



ORBICOM FORUM

SPECIAL EDITION

OUR UNESCO CHAIRS



Photos not available: P. O. Berg, Y. Fujii, G.-J. Perez, K. Yaguchi

Note from the Secretary General: It's All About the Chairs!

Dear Colleagues,

We are very happy to welcome seven new UNESCO Chairs in Communications into the ORBICOM Network. We decided to mark this event by publishing this special issue of the ORBICOM FORUM, which is dedicated exclusively to our member Chairs. In this special issue, therefore, you will be introduced to the "newcomers" and discover the on-going activities of the other Chairs.

The Network's "raison d'être" is to promote and facilitate joint ventures, action and exchange between its members. We view ORBICOM as a resource center that creates and maintains partnerships

between professionals in all communications fields around the world.

Our challenge is to discover and debate ideas and practices that will remain relevant into and beyond the 21st century. But this ultimately depends on all of you: to paraphrase Ms. Thérèse Paquet-Sévigny, the Network's Senior Advisor, ORBICOM is what its members make it. Only the quality and quantity of your interaction can make ORBICOM even more influential on the international stage (for details, please refer to FORUM vol. 3 - no. 2 - Spring 1999).

It is within this frame that the various areas of interest and activity of our new Chairs,

based in seven countries on four continents, represent wonderful opportunities to develop new and challenging worldwide ventures.

Along with all Board and Associate Members, as well as the ORBICOM staff, I once again warmly welcome our new Chairs into the Network.

* Detailed versions of the activities of the Chairs are available on our web site.

7 NEW CHAIRS EXPAND OUR NETWORK



Bunkyo University

Toshio Nakamura, Yoshifumi Fujii,
Kenzo Yaguchi

What makes this Chair at Bunkyo University unique is that an executive committee representing 3 institutions manages it. The Faculty of Information & Communications is the first faculty of its kind to be established within a Japanese university. This dynamic field encompasses not only the traditional forms of mass media, but also emerging new technologies. The Faculty of International Studies examines progress in technology and communications. Shonan General Research Institute conducts academic research that effectively deals with information-oriented societies.

Our objectives are to prepare journalists to work toward cultural and social development, strengthen international communications teaching and research, promote inter-university cooperation, and encourage the exchange of visiting scholars.

On a national level, we exchange information with major companies such as NTT, NEC and Mitsubishi on global communications issues and hope to design seminars for them in the near future. Internationally, we continue to develop our Asian distance learning program and our faculty and student exchanges within the Association of Universities in Asia and the Pacific.

Konstanz University*

Rainer Kuhlen

Information not available at press time

University of Texas at Austin*

Ellen Wartella

The College of Communication of the University of Texas at Austin is committed to taking communication education into the next century by promoting more interdisciplinary programs, teaching at the cutting edge of digital technology and increasing international programs and involvement by our faculty and students. The Chair will involve all three strategies in its mission.

Our objectives are to develop international and cross cultural communication, professional training in communication, national information and communication policies, and organizational and institutional communications.

We intend to have UT Austin become a leader in aiding international discussions around telecommunications policy as well as

training future scholars and policy-makers. Our priorities are to further international communication activities within the North and South American axis, to establish further international activities around telecommunications policy and to further establish student and faculty exchanges with university programs around the world, including sending faculty to consult on the development of communications programs and the delivery of courses to other universities.

Oxford University

Stefaan G. Verhulst

The main goal of the Programme in Comparative Media Law and Policy (PCMLP) at Oxford University is to develop and to strengthen an interdisciplinary discipline of comparative law and policy studies in the communications and media technology areas. PCMLP is in particular concerned with the implications of state, regional and corporate globalisation strategies on democracy and human rights worldwide. Within this framework, the PCMLP also examines non-state actors, analysing both their influence upon, and responses to, media globalisation and state regulation strategies.

In order to implement this goal, PCMLP has the following objectives: to produce original scholarship and to encourage qualitative research and education; to inform policy and decision-makers on innovative approaches to govern communications development; to combine and lead a network of similar law and policy centres globally; to constitute a one-stop hub for media, telecommunications and IT related sectors; and to deploy a multi-disciplinary approach to current needs and demands of different stakeholders and actors in these sectors.

