

ANZCA 2008 Handbook



ANZCA Wellington 2008



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Corporate



Conference Convenor's Statement

Kia ora koutou



On behalf of the ANZCA organising committee, a very big welcome to Wellington, Te Upoko o te Ika a Maui, for the 2008 Power and Place Conference. The following programme outlines an exceptional range of contributions from a diverse array of disciplines. Once again the ANZCA conference makes possible valuable cross-fertilisation of thinking and scholarship, and an opportunity for all of us to open ourselves to new ways of seeing, to further pursue that sometimes elusive aim of an enlarged collegial understanding, and to recharge our intellectual batteries for the next 12 months.

As in previous years, the double-blind peer-reviewed refereeing process has resulted in a comprehensive and solid array of papers in the proceedings, with many thanks due to our anonymous reviewers for generously providing their time and expertise. Thanks are also due to our stream coordinators for their diligence and energy in organising the refereeing promptly and efficiently -- never an easy job but performed in 2008 with graciousness and aplomb! All those who received refereeing feedback owe an enormous debt of gratitude to Donald Matheson, Scott Rickard, Clare Lloyd, Gerard Goggin, Slavka Antonova, Alison Henderson, Margaret Montgomerie, Karen Ross, Mary Power, Margie Comrie, Christopher Newell, Sean Phelan, Grant Hannis, Franco Vaccarino, Debashish Munshi, Mary Simpson, Patricia Thomas, Fiona Cassidy, Colleen Mills, Shirley Barnett, Annemarie Gillies, Ian Goodwin and Rebecca Bishop for their sterling efforts. We have of course been devastated to learn of the death of one of our stream co-coordinators, Christopher Newell, in recent weeks, and we thank Gerard Goggin for agreeing to continue to run the stream, and to incorporate into it a memorial session to remember the wonderful life and important contributions of Christopher to scholarship on the politics of disability in Australia and New Zea-

land. I urge those of you who knew Christopher to attend this session on Thursday afternoon and honour his remarkable life and work with your presence.

My most grateful thanks go to the organising committee: especially Elspeth, Marianne, Shaz, Joce, Margie, Mark, and Nicky, for the enthusiasm, energy, creativity, and sheer hard work that they put into planning and implementing this conference. These colleagues' vision of what an outstanding conference could be, set us a challenging goal; while their humour and tolerance when under pressure to complete the thousand and one things that needed doing, made the process a pleasure to be part of.

To all those attending, I request that you please:

- Wear your nametag at all times when in the Duxton's public spaces, so that the staff can identify you as belonging to ANZCA rather than one of the other conferences that may be on at the same time
- Cast a vote in the People's Choice Awards. There is a large voting box in the Exhibitions Area (Ballroom A). Please write the name of any presenters who inspire you or make you think onto a piece of paper and pop it into that box -- winners announced on Friday.
- Support the chair of the sessions in which you are presenting or participating by keeping to time in your presentations or questions
- Be collegial and friendly -- if you see someone who appears to be new to the conference, please introduce yourself and ask about their research -- this is a guaranteed conversation-starter!

Our best wishes for a great time in meeting old and new friends, and an excellent ANZCA conference.

Frank Sligo, Conference Convenor

Vice President's Statement

Kia ora koutou katoa



On behalf of the organising committee, welcome to the 2008 conference of the Australian and New Zealand Communication Association in Wellington, both "a place of power, and a powerful place" in Aotearoa New Zealand.

A decade on from the ANZCA conference at Waikato University in Hamilton, I have reason to reflect on the role the association conferences have played for me. The Waikato conference was the first one I attended; I have been to all but one since. As a postgraduate student returning to academic study at the time, the Waikato conference was a revelation and the beginning of a huge learning curve.

The association with its annual conferences continues to be a critical component of my professional development. ANZCA conferences, networks and contacts have supported, encouraged and extended my research in ways that would not have been possible otherwise. This academic pathway aspect is one of the great benefits of ANZCA, and so it is good to see continued, visible involvement of postgraduate students this year, as well as the recognition of postgraduate scholarship through the Grant Noble Award. ANZCA conferences bring us scholarship of the highest international standards, and opportunities to build collegial networks; they open new doors, hint at the future, and bring us back to old friends.

