



VERBATIM RECORD (PARTIAL) OF THE 30TH MEETING\*\*

Chairman: Mr. MATHIAS (Portugal)

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\*\* Circulated pursuant to a decision taken at the 30th meeting. The full record of the meeting has been issued as document A/SPC/35/SR.30.

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Distr. GENERAL  
A/SPC/35/PV.30  
19 November 1980  
ENGLISH

## AGENDA ITEM 59

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(A/35/21, 362, 504 and Corr.1, 603)

The CHAIRMAN (interpretation from French): I should like to draw the attention of members of the Committee to the basic documentation concerning this item. Document A/35/21 contains the report of the Committee on Information. Document A/35/504 and Corr.1 contains the report of the Secretary-General. Document A/35/362 contains the report of the Director-General of UNESCO on sub-item (d). Document A/35/603 contains the Secretary-General's estimates on the financial implications of a proposal for a programme of fellowships and scholarships for the training of journalists and broadcasting personnel.

In addition to the basic documentation I have just mentioned, two letters have been distributed in documents A/35/429 and A/35/461, respectively.

Before opening the general debate on this item, I am sure that members of the Committee will wish to hear statements concerning the reports submitted to the Committee, and so I now call on Mr. Akashi, Under-Secretary-General for Public Information.

Mr. AKASHI (Under-Secretary-General for Public Information):

Mr. Chairman, I should like to join those who have congratulated you on your election to the chairmanship of this important Committee of the General Assembly. I wish to assure you and your Committee of the full co-operation of the Department of Public Information in your work and, in particular, in your consideration of questions relating to information.

(Mr. Akashi)

The importance of communication and information in international relations today cannot be over-emphasized. Adequate and reliable information is an essential ingredient for harmonious contacts among Governments and peoples. It is both the basis for and the result of social progress and development. It is the necessary prerequisite for the avoidance of misunderstandings and even conflicts among nations. Therefore, it is not accidental that communication and information have become the subject of a major debate in the international arena with far-reaching economic, social, political, technological and cultural dimensions. In my view, these considerations underlie the call for a new world information and communication order, which the General Assembly has asked the Secretary-General and the Committee on Information to promote.

The General Assembly's interest in information and communication can be viewed in the over-all perspective of the evolving dialogue between the developing countries and the developed countries. It is the Assembly's abiding concern for the establishment of the New International Economic Order which has propelled it to espouse the promotion of the establishment of a world communication and information order. It is therefore clear that the pursuit of a new information and communication order is part and parcel of the global efforts to bridge the gap between the North and the South.

Opinions still differ on what exactly a new world information and communication order means. Its precise definition still eludes us. Nevertheless, we should be able to build on the consensus which has been reached in the past at the United Nations, as well as at UNESCO, on its essential points. We should elaborate these points on a pragmatic basis, while at the same time exploring new areas of possible agreement. This, therefore, will be one of our preoccupations as we answer the call of the General Assembly in this field.

(Mr. Akashi)

For the United Nations, communication and information can also be viewed as a vital instrument in mobilizing world public opinion behind its purposes and activities. Our times call for enhanced support, by all Member States of the aims and objectives of our Organization, which is constantly faced with great challenges to peace, justice and development. In trying to gather such support we attempt to address world public opinion on the many issues with which the United Nations deals. Our job is, however, not an easy one, since the public in many cases are less concerned about issues of this kind than with their own immediate preoccupations with jobs, food, shelter and other daily needs. Another problem is the negative attitude and underlying prejudice regarding the Organization which characterizes some segments of the mass media in several countries in their reporting on events taking place here.

It is none the less gratifying that the vital role of information in creating a better moral and intellectual climate, which would enable the United Nations to fulfil its mandate is becoming more and more accepted. While the United Nations is pre-eminently an intergovernmental body, it has been created in the name of "the peoples", and it needs the support and understanding of non-governmental organizations, the media, educational institutions and their leaders everywhere. Consequently, information is a very potent instrument for a more peaceful and prosperous world, and we must always try to ensure that both the content and the form of our message are appropriate and effective in the context of our over-all mandate established by the Charter of the United Nations and numerous resolutions.

