



Internationalization of Communication Associations--

Notes from a Meeting on the Conference in 2001. The meeting took place on Saturday, May 29, 1999 at San Francisco Hilton & Towers. Communication Associations Present included European Consortium for Communications Research (ECCR), International Association of Media and Communication Research (IAMCR), International Communication Association (ICA), International Federation of Communication Associations (Federation), and National Communication Association (NCA). The representatives were Linda Putnam and Wolfgang Donsbach, Co-Chairs, Klaus Krippendorff, Ted Glasser, Manuel Pares i Maicas, Jan Servaes, Tom Jacobson, Howard Giles, and Raymie McKerrow.

Subjects of Discussion are as follows.

1. Participants exchanged information about represented associations and noted the need to work collaboratively

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Members' Reports

From the National Communication Association (NCA)-- NCA has membership primarily based in the U.S. However, individuals from more than 25 other countries hold membership in NCA. In the past several years, NCA has held several conferences bringing U.S. scholars together with those from other countries. These conferences have met in Mexico City, Rome, and one is planned for Finland in June 2000. A study tour to South Africa was also conducted in August 1999, and NCA members met with a number of counterparts in Pretoria, Durban, and Capetown during that visit. Communication is a very strong field of study in the U.S. Over 1,800 U.S. colleges and universities have some sort of coursework in communication, and degrees are granted by at least 600 U.S. institutions of higher education. Approximately 80 universities award doctoral degrees in some aspect of

across organizations in promoting the field of communication worldwide.

2. Objectives of collaboration.
 - a. **Short term objective**—a small scale international conference as a way to bring members of our associations together to formally exchange works on a central theme/topic important to communication. Specifically, conference of leaders of associations may be using the Federation as an umbrella group. Also discussed are related issues on selection of topics, sites, involvement of junior academics.
 - a. **Long term objective**—development of ways that associations can work together to plan an International Congress that would promote communication worldwide. Specific matters include the need of a working conference structure

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communication study. For more information on NCA or the communication discipline in the U.S., visit NCA's web site, at <http://www.natcom.org>.

NCA hosts its annual meeting in Chicago, Illinois, USA, November 4-7, 1999. The theme of this year's meeting is "Coloring Outside the Lines," and the principal program planner is Professor Raymie McKerrow, of the School of Interpersonal Communication at Ohio University. Presiding over business sessions will be NCA President Orlando Taylor, Dean of the Graduate School of Arts and Sciences at Howard University, Washington, D.C. Approximately 4,500 of NCA's 7,000 members are expected to attend. A wide range of panels and scholarly papers will be presented, representing scholarship in more than 50 areas of communication study. A total of nineteen affiliate organizations will hold meetings concurrently with NCA. The featured scholarly presentation is

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the Carroll C. Arnold Lecture, which will be delivered by Kathleen Hall Jamieson, Dean of the Annenberg School for Communication at the University of Pennsylvania. Dean Jamieson's presentation is titled, "Civility and Its Discontents: Lessons Learned from Studying Decorum in the U.S. House of Representatives."

The following scholarly works will be honored with awards at this year's conference:

Nina Eliasoph, *Avoiding Politics: How Americans Produce Apathy in Everyday Life* (New York: Cambridge University Press, 1998).

Barbie Zelizer, *Remembering to Forget: Holocaust Memory Through the Camera's Eye* (Chicago: University of Chicago Press, 1998)

Xing Lu, *Rhetoric in ancient China, Fifth to Third Century B.C.E.: a comparison with classical Greek rhetoric*. Columbia, SC: University of South Carolina Press, 1998.

Leah M. Ceccarelli, "Polysemy: Multiple meanings in rhetorical criticism." *Quarterly Journal of Speech*, 84, 1998, 395-415.

Stephen E. Lucas, "The rhetorical ancestry of the Declaration of Independence." *Rhetoric and Public Affairs*, 1, 1998, 143-184.

NCA's 2000 annual meeting will be held in Seattle, Washington, November 8-12. Deadlines for submissions vary by planning unit but are usually February 1 of each year.

Bill Eadie
Associate Director
National Communication Association ❖

From ICA (I)---International Associations Seek Cooperation

It's a small world (of communication research) after all. Although the field of communication research is growing like almost no other academic discipline, we are still small. The differentiation and specialization goes on, and many of us are not happy with this development. However, compared to law, the sciences or even neighboring fields like political science we belong to the dwarfs rather than the giants.

