Thirty-fourth session
Agenda item 53 (b)

QUESTIONS RELATING TO INFORMATION

International relations in the sphere of
information and mass communication

Note by the Secretary-General

The Secretary-General has the honour to transmit to the members of the General Assembly a report which has been communicated to him by the Director-General of the United Nations Educational, Scientific and Cultural Organization in accordance with paragraph 6 of General Assembly resolution 33/115 B of 18 December 1978.

ANNEX

Report of the Director-General of the United Nations Educational,
Scientific and Cultural Organization on UNESCO activities in the
field of information and mass communications

CONTENTS

APPENDICES

I. INTRODUCTION

1.   The present report is submitted to the General Assembly at its thirty-fourth
session in response to paragraph 6 of resolution 33/115 B, entitled
"International relations in the sphere of information and mass communications",
in which the Assembly expressed its satisfaction to the Director-General of UNESCO
for his efforts in the sphere of information and communication and requested him to
submit to the Assembly at its thirty-fourth session a report on the activities of
that organization in the field of information and mass communications.

2.   At its thirty-third session, the General Assembly had before it an extensive
report on progress achieved in the development of mass communication systems which
contained detailed information on the activities of UNESCO in this field
(A/33/144).

3.   The present report will therefore be considered complementary to the preceding
one. It presents (a) the principal resolutions and recommendations of the
twentieth session of the UNESCO General Conference (Paris, 24 October-
28 November 1978) and the intergovernmental conferences on which recent actions of
UNESCO in the field of communication are based, (b) a global presentation of main
activities initiated or continued since October 1978 in the fields of research,
policies, flow of information and development of communication systems, and
(c) a historical background and a survey of actions executed by the International
Commission for the Study of Communication Problems, established by the
nineteenth session of the General Conference in 1976.

II. RESOLUTIONS CONCERNING COMMUNICATION OF THE UNESCO
GENERAL CONFERENCE AND INTERGOVERNMENTAL
CONFERENCES

4.   At the twentieth session of the UNESCO General Conference, the communication
issues received unprecedented attention by member States. This universal interest
was a testimony to the complexity of communication problems, the will of member
States to achieve a plan of action, and the place of the organization as a unique
forum for the international communication debate.

5.   Important decisions were taken at this session of the General Conference.
First and foremost is the adoption by acclamation 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
Racialism, Apartheid and Incitement to War (resolution 4/9.3/2). The other
significant work included resolutions 4/9.1/2 and 4/9.1/3 on the new world
information and communication order. The session also discussed the Interim Report
of the International Commission for the Study of Communication Problems, which will
be finalized for the consideration of the twenty-first session of the General
Conference.

6.   This Final Report together with the Declaration on mass media and the unanimous
resolutions on the new communication order passed at both the twentieth session of
the General Conference and the thirty-third session of the General Assembly will
constitute the over-all umbrella of all UNESCO programmes in the field of
communication for several years to come.

7.   The Declaration of Fundamental Principles concerning the Contribution of the
Mass Media to Strengthening Peace and International Understanding, to the Promotion
of Human Rights and to Countering Racialism, Apartheid and Incitement to War is
generally seen as one of the first set of principles for the establishment of a new
communication order. These principles include the following:

     (a) Free and better-balanced flow of information is vital to promoting peace
and understanding among peoples (art. I);

     (b) Freedom of opinion, expression and information are among the fundamental
human rights (art. II, 1);

     (c) Objectivity of information can be guaranteed only by multiplicity of
sources (art. II, 2);

     (d) The mass media, by disseminating information on the aims, aspirations,
cultures and needs of all people, can contribute towards the elimination of
ignorance and misunderstanding between peoples (art. III, 2);

     (e) The mass media can educate young people in a spirit of peace, justice,
freedom, mutual respect and understanding (art. IV);

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(f) Proper respect for freedom of opinion, expression and information entails dissemination of all points of view, including those of parties who consider that information published about them is erroneous or prejudiced (art. V);

(g) In order to establish a just and lasting peace and to promote the political and economic independence of developing countries, a new equilibrium and greater reciprocity in information flow is necessary (art. VI);

(h) Due respect for constitutional provisions and international instruments and agreements is indispensable for the creation and maintenance of conditions conducive to proper dissemination of information (art. VIII, 1);

(i) Bilateral and multilateral exchanges of information among States should be conducted on the basis of equality of rights, mutual advantage and respect for diversity of cultures (art. X, 4).

8. Resolution 4/9.1/2 on a new communication order endorsed the "efforts to establish a new, more just and more balanced world information and communication order" and invited the Director-General to "continue his efforts with a view to the establishment of this new order, entailing in particular the promotion of national systems in developing countries and the establishment of a new equilibrium and greater reciprocity in the flow of information".

9. In resolution 4/9.1/3 on the International Commission for the Study of Communication Problems, the General Conference invited all parties concerned to consider its Final Report with a view to "contribute towards the formulation of the appropriate actions to be taken in order to move towards the realization of a more just and effective world information order".

10. Resolution 4/9.1/1 was taken on the promotion of a free and balanced flow of information and of international exchanges. It invited the Director-General:

"a) to promote research related to international communication structures;

"b) to assist in identifying and overcoming obstacles to a free flow and a wider and better balanced exchange of information between the different regions of the world;

"c) to encourage, as far as possible, the adoption, at the national and international levels, of measures designed to reduce imbalances in communication and the flow of information, particularly in the spirit of the programme drawn up by the organs established by the non-aligned countries".

11. Resolution 4/9.3/1, dealing with the process and role of communication, invited the Director-General "to pay particular attention to the need for:

"a) continued analysis of the interrelationship between modern communication

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technology, on the one hand, and social change and development on the other, within different societies and cultures;

"b) the effective protection of journalists and information specialists, so that they can perform their duties in the best possible conditions of accuracy and objectivity".

12. The General Conference passed resolution 4/9.4/1 on policies, infrastructures and training in the field of communication inviting the Director-General to:

"a) encourage better use of the communication media for progress in education, science and culture and greater participation by the community in the process of communication;

"b) promote, within the context of endogenous development, increased relevance of communication systems to the needs and aspirations of the peoples;

"c) promote in developing countries the training of communication specialists at the post-graduate level".

13. Finally, resolution 4/9.4/2 requests the Director-General to "intensify and encourage communications development and to hold consultations designed to lead to the provision to developing countries of technological and other means for promoting a free flow and a wider and better balanced exchange of information of all kinds", and invited the Director-General for this purpose to convene "a planning meeting of representatives of governments, to develop a proposal for institutional arrangements to systematize collaborative consultation on communication development activities, needs and plans".

14. Another significant conference, the Intergovernmental Conference on Communication Policies in Asia and Oceania, held at Kuala Lumpur from 5 to 14 February 1979, urged "the United Nations system as a whole, and more specifically UNESCO, to ... pave the way for a new, more just and more effective world communication and information order which is an integral part of the efforts to achieve a new international economic order"; a call which had been voiced in the recommendations of the preceding Intergovernmental Conference on Communication Policies in Latin America and the Caribbean, convened in San José in 1976.

