



The Chinese Communication Association (CCA)--It has always been an objective of CCA to bridge the research communities between the East and West. One way to achieve this is to organize panels that focus on communication patterns in Cultural China and comparative issues involving Cultural China and other countries. It has been doing that at the annual conventions of the major communication associations. In the last few months, CCA has completed organizing another round of panels.

After several weeks of careful selection at the end of last year, CCA successfully put together a panel for the 1999 ICA conference to be held in May, 1999, in San Francisco. Accepted by ICA as a special session, the panel will focus on the alleged demonization of China by the US news media. The panel consists of both Western and Chinese scholars, originating from the United States, Hong Kong, Taiwan, and mainland China.

CCA has also successfully organized three panels for the 1999 NCA convention to be held in November, 1999, in Chicago. The three panels deal with, respectively, "Studies of News Coverage, Campaign Rhetoric, and Internet Discourse about Chinese around the World"; "Western and Chinese Way of Communication: Differences and Similarities"; and "The Many Colors of Communication: Teaching Communication in the Chinese Class Room". These panels have been submitted to NCA for final acceptance.

Currently, CCA is in the process of organizing another panel for the 1999 AEJMC conference to be held in this August in New Orleans. This panel aims at examining the role of journalism and mass communication in the social transition of Mainland China, Taiwan, and Hong Kong.

For further information about these panels, please contact Prof. Continued on page 4

International Communication Association (ICA)--Speaks Howie Giles, ICA President, University of California, Santa Barbara

I assumed the Presidency of the International Communication Association at the conclusion of our Conference in Jerusalem, July 1998. This attracted some 900 participants and was very successful due, in large part, to the assiduous work of Past President Akiba Cohen and his local committee. The theme of the Conference there was "(Mis)communication across boundaries" and, naturally enough, many of the panels addressed issues relating to Palestinian-Israeli relations. Our upcoming Conference is in San Francisco, May 27-31, 1999

and themed intriguingly, "Communication and contradictions: Embracing differences through discourse". The ICA President-Elect oversees (with a Planning Committee) the academic organization of our Annual Meeting - and this year it is Linda Putnam who has put on a stellar Program. At the end of this Conference, which we are very excited about, Linda then assumes the Presidency. Hence, I have had a short tenure, but it has not been without its moments, some of which I will detail below.

First, we have continued one of Past President Peter Monge's many prior initiatives in fostering a Graduate Affairs Committee of faculty and graduate students, chaired by a USC grad student, Sorin Matei. They have been beavering away and prepared a Report for consideration by our Board of Directors in May which has some innovative recommendations for action. At the San Francisco Conference, we are hosting, for probably the first time, a Reception for Graduate Students to meet each other as well as Officers of the Association. In addition, the upcoming ICA Newsletter has an inaugural column devoted to such issues written by a Graduate Student that will be featured on a regular basis. This first column will report on a comprehensive and Continued on page 2

Member Activities

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International Federation of Communication Associations

member representatives meeting at ICA in San Francisco.

Other interested individuals and observers are welcome.

Time: Friday, May 28, 1999, 3:15 - 4:30pm

Place: Union Square 25

Welcome and Welcome!

In February 1999, IFCA members voted unanimously for accepting the application by the Israel Communication Association (IsCA) as a formal member of the International

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informative survey administered by the committee to graduate students concerning their needs. In other words, we feel we really are moving beyond our commitment to our Graduate Student membership from the merely symbolic to the much more tangible.

Second and relating to the ICA Newsletter, this past few Issues has seen the inception of a few more new columns. These include policy issues, personalities in the field (including Jim Bradac, Sunwolf, Pamela Kalbfleisch), new technology, grant funding matters, and an international column. This last item has, thus far, highlighted communication issues and problems in Wales, Vanuatu, and South Korea. Continuing our dedication to international issues, our Globalization Committee is forwarding recommendations in this realm for the Board to consider. Amongst these include the introduction of global regional representatives and some move toward processing non-English-language convention submissions. This year we also sent an ICA representative to the inaugural Convention of the Portuguese Communication Association (and I have also met with their President, Anibal Alves, in Braga) and we are hoping to have a representative at the upcoming Conference on Communication in the Portuguese-speaking work (Lusophonie) this October. Also, with a view to increasing our international connections, I met with the President of the International Association of Media and Communication Research in Barcelona recently to open up discussions of ways of collaborating. Manuel Pares i Maicas, in turn, is participating in our San Francisco conference and we are intent on convening a joint conference on international communication issues in a year or so as well as exploring the possibility of establishing regular Summer Institutes. Returning full-circle to our ICA Newsletter, we have established a task force, which is examining Newsletters across the disciplines to determine if we can invest our efforts in a more bumper, magazine-like format periodically.

