teaching of mass communications from a critical perspective. In the words of the introduction by Richard Ohmann, "These articles are about teaching mass culture politically, and using mass cultural forms to teach a liberated politics." Among the articles are "Teaching Cosmopolitan: Theory and Practice" by Ellen McCracken, which deals with teaching students how to critically examine a mass culture artifact, the fashion magazine Cosmopolitan; "Teaching Mass Media" by James Donald, which outlines an approach to the teaching of mass media from a critical perspective, stressing the integration of theoretical learning and the students' media practice; and "As the (White, Middle-Class) World Turns: Teaching Soap Operas" by Susan Radner. Copies of this issue are available for \$2.00 apiece. Write: Radical Teacher, P.O.Box 102, Kendall Square P.O., Cambridge, MA 02142, U.S.A.

"News as Ideology and Contested Area: Toward a Theory of Hegemony, Crisis, and Opposition" by Todd Gitlin. Socialist Review 48 (Vol. 9, No. 6) November-December 1979. This article is a distillation of Gitlin's forthcoming book, The Whole World Is Watching: Mass Media in the Making and Unmaking of the New Left, University of California Press, 1980. In the article Gitlin examines the origin nature, transformation, and role of what he calls "news frames." Frames are "persistent patterns of cognition, interpretation, and presentation, of selection, emphasis, and exclusion, by which symbol-handlers routinely organize discourse, whether verbal or visual." The theoretical foundation of Gitlin's analysis is the Gramscian idea of hegemony, as further elaborated by Raymond Williams and Stuart Hall. Gitlin outlines the "force-field of intersecting political pressures" within which the media "carve out an ideological sphere in which they are free to move as they please." The news routines that are developed will tend to represent material in ways which do not conflict with the dominant hegemony; but the dominant routines into question, as the dominant routines actually serve to undermine hegemony. At this point, the State is more likely to intervene, and the media can be caught between loyalties to class

and to professionalism. Gitlin summarizes this process in the growth and demise of the New Left in the United States during the 1960s. He also considers recent frames used by the media in covering the movements against nuclear power and nuclear weapons. The hope is that radical movements can and will learn to take advantage of "this web of conflicting yet interdependent corporate and state powers."

COURSE OUTLINE EXCHANGE

In the past issues of CP we asked those of our readers who have taught or are teaching courses devoted to a critical examination of some area or issue of communication studies (e.g., communication and culture, mass media and society, political economy of communication, etc.) to send us a copy of their course outline and reading list. The purpose of this is to facilitate the exchange of information among critical communication researchers and teachers. We are printing summaries of the following course outlines based on the responses we received to this request. For a complete copy of the course outline please write directly to the respondent. Again we urge our readers to send us their course outlines and we shall print summaries in the next issue. Also we want to express our thanks to those who have already sent copies of their course outlines.

International Broadcasting and Film: Problems in Creating the New International Information Order (Radio-Television-Film, University of Texas at Austin). 1) The Beginning of the Debate: Free Flow of Information; 2) The Impact on Culture: Homogenization and/or Imperialism; 3) The Problem of News: Flow and Bias; 4) The Problem of Film and TV: Structure and Control; 5) Transnational Advertising and Media Development; 6) The Information/Data and Music Industries; 7) Can Technology be Transferred?; 8) Self-Reliance as a National Communication Policy?; 9) Role of Information in National Development. Emile G. McAnany (until Sept. 1980 c/o Dr. Francois Orivel, IREDU, Batiment des Sciences Mirande, B.P. 138, 21004 Dijon Cedex, France), Department of Radio-Television-Film, School of Communication, University of Texas, Austin, TX 78712, U.S.A.

Philosophy of Communication and Culture

(Philosophy, University of Texas at Austin). This course combines historical investigation of the rise and development of new forms of popular culture and media of communication; theoretical analysis of film, radio, music, and television; aesthetic analysis of criteria to criticize or defend artifacts of popular culture. Emphasis will be on the interaction of media and communications, forms of popular culture and social conditions in America. The course provides opportunities to study dominant American mythologies and ideologies and thus to evaluate critically the constituents of our national culture by studying the major forms of American film, music and television. For more information write: Doug Kellner, Department of Philosophy, University of Texas at Austin, Austin, TX 78712, U.S.A.

Underdevelopment, Culture and Media (Communications, Stanford University). This course is an introductory seminar that focuses on the role of the mass media in the ideological-cultural incorporation of Third World countries into the transnational capitalist world system. The section titles are I. The Causes of Underdevelopment: Colonial Links, Neo-Colonial Transnational Capitalist Links, Aid, Internal Social Structures and Processes; A. Colonialism, B. Neo-Colonial Transnational World System; II. National Development and Culture; III. Transnational Media; A. Overview, B. Broadcasting and Film, C. Computer Systems and Satellite Technology, D. Press and Print Media, E. Media Professionalism. Bella Mody, Institute for Communication Research, Stanford University, Stanford, CA 94305, U.S.A.

BOOK REVIEW

Cecilia von Feilitzen, Leni Filipson and Ingela Schyller, Open Your Eyes to Children's Viewing: On Children, TV and Radio Now and in the Future, Stockholm: Sveriges Radio.

This book was written for a cause. According to the authors, they published this highly readable account of the situation of children in Swedish society in an attempt to redress the April 1977 report of the Swedish government Commission on Broadcasting which mostly ignored the child audience. The author's comment:

"one of our aims was to encourage debate before the parliament half a year later... the Commission's use of research data about the child audience was poor and insufficient. If the Commission to a larger extent had set out from facts about children, it should in several cases have arrived at other conclusions and proposals."

This book is highly persuasive. The authors propose alternatives for how broadcasting in Sweden might better meet the needs of child audiences. These proposals are based on research evidence--survey and experimental--on the use of radio and television by Swedish children, the influence of these media on children's lives, and the general lot of children in Swedish society.

Television is the main medium used by children. Children start watching TV early (about 3 years of age) and tend to watch more TV than adults (two and one-quarter hours per day for nine to twelve-year-olds vs. two hours per day for adults). In contrast to the 1977 government report, which recommended increased transmission times in television and exchange of programmes via satellite with other Nordic countries, these authors conclude that such proposals would only serve to increase children's dependence on television. The authors suggest, rather, a reduction in transmission times, perhaps even an evening without television. In short, they suggest that freedom of choice in programming should mean more than a choice between similar television programs. For children, the necessary freedom of choice should be between television watching and other activities.

The report of how children use television and radio and its influence upon their lives is very reminiscent of current and recent public debate in the U.S. regarding television and violence. However, the authors bring a much broader perspective to the issue by situating the media question within the larger issues of society's general neglect--yet responsibility--for the needs and interests of its children. In the

last two chapters of the book, the authors argue persuasively that the 1977 Broadcasting Commission's neglect of children is part of the broader society's general willingness to ignore children. They argue that the responsibility to meet the needs and interests of children by providing them stimulation, adequate opportunities for development, and emancipation rests with all decision-makers in society and, even more particularly, with the broadcasters. A few quality children's programs are not sufficient to care for the needs of child audiences, rather the authors argue that the responsibility for the child audience belongs to both the children's programming division and those responsible for adult programs since children predominantly watch adult shows. To purchase, write: Sveriges Radio, Audience and Programme Research Department, S-105 10 Stockholm, Sweden.

Ellen Wartella
University of Illinois

FOR THOSE OF OUR READERS
WHO WISH TO BE LISTED
IN THE DIRECTORY
PLEASE FILL OUT
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DIRECTORY QUESTIONNAIRE

In order to facilitate the sharing of information among critical communication researchers and media professionals, Communication Perspectives will publish its directory in the next issue based on the response to the following questionnaire. Please fill out the form (type or print legibly) and return it to us. Even if you have had your name listed in a previous issue of the Directory, for the sake of completeness we ask that you complete this form and send it to us.

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VOL. III, NO. 1

AUGUST 1980

A REMINDER

All subscriptions to CP take effect with the next issue. If you have not yet subscribed, please complete the form on the last page of this issue and send it to us with your fee.

To those who have mailed their subscriptions, we thank you for your support. Moreover, to you who have contributed in addition to subscribing, we are especially grateful.

FORTHCOMING EVENTS

Call for Papers on Culture and Communication

The fourth Conference on Culture & Communication will be held in Philadelphia, Pennsylvania, from April 9-11, 1981 at Temple University. Abstracts and proposals are invited on any topic relevant to the following general areas: communication theory--models, philosophy, the relationship of communication to other disciplines; research methods in the study of culture and communication--all methodological issues including the use of media in social science research; interpersonal communication; government, business, and culture; communication and

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ideology; mass media and acculturation; art as cultural artefact. Other topics may be suggested. Sessions organized around the presentation of film, video, photography, etc., are also welcome. The deadline for submissions is November 15, 1980. Contact: Dr. Sari Thomas, Coordinator, CCC 1981, Department of Radio-TV-Film, Temple University, Philadelphia, PA 19122, USA.

Fifth Annual Conference on the Current State of Marxist Theory

The University of Louisville in Kentucky will host the fifth Conference on the Current State of Marxist Theory from November 13-16, 1980. A wide variety of issues will be addressed from a number of marxist or marxist-derived perspectives. For information, contact: Prof. Morton Wenger, Dept. of Sociology, University of Louisville, Louisville, KY 40292, USA.

CURRENT EVENTS

Production Assistants' Strike Successful

From April 9 to May 12, 134 production assistants struck the Finnish Broadcasting Company, shutting down production and televising of all programs except public affairs. FBC broadcast reruns, unfinished, and outdated programs to remain on the air. The PAs, who are mostly women, demanded wage increases and parity with comparable employees in the FBC. The settlement included 25% pay raises for trainees, salary increases for other PAs, and improved annual vacations. According to a press release, "a very significant victory is the public recognition of the position and importance of the PA in the functions of the Finnish Broadcasting Company. In future negotiations, the employer is forced to bear in mind our solidarity and strength." The PAs are 100% unionized. The strike received moral and financial support as well as demonstrations of solidarity from other workers in media and the arts in the Nordic countries and elsewhere.

EXECUTIVE SALARIES

With inflation exacting its toll, high interest rates, and prices that outstrip wages, it is refreshing to discover that some employees apparently have managed to keep their heads above water. Listed below for major companies with interests in mass media are high-level executives and their compensation composed of salaries, directors' fees, commissions, and bonuses for the year indicated. The amounts shown exclude stock dividends (if any), insurance and fringe benefits, entertainment expense accounts, car fare and lunch money, and in some cases, corporate help on financing of home purchases. (Didn't someone claim that inflation is fueled by demands for higher workers' wages?)

PUBLISHING					
		\$ 147,344	James McIlhenny, executive vice president		THE WASHINGTON POST COMPANY (1979)
DOW JONES & COMPANY, INC. (1978)				\$ 371,700	Katharine Graham, chairman [sic]
\$ 299,128	Warren Phillips, chairman	McGRAW-HILL INC. (1978)		338,300	Mark Meagher, president
175,744	Ray Shaw, executive vice president	\$ 302,980	Harold McGraw, Jr., chairman	295,000	Peter Derow, president, Newsweek
183,600	Donald Macdonald, senior vice president	193,000	Alexander Burke, Jr., president	293,386	Joel Chaseman, president
140,915	George Flynn, vice president	165,750	Daniel Crowley, executive vice president	225,000	Robert Campbell, chairman, Newsweek
118,940	John McCarthy, vice president	170,760	Joseph Dionne, president, Information Systems		
		178,005	Gordon Jones, president, Publications		
GANNETT CO. INC. (1979)					<u>BROADCASTING AND CABLE</u>
\$ 454,000	Allen Neuharth, chairman				AMERICAN BROADCASTING COMPANIES INC. (1979)
372,000	Karl Eller, president	THE NEW YORK TIMES COMPANY (1979)		\$ 750,000	Leonard Goldenson, chairman
241,250	John Heselden, senior vice president	\$ 393,855	Arthur Sulzberger, chairman	650,000	Elton Rule, president
241,250	Douglas McCorkindale, senior vice president	276,866	Sydney Cruson, vice chairman	545,000	Frederick Pierce, president, ABC Television
203,750	John Quinn, senior vice president	271,364	Walter Mattson, president	308,000	Everett Erlick, senior vice president
		252,409	James Goodale, vice chairman	305,000	Michael Mellardi, vice president
HARTE-HANKS COMMUNICATIONS INC. (1979)		188,894	John Pomfret, senior vice president		
\$ 367,650	Robert Marbut, president				CBS INC. (1979)
265,980	Larry Franklin, senior vice president	PLAYBOY ENTERPRISES INC. (1979)		\$ 789,109	William Paley, chairman
125,208	John Johnson, vice president, Radio Group	\$ 301,000	Hugh Hefner, chairman	732,312	John Backe, president
129,932	C. Ben Rodgers, vice president, Consumer Distribution	476,000	Derick Daniels, president	363,309	Gene Jankowski, vice president
135,000	Wayne Kearl, vice president, TV Group	231,819	Marvin Huston, senior vice president	345,812	John Purcell, executive vice president
		614,608	Victor Lowmes, president, Playboy Clubs	215,000	Walter Yetnikoff, vice president
		189,000	Nat Lehrman, senior vice president		
HOUGHTON MIFFLIN COMPANY (1979)					METROMEDIA INC. (1979)
\$ 159,278	Harold Miller, chairman	PRENTICE-HALL INC. (1979)		\$ 400,000	John Kluge, chairman and president
96,760	Richard Gladstone, senior vice president	\$ 224,089	Frank Dunnigan, president	257,000	Clemens Weber, executive vice president
101,922	John Riordan, senior vice president	104,056	Howard Warrington, chairman	184,000	Albert Krivin, senior vice president
89,723	George Breitzkreuz, senior vice president	95,331	George Costello, executive vice president	150,000	Alfred Schwartz, senior vice president
96,229	Robert Janas, vice president	74,146	Donald Schaefer, group vice president	121,635	Ross Barrett, senior vice president
		66,732	Leo Albert, vice president		
KNIGHT-RIDDER NEWSPAPERS INC. (1979)					RCA INC. (1979)
\$ 357,791	Alvah Chapman, Jr., president	TIME INC. (1979)		\$ 428,750	Edgar Griffiths, president chief executive officer
229,792	Byron Harless, senior vice president	\$ 507,550	Andrew Heiskell, chairman	291,667	Jane Pfeiffer, chairman [sic]
208,974	Lee Hills, editorial chairman	450,150	James Shepley, president	238,750	Roy Pollack, executive vice president
271,526	Bernard Ridder, Jr., chairman	396,550	Arthur Temple, vice chairman	235,833	Julius Koppelman, executive vice president
196,070	Robert Singleton, senior vice president	282,131	J. Richard Munro, executive vice president	210,000	George Fuchs, executive vice president
		324,050	Charles Bear, group vice president		
MACMILLAN INC. (1979)					STORER BROADCASTING COMPANY (1979)
\$ 147,745	Alan Baker, vice chairman	\$ 420,000	Franklin Murphy, chairman	\$ 238,338	Bill Michaels, chairman
181,778	Robert Barton, president	400,000	Otis Chandler, publisher	227,945	Peter Storer, director
230,482	Raymond Hagel, chairman	385,000	Robert Erburu, president	209,865	Terry Lee, president
174,238	Jeremiah Kaplan, senior vice president	281,159	Jack Meadows, vice president	184,350	Arno Mueller, president, Cable Communications
		255,335	Matthew Birmingham Jr., vice president		

CONFERENCE REPORT

Canadian Communication Association/L'Association Canadienne de Communication (CCA/ACC)

The founding conference of the CCA/ACC was held May 31-June 2, 1980, at l'Université du Québec à Montréal in Canada. Nineteen workshops and three plenary sessions were held exploring the following themes:

1) communication policy; 2) media studies; 3) communication theory; 4) social and interpersonal communication; 5) communication and development. At a separate organizational meeting, the interim board, which had organized this conference, stepped down. A Constitution was established and a new board of directors elected by the membership.

The unanticipated large turnout was a testimony to the need for such an association in Canada. Sessions were well-attended and conducted in both English and French. Unfortunately, copies of many of the papers were unavailable and the collections of abstracts were incomplete. Nevertheless, the conference was unique and important in providing a forum for the exchange of views between Canadian communication researchers, Canadian policy makers, and representatives of communications corporations. Three of the more interesting papers presented were "The Information Economy in Late Capitalism" by G. Warskett (Carleton), "De l'exploitation économique des seigneurs de la culture de masse" by René Jean Ravault, and "Capitalist Underdevelopment: 'Folk' Music and the Production and Reproduction of Popular Culture in Atlantic Canada" by R. Brunton, J. Overton (Acadia), and J. Sacouman (Acadia).

Despite extensive discussion of radio, television, and press in Canada, little attention was paid to film in Canada and representatives of neither the Canadian film industry nor the National Film Board of Canada were among the presenters. This is regrettable given the historical importance of Canadian coproductions in the international film market. Overall, however, the conference was both useful and informative. For information about the CCA/ACC, contact: Professor William Gilsdorf, Communication Studies, Concordia University, 7141 Sherbrooke Street West, Montreal, Quebec, CANADA H4B 1R6.

Denis Gosselin

CURRENT PROJECTS

The National Federation of Community Broadcasters Program Service, founded in 1975 as a non-profit tape exchange, distributes and promotes audio programs produced by independent audio artists and journalists. Recent programs distributed by the service have featured representatives of the American Indian Movement discussing a wide array of injustices, independently produced jazz artist Betty Carter performing her music and discussing the exploitation of Black artists, and an elegy-eulogy for anti-nuclear activist Karen Silkwood.

The service boasts a substantial archive of audio materials produced over the past twenty years, which are catalogued in Sourcetap, available at many university libraries. For communication scholars, the service provides a rich source of audio materials. For independent radio producers, the service will promote and distribute their productions as well as lend assistance in securing both funding and inexpensive production materials. For further information, contact the National Federation of Community Broadcasters Program Service, 17 East University Avenue, Champaign, Illinois 61820, USA, or phone 217-359-9535.

Mike Nielsen

NEW AND CURRENT JOURNALS

Alternative Futures: The Journal of Utopian Studies seeks inquiries and contributions from interested communication researchers. Sponsored by both Rensselaer Polytechnic Institute and the University of Michigan, the journal is a quarterly and began publication in spring 1978. Interdisciplinary in orientation, the journal was conceived in order to bring utopian thought of the present into confrontation with that of the past, and to assess the ways in which utopian aspirations have shaped and continue to shape human activities. The journal welcomes speculative as well as scholarly contributions. Persons wishing to submit articles and essays should write Alexandra Aldridge, co-editor, 102 Rackham Bld., University of Michigan, Ann Arbor, MI 48109, USA. Persons wishing to review books should write Howard P. Segal, associate editor, at the same address. To subscribe, write Alternative Futures, Human Dimensions Center,

Rensselaer Polytechnic Institute, Troy, NY : 12181, USA. Subscription rates for one year are: individual \$10; institutional \$17; add \$1.50 for foreign postage; checks should be sent to the Rensselaer address.

Approtech is a quarterly publication of the International Association for the Advancement of Appropriate Technology for Developing Countries (IAAATDC), a non-profit organization based in Ann Arbor, Michigan, USA, which began publication in November 1978. IAAATDC's objectives include the socio-economic and country-specific technological and scientific advancement of the developing countries, and the exploration of ways and means of harnessing local resources while preserving the natural environment in these countries, through directed research, discussions and publications. Approtech intends to reflect these objectives and at all times encourage practicalism and high academic standards for the materials it publishes. It covers topics on the various aspects of appropriate technology and their perceived utility for development. All articles submitted for consideration must be typed with double spaces and not be more than 2,500 words long. Send articles to: The Editor, Approtech (IAAATDC), The University of Michigan, 603 East Madison, Ann Arbor, MI 48109, USA. To join IAAATDC and receive Approtech, write Membership Secretary, at the same address. Memberships for one year are: individual \$10; students \$5; institutional \$200; patron \$100.

Access Atlanta Newsletter is a quarterly designed to promote and facilitate use of public access channels on cable television in Atlanta. Material it publishes may be relevant to other situations. Winter 1980 is the first issue. More information: Access Atlanta Inc., P.O. Box 5289, Atlanta, Georgia 30307, USA.

The Center for the Study of Communication and Culture publishes a quarterly survey of communication research. The Summer 1980 number is devoted to the New International Information Order. More information: CSCC, 221 Goldhurst Terrace, London NW6 3EP, England.

The Independent is published 10 times yearly by the Foundation for Independent Video and

Film. Good practical guidance and solid columns. The December/January 1980 issue reports on "Peer Panel Gagged at WNET" and "Minimum Legal Response to Independent Needs Outlined in CPB Memo." More information: AIVF, 99 Prince Street, New York City, New York 10012, USA.

10J Newsletter, published by the International Organization of Journalists, appeared for the first time in June 1980. It reports activities of the 10J and other federations of journalists, and also presents book reviews and news notes. More information: 10J, Parizska 9, Prague 1, Czechoslovakia.

RECENT DISSERTATIONS

Janet M. Wasko, Relationships between the American Motion Picture Industry and Banking Institutions. Ph.D. dissertation, University of Illinois, 1980. This study provides a historical overview of the interaction between the American film industry and banking institutions from the early development of the film business in the 1890s through the 1970s. The discussion for each period of film history includes the types of financing provided by banks, the conditions under which such financing has been arranged, and the amount of funds involved. Other relationships with banks and bankers are also explored, including stock ownership by banks/bankers; interlocking director relationships, and other types of interactions. Specific banks and bankers involved for each period are discussed, with consideration given to the types of influence and control exerted by these financial institutions on the industry's structure and policies, as well as on films and filmmakers.

PUBLICATIONS TO NOTE

The Foundations of United States Information Policy, a 17-page paper, was released in July by the National Telecommunications and Information Administration. The document was prepared as a US government submission to the OECD's "High-Level Conference on Information, Computer, and Communications Policies for the 1980s," and was part of the US submission to the recent "World Conference on Transborder Data Flow Policies" held in Rome. The document views information

from two approaches: (1) legal foundation of information dissemination and access, and (2) the economics and management of information. A copy can be obtained from: NTIA, Public Affairs Office, 1800 G Street NW, Washington, D.C. 20504, USA.

"Public TV's C.I.A. Show," John S. Friedman, The Nation, July 19-26, 1980, pp. 73-77. Because the ideological commitments of foundations are rarely apparent, "corporations and institutions whose images are tarnished now seek such 'neutral' intermediaries to convey their views." An exemplar of this may be found in American public television's presentation of the Free to Choose series, which provides a showcase for Milton Friedman and his conservative economic theories. The author traces funding for this and similar series to the Smith Richardson Foundation, a nonprofit foundation with close ties to the Central Intelligence Agency and the Department of Defense. John Friedman argues that sponsorship of particular programs should be replaced by the sort of general support suggested in the latest report by the Carnegie Commission.

BOOKS TO NOTE

Media, Politics & Culture: A Socialist View edited by Carl Gardner (London: Macmillan Press LTD, 1979). This collection of essays is the product of a series of public forums held in autumn 1976 by the National Union of Journalists and Equity in the International Marxist Group. The essays sketch various strategies for socialist activity in the media in a socialist society. The contributions vary considerably in the depth of their analysis. Some are relatively straight-forward statements about the nature of the media--e.g., the media are racist--and some are simply calls for socialists to act. A number of the essays, however, attempt to utilize contemporary theoretical developments to inform their analyses of modern media and their prescribed strategies for change. There is an attempt in this collection to cover a wide range of media; thus there are essays dealing with film, television, theatre, music, and the press. Likewise, contributors, though they are largely media practitioners or political activists concerned with media, harken from the ranks of media practitioners, academicians, theorists, feminists, and

socialists. As a result of the diverse orientation of the contributions, the end result is a number of essays that often confound, if not contradict, one another. The richness of the collection results from just this diversity, however. A dialogue is begun here--between theorists and practitioners--which should contribute to the formulation of sound media practice and theorizing.

Jennifer Slack

Raymond Williams: Politics and Letters: Interviews with New Left Review (London: New Left Books, 1979; Distributed in the US and Canada by Schocken Books, New York). These critical, probing interviews, conducted at Cambridge in 1977 and 1978, explore in depth the work of the British socialist writer, Raymond Williams. The book is divided into five sections: biography, culture, drama, literature, and politics. While Williams' written works provide the thread which lends structure to the interviews, the location of Williams' work in his life and thought provides the real substance of the interviews. For those who follow Williams' work, these interviews offer invaluable insight into the relationship between William's background, British and world politics, and the evolution of his ideas. The section on culture is probably the most valuable to communication researchers, as it addresses the theoretical and political issues relevant to the development of Williams' cultural theory. In this section, the origins, strengths, and weaknesses of Culture and Society, The Long Revolution, and Keywords are explored. In addition, in the section on literature, the discussion of Marxism and Literature adds significantly to understanding of Williams' notion of cultural practices as forms of material production, a crucial formulation in his cultural theory. Sadly lacking from these interviews, however, is any discussion of Television: Technology and Cultural Form, Williams' one work which is concerned specifically with a medium of communication.

Jennifer Slack

BOOK REVIEWS

Les Industries de l'Imaginaire: Pour une Analyse Economique des Media, Patrice Flichy, Institut National de l'Audiovisuel, Presses Universitaires de Grenoble, 1980. 277 pp.

Flichy has provided a good basic descriptive book, buttressed with statistical material and solid analysis, drawn around the audiovisual field: radio, TV, film, recorded music, videocassette, videodisc, etc. The volume's theme, abundantly elaborated, is that the character of cultural industries is marked by contemporary capitalism. Although this is hardly news, Flichy develops his argument on an international level.

Flichy, a researcher at the Institut National de l'Audiovisuel in France, uses an institutional approach to present a macro-economic view of the behavior and structure of media, pointing to their economic and financial concentration and their internationalization. He contends that each new system of communication, from telephone to teletext, has been accompanied by considerable literature presenting it simply as an extension of existing systems, or as a means by which new social relations can emerge. This, according to Flichy, does nothing but obscure an analysis of the role of innovation in communication. For each new system that is a candidate for implementation, it is first necessary to identify a use. His objective is to study this transformation from innovation to commodity. He points out that contrary to the phases of research and invention, which are primarily technological, the logic of transformation is a product of industrial strategy which shapes the way audiovisual systems are used.

The book's first part deals with basic systems--disc, film, broadcasting--and explains their development as commodities in capitalist society. The second part considers so-called second generation hardware--Super 8, cable and pay TV, satellites, videocassettes, and videodiscs. Finally, Flichy examines industrial structures and strategies, pointing to media conglomerates and major corporations which he names The 200 Audiovisual Families.

Considering American media domination and new technology, Flichy argues: "It was often thought, especially in France, during the period when television was being developed, that the existence of national hardware was guarantee of the development of national programming. With the arrival of new media that are expanding quickly on the global market, this type of reasoning will be shown probably to be false." No matter whether Japanese or European hardware eventually predominates, it

will need to ally itself with American capital, and it will be just another conduit for the proliferation of American material.

Thomas Guback

The Development and Growth of the Film Industry in Nigeria, Alfred Opubor and Onuora Nwuneli, eds. Published for the Nigerian National Council for Arts and Culture by Third Press International/Okpaku Communications Corp., 1995 Broadway, New York, NY 10023, USA. 119 pp. \$13 hard, \$6.95 soft.

Edited by members of the Department of Mass Communication at the University of Lagos, the book consists of papers presented at the 1979 seminar on the Film Industry and Cultural Identity in Nigeria. The seminar was motivated by a desire of the NNCAC to bring together information on the development and growth of Nigeria's film industry, and to consider the role film can play in the economic, political, and cultural development of Nigeria and similar countries. Although the Nigerian government has an almost total monopoly on mass media, it has paid no attention to the production and exhibition of theatrical feature films. Consequently, the book outlines ways in which government and other groups can cooperate in developing a film industry.

One contributor notes that the film "business" is still almost completely controlled by foreigners": the American Motion Picture Export Company (Africa) and two Lebanese firms. However, this aspect of the problem receives surprisingly little attention in the book. Indeed, another author urges that film co-production agreements be signed with "America, Britain, and India" so that "costs will be reduced and the much-needed technological exposure would be established. Another extremely optimistic paper refers to "American and Latin American markets" that could be exploited by Nigerian films drawing "heavily on nostalgia and sentimental affinities between the 40 million blacks of those regions and black Africa." Despite such shortcomings in the way the basic problem is posed and analyzed, this book is still very useful as it demonstrates the conflicting attitudes and priorities that plague media development in many Third World nations. The book is a practical confrontation with the problems of one medium.

Thomas Guback

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VOL. III, NO. 2

NOVEMBER 1980

CONFERENCE REPORTS

IAMCR CARACAS CONFERENCE

The 12th General Assembly and Scientific Conference of the International Association for Mass Communication Research was held August 25th through August 29th at the Parque Centrale in Caracas, Venezuela. Over 300 participants from 39 countries met for the presentation of papers and discussion of the theme, "New Structures of International Communication? The Role of Research." The conference was officially opened Monday evening by Dr. Luis Herrera Campins, President of Venezuela.

The first session of the conference focused on a critical assessment of research, including papers presented by Oswaldo Capriles (Venezuela), Ithiel de Sola Pool (USA), Cees Hamelink (Netherlands), and Tamas Szecsko (Hungary), with responses by Herb Schiller (USA) and Eapen Eapen (India). The discussion was especially lively between Pool and Schiller, prompting a less formal

debate held the following evening when both presented their motivations for research and other relevant comments. (For a tape of that debate, send two C-60 blank tapes plus \$1 for postage to Howard H. Frederick, School of International Service, the American University, Massachusetts and Nebraska Avenues NW, Washington, DC 20016 USA.)

The second session of the conference included formal presentations on the theme, "Where Do We Go From Here? Future Directions in Research, Theory, and Method and Application to Problems, Planning, and Practice." Papers were presented by Tomo Matelanc (Yugoslavia), Everett Rogers (USA), Hector Schmucler (Mexico), and Kjeld Veirup (Denmark). Discussants for the session were Dennis McQuail (Netherlands) and Raquel Salinas (Chile).

Meetings of the various IAMCR Sections (Social Psychology, Legal, Bibliography, International, Professional Training, etc.) were held on August 27th, unfortunately during the same time periods. The Political Economy Section attracted about 60 participants and discussion centered on a working paper by Alvara Barros-Lemez, Jorge Luis Ornstein and others (Uruguay) on "The New International Information Order: Latin America and the Process of Democratization of Communication." The paper emphasized the importance of developing national communication policies within the discussion of a New International Information Order. The lively discussion that the paper engendered included considerations of conditions and experiences in several Latin American countries. In the afternoon, the Political Economy Section joined the Communication Satellite and Technology Section for the presentation of papers by A.M. Wachmeister (Sweden) on "NORDSAT (the Nordic Direct Broadcasting Satellite System) Versus Nordic Cultural Co-operation and National

COMMUNICATION PERSPECTIVES

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 ERRATUM: The last issue, III NO. 4
 should be numbered III NO. 1.

Cultural Policy," and Dallas W. Smythe (Canada) on "The Electronic Information Tiger or the Political Economy of the Radio Spectrum and the Third World Interest." The ensuing discussion centered on both the decision-making processes involved with the introduction of new communications technologies, and on the role that the existing relations between developed capitalist countries and the Third World played in the determination of those processes. The section agreed on two themes for papers: "What is the Relationship Between Theoretical and Empirical Work in the Development of a Political Economy of Mass Communication?" and "What are the Material Conditions for Democracy in Communication?" And, three regional meetings were proposed: an April 1981 meeting in Roskilde, Denmark; an August 1981 meeting in Austin, Texas, USA; and a January 1982 meeting in Sao Paulo, Brazil. Members of the section will be kept informed as plans develop. (To join the section, contact Robin Chasman, Roskilde University Centre, P.O. Box 260, DK-4000 Roskilde, Denmark.)

On the fourth day of the conference, there was a discussion of the MacBride Commission Report, with Juan Somavia (Chile), a member of the Commission, presenting comments on the report and background on its preparation.

Other conference participants--Opuor (Nigeria), Eapen (India), Wegl (F.R.G.), Roncagliolo (Peru), Smythe (Canada)--generally agreed that it was a positive step to direct international and national attention to communication policies, yet pointed out numerous drawbacks and limitations of the Report's recommendations.

The General Assembly met in the afternoon to elect the International Council and handle other organizational matters. A somewhat heated debate evolved over the theme for the 1982 conference in Paris. While several delegates (mostly from the USA and FRG) supported the idea of "Communications Science: Tradition, Change, and Continuity," the more popular theme--"Democracy and Communications"--suggested by Latin American researchers, was finally adopted by the Assembly.

The final day of the conference was devoted to meetings of small groups, workshops and roundtables on a variety of topics, including: Political Communication; Public Involvement

in Mass Media; Media Systems and Alternative Communication; The New International Information Order and National Communication Policies; Western Communication Research and Theory in the Third World; Public Opinion and Democracy; Ethics in Journalism; and Professional Education. An Informatics Working Group was set up in Caracas, with participants from the Political Economy, International Communication, and Communication Technology sections. For more information contact Cees Hamelink, 123 Burgemeester Hogguerstratt, Amsterdam, The Netherlands; Herbert Schiller, Communications (D-003), University of California, San Diego, LaJolla, CA 92093 U.S.A.; or Hector Schmucler, Torre de Mixcoaco, Edific A 8, Dep. 801, Mexico.

The Final Plenary Session of the conference included a draft report on future UNESCO research, a report on the UNESCO/IAMCR Foreign Images Study, and reports from the various workshops and small group meetings. Declarations concerning the repression of human rights of journalists in Latin America were read and supported by the conference participants.

The conference on the whole was well-organized and carefully coordinated, with generous hospitality offered by the Venezuelan hosts and hostesses.

Janet Wasko

NEW ASSOCIATIONS

The Swedish Association for Mass Communication Research was founded in 1977 as an interdisciplinary forum. It initiates discussions around questions of theory and method, stimulates the cooperation of scholars and practitioners, provides information about communications research, and contacts official bodies so as to improve conditions and finances of mass communication research. The group also seeks to increase knowledge abroad of Swedish activities in this field. Since 1973, the association has arranged six symposia in Nordic countries, and plans a seventh in Iceland in 1981. More information from the chairperson: Cecilia von Feilitzen, Audience and Program Research Dept., Sveriges Radio, 105-10 Stockholm, Sweden.

CURRENT PROJECTS

The Council on Interracial Books for

Children, a New York-based group of Third World Activists from various cultures, will start a public campaign in 1981 against Tintin comic books.

Tintin is the young, roving journalist created by Hergé, the Belgian cartoonist. The Council points out that most of the Tintin series depicts Third World people in a racist and eurocentric perspective. The comics are widely distributed in many Third World nations as part of multinational publishing.

Participants from the Third World are asked to contribute to this campaign and write essays on the impact of racism in Tintin comics in their countries. More information: Council on Interracial Books for Children, 1841 Broadway, New York City, NY 10023 USA.

The Red Feather Institute operates as a clearinghouse for unpublished papers written by progressive and critical social science researchers in the United States. While focusing primarily on the field of sociology, the Institute welcomes papers from critical communication researchers. Papers sent to the Institute will be included in a catalog of available papers and photocopies of the papers will be mailed upon request. As far as we know, this service is offered free of cost. For more information about the Institute and to receive a copy of its catalog of current papers available write: T.R. Young, The Red Feather Institute, P.O. Box 97, Red Feather, Colorado 80536 USA.

A unit of the World Health Organization is preparing guidelines for radio broadcasting of health messages in developing countries.

The emphasis is on local radio, particularly VHF (FM) below 1 kw of power, with possible use of solar arrays. Such stations should be compatible with needs of rural communities and stimulate involvement of local people in program production and group listening.

Advice is asked about case studies, equipment suppliers, financing, political problems likely encountered, etc. More information: H. Ohlman, Technical Officer, Maternal and Child Health, World Health Organisation, 1211 Geneva 27, Switzerland.

