

**ORBICOM**

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# NEWSLETTER

**AUTUMN 1998**

## CONNECTING KNOWLEDGE

BRIDGING THE GAP BETWEEN TRAINING AND EMPLOYMENT IN COMMUNICATIONS  
AN INTERNATIONAL CONFERENCE ON APRIL 15-17, 1999, MONTREAL, CANADA

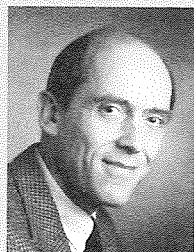
In both the North and the South, the gap between the growing needs of the new information society and the professional skills or experience of available human resources, as well as the content of existing training programs, is widening. In the United States and Canada, the information and communication sectors now represent more than 50% of GDP (i.e. 50% of national wealth) and 50% of jobs. In both northern and southern countries in transition, these sectors are also experiencing major growth. This issue is not only of economic importance, however; it also has social and economic dimensions: establishing information highways and new communications methods help to promote good governance and democracy. In this context, the ORBICOM Network, in collaboration with the UNESCO and the Canadian International

Development Agency (CIDA), is organizing an international conference to be held in Montreal, Canada, on April 15-17, 1999, entitled Connecting Knowledge: Bridging the Gap between Training and Employment in Communications. The conference aims to understand the employment situation in the field of communication (information technology/computer science, multimedia, telecommunications, radio, television, production, journalism, etc.) and to propose possible solutions that would ensure the accuracy of education and training programs in the context of the new information society in northern and southern countries. ORBICOM members from Africa, the Middle East, Latin America, North America, Asia, and Europe will participate in the conference.

Seven issues will be discussed:

1. The transformation of traditional information and communication trades.
2. The transformation of legal and political frameworks.
3. The transformation of training programs and the new needs of continuing education.
4. Training for multimedia: the needs of cultural industries.
5. Information for development: modes of access, use, and appropriation.
6. Access and management of strategic information.
7. The globalization, relocation and mobility of human resources.

This conference addresses issues in the ongoing debates following the report of UNESCO's International Commission on Education for the 21st Century and the World Bank's international conference entitled Global Knowledge '97: Knowledge for Development in the Information Age, and prepares the ground for the UNESCO meeting on communication to be held in the year 2000 with the participation of the heads of state and their representatives. Please note that all members of ORBICOM will receive a detailed program of the conference. For more information, you can consult our web site at <http://www.orbicom.uqam.ca> or contact us directly by e-mail at [orbicom@er.uqam.ca](mailto:orbicom@er.uqam.ca)



Rainer von Schilling

### NOMINATION DU NOUVEAU SECRÉTAIRE GÉNÉRAL D'ORBICOM



Claude-Yves Charron

Monsieur Claude-Yves Charron, professeur au Département des Communications de l'Université du Québec à Montréal, qu'un grand nombre de nos membres connaissent, assumera les responsabilités du Secrétariat général d'ORBICOM à compter du 1er septembre 1998. Il remplace Thérèse Paquet-Sévigny qui prendra une retraite bien méritée de l'Université du Québec à Montréal à la fin de 1998. Recommandé par madame Paule Leduc, rectrice de l'Université du Québec à Montréal, et M. Federico Mayor, directeur général de l'UNESCO, et après consultation auprès des membres du Conseil d'Administration, notre nouveau secrétaire général a une longue expérience en enseignement universitaire et en interventions bilatérales et multilatérales. Déjà depuis 1994, il secondait madame Paquet-Sévigny dans toutes les activités du Réseau. Vous pouvez consulter son itinéraire de carrière sur le site ORBICOM: <http://www.orbicom.uqam.ca>. Claude-Yves Charron pourra compter sur mon appui personnel et, j'en suis sûr, sur l'appui de tous les membres.