So to other journeys: I turned onto the road to Wellington. Since the latter half of 2006 when Massey University's Department of Communication, Journalism, and Marketing agreed to host the 2008 event and invited me to nominate for the role of incoming president as part of their team, a ferment of ideas and energies has truly frothed and fizzed, and enormous hard work has gone into ensuring that the ingredients are good. A great vintage is the result. It's an exciting programme packed with papers, outstanding keynote speakers, panels, and book, journal and Media Centre launches – not to mention lunches, cocktails, exhibitions, awards, and more. My sincere thanks on behalf of the association go to the energetic band of committed

and dedicated colleagues from Massey University who have made up the organising team with me. There are too many individuals to name here (you can see them all on the next page of this programme in the section "The ANZCA08 Conference Team"); yet special mention must be made of those who carried the true, and considerable, weight of the task. If not for Elspeth Tilley, Frank Sligo, Marianne Tremaine, Shaz Benson, Mark Smith, Nicky McInnes, Nicole Patterson, and Margie Comrie, this top quality event would not have been possible. Thank you all, and the many other people who helped in numerous ways.

For New Zealand attendees, the speakers, papers and panels reflecting on Power and Place will be of special interest at this time when the nation is gearing up for a general election. Distracted by rising fuel costs and a slowing economy, the arena of public opinion is ripe for influence by posturing, power games and political agenda-setting. Top of the agenda, according to mainstream media: a change of government. Yet Nicky Hager, one of our keynotes, writes that national Party leader John Key is "secretly using Australian political strategists . . . to manage his personal profile and political plans". Thus we look forward with great anticipation to reflections on the conference theme, as they relate to our societies, in addresses from Professor Maxwell McCombs on Challenging the Inertia Principle in Communication Research, from Professor Jennifer Craik on The Empresses' New Clothes: Dressing Women for Politics, and from Nicky Hager on 'Communication' that tries to limit communication and 'information' that does not inform: Understanding techniques of political manipulation.

I am proud to be associated with this wonderful event, and look forward to meeting many of you over the coming few days, at the AGM, the dinner, and any number of other moments in between, at a veritable feast of academic fellowship.

Savour and devour!

Jocelyn Williams, ANZCA Vice President 2007/2008

The ANZCA08 Conference Team

Many thanks to the following for their excellent work in preparing for the ANZCA08 conference. Thanks go also to the hard-working stream coordinators listed on the Streams page on this site, along with our many anonymous paper reviewers who have served their colleagues via double-blind refereeing.

Doug Ashwell: Promotion and sponsorship

Anne Austin, Editorial Team

Sharon Benson: Financial administrator, organising committee and stream co-organiser

Judith Bernanke: Promotion sponsorship, and editing team

A/Prof Margie Comrie: Organising committee and stream coordinator

Jeannie Fletcher: Promotion and sponsorship

Dr Elizabeth Gray: Promotion sponsorship, and editing team

Joany Grima: Stage manager

Ben Healey: Editing team

Dr Nikki Hessell: Promotion, sponsorship, and editing team

Dr Heather Kavan: Promotion and sponsorship

Faye Lougher, Writeability (www.writeability.co.nz), Editorial Team

Dr Mingsheng Li: Editing team

Nigel Lowe: Technical support

Nicky McInnes: Venue liaison, organising committee, supplier liaison

Niki Murray: Promotion and sponsorship

Nicole Patterson: registration manager, non-refereed papers

Jasmine Robins: Brochure, logo and website design - www.allthatjaz.co.nz

A/Prof Frank Sligo: Conference convenor, chair of organising committee, budget holder

Mark Antony Smith: Website updates and technical support, exhibition co-ordinator, logistics manager and handbook designer.

Dr Elspeth Tilley: Theme and CFP, keynote speaker liaison, organising committee, sponsorship and publicity manager, web content manager, proceedings editor

Dr Marianne Tremaine: Programme co-organiser, budget adviser, organising committee, venue liaison, speaker liaison

Jocelyn Williams: Programme co-organiser, organising committee, meeting chair, liaison with ANZCA executive, incoming ANZCA president.

ANZCA08 Website

The ANZCA08 website: <http://anzca08.massey.ac.nz> has a useful section about what is on in Wellington. This includes some interesting facts and history about Wellington and all it has to offer, what is on the Duxton's doorstep, culture and heritage, walks in and around Wellington and Wellington sightseeing tour options.

Internet Access in Wellington

There are many internet cafes as well as wireless hotspots around the central city and in the Duxton. The Duxton has a Cafenet and Telecom NZ hotspot. Both are accessible on the ground and mezzanine floors. There is also internet access in each of the suites for those staying.

Cafenet

Cafenet has wireless hotspots throughout Wellington and runs on prepaid credit. You can find details about how to purchase credit, how to set up your laptop and where the hotspots are on the Cafenet website, <http://www.cafenet.co.nz>

iSite Visitor Centre

The iSite Visitor centre internet cafe has both a wireless hotspot and desktop computers available for use. It is located on the Civic Square, corner Victoria and Wakefield Streets, 3 minutes walk from the Duxton. The internet cafe is run on the Global Gossip Network. The card initially costs NZ\$5.00 giving you one hour and fifteen minutes online or 45 mins access to the wireless hotspot. The iSite Visitor centre is open 8:30am to 5pm Mon - Wed and Fri, 9:30am - 5pm Thurs and 9:30am - 4pm Sat and Sun.