In this connexion, we are extremely happy that the General Assembly has, as an important subsidiary body to advise it, the Committee on Information, which has been in existence for the last two years. This Committee has proved its tremendous value as a serious, well-informed body to provide the Secretariat with general guidelines on the directions and priorities of its information work. The Committee's encouragement, as well as criticisms, has been very valuable to us. I take this opportunity to pay homage to the members of the Committee, which has been

(Mr. Akashi)

most ably led by Ambassador Yango of the Philippines, and to the members of its Working Group, presided over by the dynamic and devoted Ambassador Albornoz of Ecuador.

The problems of communication and information may also be looked at in the broad context of the reality of the twentieth century, which is that of the interdependence of nations. The cross-cultural impact to which nations are subjected as a result of the enormous developments in science and communication technology and a parallel, seemingly paradoxical, awakening of nationalism and national identity constitutes an important phenomenon today. These far-reaching cultural and historical dimensions to the communication problem are complex and have inescapable consequences for inter-State relations.

UNESCO has made a great contribution to elucidating some of the implications of this problem and deserves praise for its pioneering efforts towards the establishment of a new world information and communication order. The recent debate at the Twenty-first General Conference of UNESCO in Belgrade, which I had the privilege of attending for a few days, was constructive and marked by a new mood of realism and understanding concerning the real needs of developing countries in the communication sector. At the same time, much still remains to be studied, particularly on questions such as the rights and responsibilities of the mass media, on which the International Commission for the Study of Communication Problems, led by Mr. Sean MacBride, made useful contributions.

We welcome the creation of an International Programme for the Development of Communication within UNESCO. The United Nations will actively participate in that Programme. We hope that all interested organizations in the United Nations system will do the same.

It is our sincere hope that the inter-agency working group envisaged by the statutes of the Programme will co-ordinate its work with existing mechanisms for inter-agency co-operation to the fullest extent possible. I have in mind the Administrative Committee on Co-ordination (ACC) and the Joint United Nations Information Committee (JUNIC), a subsidiary body of ACC. In the field of information, JUNIC is increasingly moving from mere

(Mr. Akashi)

co-ordination, in the sense of avoidance of duplication, to undertaking more and more joint projects and programmes. It is very gratifying in this context, that JUNIC has received strong support from the Committee on Information.

I am more than ever convinced that the field of information and communication is so vast and so complex that it requires the participation of all the agencies and programmes concerned in the United Nations system so that the Member States, particularly the developing countries, will be able to benefit fully from the enormous experience and skill which are at the disposal of these agencies and programmes. The contributions which the various organizations in the United Nations system are already making within the framework of a new world information and communication order were transmitted to the Committee on Information at its summer session last August. In addition, the Special Political Committee has before it a report on the programme of fellowships and scholarships for the training of journalists and broadcasting personnel (A/35/603), which if accepted by the General Assembly, will significantly reinforce one concrete area of our contribution towards the new order, namely the strengthening of media personnel in the developing countries.

I take this opportunity to introduce another document, A/35/504 and Corr.1 containing the report of the Secretary-General as requested by the General Assembly under resolution 34/182 last year. It is a fairly brief report in which we give a factual account of how we have responded to the wishes of the General Assembly expressed in that resolution. I wish to add that the Committee on Information has been particularly helpful in defining areas of priority attention in the work of the Department of Public Information. DPI will thus continue to focus its work on issues of international peace and security, disarmament, peace-keeping operations, decolonization, racial discrimination, human rights and the establishment of the New International Economic Order. Special attention will be given to the question of Namibia. These are the over-riding issues on the international agenda. Within available resources, DPI will do its best to provide purposeful information on these and other urgent matters of United Nations concern through a multi-media approach.

(Mr. Akashi)

At the same time, we must preserve a balance between a thematic approach to daily events and a historical and constitutional approach which centres upon a recognition of the inexorable evolution of the international community towards one world, and the United Nations and its system of agencies as a product of functional necessity of humanity in the contemporary era. Without such long-term perspective our moods can vacillate between the poles of dark pessimism and unwarranted optimism. Therefore, it seems to me that understanding of such constitutional and historical development is indeed essential.