**Rainer von Schilling,**  
Président, ORBICOM

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# A MULTI-FACETED COMMUNICATIONS WORLD

## PROPOOR.ORG: A NEW WEBSITE IN SOUTH ASIA

Applitech Solution Limited India has created a 50-page prototype of a website called ProPoor.org which will serve facilitate information flow between organizations of the poor in South Asia and related organizations around the world.

The website will house a marketplace for products and services made by the poor, discussions/forums, newspaper/magazine clippings, reports, links to donor agencies, and related sites. Categories of information concerning poverty eradication projects include a coalition of organizations of the poor, child labor, gender equity, micro-credit, watershed, education, land reform, agriculture, democracy, donors, and success stories.

Some of the objectives of the website are to provide an infrastructure for the effective, timely and direct flow of information among those in the field of poverty related issues; to assist organizations of the poor in communicating with government agencies and donor organizations; to provide cohesion and

recognition of common goals and environments; to provide a platform for increased interaction in forums and discussions; to post products for sale made by organizations that represent communities of the poor; and to facilitate the use of e-mail.

*Jayesh Pareck/Ami Doshi*

## LE FNUAP

Le Fonds des Nations Unies pour la Population (FNUAP) a mis en place depuis fin 1994 un programme régional de formation en IEC (Information, Education et Communication) centré sur Population et Développement Durable, concernant 26 pays d'Afrique sub-saharienne francophones et lusophones. Il propose des formations de courte durée (5 à 8 semaines) pour des cadres nationaux du secteur public, privé ou associatif.

On prévoit pour 1998-99 produire des supports audio-visuels axés sur la formation (vidéo, diapositives et planches murales). Des missions de suivi-évaluation effectuées en mai-juin 98 dans 8 pays africains ont permis de rencontrer les anciens stagiaires ainsi que

leurs superviseurs et de mieux préciser les besoins en matière de formation dans le domaine de la communication.

L'orientation générale de ces actions de formation vise un changement de comportement notamment dans le domaine du genre (équité Hommes/Femmes), de la santé, de la reproduction et du développement durable.

*Abdel Kader Fahem*  
iecfnuap@africaonline.co.ci

## A NATIONAL REVIEW OF INDIGENOUS MEDIA AND COMMUNICATIONS

During the 1980s and 1990s, the indigenous media sectors have grown faster than any other in Australia. In the early 1980s, there were only a small number of aboriginal and Torres Strait Islander radio, film, video and print practitioners. Now, in 1998, the indigenous media sectors—radio, print, film, video and television—are very much established and indigenous multimedia and on-line services are being developed. The Aboriginal and Torres Strait Islander Commission (ATSIC) is the major funding and policy body. It commissioned a national review of indigenous media and communications in May 1997. The final report has just been submitted and the review should be published by ATSIC within a few months. The principal consultant and writer, Dr. Helen Molnar, is an executive board member of ORBICOM. The peak indigenous media organization, NIMAA, can be contacted by e-mail at NIMAA@ozemail.com.au.

*Helen Molnar*

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## Estadísticas ORBICOM

ORBICOM comprende actualmente 194 miembros asociados en 57 países. 92 miembros más están siendo reclutados, principalmente en los sectores profesionales y mediáticos con el fin de igualar la representación de los miembros académicos.

La red está ahora constituida por 17 Cátedras más 5 en reclutamiento en Alemania, Dinamarca, Estados Unidos, Marruecos y Gran Bretaña.

# A NEW ORBICOM PUBLICATION

## LIBERTÉ D'EXPRESSION ET NOUVELLES TECHNOLOGIES

Le 50<sup>e</sup> anniversaire de la Déclaration des droits de l'homme coïncide avec le phénomène de la massification des technologies de l'information. S'agit-il d'une menace à la liberté d'expression et au respect des droits individuels et collectifs ou, au contraire, d'un nouveau levier de libération de la parole et de démocratisation des comportements? ORBICOM, le Réseau international des Chaires UNESCO, pose la question à une vingtaine d'associations et d'experts en la matière.

