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Communication Research In Australia:
Trends And Activities - 1990

By

Peter G Cook,
Bruce Horsfield
COMMUNICATION RESEARCH IN AUSTRALIA:

TRENDS AND ACTIVITIES - 1990

A Paper for the AMIC Seminar,
"Communication Research Needs in Asia",
National University of Singapore,
18 September 1990.

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I. Introduction:

This paper is an Australian contribution to the country papers invited for presentation at the AMIC seminar, "Communication Research Needs in Asia" at the National University of Singapore, 18-20 September, 1990.

Aim

The paper summarises a sample of mass communication research in progress in Australia and attempts to identify, where possible, theoretic frameworks and methodological preferences in the various research projects listed (see Appendix A). In addition, we present an impressionistic summary of communication research trends in Australia, based upon our general knowledge of this diverse field.

II. Methodology:

A sample of possible communication researchers was selected from a recent list of the members of the Australian Communication Association. This body is interested in all forms of communication research, including and many of its members are known to be active in various kinds of mass communication research. The sample of 159 members was made up of:

(a) academics and others who belong to a tertiary institution or to a government department;
(b) members who gave a business address, and
(c) others whose address gave no indication whatever of their occupation or research or professional affiliation.

The use of the ACA membership list is of course not entirely representative of researchers in the field, for a variety reasons. And as we discovered recently, at least one prominent researcher had let his membership lapse for some time!

The term, "mass communication research", was left to survey respondents to define. Had our own definition appeared on the survey questionnaire form it may have created confusion, or caused some projects to be omitted from the questionnaire response. Further, it is likely that interpersonal and organisational communication research is under-represented in our survey, because the questionnaire focussed on mass communication.
Each sample member was sent a one page questionnaire asking for the following information: name, institutional address, research topics, thesis supervision, methodologies employed and sources of funding. It was assumed that the methodology question would invite mention of the theory chosen for the project. However, the theoretic framework of research was not always supplied, and the questionnaire should have included a separate item on the theoretic bases of research.

Of the 159 questionnaires sent 59 were returned, including one each from University staff in New Caledonia and Papua New Guinea. Four respondents stated that they were not engaged in mass communication research. As expected, most research was located in academic institutions. An expanded survey of this kind would, presumably, include state and federal government departments, the Australian Broadcasting Tribunal, the Australian Broadcasting Commission, ratings survey organisations, such as McNair Anderson and Roy Morgan, trade union organisations, market research agencies and the like. A considerable volume of mass communication research is produced by such bodies. The Australian Broadcasting Tribunal, for example, commissions academic research into important areas such as the effects of television and broadcasting policy and regulation.

In recent years there has also been a growth in research centres and institutes in universities and elsewhere. These include CIRCIT (Centre for International Research on Communication and Information Technology, Melbourne), MONICT (Monash Information and Communication Technology Centre, Melbourne), the Institute for Cultural Policy Studies, Griffith University, the Communications Law Centre, Sydney, CRIA (Communication Research Institute of Australia, Canberra), older established centres such as the Centre for the Study of Education and Media at La Trobe University, and new centres for "applied communication research" being established to support research in the newly upgraded institutes of technology and colleges of advanced education, which now have university status. We have not systematically included all of these centres in our survey, although we have received responses from some of them and have attempted to take account of general trends in their activities in Part IV of this paper. We would recommend that researchers interested in more detailed information about the activities of these centres contact them for publication lists.

The responses returned to us were coded according to subject categories which emerged out of inspection of the responses. The coded data were then entered on computer using a simple database program. The data was typed in more or less verbatim as received and this explains the variations in the length (and clarity) of the entries.
The data was organised under the following subject headings, (in alphabetical order):

Advertising
Asia-Pacific
Audiences and Users
Educational Media
Ethnicity and Race
Film
Information Society
Intercultural Communication
International Communication
Language and Media
Methodology
News
Organisational Communication
Other
Photography
Policy and Political Economy
Political Communications
Press & Publishing
Religion
Science Communication
Telecommunications
Theses
Women and Children

A print-out of the catalogued data is included below in "Appendix". The appended catalogue includes the name and institutional affiliations of researchers. For the sake of brevity sources of funding have been omitted in most instances. However, for comprehensive cataloguing some research projects are entered under more than one heading.