Third, and again in the spirit of cooperation, we have been working with the National Communication Association to determine if there are ways in which we could share resources and cut down on duplicating costs. Moreover, we are establishing a joint ICA/NCA task force to examine issues relating to bilingual education and the English-only Movement in the USA. The American Psychological Association set up just such a task force publishing a scientific journal paper in 1991. The brief of our own subcommittee is to update this document as well as focus particularly, this time of course, on communication issues and policy (hopefully to be published in the Journal of Communication). Finally here, we have been working with the Council of Communication Associations to move vigorously toward having United States Ph.D.-awarding Departments included in the influential ranking system of the National Research Council.

Fourth, we have invoked new subcommittees to (a) advise us on sociopolitical and other issues relating to our selection of convention sites, particularly as they involve non-North American venues, and (b) issues of cultural diversity as they impinge upon our Association. Last year,

we also set up a Community Outreach committee to determine how we could “give something back” to the convention cities we visit. In Jerusalem, the committee convened (with local communities) a workshop on Palestinian-Israeli relations and on this next occasion in San Francisco, we have two workshops on alternative dispute resolution and on public dialogue. Past President Monge also last year set up a new Committee on Research and at our May Board Meeting they are going to recommend an array of new awards to recognize achievements across the various areas of Communication - and thereby our Divisions and Interest Groups. Future work by this committee will provide guidelines for research ethics - and maybe professional ethics more widely - as well as move forward with a scheme to fund programs of research by ICA teams of collaborators. Our Publications Committee also completed an important survey of the membership concerning our publications (viz., the Newsletter, Journal of Communication, Human Communication Research, Communication Theory, and Communication Yearbook). The results of this will be published soon and we are gratified with a recent report that underscored that ICA journals are amongst the most cited in the field.

Finally, 2000 is our 50th. Anniversary and the Annual Meeting will be held in Acapulco (to be followed in Washington DC and Seoul 2001 and 2002, respectively). As one means of celebrating this anniversary, we are undertaking an “ICA History” to be spearheaded by Steve Chaffee. Projects to engage us for the very near future include a search for a new academic Executive Director and investigating the feasibility of bringing all our journals in-house over a period of time. Our membership has moved beyond 3100 and we look forward to an exciting year under the leadership of Linda Putnam whom we convey every good wish. This is also a public, international opportunity for me to extend my thanks to a vibrant Executive Committee of not only Linda, but also Peter Monge, Chuck Berger, Joe Cappella, and Bob Cox, without whose insightful counsel and advise we could not have achieved the foregoing and beyond. Last on my dance card, but number in my heart, goes to the Home Office of Peggy, Nina, Linda, Barbara (and the enormously resourceful Bob Cox) who continue ICA’s deserved reputation of efficiency and go beyond the call of duty. ❖

From Members’ Newsletters

Newsletter of International Communication Association (ICA), March 1999

Features

“Policy Matters: Electronic Profiling Systems and Data Matching,” by Rolf Wigand, Syracuse U, USA

The airline industry's new Computer-Assisted Passenger Screening (CAPS) system has been deployed for electronic profiling efforts. It appears that the system singles out fliers of Middle Eastern decent. The Federal Aviation Administration (FAA) has required the installation of the CAPS system at all major airline terminals. Shortly after this

system's introduction, the American Civil Liberties Union (ACLU) received numerous complaints from passengers, most charging racial discrimination. The U.S. Department of Transportation has been investigating complaints it has received as well. The FAA has denied that race, religion, or ethnicity, are included in CAPS search mechanisms, which, obviously, would violate federal law. At the same time neither does the FAA, for security reason, state which factors and criteria are included.

Profiling systems in essence utilize aggressive data mining and artificial intelligence algorithms to identify individuals who may be considered "high risk" in various business settings (loans, mortgages, etc.). It is customary that the selection criteria are kept secret. Such systems bring about classic debates in terms of policy. Most of us would support efforts that stop crime or save lives. Yet at the bits and bytes level, few of us would favor having our lives dissected and stored in some unknown database. Banks, mortgage companies, savings and loan associations, and so on, routinely use credit risk assessment and evaluation software that can carefully and smartly parse out nuggets of data raising the eyebrows of any loan officer. There is no doubt that such systems and applications can help save money, reduce credit risks, and boost profits for the lending organization. At the same time, though, information-systems managers must assure that data-mining applications do not become too intrusive. This danger becomes especially acute when internal customer information is cross-linked with data from other sources (matching) such as court records or demographic databases. There are ways of responsibly using profiling systems: (1) A red flag in a computer system should not trigger an automatic action against people. Such actions should be pursued only after further review by a human. (2) One must ensure that end users are trained to understand sensitive legal issues and to recognize that a computer's decision is not necessary gospel. The latter has been recognized by the U.S. Department of Transportation, which now requires that airport workers must be specially trained in civil rights issues. User interfaces on profiling systems should warn the user that the results are not necessarily the absolute truth, but are probabilistic at best.