(Mr. Akashi)

Moreover, I am determined to instil greater efficiency and economy into the work of DPI. To that end, I have now created a Unit for Planning, Programming and Evaluation within the Department. I plan to proceed further with a re-examination of the structure of DPI, again with a view to ensuring efficiency and economy in our work. Better deployment of staff, including their more systematic rotation where possible, will continue to be my major concern.

I must here point out one serious problem which DPI faces. Last year alone, 38 resolutions of the General Assembly called upon the Department to undertake various additional public information initiatives and activities. This trend is most likely to continue at the current session of the General Assembly. At the same time, the Committee on Information has recommended the initiation of new activities or expansion of others.

It is a fact that the resources of the Department are very thinly spread between its servicing function on behalf of United Nations activities and events, which are numerous, and its intrinsic, general function of cultivating long-term, in-depth understanding of the Organization. As the Committee on Information quite rightly pointed out in its report, it is necessary for us to maintain an equilibrium between our "coverage" function and our basic interpretative function of placing events against their proper background.

Last year I spoke in this Committee of my concern about the "demands made on us as a result of the proliferation of United Nations meetings, conferences and other events which absorb an increasing proportion of our staff for the purpose of coverage of day-to-day events". I do not think that anybody expects the Department to continue indefinitely to undertake new mandates without additional resources. I must confess, in this connexion, that our serious attempts at identifying activities that have been completed or are obsolete, of marginal usefulness or effectiveness, have not yielded many concrete results. Member States will certainly wish to decide on the adequacy of resources if their recommendations are to be implemented by us satisfactorily.



(Mr. Akashi)

Let me assure the Committee that we shall continue to refine our information strategy with a view to maximizing the impact of our activity and to address our work primarily to groups which have a "multiplier effect", such as the media, non-governmental organizations, opinion-makers and educators. The United Nations cannot, however, in all instances depend on intermediaries or redisseminators. Thus, in carefully selected cases, we shall have to carry out public information efforts for direct consumption by the general public. The Committee on Information has already delineated important suggestions which may result in a strengthening of our ability to reach the general public.

In the field, away from Headquarters, our global information centre network is a unique instrument for reaching a large public by providing links with audiences in various parts of the world. DPI is pursuing greater co-operation with UNDP and other members of the United Nations family in pooling resources in the field and collaborating wherever appropriate. On the basis of the report of the Joint Inspection Unit and the Secretary-General's comments thereupon, the Committee on Information has made very pertinent recommendations on the operations of information centres. I hope that the Special Political Committee will review those recommendations with a view to enhancing the effectiveness of our information centres.

DPI will also persist in its co-operation with the pool of non-aligned news agencies and intends to expand such co-operation. We have also actively participated in an interagency effort to respond to the needs of Zimbabwe, and are also discussing, together with UNDP, specific areas in which assistance may be offered to the Organization of African Unity in its information sector.

As to the geographical balance of staff in the Department, to which resolution 34/182 also addressed itself, I wish to reiterate my conviction that such balance is a desirable and even necessary goal. I have often stated that competence and integrity are not a preserve of only one or a few countries. Moreover, an international secretariat can always benefit from a cross-fertilization of many viewpoints and aim to reflect a truly universal perspective. This approach is also relevant in the languages we use for our

(Mr. Akashi)

public information output, which should be related to the linguistic and cultural diversity of our audience. I should like to restate my commitment to bringing about reform and change in these domains as opportunity arises.

I should like to take this opportunity to pay a tribute to the staff of the Department who work hard and long hours, under tremendous pressure, usually unnoticed except when occasionally they err. In the year and a half that I have been directly associated with them, I have developed high regard for their devotion and professionalism. They need and deserve the Committee's support.

I should like to conclude by expressing my sincere gratitude for the co-operation which I continue to receive from so many representatives. Your views and suggestions are an invaluable source of inspiration. We need and seek your policy guidance, while the responsibility for the execution of that policy inevitably rests with the Secretariat. I am ever confident of our identity of purposes and aspirations, even though we may at times differ on the time-frame required for progress towards our goals.

I hardly need to assure the Committee that my colleagues and I shall be at its full disposal during the debate on questions relating to information.