III. Findings:

1. The rate of return of survey questionnaire - about 30% of the total distributed - is regarded as satisfactory, taking into account the customary low rate of returns for this method of surveying. A factor limiting the number of returns may have been its timing: many academics would have received their questionnaires during semester examinations and semester breaks.

2. There appears to be prevalent a distinct preference for qualitative and critical research methodology. Respondents cited the following qualitative research strategies:

- literature reviews
- participant observation
- discourse analysis
non-participant observation
structured interviews
semi-structured interviews
document analysis
unstructured interviews
historical sourcing
group discussions
textual analysis
hermeneutics
reader theory
direct observation
critical analysis

Quantitative methods cited included content analysis and questionnaire surveys. A few researchers combined both qualitative and quantitative methodologies.

3. The array of chosen research fields and topics elicited by the survey represents, arguably, a substantial disparateness and pluralism in research endeavour.

4. There is little direct evidence in the form of funding support or other tangible imprintur - that the research reported here clusters around official expressions of need, either from the government or the private sector. In general, research does not appear to be synchronised with government or private communication policy or development programs of one kind or another. Large-scale funding for complex and long-term research projects appears rare.

5. There is little evidence of inter-institutional, interstate or international cooperation in mass communication research. It is possible that a great many projects are driven by curiosity, social concern, and individual and departmental academic research priorities and agendas.

6. There is a discernible trend away from solely textual and content-based approaches to the analysis of popular films, television programs, advertising content and newspapers that have characterised mass communication research in Australian in the late '70s and the '80s. More attention is being devoted to the communicative context of both consumers and producers of texts.

7. There is also discernible an interest in research that engages with economic and political aspects of corporate mass communication activity.

8. Despite the Australian Federal Government's declared interest in strengthening trade and cultural links with South East Asia and the Pacific, relatively few researchers in our sample address these areas of putative national concern.
9. Although satellite, cable, pay-tv and new technologies of communication, relatively few researchers in our sample display research interest in these topical areas. However, this may well be as much a reflection on the composition of the sample as on Australian communication researchers. For example, important research on satellites has been conducted at CIRCIT (Paltridge, 1990), which was not included in the sample.

IV. Further Observations on Australian Trends

In addition to the above findings, we offer the following observations on trends in Australian communication research during the late 1980s. These observations are based on our general knowledge of the field, as well as the data provided by the survey. However, in an impressionistic commentary such as this, we emphasize that the following references to published work are highly selective, and only intended to suggest the flavour of what we consider to be significant research directions. Our references to published work should also be compared to the list of works-in-progress in the appendix. For those researchers interested in more detailed information about communication research publications in Australia, the single most important resource is Media Information Australia, for which a comprehensive index is now available (available for $10.00 from Australian Film Television and Radio School, P.O. Box 126, North Ryde, NSW 2113).

1. There is a steadily increasing influence, already noted by Puttnic (1987) of semiotic models of communication and culture, and "post-positivist" epistemologies which emphasize the active construction of textual meaning by socially positioned subjects (see, for example, Tulloch, 1989). Attempts are continuing to forge a "social semiotics" which links the structure of texts and discourses to the temporal existence of individuals and groups in the social world. (Hodge and Kress, 1989)

2. There are attempts to develop alternative ways to study audiences and uses of communication media, aside from (or supplementary to) quantitative survey and experimental techniques. In this regard ethnographic and ethnomethodological approaches to audience research, utilizing small samples and in-depth interviews, are attracting interest (Hodge and Tripp, 1986; Nightingale 1989; Crook, 1990). Alternative methods of sample construction, aside from random selection, are also being tried (Moyal, 1989). The returns from our survey strongly support this trend (see the headings "Audiences and Users", and "Theses").
3. The study of audiences and users of communication media is extending to new technologies such as computers (Nightingale and Webster, 1988) and videocassette recorders (Noble, 1989; Noble, 1988), as well as to old technologies such as the telephone which have been neglected by social communication researchers and funding agencies (Moyal, 1989; see Noble, 1990 for a fascinating account of Telecom Australia's poor track record on social research).

