



ORBICOM

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NEWSLETTER

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THE GRAND LADY OF BRETTON WOODS...

... DISCOVERS COMMUNICATIONS

The sudden interest of the World Bank (1) and many governments in the current and future state of "world knowledge" raises many questions among information/communication professionals and researchers. And this, whatever their basic discipline: law, international relations, mediation/negotiation, journalism or national and international information/communication policies, multimedia, etc.

The Grand Lady of Bretton Woods spend fifty years directing, quantifying, measuring, correcting, adjusting every single accounting aspects of life on earth. Now, suddenly, it is turning its attention to this intangible, unquantifiable ball of explosives: the accumulated knowledge, the knowledge yet to be

developed and produced, knowledge to be compared, knowledge to intersect, shut down or promote, the knowledge of the rich and that of the poor, intellectual and material knowledge, local knowledge and its infinite uses, knowledge transferable at the speed of light.

Are we witnessing the beginning of a possible dialogue -- I was going to say, communication -- between the world banker and its clients, big and small? Are we seeing the beginning of a new vision of fair development? It seems obvious that it is a strategy taken seriously by the entire UN system.

Suddenly, they are discovering that, while it has long been possible to trade billions of dollars, yens, pounds, marks daily and have these transactions recorded, perhaps the same technologies, the same systems of exchange and transfer should be taken over

by new forms of appropriation of knowledge, ideas, new practices of public management, basic training, conflict management, international journalism, and new forms of intercultural and multilingual exchanges.

There still remains the need for a general acceptance of universal access, minimum rates, solidarity, freedom of expression and the free circulation of information. If such priority were given for only ten years to such simple, technically and financially feasible objectives, every community could no doubt be changed for we are still a long way from the information society promised forty years ago by the high-tech gurus.

The other advantage of setting such a priority is that it calls on every member of ORBICOM since this adventure launched by the World Bank and many of its members cannot reach its goal without partnerships. Only those who contribute "knowledge" and "know-how" can be enriched by "knowledge" according to these new forms of appropriation of technologies and circulation of information.

Thérèse Paquet-Sévigny, Secretary General

(1) The June 1997 conference, held at Toronto, Canada, was organized by the World Bank jointly with the Government of Canada. ORBICOM was responsible for two panels, one on new information/communication uses and practices in the cyberspace era, and the other on partnerships for the development of communications.



Mr. S. Shimizu
Hoso-Bunka

Communications and the media

Sydney meeting of foundations and institutions

Mr. Mark Armstrong, Director of the Media and Telecommunication Policy Group at the Royal Melbourne Institute of Technology, and an associate of the ORBICOM Network, chaired the Sydney Meeting of Foundations jointly organized by the Hoso-Bunka Foundation and IIC (International Institute of Communications), at the IIC Annual Convention, September 29 to October 2, 1997.

More than thirty guests from Asia, Europe, Latin America and Canada were in attendance. The discussion focused on research subjects proposed by a dozen organizations, including ORBICOM, AMIC, HBF, etc., as cooperative projects. The main themes were: Preserving Local Communities: The Potential Effect of Cultural Spills Through On-line Integration; The Fate of Public Broadcasting; Resolution of Legal and Policy Issues and Potential Use of New On-line Services, and Infrastructure Access, Development and Maintenance. Mr. Henrikas Yushkiavitshus, Assistant-director General, UNESCO, Sector of Communication, Information and Informatics, offered to help the group to develop electronic links to further discussion on these topics.

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ORBICOM 1998 CHALLENGE

Comment favoriser l'arrimage des membres du Réseau ORBICOM, dans plus de 50 pays, avec les initiatives en cours tant à la Banque mondiale qu'au sein d'autres organisations internationales ou dans le secteur privé, initiatives dont le développement repose sur l'opérationnalisation de nouvelles stratégies de communication?

La conférence internationale d'ORBICOM 1998, *Formation et emploi en communication: bilan et perspectives d'avenir*, sera une occasion privilégiée pour les partenaires et membres associés, industriels, professionnels, gens des médias, universitaires et décideurs d'affirmer leur expertise globale et de démontrer leur disposition à développer des partenariats qui permettront cette convergence des actions sur la scène internationale dans le domaine des communications.

