

ABSTRACTS

SESSION ON CULTURA HERITAGE

A PRESENT DAY APPROACH TO CATALONIA'S CULTURAL HERITAGE

by JOSEP MARIA FIGUERES I ARTIGUES

The historian sets out in present article a collection of data and statements which reveal the lack of allocation of public resources to the Principality of Catalonia's periodicals archives. In the first instance, the author presents a body of evidence and critical observations regarding the physical state of the existing documentary archives and their conservation. Following on this, he considers in greater depth the historical value of the publications and declares his confidence in the conservation of this legacy. At the same time, he proposes a broad package of technical measures designed to improve our cultural heritage, two of the most important of these being the urgent need catalogue and computerize the entire output through the creation of a National Periodicals Archive of Catalonia; and the establishment of a data centre: institutional initiatives which would, in Figueres i Artigues' view, lay the foundations for bringing together and giving a definitive impetus to Catalonia's journalistic cultural patrimony.

THE BIBLIO-PERIODICAL AND DOCUMENTARY HERITAGE IN THE AUDIOVISUAL FIELD IN CATALONIA. CINEMA

by JOAQUIM ROMAGUERA I RAMIÓ

This researcher provides a global summary of the existing documentary heritage in the audiovisual field, and gives a schematic

analysis of the various collections which contain the bibliographical patrimony relating to cinema in Catalonia, offering his reflections on their functions, objectives, shortcomings, needs, etcetera. First of all, Joaquim Romaguera catalogues the cinema libraries to be found in Catalonia, indicating the characteristics, the history and evolution of each one, together with the prospects of these documentary collections. He then remarks the need for an audiovisual archive, fundamental for the treatment and storage of films. He subsequently goes on to discuss the need for an audiovisual archive, and the inadequacies and shortage of resources suffered by two such important institutions as the Filmoteca de Catalunya and the Science and Technology Museum of Catalonia, and in fourth place he criticizes the lack of satisfactory education in the audiovisual field. The writer concludes his analysis by defending his criticisms and his negative appraisal of Catalonia's present cinematographic patrimony, focussing on the absence of any policy with regard to cinematic culture in Catalonia which embraces all of the points of reference outlined above.

GIRONA CATHEDRAL, A "PERSONAL" PATRIMONY?

by ANTONI MERCADER I CAPELLÀ

In this short article, Antoni Mercader reflects on the concept of heritage, within the present historical context, and posits Girona Cathedral as a graphic and valid example of the way that the conception of heritage has evolved and changed. The writer argues that the perception of heritage is basically derived from an audiovisual medium of communication, thanks to the influence and proliferation of today's new technologies, which act as mechanisms for the transmission of the artistic and cultural heritage. The whole Phenomenon of the role mass media, as instruments for the dissemination of new ways of understanding and perceiving things, leading to a personal vision of the concept of patrimony, is given the writer's particular attention. Mercader regards the media as factors which also help to give a specific weight to immaterial elements which had previously been undervalued or disregarded.

SESSION ON HISTORY

ABDÓ TERRADAS AND PARTY JOURNALISM

by JAUME GUILLAMET I LLOVERAS

The historian makes reference in this paper to the figure of Abdó Terradas, founder of the first republican party, creator of the first republican publications, and one of the leading pioneers in the public use of the Catalan language. The article also serves to give a historical analysis of the press, and emphasizes the importance of such an act in this period in which Terradas introduced new ways of making political use of the printed press. In addition to outlining the personal career of his subject, Guillamet examines Terradas' work in journalism and the contributions he made, emphasizing his role as creator of a new kind of political journalism for popular consumption.

