

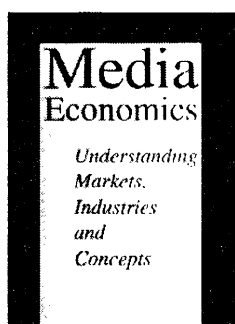
New in the library

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, by appointment. The Library's email address is library@aba.gov.au

Media economics

Alan B. Albarran. Ames, Iowa: Iowa State University Press, 1996. ISBN 0813821282

The goal of *Media Economics* is to portray an understanding of how economics and economic concepts impact media companies and industries. The book centres on the activities on media companies and industries in the US. The impact of technology, government regulation and the growing global economy have all focussed attention on the importance on the media, not only as information and entertainment re-



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sources, but as economic entities. The opening chapters of the book introduce the reader to the important terms and concepts used in explaining media economics.

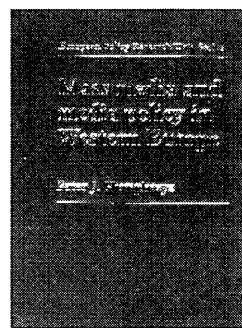
Individual chapters that follow examine specific media industries, including radio, television, cable, premium cable/pay-per-view, movies, audio and video recordings, newspapers, magazines and books. Among the topics explored are the market, the concentration and barriers to entry, the impact of regulation and technology, and the economic future of each industry.

Mass media and media policy in Western Europe

Peter J Humphreys. Manchester: Manchester University Press, 1996. ISBN 0719031966

This book provides a comparative study of television and press systems in Western Europe up to the 1990s. It looks at how mass media systems have been shaped by technology, economics and politics. It explains how the goals of media and freedom and pluralism are constrained by states and markets, and how these goals can be promoted by public policy. The author examines patterns and issues of regulation and state intervention, and of public and

private control and ownership of the mass media, paying attention to any threats to pluralism that may arise from political and economic



pressures. It considers the policies and issues surrounding cable and satellite television and generally, the commercialisation of national broadcasting systems. *Mass media and Media Policy in Western Europe* concludes by examining the media policies of the European Union in the age of transfrontier media operations.

Children and the media

Edited by Everette E. Dennis and Edward C. Pease. New Brunswick, NJ: Transaction Publishers, 1996. ISBN 1560008725

Arguably, children have become a matter of high priority in the modern media society, and as they have, they have also become the subject of much concern. From debates over the last century in the United States Congress about the detrimental effect of movies, comic books and video games, to the efforts to court children as media consumers, there is a clear recognition that the media are not now and probably never were purely adult fare. The contributors to this book include Reed Hundt, Peggy Charren, Ellen Wartella and Dale Kunkel. All contributors study or work in the world of children's media in the United States. They analyse such concerns as the need for more educational programming on commercial television, media research groups devoted to studying issues that affect children, how children are covered by major newspapers and network news, and media organisations that utilise children as reporters, journalists and editors. □

