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GLOBALIZATION OF THE MASS MEDIA

Washington, DC.: US. Department of Commerce, National Telecommunications and Information Administration, 1993

This report reassesses United States communication and mass media policies in light of the increasingly global nature of the electronic mass media. Regulatory and technological changes require US policy makers to continue to adapt in order to promote the development of international mass media markets that are open and competitive. The first part of the report discusses why and how globalization is occurring. It describes globalization trends by analysing US exports of, and foreign direct investment in, mass media markets and discusses the strategies that firms employ to enter foreign markets. The report then examines possible changes in US communications policies. It recommends changes to the US restrictions on foreign ownership of broadcasting stations and then discusses the importance of effective international copyright protection. It recommends a variety of modifications to existing rules regarding cross-ownership restrictions, and the multiple ownership restrictions on US broadcasters. It further considers the effects of the FCC's financial interest and syndication rules, and the global competitiveness of the US programming industry. Finally, the report investigates the effects of the FCC's localism policies in an era of increasing international dissemination of information.

INFORMATION SUPERHIGHWAYS: THE ECONOMICS OF ADVANCED PUBLIC COMMUNICATION NETWORKS

Bruce L Egan. Boston: Artech House, c1991

This book provides a framework for simultaneous analysis of economic, technological and public policy issues as they relate to advanced telecommunication infrastructures for the US. Important issues are identified and analysed from an economic perspective of costs and benefits. The author's intended audience is those who are interested in the future of the telecommunication infrastructure in the US. The book is also directed at those who simply want to understand more about the basic economics and politics of adopting telecommunication technology. The writer hopes to create a framework of analysis for discussing the pertinent issues, as well as making some recommendations for public policy.

NOT JUST ANOTHER BUSINESS: JOURNALISTS, CITIZENS AND THE MEDIA

Julianne Schultz, editor. Sydney: Pluto Press in association with Ideas for Australia, National Centre for Australian Studies, Monash University, 1994

This book examines what makes the media different; why this is important; and how changing work practices and technology may create new tensions. Its aim is to provoke discussion about the crucial role the media play in Australian public life. Its underlying premise is that the media is central to any discussion about what it means to be an Australian citizen. The mass media are as much a part of the Australian political system as the courts or parliaments. Julianne Schultz writes about 'Media Convergence and the Fourth Estate'. Stuart Cunningham contributes a chapter titled 'Diversity, Rhetoric and Reality'. In the chapter 'Tabloid Television', John O'Neil and Catherine Lumby argue that 'the traditional tabloid/quality

categorisation of current affairs programs should be abandoned in favour of an across-the-board analysis of the impact of competition and new technologies on the formats of those programs'. Other contributors include Donald Horne, Paul Chadwick and Paul Kelly.

STRATEGY OPTIONS TO STRENGTHEN THE EUROPEAN PROGRAMME INDUSTRY IN THE CONTEXT OF THE AUDIOVISUAL POLICY OF THE EUROPEAN UNION: GREEN PAPER

Commission of the European Communities. Luxembourg: Office for Official Publications of the European Communities, 1994

A key component of the 'information society', the audiovisual industry in Europe is undergoing a transformation, particularly as a result of rapid technological developments. Film and television programs play a strategic role in what is happening in the audiovisual sector and are fundamental to the future diversification of the sector. This Green Paper looks at the future of the European film and program industry. The paper discusses how the industry can be made more competitive and more open on the world market. It asks if it can be guaranteed its share of the overall growth of the audiovisual sector. It raises the question whether it will be able to realise its potential in terms of employment. It also discusses whether European culture can be promoted without causing any individual country to lose its identity. All these questions are discussed under three heads: the rules of the game, financial incentives and convergence of national support systems.

