

NEW IN THE LIBRARY

THE AUSTRALIAN BROADCASTING AUTHORITY LIBRARY ALLOWS PUBLIC ACCESS TO ITS COLLECTION FOR RESEARCH PURPOSES DURING NORMAL BUSINESS HOURS, HOWEVER BORROWING IS NOT PERMITTED. THE FOLLOWING TITLES HAVE BEEN SELECTED FROM THE RANGE OF NEW ADDITIONS TO THE LIBRARY. THESE ENTRIES ARE INDICATIVE OF THE SUBJECT MATTER, BUT ARE NOT INTENDED AS CRITICAL COMMENT OR REVIEW.

RATINGS ANALYSIS: THEORY AND PRACTICE

James G Webster, Lawrence W Lichty. - Hillsdale NJ: Lawrence Erlbaum, 1991.

This book was written with two groups of people in mind. First, it is intended for anyone who needs more than a superficial understanding of audience ratings data; this would include many people who work in advertising, the electronic media, and related industries. The second group of people includes those who are not compelled to use ratings data, but who nevertheless should; eg social scientists interested in mass communication, as well as those responsible for developing media policy. The authors believe that the data these companies collect offer rich possibilities for analysis that go well beyond the purposes for which they were collected. Indeed, ratings data can be thought of as offering up 'texts' that clever analysts can 'read' for insights into the social and economic impact of electronic media. With these audiences in mind, the book is organized into three major sections. The first section illustrates the many applications of the ratings data, in advertising, programming, the social sciences, and public policy. The second section focuses on ratings data and the means by which they are collected. This includes an historical overview as well as describing the current methods of ratings research. The final section of the book concentrates on the actual analysis of ratings data and develops a theoretical model for analysis. Here is drawn together an eclectic mix of work from social psychology, marketing, and economics. The model is intended to embody what is known about audience behaviour, and to offer a framework for further research - both applied and theoretical.

THE FUTURE OF AUSTRALIA'S DREAMING: THE RIGHTS AND REALITY OF ABORIGINAL AND TORRES STRAIT ISLANDER PEOPLE

Australian Museum, ATSIC, NSW Ministry for the Arts, and Radio National. - Video recording of conference proceedings (135 mins) VHS.

In March, 1992 the Australian Museum, Sydney, hosted the conference *The Future of Australia's Dreaming: the Rights and Reality of Aboriginal and Torres Strait Islander People*. In doing so, the Museum's aim was to play a role in advancing understanding of the issues involved in building harmonious relations between peoples, specifically Aboriginal and Torres Strait Islander people and non-Aboriginal Australians. This video recording of the conference proceedings is not intended to be a high quality documentary, but serves as a useful resource and record of the issues that were highlighted by the many participants. There are recordings of some 30 speakers, including Senator Margaret Reynolds, Lester Bostock and Paul Zammit.

THE INTERNATIONAL POLITICS OF TELEVISION

George H Quester. - Lexington MA: Lexington Books, 1990.

Television signals can cross national frontiers. While many studies have focused on television's effect on election outcomes, this groundbreaking new book examines the impact of the medium's transboundary reach and its potential to influence dramatically international relations in the future. In *The International Politics of Television*, George Quester explores the phenomenon of television and the wide range of international issues involving political autonomy, cultural sovereignty, ethnicity, and individual liberty that it can touch. Using examples drawn

from around the world, he discusses the political as well as cultural disputes that have arisen when television signals leak across borders while also taking a close look at how some nations have responded. Some of the critical issues examined are:

- How are nations around the world confronting the impact of television and to what extent are they choosing to regulate viewers' choices?
- How will new technologies, such as VCRs and satellite transmissions, further enhance television's transboundary reach?
- How does television, for better or worse, shape relations between countries or parts of countries?