PEOPLE ON THE MOVE

Robert Jacobson is currently a guest

researcher at Roskilde University Center, Denmark. See his Directory entry for his current address.

Fred Fejes, member of the CP staff, has joined the faculty at the University of Illinois, Chicago Circle. He plans to remain an active member of our staff.

COURSE OUTLINE EXCHANGE

First Amendment Issues (CAT 645, Miami University). 1. Freedom of Expression as a Complex System; 2. Perceived Threats to Public Morality; 3. Perceived Threats to National Security; 4. Perceived Threats to Public Order; 5. Perceived Threats to Reputation and Privacy; 6. Perceived Threats to Fair Trial; 7. Perceived Threats to Diversity in the Marketplace, to Fairness and to the Electoral Process; 8. Opposing Ideas About Free Expression. William Hanks, 200 Williams Hall, Communication and Theatre, Miami University, Oxford, Ohio 45056 USA.

Mass Media and Government (CAT 444, Miami University). 1. Overview; 2. Broadcasting Policy Issues; 3. Broadcasting Policy Issues: TV; 4. Broadcasting Policy Issues: Radio; 5. Cable-TV; 6. Print Media. William Hanks, 200 Williams Hall, Communication and Theatre, Miami University, Oxford, Ohio 45056 USA.

Introduction to Communications Media (Hunter College of the City University of New York). 1. The Mobile Society and the Rise of the Media; 2. Media and the Future: Visions of Terror; 3. Theories of Mass Communication: By Whom: For Whom; For What?; 4. Print as Popular Culture; 5. Industrial Capitalism and the Roots of the Mass Media; 6. The 19th Century and the Cult of the Image; 7. How Ya Gonna Keep 'Em Down on the Farm: The City as Spectacle; 8. Corporate Structures and the Production of Culture; 9. Images of War; 10. Television News: Window on the World?; 11. Media as Empire; 12. Media and the Ideology of "Progress"; 13. Media and Consumption; 14. Media and Private Life. Serafina Bathrick, Stuart Ewen, Larry Shore, Department of Communication, Hunter College of the City University of New York, 695 Park Avenue, New York, NY 10021 USA.

The Music Industry: Cultural Production and the Industry of Human Happiness (Hunter College of the City University of New York).

1. Introduction; 2 and 3. Historical and Theoretical Overview: The Early Years; 3, 4 and 5. The Fifties and Sixties; 5. Theories of Popular Culture, Mass Culture and Popular Music; 6, 7 and 8. Structure and Economics of the Music Industry; 9. Lyrics in Popular Music; 10 and 11. The Seventies; 11. Legal Aspects, Home Taping and Piracy; 12. Music, Culture and Social Change; 13 and 14. Women and Blacks in the Music Industry; 15. The International Music Industry. Larry Shore, Department of Communication, Hunter College of the City University of New York, 695 Park Avenue, New York, NY 10021 USA.

PUBLICATIONS TO NOTE

"Critical Theory and Planning Practice," John Forester, American Planning Association Journal 46:3 (July 1980), pp. 276-286.

This paper uses Jurgen Habermas' communication theory of society to critique planning practice (as in city planning). Socio-economic, political structures are, according to Habermas, essentially communicative structures as well; and in a non-democratic system, communication is "systematically but unnecessarily distorted." Forester suggests that our understanding of the activities of the planner be broadened from their merely technical activities to their communicative activities. When planning is not critical, when the systematic distortion goes uncorrected, planners tend to communicate in such a way that they discourage responsible community and individual involvement, organization, and cooperation. Planners, Forester argues, need to assess their particular socio-economic, political situation (assess, for example, the special, private, or class interests involved in a particular planning project) so that they can overcome the systematic violation of the norms of "ordinary" communications, promote democratic communication, and thereby build political support and promote democratic planning practice.

The Adequacy of the Federal Response to Foreign Investment in the United States, 20th Report by the Committee on Government Operations, House of Representatives, Washington DC, USA, August 1, 1980.

Direct American investment abroad has provoked serious outcries against U.S. multinational corporations. Americans, on the other hand, have stressed the benevolent

nature of foreign investment and have tried to persuade host countries of benefits to be derived. The last few years, however, have seen a great increase in foreign investment in the United States. Not unexpectedly, some Americans have become upset about foreign control of U.S. farmland and industries.

This recent federal government study explores the issue in some detail. It observes that "the United States will in the foreseeable future be confronted with continually increasing levels of foreign investment and the problems and benefits which it brings."

"The Congress and the public have expressed serious concerns about the impact and effects of foreign investment in the United States. They are concerned about the possibility that, if the assets or the natural resources of large U.S. firms end up under foreign control, those firms could be operated in ways ultimately harmful to U.S. national interests!"

PAPERS TO NOTE

"Reform is Change Spelled Backwards: Squaring Up for an Information Revolution," Robert Jacobson. (See Directory entry.)

In a position paper presented at the Irvine '80 Workshop on Computers and Social Change last June, Jacobson criticizes current efforts to generate a Federal information policy as naive, atheoretical, and reformist. Jacobson urges the discussion of alternative information structures and the development of a theoretical framework for pushing forward social transformation and easing the transitions that will accompany it.

BOOKS TO NOTE

Medias et Société, Francis Balle (Editions Montchrestian, 158-160 rue Saint-Jacques, Paris, France, forthcoming; in french).

This broad study attempts to focus on the media as social institutions and their influence on public opinion. Heartened by the desire of societies to improve communication techniques, Balle asks, "Why could this new hope of both Northern and Southern societies alike not contribute to the determination of a particular orientation for media studies?"

BOOK REVIEWS

Mass Communication Review Yearbook, Vol. 1, edited by G. Cleveland Wilhoit and Harold de Bock (Sage, 275 South Beverly Drive, Beverly Hills, CA 90212 USA, 1980, \$35.00). The appearance of this yearbook marks a development of sorts. In contrast to the ICA yearbook series, this volume, a compilation of forty-seven articles, is devoted entirely to mass communications. In contrast to Sage's other annual mass communication review, this volume represents an attempt to present the diversity of research areas and methods present in the field of mass communication research. European research and researchers are given almost equal space with their North American counterparts. The major sections in the book are Theoretical Perspectives, Research Strategies, Political Communication, Information Seeking, Crime and Violence in Mass Communication, Impact of Mass Communication: Television, International Comparative Research, and Policy Research. This attempt to somehow present a book that encompasses the entire field perhaps reflects a new level of maturity in the field.

Yet a price is to be paid in order to reach middle age. With few exceptions the numerous articles are marked with the sameness of purpose: that is to develop the study of mass communication as a legitimate social science based on the model provided by such supposedly successful fields as sociology, psychology and economics. The inclusion of European researchers, who until recently were considered primarily as dutiful students of North American research, is evidence that the North Americans have been unsuccessful in this enterprise and that the aid of allies across the Atlantic is necessary. One wonders whether the perspectives offered by Latin American, Asian, and African communication researchers have been purposively excluded, either because they didn't have the decency to write in English or because they didn't conform to certain notions of what the study of mass communications is. While North American and European dissenters are given a perfunctory hearing, most of the book is devoted to a detailed exposition and working out of the social science perspective.

Fred Fejes

ties Press, Atlantic Highlands, NJ 07716 USA, 1979, \$37.50). This recently published book presents a series of articles by researchers associated with the Institute of Development Studies at the University of Essex that represents recent thinking and research within the dependency approach to the study of Third World problems. This book is particularly useful to communication researchers as it presents an excellent introduction and overview of the work being done within this critical area. The foreword by the editor of the book and the article by J. Samuel Valenzuela and Arturo Valenzuela ("Modernization and Dependence: Alternative Perspectives in the Study of Latin American Underdevelopment") gives the reader a detailed but comprehensible introduction to the major theoretical tenets of the dependency model, while articles by Osvaldo Sunkel and Dudley Seers elaborate on particular theoretical issues. A discussion of mass communications and the role it plays in systems of dependency is given by Rita Cruise O'Brien ("Mass Communications: Social Mechanisms of Incorporation and Dependence"). A broader discussion of the cultural effects of dependency is found in the piece by Osvaldo Sunkel and Edmundo Fuenzalida ("Transnationalization and its National Consequences"). Other pieces focus on militarism in the Third World, the relationships between the state and multinational corporations, and a discussion of strategies of self-reliant development. Overall, while only the piece by Cruise O'Brien explicitly deals with the mass media, communication researchers interested in the problems of Third World countries will find this entire collection to provide the comprehensive and critical context within which issues of mass communications in the Third World must be discussed.

Fred Fejes

CALL FOR PAPERS

TABLOID: A Review of Mass Culture and Everyday Life is accepting papers for its forthcoming special issue on working class culture. Past issues have included such articles as "Media & Imperialism" by Herb Schiller and "The Free Radio Movement" by Dana Polan. Submit articles to: TABLOID, P.O. Box 3243, Stanford, CA. 94305, USA.

Transnational Capitalism and National Development, edited by Jose J. Villamil (Humani-

DIRECTORY

In response to our questionnaire in the last Communication Perspectives, the following readers have sent information regarding their positions, current addresses, permanent addresses (if different), general research interests, specific projects in order to facilitate the sharing of information among communication researchers.

Marty Allor. PhD candidate, Inst. of Communications Research, University of Illinois, Champaign, IL 61820, USA. Interests: Cultural studies, materialist communication theory, film and TV. Projects: To rearticulate materialist analysis of cultural texts.

In These Times--attn. Pat Aufderheide, Cultural Editor, 1509 N. Milwaukee, Chicago, IL 60622, USA. An independent socialist newsweekly, one-quarter to one-third of which is devoted each week to cultural topics. Regularly publishes feature, news and review articles on mass media; special interests include the accountability of public television, development of public and community radio, implications of new technology, and film industry.

Samuel L. Becker. Prof. and Chairman, Dept. of Communication and Theatre Arts, University of Iowa, Iowa City, IA 52242, USA. Interests: Mass communication processes ["I suspect I am not a 'critical communication researcher' in your sense of the term, but I am interested in that perspective."] Projects: Completing book manuscript on mass communication processes.

J. O. Boyd-Barrett (Dr.). Lecturer, Faculty of Education Studies, Open University, Walton Hall, Milton Keynes MK7 6AA, England. Interests: Mass media and cultural dependency. Projects: News agencies in the 1980's.

Eric Breitbart. Project Director, 484 First St., Brooklyn, NY 11215, USA. Interests: Work and family life. Projects: Film project funded by N.Y. Council for the Humanities on Taylorism and its relation to modern manufacturing technology; first uses of film in industrial settings.

Aggrey Brown. Director, Caribbean Inst. for Mass Communication, University of the West Indies, Mona, Kingston 7, Jamaica. Interests: Race, power, politics and the mass media in the Caribbean. Projects: Outlining book on mass media and national transformation; conducting a process evaluation of an experimental agricultural radio station in Jamaica.

Giovanni Cesareo. Journalist/Researcher, present Editor of IKON, Corso Concordia 7, Milano, Italy. [Via Cardinal Federico 7, 20123 Milano, Italy.] Interests: Relation among cultural & material conditions in communication processes. Projects: A book about the news production in daily papers and weeklies.

Simita S. Chakravarty. Grad. student, 1822 B Orchard Place, Urbana, IL 61801, USA. [Permanent address: 10, J.C. Bose Marg, Lucknow, India.] Interests: Cultural studies. Projects: studying.

Max R. Tello Charún. Researcher, Prof.

of Communication's Science and Research, University of Lima, and University of San Martín, Lima, Peru. José Navarro #133 Urb. Vista Alegre, Lima 33, Peru. Interests: Change information about new research and mass communication theories.

Leonel Corona. Researcher. APDO Postal 22-016, Mexico D.F. Interests: Political economy of science and technology. Projects: Productive forces and capital accumulation in Mexico.

Peter Dahlgren. Universitetslektor, School of Journalism, Stockholm University, Gjordwellsgatan 26, 11260 Stockholm, Sweden. Interests: News media, language, ideology, and the state. Projects: TV news and the pedagogy of ideological resistance.

Sidney W. Dean, Jr. President, Ventures Development Co., 27 Washington Sq. N., New York, NY 10011, USA. Interests: All communications parameters: especially political techno-economic; broadband cable public policies.

Venício Artur De Lima. Asst. Prof., Dept. Comunicação, UnB, 70.910, University of Brasília, Brasília, D.F., Brazil. Interests: Critical communications theory, esp. alternative models for democratic communication. Projects: 1. communication education in Brazil (sponsored by ABEPEC--Brazilian equivalent to AEJ); 2. forms of popular communication (planned).

John Doolittle. Asst. Prof., School of Communication, American University, Washington, DC 20016, USA. Interests: TV news and children.

Rick Ducey. Grad. Asst., Dept. of Telecommunication, Michigan State University, East Lansing, MI 48824, USA. Interests: Mass media technology, economics, public policy. Projects: Mass media environments.

Barbara Eisenstock, Ph.D. Asst. Prof. (part-time), California State University Northridge; Consultant, Applied Communications Networks; 533 North McCadden Place, Los Angeles, CA 90004, USA. Interests: Formative evaluation; media literacy. Projects: Formative evaluation PBS' "The New Americans."

Fred Fejes. Lecturer, Dept. of Communication and Theater, Box 4348, University of Illinois, Chicago Circle, Chicago, IL 60680, USA. Interests: International communication; communication and the Third World; media imperialism. Projects: "Media Imperialism and the Good Neighbor: US Shortwave Broadcasting to Latin America, 1930-1945"

Ciro Marcondes Filho. Prof., Escola de Comunicação e Artes, Universidade de São Paulo. Ginnheimer Landstr. 40 App. 131,

6000 Frankfurt/Main-90, FRG. [Permanent address: 05516 R. Com. Elias Assi, 509 São Paulo, Brazil.] Interests: Counter-communication; popular and proletarian culture; ideology and ideological struggle; media-imperialism. Projects: Investigation on the proletarian culture and on the alternative communication.

Howard H. Frederick. Instructor, International Communication Studies, School of International Service, The American University, Washington, DC 20016. Interests: Development communication in the Third World; Marxist social science methodology. Projects: The impact of development communication technology on foreign relations in the Caribbean basin.

Oscar H. Gandy, Jr. Grad. Asst. Prof., Dept. of Communication Arts and Sciences, Howard University, Washington, DC 20059, USA. [428 Q St., NW, Washington, DC 20001, USA.] Interests: Mass media and public/media economics. Projects: Media and health policy (information subsidies)/audience production.

Nicholas Garnham. Prof., Head of Media Studies, School of Communication, Polytechnic of Central London, 18/22 Riding House Street, London W.1., U.K. Interests: History and political economy of culture and mass communications. Projects: History of the development of the culture industry in Britain: 1890-

Todd Gitlin. Asst. Prof. Sociology Dept./ Director, Mass Communications Program, University of California, Berkeley, CA 94720, USA. Interests: The meanings of popular culture (entertainment and news); theory of hegemony; relations between mass communications and political/economic structures; conceptualizing media effects. Projects: Research into the ideologies of television entertainment.

Luis-Anibal Gomez. Prof. and researcher, Apdo. 51.339, Sabana Grande, 1050-A Caracas, Venezuela. Interests: International and intercultural communication, sociology and psychology of communication, comm. and development, flow of news, new int. inf. order, public opinion, propaganda, advertising, transnational corps. in advertising.

Douglas Gomery. Assoc. Prof., Sandburg Hall, University of Wisconsin-Milwaukee, Milwaukee, WI 53211, USA. Interests: Economics of mass media. Projects: Economic history of film, economics of radio and television.

Denis Gosselin. Research Asst./PhD student, Inst. of Communications Research, 222B Armory Bldg., University

- of Illinois, Champaign, IL 61820 USA. Interests: Political economy of mass communication, legal and policy aspects of broadcasting; media industries in Canada.
- Lawrence Crossberg. Asst. Prof., Dept. of Speech Communication, 244 Lincoln Hall, University of Illinois, Urbana, IL 61801, USA. Interests: Philosophy of communication and culture (hermeneutics, Marxism, semiotics), cultural studies (rock'n'roll). Projects: A materialist philosophy of communication; a semiotic reading of rock'n'roll.
- Thomas Guback. Prof., Inst. of Communications Research, 222 Armory Bldg., University of Illinois, Champaign, IL 61820, USA. Interests: Economic structure of mass communication industries; international communication flow. Projects: Structure and policies of the film industry.
- Timothy Haight. Asst. Prof., Dept. of Communication Arts, University of Wisconsin-Madison, 821 University Ave., Madison, WI 53706, USA. Interests: Telecommunications policy, critical theory, media reform, communication behavior of oppositional groups.
- DeeDee Halleck. Exec. Committee, Assn. of Independent Video and Filmmakers, activist and organizer in the area of Public Television Legislation, 165 W. 91, New York, NY 10024, USA. Interests: Putting together a television/video cassette magazine in the area of communications issues with the Center for New Art Activities. Show will be broadcast on cable and made available for revolving lease. Projects: Issues to be addressed in weekly editions are: new information order; art, media and the state; women and broadcasting; data and revolution, etc.
- William E. Hanks. Asst. Prof., 200 Williams Hall, Communication and Theatre, Miami University, Oxford, OH 45056, USA. Interests: Citizen-group influence in telecommunication; higher education uses of CATV access channels; freedom of speech and press. Projects: 1. Case study of citizen-group influence on CATV franchisory in Pittsburgh, PA; 2. Survey of college and university uses of CATV access channels.
- Horst Holzer, Dr. Prof., Nadistr. 45, 8 München 40, FRG. Interests: TV-communication, children's TV, "New" communication technologies, cable-communication in the FRG.
- Robert Jacobson. Guest Researcher, Medieuddannelsen, Hus 033, Roskilde Universitetscenter, Postbox 260, DK-4000 Roskilde, Denmark. [Permanent address: UCLA School of Architecture & Urban Planning, Los Angeles, CA 90024, USA.] Interests: Merging communication theory and planning practice, i.e., communication planning. Social impacts of new technologies. Projects: I am working on a UNESCO-sponsored study of "open," participatory planning for communication systems in the Nordic countries.
- Ragini Joshi. PhD candidate, Inst. of Communications Research, 222B Armory Bldg., University of Illinois, Champaign, IL 61820, USA. [1978 Coltman Rd., #5, Cleveland, OH 44106, USA.] Interests: Third World communications, international flow of information, critical communications theory. Projects: Symbolic treatment of the military and war for purposes of national integration in Indian mass media.
- Ed Keller. Freelance researcher/writer; Research Associate, Yankelovich Skelly and White, 300 W. 23rd St. (2N), New York, NY 10011, USA. Interests: Public broadcasting; decision-making in mass media institutions; critical analysis of First Amendment theory. Projects: 1. Investigation of public information dissemination (esp. mass media) regarding nuclear energy; 2. Relationship between media content and political attitudes.
- Douglas Kellner. Assoc. Prof., Dept. of Philosophy, University of Texas, Austin, TX 78712, USA. Interests: Mass media and popular culture, film and television, radical alternatives. Projects: Book on role of TV in American society; articles on theory of television criticism; public access TV.
- Ullamaija Kivikuru. Instructor in Mass Communication, Munkkiniemi puistotie 1 B 17, 00330 Helsinki 33, Finland. Interests: News, mass culture, foreign domination. Projects: Anglo-American influence in the Finnish mass media.
- Hans J. Kleinsteuber. Prof., Institut für Politische Wissenschaft, Universität Hamburg, Von-Melle-Park 15, 2000 Hamburg 13, FRG. Interests: Communication politics, esp. new technologies (cable, satellite), political economy of communications.
- Ana Chung Kong. Prof. of Communication, Governors State University, Park Forest South, IL 60466, USA. Interests: Mass media and sex-role stereotyping; advertising; methodology. Projects: Television and sex-role socialization project involving Japan, Korea, Philippines, Britain and U.S.
- Frans B. Lenglet. Communication Specialist, Royal Dutch Embassy, P.O. Box 1905, Lusaka, Zambia. [Leestraat 41, Baarn, The Netherlands.] Interests: Development support communication, educational technology, new world communication order, dev. comm. training. Projects: Advising Zambian govt. on use of media/comm. for agric./rural development; dev. comm. training sessions.
- Harley W. Lond. Editor, Intermedia Magazine, P.O. Box 31464, San Francisco, CA 94131, USA. Interests: General communication problems, particularly within the "art world."
- James Lull. Asst. Prof., Communication Studies Program, Dept. of Speech, University of California-Santa Barbara, CA 93106, USA. Interests: Role of media in interpersonal interaction; ethnographic analyses of audience activity; radio audience composition/attitudes. Projects: Social uses of television research program; interpersonal processes involved in the selection of media content; conversation as the theoretical link between ideology and the social uses of media; attitudes toward "new wave" music.
- Elizabeth Mahan. Doctoral candidate, Dept. of Radio-TV-Film, University of Texas at Austin, Austin, TX 78712, USA. Interests: Communication and information policies. Projects: Comparative study of broadcast regulation in policy in Mexico and the U.S.
- Tayyab Mahmud. Lecturer (on leave), Dept. of International Relations, University of Islamabad, Pakistan. Presently graduate student, Dept. of Political Science, University of Hawaii, Honolulu, HI 96822, USA. Interests: Imperialism; state in peripheral societies; politics of communications. Projects: PhD in Political Science. Dissertation topic "Politics of the New International Information Order."
- Armand Mattelart. Prof., University of Paris (Vincennes), 7, rue Payenne, Paris 75003, France. Interests: National state and transnationalization; popular communications network. Projects: Cable TV and transnationalization in Europe (more particularly Belgium); popular communication networks in Mozambique; cultural industries in Latin America.
- Jose A. Mayobre M. Journalism, Prof. of Communications, Researcher, Diplomat. First Secretary (Communication and Information). Permanent Mission of Venezuela to UNESCO, 1 rue Miollis, 75007 Paris, France. Interests: International Mass Communications and media. Projects: News and diplomacy - the press as a tool and extension of foreign policy.
- Eileen R. Meehan. Doctoral student, Inst. of Communications Research, 222B Armory Bldg., University of Illinois, Champaign, IL 61820, USA. Interests: Negotiation processes leading to the development of legal doctrines or policy guidelines; mass media and culture. Projects: Extension of First Amendment protection to advertising; critique of organizational communication research.
- William H. Melody. Prof. of Communication, Simon Fraser University, Burnaby, British Columbia, Canada, V5A 1S6. Interests: Political economy of Cnms; policy formulation; technology; development. Projects: Competition policy and industry structure; radio spectrum; Cmn and economic development.
- Alberto Ancizar Mendoza. Director of Social Communication Studies, Pontificia Universidad Gregoriana, Piazza della Pilotta 4, 00187 Roma, Italy. Interests: Current problems of the mass media; new order of information policies. Projects:

Interdisciplinary approach to social communication.

James Miller. Asst. Prof. of Communications, Hampshire College, School of Language and Communication, Amherst, MA 01002, USA. Interests: Structure and control of mass communication systems, policy studies, organizations and professions, theories of industrialized culture. Projects: Study of OTP; book on the social control of mass communication; teaching and curriculum planning for communications at an innovative liberal arts college.

Bella Mody. Asst. Prof., Institute for Communication Research, Cypress Hall, Stanford University, Stanford, CA 94305, USA. Interests: Use of mass media to perpetuate underdevelopment; evaluation research; use of mass media for development project support. Projects: Designing an agriculture support radio station in Jamaica; writing a book on media and undevelopment.

Leslie G. Moeller. John F. Murray Prof. Emeritus, School of Journalism and Mass Communication, University of Iowa, Iowa City, IA 52242, USA. Interests: Mass communication and society; interaction of journalist and society; mass media and level of public information and competence of the citizen; mass media and development (in all nations). Projects: The future of the daily newspaper: problems and options.

Vincent Mosco. Assoc. Prof., Dept. of Sociology, Georgetown University, Washington, DC 20057, USA. Interests: 1. The application of radical perspectives to communications issues, 2. The relationship of state and public to the means of communication. Projects: 1. The application of a structuralist perspective to the study of state-media relations, 2. The impact of military and quasi-military agencies on telecommunications policy, 3. The performance of presidentially appointed directors to the Comsat board.

Sharon M. Murphy. Head, Grad. Studies in Journalism, School of Journalism, Southern Illinois University, Carbondale, IL 62901, USA. Interests: Intercultural communication, mass media and national development, minorities and media. Projects: American Indian press history, women in media, Nigerian press and national development.

Robin Kyle Nichols. Doctoral student, Institute of Communications Research, 222B Armory, Champaign, IL 61820, USA. Interests: Economic structure and political trends of communications industries; emerging technologies and impact on existing industries; social needs for and uses of communication.

Mike Nielsen. Teaching Asst. 1205 E. Pennsylvania, Urbana, IL 61801, USA. Interests: Media access, particularly film and radio. Projects: Historical study of I.A.T.S.E., the film workers union with attention to that union's

influence on how American films are made.

Bill Nichols. Director, Dept. Film Studies, Queen's University, 2447-A Russell, Berkeley, CA 94705, USA. Interests: Film and social history, film and ideology. Projects: Studies on ideology and the image (film, TV, magazines, art, photography) and in 50's cinema and the cold war.

Kaarle Nordenstreng. Prof., University of Tampere, Box 607, 33101 Tampere 10, Finland. Interests: International communication, theory. Projects: International law of communications, theories of the press.

David L. Paletz. Assoc. Prof., Dept. of Political Science, Duke University, 214 Perkins Library, Durham, NC 27706, USA. Interests: Politics and media; effects of the media on power and authority. Projects: Terrorism; interests groups and media; nature of objectivity.

Yorgo Pasadeos. PhD candidate/Teaching Asst. (Univ. of Texas--Communication). P.O. Box 8322, Austin, TX 78712, USA. Interests: International communication (info. flow, media and development); media ownership and control/management; readership research; readability research. Projects: Dissertation (in progress): International news flow through newsmagazines.

Anne Peters. Assoc. Prof. of Sociology, California State University, Dominguez Hills, Carson, CA 90747, USA. Interests: Women, sexuality, pornography. Projects: A feminist history of pornography.

E. Barbara Phillips. Assoc. Prof. of Sociology, and Member, Urban Studies Program, San Francisco University. 1043 Oxford St., Berkeley, CA 94707, USA. Interests: Social construction of reality; urban communication networks. Projects: Interdisciplinary urban studies text, City Lights (to be published in Feb. 1980 by Oxford University Press).

Rosemary Porter. Grad. student, Anthropology Dept., Temple Univ., Philadelphia, PA 19122, USA. [344 Harrison Ave., Elkins Park, PA 19117, USA.] Interests: Communication & culture, US communication policy, Dow Jones publications, Marxist communication theory.

Catherine Portuges. Lecturer, Dept. Comparative Literature/ Director, Women's Studies Program. 25 Jeffrey Lane, Amherst, MA 01202, USA. Interests: Psychoanalysis, feminism and film. Projects: Portrayal of women in American films with psychological themes, especially 40's and 50's.

Ole Prehn. Cand. Phil. Institut 3, Aalborg Universitetscenter, P.O. Box 159, DK-9100 Aalborg, Denmark. Interests: Television and radio news; television, consumption (reception aesthetics); socialisation theory; media and communications politics. Projects: Local cable television in Great Britain and Denmark; new electronic media and local society; marketing aesthetics of electronic equip-

ment; humanistic based technology assessment.

Miroljub Radojkovic. Asst. Prof., Faculty of Political Science, Belgrad, Jove Ilica Str. 165, Yugoslavia. Interests: Comparative mass media systems in the world.

Josep Rota. Director, Communication Research Center, Universidad Anahuac, Mexico 10, D.F. [Margaritas 312 Casa 22, Mexico 20, D.F., Mexico.] Interests: 1. Effects of mass communication, with particular emphasis on national development and social change, 2. Structure and use of the mass media, 3. diffusion of information (both at the national and international levels). Projects: 1. A large (over 300 variables) study on the relationship between the development of the mass media, particularly television, and a number of indicators of social change in Mexico between 1944 and 1976, 2. completion of a textbook on Communication Research Methods, specifically aimed at a Latin American audience.

Rohan Samarajiva. Grad. student, Dept. of Communication, Simon Fraser University, Burnaby, B.C., Canada, V5A 1S6. Interests: Transnational news agencies, new international information order. Projects: Structure of news agency operations and the non-aligned news agencies pool.

Herbert I. Schiller. Prof. of Communications, University of California, San Diego, La Jolla, CA 92093, USA. Projects: International communications; the informatisation of the economy.

Mogens Schmidt. Lektor, University of Aarhus, Denmark. Institut f. Nordisk Sprog og Litteratur, Niels Juelsgade 84, 8200 Aarhus N., Denmark. Interests: Yellow journalism in its social historic context; television, its codes and effects; content analysis in a social and historic frame. Projects: Materialistic history of the mass media in Denmark; codes of television.

Preben Sepstrup. Assoc. Prof., Aarhus School of Economics, Ryhavevej 8, 8210 Aarhus V, Denmark. [Tulsbøjvej 44, 8270 Højbjerg] Interests: Consumption of information, consumer information, advertising, public information, societal & long run effects of advertising. Projects: Ideologic & other social effects of advertising.

Seth Siegelau. Director, International Mass Media Research Center, 173 ave. de la Dhuis, F-93170 Bagnolet, France. Interests: The documentation of Left studies on all aspects of communication and culture. Projects: The development of our research center, library and publishing program engaged in Left studies on communication and culture.

Benno Signitzer (Dr.). Researcher and Lecturer, Dept. of Communications, Salzburg University, Sigmund Haffner Gasse 18/iii, A-5020 Salzburg, Austria. Interests: International communications, Austrian media structures, information

and documentation for communication research. Projects: "Austria in the international media system: relations and dependencies."

John Sinclair. Senior Lecturer in Sociology, Footscray Inst. of Technology, Melbourne, Australia. 13 Canning St., Carlton, Victoria 3053, Australia. [Current address: c/o Embajada de Australia, Paseo de la Reforma 195, Piso 5, Mexico 5 D.F., Mexico.] Interests: Culture, social consciousness and ideology; political economy of international communication, especially of advertising; methodologies for the analysis of media content and the study of audiences. Projects: On leave from Footscray to undertake PhD project at La Trube University, Melbourne, concerning "cultural imperialism." Currently in Mexico collecting material for case study involving relationship of MNC's, state, class and television, and carrying through research on television advertising: its ideological content, the interests it serves, and its impact on Mexican society.

Jennifer Daryl Slack. PhD candidate, Inst. of Communications Research, 222B Armory, University of Illinois, Champaign, IL 61820, USA. Interests: Mass media and society; invention and innovation of communication technologies; political economy of communication; cultural studies. Projects: Property rights in computer software; causal models used in characterizing the relationship between communication technology and society; patents and the invention and innovation of communication technologies.

Rudolf Strobe (Dr.). Communications Researcher, 4161 Old Fairburn Rd., College Park, GA 30349, USA. Interests: International communication; communication/planning and national development; mass media and society; communication theory/methodology and research.

Federico A. Subervi-Velez. PhD program student, University of Wisconsin, Madison, School of Journalism and Mass Communication, 5115 Vilas Hall, Madison, WI 53706, USA. Interests: Communication sociology: political economy of mass communication, communication and development, macro communication theory, intercultural (ethnic) and international communication. Projects: PhD dissertation: The mass media use by Puerto Rican, Mexican, and Cuban residents of Chicago. Research paper: Operationalizing general societal variables for studying the mass media as the dependent variable.

Benedict Tisa. Nonformal Educational Communications Consultant, Box 205 Collingswood, NJ 08108, USA. Interests: Low cost communication systems. Cultural applications in project support communications. Working mainly in third world. Projects: Just completed working on a rural development project in Jamaica. Will work on communications project in Haiti in '81.

Jeremy Tunstall. Prof. (Sociology), City University, Northhampton Square, London ECN 0HB, England. Projects: Mass media in California; foreign correspondents; media policy.

Janet Wasko. Asst. Prof., Temple University, Radio-Television-Film Dept., Philadelphia, PA 19122, USA. Interests: Political economy of communications; media institutions. Projects: Labor unions and media; patterns of ownership and control.

Harold D. Weaver, Jr. Director, Third-World Moving Images Project, P.O. Box 119, Amherst, MA 01002, USA. Interests: Third-World cinema, cultural imperialism (communications and education), visual media and society. Projects: Reference work on African cinema (esp. French-, Spanish-, and English-language sources), biography of Paul Robeson, Cuban cinema's relevance to the Third World.

Michelle A. Wolf. Asst. Instructor, PhD candidate, Dept. of Radio-TV-Film, University of Texas at Austin, Austin, TX 78712, USA. Interests: Children and television; international communication; telecommunications policy. Projects: Study of the role of mental imagery in children's learning from television; consideration of international & policy implications of research on children and television.

ATTENTION NORTH AMERICAN RESEARCHERS

At the IAMCR conference in Caracas, there was some discussion among North American researchers working in critical communications about the possibility of creating a formal organization in the United States to:

1. Bring together researchers and media activists to share ideas and coordinate efforts;
2. Represent our interests and serve as a permanent forum for our activities and research;
3. Plan strategies for collective participation in future IAMCR conferences and in other communication organizations;
4. Coordinate research with progressive communication organizations in other countries, e.g., ILET in Mexico.

The suggestions and participation of critical researchers is essential. Specifically, your responses to the following questions are sought by the two persons coordinating this organizing effort: Noreene Janus (ILET, Apartado Postal 85-025, Mexico 20, D.F.) and Janet Wasko (Department of Radio-TV-Film, Temple University, Philadelphia, PA 19122, USA).

1. At this stage of the development of critical research in the United States, should such an organization be independent or should it attempt to secure an institutional base within an already recognized association based in the United States?
2. If the organization is to be independent, what concrete commitments can you make to organizing this effort at the local, regional, or national level? Can you assist in securing conference facilities, providing institutional support, etc.?
3. If the organization is to be based within an association existing in the United States, which one would you recommend--the Association for Education in Journalism, International Communication Association, Speech Communication Association, or some other? Why? Which would you oppose? Why?

COMMUNICATIONS RESEARCH

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UNIVERSITY OF ILLINOIS
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Communication Perspectives



VOL. III, NO. 3

FEBRUARY 1981

CRITICAL COMMUNICATION RESEARCHERS ORGANIZING IN THE U.S.

In two separate but complementary efforts, critical communication researchers have begun organizing in the eastern and mid-western United States. The effort to build an independent organization was begun by Janet Wasko (Temple University) and Noreene Janus (ILET) at the IAMCR conference in Caracas. At Temple University in Philadelphia on December 14, 20 persons met to discuss the goals and possible activities of the Critical Communication Association and also to divide up the work necessary for the organization's founding meeting on April 11, after the closing sessions of the Conference on Culture and Communication in Philadelphia. Persons from the New York area assumed the task of doing the technical work necessary for securing the CCA status as a non-profit

corporation; Karen Paulsell is coordinating that work. Persons from the Washington D.C. area took the job of rewriting the proposed draft of purposes to reflect the concerns discussed at the meeting. With Vincent Mosco coordinating this task, the group has been meeting to prepare a statement of purposes for presentation in April. The work of coordinating activities during the conference and at the meeting is being done by Tran Van Dinh.

At this point, the organizers of the CCA see the association as building on the West Coast and Midwest Critical Communication Conferences by bringing together scholars, activists, and workers to exchange ideas and criticisms, to coordinate collective research, and to develop strategies for collective participation in various public debates. The CCA is also interested in developing ties with progressive groups outside the U.S. For more information about the CCA in general, contact Karen Paulsell (480 6th Ave., Brooklyn, N.Y. 11215, 212-598-3338 at New York University or 212-499-3719 at home). For information regarding the draft of purposes, contact Vincent Mosco (Dept. of Sociology, Georgetown University, Washington D.C. 20057, 202-625-4205). Information on the April meeting is available from Tran Van Dinh (Pan African Studies Dept., Temple University, Philadelphia, PA 19122). The task of networking information for the entire effort has been assumed by Paulsell.

