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THE INFORMATION SOCIETY:

A RETROSPECTIVE VIEW

By Herbert S Dordick and Georgette Wang. Newbury Park: Sage Publications, 1993. ISBN 0 8039 4187 0

Dordick and Wang take a 20-year retrospective look at the information explosion to see where we have been, what have been the consequences and where we are now, based on the forecasts and predictions made over the past two decades. We are told that the industrial age is declining and the information age is emerging. In this new age our lives will be cleaner, greener, more pleasant, more intellectual and perhaps even less manic because we will value ideas rather than things. Why has information, its technology, economy and society become so visible and assumed so much importance in our daily lives? This book examines 19 countries regarded as high-, middle-, and low-income nations to define 'informatisation' along the dimensions of infrastructure, economy and society.

This in-depth study should be of interest to students and scholars in communication studies, technology/information systems, political science, sociology and management and organisation studies. It should also be of value to development planners and decision makers.

SINGAPORE MEDIA:

COMMUNICATION STRATEGIES AND PRACTICES

David Birch. Melbourne: Longman Cheshire/Murdoch University, Asia Research Centre, 1993, (Series: Asia Paper No 1) 86pp. ISBN 0 582 87608 7

Stepping back from the frenetic pace of 'Singapore Inc.', the author attempts to contextualise the communication strategies and practices of the Singapore media within the ideological framework of post-colonial politics of nation building.

Section one assesses the role of the media in the process of nation building in Singapore. It introduces political, social and cultural themes familiar to

Singaporeans and Asia specialists. These themes are an essential part of understanding the media in Singapore because they shape the day-to-day face of its various media.

Section two develops in more detail some of these themes and concentrates on some of the details of the structure of the media in Singapore, particularly the press, television, radio film and advertising. Birch comments that Section one is essential reading as it is impossible to understand the current communication practices and strategies of the media in Singapore without understanding the political context within which they operate. A helpful list of abbreviations is included as well as a bibliography of references.

AUDIENCEMAKING: HOW THE MEDIA CREATE THE AUDIENCE

James S Ettema and D Charles Whitney, eds. Thousand Oaks: Sage Publications, 1994 (Series: Sage Annual Reviews of Communication Research, Vol 22). ISBN 0 80394626 0

How media institutions define their audiences and how these definitions then shape the work of the organisations within them is examined in this book.

Leading scholars in communication and sociology show that the audience in each sector shape modern media. Institutionally effective audiences as receivers have social meaning and/or economic value within the system. These include measured audiences, generated by research services, sold by media channels and bought by advertisers; specialised or segmented audiences whose particular interests are anticipated or created and then met by content producers; and hypothesised audiences whose interest, convenience and necessity are presumably protected by regulators.

Schramm's conception of communication with its separation of 'elements' and unidirectional progression of 'actions' is

regarded to have captured what most mass communication research is really about and it included a reverse flow of messages. The 'money' arrow along with those other unlabeled arrows that are understood to be feedback is the subject of the recent research in this volume.

GOOD TIMES, BAD TIMES

Harold Evans. 3rd ed London: Phoenix, 1994, ISBN 1 85799 124 9

This is the record of a remarkable newspaper career. As journalist and editor of the *Sunday Times* from 1967-79, Harold Evans established the 'insight' style of investigative journalism which was to uncover the Kim Philby scandal. Evans was given an editor of the year award in 1973 for his work on the plight of Thalidomide victims, and was awarded the European Gold Medal of the Institute of Journalists after his successful appeal to the European Court of Human Rights against the suppression by the House of Lords of the 'Thalidomide Articles'.

When Rupert Murdoch acquired the *Times* newspapers, Evans was appointed editor. He resigned, sensationally, only one year later. Evans gives a startling critique of Murdoch, his motives and methods. He reveals the inside story of Murdoch's manipulation of the *Times* and shows how this media mogul achieved his ends.

WOMEN, MEDIA AND SPORT: CHALLENGING GENDER VALUES

Pamela J Creedon, ed. Thousand Oaks: Sage Publications, 1994

Sport is an expression of the cultural system in which it occurs, and sport mirrors the rituals and values of the societies in which they are developed. Sport influences our language, clothing styles and concepts of heroes and heroines.

Much of the research focus by Creedon has involved an analysis of the gendered nature of sport. In this work Creedon challenges assumptions about the rela-

tionship between women, the media and sport. This collection of research redefines the playing field that has had overwhelmingly male boundaries. It is a mass media research history of the women who report sports news and the media images of women in sports. It also applies critical feminist theories to examine the context of these media messages and effects. It uses as a starting point a definition of sport as a cultural institution, rather than concentrating on the activities and games that make up the sports component. The book examines sport metaphors and symbols, placing women and the media on a contextual playing field. The text covers history, economics, marketing and cultural

paradigms for studying or critiquing women's sport.