Activities

ICA 49th Annual Conference, "and Contradictions: Embracing differences through discourse," San Francisco, USA, May 27-31, 1999 ❖

Spectra—Newsletter of National Communication Association (NCA), USA, April, May 1999

Features

"Two major national organizations include communication in their standards programs," by Sheery Morreale, Associate Director of NCA

The National Council for Accreditation of Teacher Education (NCATE) recently released new standards for elementary school teachers, and the National Council of Teachers of Mathematics (NCTM) released its new

standards program for students in grades K-12. In both

CALL FOR IFNEWSLETTER CONTRIBUTIONS

We'd like very much to know what each member associations has been doing lately. Don't assume everybody knows, for most probably don't. Any project, endeavor, gathering, discussion, socializing, publication, etc. will be interesting to us, even if your association is not a member yet. We want to hear from each and every one of you! Contributions should be sent to chling@hkbu.edu.hk or "Ling Chen, Dept. of Communication Studies, Hong Kong Baptist University, Kowloon Tong, Hong Kong" (fax 852-2339-7890). The next issue of IFNewsletter will be out in November. The deadline for receipt of news items is **October 10, 1999**.

documents, oral communication is well presented. In NCATE's draft of *Program Standards for Elementary Teacher Preparation*, standard 3d focuses on what teachers need to know to engage in positive interactions in the classroom. NCTM included communication in its discussion draft of *Principles and Standards for School Mathematics*, Standard 8 describes the role of communication in student learning of mathematics. The communication standard is applied in various ways at all grade levels throughout the draft.

The NCA National Office and many NCA members have worked collaboratively on behalf of the inclusion of communication in K-12 education, stands programs and teacher preparation. A recent revision of NCA's *Standard and Competencies for Speaking, Listening, and Media Literacy* (1998), which is receiving national attention, is available on the NCA web site at www.nation.org under "Education and Administration."

"What is the *Discipline* of Communication," by Orlando Taylor, President of NCA

Difficulties we often face in establishing the discipline of communication the academic and research communities are reflections of the following facts: Some of our colleagues don't know the theoretical foundations of the discipline, some don't know the distinctions between the academic/scholarly aspects vs. practice of communication. While annoying and sometimes insulting, these failures of understanding and recognition can lead to very unfavorable institutional consequences. Our efforts in recent years have finally led to election of NCA into membership in the American Society of Learned Societies in 1997. There have been other positive signs in recent years, such as the Carnegie Foundation for the Advancement of Teaching's recent report on *Re-inventing Undergraduate Education* spoke to the need to enhance written and oral communication in undergraduate education. The 1995 COSEPUP Report from the National Academy of Science made a similar point on the graduate education. However, there are still work to be done for broad recognition of the discipline. In the most recent (1997) *Survey of Earned Doctorates* by the National Science Foundation, communication is not considered as a social science or a humanities discipline. Instead, communication is categorized

as "Professional" discipline with many sub-categories. A new and important challenge now faces us is to be included in the periodic *Study of Research-Doctorate Programs* in the United States by the National Research Council. Members are asked to get involved by urging their affiliated university to request inclusion of communication in the next survey of the National Research Council.

Activities

NCA Summer Conference on Communication and Technology, July 22-25, 1999, Washington, DC.

NCA Summer Conference on Communication Ethics, July 24-

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Junhao Hong, the CCA Research Chair at jhong@acsu.buffalo.edu and visit the CCA web site at <http://www.sjmc.umn.edu/cca>. ❖

The Association for Chinese Communication Studies (ACCS) announces ACCS's most recent (April, 1999) election results: Dr. Rueyling Chuang (St. John's University/St. Benedict College), Vice President (September 1999-August 2000); Dr. Minmin Wang (Rider University), Secretary/Treasurer (September 1999-August 2001); and Dr. Jinguo Shen (Stockton College of New Jersey), ACCS Newsletter Editor, 1999-2000. ❖

From Members' Publications

CSCC (The Centre for the Study of Communication and Culture, Saint Louis University) has published three issues of **COMMUNICATION RESEARCH TRENDS**.
Volume 18 Number 1

"Privacy in International Data Flow", James A. Connor, Ph.D., Department of Communication, College of Arts and Sciences, Saint Louis University

"Radio: Some Supplementary Remarks", W. E. Biernatzki, SJ, CSCC - Saint Louis University

"Radio in Latin America, Spain and Portugal", Daniel E. Jones, Ph.D., Department of Journalism, Autonomous University of Barcelona. Dr Jones first discusses climate of information processing, the directive. The focus is on the provisions of the directive, expected effects of the directive on international trade, potential responses to the question of adequacy. There is also a review of recent research in the area.