Université Mohammed V Souissi

Jamal E. Naji

La Chaire UNESCO/ORBICOM de communication publique et institutionnelle au Maroc aura les trois mandats suivants : un mandat universitaire d'enseignement - formation post-graduée spécialisée, sanctionnée par un diplôme (jusqu'au doctorat); introduction de modules spécialisés en communication publique et institutionnelle (CPI) dans les curricula de l'ensemble des filières de formation et d'enseignement supérieur; un deuxième mandat de perfectionnement et de formation continue au bénéfice des professionnels de la communication et des cadres concernés des administrations, entreprises publiques et privées et du milieu associatif; enfin, un troisième mandat de recherche et

de vigie nationale dans son domaine de compétence.

En outre, à travers son programme de publications et de manifestations scientifiques, elle contribuera à promouvoir la communication publique et institutionnelle à l'échelle régionale arabo-africaine.

University of the Philippines

Olivia Caoili

This Chair is being implemented by a network of colleges of the University of the Philippines, and our goals are to develop knowledge and expertise in the field of communication, information and development, provide research and consulting services for industry and public institutions, promote the exchange of professors, and reinforce regional scientific collaboration.

Over the next three years, we will establish an Asia Pacific Training Institute for Journalists that conducts training programs for professional journalists and media practitioners. We will also develop a program entitled "University of the Philippines Access Research and Development Program" among various units of the University. Finally, we will hold a conference that will take stock of the accomplishments and current challenges in communications for development in the Asia-Pacific Region, to project scenarios and set directions in the field for the 21st century.

Copenhagen Business School

Per Olof Berg (ad interim)

The role of this chair is to contribute to the on-going development of an integrated science region in the Öresound area, by offering a qualified academic platform for the coordination and development of various research and educational activities.

* Pending final approval from UNESCO

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ÉDITION SPÉCIALE: LES CHAIRES



College for Management & Business Studies

Rosa Nyárády

The primary objective of Hungary's UNESCO Chair in Communication and Public Relations is to develop and reinforce expertise in communications in Hungary. Particular attention is given to curriculum development, training at post-graduate levels, and the acquisition, adaptation, preparation and translation of educational materials and other publications.

The role of communications and public relations within democratic societies, the professional standards and ethical codes of the professions, the public relations functions of public administrations and access to information will be integrated in research and training programmes. We have also been preparing for the World Conference on Science (26 June - 1 July 1999), and training students at the UNESCO department of the College of Management and Business Studies that will provide assistance during the conference in research, registration, evaluation and follow-up activities.

Institute of Mathematics & Informatics

Laimutis Telksnys

Information not available at press time

Kazak State University

Namazaly Omashev

Information not available at press time

Moscow State University

Yassen Zassoursky

Information not available at press time

Pontificia Universidad Javeriana

Gabriel-Jaime Perez

Es un espacio académico que inició sus actividades en 1994, por solicitud de la UNESCO a la Pontificia Universidad Javeriana, con el propósito de contribuir al fortalecimiento de instituciones de educación superior y el intercambio científico entre ellas.

Nos objetivos y actividades son de contribuir al mejoramiento de la formación superior de profesionales, investigadores y docentes de la comunicación en América Latina, de modo que su desempeño responda cualificada-

mente a las necesidades del desarrollo integral de sus respectivos países, mediante la realización de las siguientes actividades: a) Seminarios, simposios, páneles y conferencias en torno a temas relevantes de la relación comunicación/cultura, abordados desde perspectivas éticas; b) Proyectos y trabajos de investigación sobre tales temas; c) Publicación y difusión de los contenidos y resultados, tanto de los eventos académicos como de trabajos investigativos acerca de los temas tratados; d) Creación y desarrollo de una red de cooperación e intercambio entre las Facultades de Comunicación de América Latina, y entre éstas y las organizaciones sociales extra académicas relacionadas con la Comunicación.

Royal Melbourne Institute of Technology

A. Robin Williams

A UNESCO Chair in Communication was established at RMIT University at the beginning of 1997. RMIT is Australia's leading technical university and currently teaches more than ten undergraduate degrees with a multimedia major. The Faculty has a comprehensive range of certificates, diplomas and short courses, and a complete program on multimedia production delivered on-line over the Web. It also has degree and post-graduate courses.

The aims of the UNESCO Chair are to develop and reinforce knowledge in Communication and Multimedia, to develop and reinforce teaching and research, as well as information and documentation services in the field of communication and multimedia, to conduct major development projects in the area of telecommunications and new media, to provide research and consultancy in this field for industry and public institutions in Australia, and to reinforce regional scientific collaboration and promote international exchanges of academic information.