15. The Conference of Heads of State or Government of Non-Aligned Countries, held in Havana from 2 to 9 September 1979 noted "the positive outcome of the XX session of the UNESCO General Conference, at which the Declaration on the Fundamental Principles and Contribution of Mass Media to the Strengthening of Peace, International Understanding, Promotion of Human Rights and the Struggle against Racism, Apartheid and the Incitement to War was adopted" (A/34/542, sect. I, para. 293). The Conference also recognized "the positive role played by UNESCO in studying the problem of communication and in working towards a more balanced flow of information between the developing and the developed

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countries" (para. 294). Furthermore, the Conference requested UNESCO "to continue assisting non-aligned and developing countries in setting up appropriate national and regional structures in the field of communication and in training technical personnel in accordance with the General Assembly resolutions 33/115 A, B and C" (para. 295).

III. ACTIVITIES SINCE OCTOBER 1978 IN THE FIELD OF INFORMATION

A. Communications policies and research

16. The activities under this heading are designed to assist member States, and particularly the developing countries, to improve and expand their communication systems through the formulation of integrated policies, particularly in the context of the establishment of a more just and effective world information and communication order. Their purpose is to ensure a fuller contribution of the media to the development effort and to progress in education, science and culture and to reduce the existing dependencies and imbalances in the flow of information. They further aim at promoting the understanding of the interrelationship between communication, social change and development.

17. The programme of UNESCO in the field of communication policies is most visibly manifested in the series of regional intergovernmental conferences, the first of which was held for Latin America and the Caribbean in San José in 1976, and the second for Asia and Oceania in Kuala Lumpur in 1979. A similar conference for Africa is now in preparation.

18. The Intergovernmental Conference on Communication Policies in Asia and Oceania was convened in Kuala Lumpur in February 1979 to provide an opportunity for the exchange of experience of communication systems in relation to economic and social development, and to consider the establishment of administrative, technical, research and training infrastructures on the national and regional level, and for the formulation, implementation and evaluation of communication policies. a/ Actions following up proposals of key Conference resolutions on which some preliminary work has already been done by UNESCO include the following:

     (a) Establishment of an Asian News Exchange Network (recommendations 34, 35, 36 and 49);

     (b) Feasibility study on organizing regional audio-visual banks (recommendations 39 and 44);

     (c) Assistance to the Asia-Pacific Institute of Broadcasting Development (recommendation 46);

     (d) Increasing use of communication satellites for television programmes and exchange of information (recommendation 18);

     (e) According special low tariffs for news transmissions on dedicated teleprinter circuits (recommendation 15);

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     a/ See Final Report, Intergovernmental Conference on Communication Policies in Asia and Oceania (UNESCO, CC/MD/42), June 1979.

(f) Study of economic, social and psychological implications and effects of communication (recommendations 1, 5, 9, 23, 25, 29, 30, 38 and 42);

(g) Release of resources for the development of communication systems in the developing countries of the region (recommendation 37).

The Conference unanimously adopted a very important document: the Kuala Lumpur Declaration b/ which underlined the will of the member States in the region to elaborate co-operative actions in the field of communication. The Conference expressed the belief in section 9 of the Declaration that

> "international solidarity should be put into practise through co-operation for broader research and training at national level, transfer of technology, creation of national infrastructures, joint use of communication satellites and greater technical and financial assistance, through mutual friendship and respect for each people's sovereignty and dignity, and, finally, through the establishment and observance of mutually acceptable norms and the elimination of disparities affecting the circulation of messages especially in regard to disproportions in telecommunication tariffs, the scarcity of transmitting facilities and the problems of radio frequency channels".

The Declaration continued: "We believe that ... a new communication and information order would be one of the most vivid contemporary manifestations of the ideals of justice, independence and equality between men and nations".

19. Preparations for the Intergovernmental Conference on Communication Policies in Africa are well under way. It is proposed that the Conference will be held in Yaoundé (United Republic of Cameroon) in July 1980. Three preparatory subregional meetings were convened in Dakar, Freetown and Nairobi in September 1979 to advise on the agenda of the Conference and its working documents, and to sensitize senior communication personnel in member States. National seminars will be organized by member States to provide opportunities for communication specialists to discuss policy issues and to advise their own Governments in this regard.

20. UNESCO continued to occupy a significant position in the initiation and promotion of the wide-ranging debate on the problems raised by the concept of the right to communicate. An international meeting of experts will be convened in Manila in October 1979 to study priority issues pertaining to the international dimensions of this concept. Studies are being planned to explore several aspects of the concept.

21. The secretariat continued to publish the "Monographs on Communication Policies". The monograph on Zaire was already published while those on Nigeria, Kenya and Senegal will be published before the end of 1979.

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b/ For the text of the Declaration, see appendix I below.

22. Other studies on communication policies and the process and role of communications include the following:

(a) Studies on the impact of communication technology on social and cultural change have been undertaken in Australia and Indonesia. Another study is being undertaken in Latin America;

(b) A study on the historical development of media systems in the German Democratic Republic and Japan;

(c) A study on the perception of development in the media of Brazil, France, Canada and Tunisia;

(d) Studies on the socio-economic aspects of national communication systems and policies and how the media serve the basic needs, in Austria, Venezuela and Czechoslovakia;

(e) A study on methods of communication of the type used to promote grass-roots participation enabling all groups of societies to define their development criteria;

(f) A project document for a study on the impact of the introduction of television in Sri Lanka.

23. UNESCO continued to promote its International Documentation Network on Communication Research and Policies (COMNET). A study on the establishment of an Arab centre was prepared and submitted to a meeting convened for this purpose by the Arab League Educational, Cultural and Scientific Organization (ALECSO) in Cairo in December 1978. Another study to establish a regional/subregional centre or centres in Africa was undertaken and discussed in a meeting held in collaboration with the African Council on Communication/Education (ACCE) in Nairobi in March 1979. A consultation will be convened in December 1979 to discuss the establishment of a regional centre in Europe for the German-speaking countries.

24. Advisory services have been extended to member States with the aim of formulating communication policies, increasing research capacities of the developing countries and improving international co-operation and the exchange of information on communication research.

B. Programmes on flow of information

25. UNESCO's programmes in this area aim at giving high priority to measures intended to reduce the communication gap existing between the developed and the developing countries, thus promoting the establishment of a new world information and communication order. They aim at fostering a free flow and a wider and better balanced exchange of information among individuals, communities and countries, promoting regional news exchanges, and focusing on the role of the mass media in furthering international understanding and peace, and, on the elaboration of principles for responsible, more comprehensive and more objective international news reporting.