Mr. MAKAGIANSAR (Assistant Director-General for Culture and Communication, United Nations Educational, Scientific and Cultural Organization (UNESCO)): I should naturally like to begin by expressing on behalf of UNESCO my sincere congratulations to you, Mr. Chairman, on the occasion of your election to the office of Chairman in this Committee. I am sure that your leadership will greatly enhance the climate of trust and constructive spirit of our deliberations.

Since I have the privilege once again, as I had last year, to be sitting next to my able colleague, Mr. Yasushi Akashi, Under-Secretary-General for Public Information, permit me to thank him for the extreme courtesy and efficiency with which he has contributed to the reinforcement of the regular consultations between his Department and the Sector of Culture and Communication in UNESCO. I should like at the outset to convey to this assembly my profound satisfaction at this fruitful and gratifying co-operation between the secretariats of the United Nations and of UNESCO and, on the personal level, between Mr. Akashi and myself.

Two years ago, when I presented my statement before the Special Political Committee, I had come straight from UNESCO's twentieth session of the General Conference, which had indeed concluded just one day before. This time, I have had approximately two weeks to collect my thoughts about the deliberations and the conclusions of the twenty-first session of the UNESCO General Conference, which, as you know, was held in Belgrade.

For the sake of brevity, I intend today to confine myself essentially to providing a summary of the work of the commission which examined the questions dealing with communication and presented a report, together with its recommendations, to the final plenary meeting of the General Conference, which then approved it unanimously. Copies of the report of that commission, the Programme Commission on Culture and Communication, have, I believe, been made available to the members of this Committee.

(Mr. Makagiansar)

The first point I should like to make with regard to the work of the General Conference in Belgrade is that once again the problems and issues related to communication took centre stage, as it were. While this may not have come as a surprise to most observers, what was important was that it underlined yet again the role of UNESCO in this field. Member States demanded of the Organization not only that it continue to address itself to the many challenging issues in the field of communication, in close co-operation with the United Nations and its specialized agencies, but that it do so with renewed vigour. They reaffirmed

'...that UNESCO, which has been particularly active in the field of information and communication within the United Nations system, plays a major role in the examination and solution of problems in this domain''.

The challenging issues which the General Conference dealt with in Belgrade were reflected in several resolutions, some of which are reproduced in extenso and attached to our report to the General Assembly. In my view the most significant resolutions were the following: the resolution related to the report of the Director-General on the findings of the International Commission for the Study of Communication Problems; the resolution that specifically calls for initiating the necessary studies for the definition of the new world communication and information order; the resolution linking this new order to the New Economic Order; the resolution on implementing the principles of the Mass Media Declaration; the resolution on setting up the International Programme for the Development of communication; two resolutions on reducing tariffs for news and programme exchanges and, finally the resolution on UNESCO's medium-term plan for 1984-1989 dealing with the fields of competence of the Organization, including communication.

(Mr. Makagiansar)

This package of resolutions is bound to constitute the framework of UNESCO's comprehensive and broad-based programme for some years to come. It allows for the full play of the many disciplines and the professions which go to make communications the multifaceted field that it is. They indicate the high quality of the rich and stimulating deliberations in Belgrade. And finally, they underline once more the uniqueness of UNESCO as the forum, initiator and catalyst for the world debate on communication.

Permit me to refer briefly to some of those resolutions, starting with that on the International Commission for the Study of Communication Problems, presided over by Mr. Sean MacBride. I am glad to announce that, since the session of this Committee last year, the Committee was able to finalize its report and to submit it, some months before the twenty-first session of the General Conference, to the Director-General, Mr. Amadou Mahtar M'Bow, who made his proper comments on the findings of the Commission. Following a debate on his comments, the General Conference adopted a substantial resolution which provides, for the first time in an international organization, a set of considerations agreed on by consensus for identifying some of the components of a new world information and communication order.

