

Herbert Quandt Stiftung  
A Foundation of BMW AG



Transatlantic  
Forum '88

**Perspectives on  
International  
Communications**

Conference at  
The Annenberg School of  
Communications  
Philadelphia

September 15 to  
September 17, 1988

## Preface

The Transatlantic Forum '88 is thought to be a challenge for many communication scholars and journalism researchers. Within the industrialized and computerized democracies, international communication has become a multifaceted and multifunctional institution. It informs people, defines ways and styles of life for them, and creates and maintains their images and stereotypes.

New media forms, the reorganization of journalistic infrastructures, and other changes seem to make the consumers of journalism in developed countries "rich in information", but "poor in understanding". The USA and the Federal Republic of Germany are countries with similar social infrastructures. The education of journalists is practised by different institutions and through a variety of programs. When the development of public relations is added as a special kind of public communication, with an infrastructure of its own, but with a strong interest in persuasion, the question arises: are we still talking about the same journalism? And what are the prevailing theories and methods?

The four workshops planned are intended to exchange information on research being done in other countries, especially with non-English publications.

The conference aims to establish and intensify contacts between communication scientists and practicing journalists in both the USA and the FRG. It also aims to define a hopefully successful, long-term field of investigation as outlined in the enclosed remarks.

**Thursday,  
September  
15,  
1988**

12.30 p.m.  
Registration and Reception

2.00 p.m.  
Opening Session:  
Horst Avenarius, Herbert Quandt  
Stiftung: "Aims and Objectives"  
Professor Jay G. Blumler,  
University of Leeds, United Kingdom:  
"The Role of the Media as an  
Intermediary between Nations"

Coffee break

3.30 p.m.  
Professor William Griffith,  
Massachusetts Institute of Technology:  
"USA and Germany. Perspectives of a  
Transforming Partnership - from the  
American Point of View"  
Professor Werner Link,  
Universität Trier, FRG:  
"Germany and USA. Perspectives of a  
Transforming Partnership - from the  
German Point of View"

4.30 p.m.  
Discussion - With Reference to the Role  
played by the Media in German-  
American Relationships

Participants:  
Professor Jay G. Blumler  
Professor William Griffith  
Professor Werner Link  
Professor Fritz Stern  
Columbia University, New York  
Professor Kurt Lang,  
University of Washington  
Professor Manfred Rühl,  
Universität Bamberg  
Gebhard Schweigler,  
Stiftung Wissenschaft und Politik,  
Ebenhausen

Discussion Chairman:  
Margarita Mathiopoulos,  
Aspen Institut, Berlin

6.00 p.m.  
Opportunity for Individual Discussions

8.00 p.m. - 10.00 p.m.  
The Herbert Quandt Stiftung Reception  
at the University Museum of Archeology  
and Anthropology

9.30 a.m. - 5.30 p.m.  
Workshops on Theoretical and Practical  
Implications of International  
Communications

12.00 - 2.00 p.m.  
Lunch

9.30 a.m.  
Reports of the Workshop leaders

Coffee break

10.45 a.m.  
Plenary Discussion, followed by  
Summary of Workshop Results,  
Recommendations for Possible Task  
Fields for the Herbert Quandt Stiftung  
in the Scope of German-American  
Relationships

Discussion Chairman:  
Professor Manfred Rühl

12.15 p.m.  
Concluding Remarks:  
Herbert Quandt Stiftung

Farewell Lunch

**Friday,  
September 16,  
1988**

**Saturday,  
September 17,  
1988**

## Workshop A

Challenges for the Media: New Resources for Media Production and their Impact on Government Policies?

### Leader:

Professor Lee B. Becker,  
Ohio State University  
Professor Beate Schneider,  
Musikhochschule Hannover

### Participants:

Professor Anthony R. DeLuca,  
Emerson College  
Barbara Dickmann,  
Editor in Chief, Ufa Film- und Fernsehen  
GmbH, Hamburg  
Professor Dan R. Jones,  
University of Houston-Downtown  
Professor Maxwell McCombs,  
University of Texas  
Professor Mary Anne Moffitt,  
University of Illinois  
Professor Helmut Norpoth,  
State University of New York  
Professor Klaus Schönbach,  
Musikhochschule Hannover  
Professor Rolf T. Wigand,  
Arizona State University

Dramatic developments have altered media systems in the 1980s. Technological advances in the electronic and print media have emerged, causing "older" media to adapt to new styles and standards. How do audiences respond to the new offerings? Have audiences expanded the use of media as a result of the changes? Has the behaviour of the media changed?

How will the developments affect media production? Will a few companies in one country or the other dominate both production and distribution of information and entertainment? Will there be new forms of international cooperation or will these developments lead to further protectionism? The workshop will also discuss the functions of new media and new media technologies in the spreading of knowledge. Will it have an impact on international relations? How are media politics reacting to these developments in the U.S. and in West Germany? And what does this mean for journalism? Do we need new and different types of journalists?

## Workshop B

Factors Influencing Journalism: Are they Cultural or Organizational?