ANZCA08 Sponsors:

- Platinum · MediaPeople and Media Monitors
- Gold · New Zealand Science Media Centre
- Massey University Department of Communication, Journalism & Marketing
- Silver · Omaka Springs Estates Winery
- The Open Polytechnic of New Zealand
- Embassy of the United States of America
- Bronze · University of Waikato, Department of Management Communication
- Public Relations Institute of New Zealand
- Massey University Wellington Campus Office of the Deputy Vice Chancellor
- Supporting Sponsors · Stephen Parsons' House of Travel
- Queensland University of Technology School of Advertising, Marketing & Public Relations
- Statistics New Zealand
- Pearson Education New Zealand
- Artikel
- Simply New Zealand
- HoneyCo
- WineSeeker
- Vessel

Please support all our sponsors – without them there would be no conference, and without the conference, there would be no ANZCA.

Make sure you check out the 'Duxton's Doorstep' section of the ANZCA08 website for maps that lead you to the nearby retail outlets for Artikel, Simply New Zealand, HoneyCo, WineSeeker, and Vessel. They are close by and worth a look.

Thank you to our sponsors

On behalf of the organising committee for the Australian and New Zealand Communication Association Conference 2008, I wish to express our gratitude for the generous sponsorship provided by the many organisations that have supported us.

In particular, thanks is due to MediaPeople and Media Monitors for their platinum sponsorship support. This sponsorship has enabled us to bring Professor Maxwell McCombs to New Zealand for the first time to share his insights into media and communication research and help build our Australasian research capabilities.

In return, we urge you all to please support our ANZCA08 platinum sponsors -- and indeed to make a special effort to support all our sponsors with your custom while you are in Wellington and once you return home. You can see Google maps giving directions from the Duxton to all our goody bag sponsors on the conference website -- none is more than a five minute walk away. And if you enjoyed the Omaka Springs wine, please tell your friends, as it will be available in Australia and the United States very soon.

We are particularly pleased that MediaPeople and Media Monitors have partnered with us, because we believe that they have services that are practical and valuable to academics and researchers, not only to communication professionals. MediaPeople is a useful service for such things as survey distribution, key informant identification,

and finding contact details and descriptive information for a range of media either by region or keyword. It can also offer media reach and impact analysis, as well as media distribution and related services. Many of our New Zealand colleagues have used MediaPeople's services for research, and now that MediaPeople is expanding into Australia through its partnership with MediaMonitors, we ask you all to consider them a first choice for discussing your media research project and its needs.

While here at ANZCA08, if you have any upcoming media research, information, or distribution needs, make sure you visit David Reade at the MediaPeople stand in the exhibitions area during the conference for a chat and a hands-on demonstration of what MediaPeople can do. David will also give a presentation on July 10 about using the MediaPeople system to unlock the secrets of effective media relations practice. Please do attend if you conduct media research or perform media relations -- and likewise do attend the presentation by Jim Macnamara later that same day for an illustration of how his CARMA system, now part of Media Monitors' offerings, can be used for capturing detailed and precise media analysis.

After the conference, see the MediaPeople website at <http://www.mediapeople.co.nz/> or the MediaMonitors websites at <http://www.mediamonitors.co.nz/> or <http://www.mediamonitors.com.au/> for more information, or contact David Reade on david@mediapeople.co.nz with any inquiries.

Frank Sligo, Conference Convenor



Media Monitors is Asia Pacific's leading media intelligence company.

With great people, innovative technology, extensive coverage and rigorous research, Media Monitors' suite of products allows communication with relevant journalists and editors, monitoring across all media, and detailed analysis of coverage.

Media Monitors provides a comprehensive suite of media services. Journalists can be targeted via media database products, monitoring is offered for all media including press clipping, radio, TV and social media monitoring and analysis is available using the world recognized CARMA methodology, developed by Professor Jim Macnamara.

Media Monitors is also used by media researchers, including several presenting at ANZCA08. Be sure to attend the presentation by Jim Macnamara, E-Electioneering: Use of new media in the 2007 Australian federal election, on July 10, for one illustration of how CARMA can support your research needs.

Media Monitors is the only comprehensive, fully integrated media intelligence company that enables effective communications.