Those considerations, as set forth in the resolution, are as follows: the elimination of the imbalances and inequalities which characterize the present situation; the elimination of the negative effects of certain monopolies, public or private, and excessive concentrations of power; the removal of the internal and external obstacles to a free flow and wider and better balanced dissemination of information and ideas; the ensuring of a plurality of sources and channels of information; freedom of the press and of information; the freedom of journalists and all professionals in the communication media - a freedom inseparable from responsibility; the capacity of developing countries to achieve the improvement of their own situations, notably by providing their own equipment, training their personnel,

(Mr. Makoğiansar)

improving their infrastructures and making their information and communication media suitable to their needs and aspirations; the sincere will of developed countries to help them to attain these objectives: respect for each people's cultural identity and for the right of each nation to inform the world public about its interests, its aspirations and its social and cultural values; respect for the right of all peoples to participate in international exchanges of information on the basis of equality, justice and mutual benefit and respect for the right of the public, of ethnic and social groups and of individuals to have access to information sources and to participate actively in the communication process.

The resolution also

"...invites interested international and regional intergovernmental, non-governmental and professional organizations, first, to take note of the recommendations approved by the International Commission for the Study of Communication Problems and to convey their comments and observations to the Director-General and, secondly, particularly if they belong to the United Nations system, to expand their co-operation so as to contribute to the solution of the most pressing information and communication problems".

(Mr. Makagiansar)

The resolution further calls upon the Director-General 'to undertake or sponsor, in particular, the studies and analyses necessary for the formulation of specific and practical proposals on the establishment of a new world information and communication order, and to convene an international meeting of experts for that purpose'.

Another resolution adopted by the General Conference at its twenty-first session calls also for the initiation of studies necessary for the elaboration of principles related to such a new order and requests the Director-General of UNESCO to submit a report on this subject to the General Conference of UNESCO at its twenty-second session.

One of these principles was emphasized in the resolution on 'UNESCO's contribution to the establishment of a new international economic order'. The resolution considers that this new order 'necessarily presupposes a new world information and communication order based on a free flow and wider and better balanced dissemination of information'.

The continued implementation of the Declaration on Fundamental Principles concerning the Contribution of the Mass Media to Strengthening Peace and International Understanding, to the Promotion of Human Rights and to Countering Racism, Apartheid and Incitement to War, which, as members know, was adopted by acclamation at the twentieth session of the General Conference in 1978, was the subject of another resolution at the Belgrade session of this Conference. The resolution invited the Director-General to convene in 1983, on the occasion of the fifth anniversary of the adoption of the Declaration, an international congress to further the application of the Declaration. It further invited the Director General to prepare, on the basis of data collected and any other information in his possession, a comprehensive study on the implementation of the principles set forth in the Declaration and to include that study in the report on the activities of UNESCO, which he will submit to the General Conference for consideration at its next session.

It may be recalled that this Committee, in its deliberations last year, rightly indicated that this Declaration provided a solid preliminary basis for a new world information and communication order.

(Mr. Makagiansar)

Mention should also be made of the special attention the General Conference of UNESCO paid to the whole question of human rights and, in particular, as regards communication to issues concerning the democratization of structures, media and messages. Impetus was provided in no uncertain terms in the deliberations of the Conference to the continuing quest for the right to communicate, which was seen as one of the cornerstones of such a new order.

In brief, the report of the International Commission of the Study of Communication Problems, which is no doubt a landmark in the history of communication research, and the resolutions adopted in Belgrade, as well as the earlier declarations and recommendations of the Intergovernmental Communication Policies Conferences in San José in 1976, in Kuala Lumpur 1979, and in Yaounde in July 1980, constitute a valuable encouragement to Member States, to UNESCO and to other intergovernmental and non-governmental organizations to continue the process of thinking, research and action needed for a thorough understanding, definition and implementation of the different aspects of a new world information and communication order. I believe further that they respond to what the General Assembly of the United Nations expects from UNESCO.

However, I would be less than frank if I did not point out that there were various approaches among the representatives to some key issues. In fact, it was these differences which lent credibility and quality to the debates. These concerned the activities of UNESCO as reflected in the proposed programme, namely, how much of those activities should be intellectual and how much practical? When some representatives suggested that UNESCO should perhaps concentrate its activities more on operational projects, there was a strong reaction on the part of the majority of the representatives, especially those from the developing countries. Their argument was that although the development of communication infrastructures and the training of media professionals were badly needed - very much needed, indeed - such practical and operational activities by themselves could not fully meet their needs. Mere transfer of a complete technology or of techniques, it was said, was not a complete reply to the "big questions" which needed to be answered. These were very conceptual and even theoretical and policy-oriented. If there was a continuing demand for a



