

INTERNATIONAL ASSOCIATION FOR  
MASS COMMUNICATION RESEARCH  
ASSOCIATION INTERNATIONALE DES ETUDES  
ET RECHERCHES SUR L'INFORMATION

**Professor Hamid Mowlana**  
**President**

January 23, 1995

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

Dear George,

I am enclosing a letter and proposal regarding the upcoming version of the *World Communication Report*, which I have just received from UNESCO. I have to respond to this proposal by March 1, 1995. I would very much appreciate your comments, suggestions, and advice, sent to me no later than February 15.

Thank you in advance for your kind cooperation.

Cordially,

Hamid Mowlana

Encl.



United Nations Educational, Scientific and Cultural Organization  
Organisation des Nations Unies pour l'éducation, la science et la culture

4 January 1995

REF.: CII/COM/94/49.1

~~Dear Mr Mowlana,~~

*Dear Hamid*

UNESCO is preparing a second version of the *World Communication Report*, which was first published in English in 1989; followed by French and Spanish editions in 1990.

The initial idea of the first version was to develop a global report on communication as a reference tool for communication policy-makers, planners and practitioners. The Report set out to provide up-to-date information on recent developments in the communication field, and sources of reference for further inquiry and practical contacts. Priority was given in this Report to the area of mass communications or mass media, although the fields of telecommunications and of information technology were also included, given their increasing importance as a result of technology convergence.

In 1993, during the Twenty-seventh Session of UNESCO's General Conference, Member States requested the UNESCO Secretariat "*to update the World Communication Report for reissue in 1996; besides statistical data, it will include studies on new trends in information and communication technologies and their impact on the work of media professionals and on society in general as well as studies on threats to pluralism and independence of the media*".

Consequently, the new edition will focus on a specific theme, i.e. *new trends in information and communication technologies and their impact on society*, providing a concrete and practical tool of analysis for policy- and decision-makers; offering an information and reference base for research and operational programmes; and increasing understanding and awareness of the real situation of regions and sub-regions in the communication and information fields. This report will be more analytical than the first one, the emphasis being put on trends of information and communication technologies, and their convergence.

Mr Hamid Mowlana  
President  
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USA

A first synopsis has now been prepared (enclosed) and will treat a number of key perspectives, including: Challenges of the 21st century; New communication and information technologies as a key infrastructural support; Economic, social and cultural impact of the applications of these new technologies; Media freedom, human rights and democracy.

At this stage, the attached synopsis is a first draft: chapters would need to be improved and adjusted, titles modified and some aspects strengthened. Before going ahead with this task, we have decided to consult informally a selected group of major research institutions and professional organizations, of which your organization is part.

Confident in your professional capacity and wide experience in this field, I would be grateful if you could provide us with:

1. suggestions/comments regarding the overall synopsis (structure and contents);
2. suggestions/comments regarding specific parts where your organization specializes (region or themes);
3. suggestions of potential contributors for chapters or sub-chapters, including their profession and full address (including fax);
4. information regarding statistics/references that your organization could provide.

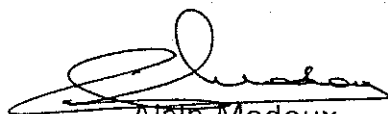
This consultation is very flexible, and we are of course open to any comments/modifications from your organization. Furthermore, while this report will be international, it is intended to consolidate the regional and sub-regional levels of substantial analysis, due to the different contexts of communication and information development. In fact, boxes on regional trends will be included in the chapters or sub-chapters. Finally, selected scientific periodicals and selected reference books as well as statistics/graphs/photos will be incorporated in each chapter.

The original language of the 1996 version will be English (translations into Spanish and French are foreseen during 1996) but, please, feel free to reply to this enquiry in French or Spanish, if you prefer. We hope to receive your comments by 1 March 1995, when we will be able to review the outline, before launching contracts in May-June 1995.

