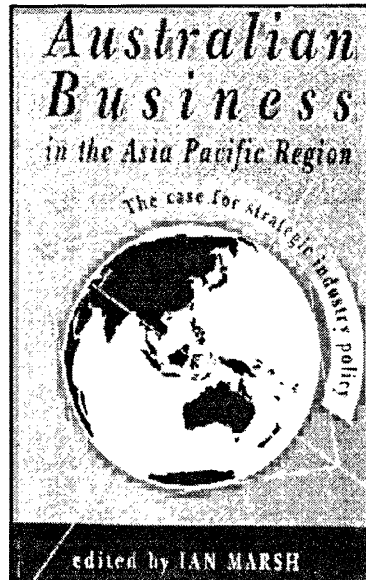


New in the library

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.

Australian Business In the Asia Pacific Region: The Case for Strategic Industry

Edited by Ian Marsh. Melbourne: Longman Cheshire, 1994. 364p. ISBN 0 852 80177 X



The central theme of this book is that Australia needs a strategic industry policy if it is to successfully enter international and regional markets for high value-added goods and services. It is suggested such a strategy is necessary to produce trade outcomes to match the abundant opportunities available and to reverse continued economic decline and chronic unemployment.

The "Theory" section reviews the theoretical framework and focus on the alternative economics, strategies and the quality of industry policy debate in Australia. "Sectors" looks at opportunities in selected high value-added service and industry—telecommunications, health, education, processed foods and tourism.

The final section focuses on issues of implementation. Contributors include Bruce Scott, Fred Hilmer, Terry Cutler and Jane Craig.

Beyond the Duopoly: Australian Telecommunications Policy and Regulation

Canberra: Department of Communications and the Arts, 1994. 104p. ISBN 0 642 22119 7

Towards the end of 1994, the Commonwealth Government announced a major

review to examine changes in policy, legislation and regulation in the field of telecommunications to be introduced in 1997.

The review will have regard to the essential objective that Australia's policies promote the efficient use and allocation of resources in the telecommunications industry and deliver benefits to consumers in terms of prices and quality. The regime proposed in 1997 will be more liberal and competitive than is currently the case. The Government believes that policies must be updated to capture the full benefits from the opportunities offered by modern communications.

This paper outlines many of the main issues that are to be addressed by the review—structural arrangements and powers and immunities, competition policy, universal service and consumer protection, industry policy and technical regulation.

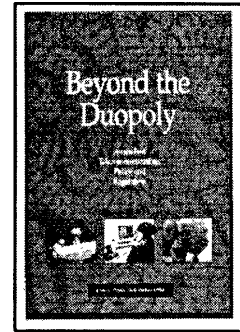
National interest issues are examined; an outline of the current regulatory arrangements, the outcomes to date, an overview of the pressures on the industry and the principles guiding the review.

Displaced, Re-cut and Recycled: Filetape in Television News

Peter Putnis. Gold Coast, Qld: Centre for Journalism Research and Education, Bond University, 1994. 148p. ISBN 0 7331 0005 8.

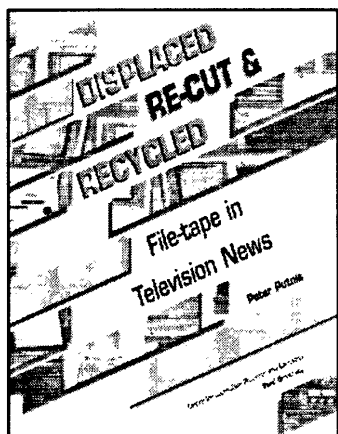
Library file footage plays an important role in fashioning television news stories, playing a major role in determining what stories are told and how they are framed. This volume analyses the role of such footage in television news and discusses the implications of its use for news credibility.

The book uses both textual analysis and observational procedures to assess what actually happens in a newsroom in regard to one basic tool of the image makers—library file footage. It does not



attempt to paint a broad picture of how news is constructed.