26. UNESCO has provided assistance to the development of national and regional news agencies for more than two decades. Following a recommendation adopted by the Intergovernmental Conference on Communication Policies in Latin America and the Caribbean, convened by UNESCO at San José in 1976, UNESCO undertook in 1977-1978 a feasibility study (CC-79/WS/115) on the possibility of organizing a regional news exchange network in Latin America (Agencia Latinoamericana de Servicios Especiales de Información, ALASEI). The results of the study were examined at the end of 1978 by a group of consultants, who recommended the establishment of a feature agency in the region. The plan for such an agency was submitted in May 1979 to a meeting of experts, attended by representatives of professional organizations and intergovernmental organizations such as the Sistema Económico Latinoamericano (Latin American Economic System, SELA) and UNDP. The meeting unanimously approved the plan proposed by UNESCO and recommended that it be presented to the States of Latin America with a view to the establishment of the agency under the auspices of SELA.

27. To develop the exchange of news in Africa, UNESCO has been collaborating with the Organization of African Unity (OAU) to initiate the Pan-African News Agency (PANA). The Second Ordinary Session of the Conference of African Ministers of Information held at Addis Ababa in April 1979 expressed "its satisfaction to UNESCO for its efforts in the field of information" and requested it "to continue its contribution to ensure the successful take-off of the Pan-African News Agency". This was considered to be a part of the "efforts by the Non-Aligned Countries within UNESCO and OAU for the establishment of a New World Information and Communication Order to reflect in particular the legitimate preoccupations and aspirations of developing countries". UNESCO is at present collaborating with the Directorate of PANA in Dakar so as to assist the agency in establishing its exchange system and infrastructures.

28. The establishment of a news agency exchange network in Asia was recommended by a meeting of news agency experts convened by UNESCO at Colombo in December 1977. In the course of a number of subsequent meetings, a working party prepared a proposal for such a network, which was examined and endorsed by the Intergovernmental Conference on Communication Policies in Asia and Oceania, convened by UNESCO at Kuala Lumpur in February 1979. Implementation of this project is now being planned and a Working Group of communication specialists and professional regional organizations in Asia has been established to follow-up this and other recommendations of the Conference. The first meeting of this group will be convened at Kuala Lumpur in October 1979.

29. Projects have been developed to further expand the Caribbean News Agency (CANA).

30. In 1979, news agencies planning missions were sent to Thailand, Tanzania, Sierra Leone, Liberia and Upper Volta. In June 1979 a four-man UNESCO advisory mission was sent to China at the request of Xinhua, the New China News Agency, to draw up a plan for a new Xinhua headquarters building and to advise the agency on a complete modernization of its services. Co-operation with the Xinhua is continuing and projects now under consideration for extrabudgetary financing include extensive training, systems development and a new technique to code, transmit, decode and print the Chinese language quickly.

31. A project document has been prepared by the UNESCO secretariat to create radio, television and film "banks" to facilitate access to and exchange of programmes, following the recommendations of both the Intergovernmental Policies Conference in Asia and the Conference of Broadcasting Organizations of the Non-Aligned Countries.

32. In co-operation with the Press Agencies Pool of Non-Aligned Countries, UNESCO organized in 1978 a meeting of the redistribution centres of the Pool in order to permit an exchange of experience and the harmonization of their activities. UNESCO has also contributed to the organization of a special training course for news agency journalists, undertaken on behalf of the Press Agencies Pool of Non-Aligned Countries by the Indian Institute of Mass Communication. Furthermore, the Organization provided the Pool with consultants to advise on the establishment of news agencies in some countries who are members of the non-aligned group.

33. A major obstacle to achieving a better balanced flow of news has been high tariffs for international news transmissions. An increasing number of international conferences have been seeking ways and means to promote a wider distribution of news, and several of them have passed resolutions calling for concessional rates for news transmissions. Most significant among these was the adoption by the Fifth Conference of Heads of State or Government of Non-Aligned Countries in Colombo of a proposal that Governments of non-aligned countries introduce suitable and concessional tariff structures. Similar resolutions were taken by the Summit Conference in Havana and by the Tashkent Seminar of Journalists organized by the Soviet National Commission for UNESCO, in September 1979. The Intergovernmental Conference on Communication Policies in Asia and Oceania (see para. 18 above) noted that present commercial tariffs were beyond the financial capacity of the average news agency in a developing country. UNESCO established a working group on tariffs for news transmissions which prepared a document (CC-79/WS/118) for the consideration of member States suggesting a level of rates for transmission of news by word, sound and image. The working group is expected to have its second meeting in November 1979 to continue advising on further steps to be taken.

34. Studies and research were undertaken in several areas related to the flow of information. It is expected that better knowledge of present structures of international communication and of the flow of information between countries and cultures will contribute to assessing the need for and the establishment of a new world communication order. Among studies undertaken are the following:

(a) A study on the concept of the free and balanced flow of information collecting different views of this concept within the major regions and within various socio-cultural and political systems. The results of this study were discussed at a consultation held in December 1978 at UNESCO headquarters;

(b) A study on the structure of the international news agency network, especially analysing the images presented by the international news agencies of the third world, was finalized and will be published in 1979 under the title "News Dependence";

(c) Additional case studies on national processing of news provided from international agencies have been undertaken in Venezuela, Yugoslavia, Canada and the Federal Republic of Germany;

(d) A study on the international film and television production industries and distribution systems and the role of transnational corporations involved is to be published in 1979. Case studies in Argentina and Thailand have been concluded and further case studies are being undertaken in Senegal and Egypt;

(e) A study is being carried out to analyse film and television importation in the Maghreb countries, in Africa south of the Sahara and the Caribbean region, with a special reference to the socio-cultural, economic and technical implications and the development of national cultural industries;

(f) An international comparative research project was started in 1978 on the image of foreign countries representing different social systems as portrayed by the press. In addition, comparative studies are planned to examine how the press portrays development problems of international significance in different countries. The aim of these studies is to analyse the role of the mass media in promoting international understanding and peace and to identify national and international news values in different cultures and societies;

(g) Since 1978 the concepts and trends in national and international law pertaining to communication are being analysed in co-operation with professional organizations;

(h) A study on codes of ethics will be published in November 1979 in the series of "Reports and Papers on Mass Communication";

(i) A study is being undertaken on the obstacles to the international circulation of materials in the Scandinavian countries.

35. The programme continued to promote the implementation of the principles enunciated in the mass media Declaration (resolution 4/9.3/2 of the twentieth General Conference) and to study its impact. A meeting was convened at UNESCO headquarters (May 1979) to discuss ways to promote the inclusion of these principles and the elements of the new world information and communication order in the curricula of communication teaching and training institutions. The report of the meeting (CC/FCP/300779/DEC.1/4) was distributed to all such institutions in the world. Other initiatives will continue to figure in the programme. Among these, a consultation will be convened at UNESCO headquarters in October 1979 to discuss a study on responsible, comprehensive and objective reporting of international news.

36. In collaboration with professional organizations, exchanges of views are being encouraged on an international level in order to find ways and means of removing both national and international constraints on journalists in carrying out their professional work. In this connexion, a series of meetings is envisaged to start in December 1979.