In the face of this situation, the professional structure of the field, particularly of its associations, is somehow weird. Not only are there two big international associations with direct membership—the International Communication Association (ICA) and the International Association for Media and Communication Research (IAMCR)—but cooperation between the two has been rare. To many people in the field and particularly to those looking into it from outside the two associations represent two worlds of communication

research despite the fact that there is a lot of cross-membership and some colleagues—including the author—have taken responsibilities in both.

In the past, primarily in the times of the Cold War, to some scholars ICA seemed to represent U.S.-dominated communication research. Their common stereotype was to be "quantitative" and "administrative" (Adorno) and primarily interested in North American issues and problems. At the same time, IAMCR for many others was a small sample of UN or UNESCO politics with "blocks" and lots of political talk before and behind the curtain. Times have changed, in politics as well as in communications and in our field. Over the past decade, ICA has increasingly integrated different epistemologies, interest groups and topics. It also became much more international and made efforts to gain members in all parts of the world, although a dominance of U.S. scholars still prevails. On the other side, IAMCR shifted from an academic-political organization to a more professional one. Political declarations in lieu of research papers—common in the sixties and seventies—have become rather an exception. Comparing recent conference programs of both associations, one finds similar structures (many „divisions“ here share the name with „sections“ there) and research foci. Indeed, many researchers attend conferences of both associations (and might deliver the same paper...).

In a still small professional and academic world with rather common research interests, it seems a logical step to look for cooperation. Klaus Krippendorff made a first step by founding the Federation of Communication Associations in the early nineties. Linda Putnam, President of ICA 1999/2000, started another initiative based on many deliberations in ICA's Board of Directors. At the annual conference in San Francisco in May 1999, a special session was dedicated to discuss possibilities for a closer cooperation with representatives of other associations. (see Internationalization on page --editor) The general aim was to work collaboratively across associations in promoting the field of communication worldwide. Despite the different backgrounds and cultures of

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CALL FOR IFNEWSLETTER CONTRIBUTIONS

We'd like very much to know what each member association 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 May. The deadline for receipt of news items is **April 10, 2000**.

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the different associations many chances for a closer cooperation were seen. As a first step, plans for a closer cooperation at conferences were discussed. In the meantime, at its meeting in Leipzig, Germany, in July, the International Council of IAMCR agreed to ICA's proposal for joint sessions at each other's annual conference in the year 2000 and a joint conference on a specific topic in 2001. Invitations for the joint sessions (ICA in May in Acapulco and IAMCR in July in Singapore) will be printed in the respective newsletters. The University of Texas at Austin has already volunteered to host this first joint conference. Other associations, like the IFCA and regional or national associations might co-sponsor such a conference. Details will be worked out in the near future.

International Communication Association (ICA) representative

Wolfgang Donsbach, Dresden ❖

From Intercom, the Brazilian Interdisciplinary Communication Association--

In September 3-9, Intercom held its Annual Communication Congress, this time, gathering more than 3,500 people in the marvelous city of Rio de Janeiro. The main theme in this XXII Congress was "Informatization, media and society. The communication's paradox in a globalized world", which received more than 300 papers, coming from all over the country. For the second year, Intercom published a CD-ROM with all this scientific papers presented.

The Congress also attracted the interest of the undergraduate students, who subscribed near 1400 works in the Expocom competition. This year, Intercom's Meeting hosted the first Brazilian/Great Britain International Colloquium, that enabled the coming of 10 English communication specialists. More than 20 new Brazilian communication books were presented to the public; Luiz Beltrao Prize recognized the work of Brazilian specialists and institutions and gave all people the opportunity of increasing knowledge in several communications workshops. In the Congress, cosponsored with the University of Gama Filho, Intercom also gave prizes for researches in the Initiation and Innovation communication field. The next Congress will be held in the fantastic city of Manaus, capital of the State of Amazon.