<http://www.mediamonitors.co.nz/>



MediaPeople NZ is an editorially-oriented database including all New Zealand media with newsroom links to key journalists, NZ government media liaison personnel and a selection of support services. Its second-generation online version is continually updated and backed by a hard copy version put to use by the public relations industry and government media specialists.

The program — MediaNZonlineV2 — is interactive so users can assemble media target groups, enter their press releases and send them off with, if required, attachments in text only or as HTML documents. A 'target function' system automatically selects the appropriate journalist for each medium within a target group, drawing from current data so the list is always up to date.

In the top-of-range Multiuser program version users can share their groups, texts and contacts with other members of the same company, with many synergies and efficiencies.

The agency also acts as consultancy, sub-editing press releases, forming bespoke target groups, and despatching stories on demand. It links with database suppliers in Australia, UK/Europe and North America to procure media lists for most of the OECD countries.

Now, through the new relationship with Media Monitors, a 'full-cycle' service can be provided, integrating selection and despatch with monitoring and coverage analysis.

<http://www.mediapeople.co.nz/>

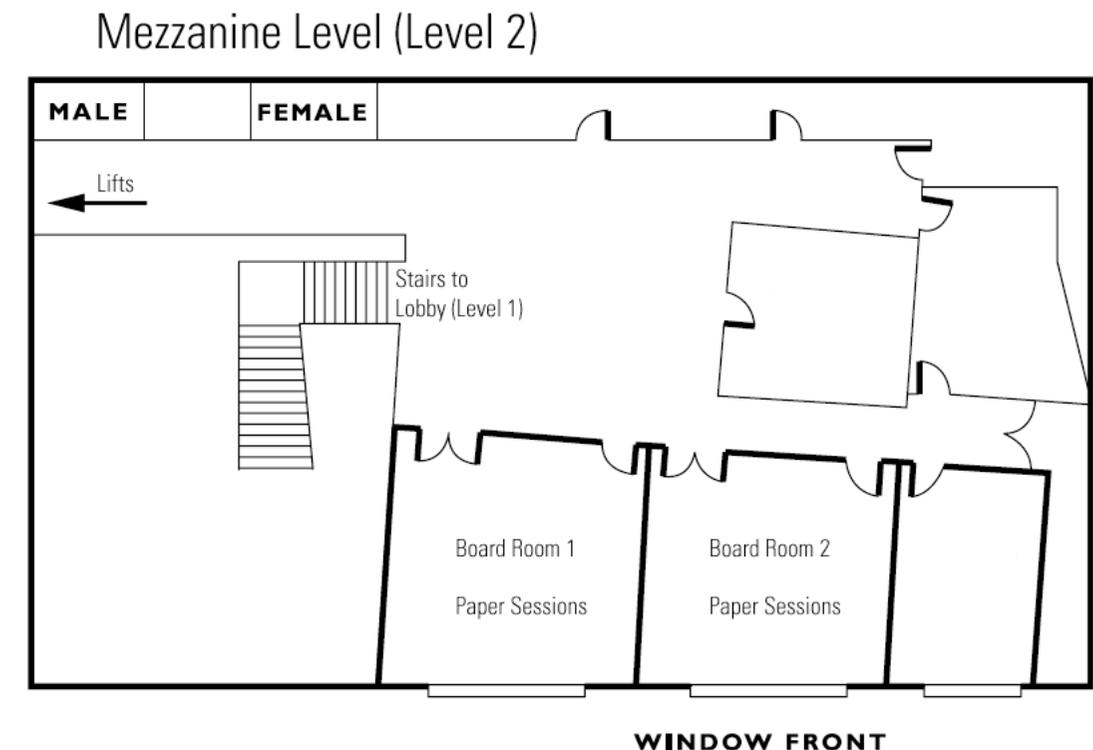
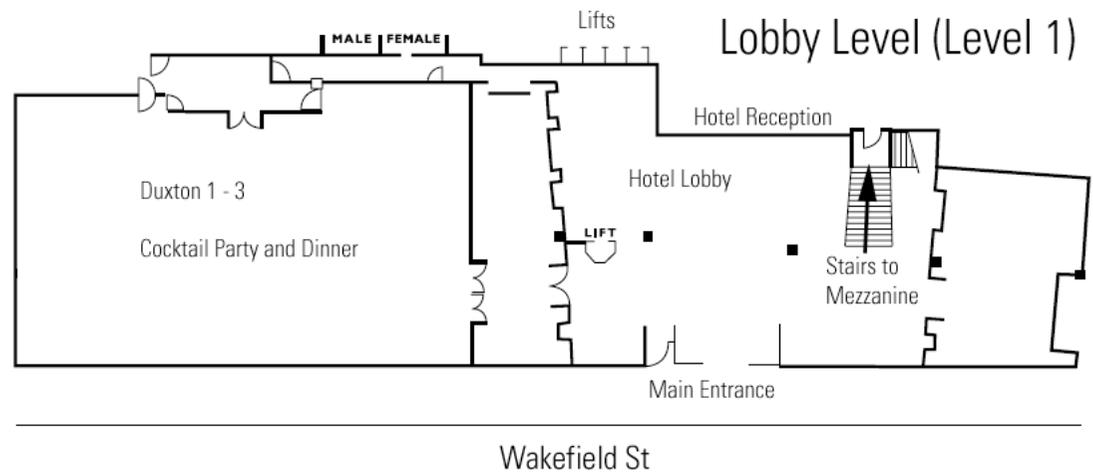
Map of the Duxton