La Conférence ORBICOM 1998 permettra un bilan d'envergure internationale sur les énigmes que posent les défis de la formation et de l'emploi en communications au 21^{ème} siècle; ce sera aussi un rendez-vous d'affaires pour les principaux partenaires et investisseurs privés et publics internationaux.

C'est donc à nous tous, ensemble, présidents de Comités, titulaires de Chaires membres et experts d'ORBICOM qu'il revient d'actualiser ces opportunités.



Claude-Y. Charron
Scientific Director

Committees Update

INTERNSHIP & EXCHANGE COMMITTEE

ANNUAL ACTIVITY REPORT

During the year, the Internship and Exchange Committee (IEC) began its mapping of big foundations and their interest in communication programs. Liaison with international public relations associations to promote ORBICOM and create interest for internships and exchanges were successful.

New candidates for IEC membership, especially from the advertising world, are being identified to widen the circles of contact of IEC, ORBICOM and different spheres of the communication sector around the world.

The possibility of making suitable arrangements between ORBICOM, IEC and the Quality Programs organized jointly by the three leading public relations federations (IPRA, CERP and ICO) is being investigated by the IEC Chairman and Kirsten Berth.

Göran Sjöberg, Chairman

Other ORBICOM associates wishing to contribute to the Internship and Exchange Programs are invited to share their ideas with Göran Sjöberg.

Goran.Sjoberg@pubrel-worldcom.se

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ORBICOM

P.O. Box 8888, Downtown Station

Montréal, Qc

Canada H3C 3P8

E-mail: orbicom@er.uqam.ca

HTTP://WWW.ORBICOM.UQAM.CA

Editor

Thérèse Paquet-Sévigny

Writer

Anne-Tamara Lorre

Contributors

Michel Berne

Claude-Yves Charron

Anura Goonasekara

Carmen Rico de Sotelo

Shinichi Shimizu

Göran Sjöberg

Text Revision and Design

ORBICOM International Secretariat

Graphics

Croquet & Tétrault

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Statistiques ORBICOM

ORBICOM compte maintenant 170 associés dans 50 pays. 91 autres membres sont présentement en recrutement, principalement dans les secteurs professionnels et médiatiques de façon à égaliser la représentation des membres académiques. Les membres proviennent d'Europe (33%), d'Amérique du Nord (22%), d'Asie-Pacifique (21%), d'Amérique latine et des Caraïbes (11%), de l'ONU (6%), de l'Afrique (5%) et du Moyen-Orient (2%).

Le réseau compte aussi 15 Chaires dont 6 en recrutement en Allemagne, au Danemark, en Italie, au Japon, au Maroc, aux Philippines et aux États-Unis.

Les disciplines représentées au sein du Réseau sont principalement: les NTIC et le développement et la gestion des médias (33%); les relations publiques, affaires publiques et publicité (21%); la formation et l'éthique professionnelle (19%).

International Features MULTIMEDIA IMPACTS...

on Policies, Research, Training

New communication technologies are leading to a new type of communities. They are variously referred to as intelligent communities, smart communities, para-social communities, virtual communities, and cyber communities. The social relationships among the members of these communities are not based on physical proximity. Strategic factors such as closeness to transportation centres and easy access to raw materials and labour, which were important for the emergence and support of communities in an earlier era, are no longer decisive for the emergence of intelligent communities.

New telecommunication technologies have made it possible for business to thrive, consumers to buy and workers to interact without the need for a common location. While an entirely new form of civic organization is emerging, as a result of new communication technologies, policies governing these social processes still reflect an old way of thinking.

Even the scientific community has not been very helpful in this regard. Social scientists, researchers, and popular writers use metaphors borrowed from an earlier period of history to describe futuristic developments in the field of

communications. They speak of global villages, electronic superhighways, super-corridors etc. How apt are such metaphors to describe the characteristics of emerging intelligent communities? We believe that these are much too simple and commonplace to capture the changes that are taking place in the intelligent communities.

Nevertheless, policies continue to be influenced by this thinking. We bring in regulations, deregulation and re-regulation, which may be entirely irrelevant to the processes under way in newly-emerging communities. What is significant in the changes brought about by new communication technologies is that the traditional centres of control are withering away.

