



News from Members

EUROPEAN COMMUNICATION ASSOCIATION

Report from the ECA Congress

The **European Communication Association (ECA)** held its second Congress in Munich, Germany, March 24-26, 2003. It coincided with the beginning of the war in Iraq. Klaus Krippendorff, Chair of the Council of the International Federation, who was invited to give the keynote address on The Future of Content Analysis, noted the painful disconnect between what was on everyone's mind and the abstract academic topics that were to be discussed but then proceeded as scheduled.

The congress featured an amazingly rich program with symposia on information technology and communication pattern in organizations, on evaluating media experiences in real, virtual, and mixed environments, and on empirical research of media and youth in Europe. 19 sessions and additional panel discussions were well attended. Scholars came mainly from all over Europe, of course, but also attracted communication researchers from Australia, India, Japan, Nepal, and the United States. Lively discussions continued till late at night with good Munich beer.

This was a great gathering. Most participants had not known each other. It created ideas for research and proposals for European academic cooperation. After three years, the founding President, Angela Schorr, gave the gravel to an elected governing board.

Chinese Communication Association's President's Message June, 2003

Jonathan J.H.Zhu, "Chinese Epidemic' and Chinese Communication"

Greetings again from Hong Kong, which I called in my last message "a cross-road between the two homes of the CCA community" but has now become a "distribution center" of the SARS epidemic. I am probably not the first one to say: "SARS is the 911 to the Chinese communities." Nevertheless, I do have ample personal experience with the changes it has brought to the way we eat, travel, work, or interact with others within and without our communities.

A few weeks ago, I chaired an annual admissions panel for our MA program, in which we interviewed applicants with everyone wearing a facemask. At the beginning of each session, we didn't shake hands; instead, this time when the students come to classes, I'll be able to see (instead of hear) them!

Continued on page 6

Members

- *Australian & New Zealand Communication Associations
- *Latin American Communication Research Association (ALAIAC)
- *The Association for Chinese Communication Studies
- *Canadian Communication Association
- *Center for the Study of Communication and Culture
- *Chinese Communication Association
- *Croatian Communicologists Association
- *Deutsche Gesellschaft für Publizistik und Kommunikationswissenschaft
- *European Communication Association
- *Finnish Society for Communication Research
- *Institute of Development Communication
- *Sociedade Brasileira de Estudos Interdisciplinares de Comunicacao (INTERCOM)
- *International Communication Association
- *Israel Communication Association
- *Korean Society for Journalism and Communication Studies
- *National Communication Association
- *Saudi Association for Media and Communication (SAMC)

AUSTRALIAN & NEW ZEALAND COMMUNICATION ASSOCIATION

July 9-11, 2003, Brisbane, Australia

The conference invites the participation of all delegates with an interest in research and teaching in the varying disciplines of communication. The conference theme, ***Designing Communication for Diversity***, encourages delegates to consider the issues with technological and content convergence in communication industries and to consider the need for diversity of content, ownership, culture, vehicles and responses to ideas. This year the Conference is being hosted by the Queensland University of Technology.

If you have any queries about the event, please contact Conference Organiser, Caroline Hatcher - www.anzca.net.

NATIONAL COMMUNICATION ASSOCIATION - ASSOCIATION OF CHINESE COMMUNICATION STUDIES

November 19-23, Miami Beach, Florida, U.S.A.

NCA First Vice President Isa Engleberg, working in cooperation with over 100 NCA unit and affiliate organization planners, invites you to attend the 89th Annual Meeting of the NCA. This year's theme is ***"Reaching Out/Reaching In."***

Reaching Out underscores NCA's recent and unprecedented efforts to reach out to other disciplines, professional associations, educational institutions, corporations, government agencies, non-profit organizations, diverse communities, electronic and print media, and the public at large.

Reaching In asks members to reach within and across the association and discipline to form and strengthen scholarly partnerships with communication colleagues. ***Reaching Out/Reaching In*** encourages members to further explore the vistas opened by recent convention themes. By "colouring outside the lines," becoming an "engaged discipline," re-examining and "radical(izing) our roots," and demonstrating "communication in action," NCA members can transform insular points of view into broad-based perspectives that focus on communication's centrality in all human endeavours.

Reaching Out/Reaching In encourages convention planners to reach within the discipline to colleagues in other divisions, sections, commissions, caucuses, and affiliate organizations. Units with seemingly disparate

missions and interests are urged to find common ground, to share and challenge each other's scholarship, to develop research, teaching, and community service agendas, and to take up mutually beneficial intellectual inquiries.

NCA delegates will meet at three major Miami Beach hotels: The Fontainebleau Hilton Resort, The Eden Roc Resort & Spa, and The Wyndham Miami Beach Resort. All three hotels are located on Collins Avenue in Miami Beach. Additional room accommodations at other nearby hotels have also been reserved for the convention.