4. There is strong research and scholarship in some of the "traditional" areas of communication and cultural studies, such as film studies (Moran and O'Regan, 1989; Dermody and Jacka, 1988; Bertrand, 1989; Morris, 1987), including research on Asian cinema (see the special issue of Continuum: A Journal of Australian Media, vol. 2 (1988/89)). Substantial research on new production and content has also been recently published (Tiffen, 1989; Henningham, 1988; Lloyd, 1988).

5. There is continuing interest in the ideas of "information society" and "information economy" as offering a theoretical framework for understanding changes in the techno-economic and cultural order. The diverse approaches to this theme range from studies of the role of information and knowledge in production processes (Jussawalla, Lamberton and Karunaratna, 1989; Morris-Suzuki, 1986), to appraisals of the utopian promise of the information revolution (Morris-Suzuki, 1988; Watt, 1988; Bryant, 1988) and critical studies of the changed social ontology of societies constituted through information media systems (Pinkston, 1987; McQuire 1987).

6. There is a continuing focus on how media construct identities of marginality and "otherness", whether it be of women, ethnic groups, or Australia's Asian neighbours. There is also increasing interest in the idea of the public sphere as a region in which groups collectively use media to create political identities, and the notion of democratic citizenship is being revitalized (Chalmers, 1989; Wilson, 1989; Jacobowitz, 1989; Bell, 1988; Bell et al., 1989; Lewis, 1989). In addition, there has been important work on the impact of Western mass media upon Australian aborigines, and the ways in which aboriginal people could use media to construct autonomous subjectivities (Michaels, 1986).

6. As mentioned earlier, there has been a growth of institutes and research centres focusing on policy issues in culture and communication, as well as a trend towards integrating institutional and policy studies into tertiary curricula. This apparent "pragmatic turn" towards policy reflects a number of factors: heightened interest in communication issues from funding sources such as governments; an intellectual
commitment to including policy-making institutions within the purview of theoretical studies of culture, technology and society; a desire to use cultural studies approaches for policy formulation as an alternative to "effects research"; and a belief that studies of communication and society should ultimately have some practical relevance, in the Aristotelian and Marxian senses of praxis (Bennett 1989; Barr, 1990; Cunningham, 1989b; Jones, 1990; O'Regan 1989; More and Lewis, 1988). It may also be helpful to distinguish here between research for (as an input to) policy, and research about policy processes and structures. The bulk of policy research appears to be of the former variety, often a result of funded or non-funded attempts to intervene in policy decisions (e.g. Cunningham, 1989a). There is still a relative lack of studies of how policies are actually developed and implemented, in relation to the overall structure and functions of the communications sector (one step in this direction, although under theorised, is Chadwick, 1989).

V. Research Needs

1. There is a need for more comparative study and interchange on questions of national and cultural autonomy in the face of increasing global and cultural integration through media systems. The globalization of culture and marketing is posing a number of challenges to discourses of cultural nationalism and state protectionism, upon which many policies have been based until now. Some cultural and communication theorists are now attempting to address neo-liberal, "free market" and indeed post-modernist discourses which attack policies of state intervention in media systems. How are other nations in the Asia Pacific region responding to these developments, in terms of law, policy, political economy, legitimating discourses, and social impact studies? Studies on these matters need to be conducted and shared on a cooperative basis.

2. There is often a distinct lack of interchange between researchers working on similar topics but who are working within different disciplines and paradigms. For example, economists researching the information economy seem to be rarely in contact with social and cultural theorists who are assessing theories of information society. There is a need for seminars and conferences which cross disciplinary and paradigmatic boundaries.

3. Australia is attempting to break out of its insular perspective towards its Asian and Pacific neighbours. In this context, attempts at collaborative research between Australian and other Asia-Pacific researchers on themes such as intercultural communication and development communication (among others) would surely be
welcome. This research could be of considerable practical value in marketing as well as contributing to international understanding.

4. The recovery of the history of Australian communication and cultural institutions is only beginning to be undertaken (e.g. Moyal, 1986). There is a need not only for this to continue, but for its results to be made available in texts suitable for tertiary-level teaching. There is generally an acute shortage of texts on communication and cultural theory, history, and policy which have distinctive Australian content. The political-economic reasons for this are themselves worthy of research.