The study involves a detailed analysis of the television news output of Brisbane's commercial channels as well as



the ABC. It concludes that over 50 per cent of domestic news stories include file-tape. News becomes quite frequently the product of earlier news, re-cut and edited to suit new purposes.

The study suggests that the way file-tape is currently being used poses a major threat to the integrity of Australian television news.

Going for Red Black and Gold: The Indigenous Media Manual—Hints on How to Handle the Media for Aboriginal and Torres Strait Islander Organisations and Communities

Edited by Diana Plater. Sydney: Jumbunna Centre for Australian Indigenous Studies, Education and Research, UTS, c1994. 72p.



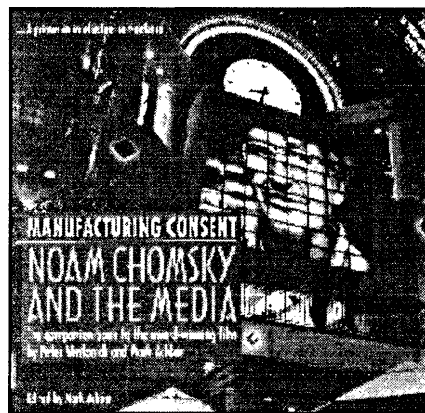
This book intends to give indigenous people advice on presenting positive images on who they are, what they are striving for and what the issues mean in the media.

In recent years, treatment by the media of issues affecting Aboriginal and Torres Strait Islander people has become more positive and constructive. It is argued that this is the case particularly since the report of the Royal Commission into Aboriginal Deaths in Custody, which examined the media's coverage of Aboriginal issues.

The book gives an overview of mainstream and indigenous media, discusses ethics and codes of conduct and gives practical advice on how to write media releases, hold news conferences and perform in radio and television interviews. The book concludes with a media contacts list.

Manufacturing Consent: Noam Chomsky and the Media

Edited by Mark Achbar. Montreal:



Black Rose Books, 1994. 264p. ISBN 1 551640 02 3

This book is based on the film of the same name, and is designed as a stepping stone to related texts by Chomsky, Edward S Herman and others.

The film charted Chomsky's life from his boyhood days to his current role as outspoken media critic. It examined Chomsky's ideas about the media as well as his relationship with the media, which is substantially different inside and outside the US.

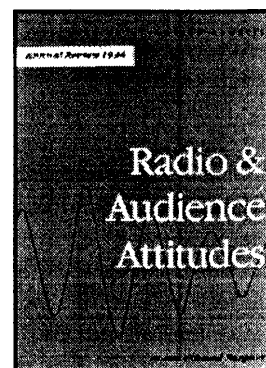
This volume explores the full range of Chomsky's thought from his pioneering work in linguistics to his radical politics and analysis of professional sports.

Chomsky's experience can be seen as a case study of sorts, illustrating the media's treatment of dissident voices in society. A complete transcript of the film is complemented by key excerpts from the writings, interviews and correspondence of Chomsky, co-author Edward S Herman and others.

Also included are further exchanges between Chomsky and his critics, additional historical and biographical material and a resource guide.

Radio and Audience Attitudes: Annual Review 1994

Andrea Millwood Hargrave. London: John Libbey, 1994. (Broadcasting Standards Council. Public Opinion and Broadcasting Standards Series 5). 104p. ISBN 0 86196 481 0



Whereas previous reviews have concentrated on television, the Broadcasting Standards Council's annual review for 1994 is largely devoted to radio.

The review discusses what listeners' like and dislike on the stations they tune to. It also looks at whether the personal nature of listening affects people's attitudes to the things, which, on television, they say concern them—bad language, the portrayal of sex and issues of taste and decency.

There is a discussion of whether descriptions of violence on radio can be as disturbing as its images may be on television.

Part of the review is devoted to a group of essays by six writers with a keen interest or professional involvement in radio.

These essays range from a review of independent radio's history to the growth in particular programming sectors, to a consideration of the radio audience and what radio means to the listener, together with a look forward to what the future might hold. The final section examines trend data for both radio and television. □