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C. Development of communication systems

37. At its twentieth session the General Conference of UNESCO emphasized "the constructive contribution that UNESCO is able to make to international co-operation in respect of communications and information" and requested the Director-General "to intensify and encourage communications development and to hold consultations designed to lead to the provision to developing countries of technological and other means for promoting a free flow and a wider and better balanced exchange of information of all kinds" (resolution 4/9.4/2 of the twentieth General Conference). In the course of wide-ranging debates on communication issues there was general recognition of the need for increased international co-operation in this field, and several delegations made specific pledges of assistance in order to help the developing countries improve and develop their communication infrastructures.

38. Since the end of that session of the General Conference consultations have led to the conclusion of agreements under Funds-in-trust arrangements whereby UNESCO has been entrusted with the execution of specific projects, six of which are now operational or have already been completed. These include a subregional project in East Africa for upgrading broadcasting personnel, the expansion of the press in rural areas in Tanzania and Kenya, the development of broadcasting in Cape Verde and the training of information officers in Zambia. Several other projects are in an advanced stage of negotiation, covering the development of news agencies and broadcasting services in Africa, the strengthening of rural communication networks in the countries of the Sahel, and the extension of regional broadcasting and television training in Sri Lanka.

39. There has also been an increase in the number of communication development projects included in country programmes under the United Nations Development Programme. Eight such projects, in Africa, Asia and Latin America and the Caribbean, are currently in the course of execution by UNESCO. They include a large-scale ($2.8 million) programme for the development of broadcasting services in Bangladesh, and a programme for training information personnel under the Namibia Nationhood Programme, both of which are being implemented in conjunction with the International Telecommunication Union.

40. Mention may also be made of the continuing co-operation of UNESCO with the Economic Commission for Africa in the preparation of the action programme for the Transport and Communications Decade in Africa. A number of projects have been retained, notably in the field of broadcasting and space communication, which it may be expected will be entrusted to UNESCO for execution as funding becomes available.

41. Finally, under the UNESCO Regular Programme, some 30 projects have been or are in the course of being implemented during the current year. Though generally smaller in financial terms than those mentioned above they are important in that they often constitute the first step in identifying needs and preparing plans which can subsequently lead to larger-scale projects under extrabudgetary financing. They cover the whole range of communication development, including the rural press, broadcasting and television services, the training of communication personnel, and the planning of regional satellite communication services.

D. Communication planning

42. Work of UNESCO in the field of integrated communication planning developed in the mid-1970s as the need for policy formulation and planning for communication began to gain recognition.

43. The current programme of communication planning is centred on three main lines of approach: elaboration of planning methodologies, case studies and development of instructional materials. The construction of planning frameworks, while based on adequate theoretical premises, is the subject of field testing in order to take account of the broader dimensions of political situations and the realities of decision making. This work had led to the preparation of two studies which are currently in the course of publication. The first, "Communication Planning for Development - an Operational Framework", aims at providing an instrument for the planning of communication systems, especially at the national level. It focuses on the needs and problems of the developing world, and its underlying assumption is that those about to embark on planning do so in the interests of social and economic development. The second, "Approaches to Communication Planning", is a compendium of articles describing experiences in the planning process at different levels and stemming from different theoretical perspectives.

44. The second avenue is the case study. In many fields directly concerned with communication planning there is a dearth of actual case materials out of which conclusions and further hypotheses can be constructed. UNESCO has therefore undertaken two case studies on the decision-making and planning processes leading to the introduction of television, one in an African and the other in an Asian country, and has contracted a number of other studies on the planning and management problems that arise in the course of the introduction of new communication services, particularly such large-scale ones as satellite communications systems.

45. The third approach is development of instructional materials, in order to help in the training of communication planners - a new form of specialization for which there is as yet little accumulated experience. UNESCO has assembled a body of materials which could serve as the basis for post-graduate courses in communication planning; these were discussed and refined during a workshop held in Penang (Malaysia) at the end of 1978, and, they have since been adapted and translated into Spanish for use at a similar workshop at the Centro Internacional de Estudios Superiores de Comunicación para América Latina (CIESPAL), Ecuador. A similar exercise is being formulated for the Arab States in co-operation with the Arab Association for Teaching and Training Institutions.

E. Transfer and adaptation of technology

46. Closely linked to the problem of communication planning is that of the adoption of appropriate technologies in a field which is to a great extent dependent on sophisticated equipment still today mainly produced in the

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industrialized countries. The problems of technology transfer, however, go beyond pure considerations of hardware and encompass those of management systems, training and programme content.

47. In 1978 UNESCO launced an inter-institutional collaborative project on communication technology transfer, which is planned over a three-year period and in which 11 institutions in eight countries are participating. While each institution is pursuing a research project on a specific subject, over-all co-ordination is ensured by yearly meetings convened by UNESCO, which is also contributing partially to financing the projects themselves. The subjects of study range from the development of local industries for the manufacture of communication equipment to the effects of rapid obsolescence of hardware on developing countries' investment policies, the development of small-scale, low-cost communication systems, the adaptation of training programmes to national cultural modes of expression, and the effects of imported programmes.

48. Parallel with these studies a limited but promising action programme was begun in 1979 to identify specific components of the technology which might yield to both lower cost construction and manufacture by developing country institutions. Specifically, the expansion and developmental use of television is inhibited by its costly and sophisticated technology, and it is in this field that the first steps are being taken. Electronic specialists from each of the major developing regions will participate in the pilot project to design and jointly manufacture a high-quality monochromo portable television camera for use with low-cost video recorders. Although largely abandoned by the industrialized countries, who have moved on to expensive and transitory colour technology, monochromo still offers the best hope for television to be available in developing country rural areas. The camera is seen as key component not only expanding in indigenous television production but in making programmes in locations which are relevant to these potentially vast rural audiences. The projects will continue to focus on specialized, low-volume media equipment which does not lend itself to mass production. It is intended, however, not only to meet needs defined by engineers and programmers of developing countries but also to give them original design and manufacturing experience.

F. Training

49. The activities mentioned above and later summarized under subject headings frequently include elements of research, evaluation, innovation and new approaches in the use of media. The largest single element in the UNESCO communication programme is, however, training and there are few projects where this is not the major component. Increasingly, training is associated with the development of permanent national institutions and in some cases with regional institutions. Outstanding among the latter is the Asia-Pacific Institute for Broadcasting Development which in the past year alone has provided specialized training for more than 200 broadcasters from the Economic and Social Commission for Asia and the Pacific region.

50. In the Caribbean, UNESCO has continued to provide support to the Institute of Mass Communication of the University of West Indies and professional radio training for the lesser developed countries of the eastern Caribbean.

51. At the national level, the largest single project commitment to communication training is in Bangladesh where a broadcasting academy is to be established emphasizing not only production and technical training but training in communication research, evaluation and community listening and viewing. During 1978-1979, training programmes were held in Swaziland, Sri Lanka, Ghana, and Kenya for electronic field production; in India for Asian and African journalists on news agency operations and news exchange; in Malaysia for Asian educational media producers; and in six states of the Caribbean region for radio production and technical operations. Financial assistance has also been provided for seminars and workshops in Indonesia, Thailand and Korea.