5. There is immense scope for the cooperative development of bibliographic and other databases relating to communication research, in order to facilitate the sharing of research information within and between countries.
APPENDIX

Survey Responses: Research-in-Progress, by Subject Area

Note: The primary purpose of the survey was to elicit research-in-progress, rather than previous publications. Lists of the researcher's publications and conference papers have therefore been omitted, with a few exceptions. We have sought to include only the researcher's descriptions of research-in-progress.

The data on theses is at best patchy. In some cases we were not given the author of the thesis, only the supervisor. Ph.D. and M.A. theses were not always clearly distinguished. Undated theses are generally work-in-progress.
ADVERTISING

Television advertising industry - ownership and control; Impact on Media development; Advertising as a force for Transnationalisation of economy and culture in Australia and Third World.
Methods: Qualitative and quantitative content analysis, documentary sources and as trade journals.
(Dr John Sinclair; Footscray Institute of Technology, Melbourne).

ASIA - PACIFIC

Media in the South Pacific, especially in regards to cultural conflicts.
(Peter Gerdes; University of New South Wales)

"Asia Literacy" and the mass media with emphasis on Japan and Australia: examines Australian media reporting on Asia with special focus on coverage of Japan. It also examines Japanese reporting on Australia.
(Dr P Putnis, Bond University, Queensland)

Linguistic Imperialism (both commissioned by Routledge) contains chapters on the impact of mass media & Pacific languages.
Methods: Interdisciplinary.
(Prof. P. Muhlhausler, Bond University, Queensland)

Atlas for Languages of intercultural communication in the Pacific areas - contains maps on mass media in the Pacific. Methods: Interdisciplinary.
(Prof. P Muhlhausler, Bond University, Queensland)

Communication issues in the Pacific Rim countries.
(Peter Gerdes, University of NSW)

Methods: Ethnographic, discourse analysis, policy analysis, in the framework of a critical examination of dependency and world-system theories.
(Bruce Horsfield, Peter Cook, Julianne Stewart, Brian Ridge, University of Southern Queensland; Ian Lloyd, ABC, Donald Topping and Mike Ogden, University of Hawaii; Benit Comacho-Dungca, Social Science Research Centre, The University of Guam; Nii-K Plange, University of the South Pacific; Helen Molnar, Swinbourne Institute of Technology).

AUDIENCES AND USERS

Media Content diversity and Audience Responses:
Continuing examination of the relationships between Australia's changing media landscape and the emergence of new media distribution and audience response.
(Dr W Blood, Charles Sturt University)
Mass Media Agenda-Setting Theory and Public Opinion Research:
Critical reviews of literature, which have led to current study of issue obtrusiveness and
the priming influence of television news. Current research also exploring different ways
of conceptualising public opinion.
(Dr W Blood, Charles Sturt University)

Social Impact of HDTV - management of a project for the Department of Transport
and Communications to identify the social issues for the likely introduction to Australia
of advanced and high definition television. Started in 1989 - ongoing.
(Assoc. Prof Tony Stevenson, Queensland University of Technology, Brisbane)

Communication Service in Remote Queensland - research into the extent and
importance of the various communications services available to residents of remote
(Assoc. Prof Tony Stevenson, Queensland University of Technology, Brisbane)

Television violence - community attitudes involved in 2-part study for Australian
Broadcasting Tribunal using qualitative and quantitative methods, published 1990.
(Dr David Beddall, Newspoll Market Research, Victoria)

"Asia Literacy" and the mass media with emphasis on Japan and Australia: examines
Australian media reporting on Asia with special focus on coverage of Japan - It also
examines Japanese reporting on Australia.
(Dr P Pumis, Bond University, Queensland)

Audiences - reconceptualisation of 'Active Audience'; Domestic use of television and other
communication technologies; differential responses by age, gender, ethnicity, class.
Methods: Ethnographic.
(Dr John Sinclair; Footscray Institute of Technology, Melbourne)

"Why Ratings Lie" - a critique of ratings data drawing upon ethnographic approaches.
(Tr Patricia Gillard; University of Canberra)

Adolescent readings of TV news. Does political coverage of politics carry unintended
meanings for adolescent viewers about the world of politics and government?
Method: extended interviews.
(Ian Ward; University Queensland)

Archee, R.K. (1990). "The Medium, the Message, the Model - a new model of
computer-mediated communication" paper presented at the National Australian
Communication Association conference, July 11-14, Melbourne.
(Raymond Archee; University of Technology, Sydney)