(Mr. Makagiansar)

new order, it was because of the fact that the existing order was invariably based on a mere transfer of technology, of information, of cultural materials, and so forth, none which had brought about the fundamental and basic changes necessary in either the structures of communication or its contents. Existing "models" were often found totally inappropriate for developing countries. Any formulation of appropriate models was impossible without conceptual constructs and the delineation of policies which would take into account the specific characteristics of different environments. There was need for greater emphasis on endogenous development, focused on the varying social, cultural and economic situations and adapted to the real needs of each particular society. Therefore, whether one was concerned about the building of infrastructures or formulating strategies for the full utilization of communication systems for social, cultural and economic development, one needed to approach the subject from several angles. Hence, it was essential that UNESCO's programme remain multifaceted, that is, conceptual, normative and operational.

But it should be here underlined that if the Member States at the twenty-first session of the General Conference of UNESCO called for a more profound reflexion, they have also expressed their wish that more concrete activities should be undertaken so that the means of communication of tomorrow reproduce neither the injustices nor the inequalities of today.

To fulfil this task, UNESCO convened in April 1980 in Paris the Intergovernmental Conference for Co-operation on Activities, Needs and Programmes for Communication Development. A report on the Conference was submitted to the Secretary-General of the United Nations for further transmittal to this session of the General Assembly and is contained in document A/35/362, dated 25 September 1980. The subject of the recommendation of that Conference was the initiation of the International Programme for the Development of Communication which responds to the objectives of General Assembly resolution 34/181 of last year. This resolution, as members will recall, invited the Director-General of UNESCO to pursue his efforts for the development of communication in Member States and to examine ways and means for international co-operation and assistance to this end.

(Mr. Makagiansar)

The International Programme for the Development of Communication was given form and shape in the Belgrade Conference on the basis of a report submitted to that Conference by the Director-General of UNESCO. This was done by the authorization of funds for the initial phase of setting up such a programme, by the election of an intergovernmental council of 35 Member States and by the drawing up of statutes for the working of the Council. It also invited the Director-General, in consultation with the Intergovernmental Council, to mobilize resources needed for the International Programme and to seek contributions from Member States and other parties concerned. The first meeting of the Council is expected to take place early in 1981, and shortly thereafter the International Programme for the Development of Communication will become a functioning organ of a strictly operational nature within the framework of UNESCO, maintaining close working links with the United Nations and its specialized agencies and with other intergovernmental and non-governmental organizations, as well as with the professions.

The resolution specifically recommends that

"the organizations and agencies of the United Nations system, as well as other intergovernmental and non-governmental organizations and professional groups, which are active in the field of communication development should be closely associated with the activities of the Intergovernmental Council so as to play a significant role in the accomplishment of its objectives". (A/35/362, annex, p. 17)

(Mr. Makagiansar)

On behalf of the Director-General, may I take this early opportunity to seek that co-operation with a view to achieving the full and effective functioning of this new Programme for the Development of Communication. I particularly appreciate the declaration by Mr. Akashi this morning in which he welcomed the establishment of the International Programme for the Development of Communication within UNESCO and in which he further indicated the participation of the United Nations in that Programme. Singly the task is greater than any one organization can handle all on its own in a time frame which is rapidly diminishing owing to the rapid changes taking place around us; but together we can help bring about that new world information and communication order which has been so ardently sought and supported by so many.

The package of resolutions to which I have referred, together with several other resolutions concerning UNESCO's programme for the next three years, is further evidence, if evidence be needed, that UNESCO's approach to communication is holistic - meaning that it necessarily has to deal with all the related aspects of this multidisciplinary field. In this way, UNESCO is not only responding effectively to its own responsibilities but also contributing to the work of other intergovernmental as well as non-governmental professional organizations. By the same token, because of the very nature of the field, UNESCO should continue to seek the close co-operation of the United Nations and its specialized agencies, of other intergovernmental organizations and of professional non-governmental organizations. Special mention was made and satisfaction expressed at the close working relationships between the International Telecommunication Union (ITU) and UNESCO. And we were particularly pleased at the statements made by the representatives of the United Nations and ITU, who reassured Member States of these continuing relationships. This was also generally true of the representatives of non-governmental organizations, who described the linkages between UNESCO and their organizations in all relevant professional matters.

