



UNIVERSITY OF MINNESOTA
TWIN CITIES

Silha Center for the Study
of Media Ethics and Law

School of Journalism
and Mass Communication
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206 Church Street S.E.
Minneapolis, Minnesota 55455-0418
(612) 625-3421

Dear George:

Hereby copy of The
application, your
name on page 5.

Also fresh newsletter
of my present Temporary
base...

Best,
Kara

Attention: Please type or print

APPLICATION FOR HOSO-BUNKA FOUNDATION GRANT

Ichiro Yoshikuni
President
Hoso-Bunka Foundation, Inc.
Kyodo Building, 41-1, Udagawa-cho
Shibuya-ku, Tokyo 150, JAPAN

Phone: 81-3-3464-3131
Fax: 81-3-3770-7239

Date: 12 October 1994

1. Name of Applicant: Kaarle NORDENSTRENG

Signature

2. Age/Sex: 53 Male
Female

3. Organisation/Company:

Name: University of Tampere
Department of Journalism and Mass Communication
Address: P.O.Box 607, 33101 Tampere, FINLAND
Phone: +358- 31-2156292 Fax: +358- 31-2156248 Tlx:
Applicant's Position: Professor

4. Applicant's contact address, if differing from above:

Address: University of Minnesota
School of Journalism and Mass Communication
111 Murphy Hall, 206 Church Street
Minneapolis, MN 55455-0418
USA
Phone: +1- 612-626-1737 Fax: +1- 612-626-8251 Tlx:

Date Received:

(do not use reverse side)
Receipt No.

5. If applicant has contact officer for project in Japan:

Name, Position/Title:	
Address:	
Phone:	Fax:

6. Title or theme of Research/Project:

International Monitoring of Television News

7. Brief summary of Research/Project (in less than 120 words):

The project (1) reviews existing scientific knowledge on the coverage of the world in news and current affairs programmes from as many countries as possible, (2) promotes a comparative content analysis of TV news in selected countries as an extension of newspaper content analysis already underway, and (3) convenes a seminar of media scholars and critics to evaluate the research on TV content of all kinds and to make proposals for more systematic international collaboration in this field. The project contributes to a long-term target to establish a worldwide system of monitoring media performance in such crucial content areas as peace, international understanding, human rights and environment (see Appendix 1). The project also serves as a follow-up of the Media Flows Research Symposium convened in Tampere before the IIC conference in September 1994 (see Appendix 2).

8. Period in which Research/Project is expected to be carried out:

from - April 1995 to - March 1996

9. Timetable, working schedule and other details of the Research/Project (itemize approximate period and duration, number of participants, sites, etc.). In case of radio/TV/film productions attach brief synopsis.

Timetable and schedule:

Month/yr	Working schedule
April- August 1995	Compilation of annotated bibliography of relevant research and first draft of overview (part 1 of the summary above)
April- June 1995	Recording of sample programmes in selected countries and preliminary coding of their content, to be done by national teams (part 2)
June 1995	Meeting of leaders of national teams to determine the final coding and analysis, in connection with IAMCR conference in Slovenia on 28-30 June (part 2)
September 1995	Seminar in connection with IIC conference in Osaka on 12-14 September, with drafts of part 1 as working papers (part 3)
October 1995- Details: March 1996	Preparation of final bibliography and overview (part 1) together with seminar proceedings (part 3). Parallel analysis of data and writing the final report in collaboration of the larged foreign news project (part 2).

The bibliographic work and preliminary overview will be done at least in two centres (possibly in Tampere and Minneapolis) by research assistants under guidance of the applicant and his collaborators (see item 15).

The Empirical data for comparative content analysis will be gathered by national teams mainly with national means but small support from the project is needed in some cases (developing countries). The meeting in Slovenia will bring together most of the national team leaders in any case, while 3-4 of them need travel assistance from the project.

The seminar in Osaka will be organized together with a local academic host institution to be located in consultation with the IIC conference organizers. It could be an IIC pre-conference or an independent event, to be attended by 20-40 invited participants. Travel assistance from the project is needed for 10 participants, including the applicant and his collaborators.

Preparation of the final reports will be done jointly by both senior collaborators and research assistants.

10. Plans (Schedule) for utilization of the Research/Project. In case of program production or program acquisition state from which broadcasting station and approximate period program(s) are expected to be broadcast. Letter of confirmation from said organisation to the effect should be attached:

The project facilitates a state-of-the-art review of TV news research for which there is a widely felt need. Also, the project constitutes a vital part of the global media monitoring programme which is being launched at the same time. Moreover, the project helps to create a network of research centers and scholars in the field serving as a basis for long-term collaboration among them.

11. Results of Research/Project to be submitted to HBF upon completion of said project (note whether material will be VTR, film, publication, etc. and when material will be submitted):

Manuscripts for the review including bibliography, for the report on comparative content analysis as well as for the seminar proceedings will be submitted in March 1996. Publications will be included in volumes of the global media monitoring programme and of the larger foreign news content analysis project.