Contact Persons: Isa Engleberg, iengleberg@pgcc.edu or Donna Porter, dporter@natcom.org

LATIN AMERICAN COMMUNICATION RESEARCH ASSOCIATION

October 1-4, 2003, São Paulo, Brazil. "Brazilian Conference on Communication and Health," Methodist University of São Paulo VI, Plateaus Campus.

The event will address such issues as medical reportage, the transmission and reception of patient information, and popular and folk medicine.

Participants already confirmed include Dr. Davi Rumel (ANVISA), Profa Dra Ausônia Favorido (Institute of Health of the State Secretariat of Health), Aureliano Biancarelli, Dr Bernardine Peter, (ANVISA), Dra Maria Thin Jose (ANVISA), Gilvânia Melo (ANVISA), Ediná Alves (Institute of Collective Health of the UFBA); Jose Rubens de Alcântara Bonfim (Sobravime - Brazilian Society of Medicine Monitoring) and Prof. Dr. Wilson Bueno (Comtexto and Umesp).

Interested parties have until June 30, 2003, to submit paper proposals. Please include in your submissions an abstract, title, full name of the author, and institutional affiliation. Authors will be notified by July 20, 2003, of acceptance.

For more information see: www.metodista.br/unesco .

Related Events

OCTOBER 16-19, 2003, TORONTO, ONTARIO, CANADA. ASSOCIATION OF INTERNET RESEARCHERS (AOIR), *International and Interdisciplinary Conference. "IR 4.0: Broadening the Band"*

Digital communications networks such as the Internet are changing the way people interact with each other, with profound effects on social relations and institutions. Yet many remain excluded from access and meaningful participation. It is timely to consider who is included, who is excluded and what we now know about the composition and activities of online communities. Internet Research (IR) 4.0 will feature a variety of perspectives on Internet, organized under the theme *Broadening the Band*. As in previous conferences, the aim is to develop a coherent theoretical and pragmatic understanding of the Internet and those that are empowered and disenfranchised by it. IR 4.0 will bring together prominent scholars, researchers, creators, and practitioners from many disciplines, fields and countries for a program of presentations, panel discussions, and informal exchanges. IR 4.0 will take place at the Hilton Hotel in the heart of downtown Toronto. The conference is hosted by a team led by the *Knowledge Media Design Institute (KMDI)* and its partners at the *University of Toronto*. The IR 4.0 steering and working committees reflect the growing pan-Canadian network of Internet researchers, including members from Quebec,

Alberta, and New Brunswick, in addition to the local contingent from *Toronto, York and Ryerson Universities*.

Continued on page 4

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. If you want other communication researchers to know what your association has been doing or is planning, if you want international presence at your national meetings, or if you have any international concerns, see a trend, suggest an action, write to us. We will do our best to make our many readers aware of it. Send your contributions to **Edward Slopek** at eslopek@acs.ryerson.ca The next issue is slated for November, 2003. The deadline for receipt of news items is **September 10, 2003**.

A Note from the Editor

"Language is a Virus from Outer Space"

William S. Burroughs

*"Paradise
Is exactly like
Where you are right now
Only much much
Better"*

Laurie Anderson – first verse to "Language is a Virus"

"...many plagues have an extraterrestrial origin."

Professor Chandra Wickramasinghe, Cardiff Centre for Astrobiology

In his provocative work, *Le Parasite*, the French theorist Michel Serres asserted that the key to our culture, indeed to modernity itself, is the "parasitic relationship." According to Serres, the parasite is the archetype of all relations of power. By imposing structures of inclusion and exclusion and thereby foregrounding the host/master relationship, it stands as such at the point of origin of all bureaucracies. Confronted by a parasite that has become a master "running the household," the "system itself" becomes uncovered." As Serres put it: "[the parasite] commands, he has the power, his voice has become that of the master, he speaks so he is heard everywhere, no one else can talk." Since the first alert over SARS on March 13 to the recent lifting of the travel advisory to Beijing, SARS has commanded our attention and, to echo Serres, its voice had become that of the master.

Here in Toronto, a week after health officials declared SARS contained, a 96-year-old patient was diagnosed on May 26th with SARS-like symptoms. Now finding itself with possibly the largest outbreak of SARS outside of Asia, screening at airports was once again resumed and doctors raised their "index of suspicion" when treating people with respiratory diseases. The WHO subsequently reinstated Toronto to its list of SARS-infected areas. Faced once again with the anxiety of contamination, Torontonians responded this time with calm, confident resignation to what local health and municipal officials have branded the "new normal." The media outside Toronto weighed-in with a different voice however. On 25 May, 2003, CNN News ran a story on the return of SARS to Toronto in which it concluded that Toronto had "another blemish on an already tarnished reputation." If metaphors of viruses are tied to the Other and the Outside [i.e., nature], Toronto had become an Other at the mercy of an Outsider [which may or may not have its origins in outer space]. Conferences were cancelled, shopkeepers suffered, the tourist and hospitality industry ravaged, and an air of external suspicion has continued to prevail. But, as Alfred Korzybski once stated, "the map is not the territory."

