

NEW IN THE LIBRARY

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A RICHER VISION: THE DEVELOPMENT OF ETHNIC MINORITY MEDIA IN WESTERN DEMOCRACIES
Edited by Charles Husband. Paris: Unesco Publishing; London: J. Libbey, 1994 (Communication and Development series)

This text is important for those concerned with an understanding of the role of the media in multi-ethnic societies. It is relevant to all broadcasters, those working and researching in mass and communication policy and those whose primary concern is with ethnicity, racism and multi-cultural studies. A review of the literature and a number of international comparative case studies are provided. The book examines exclusionary policies in media systems in addition to insight into the political economy of ethnic minority media production. It is an informed contribution to the theoretical analysis of the relation between mainstream and ethnic minority media and multi-ethnic societies. It warns of the lipservice paid by the conveyance of 'popular culture' by ethnic minority radio as too easily being reduced to popular music. It also warns of the dangers of marginalisation through ethnic specialisation and the institutional racism which disadvantages the ethnic minority employee. As long as 'being professional' means shedding one's ethnic identity, then equal opportunities recruitment policies will remain inconsequential. It concludes that media democratisation cannot be pursued within a media apartheid; our aim should be a richer vision for all.

THE MEDIA ARE AMERICAN: ANGLO-AMERICAN MEDIA IN THE WORLD

By Jeremy Tunstall, second edition, London: Constable, 1994

This book, which was first published in 1977 uses intriguing detail, fact and anecdote to show the worldwide reach of American media. It has been updated to

include details of the latest developments in media globalisation. It describes the successive waves of American media that have swept the world starting with how American popular journalism was heavily copied in Europe from the 1880s onwards. In the 1920s, silent Hollywood devastated all other national film industries. The 1940s saw the world tuned into American popular music, and then the recorded Hollywood television series set standards for television entertainment on all continents. The multiplicity of satellite channels has stimulated 'media deregulation' across most of the world, so that American programming, news, music and star performers are available on an unprecedented scale. It is a detailed account of how the American media acquired their pre-eminence and popularity in the world.

POLITICS AND THE MASS MEDIA IN BRITAIN

By Ralph Negrine, second edition, London and New York: Routledge, 1994

This fully-updated new edition provides a comprehensive introduction to the role of mass communications in politics at all levels. It moves from election campaigns, news reports and lobbying groups to the media activities of pressure groups. After providing a review of the nature and content of political communications and an examination of recent theories of the media, Negrine goes on to deal with important issues around the new media of cable and satellite television. Negrine then investigates the press, the relationship between the state and broadcasting institutions and the debate on deregulating the British broadcasting system. Finally, he discusses the arguments around the critical question of whether or not Britain needs a media policy. Basing his discussion on case-studies and illustrating his arguments with recent examples from television and the

press, Ralph Negrine has written a key text for students of politics and the media, which will be of interest to anyone concerned with the politics of British news and newsmaking.

MAKING IT NATIONAL: NATIONALISM AND AUSTRALIAN POPULAR CULTURE

By Graeme Turner, St Leonards, NSW: Allen and Unwin, 1994, Australian Cultural Studies series

It has been said that *Making it National* could be to the 1990s what Richard White's *Inventing Australia* was to the 1980s. It argues that we need to rethink the way national identity is constructed in Australia today and puts cultural theory to work in new and creative ways. Turner takes a series of recent instances, the mythologising of Bond and the larrikin entrepreneurs; the Spycatcher trials; Maralinga; and the bicentenary. *Making it National* shows how popular images of national identity are used to serve specific rather than national interests. He also challenges the increasing concentration of media ownership, the ever-lengthening list of alternative news outlets that have died, the complicit relationship of journalists and politicians. Turner also examines 'seamless identification of Australian national interests with those of Australian business which helped create singular exclusivist and traditional myths of Australianness, including the larrikin capitalist excesses of the 1980s. Turner queries how Australian cultural events like Sydney Olympics can be 'turned in a more progressive direction'?