12. Amount of HBF Grant requested, give figures in either dollars or yen, in round figures:

US\$ 50,000
¥ 5,000,000

13. Estimated total funds required for Research/Project:

US\$ 150,000
¥ 15,000,000

14. Funds from other sources, including funds on hand, which are or may be available to the applicant to carry out the Research/Project:

a. Funds on hand (part 2 national teams)	US\$	50,000
	¥	
b. Grants from other Foundations (approved)		
—	US\$(¥)	-
—		
—		
—		
c. Grants from other Foundations (being applied for)		
— (to be determined later)	US\$(¥)	50,000
—		
—		
—		
—		
	Total of a.b. & c.	US\$ 100,000
		¥

15. In case the Research/Project is to be carried out in collaboration or jointly with other persons or organisations, give names, titles and forms of collaboration (e.g. co-researcher, advisor, librarian, etc.):

Name, Title, Organisation, Capacity
— George GERBNER, Professor, University of Pennsylvania, The Annenberg School of Communication
— Michael GRIFFIN, Assistant Professor, University of — Minnesota, School of Journalism and Mass Communication
— Annabelle SREBERNY-MOHAMMADI, Professor and Director, — University of Leicester, Centre for Mass Communication — Research
— Others to be determined later, including at least one — from Japan
— (see list of relevant studies and scholars as — Appendix 3)
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—
—

16. Brief outline of the applicant's background:

A. Organisation/Company to which applicant is attached:

a. Name of organisation/company:

University of Tampere (Finland)

b. Established:

1925

c. Capital:

US\$

d. Main sphere of activities:

Normal higher education and research, with emphasis on social sciences (second largest university in Finland and largest in social sciences including media studies.

B. Applicant's personal record including awards received, titles of books or articles published, etc.:

Former radio journalist; winner of national award for young reporters in 1957; interview with C.G.Jung in 1961, Marshal McLuhan in 1967.

Former head of research and member of long-range planning group, Finnish Broadcasting Company; among others headed committee to define news values and policy for the company; participated in early IIC (IBI) meetings on TV news; published several articles and edited a book on "the Finnish experiment".

Since 1971 professor of journalism and mass communication, particularly electronic media, at the University of Tampere; several books and other publications including "Television Traffic - a One-Way Street?" (Unesco 1974); consultant to Unesco on media research and policies.

International Association for Mass Communication Research (IAMCR), member since 1966, Vice-President 1972-88, President of Professional Education Section 1988-; IBI/IIC member since 1970 (first in Finland).

(see full CV as Appendix 4)

17. Estimation and schedule for utilisation of total funds with a breakdown of amounts for each planned activity- such as duration, site, the number of personnel, travel costs, purchase of reference material, etc. Mark clearly the items to be paid through the HBF grant fund:

Part 1:

* Research assistants, total 15 months	US\$ 20,000
Other manpower, incl. senior scholars	US\$ 40,000
Sub-total	<u>US\$ 60,000</u>

Part 2:

* Data collection	US\$ 2,000
Other data collection, incl. manpower	US\$ 20,000
* Travel to meeting in Slovenia (4x2,000)	US\$ 8,000
Other travel to Slovenia-	US\$ 10,000
Sub-total	<u>US\$ 40,000</u>

Part 3:

* Travel to seminar in Osaka (10x2,000)	US\$ 20,000
Other travel to Osaka	US\$ 30,000
Sub-total	<u>US\$ 50,000</u>

Grand total US\$ 150,000, of which US\$ 50,000 sought from the HBF grant fund (marked with *).

Comparative cross-national TV News studies:

Cohen, Akiba A., Hanna Adoni and Charles Bantz (1990). Social Conflicts and Television News: A Cross-national Study of Presentation and Perception. Newbury Park, CA: Sage.

Gurevitch, Michael, Mark R. Levy and Itzhak Roeh (1991). "The Global Newsroom: Convergences and Diversities in the Globalization of Television News." In Peter Dahlgren and Colin Sparks, eds. Communication and Citizenship: Journalism and the Public Sphere, pp. 195-216. London: Routledge.

Henny, Leonard and Richard Collins (1987). "Television and the Production of Reality: The Case of Cross-National Comparisons." In The Focused Screen, Jose Vidal-Beneyto and Peter Dahlgren, (eds.). Strasbourg: AMELA/Council of Europe. [Note: This entire collection is relevant to issues of TV news across cultures]

Important comparative TV news scholars:

University of Maryland, U.S.
Michael Gurevitch

University of Copenhagen, Denmark
Klaus Bruh Jensen

George Washington University, U.S.
William C. Adams

Hebrew University, Israel
Akiba Cohen

Northwestern University, U.S.
Lawrence Lichty

Universita de Perugia, Italy
Paolo Mancini

University of California at San Diego
Daniel Hallin

Stockholm University, Sweden
Peter Dahlgren

Simon Frazier University, Canada
Robert Hackett

Central Polytechnic of London, U.K.
Colin Sparks

Murdoch University, Australia
John Hartley

London Guildhall University, U.K.
Richard Collins

Bond University, Australia
Peter Putnam

Glasgow University, U.K.
John Eldridge

Center for International Media Research, Utrecht, Netherlands
Leonard Henny

Komazawa Women's University, Tokyo
Kazuo Kawatake