Ce recueil de textes pousse le débat vers de nouvelles frontières, non plus géographiques et nationales, mais idéologiques, éthiques, légales, culturelles et morales. Il laisse peu de place à la neutralité et à la soumission. Il engage le lecteur directement, soit sur la voie d'une nou-

velle pratique universelle de la démocratie en temps réel, soit sur une nouvelle appropriation territoriale, réglementée, des usages technologiques et de la circulation des biens symboliques.

Ce projet a été rendu possible grâce à l'appui de l'UNESCO, de la Commission canadienne pour l'UNESCO, de la Commission hollandaise pour l'UNESCO, de la Comisión Colombiana de Cooperación con la UNESCO et de la Comisión nacional para la UNESCO-Uruguay.

Des exemplaires du livre seront disponibles à partir de septembre au Secrétariat International d'ORBICOM.

Vous pouvez inscrire votre commande directement sur notre site web: <http://www.orbicom.uqam.ca>



Sous la direction de Peter Desbarats et de Michèle Paré, associés d'ORBICOM

## Chairholders' Activities

### BULGARIA

The long-established UNESCO Chair in Communication and Public Relations at the Sofia University, Bulgaria, envisages top-priority activities concerning the European integration process. Other priorities are crisis management of post-communist developments, and coordinating the efforts of the academic scholars, decision-makers, and professionals to build up self-confidence of the innovative cohorts during the process of societal transition.

The focal point of activities in 1998 was the Austrian-Bulgarian seminar on processes, trends, and effects of the European integration held in Sofia, May 22-23. The Seminar brought together 27 academic scholars, professionals, and decision-makers at the Faculty of Journalism and Mass Communication, Sofia University. The invited guest-lecturer, Prof. Roland Burkart from the Vienna University, a well-known expert in crisis management and PR, underlined the need to develop a short-term communication program to make a broad national discussion on the issue possible. Special attention was paid to communication to facilitate integration with the European Union. Other topics of debate included issues such as the role of the NGO's in the process of integration; current academic standards for teaching PR in Europe; the Austrian national PR campaign for joining the European Union.

A research project, entitled "Program for Effective Communication with the Media", commissioned by the National Electric Company, based on several complementary field surveys, including interviews with 92 leading journalists in Bulgaria, has also been completed. Determining professional value orientations has been an important goal of the study which seeks to distinguish between the old and the newly emerging competitive patterns of professional behavior. The results of the project will be used to improve the media relations of the National Electric Company, and to foster synergetic media planning in the company's future campaigns.

The Chairholder has received a Fulbright fellowship

and will spend five months at the University of Maryland, College Park. The topic of his presentations and research is Mass Media and Social Change.

### COTE D'IVOIRE

Suite à son inauguration le 22 octobre 1997 en présence de madame PAQUET-SEVIGNY, secrétaire générale des Chaires UNESCO en communication et du professeur HAUHOUOT ASSEYO, président de l'Université de Cocody, la Chaire UNESCO en Communication de l'Université de Cocody a offert un séminaire du 22 au 27 octobre 1997 pour les étudiants de licence et de maîtrise du Département des sciences de la communication, dirigé par monsieur Jean-Paul LAFRANCE, professeur titulaire au Département de communication de l'UQAM (CANADA).

Pour novembre 1998, la Chaire projette de réaliser un colloque régional sur "Les politiques de communication sociale et pratiques du développement durable en Afrique de l'ouest et du centre". À l'issue de ce colloque se tiendra la première réunion du comité consultatif de la Chaire de Côte d'Ivoire. En projet également, une étude sur "Les NTIC dans l'entreprise ivoirienne" menée par madame Régina TRAORE-SERIE, titulaire de la Chaire.

### KAZAKHSTAN

The UNESCO Chair for the region of Central Asia, located at al-Farabi Kazak State National University, is the main scientific research center studying the factors promoting democracy formation and an open society in our region.