For any queries, I suggest that you contact directly Ms Sylvie Coudray, Assistant Programme Specialist (CII/COM, 1 rue Miollis, 75732 Paris Cedex 15; tel: (33.1).45.68.42.12; fax: (33.1).45.67.43.58), who will be in charge of the launching of the Report over the next few months.

I thank you in advance for your contribution and wish you all the best for the New Year.

Regards



Alain Modoux

Director

Division of Communication

# WORLD COMMUNICATION REPORT

(5 pgs)

## PREFACE

Message of Director-General  
Suggested foreword by renowned personality

(20 pgs)

## INTRODUCTION

Challenges of the 21st century

The introduction provides a photographic overview of the whole World Communication Report, but mainly stresses the challenges facing the new information society in the 21st century in terms of the themes to be discussed in detail in the Report. It is anticipated that this overview, by clarifying concepts, definitions and characteristics, will elucidate, demystify or intensify such terms as "globalvillage", "informationhighways", "democracy", international understanding, better balanced or unbalanced flow of information. It should cover, among others:

- how information and communication technology have created the information society, not as a review of technology, which is contained more specifically in subsequent chapters, but rather how the technology has affected all media generally;

- economic aspects and the formation of economic alliances, and particularly media concentration and possible consequences on pluralism and freedom of expression, as a preamble to later chapters that elucidate this theme more comprehensively; conversely, with limited infrastructure in many countries, the limitation of new media to urban areas and developed zones, and resultant isolation of many societies;

- it should highlight the 'traffic lights' and 'dusty paths' of the information highway, that is, where the information highway goes no further and older, traditional or conventional methods of communication still hold sway;

- the impact of these trends on society and future challenges on the threshold of the 21st century, including a description of general trends towards globalization, regionalization and decentralization of the communication process, and the 'culture of urgency'.

This introductory chapter should be revised after the other chapters have been received and edited, though prospective authors can be informed early.

This Introduction and each chapter will have its sectoral, selective reference list.

(140 pgs)

## **PART I**

### **Communication and information technologies**

This Part provides the core data as a descriptive and factual basis for understanding the technological underpinnings of the new information society and how it has come about. As far as possible, regional viewpoints will be presented.

#### **1. The Convergence of Technologies (15 pgs)**

Discussion of how informatics, telematics, telecommunication and new audio-visual technology, separately and in combination have affected most mass media industries; how these industries themselves have been revolutionized and in turn have revolutionized society. Where relevant, regional views and the implications for small countries should be highlighted. This chapter is meant as a technological overview, but technologies should be treated more specifically under each media section.

- transformations in the overall information industry, and how developments in information processing have affected every communication sector (news agencies, newspapers, radio, television, film, telecommunications, data networks and transmission, marketing and entertainment); graphic presentation of satellites and their applications; tendency towards multi-media services including audiovisual treatment; globalization, but also diversification; consequences for the flow of information, data and programmes worldwide;

- the economics of these industries: information hardware and software market; rise of clones and software industries; obsolescence of information technology; phenomenon of piracy; challenges, particularly for the developing countries; question of telecommunication tariffs;

- impediments to development of national telematics services; viability of telematics based on expanded demand and uses; impact on the end-users; competition and telecommunication tariffs; role of international recommendations (ITU-T), conventions and declarations (this may need further explanation under radio and television);

- databases and networking: as ways of broadening access to information; impact on countries not having the appropriate support structures;

- outlook for the growth and development of informatics and telematics and telecommunication in the future, directions of expansion, with special emphasis on how the telematics industry may affect publishing and all forms of domestic audiovisual fare, as well as other media.

## 2. Printed Media: Newspapers and Magazines (20 pgs)

This chapter should be prepared on a regional basis, with an overall editor linking the views and providing an intro and next where appropriate.