Communication Research Trends, Volume 18 Number 2 (February 1999)

"Writing: Ancient Origins with Modern Implications"
"Part I: Digitization Ancient and Modern: Beginnings of Writing and Today's Computer", Walter J. Ong, SJ,

University Professor Emeritus of Humanities, Saint Louis University

"Part II: A Review of Some Recent Studies on the Origins of Notation and Writing", W. E. Biernatzki, SJ, CSCC - Saint Louis University

Part I traces digitization to period of Antiquity and the route toward full writing. It makes connections between prehistory of cuneiform writing, development from tallying to cardinal numbers and cumbersome clay envelopes to the stylus. Examining phenomena such as numeracy before literacy, technologizing the evanescent oral word, the alphabet, orality friendly and computer friendly, and digitization, alphabetization and print, Part I describes the transition of simplicity to complexity and the concrete to abstract of urban life and digitization association of human thoughts.

Part II: "A review of some recent studies on the origin of notation and writing," W. E. Biernatzki, SJ. Part II discusses topics such as Paleolithic notation, "old Europe" and "the goddess," tokens and cuneiform, Predynastic Egypt, other writing systems, and alphabets.

Communication Research Trends, Volume 18 Number 3 (March 1999)

"Media Entertainment," Louis Bosshart, Ph.D., and Ilaria Macconi, Ph.D., Institute of Journalism and Mass, Communication Research, University of Fribourg, Switzerland

"An Anthropological View of Entertainment" and "Entertainment and Religion," W. E. Biernatzki, SJ, CSCC - Saint Louis University. This article discusses historical Approach an anthropological view of entertainment

Library Giveaways

To help bona fide libraries develop communication literature, especially in developing countries, some members of the Federation are offering to make back issues of the following communication journals available, free of charge.

Canadian Journal of Communication (contact David Mitchell at mitchell@acs.ucalgary.ca),

Australian Journal of Communication (contact Roslyn Petelin at r.petelin@qut.edu.au)

Journal of Communication and Communication Research (contact Klaus Krippendorff at KKrippendorff@pobox.asc.upenn.edu)

Readers are invited to bring available communication research resources to the attention of the newsletter editor. ❖

Conference Calls

Plans for the Annual Conference of the Australian & New Zealand Communication Association (ANZCA) are well underway. The theme for this year, "Stirred Not Shaken? Communication Challenges & Change", was selected to encourage participants to consider important changes, pressures, and issues in the Communication field today.

Date: July 5-7, 1999
Location: University of Western Sydney, Nepean, Parramatta Campus, Australia

Over 120 papers will be presented. Topics cover many areas: Information systems, media, organisations, inter- and cross-cultural communication, politics, health, technology, public relations, gender, social interactions, journalism, policy issues, advertising, computer mediated communication and education.

Readers may be interested to know that this is the first year that ANZCA has organised a formal system of blind refereeing of abstracts, and subsequently papers. As a result the conference has a much clearer focus, and the conference director has been able to begin work much earlier in developing separate strands in the conference program. These positive results will be presented to the annual meeting of the ANZCA executive, with the recommendation

that blind refereeing become the norm for the conference.

The conference will have as a special event a cocktail party to commemorate ANZCA's 20th anniversary. The event will recognise the presidents over this period.

We have been fortunate to have the following as featured speakers:

Prof. James Anderson, University of Utah and Fulbright Senior Scholar. The title of Professor Anderson's paper is 'Control and resistance: Sunlight and shadow'.

Assoc. Prof. Ellen Balka, Simon Fraser University, will present a paper called 'Recipe for new directions in communications research: Take one feminist, add an interest in the social aspects of computing and shake; stir with communications as an area of study. Serve at the 1999 ANZCA conference'.

Prof. M. Jimmie Killingsworth, Texas A & M University. Professor Killingsworth's paper is titled 'Alienation, ecology, and literacy: The stirring and shaking of environmentalist rhetoric'.

Registration forms and further information are available from Helen Johnson.

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