### Leader:

Professor Kurt Lang,  
University of Washington  
Professor Manfred Rühl,  
Universität Bamberg

### Participants:

Professor W. Phillips Davison,  
Columbia University  
Professor James S. Ettema,  
Northwestern University  
Michael Groth,  
Frankfurter Allgemeine Zeitung  
Rüdiger Loewe,  
Fernsehdirektion Bayer. Rundfunk  
Professor Phillip Tompkins,  
University of Colorado  
Professor Jürgen Wilke,  
Universität Mainz

Is the work of journalists determined mainly by organizational prerequisites and constraints? Or is the surrounding culture, its norms and values, more important? Or, for that matter, how do both sets of determinants interact? What are the most significant factors? Do we have to eliminate the concept of independent journalists selecting and presenting information in their own right and only following their definition of professional standards?

This workshop will try to answer such questions based on the evidence in the U.S. and in West Germany. Equally important, though, are discussions about the consequences and, if possible, suggestions as to how various factors in the work of journalists either further or hinder information about and the understanding of other societies and cultures.

## Workshop C

Influences on Public Communication:  
The Role of Public Relations in the  
Media System.

### Leader:

Professor James Grunig,  
University of Maryland  
Professor Barbara Baerns,  
Universität Bochum

### Participants:

Dr. Günther Bentele,  
Universität Berlin  
Professor George Cheney,  
University of Colorado  
Professor Tom Emmerson,  
Iowa State University  
Professor Lauri A. Grunig,  
University of Maryland  
Paul J. Kohtes,  
Chairman Kohtes & Klewes  
Kommunikation GmbH, Düsseldorf  
Professor Benno Signitzer,  
Universität Salzburg  
Professor Steven L. Vibbert,  
Purdue University

Public relations, defined as a special type of public communication because of its intention to articulate topics and views and to persuade with regard to specific interests, has emerged worldwide in the 20th century. Business, political, as well as non-profit sectors have realized the need for more public relations in order to reach a larger international audience more effectively.

Public relations is on its way to acquiring a more positive image. Whereas public relations practitioners and teachers learn from communications scholars, communications researchers are only now beginning to pay attention to public relations, despite its long involvement in communication issues.

To familiarize the participants with research being done in both countries, the workshop focuses on the relations between media systems and public relations especially in an international context.

## Workshop D

Journalism and Journalism Education in  
the USA and the Federal Republic of  
Germany: Equipped for Reporting  
International Relations?

### Leader:

Professor Herbert J. Gans,  
Columbia University  
Professor Günther Gilllessen,  
Universität Mainz

### Participants:

Professor Robert Abelman,  
Cleveland State University  
Professor Anantha S. Babbili,  
Texas Christian University  
Professor Victor K. McElheny,  
Massachusetts Institute of Technology  
Professor Holli A. Semetko,  
University of Michigan  
Wolf Schneider,  
Head of Henri-Nannen-Journalisten-  
schule, Hamburg  
Professor Stephan Ruß-Mohl,  
Universität Berlin  
Professor David H. Weaver,  
Indiana University

What do we know about norms and professional standards of journalism in the U.S. and in West Germany, on the one hand, and about patterns of actual journalistic behaviour, on the other? Where are the differences, where are the commonalities between the two groups? Answers to these questions along with discussions about what might happen in the near future are the focus of this workshop. Its central perspective is: Are present norms and behavioral patterns functional for a developing international society? What can we do to support new and better structures of international communication as the network for the world's media becomes increasingly complex?

Please reply by August 24, 1988



Sender

Name

First Name

Title

Address

HQS - Travel Department  
BMW of North America, Inc.  
BMW Plaza  
Montvale, N. J. 07645

**The Herbert  
Quandt  
Stiftung -  
Origins and  
Purpose**

As a result of Herbert Quandt's intervention in 1959, BMW AG has developed from a very small company into one of the most successful, international German business groups.

To honor the achievements and vision of Herbert Quandt, the Herbert Quandt Stiftung was established by BMW AG on June 22, 1970, Mr. Quandt's 60th birthday.

The Herbert Quandt Stiftung's prime objective is to contribute to a better understanding of the fundamental concepts of the social market economy, to strengthen Germany's reputation throughout the world and to improve the international dialog and mutual understanding.

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Telephone (215) 898-7041.

I have made a flight reservation from

\_\_\_\_\_ to Philadelphia  
on September \_\_\_\_\_ 1988  
and back on  
September \_\_\_\_\_ 1988.

I have made an hotel reservation from

September \_\_\_\_\_ to  
September \_\_\_\_\_ 1988.

I wish to participate in Workshop

\_\_\_\_\_

**Corres-  
ponding  
address for  
North America**

**Location of  
congress**

**Reminder**

**Transatlantic Forum '88**  
Philadelphia, September 15-17, 1988

- I wish to participate
- I am accompanied by \_\_\_\_\_ more person(s)
- I do not wish to participate

**I will participate in:**

**Workshop A:**  
Challenges to the Media

**Workshop B:**  
Factors Influencing Journalism

**Workshop C:**  
Influences on Public Communication

**Workshop D:**  
Journalism and Journalism Education

Participants will be responsible for transportation to and from the conference, hotel, and meals not listed in the official program.

**Flight Reservations**

- I do not need a flight reservation
- Please reserve a flight in my name on September \_\_\_\_\_ 1988 from \_\_\_\_\_ to Philadelphia and a return flight on September \_\_\_\_\_ 1988 back to \_\_\_\_\_

**Hotel Reservations**

A block of hotel rooms has been set aside in Philadelphia

- I do not need an hotel reservation
- Please reserve an hotel room in my name from Sept. \_\_\_\_\_ to \_\_\_\_\_ 1988, at a price of approx. US \$ 100 per person/day.

Signature: \_\_\_\_\_