Broadening the communication studies in Portuguese language, Intercom will cosponsor, in the city of Braga, with the Portuguese University of Minho, the 3rd Lusofono Communication Meeting. And mainly because of coming celebrations of 500 years of Portuguese arrival at Brazil, the 4th Lusofono's Meeting will be held in the city of São Vicente, next April 19-22. More information on Intercom's events can be obtained at www.intercom.org.br

Prof. S. Squirra

Intercom's International Relations Director ❖

From ANZCA, the Australia & New Zealand Communication Association (ANZCA)--

held a very

successful annual conference, July 5-7, in Sydney, at the University of Western Sydney. Keynote speakers included Professor Jim Anderson, University of Utah, Professor M. Jimmie Killingsworth, Texas A&M, and Associate Professor Ellen Balka, Simon Fraser University. Topics were varied, with many presentations on computer-mediated communication and special panels about current events that affect communication. Next year's conference, to be held in Sydney in July, will include as major themes the Olympics and ethics.

The new President of the Association is Associate Professor Marsha Durham. Enquiries about ANZCA can be directed to her via e-mail, m.durham@uws.edu.au. ❖

Centre for the Study of Communication and Culture at Saint Louis University (CSCC) has mailed out Volume 18 Number 4 of Communication Research Trends. Final preparations are being done on Volume 19 (1999) Number 1.

"Children and Television" by Dr. Norma Pecora of Ohio University. We hope to have it in the mail by the end of the month. In Volume 18 (1998) Number 4 - "BOOK REVIEW ISSUE", some 40 books published in the past few years were reviewed, covering a wide variety of topics. Titles include, for example, Arnaldo, Carlos A., and Jones P. Madeira (eds.). "Public Service Broadcasting and Editorial Independence: Strengthening Democratic Voices: Report of the International Seminar, Tampere 16-18 June 1997, organized by the Finnish National Commission for UNESCO and UNESCO"; Price, Monroe E. (ed.). "The V-Chip Debate: Content Filtering From Television to the Internet"; Vangelisti, Anita L., John A. Daly, and Gustav W. Friedrich (eds.). "Teaching Communication: Theory, Research, and Methods", Second Edition; and Wuthnow, Robert. "After Heaven: Spirituality in America since the 1950s." ❖

From ACCS, Association for Chinese Communication Studies (ACCS)--

International diplomacy, human rights, intercultural contact of people around the world, mass media effects and so forth are some of the issues that ACCS members engage in exchange of ideas with one another on the everyday chat line (id-line@ait.fredonia.edu) to conventions to publications. This year at NCA, ACCS will be sponsoring four panels, conducting their annual meeting, and coming together for their celebrated Chinese banquet. Thus far this academic year, a research project is underway with Dr. Randy Kluver (current president) and Dr. Wenshan Jia (research chair) on the status of Chinese Communication Studies. Recently, ACCS voted to donate money to the Taiwan earthquake relief as a philanthropic gesture for the needs of the victims.

From CCA, the Chinese Communication Association (CCA) Webpage Bridging Research Communities--

for anyone interested in Chinese communication research and its links to international scholarship, the webpage of the Chinese Communication Association (CCA) is a useful resource. Features of this web site include recent updates of academic

activities in the field of communication, comprehensive research archives in Chinese communication studies, an online discussion forum, and job announcements from various institutions in the Chinese communities. The web site is at <http://www.sjmc.umn.edu/cca/>. The CCA webpage covers information about communication in Cultural China, with emphasis on Hong Kong, China, Taiwan, and Singapore. It can be categorized as follows:

Recent Updates of Academic Activities. Scholars who are interested in CCA activities can find related information under the category of “What’s New”. This section includes member activities such as graduations, appointments and promotions and their contributions to major conferences and journal publications. Many major international conferences and call for papers in the field of communications can also be found. This section also contains student competition awards and CCA’s call-for-papers for major communication conferences.

Comprehensive Research Archives. In the “Chinese Communication Research Archive,” scholars can find more than twenty-five comprehensive lists related to Chinese communication. The bibliography covers research from 1950 to the present. References are organized according to the subjects of time frame, geographical focus, presentation form and research content. The database is readily searchable.

Online Discussion Forum. The CCA web site also provides an online forum for members who are located in different geographical areas to communicate and discuss. Discussion topics in the “CCA Forum” include information request for specific research topics, scholarly exchanges on the concept of Chinese communication, and extended discussion about organization-related business.