Mass communication under the previous modes of production, both capitalist and socialist, was controlled by a group of bureaucrats. It was easy for media owners to design policies to control the media, including its content, at various stages of production. The owners could be media moguls or governments. However, in the information superhighway such direct controls through ownership are becoming increasingly difficult. Internet service providers, for instance, cannot monitor the

content of the messages transmitted on their on-line services.

Furthermore the traditional distinction between the print, broadcasting, and film media are getting blurred. Multimedia is becoming the vehicle of the future. Old-fashioned censorship will now be difficult to impose.

With the advent of new communication technologies, the medium, the message and the audience will not be discreet entities. They are merging to become part of civil society - an intelligent community. A different morality will emerge. The question is what kind of morality will it be?

Will it support values such as openness, freedom and tolerance that are sorely needed in any human community?

Or will it bring hegemony threatening smaller communities and their cultures?

These societal changes require a new approach to communication training. It requires a new assessment of training needs based on an appreciation of job prospects, opportunities and needs created by new communication technologies."

Anura Goonasekara - Head Research, AMIC

The Canadian Committee to Protect Journalists (CCPJ) Honors Journalists facing Adversity.

The Canadian Committee to Protect Journalists (CCPJ) has honored Canadian, Nigerian and Burmese journalists with its first annual Press Freedom Awards for their efforts to publish despite censorship or oppression. The media are often perceived poorly by the public. The CCPJ Press Freedom Awards were created to honor journalists who have conquered adversity to promote and protect freedom of expression.

The recipient of the Canadian Award is Paul Kailha for *Murder Mysteries*, published in *Maclean's Magazine* in March 1997.

The CCPJ also announced two International Awards. Editor Bayo Onanuga and managing editor Babafemi Ojodu is to be honored on behalf of the journalists of the International Communication Network Limited in Nigeria, publishers of *The News*, *Tempo* and *PMNews*. They continue to publish their independent news magazines despite threats, harassment, detention, and imprisonment by the regime of Sani Abacha.

The other International Award goes to Daw San Nwe of Myanmar (formerly Burma), a thorn in the side of the State Law and Order Restoration Council (SLORC), which has ruled the country since 1988 despite its defeat by Aung San Suu Kyi's National League for Democracy (NLD) in the 1990 election. San San Nwe is serving a ten-year sentence for "distributing false news."

The awards will be presented at a fund-raising dinner to be held in March 1998 in Toronto.

News Release - 4 Septembre 1997 - Thanks to Wayne Sharpe

Chairholders' Activities

REALISACIONES A LA UNIVERSIDAD CATÓLICA DE URUGUAY

FELAFACS, el proyecto de la Federación Latinoamericana de las Facultades de Comunicación Social, fue aprobado durante el XVII Encuentro del PIDC en el que asistió Carmen Rico de Sorelo, vicepresidente de ORBICOM y ex-titular de la Cátedra de Uruguay a título de delegada del gobierno uruguayo. El proyecto permitirá fortalecer los lazos entre FELAFACS y ORBICOM, ya que esta importante red electrónica alimenta los trabajos de investigación iniciados en la región para la preparación del evento ORBICOM 1998.

La Cátedra, en colaboración con el Centro de Formación para la Integración Regional (CEFIR) y sostenida por el Grupo de Río, El Instituto Europeo de Administración Pública (IEAP), y la Unión Europea, organizó el Coloquio "Conversando con el futuro: Comunicación, Integración y Globalización" que ofrecieron el Dr. Eric McLuhan y el Dr. Derrick de Kerckhove, directores del Centro McLuhan en Cultura y Tecnología de la Universidad de Toronto en Canadá, en la presencia del Dr. Sanguinetti, Presidente de la República Oriental del Uruguay.

Members News

Mr. NICK DANILOFF "Teaching Democracy in an Authoritarian Country"

Nicholas Daniloff, director of the School of Journalism at Boston's Northeastern University, recently returned from a six-months stay in Azerbaijan where he lectured on the *American Democracy and the Role of the Free Press*. His unusual experience was detailed in several papers. A 50-page report on freedom of the press in Azerbaijan and Armenia, called *Paradoxes in the Caucasus*, will be published in November by the Committee to Protect Journalists.