FRAMING TECHNOLOGY: SOCIETY CHOICE AND CHANGE

Edited by Lelia Green and Roger Guinery, St Leonards, NSW: Allen and Unwin, 1994

Technology is the bedrock of our information society, but it is assumed by

some to have evolved like Darwin's creatures through a force of its own. Public debates on technology tend to be conducted by experts and to concentrate on the microchip and employment. This text reframes the discussion and argues that technology ranges from language to a transnational corporation and that we all should share in technology choice. An interdisciplinary approach is used to explore some of the key issues in technology today, including virtual reality, gender, health, the environment, regulation, the information society, surveillance and globalisation. It includes a glossary of abbreviations and terms which ensures understanding of the nuances of

the text. Technology and technological debates are habitually framed by a small elite in western society using exclusive language and a narrow definition. Is technology 'neutral': an instrument of oppression and surveillance and capitalism and war, or an expression of the society which creates it? It has been defended as innocent, attacked as guilty and interrogated as an accessory after the fact. A key aim of this book is to encourage wider questioning.

MUSIC BUSINESS

By Shane Simpson and Colin Seeger, North Sydney, NSW, 1994

This text has been written for every artist

and musician or anyone working in the Australian entertainment industry. This text explains in layman's language the workings of the business of music. It purports to save managers, songwriters, young bands and label operators a great deal of money as well as hours of grief, as it explains how, and why, things are done in the industry and how to negotiate deals. Deal points which are standard overseas are not necessarily similar to the Australian practices. This text has not been written for lawyers, but is relevant to the novice performer as well as the experienced promoter, or the musician entering a record agreement for the first time. ☐

SEMINAR AND CONFERENCE NEWS

► Making the Connection: Screen Producers Association of Australia Ninth Annual Conference, 2-4 November, Melbourne

Sessions include 'Global Connections—Doing Business with the USA'; 'Pay TV—What the Programmers are Looking For'; 'Marketing Images—What Works, What Doesn't'; and 'Storytelling: Cultural Significance and Perspectives'. Speakers include Nick Herd from the ABA. Cost: \$650 (members); \$800 (non members). ☛ SPAA Conference Secretariat. Phone: (02) 262 2277. Fax: (02) 262 2323.

► Telecommunications after 1997: Carriage, Convergence, Consumers, 9 November, Sydney

Carrier duopoly is promised to end in 1997. What changes will 1997 bring? More carriers with special rights and obligations to each other? Who has access rights to whose infrastructure? These issues will be explored as well as

how the government's social policy goals will be developed, implemented and monitored in a multi-carrier environment. Venue: Ionic Room, Masonic Centre, 279 Castlereagh St, Sydney. Cost: \$250. ☛ Communications Law Centre, University of NSW. Phone: (02) 663 0551 Fax: (02) 662 6839.

► Towards the Digital Revolution—European Television between Market and Regulation: the Sixth International Television and Film Forum, 10-12 November, Liege, Belgium

This conference will explore how new technologies influence the development of programs and services, and what effect this will have on the audiovisual landscape. Venue: Palais des Congres, Liege, Belgium. ☛ Monique van Dusseldorp, European Institute for the Media, Kaistrasse 13, 40221, Dusseldorf, Germany. Fax: (49211) 9010456.

► Exploring the New Opportunities of Video-On-Demand, 16-18 November, London

This conference offers comprehensive, up-to-the-minute market information and practical solutions for exploiting the new opportunities of video-on-demand, how cable companies are competing in the VOD arena, and unravels the regulatory and licensing issues to providing VOD.

► The 1994 Cable and Satellite Television Summit, 30 November-2 December, Hong Kong

Key conference sessions will include: orbital slot regulation; broadcasting and licensing issues; the regulation of subscription television services; the latest satellite technologies for broadcasting; digital compression technologies; and copyright and legal issues. Venue: Hong Kong Convention and Exhibition Centre. Cost: US\$1395. ☛ IIR Limited, Hong Kong. Phone: 852 549 5618. Fax: 852 547 3836. ☐