A cross-cultural study of domestic telephone use, planned for West Germany, France,
USA, Australia, UK & Japan.
(Ann Moyal; CIRCIT, Melbourne)

"Women and the Telephone in Australia Report on Telecom Australia," April 1989,
110pp. This and a series of papers on the feminine culture of the telephone, comprise
the first national study of women's telephone use and reveal a dynamic entrenched
culture of caring, kin keeping etc that has wider implications for telecommunication
policy.
(Ann Moyal; CIRCIT, Melbourne)
EDUCATIONAL MEDIA

National Survey of Primary Teachers' Use of ABC Schools Television Programs. (with Deborah Black; ABC Research, 1987).

National Survey of Secondary Teachers' Use of ABC Schools Television Programs. (with Deborah Black; ABC Research, 1987); Methods: questionnaire survey.
(Deborah Gillard; University of Canberra)

ETHNICITY & RACE

"Discourses of Orientalism: Australian ways of seeing the Region", examines Australia's relations to and place in the Asian Pacific Region as these are culturally constituted in radio and other discoursae. (Joint project with colleagues from a number of institutions).
(Cathy Greenfield, South Australian College of Advanced Education)

The Special Broadcasting service and the Construction of Ethnic Radio and Multicultural Television.

The study examines the way the Special Broadcasting Service defines ethnicity and multiculturalism for radio and television broadcasting via an analysis of the organisational structures and program making practices of EA ethnic radio and multicultural television established in 1975 and 1980, respectively.
It shows in detail the differences that have developed between the radio and television services stemming from the different nature of the two media, their different histories, different structures of production and different audiences. By employing a processual model of organisations, which utilizes social action and historical analysis, it is argued that variables arising from the internal and external contexts of production together define the form, content and meaning of ethnic radio and multicultural television programming.
Methods: Literature research, direct observation, structured and unstructured interviews.
(Dr Rosalind Patterson, University of New England, Armidale)

Media Construction and Impacts on Racial Minorities. The project analyses the production environment, content and impact on audiences of material concerned with race, racism, and cultural pluralism. It examines media construction of ethnic minorities and Aborigines, drawing on prime time electronic media and the press in Sydney in 1990.
Methods: Various - Content analysis; institutional analysis, semi-structured interviews, qualitative group discussions; textual and discourse analysis.
(Prof Andrew Jakubowicz, University of Technology, Sydney)

Media, Migration and Acculturation.

Methods: In-depth interviews, group discussions, group interviews, telephone interviews, self-completion questionnaires. (see entry under "Theses"). (Dr David Bednall, Newspoll market research, Victoria)

The construction of meaning in the mass media investigates key terms in Australian culture as their meaning evolves in mass media debate. Also involves a study of how and why ethnicity is masked in the media.
(Dr P Putnis, Bond University, Queensland)
FILM

A cultural history of the Queensland Film Corporation (1977-1987).
(Helen Yeates, University of Technology, Brisbane)

(Stuart Cunningham; Queensland University of Technology, Brisbane).

INFORMATION SOCIETY

Critique of the Information Society.
Methods: Qualitative and critical.
(Henry Mayer; Macquarie University, NSW)

INTERCULTURAL COMMUNICATION

Inter-culture and cross-cultural communication.
(Philip Crowe, University of Technology, Brisbane)

(Prof. P Muhlhausler; Bond University, Queensland)

Intercultural Communication (Southeast Asia & Australia)
(Dr Glen Lewis; University of Canberra)

INTERNATIONAL COMMUNICATION

Television advertising industry - ownership and control; Impact on Media development; Advertising as a force for Transnationalisation of economy and culture in Australia and Third World.
Methods: qualitative and quantitative content analytic, documentary source and trade journals.
(Dr John Sinclair; Footscray Institute of Technology, Melbourne).

Television broadcasting industry in Spanish-speaking world especially Mexico and United States - ownership and control, market maps and influences, policy implications, national and international.
Method: qualitative & quantitative; content analysis.
(Dr John Sinclair; Footscray Institute of Technology, Melbourne).