On a different front, the effort to organize a group within the International Communication Association (ICA) has been guided by the need to bring critical researchers into closer contact with critical

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 COMMUNICATION PERSPECTIVES
 Institute of Communications Research
 222B Armory Building
 University of Illinois
 505 E. Armory Street
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theorists and also to develop a scholarly forum for critical work within the field of communication studies. At the 1980 ICA meeting, the association's president, Everett Rogers, called for the development of a dialogue between empirical and critical researchers. Given ICA's apparent receptivity to including critical work, Larry Grossberg and Fred Fejes are attempting to bring together researchers in theory and researchers in practice. Already active in ICA is the Philosophy of Communication Interest Group, a working group originally comprised of twenty persons and organized by Richard Lanigan, Grossberg, and others. For the last two years, the Philcom Group has been meeting to explore problems in philosophy and their implications for research practices. At the next convention in Minneapolis from May 21-26, Grossberg and Fejes will present a proposal to expand the Philcom Group into a group on Philosophy and Critical Practice. All interested researchers are urged to participate in this founding meeting. Besides organizational matters, papers will be presented in the Philcom Group on such subjects as recent developments in critical theory and mass communications, phenomenology of film, structuralism and post-structuralism, discourse analysis, the critical theories of Habermas, etc.

For information on the Philosophy and Critical Practice Group, contact Fred Fejes (Dept. of Communication and Theatre, Box 4348, University of Illinois-Chicago Circle, Chicago, IL 60680; 312-996-5084) or Larry Grossberg (Dept. of Speech Communication, 244 Lincoln Hall, University of Illinois, Champaign, IL 61820; 217-333-1855). For information on the ICA conference, contact Robert L. Cox (Executive Secretary, ICA, Balcones Research Center, 10100 Burnett Road, Austin, TX 78758; 512-835-3061).

Eileen Meehan

CONFERENCE REPORT

INTERNATIONAL LEADERSHIP CONFERENCE ON MEDIA

The Foreign Student Service Council (FSSC) held an International Leadership Seminar from October 18-24, 1980 in Washington, D.C. The seminar, one of three held each year, was on the topic "Government and the Mass Media," and was made possible by a grant from the US International Communication

Agency under the auspices of the Fulbright-Hays Act of 1961. Twenty international graduate students from nine universities were invited to participate in this seminar. These seminars are aimed at providing international students the opportunity to meet government, press and communications industry representatives and offering potential future leaders of foreign countries an orientation to the ways of the US.

The majority of the speakers offered analyses of American politics and communications industries, packaging their presentations as a promotion and defense of the American ideologies and philosophies at work. Issues discussed included: the relationship between mass media and government, the influence of advertising on the media, communications regulations, satellite technology, the free flow of information, public opinion polls, and the First Amendment.

Many of the students felt that they were being subjected to a public relations exercise rather than an opportunity to participate in meaningful dialogue. For example, Julius Barnathan, President, Broadcasting & Engineering, American Broadcasting Companies, gave an elementary slide presentation on new technologies, basing his arguments on the premise that a democratic milieu offers a more favorable climate for the development of communication technologies than one in which governmental control is exercised.

Bill Smith, a Media Representative for Exxon Corporation, explained how business in general, and Exxon in particular, does not deserve the negative image it has received in the media. By pointing out how the business community performs many public services, such as sponsoring quality public television programs, and that advertisers exercise no censorship on commercial programming, Smith spent his hour raising the 'Good Corporate Citizen' flag.

Other speakers represented a variety of public and private sector interests: including Mary Bitterman, Associate Director for Broadcasting, Voice of America, speaking on the goals, purposes and services of the VOA; the National Security Council Press Officer; a pollster from Louis Harris & Associates; a Washington communications lawyer; an official of the US International Communica-

tion Agency; an FCC Commissioner; a National Public Radio program host; a private consultant for the US government; and a Washington correspondent for Der Spiegel.

Although the seminar seemed well organized, some participants questioned its success. The lack of a critical perspective and the propagandistic overtones of the sessions called into question the seminar's effectiveness. Rather than promoting international education, understanding and friendship among the people of the globe, and offering an opportunity for dialogue, the seminar may only have provided an opportunity for American boosterism.

Denis Gosselin

CURRENT CONTROVERSIES IN RESEARCH

A DEVASTATING ATTACK ON 'CULTIVATION ANALYSIS'

George Gerbner, Larry Gross, and colleagues at the Annenberg School of Communications at the University of Pennsylvania have been monitoring television content for a number of years and have sought to discover the extent to which selectively recorded television symbols "cultivate" perceptions of the "real world" in people who are "heavy viewers" of the medium. For example, these investigators have argued that heavy viewers should hold the view that the world is a "scary" place, on the basis of the number of acts of violence and other kinds of content to which they are exposed while viewing, regardless of their real life conditions. That viewers of television might develop certain world views on the basis of that experience (especially if there is no way to test those views in personal life) is a plausible and interesting hypothesis. Gerbner et al. have expended considerable effort over the past several years attempting to demonstrate empirically that it is true.

Paul Hirsch, a sociologist and mass media scholar at the University of Chicago, has probed and reanalyzed the corpus of work of the Annenberg team in scrupulous detail in a two-part article in Communication Research (vol. 7, #4, Dec. 1980 and vol. 8, #1, Jan. 1981). The result of his painstaking research is not a demonstration that the "cultivation hypothesis" is necessarily false, but that the research which Gerbner et. al.

have conducted to prove it is hopelessly flawed, despite their strong claims to the contrary. Even more serious, Hirsch's work raises the question of whether the Annenberg researchers have deliberately misled the scholarly community by selective presentation of findings which support their point of view, and by facile alterations of the "theory" they propound so that it could incorporate contradictory evidence.

Hirsch is able to raise such important issues because he has analyzed the same data which often have been used by Gerbner et al. in their Violence Profile articles. These data are available to all scholars from the archives of the National Opinion Research Center. Other researchers, such as Wober in Britain and Doob and McDonald in Canada, have done research that contradicts the cultivation hypothesis, but their work has been dismissed by the Annenberg team because the studies were not strict replications of their own work. That argument will not hold in the case of Hirsch's work, since he uses the same data which were used or were available to Gerbner and associates.

The details of Hirsch's analysis are too many to recount here, but he notes among other things that: 1) people who report that they do not view television often give what Gerbner et al. have called "television answers" to attitude questions, more than do those who say that they do watch the medium; 2) any controls for "real life" experience, such as education and health, "wash out" the relationship between reported TV viewing and "world view" (i.e., the relationship is probably spurious); 3) an almost random variable, astrological sign, relates as well or better to reported TV viewing than do the "world view" questions (i.e., the relationship between TV viewing and "world view," if it exists, is so weak as to be substantively meaningless); 4) groups of people who should be especially affected by viewing TV content--because more of "their kind" are victimized on TV--are not more affected than other groups and are often less affected; 5) that Gerbner et al.'s most recent concepts--"mainstreaming" and "resonance"--make the "theory" so encompassing that any empirical result will support it. In sum, Hirsch has given the Annenberg team a good elementary course in

testing.

Network executives have taken comfort in this event. They should not. Hirsch points out that he has not attacked the idea of cultivation per se, but rather its formulation and "testing" by the Annenberg researchers. He has advocated more careful and competent empirical research, which is informed by the perceptions of humanists who study television. A number of these, too, have found Gerbner et al.'s analysis of TV content a simplistic actuarial exercise. The scholarly community should take heart in Hirsch's upholding the ideal of scientific replication, but media researchers should ask themselves why it took so long for someone to undertake this enterprise. The time lag does not speak well of the practice of scholarly debate in our field.

Peter Miller
University of Michigan

FORTHCOMING EVENTS

The Chilean Association of Peace Research (ACHIP) is planning to hold a conference by the end of March 1981. The conference will deal with general issues and problems pertaining to interdependence and national development, including the question of self-determination and development of Third World countries. The three day event will consist of four main plenary sessions: 1) interdependence and national development; 2) military integration in the South and related matters; 3) nation-state and international communications; and 4) human rights (national and international) and international processes. A member of the International Peace Research Association, ACHIP, created in Santiago de Chile on January 23, 1980, seeks to promote interdisciplinary research on the sources of various types of violence, its effects on individuals, groups, or nation-states, and on its alternatives so as to strive towards peace. ACHIP welcomes anyone wishing to attend, and anticipates being able to provide accommodations for those who do. For more information including time and place, contact: Raquel Salinas Bascur, Radal 694 (Pob. San Carlos), Puente Alto, Chile.

Cornell's Department of City and Regional Planning is again putting on its PROGRESSIVE PLANNING SUMMER PROGRAM. The 1981 schedule extends from June until August, and includes a variety of one-week, three-week, and six-

week courses on community development, political economy, women and planning, international planning, environmental and health planning, quantitative techniques, and communications. The faculty includes David B Barkin, Richard Booth, Ira Brous, Sarah Elbert, John Forester, Gary Freeman, Chester Hartman, Sander Kelman, Tim Kennedy, Linda Lacey, Jacqueline Leavitt, Manning Marable, Chris Meek, Yvonne Scruggs Perry, James Petras, David Shearer, William Tabb, Alfred Watkins, and William F. Whyte. Tuition is charged. For further information, write or call: Professor Sander Kelman, Department of City and Regional Planning, 106 West Sibley Hall, Cornell University, Ithaca, NY 14853. Tel.: 607-256-6212.

CURRENT PROJECTS

THE NATIONAL BLACK PROGRAMMING CONSORTIUM, INC. has been formed to serve as a center for the collection and distribution of quality Black programming. Through the distribution of Black programming from the Consortium library, NBPC will seek to acquaint national audiences with the contributions and/or problems relevant to Black people. Programs are distributed to participating public television stations, other public telecommunications systems, academic institutions, and organizations. NBPC will also act as a clearinghouse for information pertaining to Black programming. Contact: Chetuan L. Shaffer, Services Coordinator, The National Black Programming Consortium, Inc., 700 Bryden Road, Suite 135, Columbus, Ohio, 43215, USA. Tel.: 614-461-1536.

THE INFORMATION CENTER is a nonprofit service designed to put community activists in touch with producers and distributors of films, tapes, slideshows, and print material on a wide range of social issues. The Center also gathers and disseminates evaluative data on the effectiveness of specific works in community settings. Contact: The Information Center, 192 Broadway, Room 708, New York, NY 10038, USA. Tel.: 212-964-1350.

FANTASY FACTORY VIDEO OF LONDON has developed a programmed instruction course in "Portapak-based Video Production" under a commission from UNESCO's Division of Structures, Contents, Methods and Techniques of

Education. Sue Hall and John Hopkins of Fantasy developed the course to enable a trainer to teach small groups of "students" how to produce in-camera and electronically edited video productions using portable equipment. The training package includes a half hour videotape, one trainer's manual and six students' manuals that cover subjects such as the care of videotapes, shot composition, editing, logging of shots, use of microphones, etc. The course was field tested in England, India and Australia and modified based on those experiences. The learning modules can be arranged according to the needs of the user. From the literature we received here at CP, the "Portapak-based Video Production" course seems written in simple and straightforward language and might save much time and expense for groups working in community video or self-help projects in Third World countries by providing a ready-made training program. Prices vary according to criteria established by UNESCO. Contact: Fantasy Factory Video, 42 Theobald's Road, London WC1X 8NW, UK. Tel.: 01-405-6862.

RESIST, an organization established in 1967, has given more than 1000 small grants to groups working for peace and social change. The maximum grant is now \$500, and the average has been around \$250. According to RESIST, it "is not like a regular foundation. [W]e remain a political organization, and try to make our decisions about grants in light of what we consider the strengths and weaknesses of our movement today." More information from RESIST, 38 Union Square, Somerville, MA 02143, USA.

CURRENT EVENTS

The public interest law firm, For Responsible Media: Citizens Communications Center, has merged with the Institute for Public Representation of the Georgetown University Law Center. The Citizens program will operate in the future under the name "Citizens Communication Center of the Institute for Public Representation" and its advocacy program will continue in the areas of activity traditionally addressed by Citizens. Nolan A. Bowie has resigned as Executive Director of Citizens and will soon join the Institute's Board of Directors. Charles R. Halpern, the current Director of the Institute for Public Representation, will continue in that capacity with the merged Institute-Citizens entity.

The new mailing address of Citizens will be c/o Georgetown University Law Center, 600 New Jersey Avenue, NW, Washington, DC 20001, USA. Tel.: 202-624-8390.

PUBLICATIONS TO NOTE

The RED FEATHER INSTITUTE soon will issue several special collections in its new Critical Sociology Series, a companion to the Transforming Sociology Series. Topics included are sociology of human rights; critical dramaturgy; sociology of medicine; marxism and liberation theology; critical methodology; and four volumes on cultural marxism. The first of these, available in April 1981, is a selection of articles from Media, Culture and Society. This 253-page anthology, entitled Cultural Marxism: An Introduction, is edited by T. R. Young, who also wrote the introduction. The second and third volumes will deal, respectively, with the Leicester and the Birmingham groups; the fourth is open at this time and manuscripts are solicited. More information from: T. R. Young, Red Feather Institute, Red Feather, CO 80545, USA.

RFI offers copies of certain articles free-of-charge to members of the profession during the month of their announcement in Footnotes and in other newsletters. Modest costs apply at other times.

"Programming Protection: The Problem of Software," Jennifer Daryl Slack, Journal of Communication 31:1 (Winter 1981): 151-163.

As Jennifer Slack states in this article, "the birth and shaping of the information age may be taking place not only in the research laboratories, but in the complex legal arrangements that are quietly defining new conceptions, structures, and tools for the control and exploitation of information resources." In particular, changing definitions of intellectual property and legal arrangements that are being forged to protect that property may well be one of the more important constitutive features of the information age. This article reviews and critiques the history of the attempts to define and protect computer software as intellectual property primarily through utilizing and adapting patent, trade secret, and copyright law.

NEW AND CURRENT JOURNALS

The JOURNAL OF EXPLORATORY RADIO delivers an eclectic blend of both theoretical and practical information about the art, politics, and economics of independent audio production and distribution. Special emphasis is given to the politics of the US public radio scene, but other topics recently covered have included "Sound Montage and Radio" by Carlos Hagan and an article on storytelling, "A Flight of Words" by Brother Blue. Most articles are written by active audio producers who have first-hand knowledge of the problem of trying to do original and inventive programming in a commodity-conscious media environment. Articles are welcome. Subscriptions are \$10 for a year (12 issues). The Journal of Exploratory Radio, 15 Pleasant Place, Cambridge, MA 02139, USA. Tel.: 617-864-2538.

SCREEN. Critical researchers working within Cinema Studies need no introduction to Screen: for the past decade it has been one of the most influential English language journals of marxist film theory and criticism. Drawing upon the work of Althusser, Metz, and Lacan, Screen has attempted to synthesize historical materialism, semiotics, and psychoanalysis. Its on-going project has been to enrich the materialist critique of cinema, viewed as a social institution, with a developed position on the specifically textual issues of representation and meaning production. Along the way it has offered a challenge to the way we think about ideology and the ideological role of the mass media. With the latest volume, Screen's editorial policy has changed to include a wider range of approaches and issues. Recent numbers have included articles on: photography; feminist film practice; pornography; TV drama-documentary; copyright; and film distribution and exhibition in the UK. Although Screen doesn't encourage unsolicited manuscripts, papers can be sent to: The Editor, Screen, 29 Old Compton St., London, England W1V 5PL.

SCREEN EDUCATION's original focus was primarily pedagogical, but, in the past few years, it has begun to break down the arbitrary distinctions between theory, research and pedagogy--challenging our received notions of objects of study and approaches to teaching about them. Recent articles have dealt with such issues as: the status of

the domain of popular culture, and its teaching; Gramsci and the concept of hegemony; power and photography; questions of authorship in the mass media; and analyses of news coverage of politics. Correspondence should be sent to: The Editor, Screen Education, 29 Old Compton St., London, England W1V 5PL. Subscriptions for both Screen and Screen Education should be sent to: The Society for Education in Film and Television at the above address.

DEMOCRACY, subtitled, "A Journal of Political Renewal and Radical Change," has begun publishing as of January 1981. This quarterly journal's contributing editors come from diverse fields--political theory, law, history, sociology, and economics. According to its promotional material, Democracy is "committed to the need for radical change." Editors and contributors "share a vision of full democratic participation, equality and freedom that can only come about through an overhaul of the system as it so fitfully and unfairly operates right now." The first issue contains articles by Christopher Lasch, "Democracy and the 'Crises in Confidence'"; David Dickson, "Technology and Democracy"; Norman O. Brown, "Universal History with Cosmopolitan Intent"; and others. Future issues will take up themes such as Democracy vs. Mass Culture, The Future of Democratic Institutions, and Democracy and Military Power. An article on the rock music industry by Todd Gitlin is scheduled for the near future. The cost is \$12 per year, although the journal has a special introductory rate of \$10. Write: Democracy, 43 West 61st St., New York, NY 10023, USA.

BOOK REVIEWS

TÉLÉVISION--ENJEUX SANS FRONTIÈRES, A. Mattelart and J. M. Piemme (Grenoble: Press Universitaires de Grenoble, 1980). The objective of the book, the authors assert, is to present information and analyses to stimulate thinking about conditions for an alternative communications policy. They want to open the debate, and do not accept it as closed--a condition that bourgeois economic and political powers would prefer to maintain.

Although the book is mainly about Belgium, it is not a specific case study, but rather a study based on a specific case. The

authors argue that multinational television-- that is, TV via satellite--is moving the struggle to a new supranational level. Because of this, national television systems (and in Europe, especially those operated by the state or a state corporation) will face particularly disrupting problems: a) the end of a public monopoly; b) the erosion of pluralism; c) the growth of cultural standardization; and d) a crisis of perspective for the left.

New video technology, the authors point out, does not affect merely dissemination of entertainment and news; all of TV is in a process of redefinition. Although communication has been a business for some time, commercial relations will be radically modified by the structural transformation of international exchange. The problem has to be assessed and dealt with in both economic and political terms.

The book's introduction traces the genesis of the "cultural industry" concept, first offered by the Frankfurt School, and shows how it has been embellished and modified. In doing this, the authors also provide a brief critique of the direction of, and impetus for, communications research.

The volume's title apparently is a take-off on a very popular TV program throughout Europe--*Jeux Sans Frontieres* (Games Without Frontiers)--in which teams from various countries compete in crazy games and zany stunts. Mattelart and Piemme revise this to *Stakes Without Frontiers*, in view of the emerging multinational and commercial character of the medium.

Thomas Guback

IDEOLOGY AND CULTURAL PRODUCTION, edited by Michele Barrett, Philip Corrigan, Annette Kuhn, and Janet Wolff (New York: St. Martin's Press, 1979). A necessary element of any critical materialist approach to the study of communications must be a certain degree of reflexive critique. The questions we need to ask of the set of practices and institutions labelled "communicative" cross traditional disciplinary lines, and demand a sensitivity to the complexity of the effectivity of communications in the social formation. The specific nature of the relationship between the base and the superstructure (of culture and ideology to

the mode of production) was underdeveloped in Marx's work, and remains today a central area of debate among critical researchers.. Too often this debate has taken on the form of open polemical argument between camps drawn along disciplinary grounds.

The papers assembled in Ideology and Cultural Production were presented at the 1978 meeting of the British Sociological Association on the theme of Culture. And, while they are not wholly representative of the range of critical approaches to the study of culture, the articles, taken as a whole, with the contradictions that exist between them, raise a significant number of the issues we need to reevaluate. From this perspective, the lead editorial article, "Representation and Cultural Production," and Richard Johnson's "Histories of Culture/Theories of Ideology: Notes on an Impasse" are the key texts. In their essay the editors discuss the terms around which debates have arisen. Specifically, they ask of the relationships between modes of production and modes of signification (of the specificity of the determination of practices of cultural production). Johnson's essay offers a critical evaluation of both the Structuralist and Culturalist camps within British Cultural Studies, questioning them on both epistemological and political grounds.

Other essays in the book deal with more specific research questions. In "Ideology and the Mass Media: the Question of Determination," Peter Golding and Graham Murdock argue for a relatively direct level of determination between economic organization and media output. In "Ideology, Economy, and the British Cinema," John Hill sketches out the issues that need to be raised if the ideological analysis of the cinema is to avoid the twin pitfalls of economism and theoreticism. Other papers focus on such issues as the process of stereotyping and on the relationship between the State, the Family, and Sexuality.

The point of a reflexive critique should not be to mediate the real differences that exist between positions in the direction of a liberal notion of consensus; rather, it should aim at an evaluation of the political implications of our work--of its effectivity as a directly political practice. Ideology and Cultural Production represents an important beginning of such a critique. Martyr Allor

PEOPLE ON THE MOVE

Jennifer Daryl Slack, member of CP Editorial Board, is now Asst. Prof. of Communication, University of Michigan, College of Engineering, Dept. of Humanities, 079 East Engineering Bldg., Ann Arbor, MI 48109, USA. Jennifer will remain an active member of the Board.

On leave from Temple University, Janet Waako will use her time in Europe gathering data on the film industry and teaching at Maria Assumpta College, 23 Kensington Square, London W8, England.

T. R. Young is on sabbatical from Red Feather Institute for 1980-81, and from Colorado State University. Requests for Red Feather articles are being handled by staff of the Institute. Send manuscripts for Transforming Sociology Series to Garth Massey, Sociology, Univ. of Wyoming, Laramie, WY 82071, USA. Personal correspondence should go to the Sociology Dept., University of Exeter, England.

DIRECTORY

In response to our questionnaire in past Communication Perspectives, the following readers have sent information about their positions, addresses, permanent addresses [if different], general research interests, specific projects in order to facilitate the sharing of information among communication researchers.

James Aronson, Prof., Journalism, Hunter College, 695 Park Ave., New York, NY 10021, USA. [244 E. Fifth St., New York, NY 10003, USA.] Interests: the printed press; criticism and analysis. Projects: book on journalism in China.

Jo Bardeol, Researcher, Policy Advisor (Dutch Broadcasting Corp.), NOS P.O. Box 10, 1200 JB Hilversum, Holland. Interests: public broadcasting policy, political economy of mass media, government policy towards media, relation media and "every day life-culture," new media developments. Projects: direct broadcasting satellites and their consequences for public broadcasting; media and cultural policy (a.o. cooperation TV-national film industry); regional and local (non-commercial) use of radio, TV, video; editor, *Media in Holland* (2 vols.), an inventory and analysis of all recent developments in AV-media (pt. 1) and printed media (pt. 2), forthcoming Spring 1981.

Jörg Becker, Mgr. Dir., Assn. for the Promotion of African, Asian and Latin Amer. Literature, Frankfurt, & Res. Fellow, Marburg Univ. Peterweilstr. 22, D-6000 Frankfurt 60, FRG (0611-462341). Interests: peace resch., int'l. politics, methodology of social sciences, NIO & media imperialism, media technology & politics. Projects: transnat'l. data flow, telecom. & computers in North-South conflict, communication conflicts among capitalist countries.

John Richard Corner, Lecturer, Center for Communication Studies, University of Liverpool, Chatham St., Liverpool L69 3BX, England. Interests: documentary forms and media; differential interpretation and social position; broadcasting policy in Britain 1945-1965. Projects: cultural democracy and broadcasting in British post-war period with specific reference to breaking of BBC monopoly.

Torben Ditlevsen, Assoc. Prof., Institute of Languages, Communications, and Cultural History, Aalborg University Center, P.O. Box 159, DK-9100 Aalborg, Denmark. Interests: cultural studies, literary history and sociology, text theory. Projects: popular reading in 19th century Denmark.

Bob Dunn, Assoc. Prof., Sociology, California State University, Hayward, CA

94500, USA. [2816 Webster St., Berkeley, CA 94705.] Interests: Ideological and psychological aspects of TV.

Cecilia von Feilitzen, Researcher, PhD, Audience and Programme Research Dept., Swedish Broadcasting Corp., S-10510 Stockholm, Sweden. Interests: children and mass communication; theories of mass communication. Projects: children and mass communication; chairman, Swedish Assn. for Mass Communication Research.

Morten Giersing, Assoc. Prof., Dept. of Comparative Literature, Section of Mass Communication, University of Copenhagen, Njalsgade 80A, 2300 S, Denmark. Interests: electronic media, commercial and public development; advertising's influence on media. Projects: development of TV in USA; new media; consumer information in electronic media; significance of ads in magazines; member of Danish governmental committee on the media.

Doug Goldschmidt, Asst. Dir., Rural Satellite Program, Academy for Educational Development, 1414 22nd St., NW, Washington, DC 20037, USA. Interests: political economy of telecommunications, uses of communications technology for rural development. Projects: developing and managing a program to use varied telecommunications technologies in support of rural development activities.

Bertram Gross, Prof., Public Policy and Planning, Urban Affairs Dept, Hunter Coll., 790 Madison Ave., New York, NY 10021, USA. Interests: analysis of present & alternative power structures & establishments in US, in other First World countries, & in Second & Third World countries, with particular attention to the role played by varying forms of communication; transnat'l. corporations as systems of communication & power; communication as part of decisionmaking processes; & alternatives to repressive corporate states (both "friendly" & "unfriendly" fascism) in their many new forms; communication & policy planning at the local level as part of planning from the-bottom sideways.

Sylvia Harvey, Sr. Lect. in Film, Dept. of Art History, Sheffield City Polytechnic, Psalter Ln., Sheffield S11 8UZ, England. Interests: cultural studies, film theory. Projects: film and ideology; "independent" cinema in Britain.

Goran Hedebrö, Asst. Prof., School of Journalism, Univ. of Stockholm, Cjorwellsgatan 26, S-112 60 Stockholm, Sweden. Interests: various aspects of "international communication." Projects: "Journalism Training and the New International Information Order in Africa.

Anders Lindblad, Resch. Asst., INFORSK, Dept. of Sociology, University of Umea, S-90187, Umea, Sweden. Interests: public access, local media, telecommunications. Projects: public access in local radio.

Georg-Michael Luyken, Doctoral Cand. 3616 Prospect St., NW, Washington, DC 20007, USA (Tel.: 202-333-3338). [Amalienstr. 87, 8000 Munich 40, FRG (Tel.: (089) 28 44 37).] Interests: marxism; critique of capitalist communications economy and policy; international communication. Projects: political economy of "direct satellite broadcasting," "transborder data flow," "international news exchange."

Sergio Mattos, PhD Student, Dept. of Radio-TV-Film, University of Texas at Austin (on leave from Federal University of Bahia, Brazil), C102 Colorado Apts., Austin, TX 78703. [Parque Resid. Sta. Madalena, Bloco 15 apto. 101, 40.000 Salvador, Bahia, Brazil.] Inter-

ests: International communication; communication and the Third World; media imperialism; transnational corporations and media in the Third World; communication policies. Projects: the economic dependency of the Brazilian broadcast media on transnational corporations.

Ellen McCracken, Asst. Prof., Dept. of Comparative Literature, South College, Univ. of Massachusetts, Amherst, MA 01003, USA. Interests: literature and the mass media, contemporary mass culture, critical approaches to mass culture, the media in Latin America. Projects: contemporary women's magazines in US.

J. R. Miller, Pres., Destination Inc., P.O. Box 7204, San Diego, CA 92107, USA. Interests: travel, marketing, senior citizens.

Lars Qvortrup, Assoc. Prof., Ramus Rask Institute of Linguistics, Odense University, Campusvej 55, DK-5230 Odense M, Denmark. Interests: local media; content analysis; marxist theory. Projects: local radio in Scandinavian and European countries.

Giuseppe Richeri, via Fondazza 48, Bologna, Italy (Tel.: 051-399653). [viale Silvani 6, Bologna, Italy (Tel.: 051-559723).] Interests: new communication technologies, national and international communication politics, broadcasting comparative analysis, broadcasting decentralization. Projects: direct broadcasting satellites in Europe; impact of new technologies on traditional broadcasting systems.

Raquel Salinas Bascor, Communication Researcher, Assoc.: Institute of Latin American Studies in Stockholm, Sweden. [Radal 694 (Pob. San Carlos), Puente Alto, Chile.] Interests: communication policies in Third World, NIO; technology transfer in communications; political economy of mass media.

Jorge A. Schmitman, Vis. Scholar, Center for Latin American Studies, Stanford Univ.; 106 S. Saturn St., San Francisco, CA 94114, USA. Interests: mass media in developing countries. Projects: film industries in Latin America.

Howard P. Segal, Asst. Prof., Humanities Dept., College of Engineering, University of Michigan, 1079 East Engineering Bldg., Ann Arbor, MI 48109, USA. Interests: history of technology and its social and cultural relationships, esp. in America. Projects: book on technological Utopianism in late 19th and 20th century America.

Kusum Singh, Asst. Prof., Dept. of Communication, Hunter Coll., 695 Park Ave., New York, NY 10021, USA. Interests: teaching resch. & public service in alternative approaches to mass media, interpersonal styles of non-elitist & elitist communication, communication strategies in Third World countries, criticism of mass media, history of print journalism & radio production.

Paul Walton, Reader in Communications, Goldsmith College, University of London, New Cross, London, SE 14, England. Interests: mass media, image/text, new technology. Projects: video-text analysis, holographic developments.

T. R. Young, Prof., Sociology, Colorado St. Univ., Rt. 1, Red Feather, CO 80545, USA. Interests: sociology of knowledge; media and human consciousness, politics of science, critical theory, media studies. Projects: editing four volumes on cultural marxism in Great Britain.

I.C.A. PHILOSOPHY AND CRITICAL PRACTICE GROUP

STATEMENT OF PURPOSE

The Philosophy and Critical Practice Group is organized for the purpose of developing a critical materialist approach to the analysis of communication and society. While we seek to employ a mode and method of inquiry that draws upon the broad tradition of a marxist-based critique of contemporary society, as a group we do not identify with any one particular perspective or tendency within that tradition.

The goal of our activity as a group is to develop and apply, both through theoretical inquiries and empirical investigations, a critical materialist perspective to the study of the cultural, sociological, political, and economic issues of communication and media in contemporary society. Through such study, we seek to uncover and analyze the roles that communication plays in contemporary social structures of dominance and dependence and to further define roles for communication in strategies for overcoming and eliminating such structures.

As theoretical and empirical inquiry are intrinsically bound together and necessary for the further articulation and progress of an overall materialist perspective, we view as necessary and essential discussion, inquiry, and debate concerning the theoretical basis of our interests and work. In this way a theoretical understanding of a materialist approach to communication may be more fully developed and serve as a guide to our empirical endeavors. Likewise, we view as essential the study of specific social phenomena which would serve to test and illustrate at an empirical level, larger theoretical formulations.

In pursuing this activity, we hope to expand the larger materialist based critique of contemporary society through the development of a keener understanding and appreciation of the role that communication plays in the processes of maintenance and change at all levels of society. Conversely, we also seek to enlarge the scope of the contemporary study of communication by demonstrating the relevance and importance of applying a critical materialist perspective to the structures and processes of communication.

Comments and suggestions to: Fred Fejes
(See address in lead article.)

CRITICAL COMMUNICATION ASSOCIATION:

STATEMENT OF PURPOSE

Preamble

The Critical Communication Association is an organization of progressive communication workers. We seek to promote democratic information systems that can advance the fullest possible collective participation in the decisions that affect our lives. For it is only through such democratic communications structures that we can overcome cultural hegemony and build a world based on economic justice and peace. To do this we must challenge dominant power structures and the ideologies that support elite controlled communications structures. This work is especially urgent because monopoly control over the means of communication promotes not only cultural hegemony, but the concentration of wealth and power and the danger of global military destruction.

Our purposes are:

1. To encourage the development of critical communication theory and to promote a political economic analysis of communication in society.
2. To direct attention to the interrelation of politics, economics, science, and communication techniques, including the uses of the electromagnetic spectrum.
3. To support critical communication research activities in the United States and to offer alternative means of communication appropriate for democratic society.
4. To bring together critical communication theory and practice and to overcome artificial divisions among communication producers and researchers imposed by the dominant undemocratic society.
5. To work with other progressive organizations toward action strategies and toward collective participation in public fora.
6. To join with other communication workers around the world in applying critical theory and research to the struggles of oppressed peoples everywhere for cultural autonomy and democratic control of information resources.

Comments and suggestions to Vincent Mosco
(See address in lead article.)

DIRECTORY QUESTIONNAIRE

In order to facilitate the sharing of information among critical communication researchers and media professionals, Communication Perspectives will publish its directory in the next issue based on the response to the following questionnaire. Please fill out the form (type or print legibly) and return it to us. Even if you have had your name listed in a previous issue of the Directory, for the sake of completeness we ask that you complete this form and send it to us.

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Position:

Current address:

Permanent address (if different):

General research interests:

Current research projects or activities:

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VOL. IV, NO. 1

JULY 1981

ASSOCIATIONS

UNION FOR DEMOCRATIC COMMUNICATIONS

The Critical Communications Association/ Union for Democratic Communications held its first national organizing meeting on April 11 in Philadelphia after the concluding sessions of the Conference on Culture and Communication. Seventy-five persons, mainly from the eastern and midwestern sections of the US but with some west coast representation, met to discuss the problems of building a national organization. The group split into six discussion groups to consider how the association should be organized, who should constitute its membership, what the purposes and goals of the association should be, and what it should be named. Some diversity of opinion on all these points was reflected in the reports presented by the discussion groups to the group as a whole. While all agreed that a

national organization was necessary for critical communications at this point in its development as a field, some argued that the membership should be drawn from media practitioners, labor unions, and researchers in order to develop communication between left/critical persons in general. This position suggested that a certain number of places on the organization's governing board should be reserved for practitioners and workers. Noting that the vast majority attending the meeting were academic researchers, some argued that critical researchers need to organize themselves, develop their own channels of communication, and begin to relate their work to the concerns of practitioners and workers. This position argued that researchers need to build a unified front that can then be of use to practitioners and workers, many of whom are already organized into associations and unions. The debate was lively but, due to limited time, no conclusion was reached. The group as a whole voted to set up an organizing committee to explore this issue and to report back to the membership with recommendations. Twelve persons were nominated and accepted by acclamation: Serafina Bathrick, Hunter College, 695 Park Ave., Dept. of Com., Box 66, New York, NY 10021; Dallas Smythe, 21808-86 A Ave., Langley, BC Canada; Oscar Gandy, Howard Univ., Dept. of Com. Arts & Sciences, Washington DC 20059; Tom Guback, Inst. of Com. Res., Univ. of Illinois, 222B Armory Bldg., 505 E. Armory Ave., Champaign, IL 61820; Tim Haight, Univ. of Wisconsin, 821 University Ave., Dept. of Com. Arts, Madison, WI 53706; Noreene Janus, ILET, Apartado 85-025, Mexico City, 20 D.F. Mexico; James Miller, Hampshire College, Sch. of Language & Com., Amherst, MA 01002; Linda Mitchell, PO Box 5571, San Diego, CA 92105; Vinny Mosco, 556 N. Piedmont St., Arlington, VA 22207; Karen Paulsell, NYU-Interactive Telecom., 725 Broadway 4th fl., New York, NY 10003; Manjanuth Pendakur, Dept. of Radio-TV-Film, Northwestern Univ.,

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Evanston, IL 60201; Janet Wasko, Temple/Maria Assumpta College, 23 Kensington Sq., London W8 England. This committee met the following morning and selected Union for Democratic Communications as the organization's name. Four subcommittees were set up to deal with the issues of affiliation and activities (Bathrick, Haight, Miller, Mitchell, Paulsell), organizational structure (Gandy, Haight, Mosco, Paulsell, Wasko), communications (Bathrick, Guback, Miller, Paulsell, Pendakur), and purposes/goals (Gandy, Guback, Janus, Pendakur). The last subcommittee is working on refining the statement of purposes that CCA/UDC had circulated earlier (see CP III: 3). Because of the considerable debate over the relative merits of a strong, more politically direct statement as opposed to a less direct, more inclusive statement, this subcommittee is particularly interested in receiving comments and suggestions. Regional meetings of UDC members in the east have involved some discussion of this problem. A meeting is currently being organized in the midwest to consider the statement of purpose, and to develop a midwest regional network of critical researchers. Anna Zornosa and Marty Allor are coordinating this effort; August 8th has been tentatively set as the date for this meeting. In either late August or early September, the organizing committee will meet to discuss the ideas, comments, suggestions, and opinions voiced during regional meetings as well as those received by committee members via mail or telephone. For more information on the UDC, contact any of the members of the organizing committee. For information on the midwest regional meeting, contact Anna Zornosa (1129 Elisabeth #1, Madison, WI 53703) or Marty Allor (Inst. of Com. Res., Univ. of Illinois, 222B Armory Bldg., 505 E. Armory Ave., Champaign, IL 61820).