THE INFLUENCE OF THE 1936 CIVIL WAR ON THE EMERGENCE OF NOVELISTIC REPORTING IN CATALONIA

by JOSEP MARIA CASASÚS I GURÍ

The writer of this article seeks to demonstrate the contribution made by the most progressive Catalan journalism of the thirties to the renovation of Catalan narrative fiction. To this end he mentions five great narrative works written by journalists in exile, and constructed in line with the techniques of the chronicles and the news report; five major works which serve as points of reference for a difficult historical situation. Casasús argues that these contributions, which contain elements of the novel and even of film and radio scripts, are of considerable significance on account of the influence they have exerted on narrative writing in this country. At the same time, he also discusses the impact on novelistic reporting here which resulted from the presence of English-language novelistic reporting during the Spanish Civil War, the work of a number of outstanding British and North American writers. Finally, the author draws the conclusion that the conflicts of that period made a positive contribution to the development and progress of increasingly ingenious and rigorous journalistic techniques, despite the lack of freedom, and that these have become key lines of reference for the style and method of contemporary narrative in Catalonia.

PROPOSALS FOR WORK IN THE HISTORY OF SOCIAL COMMUNICATION

by FRANCESC ESPINET I BURUNAT, ENRIC MARÍN I OTTO,
JOSEP LLUÍS GÓMEZ I MOMPART AND
JOAN MANUEL TRESSERRAS I GAJU

As the title indicates, the document in question presents the proposals of four scholars working in the field of social communication regarding the new methodology to be adopted by press studies. The article is structured around the proposal, in highly synthetic fashion, of a series of measures and initiatives designed to promote more in-depth study of the field, recognizing the social function of the press, analysing its connections with and influence on civil society.

MISCELLANEOUS SESSION

THE URBAN ENVIRONMENT AS PLACE OF COMMUNICATION

by JOAN COSTA I SOLÀ-SEGALÉS

Joan Costa sets out in this article to reflect the importance of the urban landscape with regard to human behaviour. He is explicitly critical of the degradation of this environment, of what he calls "visual" pollution, disorder, degeneration and other factors which affect and condition the behaviour of the citizen. In addition, the writer offers his reflections on the psychology of human behavior in the urban environment, at the same time as he lays on the table a series of mechanisms of an informative nature to be implemented, along with others to be suppressed, in order to compensate for the deficiencies and the negative forces generated by the modern city; to eradicate, amongst other things, vandalism and uncivic acts, regressive behaviour and the destruction of the environment; because, as Costa observes, "the urban landscape has become everyone's landscape".

CINEMA HALLS IN CATALONIA

by CARLES JOSÉ I SOLSONA

The economist José present a numerical analysis of the reduction in film showings in Catalonia. Hem employs a considerable quantity of significant data to demonstrate the progressive decline in the number of cinema halls, in the volume of receipts and of audiences as a means of revealing, as a matter of urgent concern, the disturbing situation in which the showing of films in Catalonia now finds itself. He then goes on to analyse the figures relating to the accelerating decline in ticket sales, the closure of cinemas throughout the area under study and, as a consequence of this, the concentration of cinemas in the major cities.

MASS COMMUNICATIONS MEDIA AND THEORETICAL HYPOTHESES FOR RESEARCH

by TERESA VELÁZQUEZ GARCÍA-TALavera

This article provides a theoretical description of research conducted into mass communications. From a somewhat perspective, the writer analyses those theories -of discourse and of effects- with a bearing on communications research. Velázquez also considers in depth the definition of concepts related to communications, in the functions of the medium and the capacities at its disposal, together with a brief outline of the methodologies to be taken into account in research.

COMMUNICATIONS RESEARCH WITHIN THE FRAMEWORK OF THE NEW EUROPEAN COMMUNITY

by MARCIAL MURCIANO I MARTÍNEZ

Murciano sets out, in this text, a series of forecasts and estimates of the implications of the new European single market with regard to research in the field of communications. The writer foresees certain systemic modifications in the

communications media, certain cultural mutations and a series of communicative and cultural transformations. In the course of the article, he offers definitions of the different repercussions and phenomena which may manifest themselves, and anticipates the creation of a single system of values resulting from the operation of the mass media, which he envisages as functioning as mechanisms for the construction of new values and identities, generating a whole dynamic of transformation. The article also posits the hypothesis that, in spite of European union, the problems affecting communications research will not disappear, and identifies the delineation of a common general policy on communications as a priority within the framework of a united Europe.