(Mr. Makagiansar)

I might mention that the Work Plan for 1981-1983 as drawn up foresees collaboration with the Economic and Social Council and the United Nations Centre on Transnational Corporations concerning the concentrated production of communication materials. It projects collaboration with the International Telecommunication Union on the study of news and programme exchanges by satellites and co-operation in actions concerned with the reduction of telecommunication tariffs for international information exchange. It is foreseen that UNESCO will collaborate with appropriate United Nations bodies to examine the principles and procedures of the right of reply and of rectification, and joint efforts are planned with the Universal Postal Union (UPU), the International Press Telecommunication Council (IPTC) and the International Air Transport Association (IATA) to study the scope for reducing tariffs for the transport of publications and audio-visual materials. The list of co-operative activities is indeed a very lengthy one.

These linkages are extremely important for UNESCO, especially in the field of communication. If any new world information and communication order is to come into being it will require the efforts of men and women at all levels of social, cultural and professional life, from the highest to the lowest. If policy-makers and the public, the media practitioners and the communication scholars are all to contribute towards the establishment of a new order, they all have to be involved in the process of defining such an order and in ensuring its concrete establishment.

I do not believe I am being immodest if, in speaking here today on behalf of the Director-General of UNESCO, Mr. Amadou Mahtar M'Bow, I take upon myself the task of assuring this Committee that UNESCO's approved programme for 1981-1983 provides a very wide range of opportunities for such broad-based participation by all parties concerned.

The programme will be further strengthened by the separation of responsibilities between culture and communication so as to accord to the programme of communication the necessary organizational structure attached in complete liaison to the General Directorate of the Organization.

(Mr. Makagiansar)

This programme, which was approved unanimously after lengthy debates in the Commission on Culture and Communication at the Belgrade Conference spread over some 30 meetings in which the delegates often sat late into the night, is truly challenging. Permit me, then, to go into this programme in some more detail. In view of time constraints, I shall limit myself to mentioning only some of the activities proposed for the next three years

First, in relation to the study of international communication structures, case studies will be carried out to analyse the impact of advertising, particularly on the content of messages and on the management of national communication media; case studies will be further undertaken on the distribution and importation, in various regions, of television programmes and cinema films.

Within the context of identification and reduction of obstacles to freedom of information and to its free flow, reference should be made here to the significant resolutions passed by the General Conference of UNESCO stressing the need to eradicate the present anomalies in telecommunications tariffs, whereby invariably those countries that are the poorest have to pay the highest rates for transmission of news and programmes. Following these resolutions the Working Group set up in 1979 to study this question will be enlarged so as to be fully representative of all media and modes of communication and will continue to meet every year. UNESCO has already been working in this direction in collaboration with the International Telecommunication Union, but the decisions of the General Conference have given further impetus to this effort in interagency co-operation and have also alerted member States to the urgent need for rationalization of tariff rates in the interest of a freer and better balanced flow of information globally.

Other actions in the field of reduction of obstacles to the flow of information include: collection and analysis of data on legal, administrative and economic obstacles to the free exchange of messages; consideration by the working group of representatives of professional organizations of measures to be recommended to facilitate the work of foreign correspondents, and in a resolution adopted by the General Conference, Sweden has offered to host the first round table on this subject; and the undertaking of a study on the possibility of improving the communication made available to the liberation movements.

(Mr. Makagiansar)

In the context of communication and major world problems, several seminars will be organized to study the way in which the image and opinions of one nation are reflected by the media of others and to examine the way in which the media handle certain problems of world-wide significance. Needless to say, in this connexion UNESCO will seek the very close co-operation of the United Nations.

In the context of broadening international co-operation in the field of communication, regional consultations will be convened to discuss projects for establishing regional mechanisms for news and programme exchanges: a feasibility study will be carried out on the establishment of an international network for the exchange of television films and documentaries; and further assistance will continue to be provided for the Pan African News Agency (PANA), the Caribbean News Agency (CANA), the future Latin American Features Agency (ALASEI) and the proposed Asian news agency network.