52. In the Arab States, UNESCO has assisted in 1978 and 1979 in the creation of the Arab Association of Communication Teaching and Training Institutions (AACTTI) with a general secretariat in Benghazi, Libya. The Association has an ambitious plan to develop training programmes, promote research and documentation and co-ordinate fellowships in close co-operation with UNESCO.

53. In Africa, UNESCO has fostered close collaboration with the African Council on Communication Education (ACCE), established in 1976. The Council, composed of the heads of African communication training institutions, has organized its own secretariat and undertaken negotiations with bilateral and international organizations to assure its funding and operations. The secretariat has prepared an extensive programme for communication research and training, stressing regional co-operation among its member institutions.

54. To assist in the development of training institutions, UNESCO has sent consultant missions to Indonesia to prepare a project plan for an Indonesian Centre for Communication and to Bangladesh to assist in the preparation of journalism and news agency training courses, and in the utilization of technical equipment for documentation and archives. Missions are being prepared to assess communication training needs in Papua New Guinea and to restructure training curricula in Costa Rica.

55. The series of monographs on communication technology and utilization is being continued with texts in preparation for electronic field production and low cost sound production equipment (for publication in 1980). The monograph "Les Petites Imprimeries", a treatise on small offset printing presses, will be published before the end of 1979. Two existing monographs, "VTR Workshop: small format video" and "Rural Radio: programme formats" are also being published in Arabic.

G. Communication and community media in rural areas

56. Special emphasis in the UNESCO programme has been placed on the development of communication in the rural areas, particularly in Africa. The approach

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stresses the establishment of infrastructures which will allow better gathering
of information in the rural areas and its dissemination through radio and the
press.

57.   In countries where rural communication is still the subject of study,
UNESCO offers consultative services to identify strategies and outline development
plans.   Such missions have been carried out or are in the course of preparation
in Benin, Burundi, Chad, the Niger, Upper Volta and Zaire.   In Bolivia a national
workshop for the training of journalists of the rural press has recently been
organized with the assistance of UNESCO.   In Liberia preparatory work is being
undertaken with a view to launching a long-term project.   In other countries
large scale programmes are in the course of execution.   Thus in Tanzania the
extension of the rural press project saw the launching in August 1979 of a new
newspaper designed to serve the coastal region.   The Tanzanian project, which
started in 1974, will continue beyond 1980 and will cover four other regions of
the country.   Training for the entire project will be based at Mwanza, which was
the first production centre to be set up.   In Kenya the rural press is being
developed as part of a project begun in 1979.   Two newspapers have already been
launched and two others are scheduled.   A mobile printing unit is being used in
the preliminary phases.   In Rwanda a two-year project was started this year for
the development of rural communication through the news agency, the press and the
radio.   In Honduras UNESCO co-operated in establishing rural radio and press
programmes through the provision of equipment and consultant services in two
regions of the country, in close co-operation with the out-of-school education
project.

58.   The technical problems involved in printing newspapers and setting up
press enterprises have also been the subject of study by UNESCO.

59.   In Qatar a detailed technical study and a plan of operations was drawn up
for the establishment of a printing house at the request of the Ministry of
Information.   In Uganda two experts have been appointed for a year each to
advise on technical problems and provide professional training at the government
press.   In Guinea and Upper Volta assistance is to be provided in creating national
daily newspapers and rural periodicals.

60.   In recent years, UNESCO has been associated with a number of studies,
projects and seminars in the field of community media, focusing upon issues of
access and participation of the general public in the communication process.
A study of community media in North America and Europe was published in 1977.
In October 1978 a meeting of experts was held in Belgrade to discuss the theme
of self-management, access and participation in communication.   A main objective
of this meeting was to relate to developing country environments the potential
of formats originally developed in the industrialized world for community media.
The recommendations put forward were taken up in several regional seminars held
in Latin America and in Asia.   A monograph on community communications in the
developing world was subsequently commissioned and is at present in the course
of publication.

61. As mentioned above, a major concern of UNESCO over many years has been the development of communication systems in rural areas, but only recently has specific attention been paid to the problems of communication and community support in urban settings. Since 1978, however, UNESCO has provided support to urban community communication projects, notably in Brazil and Peru, and has more recently embarked upon a new series of studies on the problems of group communication within an urban environment, based upon case studies in several regions of the world.

H. Technical co-operation among developing countries

62. Most developing country broadcasters are aware that the substantial use of foreign programmes is a poor and even harmful alternative to indigenous production. The dependence upon imported, culturally-alien programmes, however, continues to be a seemingly inescapable reality of many television services. High production cost, inadequate facilities and talent shortages are recognized as the principal causes. Technical co-operation between countries of similar cultures offers one means of mitigating the worst effects of this dependency.

63. Regional institutions such as the Asian Pacific Institute for Broadcasting Development do much to demonstrate the viability and merits of technical co-operation between developing countries. Not only has the Institute become a fully-fledged intergovernmental institution managed and staffed by broadcasting trainers of Asia and the Pacific but its success has attracted support from a wide variety of bilateral and multilateral sources.

64. In Africa, where the problem is most acute, UNESCO is helping to foster programme exchanges and co-productions in co-operation with the Union of African National Radio and Television Organizations. The project has not yet attracted the substantial extrabudgetary resources which it needs, and it remains as one of Africa's communication priorities.

IV. INTERNATIONAL COMMISSION FOR THE STUDY OF COMMUNICATION PROBLEMS

65. During the 1970s, UNESCO increasingly became the central arena for the widening debate on communication and information problems which has culminated in calls for a new, more just and more effective world information and communication order. Various resolutions of the UNESCO General Conference and the United Nations General Assembly have cited the role and activities of UNESCO focusing on the establishment of the new order and, in this connexion, particular mention must be made of the work of the International Commission for the Study of Communication Problems.

66. The Commission was set up by the Director-General in pursuance of resolution 100 adopted by the General Conference of UNESCO at its nineteenth session, Nairobi, October-November, 1976. At the opening of that session, the Director-General emphasized the global context in which the problem area of communication is situated. He stressed that the growing attention paid to communication problems stems from "the adoption of resolutions concerning the establishment of a new international economic order and, in particular, the efforts of the non-aligned countries to institute regional co-operation in the field of communication and information", and added that "the distribution of communication media and the immense potential they represent reflects the uneven international distribution of economic power".

67. After the debates devoted to communication questions, the General Conference adopted the following text: "It was generally agreed that the highest priority should be given to measures aiming at reducing the communication gap existing between the developed and the developing countries and at achieving a freer and more balanced international flow of information ... . A review should be undertaken of the totality of the problems of communication in modern society" (medium-term plan of UNESCO for 1977-1982, 19/29 approved, annex II, objective 9.1).

68. Accordingly, the Director-General decided to entrust an international multidisciplinary commission, composed of 16 distinguished figures, with the task of carrying out a study of all communication problems in present-day society. The President of the Commission is Sean MacBride (Ireland), and its other members are Elie Abel (United States of America), Hubert Beuve-Méry (France), Elebe Ma Ekonzo (Zaire), Sergei Losev (Union of Soviet Socialist Republics), Mochtar Lubis (Indonesia), Gabriel García Marquez (Colombia), Mustapha Masmoudi (Tunisia), Michio Nagai (Japan), Fred Isaac Akporuaro Omu (Nigeria), Bogdan Osolnik (Yugoslavia), Gamal el Oteifi (Egypt), Johannes Pieter Pronk (Netherlands), Juan Somavia (Chile), Boobli George Verghese (India), Betty Zimmerman (Canada).