Refer to these maps to find your way around our venue, the Duxton. If you need any help please ask one of our organisational team.

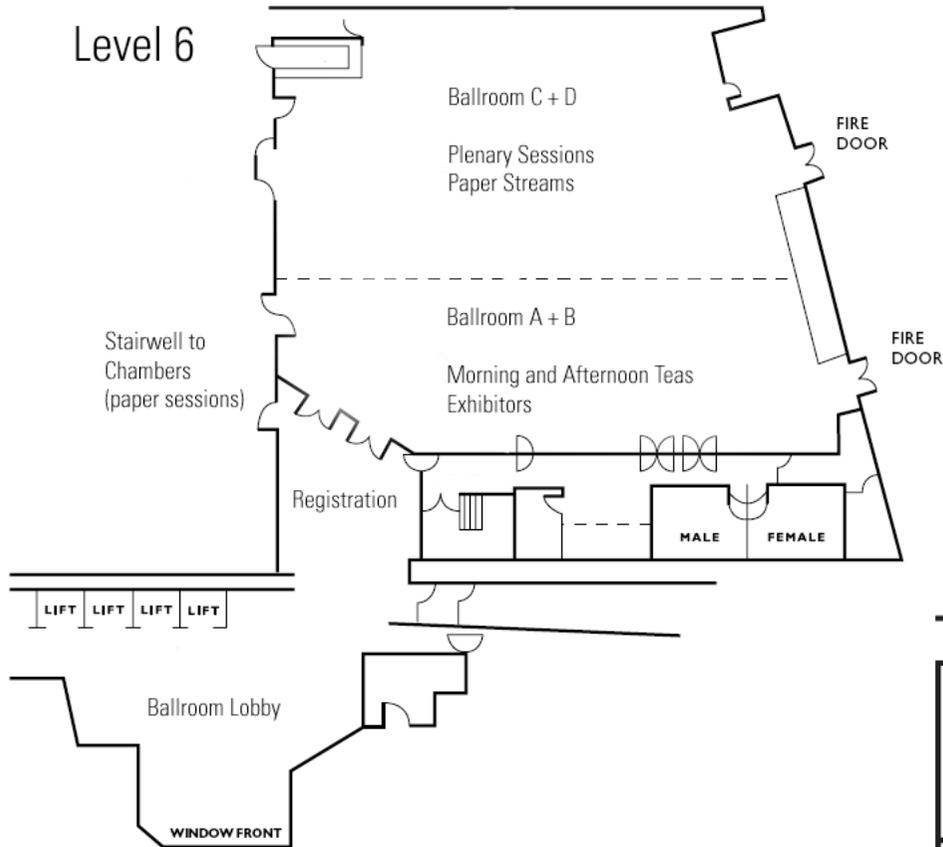
Paper Sessions will be in the Boardrooms on the Level 2 Mezzanine, in Level 6 Ballroom and in the Level 7 Chambers.

Plenary Sessions will be held in the back section of the Ballroom (C + D). Morning and afternoon tea, as well as the closing awards, will be held in the front section of the Ballroom (A + B) where you will also find the exhibitors.