Sofia University

Todor Petev

The UNESCO Chair "Communication and Public Relations" was established at the Faculty of Journalism and Mass Communication, Sofia University in 1995. It includes six senior fellows and several assistants who conduct lectures, carry out field research, and provide consultations to industry and governmental institutions.

Our objective is to develop the human potential needed for journalism practices, mass media competence, and research and PR training which combines interests of academics, professionals, and decision makers in the transition towards democracy.

The current social transformations of the country focus the Chair's activities on topics related to crisis management, social change agents, Euro-integration, modernization, and international communications. In these areas the efforts of the Chair are: to produce knowledge on hot issues to meet the needs of decision and policy makers to foster social awareness; to train information "users" to develop their communication competence; and to launch modernization studies concerning freedom of speech.

Universidad Autónoma de Barcelona

Manuel Parés I Maicas

Our primary goal is developing and enhancing courses for our Ph.D. students. In 1998-99 we invited a highly qualified guest professor, Dr. John Sinclair of the Victoria University of Technology in Melbourne, Australia.

We also developed two new Ph.D. seminars: "Global Communications and Identity" and "Approaches to International Communications". Our research activities continue to focus on the Media in Spain and Television in Spain, both of which are being funded by the Catalan government. For these research ventures, the Universidad Autónoma de Barcelona has contributed the necessary material and space.

Universidad Católica del Uruguay

Mónica Aruaga Williams

La Cátedra UNESCO en Comunicación de la Universidad Católica del Uruguay nace con el objetivo de redimensionar el papel de la Comunicación en el país, en el entendido que ella debe atravesar transversalmente la sociedad y democratizar tanto el conocimiento como la comunicación. La Cátedra pretende convertirse en un marco propicio para el avance en nuevas líneas de investigación que impliquen la reflexión y la aplicación de nuevos conocimientos.

Durante los dos últimos años la Cátedra ha asumido como eje temático Comunicación e Integración y en este sentido ha fomentado la reflexión en torno a la problemática de la construcción y re-construcción de identidades nacionales y regionales y las articulaciones comunicacionales en el proceso de integración regional. Las actividades se desarrollaron en torno a dos líneas principales: la investigación sistemática sobre las "Representaciones Simbólicas de la Integración" de la que participaron numerosos investigadores y docentes nacionales; los ciclos de conferencias sobre "Identidad y comunicación en la global-

EDICION ESPECIAL: LAS CATEDRAS



ización y la integración" que contaron entre sus expositores con académicos nacionales y extranjeros, representantes de los medios, periodistas y directivos de empresas.

Universidad Complutense de Madrid

Antonio Sánchez Bravo

La Cátedra Unesco de "Comunicación para el Desarrollo", desarrolla investigación pública y publicada, así como docencia, y procesos y modelos de desarrollo: nacional, regional e internacional, especialmente en áreas latinoamericanas y europeas.

Las principales actividades entre 1998 y 1999 son primero la creación de una ONG "Comunicación para el Desarrollo" en Portugal, que ya funciona con el apoyo de la Unesco, la Comisión Nacional Española, la Universidad Complutense de Madrid, la Universidad Autónoma de Lisboa, el Consejo de Ministros de Portugal y la Comisión de la Unión Europea, y segundo los proyectos educacionales: INA, Universidad Pontificia de Salamanca, y Universidad Miguel Hernández de Elche (Alicante).

Nuestras prioridades para los dos próximos años son de reforzar la cooperación entre la red de Cátedras de la Unesco y la acción europea "Jean Monnet"; de ampliar la cooperación de la comunicación para el desarrollo a América Latina, y finalmente de potenciar la cooperación hispano-portuguesa.

Universidad Iberoamericana

José Carreño Carlón

La Cátedra UNESCO/UIA "Telecomunicaciones y Sociedad" se plantea como un escenario para el análisis y la difusión de los diferentes ámbitos en los que estas impactan, marcando a su vez el mundo de las telecomunicaciones (cultural, político, jurídico, social, etc.).

Los objetivos de esta Cátedra UNESCO son: la difusión de investigaciones realizadas en este rubro, la promoción de estudios que aporten enfoques diferentes para entender la problemática de las telecomunicaciones y la sociedad, así como la re-alización de seminarios y cursos por parte de especialistas en la materia.