SERVICE DELIVERY AND COMMUNICATIONS IN THE 1990s: A DEPARTMENT OF TRANSPORT AND COMMUNICATIONS CONFERENCE ON THE USE OF CURRENT AND EMERGING TECHNOLOGIES TO ENHANCE AND IMPROVE THE DELIVERY OF SERVICES TO RURAL AND REMOTE AREAS, DARWIN, 17-19 MARCH, 1992: CONFERENCE REPORT

prepared by William H Melody. - Canberra: Transport and Communications, 1992.

The conference *Service Delivery and Communications in the 1990s* was the result of an initiative by the former Parliamentary Secretary to the Minister for Transport and Communications, the Hon. Warren Snowdon MP, to expand awareness of important issues and opportunities in Australia's changing telecommunications environment. As the conference papers are publicly available, the report does not directly review or summarise this material. Rather it provides an overview of the issues raised, incorporates the summary reports prepared by the working groups, and de-

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velops a suggested action plan based upon the conference contributions and working group discussions. A conclusion by the conference facilitator summarises the main themes of the conference.

GLOBALISATION AND NATIONAL CULTURE: STRUCTURE, REGULATION AND CONTENT IN THE ADVERTISING INDUSTRY IN AUSTRALIA: POLICY RESEARCH PAPER ; NO 24

Dr John Sinclair. - Melbourne: CIRCI, 1992.

Advertising is an industry which uses the media of social communication to link the producers of goods and services with their potential consumers. It is inherently cultural because in this process it gives visual and verbal form to social identities and ideals. The workings of the 'manufacturing/marketing/media complex', of which advertising is the most visible part, is outlined and the major corporate players identified. Par-

ticular attention is paid to evidence of globalisation, including the integration of Australia into the Asia-Pacific region, and also the effect which globalisation has upon advertising content. The debate over 'global brands' (international standardised) versus 'multidomestic' (specific national markets) strategies will be considered in the light of the recent inquiry by the Australian Broadcasting Tribunal into 'Foreign content in television advertisements'. Available evidence is evaluated concerning the impact of the new regulation, under which a proportion of foreign-made advertisements may now appear on television.

CAREER TRANSITIONS

Paul Stevens. - Sydney: The Centre for Worklife Counselling, 1990.

This book is intended for human resource professionals, career counsellors, trainers and managers who develop programs and policies affecting

people's careers. It incorporates the latest research findings in adult career development and the personal experiences of the author while engaged in counselling people and advising organisations. Part 1 describes the career transition journey - its complexities, its hazards, its misconceptions - as people search for a sense of self-worth in their occupational activities and life management. Part 2 shows how people can analyse their worklife assets and limitations, and establish and implement career development actions which are meaningful to them and those for whom they care. Part 3 is a guide for all involved in counselling others as they prepare for and make career decisions. Part 4 illustrates the value to an employer in helping employees manage their careers and assist them explore their work environment for opportunities which fit what they discover they want and, in turn, benefit those who pay them.



LICENCE GRANTS

A number of public, supplementary and remote radio licences which the Australian Broadcasting Tribunal had decided should be granted, had not been formally granted prior to the Tribunal's abolition on 4 October 1992.

Under the provisions of the *Broadcasting Services (Transitional Provisions and Consequential Amendments) Act 1992*, the ABA has now granted those licences to the following companies or corporations for the provision of the specified type of broadcasting services to the areas shown:

BROADCASTER IDENTIFIER	AREA	SUCCESSFUL APPLICANT
Public radio (for five year periods)		
ACT		
*	Canberra (RPH)	Print Handicapped Radio of ACT Inc.
NSW		
2CCR	Parramatta	Cumberland Media Association Inc.
2LVR	Forbes	Lachlan Valley Community Radio Inc.
2BLU	Katoomba	Blue Mountains Public Broadcasting Society Inc.
2MIA	Griffith	Griffith City Community FM Association Inc.
Vic		
3NOW	Inner North-West Suburbs, Melbourne	North West Community Radio Association Inc.
*	East Gippsland	Radio East Gippsland Inc.
Qld		
4AAA	Brisbane (Aboriginal)	Brisbane Indigenous Media Association Inc.
4KIG	Townsville (Aboriginal)	Townsville Aboriginal and Islander Media Association Ltd.