Eileen Meehan

PHILOSOPHY OF COMMUNICATION GROUP OF I.C.A. TO REARTICULATE STATEMENT

At their business meeting during the last I.C.A. Conference, the PhilCom Group took up the issue of a membership liaison with critical communications researchers. There was an extended discussion that focused on the extent to which the two groups of researchers shared common assumptions and research practices, as well as the concerns of both groups as to the structural problems of such a merger. Those arguing against the merger

pointed to the diversity of philosophical positions held by present PhilCom Group members, and the noncompatibility of some of those with a materialist approach. Those arguing in favor of the proposal pointed to the fact that fully half of the papers presented at this year's meeting were marxist/materialist in their approach. The resolution that was adopted directed the group's Bylaws committee to rewrite the statement of purpose in a way that more adequately reflected the concerns of marxist/materialist theoretical positions. In its rearticulated form the PhilCom Group now represents an excellent forum for the presentation of work in marxist/materialist, theory, for work on the relationship between critical theory and research practices, as well as an opportunity for critical theorists to begin to share concerns and problems. For more information about the PhilCom Group contact its current Chair: Lawrence Grossberg, Dept. of Speech Com., Univ. of Illinois, 244 Lincoln Hall, Urbana, IL 61801.

Marty Allor

CONFERENCE REPORTS

CONFERENCE ON CULTURE AND COMMUNICATION

The 1981 CCC provided a wonderful opportunity for critical communications researchers to present and critique work, to exchange ideas, and to continue developing interpersonal networks within the field. So many papers of interest were presented that space prohibits detailing them. Fortunately, selected proceedings from the conference will be published by the ABLEX Publishing Corporation in 1982. Conference director Dr. Sari Thomas is currently preparing for the next CCC, which will be held in Philadelphia in 1983; solicitations for papers/symposia should be mailed by late Spring, 1982. For further information, contact Thomas at Dept. of Radio-TV-Film, Temple Univ., Philadelphia, PA 19122.

SAN DIEGO CONFERENCE ON CULTURE AND COMMUNICATION

The San Diego Conference on Culture and Communication, 1981, was held at the Hotel San Diego over the weekend of February 20-22. The purpose of the conference was to facilitate the exchange and development of communications theory and practice through workshops, panels, paper and video presentations,

featured speakers, and informal interaction. The conference was open to the public and over 200 people attended.

The conference opened on Friday evening with a plenary session featuring keynote speeches by Lee Thayer, Univ. of Wisconsin, on "Communication and Communicability" and by Stuart Ewen, Hunter College, New York, on "Billboards for the Future." Following was a theatre presentation, "The American Media Family," created and performed by a group from UC Santa Barbara.

Beginning early Saturday morning, over a hundred events filled the weekend agenda, consisting of a wide range of presentations, workshops, and panels categorized into such subject areas as access, critical theory, television studies, film, intercultural communication, popular culture, gender and feminism, and advertising and persuasion.

The conference offered a kaleidoscope of events and a means to interact with people with diverse interests in the field of communication. From a critical standpoint, however, the sessions generally lacked left, radical, progressive, or marxist perspectives. Granted, the conference was not intended to be a critical communications conference, per se. Moreover, the very size of the conference created organizational difficulties. Still, even in those five sessions designated for critical theory, only a few presenters cited other than mainstream references, challenged the existing structure of the media, assessed the institutional bases of information and technology, considered solutions for change, or attempted to evolve meaningful theoretical frameworks. Over the course of the weekend, it became clear that there was a lack of consensus about what constitutes critical research.

One of the highlights of the conference was Stuart Ewen's slide presentation, "Billboards for the Future." In a form he calls "critical imagery," Ewen improvised the billboard concept to serve as a means for personal and critical expression. In the course of circulating the billboards, Ewen created a network for the exchange of critical perspectives (some of them have been published in *Radical America*, Spring 1981, Vol. 15, No. 1&2, pp. 55-64).

Saturday morning's plenary session was one of the more high-charged conference events, featuring "A Tribute to Herbert Marcuse" by Carol Becker, Chicago Art Inst.; "Policy on Information and Ideology: Spiral of Terror (Pt. 2)" by Dallas Smythe, Temple Univ.; "New Computer Technologies and Accountability" by Rob Kling, UC Irvine; and "Whose Information Age?" by Herb Schiller, UC San Diego. Schiller's presentation was particularly lively in form and poignant in content, inciting a heated audience response. He cautioned that "Information Age" is a deceptive term because this is not so much an Information Age as it is an age during which information is being used. He continued by exposing the objectives of control, profitability, surveillance, and coercion underlying the development of technologies.

On Sunday, there was an open-ended critical theory session used to discuss the conference and critical positions. The quality of critical research as represented at the San Diego Conference was briefly debated. The bulk of the session, however, centered on the pending formation of a National Critical Communications Assn. and a discussion of its purposes as stated in a working draft of its preamble.

A thirteen-page conference program provides a complete list of conference events and presenters. For program copies (\$1) or information about audio and video tapes, contact Mike Real, Dept. of Telecom. and Film, San Diego State Univ., San Diego, CA 92182.

R. K. Nichols, San Diego

SOUTHERN ILLINOIS UNIVERSITY-CARBONDALE
HOSTS SYMPOSIUM ON "INTERNATIONAL PERSPECTIVES ON NEWS."

The School of Journalism-Carbondale sponsored a six-day symposium from April 5-10, entitled "International Perspectives on News" on the SIU-C campus. The Symposium, which drew participants from all over the US, Africa, Asia, Europe, and Latin America, was jointly funded by the US International Communication Agency and the East/West Foundation. It was attended by faculty, students, media practitioners, and the general public. Topics covered in presentations included the need for the New Information and Communication

Order, American and Western bias in the world press, ethnocentrism, the responsibility of journalists as educators and social critics, communication, and national development in the third world. Among the presenters were Jose Mayobre, Jeremy Tunstall, Kaarle Nordenstreng, and Hanno Hardt. The proceedings of the Symposium are currently being edited for publication at a later date. For further information, contact Dr. Sharon Murphy, Symposium Director, Sch. of Journalism, SIU-C, Carbondale, IL 62901.

THE INVISIBLE MAJORITY

One of the best kept secrets in communications research is the work of the International Assn. of Machinists and Aerospace Workers. For the last two years the Machinists Union has conducted a massive television monitoring project to assess the images of working people and their unions on US television. Some 1500 IAM members in 43 states monitored prime time television during February 1980. Material for the content analysis included 53 different series, 24 movies, 24 specials, the early evening national network news, and the late night local news. These are the major findings:

1. Unions are almost invisible on television.
2. When presented at all, unions are violent, obstructive, and degrading institutions. No references were found to the vital role unions have played and continue to play in improving the quality of life for working people.
3. Television generally ignores the importance of goods production in the US. Work rarely happens; no things get made. Furthermore, the TV occupational structure is totally out of line with reality: there are 12 times more TV detectives than production workers.
4. TV news is overwhelmingly slanted in a corporate direction. Monitors assessed the corporate or union slant on five issues: inflation, energy, foreign trade, health care, and tax reform. Of the three networks, CBS favored the corporate position 3-1, NBC 5-1, and ABC 7-1.

A second round of monitoring has just been completed; IAM will have these results available soon.

The IAM Media Project was discussed at a June 7 audioconference meeting of Washington DC, Philadelphia, and New York members of the newly formed Union for Democratic Communica-

tions. Jerry Rollings of the Machinists presented the results to a DC/Philadelphia contingent meeting in Vinny Mosco's house. We were linked to a group meeting at New York Univ. where Brian Winston, a NYU professor, shared with us the results of his research on how British media similarly present a systematically distorted image of British working people and their unions. Winston worked with the Glasgow Univ. Media Group. Their findings are published in Bad News, London: Routledge and Kegan Paul (1976) and More Bad News (RKP; 1980). The 25 participants in the audioconference session agreed that the concerns raised by Rollings and Winston ought to be central items on the research and action agenda of critical communications people. Rollings was enthusiastic about the UDC and pledged the union's support, financial and otherwise, to our efforts.

Here are some more resources for uncovering the blind spot on these issues:

To get a tape of the DC/Phila/NY audioconference send 2 C-60 or 1 C-120 cassette tape and \$1 to cover postage to: Howard Frederick, 4545 Connecticut Ave. NW, Apt. 510, Washington, DC 20008.

To learn more about the IAM Media Project write to: Jerry Rollings, IAM Media Project, 1300 Connecticut Ave. NW, Suite 909, Washington, DC 20036.

The Machinists also run a media "hotline" service to provide up-to-the-minute information on media industry, regulatory, and public interest issues: Continental US (except Illinois): 800-323-1708; in Illinois: 800-942-1617. These toll-free numbers are available Monday through Friday, 9AM-5PM Eastern Time.

Vincent Mosco

KEEPING AN EYE ON THE CORPORATE COMMUNICATORS

We all know that the media and media people are not neutral, that news is not "objective," and that arguments for objectivity play a very important ideological role in corporate and/or government domination of communications. What we may know less about are explicit efforts on the part of corporate interests to use communications media to their economic and political advantage.

Recently, the Foundation for American Communications was brought to the attention of the CP Board, and we felt that it might be

of interest to our readers to pass on some information about the efforts of this Foundation. FACS, as it is referred to, considers itself a "national educational institute." It was established in 1976 and its purpose is "to enhance corporate effectiveness in communicating via the media." In a recent flyer distributed by FACS the corporate effectiveness-media situation is described thus: "Corporations face a critical need to communicate more effectively with their key constituencies through mass communications: television, radio, newspapers, magazines and the wire services. While it was true in the past that communications was a highly specialized aspect of the organization, it is now clear that key management must understand and participate in the communications and public affairs efforts of business."

To achieve this goal, FACS sponsors educational programs for reporters and editors on vital issues such as the economy or energy, seminars for business executives and other interested individuals on how the news media operate, and media counseling for non-profit organizations. A considerable number of their conferences and seminars have been held jointly with organizations such as Michigan State Univ., the Michigan Press Assn., Gannett Newspaper Foundation, the Colorado Broadcasters Assn., and a host of others. For example, a conference held in early April, jointly sponsored by FACS and the UCLA Graduate Sch. of Management was to consider issues such as why and how business must engage in the "War of Ideas;" managing information in a crisis; responding to adverse publicity; the role of media in shaping public perceptions of business; the rise of newsocracy; and new responsibilities in journalism. In addition, throughout the spring of this year there were a number of US regional conferences for journalists designed to "help" journalists understand the complexities of the economy and of energy issues so that they would not remain useless "generalists." Subjects included in these conferences were: inflation--is it controllable?, interests rates--are they coming down?, the economics of energy; and recessions--are they inevitable?

FACS is supported by more than 70 foundations, news organizations, and corporations. Its governing board of trustees includes

representatives from both media and business. Following is a partial list of contributors. So much for "objective" communications.

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Allstate Ins. Co.	Esther A. & Joseph
<u>Arizona Republic/</u>	Klingenstein Fund
<u>Phoenix Gazette</u>	Loctite Corp.
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Telegraph	Marriott Corp.
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BankAmerica Fdn.	<u>Newsweek</u>
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California Federal	Olin Fdn.
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Irvine Co.	California
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DeWitt Wallace Fund (Readers' Digest)	

For those interested in "keeping an eye on the corporate communicators" FACS publishes a newsletter titled MORE FACS. For more information/edification contact FACS: Foundation for American Communications, 3383 Barham Blvd., Los Angeles, CA 90068, USA.

TRAVEL NOTES OF A EUROPEAN SCHOLAR

U.S. COMMUNICATIONS RESEARCH FOR THE 80's: FULFILLING THE ORDERS

Touring some US universities and institutes

to learn about current trends in International Communications Research is a rather disillusioning experience in these days: the pleasure of travelling, meeting old friends and discussing new thoughts is constantly being undermined by the lamentable state of mainstream research in 1980. Its protagonists are no longer waiting for orders; they have received them and are now eager to execute their master's commands. Even worse, some academics are the masters: 'I pride myself to be a pretty good bureaucrat' boasts the director of a prestigious international communication program in Boston, who until recently worked there on the payroll of the State Dept., 'to oversee that they get their feet down to earth.'

But where there is a 'dompteur,' there are the tamed, and where there is a supervisor, there are directions which, in this case, read: do not confuse scientific research with freedom of thought, but make it available to the very earthbound advancement of US foreign policy--for better or worse. What if, just supposing, the results of your research do not exactly correspond with the former requirement? The solution is very easy, and how to go about it can be learned at its best just a few blocks away, where the 'Great Legitimizers' dwell. Old and young, high-handedly they have discovered that 'every (?) human behavior has (!) to transpire through the process of communication' and then have decided to better concentrate on the more powerful side of that process.

This approach involves the remarkable advantage of henceforth being able to dissolve whatever issue is in vogue into a problem of this very biased conception of the 'process of communication' and fortunately finding oneself always on the winner's side: where funds are ample and research is measured in terms of its profitability to its patrons.

Are these the only supposedly scientific, in fact compliant, executors of International Communication Research in '80; where do we find their trend and agenda setters? Just travel via New York and New Jersey down to Washington DC and you certainly will run into quite a few of them, at A.T. & T., IBM, Citi-Corp, EXXON, etc.; and the Depts. of State and Defense. There is the ambitious young fellow at an international government agency, for example, who frankly admits that 'I am

so eager to learn German, because I don't want to mess around with these Third World slops all life long.' Ignoring the fact that an assignment to Berlin might be dangerous in these times, his statement reveals the truth: that all the former 'communication and development' strategies are pretty much passe nowadays, whereas the tough ruling of the rest of the world, with the possible help of a few wealthy and obedient allies, is in--through the very same ends needless to say.

Consequently, George Washington University's proudly announced new 'Telecommunications Policy Program' is not only most heavily reflected in SIGNAL, the 'Journal of the Armed Forces Communications and Electronics Association,' but also offers classes in which the communications career seeking DC bureaucrats are taught by a high ranking NTIA administrator that a powerful global spectrum management is the answer to every problem in international communications.

So, the one and only paradigm in mainstream US International Communications Research in these days is to accommodate the results of an entirely biased science to the very distinct requirements of US foreign policy, thus subordinating the alleged freedom of thought to an explicit partisan practice of political power. If even the more liberal institutes for communication research teach subjective ideals rather than objective knowledge, capitalistic policies rather than historic understanding, they themselves need to be named ideological training camps rather than places of scientific thought, bourgeois training camps not only for academically spoiled American youth, but also for tomorrow's expected leaders of Latin America, Asia, Africa, and Europe as well.

It only seems to be a contradiction if communications students in this tradition tend to be apparent apolitical experts in gathering data, compiling statistics, and handling computers, for in fact they suffer an intentional lack of the absolutely indispensable prerequisite to all these skills: a sound theoretical framework, which only gives a conclusive answer to the actual function of communications in a specific society, and within the terms of how this very society works. One finds hundreds of methodologically most sophisticated Ph.D. theses, for

example, each of them one stone in the confusing puzzle of bourgeois science; few of them providing any new insights in their subjects--but all of them without any understanding of why they are doing what they are doing, and in which historical and social context.

However, there are exceptions to that mainstream approach to US communications research--typical in fact of all social sciences throughout the capitalist world. They are exceptions within the hub of a theoretically profound, scientifically, and politically aware framework in Urbana, IL and Philadelphia, PA. Farsighted and already with fine results the former, upcoming and expanding, the latter is full of new ideas, promising projects, and challenging thinking abounds in both of them.

5-19-81

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FORTHCOMING EVENTS

The Tenth Annual Telecommunications Policy Research Conference will be held April 25-April 28, 1982 in Annapolis, Maryland. Researchers from various disciplines, along with federal policy makers and representatives of affected industries, will attend.

Those wishing to present a paper are invited to submit an abstract of 1-2 pages, describing the research and its relevance to policy considerations in one or more of the following areas:

- international competition in telecommunications hardware and services
- the social impact of new telecommunications systems on particular sectors of the economy and the society as a whole
- regulation, deregulation and re-regulation in telecommunications: historical analysis of the policy targets (diversity, efficiency, etc.) for broadcast and common carrier regulation.

Submissions should include author(s) identification, institutional affiliation, and support for the research (if any), and be sent by October 1, 1981 to: Tenth Annual Telecommunications Policy Research Conference, c/o Prof. Janusz A. Ordover, Dept. of Economics, New York Univ., New York, NY 10003.

Any suggestions for plenary sessions/approaches toward policy in the new environment, can also

be forwarded to: Oscar H. Gandy, Jr., Howard University, Dept. of Communication Arts & Sciences, Washington, DC 20059.

PROJECTS

MUSIC AND MUSIC INDUSTRY STUDY GROUP

We are interested in setting up an informal group of people involved in the research or teaching of popular music. Such a group could initially serve as a clearinghouse to share resources and as a medium to connect isolated individuals with common interests. Anyone interested should contact Larry Grossberg, Dept. of Speech Com., 244 Lincoln Hall, 702 S. Wright, Univ. of Illinois, Urbana, IL 61801; or Larry Shore, PO Box 1481, Hunter College, 695 Park Ave., New York, NY 10021. We would like to encourage people from any discipline whose work is in this area to contact us. Please include some statement of research interests and/or teaching perspectives (such as a course syllabus).

PAPERS TO NOTE

THE CHALLENGE OF COOPERATION: A STUDY OF ALTERNATIVE COMMUNICATION IN LATIN AMERICA, Claudio Aguirre Bianchi and Goran Hedebro (Stockholm: U. of Stockholm, Inst. of Latin American Studies Research Paper #17, May '80 (Postbox 6909, S-102 Stockholm, Sweden)

Challenge of Cooperation, in a short 55 pages (not including appendices), provides a comprehensive and critical overview of attempts to set up alternative news and informational agencies in Latin America against prevailing communication systems emanating from North America and Europe. Unfortunately, at the time of the writing of this booklet most of the alternatives were still in the discussion stage. Except for ASIN (Action of National Information Systems), an association of already existing news agencies in Latin America touting mostly government information, the other prospects (ALASEI, a development oriented autonomous news agency; RITLA, a technological information service; and the Third World Information Service) have yet to take material form.

Aguirre Bianchi and Hedebro do not abandon hope, however, merely because national elites cannot assume the initiative in challenging the transnationals. Though they are not explicit about it, Critical Theory would suggest that national elites can never be

expected to take the lead in pre-revolutionary struggles. Instead one must look to the people for their own liberation. Challenge of Cooperation documents a number of oppositional media practices in Latin America, some of them occurring right under the noses of the most repressive regimes in the world. That these efforts--at local press, local broadcasting, community education, and political communication--often fail, to be replaced by other efforts, is testimony to the acute dialectic that is being worked out on the capitalist periphery.

It may be too much to ask of such a short work, but Challenge of Cooperation does not present an adequate theory connecting development with communications structures. We all know intuitively that liberated communication will serve liberated societies, but which comes first, the chicken or the egg? And, if they are simultaneous processes, how can we as communication researchers slip the narrow bounds of our professional label and become development planners, activists, and, finally, revolutionaries? This question should be uppermost in our minds, always; hopefully we will find the answer in practice.

Robert Jacobson
Roskilde Universitet

NEW AND CURRENT JOURNALS

Newsfront International is a bi-weekly newsletter that consists primarily of translated articles about countries other than the United States written from the other countries' perspectives. The focus of Newsfront International is to provide Americans with accurate, comprehensive, non-sectarian left-oriented information about events occurring outside the United States that link what is happening in the United States with what is happening elsewhere in the world. Given the political nature of the translated articles, it is not surprising that most of the information included in the newsletter is unavailable anywhere else in English. Recent issues have included translated sections of articles from a broad range of publications from a broad range of countries such as West Germany, Britain, France, Italy, Japan, Spain, Austria, and Mexico. Also included are selections from the IPS wires and relevant English language publications such as Latin American Reports. Subscribe by contacting the volunteer staff that publishes the newsletter:

Peoples Translation Service, 4228 Telegraph Ave., Oakland, CA 94609. \$22 year (individuals); \$35 year and up (sustainers); \$45 year (libraries and institutions); \$40 year (foreign airmail other than Canada and Mexico).

Ciné-Tracts, published in Montreal four times a year (on an irregular basis), is the most important North American journal dealing with the problems and issues raised in attempts to relate cinema studies and cultural studies. The journal has contained articles dealing with a wide range of issues, including: readings of individual film drawing on Lacanian psychoanalysis, discussions of the domination of Canadian culture by the US, discussions of the relations between film technology and ideology, and political economic analyses of the film industry. Over the past several years Ciné-Tracts has published the work of people like: Raymond Williams, Stephen Heath, John Berger, Kristin Thompson, David Bordwell, and Saul Landau. Manuscripts are accepted, but are not returned (they should be sent in triplicate, double spaced). Single issues are \$2.50, subscriptions are \$8 a year (\$10 foreign, including US). The address of the editorial and business office is 4227 Esplanade Ave., Montreal, Québec, Canada, H2W 1T1.

BOOKS TO NOTE

PRIME-TIME TELEVISION: CONTENT AND CONTROL, Muriel G. Cantor (SAGE Publications, Beverly Hills, CA, 1980)

Intended as a text book--indeed, the third in F. Gerald Kline's SAGE series of texts--this book is a fair presentation of the organizational and interorganizational contexts that control the production of television programs, specifically drama and situation comedy. Cantor examines the historical development of television programming, its roots in radio and theatrical film, and also the humanistic and sociological analyses of television content. Although appreciative of qualitative work by such scholars as Horace Newcomb, Cantor defends the content analytic approach of George Gerbner despite what she characterizes as "problems in conceptualization, measurement, and sampling." Taking as her point of departure the question "who is responsible" for the negative images found by the Annenberg team, Cantor focuses on "how

the content is produced and on the controls and constraints on the creators and disseminators of drama. Television drama is not being presented as a social problem, but rather as both a form of culture and as an economic commodity." Unfortunately, Cantor fails to locate the organizational and inter-organizational relationships within any larger institutional context, i.e., within capitalism in general or within the advanced state capitalism of the United States. In evaluating work on the relationship between content and audience, Cantor relegates critical and marxist approaches to the netherland, placing such work close to the elitist critiques produced by mass society theorists and far from the superior, scientific work of traditional mass communication sociologists such as Wright. Cantor clearly fails to recognize the ideology within which 'objective' mainstream approaches operate. This is unfortunate as the book is an otherwise sensible treatment of how content is constrained and shaped by economic relationships. As such, it is still superior to most text books on television.

Eileen Meehan

SECOND CLASS, WORKING CLASS: AN INTERNATIONAL WOMEN'S READER (Peoples Translation Service, 4228 Telegraph Ave., Oakland, CA 94609). Cost: \$3 plus .50 postage.

Women working with Peoples Translation Service, in response to the paucity of information on women by women in the international press that gets translated and printed in the US, initiated this volume. A collection of documents, analyses, and interviews on women translated from the international press, Second Class, Working Class focuses on the problems of working women.

FRIENDLY FASCISM: THE NEW FACE OF POWER IN AMERICA, Bertram Gross (NY: H. Evans & Co., 1980)

Bertram Gross has been working on issues of public policy, both in government service and academia, over the last four decades. A central concern of both his governmental and scholarly work has been the possibility of real economic and political democracy in the United States. In Friendly Fascism, his latest book, Gross discusses the trends he sees leading the United States down the road to a new form of oligarchical control. In this age of all too facile trilateralist conspiracy theories, the strength of the book

is its attention to the complexities of the deployment of power in America. In developing his thesis Gross traces both institutional and class connections between government and business, as well as the resulting social policies that so threaten the possibility of democracy. The book consistently attempts to relate concerns with political practices, economic organization, and the policing of public life. It is a thought provoking treatise on contemporary America.

Marty Allor

BOOK REVIEWS

DEPENDENCY ROAD: COMMUNICATIONS, CAPITALISM, CONSCIOUSNESS AND CANADA, Dallas Smythe (Norwood, NJ: Ablex Publishing Corp., 1980)

The book aims: to describe the ways by which Canada has developed as a dependency of the United States; to analyze the role of the media in this dependency relationship within the capitalist core; and to challenge, and raise for debate, a variety of propositions about Marxism and especially its application to the social relations of communication.

This is a substantial task and ultimately is the reason why the book seems to oscillate now and then between attention to Canada and a concern for the intricacies and evolution of marxist theory, which Smythe finds outmoded and sometimes irrelevant to monopoly capitalism of the late 20th century. The book occasionally turns to extensive descriptions of developments in the USA, but Smythe argues that these are not purposeless detours, because Canada has been shaped and managed by American policy.

A major point that Smythe makes throughout is that Canada is the most dependent of the developed countries and that, for all practical purposes, it might as well be considered part of the US economy. At the same time, Canada also has characteristics typically found in underdeveloped countries. From its beginnings under British tutelage to its present absorption by its southern neighbor, Canada has grown to be a country without either an authentic sense of nationhood or a recognizable identity of its own. Only French Canada, and particularly the separatist movement, according to Smythe, offer possibilities for liberation from the

American yoke, and he believes that a socialist mass movement there could offset demands for power by the francophone bourgeoisie.

The four middle chapters deal most concretely with Canada, and especially its communication system. Smythe demonstrates how newspapers, magazines, books, film, broadcasting, and telecommunications have developed with guidance from American interests, and in many cases, direct investment and intervention. A notable omission, though, is the recorded music business, which not only forms the backbone content of radio, but also is the extension of US and British companies that have created an international youth market. Clearly, the music industry in Canada is not an exception to the rule of foreign domination, but its degree of similarity to book publishing, in anglophone and francophone regions, seems to call for exploration, too.

About half of the tenth chapter is devoted to the concept of cultural screens: "aspects of a national cultural or ideological system which serve to protect its cultural realism against disruptive intrusion." This would seem to be an excellent starting point for an extended discussion of how such screens could be developed and implemented in Canada. However, Smythe elects to by-pass that opportunity, and the bulk of the discussion centers on policy in China and the battle in UNESCO over the free flow doctrine.

This example, in my estimation, points to a structural problem in the book. It is best to see this work as a collection of essays on related themes, rather than as a study ostensibly about Canada, even though the introduction claims the latter. Readers exposed to Smythe's articles, papers, and talks during the last dozen or fifteen years will find much familiar material in this book, whose content is best described by its subtitle. For example, the Blindspot article has been amplified and is the basis of a few chapters; the sections on the political nature of technology and realism in the arts grew from papers on those subjects; the Electronic Information Tiger is the appendix; etc. In no way does this diminish the importance of the book, but it does cast the content into a particular organizational form.

A connecting link throughout the book, however, is the concept of audience-as-commodity. (This is not the place to restage a debate on this proposition. Readers are invited to see contributions by Smythe, Murdock, and Livant in Canadian Journal of Political and Social Theory, 1:3, 2:2, and 3:1.) Smythe argues that in the capitalist core, "the mass media produce audiences and sell them to advertisers of consumer goods and services, political candidates, and groups interested in controversial public issues. These audiences work to market these things to themselves." In Smythe's estimation, this is the primary function of media, but his attention to media not supported by advertising (film, book, recorded music) is slight indeed. Although the concept has heuristic value, its generalization needs more support than the book provides.

Smythe opens for debate a variety of theoretical issues. He charges that the base/superstructure dichotomy is ahistorical and unrealistic. Evidence of this, he says, "is the fact that the mass media of communication which Marxists tend to place in the 'superstructure,' when they notice them at all, are a principal part of the 'base.'" However, Smythe also posits: "In the North American core area the distinction between base and superstructure has disappeared." He chides marxist scholars in the capitalist core area who "continue to be fixated on the need to deal with consciousness in terms of the dichotomy between the economic base and an ideology-producing superstructure. This tendency which pervades the European scene, e.g., in the work of Althusser, has some residual validity as applied in the real world in Europe.... What escapes the attention of adherents of the base-superstructure paradigm is the fact of uneven development of capital in the realm of culture and consciousness." Smythe suggests that "a critical theory of communication should begin with recognition of how audience power is produced in real time" and that we should avoid "the rocky cliffs of slavish dependency on archaic notions borrowed from Europe."

Theoretical advances by Marx and Engels were made in a European context of competitive capitalism, and they are outdated in today's core area of monopoly capitalism, Smythe declares. Accordingly, a 19th century-style working class no longer exists in the core.

The liberation movement, therefore, must have its roots in the communities of Blacks, Chicanos, Puerto Ricans, Québécois, and North American Indians. The women's movement has potential, once it develops a realistic theoretical base.

This book demands careful attention, not only for the forceful position it takes on issues such as technology, dependency, and the status of Canada, but also for its call to reassess Marxist theory in the context of monopoly capitalism. Smythe provides an agenda for inquiry and debate. To be sure, it is controversial, but ultimately it will be clarifying. The book is an important contribution for teachers and students alike.

Thomas Guback

MASS MEDIA, IDEOLOGIES AND THE REVOLUTIONARY MOVEMENT, Armand Mattelart (London: The Harvester Press, 1980: Distributed in the USA by Humanities Press, Atlantic Highlands, NJ)

With one exception (a postscript written in 1978 on the role of communications in the transition to socialism in Mozambique), the material in this book discusses the role of communications in the revolutionary struggle in Chile in 1970-73. The essays explore a number of issues that became increasingly important to the forces of the Left in their attempts to utilize mass communications to counteract the ideological hegemony of the ruling elites. The discussion ranges from an analysis of the structure of control of the Chilean media, through the ideological implications of the predominant forms of bourgeois mass communications, to an explicit concern with the forms of intervention taken in the attempt to utilize mass communications in the service of the revolution.

The key theoretical term to describe the project of the book is 'contradiction.' In the Preface to the English language edition, Mattelart suggests that the progress of the revolution exposed a number of dichotomies that couldn't be predicted by traditional revolutionary theory. The list includes distinctions between: Popular Culture/Mass Culture; popular power/state ideological apparatus; people/public opinion; mass party/mass communications; popular communications/class alliances; and, practice/theory. The strength of the book lies in its attention to these unexpected contradictions in the

revolutionary process in Chile that foregrounded the role of ideology and communications in the struggle for popular power. For those interested in developing alternative and oppositional media practices, there is much to be gained from Mattelart's exposition of the problems encountered by Left forces in Chile.

But for those interested in developing a revolutionary theory and practice of communications research, there are another set of contradictions apparent in this text. What Mattelart's reflections produce is not an integrated, organized theory of the role of ideology in the Chilean revolution. It is an attempt to convert the interventions of Leftist forces into the fragments of a theoretical discourse. In their fragmentary nature, they draw on a number of sources within marxist theory: Lenin on the party and the press; Mao and Brecht on the role of Art and Literature; Lukacs on the process of reification; and of course, Marx and Engels. This theoretical eclecticism is both healthy and risky. An epistemological reading of the text then, reveals a set of theoretical contradictions that are crucially important in the development of a marxist theory of the role of communications in the social formation. Contradictions exist between: concepts of Culture and Ideology; different conceptions of Class; different views of Art; and of the nature of the social formation itself. But the key contradiction resides in Mattelart's use of both a Utopian marxism (drawing on the German Ideology), and more analytic traditions of marxist critique. An epistemological reading of Mass Media can offer critical communications researchers a starting point for further reflection on the kinds of theoretical and political interventions we should be making.

Marty Allor

PROBLEMS IN MATERIALISM AND CULTURE by Raymond Williams (London: New Left Books, Verso, 1980)

Raymond Williams is a seminal figure in the elaboration of a socialist politics of a cultural materialism within marxist theory. Most of us are familiar with the work of Raymond Williams, particularly his full length books, such as Television: Technology and Cultural Form, The Long Revolution,

Culture and Society, and Marxism and Literature. However, a crucial part of Williams' work--theoretical, historical and political--is found in his essays, essays which have been far less accessible than his books. This admirable collection brings together a representative selection of these essays written between 1958 and 1980.

The book is organized into five sections. The first is a single essay, "A Hundred Years of Culture and Anarchy." This provocative essay, first published in 1970, based on a lecture given in 1969, challenges liberal appeals to reason and informed argument that can act as justifications for repression. The second section includes some of Williams' most well known studies in cultural theory: "Literature and Sociology," "Base and Superstructure in Marxist Cultural Theory," and "Means of Communication as Means of Production." The third section consists of essays that address the problem of "nature." The fourth is made up of concrete studies based on the development of Williams' cultural theory. Notable among these is "Advertising: the Magic System," an essay that was to have been included in The Long Revolution but was withdrawn to be included in a collection on advertising that never did get published. Sections of this essay have been published elsewhere, but finally the entire essay is now available. The fifth section is devoted to politics, specifically the theory and practice of cultural revolution. Two essays make up this section, the well-known "Notes on Marxism in Britain Since 1945," and the newest in the collection, "Beyond Actually Existing Socialism."

This collection is invaluable, both for those who are familiar with Williams and for those who are not. For those of us who have followed the development of Williams' work, this collection makes readily available some of his more significant essays as well as ones more difficult to obtain. For those who are unfamiliar with Williams' essays, this collection is an extremely thoughtful and representative collection that can provide entree to crucial aspects of Williams' theory and practice.

Jennifer Daryl Slack

THE INTERNATIONAL NEWS AGENCIES by Oliver Boyd-Barrett (London/Beverly Hills, CA: Constable/Sage, 1980)

This is the most comprehensive of all books written so far on news agencies and their activities. In it, Boyd-Barrett has made an effort to review and synthesize almost all the scattered writings on the subject in addition to presenting his own data and analysis. The result is a dense reference work invaluable to anyone working in the area.

Boyd-Barrett takes the entirety of world news agency operations as his subject matter. The "Big Four" or the Western Transnational News Agencies (TNAs)--AP, UPI, Reuters and AFP--are the main focus but national news agencies, supplementary news services, telenewsfilm agencies all come under discussion. The study covers not only the distribution aspect but also production and history. He devotes a fair amount of attention to journalistic practices and perceptions; but this does not preclude him from taking into account structural factors. All in all, his is quite a holistic approach.

Boyd-Barrett's treatment of the market and of ownership and control factors is of special interest to the present study. He places considerable weight on these factors and appears to base most of his conclusions on them. But how these variables are viewed, and what other variables are taken as fixed is of great significance. Ideological factors such as news values, definition of news are taken as immutable; they are not variables in Boyd-Barrett's equation; their interdependence with market and ownership factors is ignored. This, combined with a static, conservative (he might describe it as pragmatic) outlook leads Boyd-Barrett to conclusions that reaffirm and even reinforce the status quo.

Boyd-Barrett's work can be subjected to detailed criticism on a point-by-point basis. But the problem is not in his treatment of details, it is in his outlook, his approach. The basic, defining question he asks is "why are things the way they are?" The vision is static, and the conclusions, by definition, bound to be conservative. If instead the same choice of subject matter, view of the whole and attention to detail is matched by the critical question, "why and how do things change?", much could be achieved. The market the news agencies operate in can be understood as historically developed and

subject to further development. Interactions between "ideological" and economic factors can be seen both historically (demystifying sacred idols such as "professionalism"), and in the form of potential agents of change. The structural injustices and inequalities of the present system perceived not as deficiencies that have to be lived with, but as the very levers of change needed to radically transform it.