Sus dos principales sectores de actividades entre 1998-1999 son difusión (publicación de libros, conferencias) e investigación/docencia (cursos para posgrado impartidos por profesores provenientes de Finlandia, Estados Unidos y Francia; tesis de grado de la Maestría en Comunicación de la UIA sobre temas relacionados con las telecomunicaciones; convenio de cooperación con la

Universidad de Bourgogne/Dijon en materia de tecnologías de comunicación, etc.).

Universidad Metodista de São Paulo

José Marques de Melo

Based in the Methodist University of São Paulo (UMESP), the Brazilian Chair is oriented towards teaching and research on Regional Communications Development. Its main goal is to organize and diffuse knowledge on the Latin American School of Communication.

In 1998-1999, we published 4 books on various topics related to Latin American communications (major figures in the field, the Brazilian press, etc.), as well as two editions of the UNESCO/UMESP Yearbook on Regional Communications.

In this period, we were also involved in teaching and extension. We promoted several regional and international conferences and symposia. Our future priorities include organizing a database on the Latin American School of Communications; more than two thousand documents have been collected and will be processed and diffused. We will also study TV and radio to compare this with already completed research on print media. Finally, we plan to consolidate 3 Academic Networks created by the Chair in order to develop comparative studies.

Université Nationale de Côte d'Ivoire

Régina Traoré-Serie

La Chaire UNESCO de l'Université d'Abidjan Cocody existe depuis octobre 1996. Elle a pour but de favoriser les échanges entre le monde universitaire et les professionnels de la communication ; de permettre l'échange d'informations entre le Sud et le Nord par le biais d'Internet ; et de générer et soutenir des projets de recherche dans le domaine des NTIC (nouvelles technologies de l'information et la communication en Côte d'Ivoire).

Au cours de l'année 1998-1999, les domaines d'activités principaux ont été des projets de recherche dans le domaine des NTIC en Afrique. Une étude est sur le point d'être achevée.

Les principales priorités des deux prochaines années consisteront en la tenue d'un colloque sous-régional sur les anciens et nouveaux médias en Afrique, la mise en place d'un réseau africain sous-régional par le biais d'Internet, et de soutenir les nouveaux programmes du Département des Sciences de la Communication de l'UFR Information

Communication et Arts, particulièrement les filières professionnalisées.

Université du Québec à Montréal

Jean-Paul Lafrance

La Chaire UNESCO-BELL en communication et développement international à l'Université du Québec à Montréal (UQAM) s'inscrit dans le prolongement de la politique du Conseil général de l'UNESCO, visant la promotion des cultures démocratiques et le développement des infrastructures médiatiques, la libre expression, le pluralisme dans le traitement de l'information et de respect des droits de la personne.

Les principaux domaines d'activité pour 1998-1999 ont été la recherche sur les Intranets au Québec et le multimédia en Côte d'Ivoire où la Chaire a signé un protocole d'entente avec l'Institut des sciences et techniques de la communication d'Abidjan dans le but d'implanter des laboratoires d'enseignement en nouvelles technologies en collaboration avec l'ACDI, la Francophonie et le gouvernement du Québec.

Pour les deux prochaines années, la chaire se penchera en priorité sur la place des NTIC (Nouvelles Technologies de l'Information et de la Communication) dans le développement des régions du Québec, d'une proposition de recherche sur la câblodistribution au Canada et de deux projets de recherche en développement international.

Université Stendhal - Grenoble 3

Bernard Miège

La Chaire "Développement des Techniques de l'Information et de la Communication - Coopérations Internationales", installée au sein de l'Université STENDHAL et en Rhône-Alpes (en collaboration avec les Universités Louis Lumière et Jean Moulin de Lyon, et avec le soutien de la région Rhône-Alpes) en est à sa troisième année de fonctionnement.

Elle remplit quatre missions : accueillir chaque année un Professeur invité chargé de donner des cours de niveau 3ème cycle; améliorer l'accueil et la formation des stagiaires et étudiants boursiers étrangers ; travailler en réseau avec les Universités partenaires (en particulier en Europe de l'Ouest et de l'Est, en Afrique et en Amérique latine) ; et proposer des formations courtes de haut niveau, destinées aux professionnels directement concernés par le développement des TIC, technologies de l'information et de la communication.