Jointly with the Government of the Republic of Kazakhstan, ISPAT - KARMET, scientific research on "Promotion to multi-sectorial regions in project development on AIDS and drug addiction" has been carried out during 1997 and 1998.

The courses offered at the Chair include international communication, radio and TV, reporting skills, public relations, journalistic ethics, television manage-

ment, international politics, among others.

The Chair is now working on a new project entitled "Formation and Development of Democratic Journalism in Central Asia" (NIS countries) concerning the situation of mass media information in Central Asia. This project will involve the MMI of Kazakhstan, Uzbekistan, Turkmenistan, Tadjikistan, and Kirgystan.

### LITHUANIA

The main goal of the UNESCO Chair in Informatics for the Humanities at the Institute of Mathematics and Informatics associated with Vytautas Magnus University (Vilnius, Lithuania) is to assure the humanities access to the newest information technologies.

The functions of the Chair consist of educating specialists in the humanities to use advanced information processing technologies and the investigation, development and adaptation of new information processing technologies for the needs of the humanities. The development plan foresees the introduction of new activities through special courses for those developing telelearning materials in the field of informatics for the humanities and through the investigation of Lithuanian language engineering, including speech recognition, synthesis and languages translation. The Chair also foresees establishing new contacts with language engineering research centers and developing pilot projects in collaboration with humanities researchers.

Teaching activities are presented in two forms: basic and special courses. The basic courses for postgraduate students exist at two levels: 1) Introduction to the computerized data processing; Texts processing; Databases; 2) Sound processing; Image processing; Processes analysis and recognition.

The Chair is currently participating in the preparation of The Millennium Virtual Exhibition of Lithuanian's Culture Heritage which is part of The Millennium Virtual Exhibition of Europe's Heritage, that will be open on January 1st, 2000 on the Internet.

## Last Minute News

### APPLICATION FOR A UNESCO CHAIR IN COPENHAGEN AND SOUTH SWEDEN

An application for a UNESCO Chair in Communication is currently being reviewed by the UNESCO National Commissions in Denmark and Sweden. It results from a year-long development project primarily undertaken by the three signatories of the application: Professor Per Olof Berg at the Department of Management, Politics and Philosophy at the Copenhagen Business School and ORBICOM members Kirsten Berth, Copenhagen, and Göran Sjöberg, Stockholm, both representing IQPR, the International Institute for Quality in Public Relations.

The role of the Chair is to contribute to the ongoing development of an integrated science region in the Öresound area (covering both the Danish and the Swedish side). The Chair is intended to offer a qualified academic platform for the coordination and development of research and educational activities in the communication field. It will provide a platform for the formulation and communication of regional industrial profiles based on the regional integration of industrial competencies.

### A NEW CHAIR WITH AN INNOVATIVE PARTNERSHIP IN JAPAN

Pending the approval of the Japan National UNESCO Commission, a new Chair in Communication would be created in Japan, with an innovative partnership between three Faculties within Bunkyo University, in Tokyo: The Faculty of Information and Communications, the Faculty of International Studies, and the Shonan General Research Institute.

Three senior Professors from each of these Faculties have been identified as co-chair holders: Professors Nakamura, Yaguchi and Fujii. They will bring their unique expertise in the field of distance and multimedia education to the ORBICOM network. For any information, Prof. Nakamura can be contacted at the following address: <bucge@bekkoame.or.jp>