LAW AND REGULATION OF ELECTRONIC MEDIA

John R Bittner. 2nd ed. Englewood Cliffs: Prentice Hall, 1994.

ISBN 013 085382 8

From the perspective of both practising professionals and policy makers, Bittner presents a complete overview of broadcast law and regulation that covers the full range of regulated telecommunication enterprises and their impact on society. The text has been revised to provide new chapters on common carrier regulations, satellites and the regulation of communication in space, international

regulatory frameworks, institutions, statutes and codes and wage and hour laws. This edition also presents legal and regulatory concepts within their broader historical, cultural and social contexts and explores the regulatory environment for global information management and the web of legal issues that transcend national boundaries. In addition, it offers legal interpretations applied to radio and television stations and examples applied directly to station operators. It also provides extensive coverage of programming regulations and how different laws affect the final product the consumer receives in the form of political, entertainment, commercial and news programming. □

SEMINAR AND CONFERENCE NEWS

► Exploiting the Cable, Satellite Broadcasting and Home Entertainment Revolution: Getting There First, 5 December, London.

Sessions include: how to capitalise on new multimedia challenges and prepare now for cross-media ownership; mergers and acquisitions; how to gain and retain your core audience in a fragmenting industry; and how to penetrate new broadcast markets through global and local alliances. ■ Cumberland Hotel, Marble Arch, London. Cost £816.63 plus VAT (17.5%). Contact: Euro Forum, 14 Bowden St, London SE11 4DS. Tel: (071) 582 2423. Fax: (071) 793 8544.

► Pan-Asian Telecommunications Summit 1994, 5-7 December 1994, Singapore.

Billed as Asia's premier policy conference on telecommunications development in the Asia-Pacific region, this summit focuses on new infrastructure planning, strategic and policy and regulatory strategies for the convergence of cable TV, video and telephony. Speakers include: Brian Johns, Chairman ABA; as well as telecommunications specialists from Singapore, China, the US, Japan, Malaysia, South Korea, Switzerland and Singapore. ■ Shangri-La Hotel, Singapore. Cost US\$1995. Contact: IIR Limited, Floor 20, Siu Centre, 188 Lockhart Road, Wanchai, Hong Kong. Tel: +852 549 5618. Fax: +852 547 3836.

► European Cable and Satellite '94, 7-8 December, Berlin.

Presentations by leading broadcasters, telecoms, companies and cable operators in 40 plus sessions on: competitive long-term strategies; alternative sources of finance; new services; new distribution; channels and new markets; formulating a commercially driven market strategy; implications of deregulation; and digital compression and other advances in television distribution technology. Tapes available for £411.25 plus £15 postage. ■ Hotel Intercontinental, Berlin. Cost £1290. Contact: ICBI Ltd, 2nd floor, Market Towers, 1 Nine Elms Lane, London SW8 5NQ. Tel: +4471 3443830. Fax: +4471 3443860.

► Television Development in the Asia-Pacific Region, 8-9 December, Jakarta.

Jointly organised by the Indonesian Department of Information and the Asian Mass Communication Research and Information Centre, this seminar will examine various factors affecting the growth of television in the Asia-Pacific region. Panel discussions include: legal and regulatory frameworks affecting television; the social and cultural impact of satellite broadcasting; privatisation of the broadcast media; and convergence of new communications technologies and broadcasting. Speakers include Peter Webb, deputy chairman ABA and the Indonesian Minister for Information, Harmonko. ■ Hotel Wisata International,

Jakarta. Contact: Asian Mass Communication Research and Information Centre, 39 Newton Road, Singapore 1130. Tel: +065 251 5106. Fax: +065 253 4535.

► Multimedia '95, 14-15 February, Sydney.

The key benefits of this conference highlighting the multimedia industry—estimated to be worth more than \$3 billion by 2000—are: how to profit from the multimedia revolution; opportunities in the export market; government-industry agenda support for development of content industry in Australia; and the role of multimedia. ■ Sheraton Wentworth, Sydney. Cost: \$1495 (less for 2 days). Contact: AIC Conferences GPO Box 3924, Sydney, NSW, 2001. Tel: (02) 210 5777 Fax: (02) 221 7773.

► World Summit on Television and Children, 12-17 March, Melbourne.

Topics include: rights of children; the communication revolution; cultural protection v free market philosophies; financing children's programs; the role of awards and festivals; responsibilities of broadcasters to children; the role of regulation and standards in the production of programs; and sponsorship and merchandise. ■ World Congress Centre, Melbourne. Cost: \$700. Contact: World Summit on Television and Children, Australian Children's Television Foundation, 199 Grattan St, Carlton, VIC 3053. Tel: (03) 3481144 Fax: (03) 347 4194. □