Continued on page 4

This year's theme, *Broadening the Band*, encourages wide participation from diverse disciplines, communities, and points of view. Under the umbrella theme, contributors are called to reflect upon, theorize and articulate what we know from within the emerging interdisciplinary space known as Internet Research.

In a *cultural* sense, the theme calls attention to the need to examine access, inclusion and exclusion in online communities. What role do race, gender, class, ethnicity, language, sexual orientation, age, geography, and other factors play in the degree of online participation? What are the indicators of meaningful participation?

In a *technical* sense, the theme points to the development of broadband, wireless and post-internet networks and applications that are currently coming on-stream including community, private, public as well as national research networks (e.g. CA*net 4, Internet 2). We plan to use these technologies to make the conference an internet-mediated and internationally accessible event.

In an *organizational* sense, the theme reflects a widening of AoIR's reach to include more researchers and constituencies involved in the evolution of the Internet. In a thematic sense, *Broadening the Band* suggests widening the scope of topics and problematics considered within past conferences, while retaining the consistent emphasis on rigorous research work.

Lead organizer *Knowledge Media Design Institute*, University of Toronto

Conference Website: <http://www.aoir.org/2003> | <http://www.ecommons.net/aoir> – Contact Person: Liss Jeffrey

NOVEMBER 6-9, 2003, LOUGHBOROUGH, U.K.,
Loughborough University, "Digital Dynamics: Control, Participation and Exclusion"

This conference is the second in a projected bi-annual series on digital futures organised under the joint auspices of the ICA, the ECCR and the IAMCR and inaugurated by the 'Digital Divide' conference held at the University of Texas at Austin 16-18th November 2001. Papers will be presented on current issues and developments in the following three broad areas:

Control - infrastructural innovations, intellectual property rights, piracy, surveillance, privacy, digital colonialism, commercialisation.

Continued on page 5

Editor's Note Continued

As of the last week of June, the risk of contracting SARS in Toronto is very low, with the last new case in Toronto reported on June 12. The virus is contained in hospital settings and not in the general community. According to Health Canada, all areas of Canada continue to be safe and healthy destinations for travellers. But in that we can never be in complete possession of the virus but rather remain possessed by it – the Nobel Laureate, Joshua Lederberg, noted ominously that the "single biggest threat to [our] continued domination of the planet is the virus", it will still continue to spread through *cultural* contagion – with what impact it is not entirely clear.

In a call for papers for the ***Virus! Symposium*** held last year in January in Bonn, Germany, the organizers observed that not only is the image of the virus ubiquitous but that "it has become one of the master metaphors of contemporary culture." Moreover, they maintained, the imagery of the virus has been "implemented to authorise phobic measures of containment and exclusion [that] simultaneously [gives] scope to resistance and modes of subversive self-fashioning." Today, off-setting larger Hollywood productions such as *Outbreak* (1995), *Virus* (1999), *Osmosis Jones* (2001), and the forthcoming *28 Days Later*, from the director of *Trainspotting*, so-called 'viral films' or micromovies, can be downloaded from the Internet and e-mailed from viewer to viewer. A recent article in the *New York Times* ["Digital Artists Find a Muse in SARS (And Each Other on the Internet)", Sunday, June 15, 2003] described the work of self-styled artists producing SARS-related representations on the Internet. According to the author, these works ["digital folk art"] – many of which originate in China and Hong Kong – fall into a long tradition of ordinary people responding to traumatic events through art.

While not ostensibly addressing SARS or viral transmission, a number of conferences in the coming months will feature a range of related themes. Most directly, medical reportage and popular and folk medicine will be among the main topics to be discussed at the *Brazilian Conference on Communication and Health*. Questions of inclusion and exclusion will serve as focal points at both the *AoIR* conference in Toronto in October and the *Digital Dynamics* conference in Loughborough in November. And, in an effort to combat the anxiety of contamination between divisions – and to metaphorically so to speak let loose some ideational viruses, the *National Communication Association* has urged its members to "reach within the discipline to colleagues in other divisions, sections, commissions, caucuses, and affiliate organizations."

As a member of the organizing committee for the AoIR (Association of Internet Researchers) conference in Toronto, I extend an invitation to all to attend. Toronto beckons.

Dr. Edward Slopek, New Media Program,
The School of Image Arts, Ryerson Polytechnic University,
Toronto, Ontario, Canada

Participation - citizens' activism, Telecentres and community networks, everyday uses of the Internet, new opportunities for participation.

Exclusion - changing dynamics of 'digital divides', initiatives designed to address digital exclusion.

