

## In Memoriam

Professor Emeritus James D. Halloran (1927-2007)

Jim died in May after a short period of illness. He was born in Birstall, Yorkshire, and earned his BSc in Sociology and Economics at Hull University in 1951. Before working as a school teacher and prison tutor he was trained as a teacher in Hull, London and Leeds. He came to the University of Leicester, one year before Richard Hoggart became Senior Lecturer in English there. Soon, the two would establish the two first centres for media research in Britain, the Centre for Mass Communication Research (CMCR) and the Centre for Contemporary Cultural Studies (Birmingham).

In Leicester, Jim started as Senior Tutor at the Department of Adult Education, and in 1963 published his first book, titled *Control or Consent. A Study of the Promise of Mass Communication*. This was followed up by reports and research papers on the role and influence of the mass media. Through these works and as a secretary to the Home Office's Television Research Committee (from 1964), he manoeuvred into a position which made it possible to form the CMCR in 1966. He became its director, and was promoted to the first Chair in Mass Communications in Britain in 1973. His perspective was sociologically orientated in his call for a holistic and multi-disciplinary approach.

The Centre and its staff were to become an important national and international place of research, as the Centre also attracted external research money, from among others UNESCO. Talented academics soon contributed to studies like *Demonstrations and Communication* (Halloran, Elliott and Murdock 1970) and *Making the News* (Elliott and Golding 1979). In a review by Karl Erik Rosengren (1972), the first was characterised as: "... the first large-scale attempt made by social scientists to cover in one investigation the news process from the beginning to its end". The latter was an international research co-operation whereby newsrooms in Nigeria, Sweden and Ireland were studied. Among the Swedish representatives was Sam Nilsson, who later became Director General of the Swedish Television Corporation. Two of the academics from the Centre involved in these projects from the Centre, Peter Golding and Graham Murdoch, have later contributed with essential influence and inspiration in the Nordic research community as visiting professors.

In addition to building the Centre, Jim's main legacy was his contribution to the International Association of Mass Communication Research (IAMCR). He was elected president in 1972 and started a process of invigoration within the organisation. This was during the Cold War, and IAMCR was to have an important influential role in the relations between both east and west, and north and south. For the Nordic academics in the field, bi-annual conferences became an essential meeting point. The Centre in itself also functioned as such a meeting point, particularly after Anders Hansen and Olga Linné came to work there and developed their Scandinavian networks.

By another academic at the Centre, Roger Dickinson, Jim has been characterised as a larger-than-life character who used his presence to great effect as an advocate for his academic and departmental causes, as a campaigner for international collaborative research, and as a lecturer and public speaker. As a former student at the Centre I can subscribe to this, and to the very important role Jim and the Centre had for students from all parts of the world, meeting in Leicester and seeking knowledge in a new field of research.

James D. Halloran received numerous awards for his work. Among these were the Yugoslav Flag with Golden Star; Honorary Life Presidency of the IAMCR; and the McLuhan Teleglobe Canada Award. He also received honorary doctorates from the Universities of Tampere and Bergen.

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#### **Relevant links**

Roger Dickinson (2007): <http://www2.le.ac.uk/ebulletin/people/bereavements/2000-2009/2007/05/nparticle.2007-05-24.9170073745/>

The McLuhan Award: [http://www.infoamerica.org/teoria\\_articulos/hallorand.htm](http://www.infoamerica.org/teoria_articulos/hallorand.htm)

#### **References**

Elliott, Philip and Peter Golding (1979) *Making the News*. London, Longman.

Halloran, James D, Philip Elliott and Graham Murdock (1970) *Demonstrations and Communication. A Case Study*. Harmondsworth: Penguin.

Rosengren, Karl Erik (1972) 'Review of Demonstrations and Communication: A Case Study', *Acta Sociologica* 1972, Vol 15, pp 206-207.