- transformations in the systems of production and distribution, in particular how computerization of composition and printing processes have outpaced traditional methods of production, leading to new levels of competition (in terms of speed, quality, economy of staff, tele-printing), advantages of computerization for printing of non-roman alphabets (where appropriate), links to computerized archives and data sources;

- how the economics and marketing of printed news is changing, particularly through competition with radio and television. Does this result in more or less city-based newspapers, more or less national newspapers, weeklies rather than dailies? What is the forecast for tele-printed newspapers (editions simultaneously printed in distant cities using satellite transmission and local printing), rise of specialized news products, advent of the 'electronic newspaper'? Where are newspapers going in the future?

- outlook for the growth and development of, and possibly new orientations for newspapers in the future: fewer newspapers, but with broader circulation? links to radio and TV news or other by-products? replacement of the daily by specialized weeklies or will there always be a place for the local paper? how to assimilate the disjointed growth of the newspaper industry: letter-press alongside of computerization and offset? other directions for newspaper development.

### 2a Sub-section on books (5 pgs)

Changes in book production and reading. Books in form of audio tapes, videocassettes, the thrust of electronic publishing. Will electronic forms of 'reading' replace printed books?

### 2b Sub-section on photojournalism (5 pgs)

How photojournalism has developed through electronic techniques, phototransmission, computerization of page layout, electronic photo archives.

### 3. News Agencies (20 pgs)

Overview of news agency development and transnationalization: experiences of leading news agencies (Reuter, AFP, ITAR-TASS, AP..), and of regional news agencies, particularly those of PANA, WANAD, CANA, IPS, Pacific Environmental News Network, Non-aligned News Pool and others.

- transformations in the systems of production and distribution, in particular through computerization and high speed transmission systems, including satellite; how computerization has enabled in many cases a fuller integration of the production/distribution process (and reduction of error) by eliminating repetitive processes; how news services become diversified and specialized;

- the effects on national news agencies, in view of their recent growth, particularly in developing countries and small countries that lack a critical mass and particularly the difficulty of posting numerous correspondents abroad; tendency of some agencies to specialize, in financial and economic wires for example; outlook for news agencies in countries that still need to develop market economies and subscriber clientele; what is the outlook for the third world national or regional news agency in terms of competition from trans-national companies, financial viability, editorial independence?

- growth trends expected in the number and kind of subscribers; tendency towards specialized news products, syndicates, pools, bilateral and regional exchange agreements.

### 3a Box stories (5 pgs)

On specialized agencies (Gemini features), development features.

### 4. Television (4 pgs per region - Asia-Pacific; Latin America and the Caribbean; Africa; Arab States; Central and Eastern Europe; Western Europe; North America)

Regional overviews of trends in television (state, public and private), including effects on cinema.

- transformations in the systems of production and distribution, in particular how digitalization (and compression techniques have paved the way for direct broadcast by satellite for television; how these in turn have spawned colossal transnational industries of production and distribution; how NCT has saved some media, and transformed others, like film; in-breeding of TV and film as a joint production house;

- the effects on national broadcasters, both public and private, in terms of competition for programming and advertising revenue. What is the outlook for the national, public broadcaster faced with competition from transnational companies? This theme to be touched on here, but built up in later section;

- flow of TV programmes (draw from previous "Reports and Papers on Communication" on TV traffic, flow and use of flow);

- new needs urged and pressures exerted upon frequency management, international and regional agreements, conventions, declarations; role of ITU;

- overall outlook for the electronic media: growth of transnational production and distribution companies; tendency towards transnational communication vs. national and local broadcasters, and particularly the public service broadcaster;

- overall outlook of international TV organizations: European Broadcasting Union, Asian Broadcasting Union, NANBA etc.. Eurovision news exchange network;

- new trends in the world distribution of TV news: CNN, Euronews, TV5, Moscow Global, Arab programmes...

## 5. Radio (4 pgs per region, to be sharply edited)

Regional overviews of trends in radio (state, public and private).