For more information on papers and presentations, contact *Graham Murdock*, Chair of the programme panel, at G.Murdock@lboro.ac.uk

Registration

The conference is residential and will be held at the Burleigh Court International Conference Centre, Loughborough University. Places are limited. Costs will include conference registration and fee; accommodation for three nights, and full board, including all meals and refreshments from breakfast on Friday to breakfast on Sunday. Registration will open in mid-July. The costs are:

Residential: £340 / US\$550

Non-residential: £110 / US\$175

Queries about booking and registration should be addressed to:

Michael L. Haley, Ph.D., CAE
Executive Director
International Communication Association
1730 Rhode Island Ave, NW, Suite 300
Washington, DC 20036
Email: mhaley@icahdq.org

RECENTLY HELD 2003

June 1-3, 2003, Halifax, Nova Scotia, Canada. *Canadian Communication Association Annual Conference*, Dalhousie University

Following the themes adopted this year by The Humanities and Social Sciences Federation of Canada, panels and papers were presented on: (1) Conflict and Cooperation: Local, National, Global; (2) Conflict and Cooperation: Representations of Justice; and (3) Conflict and Cooperation: Wealth and Creativity.

Next year's Canadian Communication Association conference will be held in Winnipeg, Manitoba, Canada.

UPCOMING CONFERENCES 2003

June 25-27, 2003, Durban, South Africa, *Southern African Communication Association 2003 Annual Conference*

June 26-28, 2003, Zurich, Switzerland, WAPOR Thematic Seminar "*Public Opinion, Polls and Policies*"

June 27-29, 2003, Shanghai, China, Conference of Chinese Communication. **POSTPONED**

July 10-11, 2003, Hong Kong, Department of Journalism, Hong Kong Baptist University, "*Digital News, Social Change and Globalization*"

July 14-16, 2003, Taipei, Taiwan, *International Association for Media and Communication Research 2003 Conference. "Information Society and Globalization: What's Next?"* **CANCELLED**

July 24-28, 2003, Fullerton, California, U.S.A., California State University, IAICS (*the International Association for Intercultural Communication Studies*) *9th International Conference on Intercultural Understanding and Communication*

July 30 - August 2, 2003, Kansas City, Missouri, *AEJMC Convention*

August 11-14, 2003, Bayview Beach Resort, Batu Ferringhi Beach, Penang, Malaysia. "*Knowledge, Culture and Change in Organisations*"

September 25-28, Little Rock, Arkansas. *American Communication Association Conference*

October 24 - 26, 2003, Austin, Texas, U.S.A., *Global Fusion 2003 Conference, An International and Intercultural Communication Conference*

Chinese Communication Association's President's Message (Continued from Page 1)

These changes are largely positive and healthy, though ironic at times. However, I suspect the changes may not stay for long because these sound too "non-Chinese." Take the way we dine. It's totally against our religion (if the Chinese dining ritual is indeed a sacred tradition) to use serving spoons and keep silent on the family dinner table. Chinese dining is supposed to have busy traffic of chopsticks and loud laughs. We, scholars and practitioners of Chinese communication, do have a role to play here, to help promote and sustain the positive changes in our lifestyle, in our interpersonal communication and relationships.

Beyond individual and group levels, we could also contribute to the critical evaluation and reform of the public information system in various Chinese societies. Yes, SARS has caught everyone off guard. However, different actors (e.g., the government, the media, the medical community, and the public) have reacted quite differently within each society and across societies...

While there have been positive consequences, the impact outside is more likely to be negative and enduring. Like it or not, for members of out-groups, SARS is a Chinese epidemic. Denial of entry or quarantine against travellers from Chinese communities probably will be gone soon. Fears of "Yellow Fever" will stay, explicitly or implicitly. Again here is where we can do something. I am not a big fan of image doctoring or crisis management; deeds (e.g., healthy lifestyle and transparent information) are far more important and powerful than words. However, there does exist enormous misinformation, miscommunication, and

misunderstanding between the Chinese communities and the global community. We certainly have the expertise to help diagnose the nature, scope, and cultural roots of the fears and misperceptions.

We're called upon to serve the pressing and daunting tasks.

[excerpted from the *Chinese Communication Association* Newsletter, Volume 13, No.1, June, 2003]

IF Information

Klaus Krippendorff
KKrippendorff@asc.upenn.edu
215-898-7051(Office),
215-898-2024 (fax)

Annenberg School for Communication
University of Pennsylvania
3620 Walnut Street
Philadelphia, PA 19104-6220, USA

IFnewsletter

Edward Slopek
eslopek@acs.ryerson.ca
(416) 979-5000, ext. 6874
(416) 979-5139 (fax)

New Media Program
School of Image Arts
Ryerson Polytechnic University
350 Victoria Street, Toronto
CANADA M5B 2K3