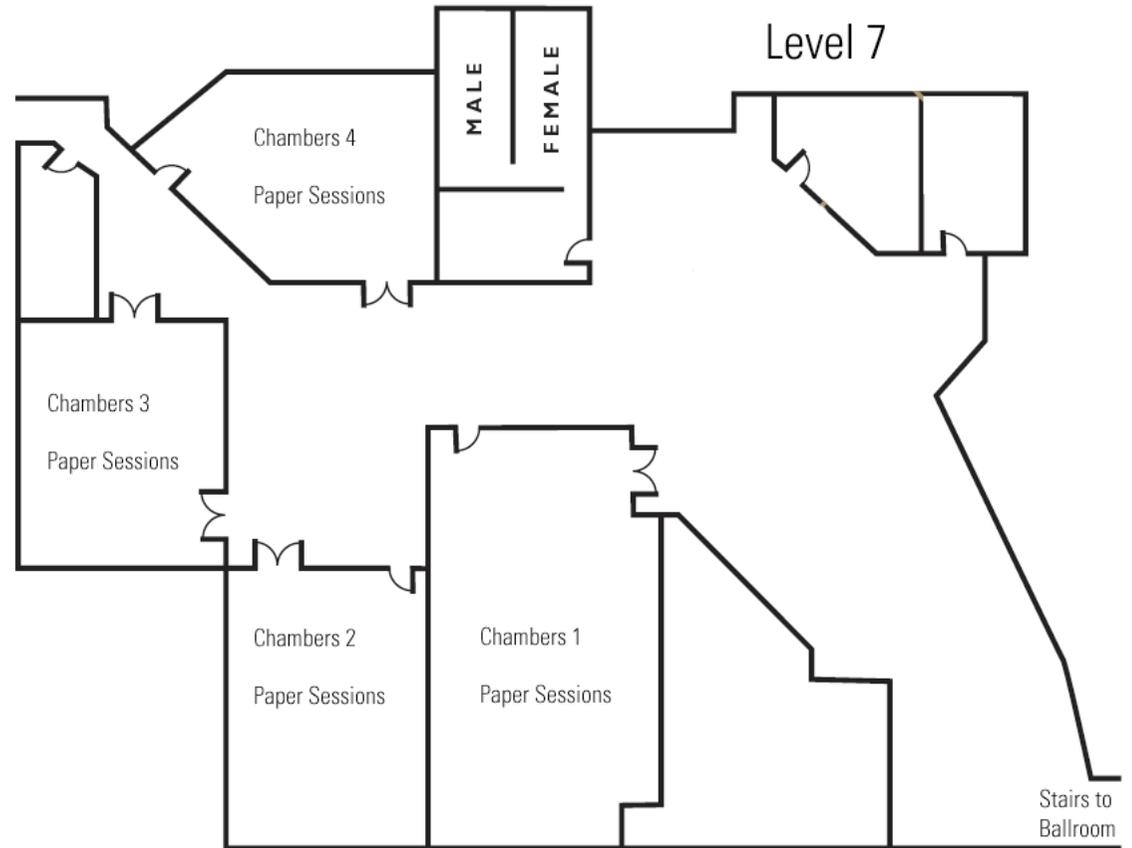
The Cocktail Party on Wednesday evening and the Dinner on Thursday night are in Duxton 1, 2 and 3.



Level 6



Level 7



Exhibitors' Area: Ballroom A

Be sure to visit our exhibitors in Ballroom A. At the large platinum sponsors' stand you'll find David Reade, of MediaPeople, who will be happy to demonstrate this online media database system to you and show you how you can use it for research or media relations. At the same stand you'll find information about Media Monitors, who also offer a system that's useful for a range of research, data analysis, and media distribution purposes. Have a flick through a brochure to see what the CARMA system offers.

On one of the small tables, you'll find Diana Bossio and/or Lucy Morieson, the ANZCA postgraduate representatives. If you're a postgrad, pop by to RSVP for the postgrad dinner, put your name down for the postgrad mailing list, or just say hi. If they are not there at the time you visit, leave them a note with your cell phone number so they can arrange to catch up with you during the conference.

Also at a small table you'll find display copies of *The Hollow Men*, the latest book by our Day 3 keynote Nicky Hager. This expose of behind-the-scenes manoeuvring by the New Zealand National Party at the last election makes compelling reading as we head into another election, especially since Hager's recent media stories suggest little has changed in party politics. Please don't take away these books as they are for browsing and display only, but please do help yourself to an order form if you'd like to purchase your own copy or buy one for a friend at the special ANZCA08 rate.

Nearby is a table with copies displayed of a new Blackwell journal, *Communication, Culture & Critique*. Karen Ross, the journal's editor, writes that *Communication, Culture, & Critique* provides an international forum for research and commentary which examines the role of communication in today's world. It welcomes high quality research and analyses from diverse theoretical and methodological approaches, from all fields of communication, media and cultural studies, which is critically informed, methodologically imaginative and careful in its exposition and argument. Foci for enquiry can include all kinds of text- and print-based media, as well as broadcast, still and moving images and electronic modes of communication including the

internet, games and mobile telephony. CC&C welcomes a range of materials including research-informed articles, theory-focused essays, commentaries on evolving and topical issues, research notes, media reviews (eg, books, TV, film, DVDs, websites) and other scholarly contributions. Any and all approaches, analyses and perspectives are welcome including, but not limited to: cultural criticism and analysis, media and communications critique, feminist approaches, queer theory, postcolonial theory, interpersonal and group communication analyses. In this instance, Karen has said that you may keep a copy if you are genuinely interested in the journal and actually plan to submit, but as there are limited numbers available we ask that you only do so at the end of the conference, so that everyone has a chance to look through it.

