

Transatlantic Forum '88

Perspectives on International Communications

Conference at
The Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street
Philadelphia, PA 19 104
USA

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 practiced 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:

12.30 PM Registration and Reception - Auditorium Maximum

2.00 PM Opening Session:

Dr. 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 PM Professor William Griffith, Massachusetts
Institute of Technology, Cambridge, USA:
"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 PM Discussion - With Reference to the Role Played
by the Media in German-American Interrelation-
ships

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,
Dr. Gebhard Schweigler	Stiftung Wissen- schaft und Politik, Ebenhausen
Dr. Peter Staisch	ARD German Tele- vision, Washington

Discussion Chairman:

Dr. Margarita Mathiopoulos	Aspen Institut, Berlin
----------------------------	---------------------------

6.00 PM Opportunity for Individual Discussions

8.00 PM - The Herbert Quandt Stiftung Reception at the
10.00 PM Chinese Rotunda & Upper Egyptian Gallery/The
University Museum of Archeology and Anthropology.

Friday, September 16:

9.30 AM - Workshops on Theoretical and Practical
5.30 PM Implications of International Communications

12.00 PM - Lunch
2.00 PM

Saturday, September 17:

9.30 AM - Reports of the Workshopleaders

Coffee Break

10.45 AM 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 PM Concluding Remarks: Herbert Quandt Stiftung
Farewell Lunch

*Workshops on Theoretical and Practical Implication of
International Communication*

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 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 behavior 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
Dr. Michael Groth, Frankfurter Allgemeine Zeitung
Ruediger Loewe, Fernsehdirektion Bayerischer Rundfunk
Professor William C. McDonald, University of Virginia
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.

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.

Dr. Ulf J. Zabel, Herbert Quandt Stiftung Juli '88