LANGUAGE AND MEDIA

Methods: Interdisciplinary.
(Prof. P. Muhlhausler; Bond University, Queensland)

(Prof. P Muhlhausler; Bond University, Queensland)
METHODOLOGY

Research methods: methodological study of the impact of hormonational assumptions on positivist research.

Methods: participant observation and documentary analysis.
(Dr Len Palmer, Charles Sturt University)

NEWS

Precision Journalism Techniques:
Examination of journalistic practices of Australian news media in reporting on news polls and other survey research data.
(Dr W Blood, Charles Sturt University)

Mass Media Agenda Setting Theory and Public Opinion Research:
Critical reviews of literature, which have led to current study of issue obtrusiveness and the priming influence of television news. Current research also exploring different ways of conceptualising public opinion.
(Dr W Blood, Charles Sturt University)

Adolescent readings of TV news. Does political coverage of politics carry unintended meanings for adolescent viewers about the world of politics and government?
Method: extended interviews.
(Ian Ward; University of Queensland)

Use of opinion polls by print media in 1987 federal election; see AJR Vol 10 Jan - Dec 1988.
(Ian Ward; University of Queensland)

How TV political reporters reported the 1990 Queensland state election.
Method: Non-participating observations.
(Ian Ward; University of Queensland)

Determinants of ABC news policy 1932 - 1987, first volume 1932 - 47 to be published in 1991. Will look at internal and external influences over time, such as journalistic values, radio and radio news in Australian culture political and press settings, the ABC’s role in legitimating political leaders and beliefs and creating national consensus.
Methods: Access to ABC archival material, interviews recorded with executives and journalists of the period set against contemporary political and sociological appraisals of ABC and examined in the light of current work on the sociology of knowledge and the politics of broadcasting, particularly its centrality to State definitions of ‘the national interest’.
(Neville Petersen, University of Sydney)

ORGANISATIONAL COMMUNICATION

(Raymund Archee; University of Technology, Sydney)
Managers' perceptions of managerial communication: a survey of a random sample of senior, middle-level and first-line managers in Melbourne industry to assess the efficiency of managerial communication practices, communication deficiencies and communication training needs.
(Bruce Horsfield, University College of Southern Queensland, Chris Peterson, Swinburne Institute of Technology. Near completion).

(Dr. Lou Palmex, Charles Sturt University)

The Australian and international book publishing industry - organisational communication and mass communication focus.
(Dr. Glen Lewis; University of Canberra)

PHOTOGRAPHY

(Grahame Griffin, University College of Central Queensland)

POLICY & POLITICAL ECONOMY

Communication Service in Remote Queensland - research into the extent and importance of the various communications services available to residents of remote areas of Queensland. Completed 1989.
(Supervisor: Ass Prof Tony Stevenson, Queensland University of Technology, Brisbane)

Pay TV and Queensland - research into the consequences for Queensland of the introduction of Pay TV either through satellite or cable delivery systems. Completed in 1989.
(Prof Tony Stevenson, Queensland University of Technology, Brisbane)

Communication policy - government's role in broadcasting and telecommunications.
(Helen Wilson, University of Technology, Sydney).

Communications industries, their structure and patterns of control.
(Helen Wilson, University of Technology, Sydney).

Television advertising industry - ownership and control; Impact on Media development; Advertising as a force for Transnationalisation of economy and culture in Australia and Third World.
Methods: qualitative and quantitative, content analysis, documentary sources and trade journals.
(Dr John Sinclair; Footscray Institute of Technology, Melbourne).

Television broadcasting industry in Spanish speaking world especially Mexico and United States - ownership and control, market maps and influences, policy implications, national and international.
Method: qualitative & quantitative; content analysis.
(Dr John Sinclair; Footscray Institute of Technology, Melbourne).
Religion in the Australian Press.
Methods: Qualitative, historical.
(John Buchner, University of Western Sydney, Campbelltown)

The Australian and international book publishing industry - an organisational communication and mass communication focus.
(Dr Glen Lewis, University of Canberra)

RELIGION

(John Buchner, University of Western Sydney, Campbelltown)

(John Buchner, University of Western Sydney, Campbelltown)

(Dr Peter Horsfield, Uniting Church Theological Hall, Ormond College, University of Melbourne).

Communication Studies in Theological Education.
(Dr Peter Horsfield, Uniting Church Theological Hall, Ormond College, University of Melbourne).