Job Announcements. The “Job Announcement” section provides links to various institutions that have job openings in Singapore, Taiwan and Hong Kong. It also links with the communication section of The Chronicle of Higher Education for positions that are searched in the United States. Links to many other academic associations, resource centers, universities and online journals are also available in the “Related Links” section.

To participate further in the CCA activities, please visit the CCA web site under “Membership Directory” and register online. A complete list of member information is also available to seek old friends and make new contacts in this organization. The CCA is open to anyone interested in Chinese communication, regardless of race and nationality.

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to generate a dialogue among associations, association representation based on area of academic research and geographical location, rotation of host association for the International Congress, use of multiple languages and simultaneous translations, and paper selection basis. There are

also discussion on connecting the theme and location-relevant funding opportunities, pursuit of external funding and cost-effectiveness of operation, and advance notice to members of the event.

3. Decision for Collaborative Ventures in 2000-2001

A. Joint Conference

- 1) To host an international conference of leaders/representatives from various associations on a common theme, for example, “Communities in Crisis.” Should be broad and appealing to members of associations.
- 2) Would be like a planning conference for the first World Congress.
- 3) Open call based on the theme.
- 4) Each association would handle its own format and planning for its leaders/representatives.
- 5) Host meeting on a college campus in the U.S., for example, U of Texas or U. of California, Santa Barbara.
- 6) Have faculty at the institution serve as key people to assist with the organization. Try to find faculty from the different associations.
- 7) Linda Putnam will contact Ellen Wartella about hosting this conference at U. of Texas in Austin.

B. Representation at Association Meetings

- 1) Participants decided to continue the planning for this meeting via email and attendance at each other’s professional associations
- 2) Organizations will host jointly-sponsored panels and sessions at each other’s conferences
 - a) ICA will attend and jointly sponsor a session at the IAMCR conference in Singapore in 2001 and at NCR in Seattle in 2000.
 - b) IAMCR will attend and jointly sponsor a session at ICA in Acapulco in 2000 and at NCA in Seattle in 2000.
 - c) IAMCR will be held in Barcelona in 2002.

From ICA(II)--ICA Develops Plans for Global Representation and Affiliate Membership

The International Communication Association is exploring a plan to change the at-large representatives on the Board of Directors. Currently, the ICA membership elects three non-student Board members from a slate of nominees drawn from the Association as a whole. Under the new plan, ICA will have six at-large Board members, one drawn from each of the following six regions: North America; Europe; East Asia & Oceania; Latin America; West, South, & Central Asia; and Africa. Three of these members would be appointed and three would be elected by the membership on a rotating basis. The six regional representatives would serve three-year terms. . The new plan, developed by the Globalization Committee and endorsed by the Executive Committee, will be presented to the

Board of Directors and the ICA membership for consideration this year.

In addition to this recommendation, the ICA Executive Committee has developed a plan for a new affiliate member category. Affiliate members are other associations or organizations who share similar goals with the International Communication Association and who petition for Affiliate membership and pay Institutional member dues. The highest-ranking elected officer of the Affiliate organization will have full voting and participation rights and received ICA's publications. Affiliate organizations will be entitled to one panel program at ICA Annual Conferences, contingent on approval of the Program Chair. Individual members of affiliate organizations may join ICA by paying the dues of regular ICA Active members. They may also attend ICA events by paying the fees required of ICA members, rather than paying a non-member conference fee. Affiliate organizations should submit to ICA each year a current list of their association members. The ICA Board will consider this proposal in their mid-year Board Meeting in November.

Another initiative that ICA is pursuing is to upgrade their web services by providing registration for conferences, membership renewal, and conference planning via the internet. The Association is investigating different options and planning to make the internet a major provider of members services. Included in this list of services are hot links to the web pages of other communication associations, a password-protected access to the ICA membership directory, and development of databases.

ICA will celebrate its 50th Anniversary at its annual conference in Acapulco, Mexico, June 1-6, 2000. The conference theme, "ICA: 50 Years of Research in Communication, Culture, and Cognition," invites both celebration and assessment of the past and future of the field. This celebration also provides an opportunity for exchanges of scholarly contributions from Mexico and Latin America. To promote this exchange, some panels will be simultaneously

translated in Spanish and English. The Call for Papers may be viewed on-line at <http://www.icahdq.org>. For conference inquiries, contact Joseph Cappella, Annenberg School for Communication, University of Pennsylvania, Philadelphia, PA 19104-6220, jcappella@asc.upenn.edu. Special events are planned to celebrate this anniversary, including the publication of a monograph on "ICA History," spearheaded by Steve Chaffee, University of California-Santa Barbara.