69. The Commission's mandate stressed four main lines of inquiry:

(a) To study the current situation in the fields of communication and information and to identify problems which call for fresh action at the national level and a concerted, over-all approach at the international level. The analysis

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of the state of communication in the world today, and particularly of information
problems as a whole, should take account of the diversity of socio-economic
conditions and levels and types of development;

(b) To pay particular attention to problems relating to the free and
balanced flow of information in the world, as well as the specific needs of
developing countries, in accordance with the decisions of the General Conference;

(c) To analyse communication problems in their different aspects within the
perspective of the establishment of a new international economic order and of the
measures to be taken to foster the institution of a "new world information order";

(d) To define the role which communication might play in making public
opinion aware of the major problems besetting the world by sensitizing it to
these problems and helping gradually to solve them by concerted action at the
national and international levels.

70. As at October, 1979, the Commission has met on seven occasions: in Paris
(December 1977), Stockholm (April 1978), once again in Paris (July 1978),
Dubrovnik (January 1979), New Delhi (March 1979), Acapulco (June 1979), Paris
(September 1979).

71. In his opening address to the first session, the Director-General stressed
that the issue at stake in the task of reflection and inquiry assigned to the
Commission was "no less than the search for general agreement on the manner in
which men should organize free and balanced exchanges of information and for ways
and means whereby the communication media may contribute more effectively to the
progress of peoples and their mutual understanding". It was, he pointed out,
by setting up panels of counsellors of this kind that UNESCO was able to prompt
"the confrontation of ideas and opinions on major problems of our time with a view
to identifying ways and means of fostering the construction of a better world".
For his part, the President of the Commission stressed the formidable nature of
the task to be accomplished, all the more formidable because problems of
communication were today in the forefront of the concerns of both developed and
developing countries. In this connexion, four questions must, in his view, be
considered key issues: What is meant by the free and balanced flow of information?
What does a "new world information order" mean and what is its interrelationship
with the new international economic order? How may the "right to communicate"
with all its ethical and legal implications be achieved as a new line of thought
and action in the whole communication field? How can the objectivity and
independence of the media be assured and protected?

72. The first session was devoted mainly to an initial and extremely general
exchange of views on potential priority issues. The Commission also considered
questions relating to the definition of its mandate. During discussions, a trend
emerged in favour of an over-all approach. Communication could not in fact be
reduced to a question of material resources; it comprises first and foremost a
cultural dimension and constitutes a social phenomenon governing the relations
between individuals and human groups.

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73.   The Commission's future work would, therefore, have to aim at taking account of the interdisciplinary character of communication problems, whose scale and complexity far transcend those relating to how the mass media are used. The main questions subsequently raised related to freedom of information and its free flow, balance in information (whose multidimensional and multifaceted aspects were stressed), the impact of scientific and technological progress on the development of information and on the information explosion, the problems affecting news agencies and the legal and statutory aspects of communication at the national level. While reflecting many common concerns, the discussions also brought to light different interpretations of the meaning and scope of a new world information order.

74.   In view of the importance of the role played by news agencies in the world and the scope of the discussions on news exchange between developed and developing countries and the conditions governing the information flow between North and South, it was decided that the Commission's second session should constitute its first major meeting with the professional circles concerned and be devoted essentially to questions posed by news collection and dissemination on a world-wide scale. Thus, the International Seminar on the Infrastructures of News Collection and Dissemination, presided by Mr. Sean MacBride, was held at Stockholm from 24 to 27 April 1978 at the invitation of and thanks to the generous contribution of the Government of Sweden.

75.   Nearly 100 institutions were invited, either as participants or observers, including transnational news agencies, national agencies selectively designated by the regional organizations, the Press Agencies Pool of Non-aligned Countries, regional radio and television broadcasting organizations, major newspapers chosen within 10 countries of the world, research institutes and international non-governmental organizations of regional or world-wide scope. Some 30 observers from the Scandinavian countries also attended.

76.   The seminar examined the following problems raised by the infrasturctures of the present systems of news supply: positive results achieved; short-comings and imbalances; capacity of the systems to satisfy present and future needs; measures already taken to overcome constraints and difficulties; and prospects for changing and improving news collection and dissemination systems. Other specific aspects of news collection and dissemination studied were: (a) content of information; (b) accuracy and balance in the supply of information and images; (c) rights and responsibilities of journalists and bodies engaging in news collection and dissemination; and (d) economic and technical evolution of communication systems. Discussions focused on the problem of quantitative and qualitative imbalance of news flow, freedom of information and responsibilities of journalists, access to news sources taking into account the limit which may be placed on the legitimate right to such access and the abuses to which it may give rise, accuracy of information, prospects of developing and improving the infrastructure, normative and legal as well as economic and technical aspects of communication and journalism, and the establishment of a new world information order.

77. At its third session (July 1978), the Commission completed work on its Interim
Report which was presented to the Director-General for submission to the twentieth
session of the UNESCO General Conference (24 October-28 November 1978). The report
consisted of two parts: the first, a description of the background to the
establishment of the Commission and of the activities carried out since its
establishment; the second, an outline of problems raised or likely to arise in the
course of its work and which it intended to study in depth in order to prepare its
final report and formulate its conclusions and recommendations. The report was
intended to stimulate debate at the General Conference and provoke reactions,
comments and criticisms from a world-wide audience of governmental authorities,
professional and specialized non-governmental institutes and organizations and
individual communication specialists to which it was distributed.

78. The comments and suggestions received as a result of this distribution were
reviewed by the Commission at its fourth session in Dubrovnik, Yugoslavia
(January 1979) and guided their deliberations on the approach to and the contents
and format of their final report. Consideration of the list of topics and issues
for possible inclusion in the final report led to in-depth discussions on such
basic subjects as freedom and responsibility of the press, professional ethics,
democratization of communication, relationships between education and communication,
situations and tendencies concerning public and private ownership, management
and control of the media and the proposed establishment of a new world information
and communication order. In connexion with their regular session, two round
tables were organized on the themes of (a) inter-action between society and
communication means and activities, and (b) regional co-operation among developing
countries.

79. At its fifth session at New Delhi, in March, the Commission amplified its
consideration of various aspects of a new world information and communication
order, as well as undertaking detailed discussion of items to be included in the
first draft of its final report. As in past sessions, round-table discussions
were organized with national and outside specialists, this time on the topics
of the relationship between communication and development and potential impacts
of future technological innovations.

80. The sixth session of the Commission, at Acapulco, Mexico, in June 1979,
offered the Commission its first opportunity to examine first drafts of texts of
its final report and to suggest changes and establish guidelines for preparation
of revised versions. The session was complemented by a round-table discussion
on the theme culture and communication.