SCIENCE COMMUNICATION

Communicating Land Care - a study of communication between technical and scientific experts and land users of landcare practices in the wet tropics of North Queensland. Started in 1989 - ongoing.
(As Prof Tony Stevenson, Queensland University of Technology, Brisbane)

The construction of Science, Scientists & Technology in film and science broadcasting.
Method: Discourse analysis.
(Erol Vleih, University College of Central Queensland)

TELECOMMUNICATIONS

A cross-cultural study of domestic telephone use planned by West Germany, France, USA, Australia, UK & Japan.
(Ann Moyal, CIRCT, Melbourne)

Methods: Ethnographic, discourse analysis, policy analysis, in the framework of a critical examination of dependency and world-system theories.
(Bruce Horsfield, Peter Cook, Julianne Stewart, Brian Ridgo, University of Southern Queensland; Ian Lloyd, ABC; Donald Topping and Mike Ogdon, University of Hawaii; Benit Comacho-Dungca, Social Science Research Centre, The University of Guam; Niti K Plange, University of the South Pacific; Helen Molnar, Swinburne Institute of Technology).
Broadcasting policy.
Methods: qualitative and critical.
(Henry Mayer, Macquarie University, NSW)

Cultural studies and Cultural and Communications Policy in Australia: A book (Allen & Unwin) on the usefulness or otherwise of cultural criticism for cultural and communications policy in Australia.
(Stuart Cunningham; Queensland University of Technology, Brisbane)

POLITICAL COMMUNICATION

Precision Journalism Techniques:
Examination of journalistic practices of Australian news media in reporting on news polls and other survey research data.
(Supervisor: Dr W Blood, Charles Sturt University)

Mass Media Agenda-Setting Theory and Public Opinion Research:
Critical reviews of literature, which have led to current study of issue obtrusiveness and the priming influence of television news. Current research also exploring different ways of conceptualising public opinion.
(Supervisor: Dr W Blood, Charles Sturt University)

For the coming book Politics and Representation (with Peter Williams) Critical concepts series (Sydney, local consumption publication, forthcoming, 1990). Entails considering how mass cultural forms (e.g. Television and radio situation comedies) have contributed to popular political literacies.
(Cathy Greenfield, SACAE, South Australia)

Adolescent readings of TV news. Does political coverage of politics carry unintended meanings for adolescent viewers about the world of politics and government?
Method: extended interviews.
(Ian Ward, University of Queensland)

(Ian Ward, University of Queensland)

How TV political reporters reported the 1990 Queensland state election.
Method: Non-participating observations.
(Ian Ward; University of Queensland)

Social movements - especially the influence of reform and protest groups on public opinion and public policy.
(Supervisor: Philip Crowe, University of Technology, Brisbane)

PRESS & PUBLISHING

(Bruce Pennay, Charles Sturt University, Albury, Australia)

The use and implications of full-text newspaper databases. Examines the use of databases in quantitative and qualitative analysis.
(Dr P Putnis, Bond University, Queensland)
"Women and the Telephone in Australia Report on Telecom Australia," April 1989, 110pp. This and a series of papers on the feminine culture of the telephone, comprise the first national study of women's telephone use and reveal a dynamic, entrenched culture of caring, kin keeping etc that has wider implications for telecommunication policy.

(Ann Moyal; CIRCT, Melbourne)

THESES

(Supervisor: Assoc. Prof. Tony Stevenson, Queensland University of Technology, Brisbane)

(Supervisor: Assoc. Prof. Tony Stevenson, Queensland University of Technology, Brisbane)

(Supervisor: P McGregor, University of Western Sydney)

David Bednall. "The Influence of Television on Greek immigrants' perceptions of the Australian Family." Media Centre, LaTrobe University, 1987.


Diana Bromley, "Organisations as Theatre: The gap between the private thought and the public script." (current topic towards Ph.D., University of Technology)

(Philip Crowe, Supervisor, Queensland University of Technology, Brisbane)

(Philip Crowe, Supervisor, University of Technology, Brisbane)

PhD Psychological and Sociological characteristics of "Remote Teleworkers".
(Philip Crowe, Supervisor, University of Technology, Brisbane)


"Telecommunication policy in South East Asia: Social and Political Analysis".
(Andrew Jakubowicz, Supervisor, University of Technology, Sydney).
"User friendly interfaces in interactive computing". (Andrew Jakubowicz, Supervisor, University of Technology, Sydney).