- transformations in the systems of production and distribution, in particular how digitalization (and compression techniques) have paved the way for direct broadcast by satellite for FM radio relay and elated applications; how these in turn have created trans-national industries of re-distribution;

- the effects on national broadcasters, both public and private, in terms of competition for programming and advertising revenue. What is the outlook for the national, public broadcaster faced with competition from transnational companies? This theme to be touched on here, but built up in later section;

- new needs urged and pressures exerted upon frequency management, international and regional agreements, conventions, declarations; role of ITU;

- review of movements towards community radio worldwide, with substantial illustration through case examples; impact, successes, failures, future role. Prognosis of the future of community based media and their thrust against mainstream media and in social and political decision-making;

- overall outlook for radio: growth of transnational production and distribution companies; tendency towards transnational communication, national and local broadcasters, and particularly the public service broadcasters.

## 6. Cinema, Video halls, and home video (14 pgs)

Regional overviews of cinema, video halls and home video.

Transformation in cinema as a participatory, social medium (in cinema halls), rise of video theaters, trends towards home film and video. Much of technological transformation covered in previous section.

- transformation of production and distribution systems in cinema, in particular the symbiosis with television and video technologies and computerized optical engineering; application of digital technologies to production, distribution, coloring and restoration of old films and archiving; relation to the electronic industries, as competitor;

- outlook for cinema film and theater going in developing countries;

- outlook for electronic film theaters in developed countries (e.g Japan, France)

(130 pgs)

### PART II

#### The impact of new technologies

This part analyzes the social and cultural impact of new technologies, as described and touched upon in the first section which gives more the technical underpinnings of these effects.

## 7. Economic impact (25 pgs)

Synthesized overview, recapping from previous chapters dealing with this theme.

- economics of communication industries, the major growth sector, transnationalization and resulting globalization; regional statistics to be cited, illustrated by graphs;

- trends towards media concentration and globalization, as seen in growth of transnational media industries (horizontal and vertical conglomerates). Statistics or quantitative data to support views;

- attempts to constrain external broadcasting (through GATT, regional or national conventions or legislation); for small and developing countries, the right to frequencies and to space; the issue of cultural autonomy, nationally, regionally;

- How new technology has transformed advertising and marketing; transformations in the media industries and telematics that have contributed to changes in advertising and marketing; more diverse marketing of AV products and related goods; on the one hand, homogenization of product offer, on the other extension of broadcast programmes through sale and rental of videocassettes and other media by-products; advertising and marketing as a force in media decision-making and in public decision-making generally; global trends in investments and outlook for advertising and marketing.

## 8. The social impact of new technologies (25 pgs)

- 'highways of information' as providing access to worldwide networks of consumers, citizens, various organizations; how network operations have transformed society's access to and use of information, as well as increased variety of entertainment and cross-cultural programming; specifically, tendencies and forecasts of media usage, that is towards accessibility from home or office or network, and therefore less dependence on physical displacement to access media products; forecast of changes in cinema attendance (trends to becoming solely a domestic medium or as in many developing countries, a dynamic public medium or in other cases an artistic showcase?);

- conversely, with limited infrastructure in many small and developing countries, limitation of new media to urban areas or developed zones, trends towards "media elitism" in urban centres and resultant isolation of many societies; possibilities or trends in downsizing technology for small and developing countries (appropriate technologies); are some societies still isolated?

- effects on employment and/or displacement; shifts towards new employment opportunities, more specialized and highly technical competences with possibly a consequent displacement of staff familiar with only conventional routines (quantitative data where available); challenges to artistic creativity; consequent needs for re-cycling, re-training; overall effects on staff numbers and costs; unions and social practices.

## 9. The cultural impact on society (25 pgs)

- tendencies, particularly through global, transnational print and electronic media, towards "homogenization" of culture, attitudes and values; conflicts with traditional cultures and mores of traditional societies; a new "élan" for cultural identity?