Boyd-Barrett's effort to synthesize earlier writings and available data on news agencies and news flows deserves praise, but not unqualified praise. The material he draws on comes from a great variety of theoretical and methodological approaches. In addition, news agencies and news flow is a field where there is a great deal of political polarization and this affects the compatibility of a lot of the available research. As he himself notes, (1) the little data that are available on the TNAs are difficult to interpret and even more difficult to use for comparative purposes. In my opinion not enough care has been taken in regard to these questions. However, this does not detract from the book's usefulness as a research resource.

(1) Boyd-Barrett, "A Four-Point Plan for the News Agencies," *Intermedia*, Vol. 8. No. 5 (September 1980) pp. 8-11.

Rohan Samarajiva
Simon Fraser University

TOWARD SOCIALISM IN AMERICA, Harold Freeman
(Cambridge, MA: Schenkman Publishing Co., 1980)

Despite his warning that "this book is based on numbers," Freeman has produced a lucid and compelling account of the environmental and human costs of capitalism in the US, balanced by brief but equally critical descriptions of the American left and of socialism in the USSR and China--all written with a general audience in mind. The first half of the book examines how American capitalism's pursuit of the immensely profitable war/pollution industries have endangered the social, ecological, and economic health of that country. Characterizing the central dictum of capitalism as the drive of the few to control the most regardless of the many, Freeman suggests that the many are essentially brainwashed through such institutions

as the family, the educational system, and the mass media to accept their deprivation as natural, just, and their own fault. Freeman links this false consciousness to racism, sexism, alienation, and political conservatism--the tools used by capitalists to keep workers divided and socialism at bay. If the strength of this book lies in its grim, accurate portrait of the economic and social deprivation that is capitalism, then its weakness lies in the assumption of a simple, reflective relationship between economics and consciousness as well as the lack of serious discussion of communication. Yet, Freeman locates the possibility of socialist revolution not in the internal, structural contradictions of capitalism, but in the consciousness of the oppressed: "If masses of people begin to reflect on these events...which provide fortunes for a few and misfortunes for many, and for which grown men can give no sensible justification, it may be the moment of dangerous truth for American capitalism." How one travels from individual reflection to collective action is unclear; Freeman asserts that no blueprint for either transition to or implementation of socialism in the US is possible. However, he identifies the major failing in the American left as ideological fragmentation and urges that left parties negotiate their differences in order to concentrate on building support among workers, on allying with black and women's movements, and finally on drawing up practical plans for both transition to and for creation of a socialist US. While his discussion of the Soviet and Chinese situations hints at the importance of communication, whether through newspapers such as *Iskra* or through interpersonal organizing contacts such as Lenin's speeches or Mao's code of conduct for the Chinese Red Army, the problem posed by a highly integrated mass media system--a system to which Freeman grants tremendous power in creating and shaping needs, wants, and beliefs in the service of capitalism--goes unmentioned. Indeed, the first part of the book may well lead one to conclude that no hope for socialism exists in the face of such an all-powerful, all-controlling system as capitalism. Yet, Freeman finds hope in the possibility that "American blacks and women with substantial mass support but with a narrow social philosophy" will gain greater support, thereby developing a need for

unity with a movement having a broad social philosophy, with American socialists. Freeman cautions that Americans may not be seeking to move towards socialism but rather away from capitalism, that is, if such a move ever occurs. And for this movement to occur, one must rely upon people's reflections upon the unjustifiable inequities of capitalism, but how the consciousness of the masses in general, and the more oppressed minorities in particular, can be liberated from the pernicious and powerful consciousness industries/institutions remains undiscussed. If one accepts Freeman's analysis as essentially correct, this question becomes central.

Eileen Meehan

PEOPLE ON THE MOVE

Fred Fejes, of the CP Editorial Board, formerly of the Dept. of Communications and Theatre at the Univ. of Illinois at Chicago Circle, is currently Assistant Professor in the Speech Communication Theatre and Journalism Dept., 585 Manoogian Hall, Wayne State Univ., Detroit, MI 48202.

POSITION OPENING

SUNDERLAND POLYTECHNIC DEPARTMENT OF LANGUAGES AND CULTURES, Principal Lecturer, Communication Studies

Applications are invited for the post of course leader of BA Com. Studies, a degree now in its fifth year and soon to be re-submitted to CNAAC. The person appointed would provide overall academic leadership of this innovative and interdisciplinary degree and would also be head of the core group of Com. Studies staff within the Dept. of Languages and Cultures. This group currently covers mass com., film, cultural studies, radio, and video work. Applicants with interests in any of these areas, or in literary or in linguistic aspects of Com. Studies would be eligible, but so would those from different disciplinary backgrounds. What is looked for is a strong commitment to Com. Studies and an ability to lead undergrad. and postgrad. study in this field. Address applications to: E. W. L. Hughes, Head of Dept. of Languages and Cultures, Sunderland Polytechnic, Forster Bldg., Chester Road, Sunderland SR1 3SD England.

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Communication Perspectives



VOL. IV, NO. 2

OCTOBER 1981

CURRENT EVENTS

INTERNATIONAL RESEARCH PROJECT ON TELEVISION ANNOUNCED

UNESCO hosted a meeting, September 14-15 in Paris, to help organize a comparative research project entitled "Television as a Cultural Industry." The prospectus was developed by Paul Beaud, Patrice Flichy, and Monique Sauvage, under the auspices of France's Institut National de l'Audiovisuel.

In addition to the French team, participants in the cross-cultural research are Nicholas Garnham (UK); Silvia Molina and Carola Garcia (Mexico); Alfred Opubor (Nigeria); and Thomas Guback (USA).

The study intends to trace, through national examples, the development of TV and its evolution into a cultural industry. Specific components of the project involve historical

change in program schedules, the process of innovation, the establishment of an industrial system for TV broadcasting, the changing status of workers in the industry, the role of ratings, TV's relation to other media, global program exchange, and an economic analysis of the medium's financial base.

The meeting at UNESCO headquarters established common frames of reference for the project, systematized research procedures, and allocated tasks among participants.

Thomas Guback

NEW FCC CHAIRMAN CALLS FOR "RADICAL THINKING"

Given that the word 'radical' is synonymous with leftist for most Americans, it was startling indeed to find the new chairman of the Federal Communications Commission, Mark Fowler, calling for "radical thinking" about the broadcasting system in that country. Unfortunately, Fowler is a purist in his use of the word as radical, despite its leftist connotations, refers to any change that is fundamental, drastic, or extreme. And the changes proposed by Fowler's FCC are aptly described as radical, e.g.: eliminate anti-trust provisions in the Communications Act; deregulate radio; deregulate television; rescind the FCC regulations that prohibit ownership of cable systems by television networks; repeal the Fairness Doctrine and equal time provisions as well as the reasonable access rule for political candidates; lessen restrictions on financial involvements in communication-related companies by commissioners and commission employees; eliminate provisions that require comparative license renewal procedures so that a license could be renewed on the basis of a minimal performance regardless of competing applications; permit the FCC to pursue civil cases without reference to the Justice Department or the Attorney General; allow parties who appeal FCC decisions to do so in their local judicial

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district. This last would, according to the FCC, reduce "the importance of the DC circuit's role in the interpretation of communications law." Significantly, the justices of that circuit are generally more liberal than justices in local judicial districts. The only commissioner to dissent, Joe Fogarty, has charged that the FCC proposal emphasizes the importance of the marketplace at the expense of the consumer. Although it remains to be seen how much of the FCC's plan will be enacted by Congress, these proposals suggest that the commission will become even more subservient to corporate interests than it was during previous administrations.

Eileen Meehan

FIRM OFFERS "WORLD POLITICAL RISK FORECASTS"

The CP Board, as part of its continuing efforts to monitor the activities of multinational business, has discovered a research program we felt would be of interest to our readers. To Whit: Frost & Sullivan, a publisher of market research and company and industry reports, has recently circulated a description of its "World Political Risk Forecasts." The following are excerpts from that circular.

"Frost & Sullivan offers political risk appraisal services that assist executives and analysts in initiating, protecting or enlarging their investments in 64 countries. The basic service, called 'World Political Risk Forecasts' (WPRF), has 64 country reports and is contained in four large looseleaf binders. Updates are issued monthly and include filing instructions, new forecasts on five or more countries, update pages on the entire 64 countries, a new world summary called the 'F&S Political Risk Letter' designed for quick reference to all 64 countries, and notes on user applications. The service is based on the analyses and forecasts of 210 independent political analysts, businessmen, government officials, political scientists, and other country specialists and is used by over 400 multinational corporations and financial institutions throughout the world.

"Political change and turmoil have often caught business by surprise. Traditional information sources sometimes provide political information that is costly, deficient, and frequently biased. While economic analysis

and forecasting for foreign business enterprises is a maturing art, it rarely includes orderly political analysis. Major business decisions concerning political risk are usually based on unorganized opinion gathering and speculation. Frequently the press focuses on dramatic events rather than the changes of most significance to business. Existing international newsletters are limited geographically and do not forecast political risk probabilities.

"The full WPRF service costs \$1,900 per year. (emphasis theirs, ed.)...The eight page F&S Political Risk Letter of the 64 countries in WPRF contains both 18-month and five-year forecasts of political risk. The 18-month forecast includes the probability of regime change, political turmoil, equity restrictions and repatriation restrictions. For each country a 'Political Risk Summary' (PRS) indicates the potential losses from these four political risks by providing a scale for evaluating countries in which an investment exists or is contemplated. The five-year forecast is an estimate of the degree to which socio-economic conditions, factional activity, political activity and government actions contribute to political risk. These longer term risks are summarized in a 'Probability of Major Loss' (PML) number for each country. The world summary also contains an analysis of world trends and a summary of the forecast changes made during the month."

Heading Frost & Sullivan's team of forecasters are William D. Coplin and Michael K. O'Leary, both professors of Political Science at the Maxwell School of Citizenship, Syracuse University. The F&S circular states that Coplin and O'Leary developed this forecasting technique and used it in 1972 to predict the outcome of bargaining between North and South Korea. The US Department of State funded that forecast and the results were published in book form (Quantitative Techniques in Foreign Policy Analysis and Forecasting). Although the circular does not specify it, presumably the Coplin and O'Leary forecast was accurate as they were later called upon to evaluate the Central Intelligence Agency's methods of forecasting political risk (1974). Coplin and O'Leary's most recent venture, according to the announcement, was a forecast of decisions to

be taken at the last World Administrative Radio Conference for the US delegation. The approach developed by these two professors has been applied to business since 1975. In praise of F&S's use of Coplin and O'Leary, the announcement cites the Wall Street Journal, which suggests that the service is relatively inexpensive, Business Insurance, which finds the WPRF useful, Dun's Review, which praises the WPRF for its "daring precision," and Fortune Magazine, which finds a striking resemblance between the Fortune 500 and the WPRF list of clients.

The WPRF covers Western Europe and Yugoslavia. In Asia and the Pacific region, such nations as China, India, Japan, Philippines, South Korea and Taiwan are of interest. Among the countries scrutinized in Africa and the Middle East are Iran, Israel, Kenya, Saudi Arabia, South Africa, Zaire, Zambia, and Zimbabwe. Finally, in the Americas, the WPRF included forecasts of Argentina, Brazil, Canada, Chile, Costa Rico, El Salvador, and the United States among others.

The full WPRF is now being offered to new subscribers for a three month period for \$500. For information, contact: Frost & Sullivan, Department RE-3, 106 Fulton St., New York, NY 10038, USA. So much for the separation between academic, the state, and the corporate sector.

ATTENTION CP READERS

The Red Feather Institute has compiled a set of papers on the study of mass media by cultural marxists in Great Britain. The work of Nicholas Garnham in London, Golding and Murdock in Leicester, and the Birmingham School are represented. Also included is work by the Glasgow Media Group. T. R. Young has written an introduction to cultural marxism for the set. RFI offers this set of papers free to subscribers of Communication Perspectives. To request a copy of the set, write to The Red Feather Institute, Livermore, CO 80536 USA.

The Editorial Board of Communication Perspectives would like to thank Jane Larkin and Martin Koosed for translating letters and announcements relevant to this issue.

COURSE OUTLINE EXCHANGE

In past issues of CP, we have asked those of our readers who have taught or are teaching courses devoted to a critical examination of some area or issue of communication studies (e.g., communication and culture, mass media and society, political economy of communication, etc.) to send us a copy of their course outline and reading list. Hopefully, this will facilitate the exchange of information among critical communication researchers and teachers. The following summaries are based on the outlines received in response to our request. For a copy of an outline, please write directly to the respondent. We would like to thank those who have sent their outlines and invite others to do so.

CRITICISM OF BROADCASTING (Communication, Hunter College, City University of New York). 1) A Systems Approach to Criticism of Broadcasting; 2) Environment of Broadcasting System; 3) Criticism of the System Structure; 4) Criticism of System Performance; 5) Criticism of Outcomes; 6) Alternate Futures. Kusum Singh, Apt. 2B, 180 Thompson St., New York, NY 10012, USA.

POLICY ISSUES IN INTERNATIONAL COMMUNICATION (Communication, Hunter College, City University of New York). 1) Basic Issues and Concepts; 2) Larger Issues in International Communication; 3) The Changing Framework for International Communication Issues; 4) Message Flows in Today's World; 5) Current Conflicts on World Communication Issues. Kusum Singh (see above).

THE COMMUNICATION REVOLUTION (New School of Social Research). "Writers like Murray Bookchin and E. F. Schumacher have cast important light on decentralized democratic socialistic futures. Little, however, is understood about moving toward and coordinating large-scale interaction among small self-reliant communities. This course proposes an information flow perspective as the best means to begin to confront the awesome challenge of developing a practical theory of decentralization. The concept of information is riding the crest of revolutionary new waves in science, philosophy and technology. These waves potentially converge on the most extraordinary change in history-- a revolution in citizen ability to monitor and

communicate in political, economic and industrial decisionmaking from local to global levels. Such a citizen communication revolution would fulfill the most humane hopes of the computer-based Second Industrial Revolution." Michael McCullough, 90 E. 7th St., Apt. #3A, New York, New York 10009, USA.

PERSUASION AND THE POPULAR ARTS: AMERICAN SOCIETY AND YOUTH CULTURE SINCE WORLD WAR II

(Speech Communication, University of Illinois). This course explores "what rock and roll does in our culture, both as music and as a symbol, how the music changes our response to the world, how the music has changed the world, and what the music tells us about society." Selected course outline headings: From Tin Pan Alley to "The Devil's Work"; Culture, Subcultures, and Ideology; Ideology and Rebellion; Conflicts and Contradictions within Youth Subcultures; Periodization and Cooptation; The Fifties--A Time of Complacency?; The Emergence of Rock and Roll and the Teenager; The Teenager as Consumer--The Ascent of Teenage Music and the Decline of Rock and Roll; Teenagers vs. Youth; Folk Music and Protest; The Sixties--An Era of Contradictions; The British Invasion; The Counterculture and Rock and Roll--Politics Lifestyle, and Experimentation; The Seventies--The "Me Decade" and the Growth of Cynicism; Money Changes Everything--The Professionalization of Rock and Roll; The Eighties--Responding to Our Own History; New Wave; Imagination Dead Imagine--Towards a Post-Cynical Community. Lawrence Grossberg, University of Illinois, Department of Speech Communication, 244 Lincoln Hall, Urbana, IL 61801, USA.

NEW USES OF COMMUNICATION IN DEVELOPMENT

(Broadcast Communication Arts, San Francisco State University). 1) What Is Communication? What Is Development? What Is Development Communication?; 2) Rural Radio; 3) Socialist Media for Political Development; 4) Traditional and Small Media; 5) Teleconferencing; 6) Satellite for Rural Telecommunications; 7) Communication and Development in Light of the New International Information Order.

"There are many readings on critical theory and an extensive bibliography on all of these subjects. I would be happy to send it to any CP reader who sends me a SASE for 69¢." Howard Frederick, 4545 Connecticut Ave. NW, Apt. 510, Washington, DC 20008, USA.

PEOPLE ON THE MOVE

Vincent Mosco has joined the Department of Radio-TV-Film in the School of Communication at Temple University, Philadelphia, PA 19122 USA.

Both Haluk Sahlin and Rudy Strobl have left Cleveland State University for positions in the east. Haluk has accepted a position in the College of Journalism at the University of Maryland, College Park, MD 20742, USA. Rudy has joined the faculty in the Dept. of Communication, University of Hartford, 200 Bloomfield Ave., West Hartford, CT 06117, USA.

Jorge Reina Schement has moved west to the Annenberg School of Communication, University of Southern California, University Park, Los Angeles, CA 90007, USA.

CALL FOR PAPERS

The Journal of Broadcasting has announced that its Summer 1982 volume will be entirely dedicated to qualitative research. Following the Journal's usual divisions of "Research Articles," "Research in Brief," and "Review and Criticism," the Journal will consider longer articles (10-20 pages) presenting original research, shorter (4-6 pages) pieces explicating important points or presenting original research, and review essays on books dealing with either media criticism or criticism in general. The focus is on presentation of findings, data, insights, and original research rather than on critiques of other research traditions, calls for new forms of research, or defenses of methodological approaches. The deadline for submission of manuscripts is March, 1982. However, to facilitate the process of blind reviewing and revising manuscripts, articles and reviews should be submitted as soon as possible. Research articles and briefs should be sent to: Thomas A. McCain, Editor, Journal of Broadcasting, Department of Communication, 205 Derby Hall, 154 North Oval Mall, The Ohio State University, Columbus, OH 43210, USA. Reviews should be submitted to the review editor: David R. Sirota, School of the Arts, Institute of Film and Television, New York University, 65 South Building, New York, NY 10003, USA.

NEW AND CURRENT JOURNALS

CinémAction is a French-language publication that was started in 1978 as special numbers of existing film periodicals. Beginning with issue 8, it assumed its own identity as a quarterly. During 1980 and 1981, issues ranged from about 160 to over 300 pages.

The periodical is directed to traditional cinephiles as well as to readers interested in political and cultural developments. Each issue addresses a specific theme:

8: The Cinema of Emigrants

9: Feminist Cinema

10-11: Avant-garde Cinema

12: French Regional Cinema

13: Money and Power in French Cinema

14: Cinema in North Africa

15: Cinema and Homosexuality

16: Video in the 1980s

A number on American film is in preparation.

Price is 30F (\$6) per issue, and 45F for double numbers. Editorial address:

Hennebelle-Martineau, 106 Blvd. St. Denis, 92400 Courbevoie, France.

Chasqui is a journal from CIESPAL (Centro Internacional de Estudios Superiores de Comunicacion para America Latina) in Quito primarily designed for those involved in communications research and journalists in Latin America. One of the goals of Chasqui is the democratization of systems of communication. Forthcoming issues will examine new developments in the field of communications and their practical application for social change. Other topics discussed will be technological innovations and pedagogical theory. It will also serve as a source of information on important colloquia, new books, and on-going research. For information contact: Jose Steinsleger, Editor-Asesor, CIESPAL, Almagro y Andrade Marín, Apartado 6064 CCI, Quito, Ecuador.

I&C (formerly Ideology and Consciousness)

Since the spring of 1977, I&C has been engaged in an attempt to develop marxist theories of ideology. Their initial purpose, stated in 1977, was to "...examine the current state of marxist theories of ideology and their relationship to current work in the human sciences: psychology, psychoanaly-

sis, semiology, and discourse analysis." Their focus since then has been on a simultaneous critique of both marxism and the contemporary discourses of the human sciences in France. They have published articles and interviews with Michel Foucault, Luce Irigaray, Gilles Deleuze and Felix Guattari, and Jacques Donzelot. More importantly, they have taken their developed theoretical position on power, knowledge and ideology and applied it to a critique of social institutions: psychiatry, prisons, the state, the family, and education.

I&C is published by a workers' collective; a supporting subscription is 10 British pounds a year. Regular subscriptions (2 issues) are 2.80 pounds; 4.00 overseas surface (6.50 air). To subscribe contact: Graham Burchell, I&C, Westminster College, North Hinksey, Oxford, OX 2 9AT, England.

PUBLICATIONS TO NOTE

Media Development has devoted a special issue to the New International Information Order (vol. XXVII, 4/1980). Among the fourteen articles are pieces by Cees Hamelink ("The NIIO: The Recognition of Many Different Worlds"), Breda Pavlic ("NIIO and National Communication Policies"), Kaarle Nordenstreng ("A Call for More Democratic Structures in Communication"), Herbert Schiller ("Will Advanced Communication Technology Create A New Order?"), Raquel Salinas-Bascor (Alternativas en América Latina"), and Juan Somavia (Perspectivas del Informa MacBride"). Also included is an annotated bibliography on the NIIO by Colleen Roach. For information regarding copies, write to Media Development, World Association for Christian Communication, 122 King's Road, London SW3 4TR, England.

The first NORDICOM Review of Mass Communication Research has been issued by the Nordic Documentation Center for Mass Communication Research. This bi-annual review is based on the Center's newsletter NORDICOM-Information and is designed to inform researchers outside the Nordic countries about mass communication research in Denmark, Finland, Norway, and Sweden as well

as promoting contacts between Nordic and non-Nordic researchers. The first issue features articles by Mogens Schmidt and Preben Sepstrup on Danish research, Pertti Hemanus and Kaarle Nordenstreng on Finnish research, Anita Werner on Norwegian research, and Olof Hultén and Lennart Weibull on Swedish research. Also featured are abstracts of recent dissertations, descriptions of current projects, and information on conferences, course outlines, and articles. For a free subscription, contact: NORDICOM, Department of Political Science, University at Göteborg, Storgatan 13, S-411 24 Göteborg, Sweden.

J. Clement Jones, "The Image Reflected by Mass Media: Stereotypes," News Media and Race, International Commission for the Study of Communication Problems: UNESCO 1981. This pamphlet is a supplement to two detailed UNESCO studies "Race as News" (1974) and "Ethnicity and the Media" (1977). It examines the mass media's role in the growth of racism in the United Kingdom which has accompanied the massive influx of immigrants--especially Asians and West Indians--in the last two decades. Briefly, Jones' argument is that in assuming a gate keeper rather than an advocacy role, the British mass media have failed to provide the information the typically insular British public has needed in order to appreciate the depth and strength of cultural traits that distinguish the immigrant groups. And, in permitting race/color to become "news," the media have lent support to a desire of many in positions of authority to somehow remove "race" from the intrinsic problems of British society and to make it appear an "imposed, external problem." As a corrective measure, Jones calls on the media to take positive action to provide multi-cultural information which will educate the indigenous population about their new neighbors.

"The SACI/EXERN Project in Brazil: An Analytical Case Study" by Emile G. McAnany and Joao Batista A. Oliveira. (UNESCO Reports and Papers on Mass Communication No. 89, 1980). This report is an analysis of communication planning and tele-education. SACI (Advanced System of Interdisciplinary Communications) was intended to be a nation-wide satellite-based, tele-education system, whose

experimental stage--EXERN (Educational Experiment in Rio Grande do Norte)--was to demonstrate the cost-effectiveness of media-based and satellite provided education. The authors follow the evolution of the original plan, based on the 1977 Stanford University ASCEND Report (Advanced System of Communications and Education in National Development), and analyze the benefits, costs, and lessons learned. Long-term effects of SACI on the Rio Grande do Norte region of Brazil are positive and evident: a new educational technology network, a University educational television station, and a new graduate program in educational technology. However, rather than satellite transmission, terrestrial microwave was used, and the Brazilian government has decided to acquire a satellite primarily for telecommunications and commercial applications. The authors state: "the EXERN/SACI project represents an important development and an accumulated body of knowledge and experience of considerable merit" in the fields of tele-education and communication planning.

"The Image Reflected by Mass Media: Stereotypes; Images of Women," Margaret Gallagher, International Commission for the Study of Communication Problems, UNESCO. In an attempt to show that aspects of the media's portrayal of women transcend cultural and class boundaries, Gallagher examines approximately 80 studies on the images of women presented in magazines, newspapers, television programs, radio shows, etc. Most of the research concentrates on analyzing media content. Although the research covers Latin America, the Caribbean, North America, Europe, the Middle East, Africa, Asia, and Australia, most of the work originates in North America and Western Europe. Also, as Gallagher notes, the studies are not directly comparable as both the quality of the work and the methodologies used vary. Underlying much of the research is a two-fold concern: the messages about and images of women may well be biased and the media, as a cultural force, do not simply reflect but subtly and indirectly help to shape social reality. By consistently depicting women in stereotyped roles, the media work against the potentially transforming effects of encounters with deviations from stereo-

types. In this way, the media are neither neutral nor conservative, but rather reactionary. In conclusion, Gallagher states that the ability of the media to promote social change depends "on the range of socio-economic and political policies prevailing in the society in which the media exist" and that the roles that the media play in socialization are set within specific cultural contexts. Documentation shows, however, that despite significant exceptions, there is a remarkable consistency in the dominant images of women.

CURRENT PROJECTS

The Instituto Latinoamericana de Estudios Transnacionales (ILET) has announced the formation of a new Division of Alternative Development Projects as a complement to the Divisions of Communication and of Economic Studies. The new division will emphasize action projects with grass-roots organizations to counter the impact of the transnational development model on Latin America. Fernando Reyes Matta has been named director of the new division. Succeeding him as director of Communication is Rafael Roncagliolo. Also, ILET has finalized an agreement with the Academia de Humanismo Cristiano of Santiago, Chile, which will allow ILET to establish a research team and program in Chile. For more information, write: ILET, Apartado 85-025, Mexico 20 D.F.

The Institute for Public Interest Media: National Task Force for Public Broadcasting is organizing a campaign against legislation that would "transform public broadcasting as we know it into a federally-subsidized competitor for commercial profits." The proposed legislation (S-720 and HR-3238) would: 1) increase the amount and the explicit nature of advertising on public television; 2) allow publicly-financed facilities from studios to satellites to be operated for profit; and 3) allow corporate cross-subsidy schemes in which for-profit partnerships and commercial enterprises could make private capital out of federal funds, charitable contributions, and other revenues--while enjoying the tax breaks and other privileges reserved for public, supposedly non-profit, broadcasters. If public stations compete with commercial stations for advertising, the NTFPB argues, program-

ming will undoubtedly deteriorate. NTFPB urges that persons write their Congresspersons as well as Ronald Reagan (White House, Washington, DC 20500), Barry Goldwater (Chairman, Subcommittee on Communications, US Senate, Washington, DC 20510), and Timothy Wirth (Chairman, Subcommittee on Communications, US Senate, Washington, DC 20515). For more information or to contribute, write: NTFPB, 7695 Crest Ave., Oakland, CA 94605, USA.

The Association of Independent Video and Filmmakers (AIVF) and the Foundation for Independent Film (FIVF) "provides independent producers with the technical information, trade representation and direct services that they need to stay in business." AIVF is a non-profit trade association that promotes independent video and film as well as providing national representation for independent producers in various public fora, e.g., before Congressional hearings, on the American Film Institute's Board of Trustees, on the Transponder Allocation Committee of Public Broadcasting System, in the Media Alliance, etc. The FIVF administers programs and projects of concern to independent producers and to the general public. Membership is open to anyone interested in independent film or video and includes a subscription to The Independent, a trade monthly. The yearly membership fee is \$25 for individuals, \$50 for organizations/institutions. For information, write to: 625 Broadway, 9th Floor, New York, NY 10012, USA.

Filmmaker's Showcase is a unique series of videotapes produced by western Canadian filmmakers such as Rimmer, Martin, Lipskis, and others. The tapes are designed to illustrate the individual approaches of these filmmakers to their work through a mixture of interviews, monologues, and film excerpts. For pamphlets on the artists and the contents of each 3/4 inch tape, send \$2 to: Canadian Filmmakers' Distribution Centre, 525 West Pender Street, Vancouver, B.C. V6B 1V5, Canada.

BOOKS TO NOTE

The Development of Communications Policies under the Peruvian Military Government (1968-1980), Sergio Mattos (V. Klingensmith Independent Publisher, San Antonio, TX,

1981). This monograph discusses the development of mass media policies by the military government in the context of the ideology of the 1968 revolution and the history of Peruvian media. It examines the efforts of the military to create its own mass media communication model, which Mattos considers "an effort toward a new information order."

The military coup in 1968 was dedicated to national development, independence, and social change. Educated in sociology and economics, its leaders blamed the oligarchy for Peru's poverty and dependence on foreign industry, and they set out to transform the Peruvian economy. Under the direction of General Velasco Alvarado, the military government sought to promote social participation and solidarity while rejecting all forms of exploitation, domination, and oligarchy.

In contrast to the media policies of Allende's government in Chile, newspapers and major ownership shares in broadcasting belonging to the oligarchy were expropriated. Newspapers were turned over to rural, professional, cultural, governmental, educational, service, and workers' organizations. A national news service was also established. The New Telecommunications Law served to reorganize the economic structure of the television industry and to regulate its content, with the intent of using all "telecommunications services as a tool for promoting social and economic development."

In 1975, however, when Velasco Alvarado was replaced by General Morales Bermudez, the way was paved for the return of the media to private hands, supposedly because "the popular organizations were not ready to accept their responsibility."

In his conclusion, Mattos lists some of the failures and successes of the military's communication policies. As he repeatedly states, these policies reflect the changes that took place in Peruvian society as a whole. For various reasons, not the least being the top-down nature of change, the military's communication policies failed to: keep the press in the hands of organizations representative of the restructured Peruvian society; attain an authentically free press; and decentralize broadcasting. The capitalist

nature of the mass media was not changed. However, for the first time: a guiding policy and administrative structure were established for the communications sector; the amount of broadcast time devoted to advertising was reduced; concentration of ownership of the media was reduced; and the right to ownership was limited to the Peruvian-born. The media was taken out of the hands of the internationalized elite (for a while, at least) and telecommunications services were nationalized, creating a national system.

Mattos calls for further study on popular participation in the ownership and co-management of newspapers in this period and on the economic aspects of changes in the media. He also states the need for determining whether any of the changes in the media have proven permanent, despite the reversion of the media to the private sector.

Roberta Astroff

Media Made in California: Hollywood, Politics, and the News, Jeremy Tunstall and David Walker (Oxford: Oxford U. Press, 1981) The subtitle of this book suggests that it offers a systematic analysis of the interrelationships between these three domains; unfortunately, it doesn't. Instead, it offers a general overview of a number of issues involved in a consideration of "Media California," with very little focus on questions of causation and determination. The issues discussed range from the relationship of California's geography to the development of the film and television industries, through anecdotal and secondary accounts of the interpersonal structure of power in the entertainment industry, to descriptions of the relationships between California news and politics, and finally to political economic analyses of industry trade practices.

As an overview, it is perhaps more useful to non-American audiences; much of what they explain is common knowledge to critical researchers in the US (i.e. Charles Manson's identity or the extent of interpenetration between the film, television, and recording industries). But the chapters that do go into some detail on business practices offer a range of up-to-date data on entertainment industry trade practices.

The book jacket quotes Gene Reynolds (executive producer of the television series Lou Grant) to the effect that Tunstall and Walker's foreign perspective leads them to some especially perceptive insights. That is true at the level of asking questions; but, unfortunately, they never penetrate beneath the surface of the "California" they discuss.

Marty Allor

Business and the Media, Craig E. Aronoff, ed. (Goodyear Publishing Co., Inc., Santa Monica, CA, 1979). In 1977, Aronoff organized a symposium on the relationship between business and media under the auspices of the Chair of Private Enterprise in the College of Business Administration at Georgia State University. Presumably, the symposium was timely and interesting. In this collection of twenty-three essays, the symposium's participants have expanded on their presentations, according to Aronoff, in order to demonstrate the diversity within and between positions taken by business, media, labor, academia, and public relations. As such, the collection is neither timely nor interesting. The essays are cliché ridden, plagued by oversimplification, and remarkably devoid of insight. Surely, even the most naïve reader would not be amazed by the information that newspapers are businesses; yet, this is clearly one of the collection's major points. However, should one be lulled by the barrage of bromides in the essays, one could easily absorb the basic message that underlies the entire collection--capitalism works, capitalism IS freedom, don't rock the boat. Undoubtedly, the volume will find its way into communication courses as an excellent exemplar of subliminal advertising.

Eileen Meehan

BOOK REVIEWS

WHO KNOWS: INFORMATION IN THE AGE OF THE FORTUNE 500, Herbert I. Schiller (Norwood, NJ: Ablex, 1981)

Over the past few decades dreamers of a utopian post-industrial information society have sung the praises of computers, communications satellites, and sophisticated video devices. These technologies would create

information abundance and, consequently, economic, personal, and societal growth. To those who dream Herbert Schiller poses the simple question: Who Knows. The result is a book that unmask the destructive reality behind these fantasies and maps the conflicting forces in the political economy of information.

Schiller begins by demystifying the cherished litany of those who dream for the Fortune 500. "Information revolution," "comparative advantage," "free flow," "deregulation" are euphemisms for deepening global capitalist hegemony in the workplace and marketplace, in living room and board room. But successful as is this opening attack, Who Knows is far more than the critique of ideology. It is a thoroughgoing materialist analysis of the infrastructure, content, and social relations of the contemporary information order.

Schiller's discussion of the information infrastructure focuses on the twin pillars of information processing and distribution: the computer and communications satellite. Of particular interest here is Schiller's empirical evidence on the global distribution of control over the mainframe computer, semiconductor, and data-base industries. The world's largest transnational corporations, primarily US based, have concentrated their control over this vital base of the information infrastructure. As a result, banks (Citibank) and oil companies (Exxon), in addition to traditional manufacturers (IBM) and communications companies (AT&T, RCA), are rapidly taking control of global networks that produce and distribute information.

Control over this information goes hand in hand with what Schiller calls the "privatization of information." Here Schiller reveals the corporate assault on public information production and distribution. This is part of a widespread corporate effort to transform information fully into a profitable commodity. As a result, information that governments and other public bodies once made available to libraries, universities, etc., as a free or subsidized social good (after intense public pressure)

is now assigned a price in the corporate-dominated marketplace. The question Who Knows is answered by Who Can Pay. Schiller's analysis ranges widely to establish this critical point, encompassing the US library system, global financial data networks, and satellite sensing.

Corporate control over infrastructure and content has a profound impact on social relations. Growth in the information society means private corporate growth. It also means deepening inequalities in the distribution of information resources. Schiller's unrelenting pursuit of distributional consequences, of inequalities within core societies as well as between core and periphery, is one of this book's finest achievements and a clear guide for future research. Who Knows suggests what considerations should enter an information distribution analysis comparable to wealth and income distribution studies. Of course such analyses are limited by Schiller's essential theme: the information necessary to chart information inequalities is becoming less available to public access and use. But for Schiller, information inequality and elite hegemony do not provide a full description of the Fortune 500 Information Age. Who Knows considers the contradictions and conflicts, particularly among core societies, that provide openings for creating alternatives.

In conclusion, Who Knows is a model of thoughtful, well-researched, and well-written critical research. It is essential reading for readers of Communications Perspectives and would make an excellent addition to undergraduate and graduate communications courses.

Vincent Mosco
Temple University

COPYRIGHT: INTELLECTUAL PROPERTY IN THE INFORMATION AGE, Edward W. Ploman and L. Clark Hamilton (Boston: Routledge & Kegan Paul, 1980).

"The information age" seems to be an appellation imbued with a fascination for the potentials of the new technologies that have supposedly spawned it. The literature is replete with chronicles of the impacts of the

technologies on social organization, economics and politics. Sorely lacking have been explorations of the ways in which patterns of domination, control and property rights are an integral part of the information revolution, if not its primary determinants. Fortunately, a number of researchers are beginning to explore the connections between the information age and questions of domination, control and property. In the latter category, there has been increasing attention paid to the role of intellectual property in the information revolution. Copyright goes a long way toward performing that function with respect to the changing configuration and efficacy of copyright as a form of intellectual property rights in the information age. And if not from a particularly critical perspective, there is important material in this book for anyone interested in questions of property and property rights in the changing economic and political configurations of our times.