At its annual conference in June, ICA will present six new association-wide awards for the following achievements: Best Book published in 1998-1999; Best Article published in 1998-1999; Career Productivity, Most Important Applied/Public Policy Research Program, Young Scholar, and Fellows Book Award for noteworthy book published in the past 5 years. Specific details on these awards are available on-line at the address noted above. To nominate an article, book, or individual for these awards, submit a letter of nomination with reasons why this nominee deserves the particular award and provide relevant supporting materials (e.g., publications, reviews of books, testimonials, etc.) to ICA Headquarters, 8140 Burnet Road, P. O. Box 9589, Austin, TX 78766. Nominations are due on December 31, 1999. For more information on these awards, contact Sam Becker, University of Iowa, sam-becker@uiowa.edu.

ICA is continuing to develop joint activities with other communication associations, including publishing an international column in its newsletter and sending an ICA representative to the Congresos de Comunicacion for IBERCOM and ALAIC and the Lusophonie Congress on Communication Sciences in the Globalization Context. ICA is also working with IAMCR to exchange joint sessions at our annual conferences and to host a joint conference in 2001 (see article by Wolfgang Donsbach). We welcome other opportunities to become involved in collaborative projects to promote the study of communication throughout the globe.

Linda L. Putnam, ICA President ♦

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Calls For Contribution

Transnational Communication in Europe: Practice and Research.

International Congress, Berlin, 28 – 31 October 1999

Free University of Berlin in cooperation with CERP Education & Research

The conference concentrates on the possibilities and limitations of transnational information that has to surmount language, media and cultural barriers within Europe. The congress intends to bring together, reflect on and systematically assess current research and thinking on day to day strategic and operational practices that contribute to the development of information and communication that can successfully transcend borders. It is to be hoped that it will provide the opportunity of establishing a framework that will leave fashionable semantics to one side, in order to discuss the limitations and opportunities of the processes in question and to develop viable solutions. The concept of co-operation between theorists, analysts and practitioners is also intended to add a further dimension to the problem of language and culture barriers generally.

- The structure of this multilingual conference (English, German and French) include *Keynote* speakers to review the "state of the art" and pinpoint key problems, papers on relevant research and case studies, and current projects to be introduced and discussed in *workshops*. The following issues are of interest to us:
 - (1) Evaluation and effectiveness of communication and information campaigns in Europe,
 - (2) Does a truly European public exist?
 - (3) Cultures and stereotypes as issues in communication,

- (4) Communication and information conceived as power, i.e. public affairs and lobbying.

The conference coincides with the Annual Conference and Annual General Meeting of the European Association of Education and Research in Public Relations, CERP Education. CERP Education was founded in 1988 under the auspices of the parent organization of the European public relations association CERP (European Public Relations Confederation/Confédération Européenne des Relations Publiques) and will be meeting in 1999 for the first time in Berlin. For contact, go to
Website: <http://www.fu-berlin.de/eur99>,
or E-mail: eur99@zedat.fu-berlin.de❖

Human Communication

The annual journal of the Pacific and Asian Communication Association, *Human Communication*, is now accepting manuscripts for review for the Spring 2000 issue. Humanistic, artistic, and scientific inquiries into the relationships between communication and culture in general, communication theory and practice within Pacific and Asian cultures in particular, or papers that address issues facing communication studies as an international discipline are especially welcome. We encourage integrative, comparative, speculative, cutting-edge projects that go beyond the standard submission. Creativity, vision, and the exploration of new horizons are invited; if your work breaks new ground, and has had difficulty in finding outlet in the more traditional journals, we are interested. Submit three copies of manuscript, APA style, by December 15, 1999 to *Human Communication* co-editor, Dr. Dana Davidson, University of Hawaii at Manoa, Miller Hall 110, Honolulu, HI, 96822 (each submission is also reviewed by associate editors). Diskette in IBM-readable format is required if your manuscript is accepted for publication. ❖