81. At its most recent meeting, the seventh session convened in September in Paris,
the Commission continued review of draft texts of the final report, stressing
that emphasis should be placed on meeting the General Conference request to analyse
and propose concrete and practical measures leading to the establishment of a more
just and effective world information order. Here, it noted that the over-all thrust
of its document - in its analysis and discussion of the background to the present
situation, current problems and trends and suggestions for future action - is
linked to and aimed at promoting the establishment of new structures and processes
indispensable for achieving the desired new order.

82. In addition to the hundreds of comments received on the Commission's Interim Report, its members' participation in numerous national, regional and international meetings, and the seminars and round-tables organized in connexion with its sessions, the intellectual background for the Commission's discussions has been enriched by a series of documents especially prepared for it on priority problems and critical aspects in the world of communication today. Ranging from descriptive and analytical papers to essays expressing opinions, evaluations and projections of the current scene - contributed by members of the Commission, specialists and non-governmental organizations from all regions of the world and the Commission's secretariat - these documents provide an enormous wealth of experience and information to enhance the Commission's reflections and buttress their eventual recommendations. c/

83. With its final session in Paris in November, the Commission will complete its report for submission to the Director-General on 30 November 1979.

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c/ For a complete list of documents, see appendix II below.

APPENDIX I

Kuala Lumpur Declaration a/

        We, the representatives of the governments of the States of Asia and Oceania, members of the United Nations Educational, Scientific and Cultural Organization (UNESCO),

        Meeting at the first Intergovernmental Conference on Communication Policies in Asia and Oceania, convened in Kuala Lumpur, Malaysia, from 5 to 14 February 1979,

Hereby declare that:

1

        People and individuals have the right to acquire an objective picture of reality by means of accurate and comprehensive information through a diversity of sources and means of information available to them, as well as to express themselves through various means of culture and communication.

        No human community worth the name can be created and maintained without effective communication among its members, for the social essence of every human being is determined by his ability to communicate with his fellow human beings.

        Communication between persons, groups of persons and nations has been, is and will continue to be vital for man's survival, liberation and growth.

        In the years ahead the socio-economic and cultural development of mankind, the improvement of the living and cultural standards of nations, as well as their international relations will be increasingly influenced by the proper use of communication potential.

        Consequently, since each nation has the right to determine its own communication policies, we call for the elaboration, by States and citizens together, of comprehensive national policies and programmes based on a global vision of communication and on the goals of economic and social development. Countries planning the implementation of these policies and programmes should do it as an integral part of overall national planning.

2

        The region of Asia and Oceania, as the cradle of ancient civilizations, religions and systems of thought and as one of the richest treasure houses of culture in the world, is an inexhaustible source that has much to offer to the world as a whole.

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        a/ Final Report, Intergovernmental Conference on Communication Policies in Asia and Oceania, UNESCO (CC/MD/42), part IV.

We, and all mankind, have inherited from our ancestors not only masterpieces of art and thought but also an age-old tradition of living together as well as highly developed forms of interpersonal communication. We now have to strengthen our heritage with its wealth of traditional interpersonal forms of communication and harmonize these with the new but more impersonal forms of modern communication. We must do everything possible to ensure that the best features of our traditional interpersonal communications and of our forms of living together are not harmed or destroyed by the new techniques which we need.

We must find, individually and collectively, some means of combining modern science and technology with a cultural continuity that will avoid any break with the wealth of our traditions. Culture disseminated through the intermediary of mass communications attuned to the needs and values of a society can bring about not only a new dimension in interrelations between States in the region, but also generate greater understanding and tolerance about our different ways of life.

Given the richness of the cultural heritage in this part of the world and the enlightenment which comes from it, together with the vastness of the region of Asia and Oceania and the size of the population in many of our countries, it is indispensable that all forms of communications - from the most traditional to the highly sophisticated, from interpersonal to mass communication - should be adopted, maintained, harmonized and expanded.

The mass media of the developing countries bear a responsibility for contributing to the common task of nation-building and to the further development of the cultural identity of peoples and ethnic minorities, so ensuring national cohesion and creating abilities to derive the utmost benefit from enriching influence coming from outside.

3

National communication systems and practices are of necessity different from each other in view of the varying traditions, cultural values and political options which governments and peoples exercise.

The basic criteria for judging the value of the communication media should be whether they serve the interests of the people and whether they disseminate true and accurate messages without outside interference and with respect for the dignity of all. Such an aim can be attained only if ideas and information, standards and values, are disseminated as widely as possible and in all directions, vertically and horizontally, from the periphery to the centre, within communities and peoples, so that individuals, groups and peoples are involved more actively and meaningfully in shaping their common destiny.

We therefore call for greater participation of people and individuals in the communication process and for more freedom and autonomy for and the assumption of greater social responsibility by mass information media and at the same time for greater individual responsibility by and protection of those who run the media and prepare messages for circulation.

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4

In the world of today the maintenance of world peace and security, the strengthening of international co-operation, the assurance of social progress, the raising of living and educational standards, the promotion of human rights and freedom of thought, and the establishment of a new economic order are among the prerequisites for effective communication.

At the same time, within the national communication systems freedom of expression and freedom of information are also prerequisites for effective communication between peoples and individuals.

Various obstacles still prevent the full realization of these prerequisites.

So long as some are powerful in and others lack the means or potential of communication, and so long as conditions have not been created for just and equitable international relations, with all nations living in peaceful coexistence, respecting each other's sovereign equality and abiding by the principle of non-interference in each other's internal affairs, there can be no equity in communication flows and exchanges.

We urge therefore that every effort be made to eliminate the many obstacles impeding the exchange and circulation of information; we urge also that every effort be made to ensure that the mass media contribute to the strengthening of peace and international understanding, and the promotion of progress and development; we also call for a reduction of existing imbalances as well as current disparities in the facilities available for communication both within countries and between countries.

5

Communication messages and programmes in many countries are too often disproportionately at the service of the educated strata and elite in the more affluent parts of more advanced environments and urban and industrialized centres.

At the present time a considerable imbalance of technological development and inadequate provision of the broad masses with the messages transmitted by communication media are typical features in many countries.

Consequently greater attention should be focused on communication adtivities which cater to the broad masses of people, including those belonging to ethnic and linguistic communities and people living in distant areas, and all others who are isolated from the outside world and unaware of the achievements and events taking place in it. The poor and underprivileged groups should be given the opportunity to give expression to their aspirations and hopes.

We call for the exploration of ways and means to get news, information and ideas across to those people who are still on the fringes of communication circuits.

6

In the region of Asia and Oceania all material and human resources should be pooled in order to achieve such urgent objectives as higher food output, lower child mortality, increased production rates, a planned population growth, the spread of literacy, faster modernization, an end to violence and the preservation of cultural identity.

We call for greater awareness on the part of the communication media of their potential as catalysts of socio-economic progress and reform.

7

In developing countries of Asia and Oceania, as in other developing parts of the world, there is both a qualitative and a quantitative imbalance in the flow of information: generally, the inflow of information is strong and powerful while the outflow is feeble; mutual exchanges between our countries are still irregular and inadequate.