ORBICOM Newsletter

Last Minute News

L'Institut national des Télécommunications (Evry, France) vient d'engager la troisième session annuelle de formation "Conception et gestion de projets audiovisuels, medias et telecoms", ouverte aux auditeurs libres. Les travaux portent sur des projets de développement de nouveaux services impliquant des compétences techniques, économiques, managériales et juridiques. *Pour des renseignements complémentaires:* michel.berne@int-evry.fr ou www.int-evry.fr

The new Media and Cultural Law Program of the Center for Socio-Legal Studies, at the University of Oxford, will be inaugurated in November by visiting research fellow Dr. Marc Raboy. Dr. Raboy, an ORBICOM member, has just been made honorary member of the Association for the Study of Canadian Radio and Television by ASCRT President Howard Fink for the excellence of his research on broadcasting legislation.

ORBICOM's Accreditation to DPI

ORBICOM has become an associate member of the Non-Governmental Organizations (NGOs) accredited for association with the United Nations Department of Public Information (DPI). This entitles us to appoint a representative and an alternate for a one-year renewable term. Our representatives will have access to United Nations facilities and can attend as observers all open meetings of United Nations organizations.

MEMBERS Working Papers

Periodismo con pasión de Gonzalo Peltzer Universidad Austral de Buenos Aires, Argentina
Edición Depalma-Universidad Austral, 1996

Du candidat à l'électeur, le parcours d'une communication électorale et sa réception.

par Jean-François Tétu Médias et identités Université Lyon-2
Dans *La comunicazione politica: Italia e Francia*, Milan: IKON, N°33, 1996.
Informations et commandes: tetu@univ-lyon2.fr.

AGENDA

OPENING WINDOWS: ISSUES IN COMMUNICATION

- This book was published to mark the Asian Media Information and Communication Centre's (AMIC) 25 years of service devoted to the development of Mass Communication in the Asia Pacific Region. Edited by Anura Goonasekera, Yeap Soon Beng and Arun Mahizhnan, this new publication includes contributions from leading practitioners, researchers and policy-makers. Information & Orders: anura@powerup.com.au

UN PUBLIC RELATIONS AWARD

- Given annually in conjunction with the International Public Relations Golden World Awards, the United Nations' Grand Award for Outstanding Achievement in Public Relations was established by DPI in recognition of public information campaigns that address UN priority issues. Both 1996 winners focused on environmental issues.

IAMCR CONFERENCE

Biennial Scientific Conference and General Assembly (Singapore, 2000).

- The 2000 Biennial Scientific Conference and General Assembly of the International Association for Media and Communication Research (IAMCR) will be held in Singapore. It will be jointly organized by the Asian Media Information and Communication Centre (AMIC) and the School of Communication Studies of the Nanyang Technological University (SCS-NTU).
<http://www.iamcr.org/>

ORBICOM WEBSITE EDITORIALS

- Monique van Dusseldorp, one of our associate members, will be publishing a monthly column on Internet and its impact on traditional media on our web site. Should you want to publish a column, please contact the webmaster: jp@cote.net

APPOINTMENTS

- Mr Georges Leclère, has been appointed Executive Director of the International Council of the National Academy of Television Arts and Sciences (NATAS), sponsor of the famous Emmy Awards. On January 1, 1998, he will become the first non-American to occupy this prestigious function. Congratulations!
- Mr Alain Modoux has been appointed Director of Unit for Freedom of Expression and Democracy (CII/FED), UNESCO, Paris, a newly-established group dedicated to the promotion of the basic human right of freedom, which is crucial for the establishment and maintenance of the democratic process.
- Mr Babacar Fall, formerly General Coordinator of the Panafrican News Agency, is the new Director of the Communication Division, UNESCO, Paris, since August 1, 1997.

ORBICOM, THE WORLDWIDE NETWORK OF UNESCO CHAIRS IN COMMUNICATIONS

800 DE MAISONNEUVE BLVD EAST
7TH FLOOR, SUITE 7915
MONTRÉAL, QC
CANADA H2L 4L8

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