

Contents

Introduction	11
---------------------	----

I. KEY-NOTE SPEECHES

Jósef Nižnik

Science and the Public Realm in Eastern Europe Comments on Social Ambivalence of Science	17
--	----

Klaus Ring

International Competition between Universities in the United Europe - Effects on the PR Work of the Universities	29
---	----

Gerd G. Kopper

Changes of Mass Media Structures and Media Markets in Europe - Consequences for Science Information and Communication Challenges for Universities	37
---	----

Discussion	49
-------------------	----

5

II. SCIENCE AND THE MEDIA

Otto von Schwerin Greetings	55
<i>Elena Knorre</i> Message of Greeting	57
<i>Arthur Bourne</i> Science and the Media in Europe Models and Case Studies	61
<i>Walter Hömberg</i> Stagnation rather than Expansion Science and the Mass Media in Germany	79
Comments	
<i>Pierre Fayard</i> The Development of Science Reporting in European Daily Press	97
<i>John Durant</i> The Relationship between Public Relations and Journalism	105
Discussion	113
<i>Kristina Zerges</i> Science, Technology and European Public Opinion	117

III. PR WORK AT THE UNIVERSITIES IN THE EUROPEAN MEDIA MARKET

Jos Willems

- A New Approach to Public Relations in View
of New Markets?** 133
A European Task for the Universities in the Field of
Public Relations

Benno Stgnitzer

- Elements of Strategic Public Relations
for Universities** 147

Comments

Phillp Cltst

- Public Relations and Higher Education
Institutions in the European Networks** 157

Tomasz Goban-Klas

- Eastern Europe's Universities: Can they cope
with the Public Relations Challenge?** 163

E. G. Wedell

- Comments on the Papers of Willems and
Signitzer** 169

- Discussion** 173

**IV. UNIVERSITIES IN COMPETITION -
ROLE MODEL AMERICA?**

Malcolm G. Scully

Rankings of American Colleges and Universities 177

Ulrich Teichler

**National and European Competition of the
Universities** 187

Comments

John Stzer

**Comments on the Papers of M. G. Scully and
U. Teichler** 199

Anthony van Raan

**Comments on the Papers of M. G. Scully and
U. Teichler** 205

Discussion 209

**V. INFORMATION AND COMMUNICATION
TECHNOLOGY FOR PR WORK**

Jörg Littmann-Stöwer, Volker Schoepf

Remote Publishing 213
The Projects BILUS and TELEPUBLISHING

Michael Wolff
TUBKOM Research Centre 219
Broadband Communications Project

Gertrud Aßmann
**Structure and Operation of the Environmental
Information Service** 223

Jürgen Janik
Electronic Mail for Scientific Communication 229

Jan Pieter Emans
Media Resource Service 235
The Ciba Foundation

VI. APPENDIX

Participants 241

**List of Invited Speakers, Participants
and Chairpersons – Biographical Notes** 249