"The Special Broadcasting Service". (Andrew Jakubowicz, Supervisor, University of Technology, Sydney).

Sybil Bell: Exploring the hypothesis that the production of meaning in documentary does not depend on the intrinsic meaning as isolated elements but as the selection and consideration of these elements. Masters Thesis at QUT.


"Commercial Nationalism" (Images of Australia in Advertising). (Supervisor: Dr. John Sinclair; Footscray Institute of Technology, Melbourne).


Mark McCarthy, New Media in the Pacific (title to be confirmed) Mark McCarthy. (Supervisor: Prof. P. Muhlhausler; Bond University, Queensland).

Credibility in Persuasion. (Supervisor: Henry Mayer, Macquarie University, NSW)

Religious Broadcasting in Australia (Supervisor: Henry Mayer, Macquarie University, NSW)


Audiences and New Broadcasting-Related Media: A Case Study in Australian Communication Policy. (Supervisor: Stuart Cunningham, Queensland University of Technology, Brisbane)


"A History of the Malaysian Cinema." (Supervisor: Peter Gordon, Media Studies, University of NSW)

Kyoung Kwan, "The Korean Defence Press in Australia." M.A. thesis. (Supervisor: Dr Glen Lewis; University of Canberra)

"ABC Specialist News Broadcasts: Manufacturing Audiences." (Tentative title) An examination of differing news broadcasts produced by the Australian Broadcasting Corporation's national radio services and producer's conceptualisation of "audience". (Supervisor: Warwick Blood, Charles Sturt University)

"Credibility of Internal versus External Sources of Communication." An examination of employer communication patterns and perceived credibility by employees within a government run electricity authority. (Supervisor: Dr W Blood, Charles Sturt University)

"Inter-organisational Communication - The clash of cultures." An examination of organisational communication within Australia's defence forces. (Supervisor: Dr W Blood, Charles Sturt University)

"Communication Implications of Magazine Cover Content, Particularly the Relationship between Cover Content and Single Issue Sales." Masters Thesis, QUT, 1989. (Supervisor: Assoc. Prof Tony Stevenson, Queensland University of Technology, Brisbane)


WOMEN AND CHILDREN

Women & Leisure in the Western Sydney region: A sociocultural study of media images of Women & sport/recreation. Women's participation in work and leisure and the regional leisure provisions for women of various age, ethnic and class groups. (Dr Deborah Chambers; University of Western Sydney)
"Women and the Telephone in Australia Report on Telecom Australia," April 1989, 110pp. This and a series of papers on the feminine culture of the telephone comprise the first national study of women's telephone use and reveal a dynamic entrenched culture of caring, kin keeping etc that has wider implications for telecommunications policy.

(Ann Moyal; CIRCIT, Melbourne)

A cross-cultural study of domestic telephone use, planned by West Germany, France, USA, Australia, UK & Japan.

(Ann Moyal; CIRCIT, Melbourne)

Children and television - study for Australian Broadcasting Tribunal, 1988, into 'C' programmes.

(Dr David Bednall, Newspoll Market Research, Victoria)

The relationship between self-esteem, identification & perceived reality found ideal identification a strong predictor of perceived reality that low self-esteem was associated with increased TV identification. Boys showed a preference for & identification with TV fantasy characters not matched by girls.

Methods: Survey technique.

(Dr Julie Duck; Australian National University)

Personal & Social Context factors in the TV effects process: investigated children's responses to a range of 20 specified TV characters found that ideal identification was key predictor of children's reality perceptions and that younger children identifiers, children who perceived themselves as unpopular & heavier views identified most with TV characters.

Method: Survey technique.

(Dr Julie Duck; Australian National University)

Children's ideals: the role of real-life versus media figures analysis of children's free choice of ideals with the aim of clarifying the relative importance of TV & mass media figures. 50 - 75% of nominated ideals were media figures.

Methods: Survey techniques.

(Dr Julie Duck; Australian National University)


(Dr Patricia Gillard; University of Canberra)

Children's understanding of television.

(Dr Ann Knowles, Swinburne Institute, Victoria)
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