THE NEW EUROPEAN TERRITORY OF THE COMMUNICATIONS MEDIA

by ERNEST UDINA I ABELLÓ

The writer of this article begins by analysing what he conceives as a single European territory or marketplace in the making for the communications media. On the basis of this premise, Udina identifies three states of affairs or processes which allow us to discern the creation of this territory in Europe. He draws a schematic distinction between what he calls the "economic foundations", describing the impact of the new technologies, and posits the creations of a communications policy based on the concept of service, the "cultural foundations", in which the writer identifies numerous as yet unrealized projects. In addition, the article is complemented by the inclusion of a series of statements by writers supporting the thesis put forward by the author of the article, who concludes his text with a critical assessment of European political union, analysing its repercussions, its advantages and disadvantages, and recognizing the key role of the mass media in the consolidation of a European identity.

INVESTIGATIVE JOURNALISM VERSUS JOURNALISTIC RESEARCH

by MONTSERRAT QUESADA I PÉREZ

Monserrat Quesada offers an appraisal of the concept of "investigative journalism". First of all, she gives a historical summary of the significance of this journalistic practice, and explicitly criticizes the use that is made of the concept. She subsequently goes on to criticize its current definition, and warns of the possible disappearance of this type of journalism in this country, and looks in depth at the advantages and disadvantages this loss would involve. Finally, Quesada emphasizes the need to demystify the present concept, and proposes the promotion of journalistic investigation, research into journalism, with an understanding of the techniques to be developed and the free exercise of this journalistic practice on the basis of certain prerequisites, certain objective conditions necessary to be able to work in this way, and thorough training in the signification of what the author suggests we might call "journalistic research".

INFORMATION VERSUS MASS CULTURE

by J. OCTAVI AGUILERA I PERELLÓ

In this short article, Professor Aguilera principally criticizes the incorrect use which he considers is made of the concept of "mass". He includes definitions framed by a number of other scholars in order to support and lend greater weight to his position, and makes reference on the comparative plane to other concepts. The article considers the negative connotations that the concept of "mass" possesses, and emphasizes the connection between mass and deformation and inhibition. At the same time, the author seeks to introduce the concept of information as a basic element in combatting the signification of "mass".

ROUND TABLE

RECOLLECTIONS OF THE EARLY YEARS OF A CAREER IN JOURNALISM

by JOSEP MARIA CADENA I CATALÁN

Josep Maria Cadena i Catalán offers an autobiographical account of his first experience in the world of journalism. This article is made particularly enriching and attractive by the great quantity of information it contains. The author introduces us into a historical context and, in clear, lively language, relates a large number of his own personal experiences, the difficulties he had to overcome before embarking on his career as a journalist, and how the profession evolved over the years, gaining professional development technically. Cadena also gives us a beautiful description of the media he employed, the reading matter to which he had access and read so avidly, his personal experiences of the Franco dictatorship, the newspaper offices of the time and the form the news took in those years, together with other details which combine to give us an article that is dynamic, entertaining and a pleasure to read and reread.

NOTES ON THE CRISIS OF THE REPRESENTATIONAL MODEL IN JOURNALISM AND COMMUNICATIONS SCIENCES

by JOSEP GIFREU I PINASCH

Professor Gifreu offers a schematic reflection on the current state of communications theory and the communications sciences. He speaks of a crisis of models and of the lack of understanding of the facts of communication, and proposes, as an essential idea, that this crisis be overcome through a reformulation of the concepts and a generic change in the perspective presently applied to the definition of journalism and the theory of communication. The author sets out the principal models of communication currently in use, and the problems they pose, and analyses in depth the theoretical functions of journalism. Of the basic conclusions Gifreu presents here, the idea