Copyright has become an extremely complicated affair in the information age. As Ploman and Hamilton point out, changes in technology have produced hybrids that belie traditional characterizations of "author," "work," "copy," "production," etc. What is being protected, why, and how to protect it have become increasingly difficult questions to answer. One can envision a sharpshooter posted at every copy machine ready to pick off anyone who would dare to use the machine to reproduce copyrighted materials illegally. Ludicrous perhaps, but the fantasy does point to some of the problems of policing copyright laws in this era of complicated communication technologies.

Ploman and Hamilton excel at pointing to the ways in which copyright laws have been stretched and extended steadily to cover, if not create, intellectual property rights in new categories of information associated with the new technologies. They illustrate that this process of extension and adaptation has been a hallmark of the evolution of copyright law. The newer technologies of communication, however, have been particularly reticent to be readily incorporated under the definitions of traditional copyright law. And in fact, the situation is

such that in finding ways to extend copyright protection to "works" such as re-broadcast cable programming may result more in protecting the rights of organizations rather than the rights of individual authors. As a consequence of this and other serious complications that have arisen in the process of adapting copyright law, the authors suggest that we might consider abandoning copyright as a means of protecting "the economic and ethical interests" of authors, publishers and the public in favor of other means. So, for example, we could protect the economic interests of authors through such things as public subsidies, prizes, and salaries.

While Ploman and Hamilton are particularly good on describing the history of the evolution of copyright law in response to new technological developments and good on characterizing the salient issues that currently dominate national and international debate over copyright protection, their critique of copyright in the information age is seriously limited. Copyright, they acknowledge, "serves as a mechanism by which the law brings the world of science, art and culture into relation with the world of commerce." It would seem requisite then to critique copyright in the information age vis-à-vis the world of commerce. But for the authors, the world of commerce is the world of private property, and that world goes unchallenged. Their understanding of the problems and their suggestions for rectification of those problems assumes an overall context of private property relations. The consequences of this orientation are particularly apparent--and disappointing--in the final chapter: "Policies for the Information Age." The authors here suggest that by identifying the flows of information through society as they currently occur we could identify the actors requiring protection, the kinds of work requiring protection, the economic stakes, and the locations where some kind of protection is required. Although the authors do not feel that copyright is necessarily the best form of protection ("one cannot 'own' processes or flows of communications"), they end up only seeking an alternative to copyright that would perform essentially the same functions: to best protect the integrity

of the overall system of private property relations. This is a somewhat disappointing position for them to take, considering their insight in the first chapter that some cultures have had and/or have no need for copyright protection because in some cultures there can be no such thing as artistic "property."

Copyright is an important book, as much for the information it contains as for its lacunae. For example, Ploman and Hamilton correctly assert that the more important the role of information and communication become, the more organizations will have a stake in issues of copyright protection. A lacuna in the argument, and what may ultimately be a more significant concern, is that the more that interested actors are able to adapt copyright law to their economic interests, the more important will become the role of information and communication in shaping those stakes.

Jennifer Daryl Slack
University of Michigan

POLITICAL ECONOMY, A CRITIQUE OF AMERICAN SOCIETY, Scott McNall, editor (Glenview, IL: Scott, Foresman and Co., 1981), 398 pp., paperback, \$11.95.

The book is a collection of fourteen original essays, plus a substantive introduction (An Outline for a Critique of the Political Economy) by the editor. Contributions are grouped in four major areas: Capitalism in Everyday Life (sex and family; education; medicine); Capitalism and Culture (religion; culture); Power in Capitalist Society (role of the state; who benefits in the economy; the corporation; the corporate state); Contradictions of Capitalism (work; cities and the urban crisis; racism; crime; women's liberation). Each essay includes, in addition to customary explanatory notes, a useful topical outline and an often lengthy bibliography.

According to the editor, the objective of the collection is "to provide an understanding of modern, capitalist society--its inner dynamics, its logic, its contradictions--so that people can begin to understand their own biographies. Its purpose is to educate in the most fundamental sense--to create

self-conscious actors who use that awareness to take action." The book clearly is meant to be a text, either standing alone or as support, and could be especially useful in political science, economics, sociology, or communications courses.

The thrust of the volume is that social and political problems in contemporary American society stem from a common cause. Consequently they are interrelated and are manifestations of basic, inherent conditions of capitalism. This, of course, challenges the prevailing view that problems are mutually exclusive and (a) can be solved by more (or less) federal aid or regulation, revision of taxation, changes in the school system, etc., and (b) are caused by foreigners, Blacks, hippies, lazy welfare recipients, etc.

For the most part, the essays are well-structured and competently and clearly written. They avoid extensive use of the movement's intricate terminology that often confuses those not steeped in its meaning. There is no flamboyant political sloganism, either. The intent of contributors obviously was not to make significant theoretical advances, but to sum-up a good deal of knowledge and present a case for a radical interpretation of American society. This descriptive approach applies Marxist principles to a variety of significant areas.

Although there is occasional variation in the level and perceptiveness with which problems are attacked, there also is a basic unity that makes this volume compelling and persuasive--and probably provocative for most students.

On the other hand, it is astonishing that at this moment in time, radicals can present a critique of capitalist society and its power mechanisms without inspecting the crucial role of communications and the mass media. Granted, the anthology does have a (short) contribution on culture in late capitalism. But this chapter is suggestive at best, and really does not analyze culture and media with the degree of depth and precision found in many of the other contributions. The hole is conspicuous because several chapters brush against the role of capitalist

media, yet the issue is not squarely confronted.

Another problem is the absence of a chapter on the political economy of technology and machines. This could be dealt with, not just from the customary connection to production, but as a way of organizing social relations and dispensing selected knowledge. Such a chapter also could demystify the idealist conception of invention.

Although these shortages cannot be dismissed, the volume still is an attractive and useful addition to text materials at our disposal. Particularly in communications courses, various chapters might be the basis for discussions about how (and if) issues and problems are presented by news media, the role of "entertainment" programs in shaping consciousness about people and social problems, and the integration of the media in the business fabric of America.

Thomas Guback

ELECTRONIC COLONIALISM THE FUTURE OF INTERNATIONAL BROADCASTING AND COMMUNICATION,
Thomas L. McPhail (Sage, 1981)

This book is an up-to-date account of the New World Information Order (NWIO) debate, of the political and economic forces that gave rise to demands for a new order and of the individuals, institutions, and international conferences/commissions instrumental in setting the new order in motion. McPhail's purpose is to emphasize the importance of the NWIO debate to future Western foreign policy, international trade, and communications.

McPhail presents a sympathetic discussion of the less developed countries' (LDC's) concerns for national sovereignty, their desire to control their own economic and cultural development, and the rationale behind their demands for a NWIO. The sections dealing with UNESCO are especially instructive. Drawing on UNESCO documents, personal interviews, and press accounts, the author discusses in some detail UNESCO politics as the balance of power within the organization shifted in the 70's from the US and Western Europe to the poorer,

newer nations which have joined the UN since the 60's, its role in the NWIO debate and the MacBride International Commission. The information on maneuvers within UNESCO, the International Telecommunications Union, and the World Administration Radio Conference to establish a NWIO is particularly valuable because so little has been available in the Western press and because the US repeatedly misunderstands the LDC's stands on international issues.

Unfortunately, the convenience of reducing the NWIO debate to the West versus the LDC's obscures several crucial points. For example, although "The Group of 77" (actually 100 plus nations) has been increasingly able to act as a unified bloc in international fora concerned with economic, social, and cultural matters vis-à-vis the industrialized nations, it is by no means a monolithic body espousing a common ideology or even reflecting a common economic condition. While it may be politically expedient for Third World leaders to express fear of direct broadcast satellites in terms of cultural threats from the US, Canada, Japan or the EEC, clearly the greatest potential for unwanted messages is from richer, more powerful (though perhaps still "developing") neighbors.

Similarly, McPhail's treatment of the debate over the "free flow of information" versus controlled "development journalism" as primarily an issue in international communications fails to emphasize the significance of this debate at the national level. McPhail does recognize that the Western press has been a development press (p. 24) supporting free enterprise and a capitalist society. However, he offers this insight by way of supporting demands for development journalism in the Third World--rather than as a springboard for questioning which groups and institutions within a developing country benefit from government control of information or, indeed, who benefits from the manner in which the debate is being conducted.

In spite of McPhail's claim that, as a Canadian, he occupies a unique position from which to understand the fears of new and developing nations regarding cultural imperialism, his is a paternalistic, Western point

of view. While giving the LDC's a pat on the back for challenging Western domination, McPhail's real concern seems to be first that a NWIO could result in less, not more, information about the LDC's and second that the exclusion of foreign correspondents and censorship of information flowing to Western media agencies will make it difficult for Western democracies to rally public support for initiatives to "solve foreign problems in Asia, Africa or Latin America" (p. 10).

Carla W. Heath

MEDIA IMPERIALISM RECONSIDERED: THE HOMOGENIZING OF TELEVISION CULTURE, Chin-Chuan Lee (Beverly Hills, CA: Sage Publications, 1980).

As the title indicates, this work attempts to evaluate the concept of media imperialism and the debate it has engendered over global media flow. The author identifies three major positions on the issue of global media flow. The first position--the media diffusionist approach reflected in the works of Ithiel de Sola Pool, William Read, and others--argues that Western dominance of global media flow is a transient phenomenon and that the long-term benefits accruing to Third World countries from unrestricted media flow far outweigh any short-term problems. The second position--the neo-Marxist position reflected in the work of Herbert Schiller, Dallas Smythe, and others--takes the opposite view, arguing that Western dominance of global media flow is one aspect of Western imperialism in general and that the problems of media imbalance will increase as the overall structure of dependency deepens.

Lee rejects the media diffusionist position as being blind to the consequences of Western dominance over media flow. However, while he credits the neo-Marxist media imperialism position with a more realistic understanding of the problems of imbalanced global flow, he argues that this position is blinded by its own Marxist rhetoric and ideology. Hence, the neo-Marxist position can neither analyze the true causes of global media imbalance nor offer prac-

tical policy recommendations to Third World countries.

Between imperialist apologetics and Marxist harangues, Lee identifies a third position--the non-Marxist media imperialist position embodied in the works of Elihu Katz, Jeremy Tunstall, and (one would assume) Lee himself. Proponents of this position attempt to apply both a non-ideological perspective and the objective methods of social science to the study of global media imbalances. They then proceed to offer guidance as to which media policy Third World governments might best pursue. In general, Lee argues for "evolutionary remedies" such as regional media cooperation, creative uses of modern media, and syntheses of modern and traditional forms of communication.

Despite this concern for policy, the major goal of this work is theoretical. Lee attempts to redefine the concept of media imperialism so that Marxist assumptions are replaced by assumptions more amenable to traditional North American social science. There is, of course, nothing wrong with this. Indeed, one looks forward to an insightful critique of the current work on media imperialism. Unfortunately, Lee neither succeeds in refuting the neo-Marxist position nor in constructing an alternative model capable of withstanding cursory examination.

Lee's refutation of the neo-Marxist position fails not because this position is irrefutable, but because his understanding of Marxism is simplistic, incomplete, and confused. Given that most of Lee's references to Marxist ideas and positions are to older secondary sources, particularly C. W. Mills's The Marxists, one must assume that Lee has read neither broadly nor deeply in the various Marxist traditions. Indeed, some of Lee's arguments about Marxism can only be described as ignorant. For example, he argues that the existence of class coalitions convincingly refutes the Marxist notion of class conflict. One, of course, need only be familiar with either Marx's writings on politics or popular front political strategies to realize that class conflict is a somewhat more complex matter than simply throwing up the barricades.

In his treatment of neo-Marxist dependency theory, Lee limits the discussion mainly to the works of Andre Gunder Frank. Lee seems unaware of the intense debate within Marxist circles over Frank's ideas. Moreover, he overlooks, or is unfamiliar with, such dependency writers as Dos Santos, Cruise-O'Brien, Sunkel, and others whose work is far more relevant to media imperialism than Frank's.

Given this woefully inadequate understanding of Marxist and neo-Marxist work, Lee's critique of the so-called neo-Marxist media imperialism position/theory is unconvincing, off-the-mark, and confused.

His attempt to construct an alternative fares no better than his attempt to critique. Lee argues that the components of imperialism are autonomous. In order to understand imperialism, then, it is necessary to distinguish between economic imperialism, political imperialism, and media imperialism. Similarly, he argues that media imperialism must be considered in terms of its components. For example, he identifies four such components in media imperialism in television: 1) television program exports, 2) foreign control of local television outlets, 3) transfer of broadcasting models, and 4) invasions of capitalist/foreign values. While these are obviously aspects of media imperialism, Lee never elucidates their significance for theorists, observers, or policy-makers. Rather than explore how these components are related to each other, Lee suggests that any relationship is merely coincidental. Further, he offers no framework by which to tie media imperialism in television to media imperialism in books, films, music, news, etc.

Given the theoretical pretensions (and academic pedigree) of this book, the results are disappointing, confused, and, at times, embarrassing. While the author has collected some interesting information, his larger theoretical failure throws the value of this book into serious question. A critique of the work on media imperialism remains to be written.

Fred Fejes
Wayne State University

DIRECTORY

In response to our questionnaire in past issues of Communication Perspectives, the following readers have sent information about their positions, addresses, permanent addresses (if different), general research interests, and specific projects in order to facilitate the sharing of information among communication researchers.

Marty Allor, PhD candidate, Inst. of Communications Research, 222B Armory Bldg., 505 East Armory St., University of Illinois, Champaign, IL 61820, USA. Interests: cultural studies, materialist communication theory, film and TV. Projects: to rearticulate materialist analysis of cultural texts.

Roberts Astroff, MA Latin American/Caribbean Studies, PhD student, Inst. of Communications Research, 222B Armory Bldg., 505 East Armory St., University of Illinois, Champaign, IL 61820, USA. Interests: mass communication and culture in the Third World; political economy of international communications; politics and media. Projects: I am trying to find data on mass media in Puerto Rico.

Alvaro Barros-Lemez, Professor-Researcher, Apartado de Correos 47.691, Caracas 1041, Venezuela. Interests: history of the mass media in Latin America related to the social conflicts during 20th century; cultural imperialism and the Latin American communication system; the 'popular' genres: comics, pulpa, soap operas, etc.; mass media, political propaganda and advertising, alternative communication.

J. Oliver Boyd-Barrett, Lecturer, Faculty of Educational Studies, Open University, Walton Hall, Walton, Milton Keynes, MK6 7AA, UK. Interests: international communications. Projects: continuing work on international news agencies.

Dick Bunce, Associate Specialist, Social Research Group, University of California-Berkeley, 2640 Derby St., Berkeley, CA 94705, USA. Interests: political economy of public broadcasting, including issues of public control and accountability, corporate influence, commercialization, diversification, political programming, relations with independent producers, etc. Projects: activist with National Task Force of Public Broadcasting, Committee to SAVE KQED, Institute for Public Interest Media, & Media Alliance.

Sumita Chakravarty, PhD student, 1822B Orchard Place, Urbana, IL 61801, USA. [10, J. C. Bose Marg, Lucknow, India.] Interests: cultural studies; structuralism; semiotics; film theory and criticism; international communication. Projects: structuralist study of the new Indian cinema.

Max Rafael Tello Charun, Social Communication Specialist & Professor in "Escuela Superior de Periodismo J. Buzate y Meza" and the "Universidad de Lima." José Navarro 133 (Parque Argentina) Urb. Vista Alegre, Lina 33, PERU. Interests: art and publicity; communication's psychology; political propaganda. Projects: I teach communication's psychology, communication theory, and research methods in communication.

Marlene Cuthbert, Communication Specialist, Caribbean Regional Communication Service Study, University of the West Indies, Kingston 7, Jamaica. Interests:

communication and development; international communication, esp. news flow & news agencies; Caribbean mass media; mass media and society. Projects: appropriate communications technology for the Caribbean; news flow and telecommunications in the Caribbean.

Sara Douglas, PhD student, Inst. of Communications Research, 222B Armory Bldg., 505 East Armory St., University of Illinois, Champaign, IL 61820, USA. Interests: image and advocacy advertising; the First Amendment and commercial speech; advertising in Third World countries. Projects: US labor unions and the mass media; advertising by labor unions.

Gloria Dávila de Vela, Communication researcher of CIESPAL (International Center of Higher Studies of Communication for Latin America), Av. Diego y Andrade Marín, Apto Postal 582, Quito, Ecuador. [Av. América 4217, apto #103, Quito, Ecuador]. Interests: participatory communication; alternative communication, communication and education. Projects: community communication; curricular communication research.

Detlef Borchers, Student at the University of Osnabrück/West Germany, Department for Communications/Aesthetics, Parkstr. 3 B, 4500 Osnabrück, West Germany. Interests: political economy of mass communications; Marxist theories of 'ideological reproduction' in late capitalism; international mass-media imperialism. Projects: Finishing MA thesis on Althusser's influence in recent mass-communication theories, 'media in the system of ideological state apparatuses.'

Fred Fejes, Assistant Professor, Department of Speech Communication, Theatre, and Journalism, 585 Menoogian Hall, Wayne State University, Detroit, MI 48202, USA. Interests: international communication; communication and the Third World; media imperialism; political economy of communication; popular culture. Projects: information age and reindustrialization.

John Forester, Assistant Professor, 219 Sibley Hall, Cornell University, Ithaca, New York 14853, USA. Interests: policy analysis; critical social theory; communicative action; power, policy, and agenda setting. Projects: developing policy analysis cases showing the policy structuring of communicative interaction and (blockages to) learning.

Elizabeth Fox, Regional Program Official Social Sciences Division, CIID, Calle 72 No 5-83, piso 82, Apartado Aéreo 53016, Bogotá, Colombia. Interests: communication and democracy; development communication; technology; NIO. Projects: communication participation and democracy; communication, information, and the state in Latin America.

Howard H. Frederick, PhD student in International Relations, The American University, Washington, DC, 4545 Connecticut Ave., NW, Apt. 510, Washington, DC 20008, USA. Interests: appropriate satellite technology in Third World development; interactive telecommunications and development; content analysis in critical communication science; power structure of Washington decision-making in international communications. Projects: research assistant on project to demonstrate the use of satellites in development;

organizing regular meetings of the UDC, applications of teleconferencing.

William A. Gamson, Professor of Sociology, University of Michigan, Ann Arbor, MI 48109, USA. Interests: mass media and society; media and social movements; shaping of political consciousness. Projects: "Political Culture and Political Cognition"--a study of political symbolism on the framing of issues such as affirmative action, nuclear power, economic dislocation, and Arab-Israeli conflict.

Denis Gosselin, Research Assistant/PhD student, Inst. of Communications Research, 222B Armory Bldg., 505 East Armory St., University of Illinois, Champaign, IL 61820, USA. Interests: political economy of mass communication, legal and policy aspects of broadcasting; media industries in Canada.

Lawrence Grossberg, Assistant Professor, Speech Communication, University of Illinois, Urbana, IL 61801, USA. Interests: cultural studies (Marxism, semiotics, hermeneutics); philosophy of communication; rock and roll.

Thomas Guback, Professor, Inst of Communications Research, 222B Armory Bldg., 505 East Armory St., University of Illinois, Champaign, IL 61820, USA. Interests: economic structure of mass communication industries; international communication flow. Projects: structure and policies of the film industry.

Cees Hamelink, Senior Lecturer International Communications, Inst. of Social Studies, 251 Badhuisweg, The Hague, The Netherlands. Interests: political economy of international communications; advanced information technology; policy/planning. Projects: transborder data flows and their politico-economic implications.

Carla W. Heath, PhD student, Inst. of Communications Research, 222B Armory Bldg., 505 East Armory St., University of Illinois, Champaign, IL 61820, USA. Interests: Africa--broadcasting and the politics of development, language policies, "development journalism," cultural imperialism, and international communication.

Hans J. Kleinsteuber, Professor, Political Science, Inst. F. Polit. Wissenschaft, Universität Hamburg, Von-Melle-Platz 15, 2000 Hamburg 13, F. R. Germany. Interests: communication politics; political economy of television; comparative broadcasting; new electronic media. Projects: cable and satellite television; comparative broadcasting systems.

Ana Chung Kong, Professor of Communication, Governors State University, Park Forest South, IL 60466, USA. Interests: television and sex role socialization; advertising; interpersonal communication. Projects: television and sex role socialization; sex role attitudes of school teachers.

Carsten Kyhn, Associate Professor, The Danish School for Librarians, Department of Culture and Mass Media, Overbys Allé 19, DK-2500 VA2BY, Denmark. Interests: radio and television in local communities; alternative uses of media; Marxist theory and theory of public sphere (Öffentlichkeit). Projects: 1) Denmark's Radio: A Channel in Challenge; 2) Liberté, Egalité et Fraternité: The Danish Society, Mass Communication, and Freedom of Speech 1770-1848;

3) Local Radios--To Use or To Fun?

Don Lazere, Associate Professor, Department of English, California Polytechnic State University, San Luis Obispo, CA 93407, USA. Interests: application of study in English language and literature to criticism of mass news and entertainment media and to the rhetoric and semantics of political discourse. Projects: editing a collection of left perspectives on mass news and entertainment media for University of California Press.

Eileen Meehan, PhD candidate, Inst. of Communications Research, 222B Armory Bldg., 505 East Armory St., University of Illinois, Champaign, IL 61820, USA. Interests: political economy of communication; mass media and society; law, policy, and negotiation processes at the institutional level; broadcasting history; cultural studies. Projects: historical study of the impact of changes in the television ratings industry on the programming policies of television networks.

James Miller, Assistant Professor of Communications, Hampshire College, Amherst, MA 01002, USA. Interests: social-control factors in operation of mass communication systems; ideology and industrialized culture; policy studies. Projects: national communications planning (OTP); critical survey of research on production controls; innovative university-graduate curriculum; local public radio involvement.

Emile G. McAnany, Associate Professor, Department of Radio-TV-Film, School of Communication, University of Texas, Austin, TX 78712, USA. Interests: dependency in international communication; political economy of communication; rural development in the Third World. Projects: telecommunications studies for rural development; policy strategies for overcoming Third World communication dependency.

Mike McCullough, Instructor, political communications (New School) and BASIC programming (Farleigh Dickinsen and New School), 90 East 7th St., #3A, New York, NY 10009, USA. Interests: a democratic socialist theory of participatory communication systems. Projects: a political information-science fiction novel; community organizing microcomputer programs.

Media Network/Information Center, 208 West 13th St., New York, NY 10011, USA. Interests: Information Center and Media Network are two components of a nationally funded program which is developing new audiences for media on social issues. Projects: Media Network coordinates the sharing of information among a national alliance of organizations who use or produce media. The Information Center will be a computerized database of information about 1) thousands of films, videotapes, and slideshows which address social concerns, and 2) the organizations which use media. The Community Media Project is being developed to help grassroots and community groups in Brooklyn, the Bronx, and Manhattan use media that can support and strengthen their work.

Vincent Mosco, Associate Professor, Department of Radio-TV-Film, School of Communication, Temple University, Philadelphia, PA 19122, USA. Interests: critical theory; state-media relations; social relations of new communications technologies. Projects: application of critical social theory

to communications research; analysis of the social relations of videotex; helping to build a critical communication association.

Marcial Murciano, Profesor Adjunto, Universidad Autónoma de Barcelona, DTO. Teoría de la Comunicación; Facultad de Ciencias de la Información; Universidad Autónoma de Barcelona; Bellaterra (Barcelona), Spain. [Ctra. Sardanyola, 18, 4.º, 2.ª, Sant Cugat del Vallés (Barcelona), Spain.] Interests: mass media and society; political economy of international communication. Projects: Third World and media imperialism; New International Information Order.

Mike Nielsen, PhD student, 1205 East Pennsylvania, Urbana, IL 61801, USA. Interests: media access, particularly film and radio. Projects: historical study of the IATSE, the film workers' union, with attention to that union's influence on how American films are made.

Bob Pryor, PhD student, Department of Speech Communication, 244 Lincoln Hall, University of Illinois, Urbana, IL 61801, USA. Interests: critical theory; philosophy of communication; language, power, and social life. Projects: analysis of neo-conservatism.

Giuseppe Richeri, Consultant of Emilia-Romagna regional government and of RAI (Italian public broadcasting corp.), via Fondazza 48, Bologna, Italy, tel. #051-399653. Interests: impact of new communication technologies on traditional communication systems; political economy of media; models of democratisation of media structures (access, decentralization, participation, etc.). Projects: direct broadcasting satellites in European countries: which perspectives?; effects of public-private competition in television activities.

Colleen Roach, Communications Researcher, 127 rue Jeanne d'Arc, Paris 13e, France. Projects: critique of liberal concept of freedom of the press; New International Information Order; particularly US position; implications of the NIIO for domestic policy in the US.

Josep Rota, Director of COMCORSA (communication research and consulting company) and professor of research methodology in the Department of Communication at the National University of Mexico, Margaritas 312 Casa 22, Mexico 20, D.F., Mexico. Interests: communication effects (including effects on national dev't. and social change); diffusion of information (including international flow and controls, and conditions that lead to the need for a new international order); adaptation and development of research methods suitable for Latin American conditions and needs. Projects: Most important current projects (nearing completion): relationship between the development of television and a large number of indicators of national development in Mexico. In addition, I am finishing the manuscript for a new textbook: Communication Research Methods, and, as senior editor, the preparation of a reader: Mass Communication in Latin America: Current State and Trends.

Herbert I. Schiller, Professor of Communications, University of California-San Diego, La Jolla, CA 92093, USA. Interests: international communications; analysis of the so-called "in

formation society." Projects: sources of resistance to transnational communications power.

Preben Sepstrup, Associate Professor, Institute of Marketing, The Aarhus School of Business Administration and Economics, Ryhavevej 8, DK-8210 Aarhus V, Denmark. Interests: advertising, public information; consumer information; communication policy; new media. Projects: Ideology and Information content in advertising.

Benno Signitzer, Researcher and Lecturer, Department of Communications, Salzburg University, Sigmund Haffner Gasse 18/iii, A-5020 Salzburg, Austria. Phone: 6222/44511389. Interests: international communication; communication systems in Austria; decentralized/democratic communication; information and documentation in the field of communication research. Projects: "Austria in the International Communication System: Relations and Dependencies"; "Communication Spaces in Austria."

Jennifer Daryl Slack, Assistant Professor of Communication, University of Michigan, College of Engineering, Dept. of Humanities, 079 East Engineering Bldg., Ann Arbor, MI 48109, USA. Interests: mass media and society; invention and innovation of communication technologies; political economy of communication, particularly new technologies; cultural studies. Projects: ideology of the information age; technology assessment; causal models used in characterizing the relationship between communication technology and society; computers and writing; intellectual property and the invention and innovation of communication technologies.

Tom Streeter, MA student, Department of Speech Communication, 244 Lincoln Hall, University of Illinois, Urbana, IL 61801, USA. Interests: Communication theory; cultural studies of communications technology. Projects: broadcast regulation, especially of TV networks.

András Szekfű, Researcher at the Maas Communication Research Center, Budapest, Hungary, and assistant professor at University of Budapest. H-1124 Budapest, Kempelen F.u.6., Hungary. Interests: sociology of mass media; social history of the Hungarian cinema and TV. Projects: social uses of new communication technologies; problems of communication policy in Hungary.

Benedict Tisa, Nonformal Educational Communications Consultant, Box 205, Collingswood, NJ 08108, USA. Interests: low cost communication approaches to projects involved in extension ed. and cross-cultural communications/education. Projects: development of communication support activities for health projects in Haiti; involved in project identification for voluntary organizations.

Cecilia von Feilitzen, PhD, mass communication researcher, sociologist, chairperson of FSM--Swedish association for mass communication research. Audience and Programme Research Department, Sveriges Radio (Swedish Broadcasting Corporation), S-105 10, Stockholm, Sweden. Interests: mass communication theory; children and mass communication. Projects: children and mass communication in the socialization process; work with FSM--Swedish association for mass communication research.

Philip Wander, Professor, Communication Studies, San Jose State University, San Jose, CA 95192, USA. Interests: cultural criticism with an emphasis on TV; critical theory. Projects: aesthetics of fascism; children's cartoons; the "mass audience."

Laurie Weinstein, PhD student, Department of Communication Arts, University of Wisconsin-Madison. 1339 Drake St.,

Madison, WI 53715, USA. Interests: international communication systems, esp. Scandinavian media policies; culture and ideology; critical theory; broadcast news studies. Projects: critical overview of Swedish mass media policies.

Michelle A. Wolf, Instructor, PhD candidate, Department of Radio-TV-Film, University of Texas, Austin, TX 78712,

USA. [3506 Werner Ave., Austin, TX 78722, USA.] Interests: qualitative research on the child's negotiation of mediated messages from the child's frame of reference; institutional research; international communication. Projects: dissertation on children and television: learning strategies, use of mental imagery.

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Communication Perspectives



VOL. IV, NO. 3

MARCH 1982

U.D.C. BYLAWS SET FOR RATIFICATION

On February 13th and 14th a joint meeting was held between the National Steering Committee and the Midwest Chapter of the Union for Democratic Communications. The agenda of the meeting included reports of the activities of the current regional chapters, and plans for future activities of the organization. The major portion of the meeting was devoted to a discussion of the structure and goals of the organization, and the bylaws. A number of suggestions were made by members of the Midwest chapter. They centered around a range of issues: centralization vs. decentralization; the powers of the Steering Committee; voting rights of members; and the frequency of national meetings.

After much discussion, the consensus was to structure the organization around its regional chapters, with the National Steering Committee providing primarily a networking and coordinating function. The bylaws were adjusted to reflect this model of the organization. And, the National Steering Committee is in the process of sending the recommended bylaws out to the membership for ratification.

The meeting concluded with a discussion of the date and place of the next national membership meeting. The possibility of a meeting in late Fall in Philadelphia is now being investigated. For more information on the U.D.C., write to: Karen Paulsell, NYU-TITP, 725 Broadway, 4th Floor, New York, NY 10003 USA.

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THE CONFERENCE ON CRITICAL LEGAL STUDIES

The Conference organizes annual meetings at which people discuss law, legal doctrine and practice, legal education, and social theory from a left perspective. Most of its members are law teachers, law students, lawyers, or social scientists. The Conference tries to bring together Marxist and non-Marxist radical approaches to the law. One of the key theoretical figures in critical legal studies movement is Roberto Unger, author of Knowledge and Politics (1975) and Law in Modern Society (1976). This year's conference, held March 19-21, 1982 at Harvard Law School in Cambridge, MA, provided people interested in finding out about critical legal studies with an overview of the field. Conference organizers are Duncan Kennedy, G-309 Harvard Law School, Cambridge, MA 02138, and Karl Klare, Northwestern University Law School, 400 Huntington Ave., Boston, MA 02115. Anyone interested in being a member of the Conference or in being on the mailing list should contact the Secretary of the Conference, Mark Tuslinet, 1416 Holly St., NW, Washington, DC 20012 USA. A bibliography of critical legal studies is currently in preparation.

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QUEBEC REFERENDUM PROJECT

The Social Science Research Council of Canada is supporting a \$150,000 joint referendum study of McGill University and the Université de Québec à Montréal. The project is designed to illuminate the social implications of media power in defining political activity. Questions are raised about the way in which broadcasting and the press have changed the conduct of political presentation; how the notion of the "voter and the public" are constituted in television news and how audio-visual linkages produce significance. Public and private television news and public affairs programming are sampled in the CBC, CFCF, Radio Canada TV and CFTM. Two French and the sole English newspaper (Le Devoir, Journal de Montréal, Gazette) provide the print media's point of view. The study focuses on five specific aspects of the campaign: the PQ White Paper presentation; the Referendum Question presentation; Claude Ryan's beige Paper; The Quebec Assembly Debate; and the final referendum week.

Gaëtan Tremblay of UQAM (directeur du département des communications) and Claude Yves Charron (directeur du module) are the co-investigators of this comparative study which focuses on five specific topics:

- 1) Identifying similarities and differences in the different media: press/broadcasting; private/public; French/English;
- 2) Identifying the themes and argumentation "for" and "against" the referendum;
- 3) Developing a methodology for TV news analysis;
- 4) Identifying the "preferred" descriptions employed;
- 5) Relating these descriptions to public opinion polls and party functioning.

VIDEO SCHILLER

A set of six half hour video tapes is now available--Herb Schiller Reads the NY Times--taped live for public access TV in New York City, the tapes give a critical view of that venerated institution, the New York Times. Taped with a low budget, but high spirits, they are divided into the following topics: Tape 1. "The NY Times a Steering Mechanism for the Ruling Class"; 2. "The NYT Covers Communications Issues: NWIO and Free Flow"; 3. "Newspaper as Waste: The Sunday Times" (includes discussion of the Books Review Section, the NYT Magazine and Travel);

4. "Foreign Correspondents of Consumer Capitals" (C.L. Sultzberger, Flora Lewis, R.W. (Johnny) Apple and all the gang);
5. "Washington Talk: First Names in DC," the new gossip page;
6. "The Neediest and the Greediest: Metropolitan NYT," how the Times covers New York.

These six tapes are available on either 3/4 cassettes or VHS or Beta-Max 1 or 2, individually or in a set. Prices negotiable and variable depending on availability of dubbing facilities. CHEAP. For sale or rent. The series was produced by DeeDee Halleck with: Pennee Bender, Diana Agosta, Marty Lucas, Mary Feaster, David Shulman, Daniel Brooks, Vickie Gholson, Valerie Van Isler.

COMING SOON: Murray Bookchin Reads Time Magazine and Martha Rosler Reads Family Circle.

For information write: DeeDee Halleck, 165 West 91, New York, NY 10024 USA or call 212/362-5287.

BOOK PROJECT

Papers that deal with "Theoretical and Methodological Issues in the Study of Mass Media and Ethnic Minorities" are being requested for consideration for a reader on this topic to be published in early 1983.

Contributions should include some theoretical propositions and/or methodological problems and advances which may be of special importance for the study of any or all ethnic minority groups in the United States. Research approaches may include media structure analysis, content analysis, survey research, historical and legal analysis, etc. Submissions may be of published or unpublished material. Please send papers by May 31, 1982 to: Federico Subervi, School of Journalism & Mass Communication, 5115 Vilas Hall, 821 University Ave., University of Wisconsin, Madison, WI 53706 USA (608/263-3381 or 262-3691) or Penny Williams, 1001 North Rd., Belmont, CA 94002 USA (415/591-3067).

INFORMATION CENTER UNDERWAY: CLEARINGHOUSE FOR SOCIAL ISSUE MEDIA

Media Network is pleased to announce that its Information Center is now in operation.

The Information Center, one of the core services of Media Network, is a clearinghouse for information on films, videotapes and slideshows that deal with a wide spectrum of social issues. The service is based on a unique cataloging system geared toward the needs of groups and individuals working for progressive social change. Through telephone and mail requests, users of the Center will be able to obtain information on particular titles as well as lists of media available within any one of several hundred subject areas. In addition, the Information Center can help groups program film series and put them in touch with others working on the same themes. It compiles evaluations of independent media on an ongoing basis, and keeps track of the needs of media users in order to communicate them to funding organizations, distributors and independent producers.

Media Network is a national organization of community, labor and social activists, librarians, teachers and others who use media for organizing and education. In addition to the Information Center, Media Network services include a newsletter, discounts on media-related publications and access to other members who have experience and skills.

Those interested in using the Information Center can call 212/620-0878 or write Media Network/Information Center, 208 West 13 Street, New York, NY 10011 USA.

McGILL WORKING PAPERS

The Working Papers in Communications series, published by the Graduate Program in Communications at McGill University, welcomes submissions of theoretical and empirical research on a diverse range of topics relevant to the study of communications. Those interested in submitting manuscripts for publication are reminded that although such papers are expected to represent the results of recent ongoing original research, inclusion in the series does not preclude the possibility of publication elsewhere, as all rights are retained by the author(s).

