Denis signed the Foreword of his fifth book in Tampere in 1974 – see the next two pages. He served as visiting Assistant Professor of Communication Research in the autumn semester while a permanent incumbent for the new post was sought. He stayed with family over 20 miles north of Tampere in a secluded house by Lake Näsijärvi…

After that Denis paid several visits to Finland, to attend academic meetings in Tampere and also to visit a skiing resort in Eastern Finland. His last visit was in August 2008 for a colloquium on normative theories of the media when the “eternal book project” (under preparation for two decades) was nearing completion. This culminated in Lapland. These events will be illustrated later.

The following pages contain photos from our mobiles of encounters with Denis over the past five years.

Tampere, 11 July 2017

Kaarle Nordenstreng Svetlana Pasti
Communication

Denis McQuail, MA, PhD, DipPSA
Reader in Sociology
University of Southampton

Longman
London and New York

BY THE SAME AUTHOR

Towards a Sociology of Mass Communications (1969)
Sociology of Mass Communication (editor) (1972)
Television and the Political Image (with Joseph Trenaman) (1961)
Television in Politics: its uses and influence (with J. G. Blumler) (1968)
Foreword

I am grateful to the series editors, Maurice Craft and John Mays for suggesting that I write this book, at a time when I happened to be concerned about the nature of communication as a field of study and its relationship to sociology. The period of writing has also coincided with a time when new courses in communication studies have been initiated or proposed in British polytechnics, and I have benefited from interesting discussion with some of those involved either as teachers or as fellow members of the Council of National Academic Awards (CNAA) Communications Studies panel. The book which has resulted may perhaps be read as a contribution to this process of development, although it may also suffer from the provisional nature of the subject. I have a particular debt to record to Joseph Trenaman, who was a pioneer in this field in Britain and who first introduced me to ideas about communication. Not least, he was to me, as to many others, a very kind friend, who is still missed. Finally, I am grateful to colleagues at the University of Tampere, Finland, especially Tapio Varis and Kaarle Nordenstreng, who have provided me with an opportunity to review what I have written in an agreeable and stimulating environment. If little has been changed, it is only because the changes might have been too great.

D. McQ.
University of Tampere
October 1974
Svetlana and Kaarle visiting Winchester, April 2012
Launch of Russian translation of *Journalism & Society*
Kaarle visiting,
June 2015
Discussing development of the field

(Recording of one hour for later use)
Reading and commenting a conference programme in Westminster on the day after

Comments with photo included in Kaarle’s keynote
http://www.uta.fi/cmt/tiedostot/London200615.pdf
IAMCR Reception Leicester, July 2016 with Graham and Peter
Jo Bardoel
Helena Sousa et al. (Portugal)
James Curran
Annabelle Sreberny and Ullamaija Kivikuru
Bharthur Sanjay (India)
Muniz Cabral (Brazil)
Nico, Svetlana, Ullamaija, Martin and Peggy Gray, Rachel
Svetlana and Kaarle visiting, July 2016
Denis entered the field in the 1960s, when it began an exponential growth. For half a century he was a prominent part of the formative stage of the discipline, driven by it and imbuing it with meaning. Motivated by a passion for substance and ethics – not for self promotion – he became a unique role model for generations to come.

– Kaarle

When I open his book, I seem not to read, but to hear him, so clearly did he explain difficult things. I read and wanted to read more. It is as if he takes you by the hand and leads into this field of knowledge.

– Svetlana in her message to Rachel, 28 June 2017