

## New in the library

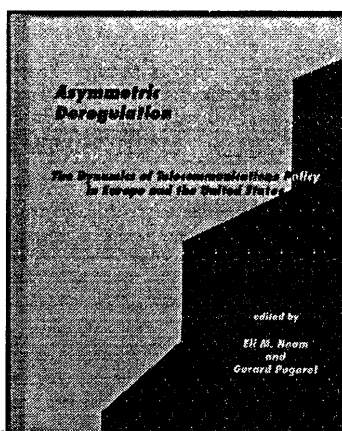
The following books have been selected from the range of new additions. These notes are indicative of a book's subject matter, but are not intended as critical comment or review. The ABA invites the public to use the library for research purposes during normal business hours.

The library is located on level 16, Darling Park, 201 Sussex St, Sydney.

### **Asymmetric deregulation: the dynamics of telecommunications policy in Europe and the United States**

Edited by Eli M. Noam and Gerard Pogorel. Norwood, NJ: Ablex Publishing Co., 1994. ISBN 0 89391 696 X

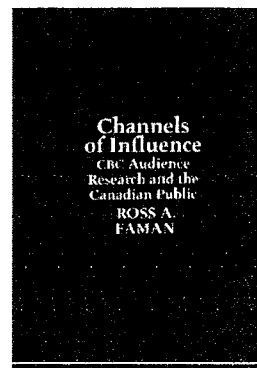
In recent years the nature of international communications has changed radically. In the United States change has brought out entrepreneurial initiatives, a restructuring of the industry and a reduction of government involvement. In Europe new technical developments have often led to the protection of the governmental PTT system. These differences in the world telecommunications markets have raised a number of issues which this book attempts to address. Can evolving domestic regulation be reconciled



with an international regulatory regime? Is competition viable in all sectors of the international industry? What has happened to the price of services after they are no longer tied to a monopolist? What is the role of regulation, both domestically and internationally, in combating trade imbalances in telecommunication? This volume brings together work from major scholars and researchers from the fields of economics, political science and law. They discuss issues specific to European countries and the United States, and more, generally, offer an analysis of regulatory policy, trade and pricing issues in the context of international telecommunications.

### **Spheres of influence: CBC audience research and the Canadian public**

Ross A. Eaman. Toronto: University of Toronto Press, c1994. ISBN 0 8020 2811 X



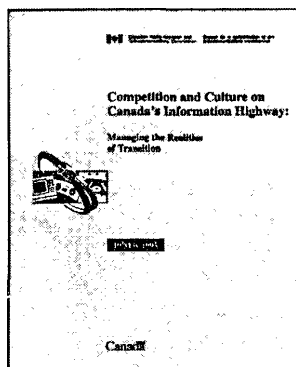
In *Channels of Influence*, Paul Eaman looks at the origins, development and role of Canadian Broadcasting Corporation audience research from the 1930s to the present and compares it to audience research in the United States and Britain. In examining the reasons why the CBC set up its audience research department and how it evolved, Eaman considers the extent to which its methods fulfil the criteria necessary for genuine public input into programming. The author's basic premise is that the most important reason for public ownership in broadcasting is to enable the listening and viewing public to have input in the determination of programming priorities. The book is based on archival sources and business as well as personal interviews and in-house research reports. It includes a history of audience methods in Canada and a critique of ratings as an instrument of cultural democracy.

