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PREPARING FOR THE TWENTY-FIRST CENTURY

Paul Kennedy. London: Harper Collins, 1993

In this book Paul Kennedy poses the questions: What are the challenges to our current way of life?; What are the forces for change in the world, and how are we going to cope with them?; How does society best prepare itself for the twenty-first century?' The author discusses and analyses contemporary developments in population growth, environmental change, biotechnology, robotics, communications technology and global financial markets. The reader is offered an analysis of broad-based forces for change that influence international events. This work asks whether today's global forces for change are moving us beyond our traditional guidelines into a new set of circumstances. Any such change, the author argues, is likely to produce both beneficial and adverse consequences.

THE DEMOCRACY GAP: THE POLITICS OF INFORMATION AND COMMUNICATION TECHNOLOGIES IN THE UNITED STATES AND EUROPE

Jill Hills with Stylianos Papathanassopoulos. New York: Greenwood Press, 1991

This work examines the political choices that surround the new technologies of telecommunications and broadcasting, and focuses on the essential issues of who determines how they are implemented and why, as well as who benefits from them. Written from the perspective of the individual citizen, The Democracy Gap argues that the emphasis of governments on industrial leadership has pre-empted concern for access, information and accountability. Among the issues discussed are the impact globalisation of industry is having on national sovereignty; the evolution of three international trading blocs through the standardisation of high definition and digital networks; the politics of cable and satellite transmission; and the convergence of broadcasting and telecommunications. The work offers a linkage between telecommunications, broadcasting and information technology.

MASS MEDIA RESEARCH: AN INTRODUCTION. 4TH ED.

Roger D Wimmer and Joseph R Dominick. Belmont, Ca.: Wadsworth Publishing. 1994

This book is recognised as one of the basic texts on research in the mass media. It offers a practical, mass media-focused introduction to statistics and research methods. Its aim is to concentrate on solutions rather than the intricacies of theory. Chapters include qualitative research with discussions of techniques of diary keeping, unobtrusive measures and document analysis; coverage of precision journalism and database journalism; up-to-date information on new Arbitron and Nielsen procedures; a section on ethics; discussion of research hypotheses and research questions in relation to the importance of significance testing in research.

PRACTISING PUBLIC RELATIONS; A CASE STUDY APPROACH

Jan Quarles and Bill Rowlings. Melbourne: Longman Cheshire, 1993

This is the first book which gives Australian and Asia-Pacific perspectives on the public relations industry. The first part of the book provides an overview of education and practice of public relations in the region. Other chapters explore more than twenty case studies from Australia, New Zealand and Asia to illustrate the breadth and depth of public relations. The work discusses the latest evaluation techniques. It also includes an overview of the history of public relations in Australia and the Asia-Pacific region and a chronological table of public relations in Australia. It sets out the theory of public relations in context; includes practical chapters on budgeting, ethics, professional issues, and dealing with chief executive officers and managers.

TELECOMMUNICATIONS IN EUROPE

Eli Noam. New York: Oxford University Press, 1992

Telecommunications in Europe attempts to address the complicated economic and policy issues of European telecommunications. It describes the historical context in which national state-owned telecommunications emerged throughout Europe, explores the dynamics of change and analyses the forces which continue to transform the traditional PTT system. The discussion covers equipment supply, emerging value-added networks, and new telecommunications-related services within a framework of a detailed country-by-country analysis. It also explores over-arching issues which present special dilemmas for a re-unified Europe. Telecommunications in Europe is directed at professionals in the areas of communications, economics, regulatory law, telecommunications engineering, media and political science.