At another table you'll see some slips of blank paper and a large box marked 'People's Choice Awards'. This is the democratic part of ANZCA! We decided to introduce the People's Choice Awards this year so that those presenters who really enliven the conference with a good show can be recognised in some way. If you leave a session buzzing with interest at the stimulating presentation you've just witnessed, jot down the presenter's name (legibly please!) on a piece of paper and pop it into the People's Choice box. We'll tally the votes and announce the winners at the awards ceremony on Friday afternoon. Get voting! A name is all we need.

Last but not least you'll see the official ANZCA table, with membership forms and copies of our own wonderful ANZCA journals, *Media International Australia* and *Australian Journal of Communication*. Again, these copies are for display only, so don't take them away from the table, but please do take a moment to flick through a copy, see the wonderful diversity of scholarship on offer, and sign up to join ANZCA if you haven't already. The association's mission is to help people interested in communication share their knowledge and experience to the benefit of each individual member of the Association and for the advancement of communication as a significant area of study in contemporary society. To do this, though, we need YOU to join up. So sign on today!

Who's speaking at ANZCA 2008?



Professor Maxwell McCombs

Professor Maxwell McCombs is the Jesse H. Jones Centennial Chair in Communication and Professor of Government, University of Texas at Austin. He is author of, among numerous other texts on democracy, media, power, and communication research: *Setting the Agenda: The Mass Media and Public Opinion* (2004); co-author of *The Two W's of Journalism: The Why and What of Public Affairs Reporting* (2003), and co-author of *Research in Mass Communication: A Practical Guide* (2000). He is perhaps best known as the instigator of agenda-setting theory and co-author of the book nominated by *Journalism & Mass Communication Quarterly* as one of the most Significant Books of the 20th Century: *The Emergence of American Political Issues: The Agenda Setting Function of the Press* (1977). Professor McCombs is heavily involved in ongoing research that updates agenda setting for new media and globalising conditions, including the supervision of multiple PhD students. In addition to his keynote address he will join panel discussions on successful supervision of PhD projects, and media power in the 21st Century.



Professor Jennifer Craik

Jennifer Craik is Professor of Communication and Cultural Studies at the University of Canberra, and Adjunct Professor of Fashion and Textiles at RMIT University, Melbourne, Australia. Her extensive publications and research cover cultural studies, cultural and media policy, tourism and fashion, including the books, *The Face of Fashion: Cultural Studies in Fashion* (Routledge, 1994), *Resorting to Tourism: Cultural Policies for Tourism Development in Australia* (Allen and Unwin, 1991) and *Public Voices, Private Interests: Australia's Media Policy* (Allen and Unwin, 1995). As well as being recognised in media and cultural studies internationally, Professor Craik has an inter-

national reputation in fashion theory, tourism studies, and cultural and media policy. *The Face of Fashion* has been a major international success, with translation into Korean (2001), Chinese (2000), with Japanese and Italian editions in preparation.

Professor Craik's book, *Uniforms Exposed: From Conformity to Transgression* (Berg, 2005), is the first study of the development of uniforms in civil society and their contemporary proliferation into popular culture. Russian and Italian editions are in preparation. Recently, she published *Re-Visioning Arts and Cultural Policy: Current Impasses and Future Directions* (ANU e-Press, 2007) and has just completed another book, *Fashion: The Key Concepts* (Berg, 2008). Current projects include a book on the culture of fashion accessories, and comparative analysis of innovative approaches to the staging and consumption of cultural events. As a member of the International Scientific Committee for Cultural Policy Research, she coordinates bi-annual conferences on cultural policy research, the next being in Istanbul in 2008.

Professor Craik serves on numerous editorial and editorial advisory boards including: *The Journal of Sustainable Tourism*; *Southern Review*; *Space and Culture*; *Tourism, Culture and Communication*; *Tourism Studies*; *Leisure Studies*; *Museum Online*; and *The Journal of Tourism and Cultural Change*.



Nicky Hager

Nicky Hager is a researcher, author and, since 2002, New Zealand's representative on the International Consortium of Investigative Journalists. He has written four best-selling books. The first documented New Zealand's part in the US intelligence network, including exposing a world-wide intelligence system called Echelon. The second, *Secrets and Lies: The Anatomy of an Anti-Environmental PR Campaign* (co-authored with Bob Burton), exposed an anti-environmental public relations campaign run on behalf of a state logging company; and the third investigated the New Zealand

Labour Government's political management of the genetic engineering issue. The most recent is *The Hollow Men*, an in-depth look at the New Zealand National Party between 2003 and 2006. Hager's writings have been credited with influencing election outcomes and leading to more stringent ethical standards for public relations.