This shows that the developing countries of our region are still suffering from a dependence upon colonial legacies which have resulted in imbalances in communication structures and information flows.

Our efforts and achievements need to be better known. Our life patterns and aspirations need to be better appreciated. Our difficulties and failures need to be better understood with empathy and accuracy.

This has to be accompanied by a firm determination to increase our own capacities to produce and disseminate messages around the world in order to communicate better our own perceptions of reality, national and international.

We therefore state that the elimination of such imbalances and the equalization of access to news sources are our next priority tasks, to which States, non-governmental bodies, public and private media, information agencies and enterprises, professionals and private citizens could all make an effective contribution.

8

We call for a higher degree of solidarity and co-operation, on both a bilateral and multilateral basis, in the field of communication and information, at the regional and international level, as a testimony of and a contribution to the interdependence of nations.

We call for broader, more efficient and diversified co-operation among all the countries of Asia and Oceania.

We call for a constant exchange of experiences in the establishment of communication policies and in the implementation of such policies.

We call for greater mutual assistance to overcome the disparities in technical and economic levels among the countries of the region.

We call for a wider network of regional bodies for the research in all aspects of communication, training of information specialists, the dissemination of news, the collection and exchange of media programmes, book and film production.

9

We call for more contacts and exchanges of experience between countries in Asia and Oceania and those in other regions of the world.

A new, more just and more effective world information and communication order, the basis of good neighbourliness, demands in turn an opening to the world. Professional, cultural and scientific collaboration between groups, nations and regions must be a vital element of the order we seek to establish.

We believe that international solidarity should be put into practice through co-operation for broader research and training at national level, transfer of technology, creation of national infrastructures, joint use of communication satellites and greater technical and financial assistance, through mutual friendship and respect for each people's sovereignty and dignity, and, finally, through the establishment and observance of mutually acceptable norms and the elimination of disparities affecting the circulation of messages especially in regard to disproportions in telecommunication tariffs, the scarcity of transmitting facilities and the problems of radio frequency channels.

We urge the United Nations system as a whole, and more specifically UNESCO, to support these objectives, promote various forms of regional and international co-operation and thus pave the way for a new, more just and more effective world communication and information order which is an integral part of the efforts to achieve a new international economic order.

We believe that such a new communication and information order would be one of the most vivid contemporary manifestations of the ideals of justice, independence and equality between men and nations.

APPENDIX II

List of documents published as at 30 September 1979 by the
UNESCO International Commission for the Study of
Communication Problems a/

1. Membership of the International Commission (CIC)

2. Origin and mandate

3. Methods of work

4. Director-General's inaugural address at the first session (Mr. A. M. M'Bow)

5. Chairman's address at the inaugural meeting of the Commission (Mr. S. MacBride)

6. A glimpse into communications statistics

8. From freedom of information to the free flow of information – From the free
flow of information to the free and balanced flow of information

9. Communication: what do we know?

11. The world of news agencies

12. News agencies multilateral co-operation

13. Monographs (I)

    AFP – Agence France-Presse
    ANSA – Agenzia Nazionale Stampa Associata
    AP – Associated Press
    APS – Agence de Presse Sénégalaise
    AZaP – Agence Zaire Presse
    BERNAMA – Perttubohan Berita Nacional Malaysia

14. Monographs (II)

    CANA – Caribbean News Agency
    DPA – Deutsche Presse Agentur
    GNA – Ghana News Agency
    INA – Iraqi News Agency
    IPS – Inter Press Service
    KYODO – Kyodo Tsushin News Service
    LATIN – Agencia Latinoamericana de Informacion

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a/ Where no author is indicated, the document has been prepared by the CIC
secretariat or the UNESCO secretariat.

15. Monographs (III)

> MENA - Middle East News Agency
> PRENSA LATINA
> REUTER
> TANJUG - Telegrafska Agencija Nova Jugoslavija
> TASS - Telegrafnoie Agenstvo Sovietskavo Soyusa
> UPI - United Press International

16. Collaboration between news agencies in Nordic countries (G. Naesselund, Denmark)

17. A national policy for balance and freedom of information (T. Hammarberg, Sweden)

18. An approach to the study of transnational news media in a pluralistic world (L. Sussman, USA)

19. Infrastructures of news collection and dissemination in the World (International seminar in Stockholm, 24-27 April 1978)
Organization - Discussions - Conclusions

21. List of international instruments concerning different aspects of communication

22. Communication: extracts from international instruments

23. Survey of national legislation (1)

> Constitutional provisions

24. Survey of national legislation (2)

> Media enterprises
>   I. The press
> II. News agencies

28. Comparative account of national structures for policy and decision-making in the communication field (prepared by the International Institute of Communication)

29. Survey of international structures for policy and decision-making in the communication field (prepared by the International Institute of Communication)

31. The new world information order (M. Masmoudi, Tunisia, member of CIC)

32. Aims and approaches to a new international communication order (B. Osolnik, Yugoslavia, Member of CIC)

33. Communication for an interdependent, pluralistic world (E. Abel, USA, member of CIC)

34. The new international economic order and the new international information order (C. Hamelink, Netherlands)

35. Some remarks on the relation between the new international information order and the new international economic order (J. Pronk, Netherlands, member of CIC)

36. The right to communicate (J. d'Arcy, France)

37. The right to communicate

    1. Concept (L. S. Harms, USA)
    2. Towards a definition (D. Fisher, Ireland)

38. The right to communicate

    3. Legal foundation (A. A. Cocca, Argentina)
    4. Relationship with mass media (J. Richstad, USA)

39. The right to communicate

    5. A socialist approach (J. Pastecka, Poland)

40. Communication: a plea for a new approach (F. Balle, France)

41. Communication and international development: some theoretical considerations (M. Tehranian, Iran)

43. Towards a national policy on communication in support of development (G. N. S. Raghawan and V. S. Gopalakrishnan, India)

46. Mass media ownership (R. Cruise O'Brien, USA)

47. Communication accompanies capital flows (H. Schiller, USA)

51. Typology of restrictions upon freedom of information: from evident, recognized violations to hidden impediments (J. Louy, France)

52. Obstructions to the free flow of information (F. Giles, UK)

53. Responsibility and obstacles in journalism (prepared by the International Organization of Journalists)

64. A national policy for socialization and self-management of information (V. Micovic, Yugoslavia)

72. Mass media education or education for communication (J. Dessaucy, France)

73. Strengthening the press in the Third World (prepared by the International Press Institute)

81. Communication technologies of the 1980s (I)

    1. The implications (K. Schaefer and A. Rutkowski, USA)
    2. The future of computer communication (D. Parkhill, Canada)

82. Communication technologies of the 1980s (II)

    3. Development of television broadcasting technology (M. Krivosheev, USSR)
    4. Recent progress and its impact upon communication policy and development (R. Gazin, Yugoslavia)

83. Communication technologies of the 1980s (III)

    5. The social implications (S. Komatsuzaki, Japan)
    6. Future trends (Yash Pal, India)