## AGENDA

### PUBLICATIONS

- The Invention of Journalism, Jean Chalaby, Macmillan, 1998. The author starts from the premise that journalism is a more recent invention than most critics have hitherto acknowledged. He first shows that the profession of journalism and its discourse are both the products of the emergence, during the second half of the nineteenth century, of a specialized field of discursive production. He then moves on to analyze the development of practices and strategies characteristic of the field.
- TWO NEW AMIC PUBLICATIONS  
TV Without Borders: Asia Speaks out, Anura Goonasekera & Paul S.N. Lee (eds.). The book reports the results of a four-year empirical study by a group of Asian Scholars in India, Japan, Malaysia, Hong Kong and the Philippines. It addresses some of the major economic, legal and political issues in transborder television as seen by Asian leaders.  
Asian Communication Handbook 1998, A. Goonasekera & Duncan Holaday (eds.). The book is an invaluable compact reference work on media and communication resources in Asia. It includes communication data on 14 countries of Asia.  
Direct e-mail inquiries to: amiclinc@singnet.com.sg
- NGO Networks in the Case of Public Discussion of the Radio and Television Law, T. Petev & M. Zlateva (eds.), Public Communication in the Social Transformation, Sofia, 1998 (in Bulgarian).

### CONFERENCES

- Oct. 1-3: Organized by UNESCO, Conference "Infoethics '98: Ethical, Legal and Societal Challenges of Cyberspace, Monte-Carlo.
- Oct. 5-9: Organized by UNESCO, Conference on Higher Education in the Twenty-first Century: Vision and Action, Paris, France

### RESEARCH PROJECTS

- The Hoso-Bunka Foundation (HBF), jointly with three other Japanese foundations, has launched a research project on cultural ecology in the post-industrial, information age. The study focuses on the changing info-communications environment in Japan and its effect on the country's socio-cultural environment through the introduction of new communication technologies. The eight-member research group is prepared to have dialogues with researchers overseas to discuss possible cooperation on the issue. A report of last year's Meeting of Foundations and Institutions concerned with the Future of World Communications and World Community has been published. To obtain a copy of the report, please contact the HBF at: ir@hbf.or.jp
- M. Richard Guedj, professeur et directeur scientifique à l'Institut National des Télécommunications, Evry, France, profite de son année sabbatique en 1998 pour étudier l'évolution récente des pratiques interactives des chercheurs et enseignants, notamment l'influence du Web sur ces pratiques. Durant la première partie de son séjour au Rutherford and Appleton Laboratory à Chilton, Didcot, Royaume Uni, M. Guedj a pu étudier les contraintes imposées aux futurs systèmes d'information à cause de la nécessité d'avoir une interface dans le Web, ce qui constituera un Rapport de Recherche RAL, intitulé Elements of a Framework to Increase Usability of Systems Linked to the Web, RAL Internal Research Report (à venir).

### NEW POSITIONS

- M. Jean-Paul Lafrance a été nommé nouveau titulaire de la Chaire UNESCO Bell en communications, en remplacement de Mme. Thérèse Paquet-Sévigny, au Département des Communications de l'Université du Québec à Montréal, Canada. Il est l'auteur de plusieurs ouvrages sur les impacts sociaux et les usages des NTIC.
- Mr. Richard Linning of PRP Public Relations Partners, has been elected President of the Confédération Européenne des Relations Publiques (CERP), an umbrella organization for national associations representing individuals practicing public relations in Europe. It has consultative status with both the Council of Europe (1976) and UNESCO (1973). The immediate task of Mr. Linning is to revitalize the CERP so that it becomes a strong voice for European communication practitioners, educators and students at the European and world level. Twenty six countries are currently members and the new president's goal is to have all forty countries that are members of the Council of Europe in the CERP.
- Mr. Joseph D. Straubhaar is taking a new position as Professor of Radio-TV-Film at the University of Texas, Austin, USA. His research focuses primarily on Latin America, particularly Brazil. His current research project is a comparison between NAFTA, East Asia and Latin America to examine trends of globalization, regionalization and continuing nationalization of television production and broadcasting, including DBS and cable TV.

### AWARDS

- Mrs. Kirsten Berth, Managing Director of Alpha Beta Communications Consultants Ltd. in Copenhagen, Denmark, is the first in the public relations profession to obtain the much-covered seal of approval as Certified Management Consultant (CMC).

## ORBICOM, THE WORLDWIDE NETWORK OF UNESCO CHAIRS IN COMMUNICATIONS

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