- from the opposite viewpoint: the increased tendencies towards localism; question of access;

- expanded possibilities for cultural and educational programme and AV product offerings; use of media for education, inter-active television, distance education;

- spread of violence through TV, film, video and electronic games the impact on women, children (electronic video games and interactive TV), the next generation.

## 10. Women in the media (20 pgs)

- Review worldwide of advances made by women media professionals, in print, radio, television, decision-making, networking.

- Synthesis of major women's issues and plan of action (as culled from regional ateliers, Toronto seminar and Beijing Conference); and implications for future.

## 11. Reaching marginalized societies (13 pgs)

The role and general impact of various alternative media and networks, particularly those used by women and disadvantaged groups to put forward their views, with substantial illustration through case examples.

## 12. Note on Communication Training (12 pgs)

An overview of training needs in the face of new communication technology; adaptation of training curricula and facilities to prepare for future needs; future roles of specialized and regional training institutions, particularly in Eastern and Central Europe, Central Asia, island regions and Least Developing Countries. Draw upon UNESCO Evaluation of Communication Training 1983 to 1992; reports of 1983 and 1991.

### 13. Note on Communication Research (10 pgs)

Implications for research in the face of expanding new communication technologies; the roles communication research can fulfil in promoting the transition to the new technologies, in ensuring equitable access and use of new technology; basic and global issues communication research should address; use and dissemination research through NCT, such as networks (IAMCR-Net, AMIC-net and others) and databases; perspectives for the future.

(110 pgs)

#### PART III

#### Media freedom, human rights and democracy

This part links the trends in de-regulation, orientation to public service broadcasting, democratization of press legislation and the gains made in freedom of expression to the strengthening of peoples and societies.

### 14. Media Legislation -- electronic media (25 pgs)

- worldwide trends towards democratization of media legislation, moves towards de-regulation, adoption of new legislation and structures, as based on case studies in regions;

- where relevant, cites specific country examples; the crisis and challenges faced by public service broadcasting;

- ways of reinforcing the cultural mission of broadcasting; tendencies towards creating or strengthening public broadcasting systems;

- role of professional ethics; abusive and propagandistic uses of media, such as "Radio mille collines";

- questions of intellectual property and copyright;

- protection of privacy.

### 15. Media Legislation -- the written press (25 pgs)

- worldwide trends towards democratization of press legislation;

- transparency, access to public sources of information;
- moves towards de-regulation, adoption of new legislation and structures; where relevant, cite specific case examples;
- professional ethics and professional rights; dangers to the journalist's profession.

#### 16. Freedom of Expression (25 pgs)

This chapter could be a presentation by each of the major international and regional NGOs on the trends towards freedom of expression (as well as incidences of counter-trends towards limiting the conceptual scope of Article XIX and the whole Declaration of Human Rights). The chapter should be illustrated with case examples from around the world and reflect post Vienna thinking, as well as practical proposals for reinforcing freedom of expression for the media. Each NGO page could be considered their 'showcase' piece signed by the NGO.

The chapter should end with either the declarations of the UN-UNESCO regional seminars, or at least significant excerpts from these declarations; alternatively, these citations could trim the pages of NGO presentations, as perhaps elsewhere in this part. This would also enliven the presentation.

#### 17. The emerging profession (10 pgs)

The emerging profession of public relations (including aspects of advertising and marketing) as a force in public decision-making; role of communication in public decision-making.

#### 18. "Information as Power" (25 pgs)

The conclusion is a brief, but highly focussed view on how technology and the new media have in many cases led to the "empowerment of the people", and thereby to a strengthening of democratic practices.

- flow of information, independent and pluralist media as indicators as well as catalyzers of democracy, with reference to "there can be no democracy without freedom of the press is an essential component of democracy," declarations of Windhoek, Almaty and Santiago where relevant;

- information as power making tomorrow's citizens, tomorrow's society

**ANNEXES**

Profiles of selected communication organizations and institutions  
List of selected major international and regional research institutions  
List of UNESCO activities since the new communication strategy  
Selected statistical data