

New in the library

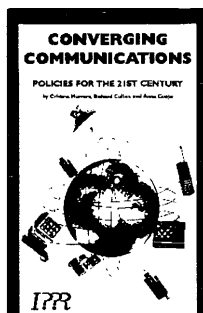
The following books have been selected from the range of new additions. These notes are indicative of a book's subject matter, but are not intended as critical comment or review. The ABA invites the public to use the Library for research purposes, by appointment. The Library's email address is library@aba.gov.au

Converging communications: policies for the 21st century

Cristina Murrone, Richard Collins and Anna Coote. London, Institute for Public Policy Research, 1996. ISBN 1860300421

As technologies converge, information and communications become ever more important to the exercise of power and democracy. Digital technologies, convergence and globalisation have been the driving forces behind the shift in balance between public and private sector in the communications area and are forcing a re-think of the relationship between these sectors in the communications arena. In this major study of key issues in media and communications policy in the UK environment, the authors come to grips with questions such as, is there a need for a public broadcaster if the audience can choose between 150 commercial channels? How are programming quotas in video on demand implemented? Who regulates the Internet?

The book suggests that in this time of rapid change strong and general criteria are needed to guide policy makers as is a clear vision of the complex relations between industries that were previously distinct. It sets out the recommendations of the IPPR Media and Communications Programme for regulating UK communications for the next century.

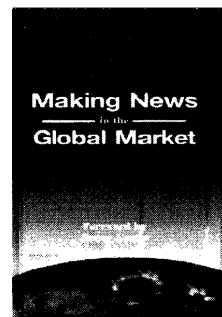


CNN: making news in the global market

Don M. Flournoy and Robert K Stewart. Luton: John Libbey Media, 1997. ISBN 1860205178

This book examines how CNN has become the dominant news company in the international arena by adopting an aggressive strategy of covering live, breaking news events wherever they happen with the help of carefully nurtured partnerships in every region of the world. The Cable News Network started in June 1980 using satellites to

deliver CNN to cable operators around the USA. From a base of 1.7 million cable television households in 1980, by 1985 Ted Turner's original news channel was reaching more than 33 million households and nearly 40 per cent of all US television homes. CNN now employs a satellite system that cover six continents, with potential access to half a billion people every day. *CNN: Making news in the Global Market* uses first-hand accounts from many insiders with those who gather, produce, market and globally distribute the news, and with those who have signed in as CNN partners.



The media in Australia: industries, texts, audiences

2nd ed. Edited by Stuart Cunningham and Graeme Turner. St Leonards, NSW.: Allen & Unwin, 1997. ISBN 1864482737

The Media in Australia: Industries, Texts, Audiences is the second edition of a popular text first published in 1993. The writers focus

on the rapid changes that have taken place in the media industries over the last decade. The book revises existing material as well as including discussion and comment on new technologies such as electronic publishing and the Internet, the emerging pay TV and multimedia industries, convergence between computing, telecommunications, broadcasting and the print media, and the development of the information society. Contributors to the book include Gillian Appleton, who comments on the converging and emerging media industries, Marcus Breen who looks at popular music, Elizabeth Jacka discussing film and Stuart Cunningham and Terry Flew who conclude the book with a discussion on media futures. 