### **Competition and culture on Canada's information highway: Managing the realities of transition**

Toronto: Canadian Radio-Television and Telecommunications Commission, 1995. ISBN 0 662 61811 4

This report is the result of the Canadian government's request to the Canadian Radio-Television and Communications Commission to gather information, seek input, provide critical analysis and

report on a number of matters as they relate to the Commission's area of responsibility, respecting the development of content and competition policies for new communications technologies and services that will comprise the 'information superhighway'. Public consultation involved a two stage written process for public comments as well as oral public hearings which were completed on 31 March 1995. With respect to competition policy, the Commission found wide support for the operating principle that 'fair' and 'sustainable' competition is in the best interests of consumers. It was clear that consumers desired more competitive distribution alternatives. At a broader level, concerns were expressed that a competitive model for the provision of facilities, products and services may jeopardise important public benefits and policy objectives that have been built into existing regulatory frameworks for



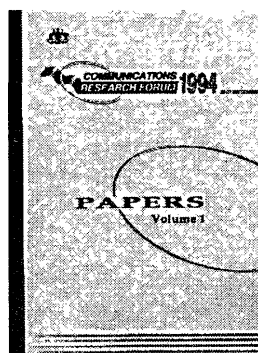
telecommunications and broadcasting. As for competition among providers of distribution facilities, there was widespread support for the Government's vision of an interconnected and interoperable network of networks. Regarding content, virtually all parties agreed that competing broadcasting distribution and programming undertakings should be required to support the creation and distribution of Canadian services.

### **Papers of the Communications Research Forum September 1994**

**Canberra: Bureau of Transport and Communication Economics, 1995. 2v. ISBN 0 642 22682 2**

The Bureau of Transport and Communications Economics organised the sec-

ond Communications Research Forum held in Sydney on 26 and 27 September 1994. The principal aim of the Forum was to bring together key people from

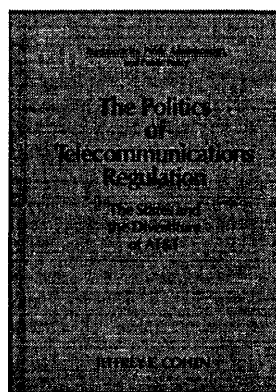


the research and policy development communities to discuss current research and identify emerging research needs. Participants included academics, consultants in industry and government, as well as delegates from overseas. Issues discussed at the Forum included regulation, telecommunications regulatory framework, broadband content, demand for services, advertising, broadcasting content regulation, spectrum access and mobile telephones and emerging services. The Forum will now be held on an annual basis.

### **The politics of telecommunications regulation: the states and the divestiture of AT&T**

**Jeffrey E. Cohen. Armonk, NY: M.E. Sharpe, c1992. ISBN 1 56324 050 5**

This work discusses the history of telecommunications regulation in the United States and analyses the impact of



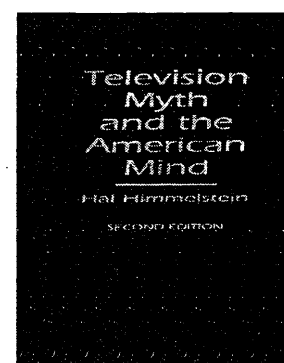
the decision in 1982 that resulted in the divestiture of the world's largest private enterprise, AT&T. For the first time

competition was allowed in the telecommunications industry. Furthermore, the divestiture signalled a change in regulatory philosophy and policy: equity and universal access, the principle of the regulatory regime from the 1920s to the mid 1880s, were replaced with a standard emphasising economic efficiency. The author focuses on the policy reactions of the states to the divestiture, and attempts to further the understanding of the policy making process by expanding upon a theory of policy making - theory that emphasises the importance of resources for influencing policy outcomes.

### **Television myth and the American mind**

**Hal Himmelstein. 2nd ed. Westport, CT: Praeger Publishers, 1994. ISBN 0 275 93156 0**

The medium of television is generally acknowledged by most critics to be a powerful cultural institution that increasingly frames the 'universe of discourse' in American society and throughout the



world. The great changes that occurred in the television industry from the early eighties; the proliferation of cable/satellite channels, the growing use of the VCR, deregulation initiatives, all had an impact on the ways the viewer used and responded to television, as well as influencing the role of the television critic. As the medium evolves, so does the critical project that seeks to understand both its power and influence and the individual strategies employed by viewers to make meaning in their personal worlds. The book attempts to challenge the reader to reconsider his or her attitudes, not only about television, but also about society and culture. □