

Communication and Diplomacy:
The International Significance of Iran Coverage

By

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World Communications: Decisions for the Eighties

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The Annenberg School of Communications

University of Pennsylvania, Philadelphia, PA

For the past decade or so there has been unprecedented involvement of private citizens and the media in foreign policy and diplomacy. The crisis situation which has developed in Iran since the taking of U.S. diplomatic hostages provides a unique context in which to study the effects of communications on international diplomacy. Never before in the history of international mass media has the diplomatic process been so dependent on non-diplomatic channels for information.

The U.S.-Iranian crisis has been analysed in this paper to examine:

1/ The effect of non-traditional diplomatic channels, such as the media, personal and organizational contacts on the conduct of traditional diplomacy. Does private diplomacy have a stabilizing effect on the world?

2/ The flow of messages across national boundaries through the Western media from a Third World country;

3/ How the crisis crystallizes and illustrates the issue of balance/imbalance in the flow of news, and signifies the importance of the new world information order;

4/ The intermingling of the media, government and public opinion;

5/ The impact of the crisis and its coverage on future diplomatic relations, especially between the U.S. and Third World nations.

With the sustained international crisis, many of the past cliches about the role of communications and the media in international relations and diplomacy must be reconsidered.

International Association for Mass Communication Research
The XIVth Conference and General Assembly
Prague, Czechoslovakia, August 27th to 1st September 1984

International Communication Section

Wednesday 29th August: 2:30 PM

TRANSNATIONAL COMMUNICATION AND INTERNATIONAL RELATIONS

Hamid Mowlana, Chairman

Hamid Mowlana, The American University, Washington, D.C. (USA), "International Flow of Information: A Global Report and Analysis."

Franz Kempers, University of Amsterdam (The Netherlands), "Coverage of Events in Poland, August 1980-December 1981."

John T. McNelly University of Wisconsin (USA) and Fausto Izcaray (Venezuela), "International News Exposure and National Images in Venezuela."

Howard H. Frederick, Ohio University (USA), "Ideology in International Communication: US-Cuba Radio War."

Abbas Malekzadeh, The American University (USA), "International Communication and Foreign Policy: The US-Iranian Conflict."

Herbert I. Schiller, University of California, San Diego (USA), Commentator and Discussant

Wednesday 29th August: 9: AM

TRANSBORDER DATA FLOW AND THE INTERNATIONAL DIVISION OF LABOR

This will be a joint session of the International Communication Section, the Communication Technology Section and the Political Economy Section. International Communication Section is responsible for organizing it.

(More on Page 2)

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CURRENT AND PLANNED RESEARCH IN INTERNATIONAL COMMUNICATION

Hamid Mowlana, Chairman

Francois Chevaldonne, Centre de Recherches et d'Etudes sur les
Societes Mediterraneennes, Aix-En-Provence (France), "Transnational
TV Series and Difussion of Patterns: The Case of Algeria."

Robert L. Stevenson, University of North Carolina (USA) and
Stevan Marjanovic, former staff member of the Yugoslav
Institute of Journalism (Yugoslavia), "An Analysis of the
Non-Aligned News Agencies Pool."

Stewart Hoover, University of Pennsylvania (USA), "'Appropriate'
Communication Technology and Development in the Age of Information:
An Exploratory Study in the Eastern Caribbean."

Frank Ugboajah, University of Lagos (Nigeria), "Implementation of
the McBride Report by the Nigerian Media Practitioners and Trainers."

W. Barnett Pearce, University of Massachusetts (USA), William Husson,
University of Connecticut (USA), Elizabeth M. Tessier, University
of Massachusetts (USA), and Zulkarnaina Mohd Mess, University
of Malaya, "Conflicting Perspectives in the Development of the New
International Information Order: A Historical Case Study of the
Coordinated Management of Meaning."

Boonark Boonyaketmala, University of Bangkok (Thailand), "The Political
Economy of Cultural Dominance, Dependence, and Disengagement:
The Film Industry in Thailand (1897-1983)."