The series' minimum standards of acceptability are as follows:

a) Relevance. The series presents work in: the social implications of communications

technology; mass media studies; contemporary cultural studies; communications and gender; film studies; visual communications; semiotics and linguistics; communication theory; communication and development; and organizational communication.

b) Intelligibility. Since instructional use is one of the series' objectives, submissions should be comprehensible to a reader with a limited background in the study of communications.

c) Length. Manuscripts of between 20 and 50 pages will be considered for publication.

Selection is based on the recommendations of a panel of readers chosen from the Communications departments of McGill University, Université de Montréal, Université du Québec à Montréal, and Concordia University. Three copies and an abstract of each submission, which may be written in either French or English, should be mailed to Ms. Jane Bisel, Managing Editor of the series.

Current Titles

Stuart Adam. "Constitutional Status of the Press in Canada." (15 pp.)	\$1.50
Paul Attallah and Will Straw. "Representational Features of Media Coverage in the Québec Referendum." (15 pp.)	1.50
Peter Bruck. "The Social Production of Texts: On the Relation Production/Product in the News Media." (25 pp.)	2.25
Claude-Yves Charron. "Pour une Définition du Concept de 'Development News.'" (10 pp.)	1.00
Marc Raboy. "Media Alternatives and Social Movements: Québec 1960-1980." (12 pp.)	1.50
G.J. Robinson. "Women Journalists in Canadian Dailies: A Social and Professional Minority Profile." (17 pp.)	1.75
John Rosten. "A Model for the Development of the Canadian Film Industry." (17 pp.)	1.75
Diane Wells. "User Access to Videotex." (23 pp.)	2.00

Order from: Working Papers in Communications, Graduate Program in Communications, McGill University, 815 Sherbrooke Street West, Montreal, Québec H3A 2K6 CANADA

CALL FOR PAPERS

The Radical History Review is planning a special issue on the history of media and communications. Anyone with articles or reviews dealing with the history of specific forms of media like television, radio, film, etc., or more broadly with the history and political economy of communications, from a broadly defined left perspective, is urged to submit them to the Editorial Secretary of the Radical History Review, at 445 West 59th Street, New York, NY 10019 USA.

COMMUNICATION AND DEVELOPMENT STUDY TOUR TO CUBA (MAY 2-11, 1982)

The Philadelphia and Washington Chapters of the Union for Democratic Communications are sponsoring the program to examine communication technologies in the social, economic and political development of Cuba, with special focus on Cuba's position on the NIIO, informatics and regional broadcast issues. Participants include both communication researchers and media makers. Institutions such as Cuban TV and radio stations, Cuban UNESCO office, Havana University Journalism Department and other cultural and historical locations are on the itinerary. The cost of the trip is US \$750 roundtrip from Miami, Florida. This includes hotel accommodations, meals and transportation to meetings, etc. Places on the tour may be reserved by sending \$25 to Vista Travel, 5402 Connecticut Ave., Suite 303, Washington, DC 20015 (Phone: 202/244-8060). For further information contact tour organizers: Howard Frederick, 4545 Connecticut Ave., NW, Apt. 510, Washington, DC 20008 (202/244-2716) or John Lent, Department of Journalism, Temple University, Philadelphia, PA 19122 USA (215/787-8348).

CALL FOR PAPERS

Seventh Midwest Marxist Scholars Conference, April 14-17, 1983, University of Cincinnati, Cincinnati, Ohio USA.

Marxism and Human Knowledge--Marxism and Human Survival: To commemorate the 100th anniversary of the death of Marx. To assess the contribution of dialectical and historical materialism to the growth of human knowledge, the fulfillment of human needs and the struggle for human survival. Proposals welcome until September 15, 1982. Deadline

for completed papers: November 1, 1982. Send two copies of proposal, or request for information to: Marxist Educational Press, c/o Anthropology Department, University of Minnesota, 215 Ford Hall, 224 Church Street SE, Minneapolis, MN 55455 USA.

BRAZILIAN COMMUNICATIONS ORGANIZATION

INTERCOM--Sociedade Brasileira de Estudos Interdisciplinares de Comunicação--is a nation-wide academic organization with its headquarters in São Paulo. Founded in 1977, the organization's goal is: "to contribute to pluralistic reflection on emerging problems in communications, and to formulate models of analysis that are consistent with Brazilian society and culture, and able to overcome the dependence of the national communications system." [translation mine]. Their active publications program includes: Boletim INTERCOM; Comunicação e Sociedade; anthologies of papers given at their annual conferences; and a new series, due to start this year, called Cadernos INTERCOM. The Boletim provides information about communications, and association members, in Brazil and the rest of the world, notices of conferences, news about communications, and a "Bibliografia corrente de comunicação" that lists national and foreign publications of interest to communications researchers. Comunicação e Sociedade is a biannual journal that publishes articles about all aspects of communications in Brazil and Latin America. Particular fields of interest seem to be communication and community, popular culture, alternative communication, and ideology and the mass media, although major articles can be found in each issue dealing with cinema, culture, education, aesthetics, labor and mass media, television, and publishing. The new Cadernos series will publish papers by association members. Each of INTERCOM's major conferences has produced a book: Ideologia e Poder no Ensino de Comunicação (Cortez, 1979) Comunicação e Classes Subalternas (Cortez, 1980); and Populismo e Comunicação (Cortez, 1981). The latest one is expected to be available soon, and is the result of a conference held this past fall; that title: Comunicação, Hegemonia e Contra Informação. The Cadernos in preparation are (1) Jornalismo Popular, and (2) Televisão e Poder. Dr. José Marques de Melo is editor of the anthologies and President of INTERCOM. This



innovative and productive group of researchers can be reached at: INTERCOM, Rua Augusta 555, CEP 01305, São Paulo, SP, Brazil. Information about communications activities and research will be received with interest. Orders for books should go to the Rua Bartira 387, CEP 05009, São Paulo, SP, Brazil, which is the address for Cortez Editora.

Roberta Astroff

PUBLICATIONS TO NOTE

development dialogue

The most recent issue of the journal (1981: 2), published by the Dag Hammarskjöld Foundation, is devoted to a consideration of the new world information and communication order. Published in cooperation with ILET (Instituto Latinoamericana de Estudios Transnacionales) in Mexico City, the issue includes articles by researchers such as: Juan Somavía, Rafael Roncagliolo, Noreene Janus, Fernando Reyes Matta, Gail Martin, and M. Patricia Hindley. The topics covered include: the implications of the microelectronics revolution; advertising and communications in the Third World; and, considerations of the prospects for the democratization of world communications. Copies of the issue can be obtained from ILET, (Apartado 85-025, 10200 Mexico, D.F., Mexico), and the Dag Hammarskjöld Foundation, (Övre Slottsgatan 2, S-752 20, Uppsala, Sweden).

Marty Allor

Anàlisi: Quaderns De Comunicació I Cultura

A new journal devoted to a critical approach to the study of mass communication and culture. Anàlisi is published by the Department of the Theory of Communications in the Faculty of the Sciences of Information of the Autonomous University of Barcelona. Issue number three includes a number of essays dealing with questions of social significance in the media, such as: 'Un modelo metodológico para investigar los efectos socioculturales de los media' by Manuel Martín Serrano, and, 'Por una sociosemiótica de los discursos de la comunicación de masas' by José Manuel Pérez Tornero. Issue number four is entitled 'democràcia fràgil,' and includes discussion of the role of the media in the Moro affair in Italy, and a consideration of the relations between eco-

nomics power and communicational power. The journal editors can be contacted at the following address: Servei de Publicacions i Intercanvi Científica de la Universitat Autònoma de Barcelona, Bellaterra (Barcelona) Spain.

PAPERS TO NOTE

"Information for What Kind of Society,"

Herbert I. Schiller, in Current Research on Peace and Violence, vol. IV, no. 3, 1981.

(Published quarterly by Tampere Peace Research Institute, P.O. Box 447, 33101 Tampere 10, Finland.)

Originally presented at the 1981 Edward R. Murrow Symposium on New Communications Technologies: Social and Ethical Issues, this paper examines the assumption "that if we're not careful, the new developments in communication technology may have unintended and potentially harmful impacts and consequences in the future." This focus on the future, Schiller argues, shifts attention away from the military-corporate relationships that have been previously and are now the main force shaping, developing, and applying communications technologies. Schiller contrasts the claim that these new technologies will liberate the individual with the facts of global military surveillance, of increasing corporate control over data and information, of ties between war production, new communications technologies, and mass media. While he recognizes that these new technologies will undoubtedly affect employment and living patterns, he suggests that the "basic relationships of authority, ownership and hierarchy" will not change given the institutional context in which these technologies have been innovated. Schiller challenges communications and information workers to critically oppose "the central sources of communications control and distortion" by developing and disseminating information on "the physical, structural, institutional bases of a system of domination that operates through its impact on human consciousness." This is not merely a suggestion for appropriate research but rather a call for action.

Eileen Meehan

"A Critical Theory Approach," Richard L. Lanigan with remarks on "Elements of a Neo-Marxian Theory of Communication" by

Rudolf L. Strobl, in Handbook of Political Communication, Dan D. Nimmo and Keith R. Sanders, eds., Sage Publications, 1981.

Political communication research by US scholars has held little of interest for most critical communication researchers. The area has been dedicated mostly to studies of electioneering, voting, attitude change, persuasion, and propaganda. Of slightly greater interest has been research on agenda setting and government-press relationships, but much of that has also been unreflective. Within the current Handbook, however, lies an article that should be of considerable interest. Lanigan provides a cogent overview of the history of critical theory, characterizing its development in two phases: first in the formulation of the Frankfurt School's attack on positivism and second in its current status as an empirical qualitative approach to the study of communication, which approach is grounded in the theory of dialectical materialism. Strobl's comments on the work of Hund and Holzer are used to exemplify the research within this second phase of critical theory. Lanigan asserts that dialectical materialism is "intimately tied to the theory and practice of human communication" since "communication accounts for the dialectic in society by which individual persons constitute their consciousness of a lived-world...by the practical activity of speaking for themselves and others in the emancipatory process of identity, an authentic social existence." Lanigan argues for the combination of Habermas' approach to communication, speech act theory, and a hermeneutic phenomenology of communication in order to better describe the links between and across person/society, speech/consciousness, and social/personal choice. He suggests that this synthesis would serve as a starting point for serious study of the inherently political nature of human communication.

Eileen Neehan

BOOKS TO NOTE

The Crisis in the Working Class and Some Arguments for a New Labor Movement, John McDermott (Boston:South End Press, 1980 255 pp. \$6).

This briskly-written survey of the position of the working class indicts today's trade

unionism. Arguing that "socialism is not government ownership of the means of production," McDermott seems to follow the lines of DeLeon by advocating worker ownership and control of the means of production and distribution. The book can be useful for indicating what capitalist media fail to present to the public.

Thomas Guback

The Impact of the 1964 Revolution on Brazilian Television, Sergio Mattos (V. Klingensmith Independent Publisher, San Antonio, TX 1982).

Brazil's TV Globo Network is "the fourth largest network in the world, 'topped in size only by the three American giants,'" and exports programs to 83 countries, including the United States. Mattos, a doctoral candidate in the Department of Radio and TV at the University of Texas at Austin, draws clear connections between the goals and ideology of the Brazilian military government and the spectacular growth of Brazilian television. This ideology is based on the concepts of national security and national development, where the former is defined as the "guarantee of the achievement of the national objectives against internal or external opposition," and the latter is seen in purely economic terms within a capitalist structure. This led to the so-called "Brazilian economic miracle" (1969-1974). The military government ranked communications high on its list of priorities, and used it to create a consumer society and to perpetuate the image of the military government. The rapid growth of Brazilian television was both a direct and indirect result of this attitude. Despite TV Globo's size, however, Mattos points out that this industrialization was carried out with foreign capital, so that Brazilian TV is highly dependent on foreign advertisers, particularly the TNCs. This is an extremely interesting analysis of social change and communications in Latin America, the second in a series by Mattos, whose study of the Peruvian experiment was listed in our last issue. This monograph has a preface by Emile McAnany.

Roberta Astroff

BOOK REVIEWS

Communication and Social Structure: Critical

Studies in Mass Media Research, edited by Emile G. McAnany, Jorge Schnitman, and Noreene Janus (Praeger Holt-Saunders Ltd., New York East Sussex, 1981. 341 pp.) Until the very recent past, the dominant media research model in the United States has been based on the study of media effects on individuals. Communication and Social Structure, a collection of original contributions by authors from a variety of disciplines and theoretical orientations, is a welcome challenge to this model, and hopefully it will receive the recognition it deserves.

One of the problems with critical communications research is that many works are either oriented primarily towards empirical research or else deal entirely with theoretical issues. All too few works are able to achieve the happy marriage of both theory and empirical investigation. One of the merits of this book is that the different texts, taken as a whole, pose pertinent questions on communications theory and provide solid empirical research on specific topics.

Although the various authors reflect different currents within critical communications research, they are united by a common set of themes, which, as McAnany points out in the introduction, 'focus on social structure and social change and their relationship to mass communications.' All of the studies also follow a basic premise: what is usually at stake is the survival of the deeply rooted economic structures of our mass communication system.

The introduction identifies the four basic themes as follows: The Relation between Social Theory and Empirical Research; Communication and Interest Groups; Economic Structure and Communication Structure; and Cultural Values in a Mass Communication Society. For those interested in the 'state-of-the-art' of communications theory, the first section of the book, 'Communications Theory and Critical Research,' provides an admirable summary of the subject. The thesis of James Halloran, expressed in the first chapter, bears repeating: "The questions we ask in [communications] research are indications of what we consider to be important or problematic. They reflect our priorities, our values, and our concerns...."

Halloran has been in the forefront of the movement for a more relevant research agenda for many years. His analysis of 'conventional' research as opposed to 'critical' research, as one aspect of the current international debate, should prove especially valuable for the uninitiated. In another chapter in this section, Josianne Joui t provides an exceptionally concise review of the conceptual limits of radical communications research. She offers a very lucid explanation of the materialist view of infrastructure and superstructure and summarizes the major works of the spokesmen who have marked this debate. She also echoes the call of Dallas Smythe for the development of conceptual tools to analyse the economics of mass media.

The second section of the book deals with 'Critical Research Issues in US Mass Communication.' Although the subjects treated will be of particular interest to US communications researchers, as long as the 'made in USA' model is still dominant they will be relevant for other researchers around the globe. Timothy Haight and Laurie Weinstein provide a well-documented and thorough analysis of the possibility of 'Changing Ideology on Television by Changing Telecommunications Policy.' In evaluating the media reform movement, which emerged in the 60's and was more or less unique to the United States, the authors conclude that "its ability to make progress on the central issue of control of ideology is doubtful at best." However, a suggestion is offered that provides food for thought: creating technologies that are difficult to control as an alternative to trying to democratize control through the State.

In this section Armando Valdez also provides a very thought-provoking analysis of the economic context of US children's television. After showing how television acts to teach children to be consummate consumers, he points out that "the children's television market is a microcosm of the entire social system." Like Haight and Weinstein, his prognosis for future reform is not good. He concludes by stating that "...the reform of television...cannot be realistically accomplished without fundamental change in the economic system, the nation's prevailing order, and the nation's priorities...."

Unfortunately, the last section of the book does not really live up to its title: 'Critical Research Issues in International Communication.' All of the articles focus almost exclusively on Latin America. The first text, a study of economic protectionism and the film industry in Argentina does not really break any new ground. Likewise, the chapter on advertising in the era of the global corporation adds little to what has already been said by Schiller and Mattelart several years ago. However, Ingrid Sarti's critique of the cultural dependency model as related to communication in Latin America offers significant new insights. Representing a relatively new current within critical communications research, she demonstrates why the notion of people in developing countries as passive receivers should be rejected in favor of an examination of the specificity of ideological processes in Latin America.

All in all, this is an excellent collection of well-documented articles, which should be read by anyone trying to familiarize him/herself with the various aspects of the ongoing international communications debate. It is a breath of fresh air in a field usually dominated by studies which legitimize rather than challenge the present mass communications systems.

Colleen Roach

Publicidad, economía y comunicación masiva by Patricia Arriaga. Centro de Estudios Económicos y Sociales del Tercer Mundo (CEESTEM), Editorial Nueva Imagen, Sacramento, México, 1980. 324 p.

The "Centro de Estudios Económicos y Sociales del Tercer Mundo" has published a number of studies on the role played by the mass media in the development of Third World countries. Publicidad, economía y comunicación masiva presents a critical perspective from the developing world on advertising, economics and the mass media, with particular reference to Mexico and the United States. This work is especially interesting insofar as it focuses on the role played by the mass media in the overall functioning of the economic systems of the United States and dependent Third World countries.

The author's point of departure is that in analyzing the dominant media system of the United States and its effects on developing

countries, the most valid approach is necessarily economic. This work makes a very worthwhile contribution to a discussion now taking place within critical communication circles on the "cultural imperialism" model as developed thus far. In the author's opinion, too much emphasis has been placed on cultural and ideological factors involved in mass media domination, to the detriment of concrete economic research. Hence, the need for clarification and demystification of analyses based on "cultural imperialism."

The first section of the book offers a theoretical treatment of the origin and function of advertising in the United States, stressing its role in the dynamics of the North American economic system and its relation to the mass media in general, the latter being viewed primarily as a means of providing advertising channels for the producers of consumer goods.

After reviewing the major economic and ideological theories on advertising, the author arrives at the following conclusion: its basic function is to serve as a stimulus for increasing the rate of expansion of consumer goods, necessary for the survival of the economic system. Therefore, when one reads that the mass media depend on advertising, what is actually meant is that they depend on consumer goods; likewise when one reads that advertising depends on the mass media what is really meant is that the production of consumer goods depends on the mass media.

The second and third sections of the book deal with the development and expansion of the mass media in the United States. The origins of the uniquely commercial media of the United States are traced back to the earliest days of radio, when it was left in private hands and developed as a system for the commercialization of radio products and as a means of meeting the electronic industry's need for expansion.

The final section of the book analyses the growth of advertising and the mass media in Mexico. In the author's opinion, the only possible explanation for the similarity between the U.S. and Mexican mass media systems is the extremely important role played by North American capital. The foreign firms accounting for more than 70% of advertising

expenditures in Mexico are primarily the same companies which are major advertisers in the United States. The author points out that although in "peripheral" countries advertising also serves to expand the consumer goods market, it is "elitist" and not a "mass market" as in the United States.

One of the points which is stressed in this section, and indeed, throughout the book, is that when US advertisers go abroad they do so in search of profits and not because of "cultural imperialism" or ideological demination. My own feeling is that this is a rather simplistic assessment and that the author has underestimated or misread some of the major writings dealing with various aspects of "cultural imperialism." For example, the following question is posed: 'Without falling into economic determinism in relation to the mass media, one may nonetheless ask "Are there any existing societies which are influenced or dominated culturally but not economically?"' I honestly do not believe that any communications researcher would sustain the contrary. Finally, I could not help but feel that the author's criticism of the "cultural imperialism" model runs the risk of 'throwing the baby out with the bath water!' Nonetheless, the work's merits far outweigh its possible faults. It represents an excellent Third World perspective on the question of media domination and hopefully some of its more polemical aspects will be taken up by researchers around the globe.

Colleen Roach

DIRECTORY ADDITIONS

In response to our questionnaire in past issues of Communication Perspectives, the following readers have sent information about their positions, addresses, permanent addresses (if different), general research interests, and specific projects in order to facilitate the sharing of information among communication researchers.

Gunnar Andréén, Researcher, Centre for Mass Communication Research and Department of Philosophy, University of Stockholm, 106 91 Stockholm, Sweden. Interests: epistemology, methodology, content analysis, hermeneutics, concepts of objectivity, culture, ideology, theology, theories of culture, ethics, normative rhetoric, advertising, TV. Projects:

ideology and rhetoric in Swedish Advertising 1950-1980, norms and evaluations expressed in TV relations between economies and cultures, interpretation and understanding.

Rita A. Atwood, Asst. Prof., Dept. of Radio-TV-Film, CMA 6.114; Univ. of Texas, Austin, TX 78759 USA (512-471-4071). Interests: theoretical and ideological debates in international-communication research, role of information and communication systems in national development, individual information seeking and use in situational contexts. Projects: several papers reporting data on how children repeat their situational realities of information seeking and use during tv viewing; an overview of the state of intercultural communications research; a study on minority student information needs.

Eduardo Contreras Budge, Ph.D., CIESPAL (Centro Internacional de Estudios Superiores de Comunicación para América Latina), Apartado 8926 (Suc. 7), Quito, Ecuador, in charge of designing and dictating courses and workshops on communication research for Latin American faculty from communication schools. Interests: appropriate alternative research and evaluation methods for communication projects; radio and NFE; alternative and popular communication; NIICO issues in Latin America. Projects: member of Chasqui's Editorial Board (CIESPAL's journal); descriptive study on 27 radiophonic education schools in the region (in press).

Peter G. Cook, Grad. Student, Dept. of Communication, Simon Fraser Univ., Burnaby, B.C., V5A 1S6, Canada. Interests: ideological, political and economic aspects of communication media; research and social change; nuclear protest movements. Projects: MA thesis topic: The concept of "balance" in the regulation of television content in Canada.

Ciro Marcondes Filho, Ph.D., Prof. of Sociology and Communications, Univ. of São Paulo, Rua Plínio de Moraes 380 Ap. 4 CEP 01252 São Paulo, Brazil. Interests: mass media and neurosis; manipulation of the dreams and fantasy in capitalism; psychical determinants of the political behavior; politization of the culture; countercommunication; political publicity of fascism.

Muhiuddin Haider, Ph.D., Sch. for International Training, Kipling Rd., Brattleboro, Vermont 05301 USA. Interests: development communication, diffusion of innovations, organizational communications. Projects: development communication training.

William Hanks, Asst. Prof., 202 Williams Hall, Miami Univ., Oxford, Ohio 45056 USA. Interests: communication law and regulation. Projects: study of federal preemption of state obscenity law.

Josiane Jouet, Sr. Lect., Sch. of Journalism, Univ. of Nairobi, P.O. Box 30197, Nairobi, Kenya. Interests: mass media and development, Marxist communication theory. Project: mass communication and state control in Kenya.

Paula Kassell, Assoc. Ed., New Directions for Women, P.O. Box 27, Dover, NJ 07801 USA. Interests: feminist media, especially print media such as feminist periodicals, international communications systems for women's news. Activities: planning and implementing Women's News International (news exchange) through an international committee started at the international women's conference in Copenhagen, 1980.

Luiz Gonzaga Motta, Ph.D., CIESPAL, Apartado 8926 (Suc. 7), Quito, Ecuador. Interests: communication policy and planning, NIECO issues in Latin America, political economy of mass communication, press and politics. Activities: designing and dictating courses and workshops on communication planning for Latin American faculty from communication schools.

Sharon M. Murphy, Assoc. Prof., Head, Journalism Graduate Studies, Sch. of Journalism, Southern Illinois Univ., Carbondale, IL 62901 USA. Interests: international, intercultural communication, roles and images of women and minorities in mass media. Projects: International Perspectives on News, symposium proceedings (with Erwin Atwood, Stuart Bullion), Women in Journalism history, oral histories of minority women journalists.

David L. Paletz, Prof., Dept. of Political Science, Duke Univ., 214 Perkins Library, Durham, NC 27706 USA. Interests: political communication particularly the relationship between authority and the mass media. Projects: The Pentagon and the Press; Political Women on

Television News; Interest Groups, the Media, and Pluralism; The Insidious Effects of Objectivity (mss. in preparation). Media Power Politics (Free Press, 1981, with Robert M. Entman).

N. Bhaskara Rao, Dir., Operations Research Group, 33 Community Centre, Vasant Vihar, New Delhi-57, India. Interests: impact and evaluation studies, media infrastructure and organizations, future studies on mass media, development support, political communication, in the context of conflict resolution and communications research methodology. Projects: futures (2001) study on mass media in India, communication/mass media research studies in India, collected review, national leadership study, family planning communication studies, migration and urban development and communication.

Gertrude J. Robinson, Dir., Graduate Program in Communications, McGill University, 815 Sherbrooke St. West, Montreal, Quebec H3A 2K6 Canada. Interests: international news flow, news agencies, popular culture, comparative analysis of socialist and western media, Canadian broadcasting regulation.

Marcene Eileen Root, Advanced Grad. Student, Univ. of Michigan, Sociology Dept., Ann Arbor, MI. 921 Mary, Ann Arbor, Michigan 48104 USA. Interests: production, maintenance, and use of ideology by social class; social movement theory; applied and participatory research. Projects: dissertation on ideology and action in local opposition to federal housing projects; research on consciousness raising in a university field work course setting; assessment of women's experiences in drug treatment; mortgage lending patterns in Philadelphia.

Anne S. Runyan, Ph.D. Cand., International Relations, The American University, Washington, DC, USA. 11307-102 Avenue, Edmonton, Alberta T5K 0P6, Canada. Interests: feminist theory and activism; feminist utopianism, intentional community building and organizing from a decentralist communication perspective as a strategy to end capitalist patriarchy and create socialist feminism. Projects: analyzing the value feminist theory and feminist utopian fiction, non-fiction, and experimentation have with respect to proposing alternative solutions to global problems; active in feminist organizations.

Jose Steinsleger, Editor, Chasqui, journal of CIESPAL; Andean correspondent, Cuadernos del Tercer Mundo. Apartado 2610, Quito, Ecuador. Interest: communications technology issues in Third World.

health care system for frail elders (finished); communication and technology (book in Spanish, in process); developing the division of technological studies at International Research Associates.

M. Isabel Valdes-A, Lect., Div. of Family Medicine, Stanford Sch. of Medicine, Stanford Univ., and Div. of Technological Studies, International Research Associates. P.O. Box 9087, Stanford, California 94305 USA. Interests: communication and development, technology transfer, health communications/the ideological apparatuses, theory of change. Projects: evaluation study of an alternative

Harold D. Weaver, Dir., Third-World Moving Images Project; Vis. Prof., Smith College. P.O. Box 119, Amherst, Massachusetts 01004 USA. Interests: international communications, Third-World resistance to cultural imperialism. Projects: New World Information Order, African cinema of contestation, American coverage of Soviet training programs for Africa, Paul Robeson biography.

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Communication Perspectives



VOL. IV, NO. 4

JANUARY 1983

APOLOGIA

We apologize for the long lapse of time between the last issue of CP (volume IV, no. 3; March 1982) and this one. The summer of 1982 brought a lot of sudden changes, some rather unexpected, which made it difficult to produce CP. In particular, we've almost all moved (see our new addresses in People on the Move). Consequently, we have been working on strategies to coordinate efforts across distances. We appreciate your patience, understanding, and support as we go through these growing pains. We believe that CP plays an important role in developing networks among critical communications researchers. We fully intend to continue in this effort. Hope you enjoy this issue-- please send new material for the next issue by April 1, 1983.

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BLACKSMITHS IN THE BOOTH?

The ranks of many locals of the International Alliance of Theatrical and Stage Employees (IATSE) are being thinned by the elimination of projectionists in motion picture theaters. The point was ruefully brought home to five Illinois locals this July when Wehrenberg Theaters bought out the midwest holdings of the Mann Theaters chain and fired the union projectionists with no notice. Managers were given the projectionists' jobs.

Historically, such actions would have prompted walkouts at Wehrenbergs' heavily unionized St. Louis theaters. But apparently, IATSE is gradually letting go of its control of theater booths in the face of increasing automation via platter film transport systems and low-maintenance xenon projection lamps. The erosion of union strength is most evident in the smaller markets. At the biannual IATSE convention in July, 1982, union president Walter Diehl could only suggest that projectionists displaced by automation seek employment in the larger markets such as Chicago, New York, and Los Angeles.

However, recent trends seem to indicate that the IATSE is in trouble in these areas as well. New York Local 306 recently signed a six year contract that provided no cost of living raises for the first five years. The New York projectionists were apparently happy to have turned back a management demand for roving projectionists who would be responsible for the booths in separate theater locations. Such an arrangement has already been accepted by northern California locals, where union projectionists now set up automated systems, "push the button," and move on to another location in another part of town. Even more ominous is the report from Los Angeles of a prototype video projection theater that receives its high definition television signal via satellite.

The projectionists' skill is highly

specialized and job displacement often means great personal tragedy for the workers and their families. You are urged to remain aware of any union job actions against theaters in your area and support the workers in their attempts to maintain their small slice of the billion dollar motion picture pie.

Mike Nielsen

THE MEDIA INSTITUTE: HOW WELL IS THE PUBLIC SERVED?

CP's mailbox has recently been filled with material from the Media Institute (3017 M St NW, Washington DC 20007), which describes itself as "a tax-exempt, non-profit research foundation, working to encourage more analytic, comprehensive and balanced news coverage of business and economic affairs." With annual dues ranging from \$5000 and above for patrons to \$25-499 for associates, the Media Institute attempts to "encourage and promote the development of knowledge and understanding of American media and communications" through its sponsorship of "research...periodicals, conferences, and a business/media luncheon series in Washington." It does this by selling and renting videotapes, such as Voice of America at the Crossroads: A Panel Discussion on the Appropriate Role of the VOA which features current and past VOA officials. It also sells transcripts of luncheon speeches such as the address by a vice president of Mobil Oil on "The Corporate/Press Relationship" or another by a corporate vice president of Kaiser Aluminum on "Trial by Television" or by the chairman of presidential economic advisors on "Economic Policy-making in the Reagan Administration." Some of the research reports currently being disseminated by the Media Institute include TV Coverage of the Oil Crisis: How Well Was the Public Served?, which can be safely summarized as concluding that insufficient corporate propaganda was the primary problem with that news coverage, or Television Evening News Covers Nuclear Energy: A Ten Year Perspective, which is described as concluding that insufficient information is provided for "a rational assessment" especially due to the "anti-nuclear bias in coverage." Despite its slick promotional material and its air of 'scientific objectivity' the Media Institute is clearly another front organization for US capitalist/imperialist interests.

Eileen R. Meehan

CONFERENCE REPORTS

BUILDING DEMOCRATIC COMMUNICATIONS IN PHILADELPHIA

The First National Critical Communications Conference and General Meeting of the Union for Democratic Communications (UDC) was held at the International House in Philadelphia, November 12-14th. The conference was based on the theme, "Building Democratic Communications," and attracted nearly 200 participants from the United States, Canada and Mexico. The UDC was formed nearly two years ago and has grown to include over 200 members and seven working chapters around the country.

The conference program included eleven workshops and several informal meetings. These included (along with the workshop coordinators): Labor and Media (Vinny Mosco); Alternative Media Production and Distribution (DeeDee Halleck); International Communications Policy (Oscar Gandy); Media Education (Serafina Bathrick); Alternative Uses of Computing (Karen Paulsell); Alternative and Critical Media Use in the Third World (Manji Pendakur); Structure of Media Information Industries (Tom Guback); Building Democratic Communications Theory (Tim Haight); Political Continuation (informal discussion led by Media Network staff); and Pirate Radio.

Many media presentations were also exhibited during the conference, including many produced by UDC members. An especially important documentary, HOME ON THE RANGE, was screened Saturday evening, followed by a discussion with the filmmaker, Gil Scrine. The film is about the American military presence in Australia and its impact on Australian politics.

Other events at the conference included an opening session with comments from Tim Haight and DeeDee Halleck, followed by a reception hosted by local communications schools. Welcomes were added by Dean Robert Smith of the School of Communications and Theater at Temple University, and Dean George Gerbner, of the Annenberg School of Communications at the University of Pennsylvania.

The business meeting of the UDC was held on Sunday morning, with reports and proposals from each workshop and discussion of various UDC activities and priorities. Suggestions were made for task groups, expansion

of NEWS AND NOTES (the newsletter for the organization), and increased publicity, as well as organizational affiliations and other organizational matters pertaining to dues, by-laws, etc.

A new Steering Committee was elected which includes Oscar Gandy, Tim Haight, DeeDee Halleck, Bob Jacobson, Noreene Janus, Vinny Mosco, Karen Paulsell, Larry Shore. Janet Wasko was elected coordinator, and Oscar Gandy, treasurer.

Most participants agreed that the conference was a successful event, providing an opportunity for media educators, researchers, producers and activists to come together and share ideas and work. The event also was successful in contributing to the UDC treasury, allowing better coordination and administration of future UDC activities.

A list of participants at the conference will soon be available, and audio tapes of some of the workshops may be available soon. For information and details of the workshops, contact the workshop coordinators. For further information about the conference of UDC, contact: Janet Wasko, Dept. of Radio-TV-Film, Temple University, Philadelphia, PA 19122 USA.

Janet Wasko

CONFERENCE ON "TRANSNATIONAL COMMUNICATION AND CULTURE"

The "Transnational Communication and Culture" conference was held at the University of Texas at Austin on June 2nd through 5th. The purpose of the conference was to provide progressive Latin American and U.S. communication researchers an opportunity to discuss communication issues affecting both hemispheres. Specifically, papers focused on the political economy of communication, and the limits Transnational Corporations impose on communications activities both in this country and in Latin America.

The conference, attended by approximately thirty-five people, from different U.S. and Latin American institutions, was divided into panels covering five topics: Cultural Industries; Advertising as a Global Phenomenon; the Material Base of Transnational Culture; Economic and Social Impacts of New Technology; and Democratic Alternatives in Communication. Two or three papers were delivered during each panel. Dialogue was fostered by having a Latin American discussant for papers delivered

by North Americans or vice versa.

Perhaps one of the most positive outcomes of the conference was that participants learned of organizations that have been formed to represent the interests of critical scholars and activists in the different regions. Members of the Brazilian organization INTERCOM, the Association of Latin American Communications Researchers (ALAIIC) the Association of Mexican Communications Researchers (AMIC) and the U.S. Union for Democratic Communications (UDC) described the goals and purposes of their groups. It was discovered that the organizations have a great deal to share both in participating in common efforts (such as sending representatives to each others' conferences) and in informing each other of lessons learned in attempts to form associations of this type.

The conference was sponsored by the Instituto Latinoamericano de Estudios Transnacionales (ILET), and the Institute of Latin American Studies and the College of Communication at the University of Texas at Austin. Dr. Emile McAnany, of the Department of Radio, Television and Film at the University of Texas, and his graduate students and colleagues hosted and made arrangements for the conference. For information contact: Rafael Roncagliolo, Director of the Division of Communication Studies, ILET, Apartado Postal 85-025, 10200 Mexico D.F. Mexico.

Anna Zormosa

IAMCR MARKS 25TH ANNIVERSARY

The 13th General Assembly and Scientific Conference of the International Association for Mass Communication Research celebrated that organization's 25th anniversary in Paris, September 6-10, 1982. As in previous meetings, numerous workshops, roundtables, section meetings, and plenary meetings gave conference participants an excellent opportunity to exchange ideas and to debate research. A list of papers is available from IAMCR and particular titles can be ordered for a nominal fee. Of particular interest was the meetings of the political economy section and the international section as well as the working session of the informatics group and roundtable discussions on communication in the Americas and the state of communication research in the U.S. To communicate some of the flavor of the work done at the IAMCR conference, we have taken

the liberty of excerpting the following from the report on the Political Economy section prepared by Robin Cheesman and Anker Brink Lund and circulated in the official report of the conference:

At the Caracas conference [in 1980], active and enthusiastic members of the section formulated two main themes for the work of the section until and during the Paris conference: what is the relationship between theoretical and empirical work in the development of a political economy of mass communication?--what are the material conditions for democracy in communication? These questions were explored through five papers presented during the section meeting in Paris. Zoltan Jakab from the Mass Communication Center in Budapest, Hungary, introduced his paper entitled "On the Missing Link between the Theory of Communications and the Theory of Economics." Kauko Pietila from the Research Institute for Social Sciences at the University of Tampere, Finland, spoke on the relations between communications theory and political theory based on his paper "Mass Communication and Politics: Information and Participation." Jan Ekecrantz and Hakan Lindhoff presented a research-note on the Swedish part of the international press project from the University of Sundsvall documenting the pre-history of the so-called information society--"Newspaper Society." Vincent Mosco from Temple University, Philadelphia, PA, USA, talked about the information society of today calling for more attention on empirical data concerning the use of information technology in the workplace. Mosco's paper was entitled "Ferment in the Information Society." Finally, Roque Farone from Agence France Presse presented his paper "The Reproduction of Ideology in International News" based on examples from Agence France Presse. It is not easy to sum up the vivid debate following these papers and presentations. Many questions were raised on the relation between different levels of theory and on methods for empirical strengthening of a materialist communications theory. In particular we discussed the necessity to review old practices and norms in an effort to prepare researchers and the public at large for the new trends in political economy. Also we debated at some length the consequences and causes for deprivatisation of public mass media and the tendencies of decay

in the public debate and the civil society comparing experiences from different parts of the world. These themes will be the guidelines for the work in the Political Economy section in the next couple of years while preparing for the next conference in 1984.

