

IAMCR PARIS 2007
INTERNATIONAL COMMUNICATION SECTION

FON Rooms 3, 6, 8, 13,15 (one session in MIO 14), UNESCO
Monday, 23 July through Wednesday, 25 July 2006

SECTION HEAD: Dr. Allen Palmer, Brigham Young University, USA

ACTING SECTION HEAD-ELECT: Dr. Sujatha Sosale, The University of Iowa, USA
SECTION ASSISTANT: Tania H. Cantrell, The University of Texas at Austin, USA

GENERAL OVERVIEW:

Even though space and time were limited, the International Communication Section at IAMCR Paris 2007, which held a 30 percent paper acceptance rate, enjoyed six of seven scheduled sessions. (It should be noted that the first session was adjusted, as well announced, at the business meeting. More information follows.) Attendance through the six sessions ranged from seven to 16, averaging out to 12 persons per session. At least three but no more than five presentations occurred each session. (For the section presentation guide detailing who presented what when, please see the attached "Appendix 1: International Communication Section General Overview.")

GENERAL THEMES:

Topics included:
Asian Media Regional Issues;
Case Studies in Media Development;
Media Hegemony Encounters Media Diversity;
Global Media Opportunities and Problems; and
National Profiles of New Media Development.

ACTION ITEMS

The first session of the IAMCR Paris 2007 Conference International Communication Section (ICS) served as a business meeting. Dr. Allen Palmer, who has served as the ICS Section Head since 2002, nominated Dr. Sujatha Sosale for the position of section head. He distributed bio information on her (please see attached "Appendix 2: Dr. Sujatha Sosale Brief Bio Information Handout"), and the nomination was seconded. Following the ratified nomination, Dr. Sosale was unanimously elected as the incoming ICS Section Head. Her duties officially began at the conclusion of the IAMCR Paris 2007 Conference. (It is noteworthy that Dr. Sosale also served as an acting section co-head at the IAMCR Cairo 2006 Conference.)

MAIN THEMES:

Each session enjoyed vigorous discussion. From the many sessions, three main themes emerged: Diverse theoretical media perspectives are needed; politics and media are closely inter-related; and global media influences must be continually monitored.

One of the major pluses of the IAMCR conference is the multiplicity of theoretical

perspectives through which similar topics can be addressed and by which session discussions can occur. This transparency was evident throughout all sessions, but primarily during the fifth of the IAMCR Paris 2007 ICS six, Global Media Opportunities and Problems. During this session, panel members attempted to delineate reasons for and explanations of international news and other media flows. Discussion carried over through coffee time, as various Eastern and Western minds and traditions wrestled with ideas surrounding “foreign” news production, content and effects.

The connection between international media and consumer effects threaded several sessions. Another recurring theme was the intricate relationship between politics and media . The first ICS section, post the business meeting, extrapolated potential ramifications between news and cultural musings and mergings within and between various Asian societies. The role of persuasion in conjunction with media operations emerged as an important issue. Presentations called to attention the current situation in Korea, Japan, and other Eastern Asian nations, and the need to understand new cultural complexities in light of transitions under globalizing influences.

That third theme – global media influences – was examined from different theoretical/vantage points. ICS scholars wonder what kind of press typologies will best explain and perhaps predict what is occurring at all levels and degrees internationally. Although it is a challenge to measure the scope of coverage and content of media at these levels, practitioners and scholars alike are actively engaged in monitoring media in relation to media systems. All section presenters and attendees seem aware of and committed to this issue.

In sum, the IAMCR 2007 Paris ICS enjoyed excellent quality presentations and considerable debate. A call to action for continued awareness on many political, economic, and social levels of and for media globalization connected all sections.

ACTIVITIES:

Even though IAMCR Cairo 2006 ICS arranged a small, 12-attendee luncheon for interested ICS presenters and attendees to continue section topic discussion and/or mingling, no such activity occurred this year.

ELECTIONS:

Already noted.