On freedom and responsibility in communication, investigations will continue on the relations between the concepts of freedom and responsibility and other principles applicable to the pursuit of journalists' protection; assistance will be given to professional organizations concerned and appropriate bodies interested in devising measures to protect journalists.

Finally, the findings of major research on the way in which the media handle social phenomena, such as the violation of human rights, violence, intolerance and pornography, will be the subject of a consolidated report.

On communication research and documentation, contributions will be made to the relevant institutions for the organization of courses of study and training seminars for communication researchers; the UNESCO International Network of Documentation Centres on Communication Research and Policies (COMNET) will be extended to cover the Arab region, Africa, the Iberian peninsula and the countries using Portuguese as a working language.

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I come now to the development of communication systems. I dealt earlier with the International Programme for the Development of Communication (IPDC) which will test to the full UNESCO's capacities to help meet the pressing needs of developing countries for expansion of their communication systems and the willingness of all Member States to co-operate in and contribute to this end.

Furthermore, ongoing projects will continue in relation to, for example: development of systems for the endogenous production of messages and programmes; development of training institutions and programmes; preparation of training support materials; adaptation of communication technologies; study of community media; and integrated communication planning and determination of national and regional priorities.

Finally, I come to communication policies. An intergovernmental conference on communication policies in the Arab States will be convened in 1983, following similar conferences in Latin America and the Caribbean in 1976, Asia and Oceania in 1979 and Africa, in Yaoundé, in 1980. The African conference in July, the last in this series to be convened since the thirty-fourth session of the General Assembly, deserves special mention as it has, in the words of the Director-General, Mr. Amadou Mahtar M'bow, "demonstrated once again the astonishing convergence of the aspirations of this continent's peoples, who only yesterday were still separated and compartmented by various barriers". The will to strengthen inter-African co-operation was one of the dominant themes of the Yaoundé Conference which recommended, inter alia, that a review of everything Africa has done so far to develop the mass communication media should be carried out with the help of UNESCO in order to provide better guidelines for future regional action. This, again in the words of the Director-General, was "the clearest sign of a renewed will to speed up the transformation of a still unsatisfactory situation. No one will be able to say that this Conference was lacking in the will to pin down the problems, or even in the spirit of self-criticism".

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Following the Yaoundé Conference, the Director-General decided to set up a small committee composed of qualified eminent Africans to advise him on the right steps to take to improve UNESCO's efforts, taking into account the recommendations of the conference and the resources it is possible to muster. Similar committees will be established for the same purpose in Latin America and the Caribbean and in the Arab region in addition to the existing Committee for Asia and Oceania, which will convene its second meeting in New Delhi in December this year.

Those Committees, to which representatives of international and regional organizations are invited, will, it is hoped, constitute focal points for setting up the priorities of action in each region and for co-ordinating communication programmes at the regional and interregional levels.

If I seem to have gone on at some length in pointing out the interrelationships not only within UNESCO's own programmes, that is, the conceptual, normative and operational, the regional and interregional, but also between UNESCO's programme and the programmes of the United Nations and its other specialized agencies, it is because I feel strongly that those linkages are fast falling into place - with a promise of progress hitherto unachieved. UNESCO's programme, as proposed in Belgrade by the Director-General, was seen by many representatives at the General Conference as having crystallized, with order and logic. The resolutions to which I have referred also reflected that.

All I am going to say finally is that this is the kind of mandate and challenge that UNESCO has been offered. We fully intend to take it up. With help and goodwill, we hope to succeed.

The key role of communication - and the key role of UNESCO - have again been amply stressed by UNESCO's 153 member States, which would like to see a new order begin to be established. That will necessarily have to be our goal. That is the wish and the intention of all those with whom we work closely - Member States, the United Nations and its specialized agencies,



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intergovernmental and non-governmental organizations, the professions and the public at large. In the final analysis, it is that public which provides us with our *raison d'être*. In its interest and in the interest of international understanding and peace, UNESCO will continue to meet its commitments in the field of education, science and culture. Communication, in this context, stands out not separately, but as a permeating and binding force, indispensable and without which no new order can come into being now or in the future. The Belgrade Conference, the twenty-first session of the General Conference of UNESCO, has resoundingly said so and we shall follow its conviction and decision.

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