Radio Tefana began as a pirate station but is now a legitimate commercial presence with local government funding. The station is pro-independence and anti-nuclear, and broadcasts in Tahitian as well as French. Stories of rebel radio stations run by indigenous people to reclaim their language and rights of expression are familiar in our part of the world, though few present would have known of this example.

Language Preservation

What was startling about this session was less the story told than the linguistic complexity of the telling. As global media contribute to the dominance of a few languages and the suppression of hundreds of others, the question of language preservation becomes an urgent priority for local media. The language used is an important indicator of who's telling the story, their national identity, their colonial background and their relationship to global media.

A Maori participant voiced her regret that she shared no common language with a fellow Polynesian. Knowledge of the flowering of Maori and Pacific Island radio in Aotearoa/New Zealand is therefore inaccessible in Tahiti. While English and French language media continue to grow in volume and reach, indigenous media develop but cannot enter the same circuits.

Yet the technologies of global media can equally be used to link disparate community initiatives, and language learning must not become another 'one way street' in the post colonial world. The organisers of this conference are to be congratulated for a step in the right direction, and it is to be hoped that their plan to publish the papers comes off. The attempt in the final session to establish ongoing alliances between the various groups represented was also a positive move. ❑

Helen Wilson

Seminar Report: CIRCIT 28 April 1994
Media in the Year 2000

These days, there are three ages of technological acceptance. Those under 18 ask, 'Is that all there is?' Those under 40 say 'I guess I have to?', and those over 40 say 'Do I have to?'.

The first group want more, the second group must adapt to survive and the last group are unwilling to adapt.

This was the claim made by Dave McCaughan of McCann-Ericson Advertising at a CIRCIT seminar in April.

McCaughan discussed the factors impeding global digitalisation, such as technophobia, and used a survey of marketing managers as an example. Sixty-six per cent of the managers had a computer on their desk, but only 20 per cent were confident of using it, and 15 per cent had never used it. McCaughan said that the 20 per cent were only confident of using one or two applications. He has coined the term 'bibliosexuality' to denote that the love of the printed word for its own sake, regardless of the contents or their usefulness to the reader, was also hampering technological acceptance. People still cling to the hard copy, he said.

A survey of Japanese girls aged 16-17 found that the phone was more important to them than television, and that speaking to friends on the phone was just as important as seeing them.

McCaughan said that Australian 16-17 year olds of both sexes expect technological advances as a matter of course, and have no set idea about the shape that such technology could take. To them technology is about changing their lives, and could be a means for escaping the problems of the day.

The technological contents of their bedrooms, listed in the table below, confirmed their views.

	Male % with	Female % with
Walkman	88.5	81.8
Computer games	61.5	18.2
Stereo	53.8	50.9
TV	25.5	50.0
VCR	42.3	18.2
CD	21.8	38.5
PC	26.9	14.5

Television is the most important technology for all teenagers. The personal computer is second most important for boys, while the personal computer and the microwave ties for second place with the girls.

The group surveyed saw the technologies listed above as part and parcel of essential social interaction.

While video games develop and use the most advanced technology available, the media will continue to revolve around the television in the foreseeable future. Those over 30 still need television in order to make sense of the world, despite the new generation of computers having better screens, graphics and other enhancements.

The plethora of channels and an ever more fragmented audience is a greater threat to advertisers than the VCR, McCaughan said. Advertisers are now beginning to accept that mass media advertising is coming to an end, and that advertising will diversify as the services multiply.

Software is increasingly being developed to allow advertisers to target consumers better, and this advertising will be direct-response driven. Advertisers are increasingly looking at ways to merge advertisements into programs, as is already happening in infotainment programs.

While Rupert Murdoch speaks of 500 channels of television, McCann Ericson are sceptical - as well they might be, sure it threatens their industry. According to McCaughan, no pay TV system is yet making money, because essentially people don't want to pay. Pay-per-view may eventually be challenged by advertisers who offer the same services for free if the consumer is prepared to take part in an interactive commercial. The alternative of course is to pay. ❑

Bruce Shearer