For further information regarding that conference, which will be held in Prague from either the 19th or 20th of August to either the 24th or 25th of August and will center on the theme "Social Communication and Global Problems," as well as for membership information and further information of papers given in Paris, contact: Mrs. Peggy Gray, IAMCR, 104 Regent Road, Leicester LE1 7LT, England. For information about the Political Economy Section, contact Robin Cheesman, Media Studies, Roskilde Universitetscenter, Postbox 260, 4000 Roskilde, Denmark. For information about the International Section, contact Breda Pavlic, University of Ljubljana, Faculty of Sociology, Political Science, and Journalism, Titova Cesta 102, 61000 Ljubljana, Yugoslavia. For more details on the informatics group, contact Cees Hamelink, 123 Burgemeester Hogguerstratt, 1064CL Amsterdam, The Netherlands.

CALL FOR PAPERS

CRITICAL ARTS, A JOURNAL FOR MEDIA STUDIES dedicated to the critical analysis of performance and communication media in the Third World, seeks contributions to a forthcoming issue to be entitled "Popular Culture and Performance in Africa."

The journal encourages articles which question the ideological assumptions underlying established modes of interpretation. It prefers approaches focusing on the sets of conditions and relations which produce performances and texts, rather than on textual analysis itself. Among the questions to be addressed in this issue are: definitions of popular and working class culture, ideological problems in cultural analysis, artist/audience relationships and qualities of participation, the social effect and autonomy of popular culture, the value of class analysis and other structural concepts in cultural analysis.

Contributions which present fresh theoretical and methodological perspectives are especially welcome, as are analyses of forms

of African popular culture that relate them to the social, historical, political, and economic conditions from which they emerge. In linking popular culture with critical social theory, the journal promotes the development of unified frameworks for the study of communication in the context of African experience.

Submissions should be sent to: Professor David Copland, Guest Editor, Critical Arts, Program in Comparative History, Ideas and Culture, Box 210, State University of New York - College at Old Westbury, New York, NY 11568 USA. The deadline is March 1, 1983. Further information and sample copies (\$2.50) are available from the above address.

CRITICAL STUDIES IN MASS COMMUNICATION

was created to provide a forum for the publication of cross-disciplinary research which represents a wide range of scholarly orientations and methodological approaches. "Critical Studies" is defined in the broadest possible sense, and includes, but is not necessarily limited to, the following: studies of the evolution, organization, control, economics, administration, and technological innovations of mass communication systems; studies of the form and structure of mass media content (particularly those which draw upon and contribute to anthropological, literary, dramatic and rhetorical theories); studies concerning the relationship between culture and mass communication; and studies which illustrate or analyze mass media criticism. The journal will seek to encourage the development of new theoretical and methodological orientations which contribute to our understanding of mass communication processes and important issues facing media practitioners, policy makers, media consumers, and academic researchers. Manuscripts may contribute original research data, provide an analysis of an existing body of literature, or advance new theoretical arguments. It is expected that each contribution will, in its own way, make a critical statement.

Manuscripts should be prepared in accordance with specifications outlined in The Publication Manual of the American Psychological Association and submitted in triplicate. The author should retain the original, as manuscripts cannot be returned without an accompanying self-addressed, stamped envelope.

A separate title page should include (a) title of the manuscript, (b) biographical information for the author(s), and (c) any necessary credits. A second separate page should include the title and a single paragraph abstract of no more than 100 words. Manuscripts should be typewritten and double-spaced, with footnotes and references on separate sheets, immediately following the narrative. Since manuscripts will be reviewed anonymously, any affiliation or reference which might identify the author(s) should be eliminated prior to submission. Send all manuscripts to: Robert K. Avery, Editor, CSMS, University of Utah, Salt Lake City, Utah 84112 USA.

SECOND CONFERENCE ON POPULAR CULTURE IN LATIN AMERICA

New Mexico State University, Las Cruces and the University of Minnesota, Morris will co-sponsor a two-day conference on popular culture in Latin America on November 8-10, 1983 at Las Cruces, New Mexico. We are soliciting papers on any aspect of the creation, production, content, distribution, and consumption of popular culture, i.e., some aspect of culture which is consumed by significant numbers of people. We are also interested in papers on new approaches and methodologies to the study of Latin American popular culture. Papers presented at the conference will be considered for publication in the annual journal, Studies in Latin American Popular Culture. Please submit a 250-word abstract of your proposed paper as soon as possible to: Harold Hinds Division of Social Sciences, University of Minnesota, Morris, MN 56267 USA, (612) 589-2211 or (612) 589-4753, and Charles Tatum Department of Foreign Languages, New Mexico State University, Las Cruces, NM 88003 USA, (505) 646-2942.

NEW OPPORTUNITIES FOR CRITICAL COMMUNICATION RESEARCHERS ??

As evidenced by the publication of the new journal Critical Studies in Mass Communications (see above), the Speech Communication Association (SCA), the oldest, largest and most eclectic communication research association in the United States, has recently become more interested and open to critically oriented approaches to communication research and issues. At the last SCA convention in Louisville in November, a number of papers

employing and/or discussing a critical perspective were presented. Among them were papers by Horace Newcomb (University of Texas-Austin) discussing a materialist approach to popular culture; Eileen Meehan (University of Iowa) dealing with a redefinition of the audience as commodity; and Deborah Peterson (Southern Illinois University) analyzing corporate support of the arts. (See Papers to Note section for additional details on the Meehan and Peterson papers). The next SCA convention will be held in Washington DC, November 10-13. Currently SCA is soliciting paper proposals for this convention. Critical communication researchers should seriously consider the possibility of presenting a paper at SCA. Moreover, a number of SCA divisions should be of particular interest. Below are listed the names of these divisions along with the names of the individuals to whom paper proposals for the upcoming SCA should be sent. Paper proposals are due by February 18. An abstract is sufficient, although the Mass Communications Division requires an abstract and three copies of the complete paper suitable for blind review. Mass Communication Division: Charles Bantz, Department of Speech-Communication, 317 Folwell Hall, University of Minnesota, Minneapolis, MN 55455 USA; Black Caucus: Carolyn Calloway-Thomas, Department of Speech Communication, Indiana University, Bloomington, IN 47405 USA; Caucus on Gay and Lesbian Concerns: James W. Chesebro, Department of Communication Arts and Sciences, Queens College, Flushing, NY 11367 USA; Women's Caucus: Christine Oravec, Department of Communication, University of Utah, Salt Lake City, UT 84112 USA; Commission on International and Intercultural Communication: Young Y. Kim, Governors State University, Park Forest South, IL 60466 USA.

FORTHCOMING EVENTS

FEMINISM AND THIRD WORLD WOMEN

The conference "Common Differences: Third World Women and Feminist Perspectives" will be held at the University of Illinois at Urbana-Champaign, April 9-13, 1983. The main goal of the conference is to provide a forum where issues pertaining to Third World women can be discussed particularly in relation to the recent developments in feminist theory. The conference also seeks to encourage ongoing dialogue and criticisms between

Third World and First World women. Panels, workshops and roundtable discussions will be organized around the themes of Colonization and Resistance, Third World Women: Images and Realities, and International Women's Movements. A number of conference panels will be dealing with the representation of women in popular culture, Third World Women and cinematic discourse, women and language, and literacy, education and ideology. Among the participants and paper presenters are women from Egypt, India, Peru, France, Brazil and Japan. For further information contact Chandra Talpade Mohanty or Anne Russo, Conference Coordinators, Office for Women's Resources and Services, 346 Fred H. Turner Student Services Building, 610 East John, Champaign, IL 61820 USA, (217) 333-3137.

ELEVENTH ANNUAL TELECOMMUNICATIONS POLICY RESEARCH CONFERENCE

will be held April 24-27, 1983 in Annapolis, Maryland. The Conference brings together researchers from the social sciences, economics, engineering, computer science, the law, and communications with policy makers from the public and private sectors. The Conference provides invited participants with the opportunity to discuss current and prospective research on domestic and international telecommunications and information issues. For more information contact: Professor Vincent Mosco, Department of Radio-TV-Film, School of Communications and Theater, Temple University, Philadelphia, PA 19122 USA.

FIFTH INTERNATIONAL CONFERENCE ON CULTURE AND COMMUNICATIONS

will be held at the Bellevue Stratford Hotel in Philadelphia, March 24-26, 1983. The conference is an interdisciplinary meeting featuring 70 paper-presentation sessions on Communication Theory, Research Methodology and Philosophy of Social Science; Government, Industry and Culture; Communication and Ideology; Mass Media and Acculturation; and Art as Cultural Artifact. In the past this conference has served both as a forum and meeting place for critical communication researchers. This year a number of panels and papers will be presented that will be of interest to critical scholars. For more information and a copy of the program write: Dr. Sari Thomas, Director, Conference on Culture and Communication, Department of

Radio-Television-Film, Temple University, Philadelphia, PA 19122 USA.

MARXIST CONFERENCE IN ILLINOIS

Both a teaching institute and an international conference devoted to the theme of "Marxism and the Interpretation of Culture" will be held at the University of Illinois, Champaign-Urbana during June and July. For more detailed information see page-length printed announcement elsewhere in this issue.

NEW AND CURRENT JOURNALS

STUDIES IN LATIN AMERICAN POPULAR CULTURE,

Volume 1, 1982 has just been published. Edited by Harold E. Hinds, Jr. and Charles Tatum, the journal is an English-language annual publication devoted to the study of all aspects of popular culture in Latin America, and solicits contributions from all scholarly disciplines. By popular culture the editors mean some aspect of culture which is accepted by or consumed by significant numbers of people. Acceptance or consumption may take the form of (1) widely held artifacts, symbols, beliefs, and myths, or (2) direct participation as a viewer of, reader of, listener to, or some other sensory response to some aspect of popular culture. The editors are also interested in essays which focus on the production and distribution of popular culture, offer new methodological approaches to its study, explore the introduction into Latin America, and the consumption there of foreign popular culture, or place Latin American popular culture in an international or cross-cultural perspective.

Aside from scholarly articles, the journal will also publish interviews with those involved in the creation, manufacture, advertising, distribution and consumption of popular culture. And one section of the journal will be devoted to book review essays. These will not only critically review and briefly summarize the items reviewed, but also reflect on their larger significance for popular culture studies, including future research possibilities.

Volume 1, approximately 300 pages long, contains works from such diverse fields as political science, sociology, communications studies, cinema and film studies, anthropology, Spanish, history, literature, music, and art history. Representative articles from

Volume 1 include: "Mexican Popular Cinema of the 1970's: How Popular Was It?," "Sport After Revolution: A Comparative Study of Cuba and Nicaragua," "The Development of the Telenovela [Soap Opera] as the Pre-Eminent Form of Popular Culture in Brazil," "Chistes [Jokes] and Caricaturas [Cartoons] in the Mexican-American Press, Los Angeles, 1926-1927," "Saloons, Masked Balls and the Gossip Press; Three Aspects of Creole Culture in Nineteenth-Century Santiago de Chile," and "Mexican Popular Culture and the Tradition of Musica Popular in the City of Veracruz."

Anyone interested in subscribing to Studies in Latin American Popular Culture should write Charles Tatum, Department of Foreign Languages, New Mexico State University, Las Cruces, New Mexico 88003 USA.

WOMEN AND LANGUAGE NEWS seeks to further research, teaching, and intelligent discussion of policy in the field of women and language. WLN reports books, journals, articles, and research in progress; identifies courses, conferences, and other events relevant to the study of language and gender; and communicates observations and information from national and international sources. It also serves as a clearing-house for updates on work-in-progress, conference planning, news items, language samples, book reviews, etc. Occasionally, signed contributions on topics of special interest are also featured. An interdisciplinary newsletter, WLN draws upon research in anthropology, communications, linguistics, sociology, philosophy, psychology, journalism, library science, literature, women's studies, and other fields. For information, contact: Cheris Kramarae and Paula A. Treichler, editors, Women and Language News, 244 Lincoln Hall, University of Illinois, 702 S. Wright St., Urbana, IL 61801 USA. Subscriptions are \$5 US or \$6 outside of US for three issues per year.

RESET - NOTES ON ALTERNATE COMPUTING is a newsletter devoted to examining and discussing the alternative political applications of microcomputers. Edited by Mike McCullough of the New York UDC, Reset is geared toward individuals who are actively interested and/or engaged in the use of new microcomputer technology for progressive goals. Reset, in the words of Mike, will appear at

"unpredictable and hopefully brief intervals with varied news and ideas about alternate computing." Although there is no subscription price, contributions in the forms of articles, news and/or production assistance are most welcome. Cash contributions are also warmly welcomed. Due to limited resources, Mike asks that only individuals with an active interest in alternate micro-computing should ask to be on the mailing list. Contact: Mike McCullough, 90 East 7th Street, Apt. 3A, New York, NY 10009 USA.

CRITICAL ARTS is a radical journal that focuses on Third World media published by the Critical Arts Study Group at the University of Witwatersrand, Johannesburg and distributed by the Critical Study Group at Rhodes University. Critical Arts "aims to challenge the existing social structure and social relations which govern the status quo orientation of South Africa's media institutions." Recent articles include "No God, No Morality, No History: South African Ethnographic Film"; Class and Ideology: Reflections in South African Cinema"; "Black Housing, Ideology and the Media in South Africa 1970-1979" and others. Six back issues are available and others are in preparation. Write to Critical Arts, c/o Keyan Tomaselli, Dept. of Journalism and Media Studies, Rhodes University, PO Box 94, Grahamstown 6140, South Africa. (See also Call for Papers.)

CRITICAL STUDIES IN MASS COMMUNICATIONS is currently accepting papers, although apparently not yet accepting subscriptions. While not specifically critical in the sense of a critical, materialist approach to communication research, editor Robert Avery is quite interested in materialist/marxist work ranging from institutional studies to cultural analyses. For a reprint of CSMS's description, see New And Current Journals in this issue of CP. For further information, or to submit work, contact: Robert K. Avery, Critical Studies in Mass Communications, Department of Communications, University of Utah, Salt Lake City, UT 84112, USA.

NACLA: REPORT ON THE AMERICAS

The July/August 1982 issue of the journal published by the North American Congress on Latin America (vol. XVI no. 4) contains a special section entitled "Toward a New Information Order." It is a well considered

introduction and update on the debate. More importantly, for those who don't read Spanish, it includes translations and adaptations of work by Latin American researchers such as Juan Somavia, Gregorio Selser and Rafael Roncagliolo. For subscription and single issue order information, contact NACLA at 151 W. 19th St., New York, NY 10011 USA.

PAPERS TO NOTE

"CABLE OWNERSHIP PATTERNS AND ECONOMIC ANALYSIS: POLICY-MAKERS BEWARE," Robert E. Babe. Ottawa: Robert E. Babe Associates, 1982. Paper prepared for the 10th Annual Telecommunications Policy Research Conference, Annapolis, MD

When he spoke at the recent Telecommunications Policy Research Conference, to refute the nonsense being dispensed by FCC economists determined to prove the virtues of media concentration, Robert Babe touched more than a few nerves. Now, on reading his spoken words condensed into print, I understand why so many economists in the audience were writhing in their seats. How dare this person call himself an "economist!"

Babe's paper revolves around the central topic of cable television ownership, but its theme and method carry it into the realms of mythology, political theory, critical communications, and, in a totally reflective vein, economics. His is a swift and mortal blow directed at the "deregulationists." If you buy his arguments--that "microeconomic analysis is an inconsistent, illogical and ambiguous mode of thought," and that "the information industries produce outputs that are not amenable to quantitative measurement"--then not much of current debate on regulation makes sense. As an active policymaker myself, I agree completely with Babe.

Babe's handling of this theme is always easily understandable--is he really an economist?--and, on many occasions in this 20-page paper, literally poetic. Maybe this is all obvious to those who commonly dwell in the land of utility curves and supply-and-demand, that "to ignore, or assume away as unimportant, the qualitative aspects of information, to 'commoditize' information and value it only in accordance

with price, is at best simplistic and partial." But how pleasant to have this disclaimer emphasized by this contrasting quote: "The mind is its own place, and in itself can make a heav'n of hell, a hell of heav'n." (John Milton, Paradise Lost) This is a delightful and useful essay, good to have on hand when FCC chairmen and other dubious celebrities drop by. Share it with your favorite neoclassical economist of information and watch the tears begin to flow. Or revel in its meter.

One question: where has Babe been all this time, when we've needed him? Where is he now, and what new insights is he uncovering?

Robert Jacobson

"CORPORATE SPONSORSHIP OF THE ARTS: TEXACO AND THE METROPOLITAN," Deborah Peterson, Southern Illinois University, Carbondale, IL 62901 USA. Paper prepared for the 68th annual SCA Convention, Louisville, KY, 1982.

As part of the SCA panel entitled "Who Decides What You Get," this paper examines the subtle dynamics of corporate control of arts programming via sponsorship. Peterson elucidates this process through a detailed examination of the Texaco Oil Company's long-lived sponsorship of radio broadcasts of the Metropolitan Opera Company in the US. Peterson analyzes the business reasons for Texaco's 'good citizenships' by tracing the company's image problems resulting from its pro-Nazi activities and by identifying highly attractive demographic subgroups within the audience for opera. Beyond this, the paper examines the effects of corporate control over arts programming and reveals some unexpected consequences in terms of content control as well as the technical quality of broadcasts. Perhaps more expected are the consequences of corporate control on the structure of and the personnel employed by the organization coordinating the opera broadcasts. Although, this particular paper, which is excerpted from a larger study, deals with a single example of the arts being dependent on corporate largesse, the implications of this paper seem especially important at a time when such 'private' sponsorship is being widely touted as the curative for chronic underfunding of the arts in the US.

"WHO DECIDES WHAT YOU GET? WHO DECIDES WHAT YOU ARE?" Eileen Meehan, Division of Broadcasting and Film, 102 Old Armory, University of Iowa, Iowa City, IA 52242 USA. Paper prepared for the 68th annual SCA Convention, Louisville, KY, 1982.

On the same SCA panel as Peterson, Meehan explores the notion of the audience as a commodity through an analysis of the economic relationships within the ratings industry. Arguing that measurement practices are shaped by the same constraints as other forms of production practices--cost effectiveness, struggles for market control, manipulation of differences in demand, etc.--this paper goes on to sketch the conditions in the ratings industry that have shaped the selection of measurement practices and thereby subtly shaped the definition of the audience. The paper illuminates the differences between the audience as a commodity and the viewership of any particular program.

BOOKS TO NOTE

THE GROUP OF 77: EVOLUTION, STRUCTURE, ORGANIZATION, Karl P. Sauvant (Oceana Publications; Dobbs Ferry, New York, NY, 1981, 232 pp., \$22.50) and THE THIRD WORLD WITHOUT SUPERPOWERS: THE COLLECTED DOCUMENTS OF THE GROUP OF 77, Karl P. Sauvant as above, 6 volumes @ \$50/volume).

Since its inception in 1964, the Group of 77 has served as the principal organ of the Third World for articulating and promoting its collective economic interest. In doing so, the Group has shaped large parts of the international economic program of the Third World. However, the Group, now numbering 125, is neither a permanent body nor a formal institution. As such, it is a complex multi-centered entity. Thus, Sauvant's analysis of the Group and its ability to build consensus and maintain unity is rather significant. Supplementing this analysis is a series of volumes presenting the relevant documents, which had originally been prepared by the Group for impending negotiations. Clearly, Sauvant has assembled a notable collection of materials, augmenting that accomplishment by his analysis of the Group itself.

BOOK REVIEWS

TELEMATICS AND GOVERNMENT, Daniel Schiller
(Norwood, NJ: Ablex, 1982)

At least since the early part of this century, the federal government and the major US corporations have been getting into bed with each other on a regular basis. AT&T, Westinghouse, Western Union, GE, and their fellow corporate behemoths have become accustomed to negotiating, lobbying, bargaining, and otherwise dealing with Congress, antitrust enforcers, and the FCC in order to shape regulations to further their profit-driven, centralizing interests. While quarrels between the various parties have not been rare, strife has always been temporary and resolvable; by and large, relations between the US government and the corporate communications giants have been "all in the family." The role these relations have played in the gradual merging of data processing and telecommunications is chronicled by Daniel Schiller in Telematics and Government. Although useful as a resource, the book is limited as a work of critical research.

Drawing largely on records from hearings and other federal proceedings, the book details how major regulatory developments, from the "Above 890" Decision of 1957 to the recent Bell antitrust consent decree, have served two related processes: the gradual inter- and intro-corporate merging of telecommunications and computer facilities, and the concurrent expansion of thoroughly private control of those facilities. In tracing this process, Schiller's basic concern is this: "It is not 'technology' that is being freed to develop as rapidly as possible, but technology in private hands." (p. 215)

Part One of the book focuses on domestic policy developments. Covering such diverse events as the Caterfone decision, the first and second computer inquiries, and the major satellite rule-makings, Schiller effectively demonstrates how policy trends as a whole serve corporate demands for control and integration in telematics at the expense of foreign institutions, both private and public. Part Three illustrates the role policy developments have played in cultivating the government itself as a market for private interests, often to the detriment of government institutions, particularly the Postal Service.

Schiller's book is useful and informative in a number of ways. For one, it undermines a number of commonly held assumptions. For example, by illustrating how federal regulations help establish and maintain the power of today's corporate communications empires, the book thoroughly deflates the common image of corporate businessmen as independent entrepreneurial spirits operating free of government assistance. Secondly, Schiller makes some interesting observations about the nature of current developments. He convincingly argues, for example, that the current rhetoric about competition is misleading. "Although competition is frequently a byproduct," he writes, "the policies are not changed in pursuit of competition per se--but rather, only in pursuit of the advanced, integrated, economical services which transnational corporate users demand." (150) Similarly, the current penchant for defining information as a resource or commodity will likely lead to restrictions on public access to important and useful data, particularly in government. Schiller's most interesting observations, however, are probably those concerning the multinationalization of corporate telematics. Schiller demonstrates how the current loosening of regulatory barriers, particularly those on AT&T, will serve to turn the American corporate giants loose on the international telematics market. Current domestic policy changes, therefore, will help the industry extend its dominance of telematics both between and within countries the world over.

These developments, Schiller argues, are both momentous and threatening: "The truly vital and encompassing issues raised by rapid integration of telematics into the conduct of our entire social life as a people have been mainly framed and addressed and, perhaps, resolved in terms of private corporate strategy, and not public good...the sweeping change that is upon us, adds up to a transformation of the entire economic base of the United States." (95) This could be true. But the current developments could also be continuations of past trends. By failing to explore the historical context of recent events, Schiller offers us no way of discovering which possibility is more likely. Certainly, the decisive influence of corporations on policymaking has

been more the rule than the exception since regulation of the communications industry began in the 1920s. The formation of COMSAT in the 1960s, for example, closely resembles the formation of RCA as a government legitimated monopoly at the end of WWI. Moreover, the arguments used to justify this current round of privately controlled economic and technological developments are not new. A similar mixture of references to the marketplace and economic and military "threats" from abroad can be found in the regulatory proceedings of the 1920s. A supporter of the status quo could counter Schiller by arguing that regulation for the "public good" has not been eroded; the dominant policy assumption in the US has always been that private interests coincide with the public good, and in that sense, nothing has changed. While that policy assumption could be challenged, Schiller does not do so.

By neglecting the historical context and by failing to attack the assumptions underlying policy discourse, therefore, Schiller takes the bite out of his critical stance. If the current developments are simply continuations of already established trends instead of the dramatic shifts he implies, then the urgency he ascribes to his findings appears hollow. US policy has always been "privatized." Schiller's unexplicated notion of regulation for the "public good," therefore, lacks any historical precedent. The notion is too vague to be helpful.

What we are left with, therefore, is a story of corporate strategizing and industrial struggles over pie-sharing in the policy arena. While interesting, this story by itself has little if any politically critical impact. It's hardly a revelation to point out that policy debate is just one more theater for private inter-corporate struggles and decision-making. The same insight can be found in, say, the trade press, or in mainstream technocratic research such as works of the Harvard Program on Information Technologies and Public Policy. The details of the cozy family relations between the communications industry and the regulatory apparatus are interesting, but by themselves they do little to undermine those relations.

In sum, Telematics and Government is a useful resource for critical researchers. As an example of critical research itself,

however, the book is limited. It remains too much within the confines of dominant definitions of the telematics industry, limiting the extent to which it successfully calls that industry into question.

Tom Streeter

INDEPENDENT TELEVISION IN BRITAIN. Vol. 1: ORIGIN AND FOUNDATION, 1946-62. Bernard Sendall (London: Macmillan, 1982)

This book is the first of three volumes which will trace the history of commercial television in Britain. It deals with the "origin and foundation" of the system between the years 1946 and 1962. During this period three main phases can be identified: first, the campaign to break the BBC monopoly of broadcasting; second, the period from the opening of the service in 1955 to the end of 1956 in which financial collapse was a constant threat; and, finally, the period covered by the remainder of the book when profitability reached such heights that Roy Thompson, then Chairman of Scottish Television, could make his now legendary statement that the possession of one of the contracts to supply programs was "...just like having a license to print your own money." (p. 150)

Sendall has provided a valuable account of these phases and includes material not published elsewhere. As such, the book is an important contribution to the history of broadcasting in Britain. The author is well qualified to write this history since from 1955 to 1977 he was Deputy Director General of the Independent Television Authority (ITA; and later IBA)--the organization that supervises the activities of the program supplying companies. It is with this perspective that he sets about describing the development of Independent Television (ITV). We should not, therefore, be surprised that the book concentrates on the structure of the system and the policy decisions that had to be made by the ITA in its allocation of contracts to the individual program companies. The book is very much ITV as viewed by a senior executive of the controlling authority.

However, while this personal involvement and inside knowledge is a strength of Sendall's account, they also seem to have led to its weakness. The book must be read as a more

or less 'official' history written in opposition to the usual explanation for the breaking of the BBC monopoly. The commonly held view is that it was the result of the actions of a self interested pressure group formed by a small number of Members of Parliament from the Conservative Party ably supported by some of the large advertising agencies and other sectors of British industry. Asa Briggs, in the fourth volume of his History of Broadcasting in the United Kingdom, declares that this "...is an explanation which will not do." (p. 426) But by this Briggs means only that it is an inadequate characterization of a complex process which involved many factors. He does not mean that we should ignore the importance of economic factors. Unfortunately, this is what Sendall sometimes seems to do.

Perhaps he goes too far in downplaying the role of the business community in supporting the lobby for commercial television. He is certainly too hasty in the way he dismisses the importance of interlocking directorships between the various program companies and other sectors of British industry. (p. 189) And, while he may be correct in dismissing crude "conspiracy theory" explanations of the events which led to the end of the BBC monopoly, he cannot hope to produce an adequate history of commercial television in Britain if the analysis is not based on the fact that the Independent Television Companies are commercial organizations whose decisions are made within the parameters set by the need to maintain profitability. Sendall's failure to address adequately issues of ownership and control is a serious shortcoming in an otherwise useful book.

Duncan H. Brown

PUBLISHERS TO NOTE

As professional researchers, we are all aware that getting one's work published is not an easy task, particularly if you are approaching important issues and research questions from a non-traditional angle. Fortunately there are a couple of publishing firms specializing in communications that are playing important roles in publishing works by critical communication scholars. Foremost among them is Ablex Publishing Corporation of Norwood, New Jersey. As part of its Communication and Information Science Series, edited by Mel Voigt, Ablex has published a number of works important to the expanding field of critical

communication studies. In its new catalogue, Ablex has announced a number of additions to its list of books of interest to critical scholars. Among them are Beyond Agenda Setting: Information Subsidies and Public Policy by Oscar Gandy; Finance and Information: A Study of Converging Interests by Cees Hamelink; Politics as Communication by Robert G. Meadow; The Social Control of Mass Communication by James Miller; The Critical Communications Review (2 volumes) edited by Vincent Mosco and Janet Wasko; Pushbutton Fantasies: Critical Perspectives on Videotext and Information Technology by Vincent Mosco; Telematics and Government by Daniel Schiller; Film Industries in Latin America: Dependency and Development by Jorge Schnitman; Communication Technologies and Society by Jennifer Daryl Slack; The Ideology of Information edited by Jennifer Slack and Fred Fejes; Independence, Liberation and Revolution: An Approach to the Third World by Tran Van Dinh; and Movies and Money: Financing the American Film Industry by Janet Wasko. For ordering information write Ablex, 355 Chestnut Street, Norwood, NJ 07648 USA.

Another publishing firm that has specialized in critical works on communications is International General. Aside from putting out that famous Mattelart and Dorfman study of Disney comics that nearly gave Tinkerbell a stroke (How to Read Donald Duck: Imperialist Ideology in the Disney Comic), International General has a list of works aimed at integrating communication issues and work into the larger context of Marxist based scholarship and political activity. Chief among them is the two volume anthology Communication and Class Struggle edited by Armand Mattelart and Seth Siegelau. This work, the second volume of which has just come out, contains numerous articles, essays, documents and excerpted passages from a large number of diverse sources, all of which elucidate basic marxist thinking about the communication process. Also International General is publishing the immensely useful reference work Marxism and the Mass Media: Towards a Basic Bibliography (7 volumes) which provide an annotated bibliography of past and current marxist studies on all aspects of communication. Other publications include Marx and Engels on Literature and Art edited by Lee Baxandall and Stefan Morawski; and Marx and Engels

on the Means of Communication edited by Yves de la Haye. Currently, volumes in preparation include Films and Politics: Towards an International Left Bibliography, edited by Andre Paquet; A World Bibliography of Left Writings on Photography, Typography, Design and Posters edited by Bert Hogenkamp; Ideology, Culture, Consciousness, Communication and Knowledge: A Lexicon of Left Concepts and Sources edited by Seth Siegelau; and Portugal: Political Struggle and the Mass Media by Fernando Perrone.

We are happy to know that there are publishers like Ablex and International General who have played a crucial role in the development of our field. Also, if any of our readers have information or experiences about the possibilities at other publishing outlets they would like to share, please drop us a line at Communication Perspectives.

ACADEMIC BRIEFS

From the Red Feather Institute, Route 1, Livermore, CO 80536, USA, two papers by T. R. Young are now available free to CP subscribers: "Information, Ideology, and Political Reality" as well as "The Structure of Democratic Communication."

In the Journal of International Affairs, available from Columbia University, Box 4, International Affairs Building, New York, NY 10027, USA, for \$5 (US currency; outside of US, add \$1.50 for shipping), an article by Oliver Boyd-Barrett, "Western News Agencies and the 'Media Imperialism' Debate: What Kind of Data Base?"

PEOPLE ON THE MOVE

Anna Zornosa has moved to Washington DC where she will continue to be active in critical research and the UDC. Bob Jacobson is pursuing similar activities but at the Assembly Office of Research, 1100 J Street--Suite 525, Sacramento, CA 95814 USA. Also in California is Kusum Singh, who has joined the faculty at the Department of Communication, St. Mary's College of California, Moraga, CA 94574 USA. Two members of the CP Editorial Board have also changed academic homes--Marty Allor has travelled east to the Department of Theater and Communications, M-211 P.C.A.C., University of New Hampshire, Durham, NH 03824 USA, and Eileen Meehan has moved five hours west to the Division of Broadcasting and Film at the

University of Iowa, 102 Old Armory, Iowa City, IA 52242 USA. A third Board member, Jennifer Slack, has left the University of Michigan to join the Department of Communications at Purdue University, Heavilon Hall, W. Lafayette, IN 47907 USA.

DIRECTORY ADDITIONS

Patricia Arriaga, Researcher, Camino Sta. Teresa 945, Tlalpan 14010, Mexico DF Mexico; (905) 568-9481. Interests: political economy of mass communications and telecommunications. Projects: economics of mass media; cultural industries; the cultural commodity.

Mira Binford, Ph.D. candidate at Univ. of Wisconsin-Madison; 2536 Gregory Street, Madison, WI 53711 USA. Interests: mass media in national development; national cinemas and state film policy; film in international trade and culture; government film; Indian cinema; international film festivals. Projects: "India's New Cinema: The Unlikely Development of a Counter-Cinema."

Marjorie Bowens-Wheatley, Program Research Coordinator, WHMM-TV (PBS-affiliate), 1505 Newton Street, NW, #609, Washington, DC 20010 USA. Interests: international development support communication; comparative mass media systems; communications and social change; minority audience research; qualitative approaches in audience research; images of women in the media; instructional media for global education; cultural dependency. Projects: US press coverage of the Grenada Revolution, 1979-1980; guide to teaching international development through film; ethnic stereotypes and "mass culture" in US dramatic television programming.

Stanley Deetz, Assoc. Prof. of Speech Communication, Southern Illinois University, Carbondale, IL 62901 USA. Interests: ideology in interpersonal and organizational communication systems; worker participation models. Projects: foundations and procedures for critical research in organizations.

Kenneth R. Donow, Writer/Editor (free-lance), 21 Paterson Avenue, Elmwood Park, NJ 07407 USA. Interests: computer communications networks; transborder data flow; international finance; industrial policy. Projects: ethics of information technology transfer, information sovereignty, computer communications networks (book in process).

Robert Jacobson, Consultant, Telecommunications Policy, Assembly Office of Research, 1100 J Street, Suite 535, Sacramento, CA 95814 USA. Interests: telecommunications policymaking and policy implementation; world system and structure. Projects: documenting my experiences as an active participant in the telecomm. policy process.

Klaus Bruhn Jensen, Teaching Asst., Dept. of English, Univ. of Aarhus, Denmark, Ole Roemers Gade 94, 8000 Aarhus C, Denmark. Interests: news media, esp. TV; public access; semiology and qualitative content analysis; economics of the media. Projects: economic reporting in American TV news.

N. Bhaskara Rao, Ph.D., Director, Operations Research Group, leading management and social science research organisation and biggest and pioneer research organisation in the field of mass media and communication, 33 Community Centre Vasant Vihar, New Delhi - 57 India [E-140 East Kailash, New Delhi - 110 065 India]. Interests: impact and evaluation studies; media infrastructure and organisations; future studies on mass media; development support; political communication; in the context of conflict resolution and communication research methodology. Projects: future (2001) study on mass media in India, communication/mass media research studies in India, collected review, national leadership study, family planning communication studies,

migration and urban development and communication.

Catharine B. Rice, Master's student at Annenberg School of Communications, 232 South 46th, Apt. 1, Philadelphia, PA 19139 USA. Interests: information campaigns: attitudes beliefs and behavior; mass communication--new technologies, ideologies and social change; mass communication and education.

Robert Rubinyi, Ph.D. student, Univ. of Wisconsin-Madison, Box 639, Communication Arts Dept., Madison, WI 53706 USA. Interests: use of new telecommunications technologies by community/non-profit organizations. Projects: currently examining the use of microcomputers by community groups including determination of information needs of organizations.

Kusum Singh (Ms.), Assoc. Prof. of Communications, Saint Mary's College of California, Moraga, CA 94575 USA. Interests: democratic communication through non-media, as well as media channels. Projects: community communication in different kinds and sizes of communities; international communication and the proposed "New World Communication Order;" connections between communication, leadership, and planning.

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