Professor Ngatata Love

Dr Ngatata Love (QSO, JP, BCom, BCA Hons, PhD Well., M.Inst.Dir.), has blended leadership roles in the private, public, academic, Maori and indigenous sectors. He currently holds a Chair as Professor of Business Development at Victoria University of Wellington. He has worked extensively on Maori social, economic and Waitangi Tribunal issues. He has held directorships of Air New Zealand and Huttons New Zealand, among others. Before he began his appointment at Victoria University, he was Chief Executive of Te Puni Kokiri (Ministry of Maori Development) for five years.

He is currently a Director of New Zealand Post Limited and Te Papa. Until recently Professor Love was a member of the Wellington Regional Strategy Committee.

Professor Love also has close links with Massey University. He was on the academic staff from 1973 to 1995, including serving as Dean of the Faculty of Business. He is a Massey Emeritus Professor, and member of the Massey University Council, appointed by the Minister of Education.

Professor Love's areas of interest and research are, in particular, entrepreneurship and small business, Maori business development, tourism development, national and international strategies, organisational structures for indigenous development, and judicature structures, community needs, and constitutional reform.



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Panels

Practical Media and Communication Ethics (11am Thursday, Ballroom C & D)

As part of the PRINZ Professional Communication Stream, media law authority Ursula Cheer hosts a panel discussion on Practical Media & Communication Ethics. She will be joined by lawyer Steven Price, communication specialist Tracey Bridges, and other panellists. As with all the ANZCA08 panels, we encourage participation from the floor, with a particular emphasis in this panel on applied problem-solving and real-life insights. If you have a practical media or communication ethics conundrum, or you've seen something in the media lately that fires you up and you'd like a perspective from the panel, please share it for some discussion and thoughts from the ethics experts.

Media Power in an Election Year (1.15pm Thursday, Ballroom C & D)

This panel brings together our three keynote speakers from different countries, all experts on media power and politics, to discuss the role that the media play in an election year. Don't miss this unique (and unlikely ever to be repeated) opportunity to hear Maxwell McCombs, Jennifer Craik, and Nicky Hager's combined insights into the behind-the-scenes interactions that shape political fortunes. Each speaker will sum up their particular take on politics and power, then the floor will be opened for your questions. Please come prepared to seek answers to everything you've ever wanted to know about electioneering and the media, as this is a session where the emphasis is on audience involvement.

Power, Place and Politics (9.30am Friday, Ballroom C & D)

Members of this panel will consider the interactions of power, place and personalities in political communication. Panellists will include two academics and a politician. Kathy Stuart will discuss the place of emotion, of heart and mind in political communication. Richard Shaw who has carried out research into communication between politicians and public servants, will look at recent examples of communication from the Democratic primary elections in the USA. Metiria Turei Green party list MP will talk about her personal experiences of political communication. After 20-30 minutes, the floor will be open to questions from the audience about communication in politics.

Panel for Doctoral Students and Supervisors: Achieving Excellence in Supervision and Publication (11.30am Friday, Ballroom C & D)

In this panel discussion, all doctoral candidates and supervisors attending the conference (experienced and less-experienced) are invited to engage with some of the key issues in the doctoral journey, in a relaxed environment. Maxwell McCombs, Krishnamurthy Sriramesh, Warwick Blood, Margaret Peters and Kerry McCallum will share their 'secrets for success'. The panel will discuss such questions as how (and whether) exemplary supervision practice can be achieved in ways that still meet the need for doctoral completion in a relatively compressed time-frame, now so often being sought by funders, supervisors and candidates themselves. The panellists will also offer insights into ways to negotiate what may be differing perspectives on publication during the doctorate. Bring your questions to the session or offer your own secrets for success to help others who are also on the doctoral journey.

POWER & PLACE: ANNUAL CONFERENCE OF THE AUSTRALIAN & NEW ZEALAND COMMUNICATION ASSOCIATION
WELLINGTON AOTEAROA NEW ZEALAND 2008

Day Prior: Tuesday 8th July 2008

6.00pm To 8pm	Registration At The Duxton Hotel, 170 Wakefield St, Wellington (Level 6)
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Day 1 - Wednesday 9th July 2008

08.00	Coffee & Registration (Ballroom A & B, Level 6)						
08.50	Ballroom C&D: Please Take Your Seats For Housekeeping Announcements & Official Welcome						
09.00	Conference Convenor's Welcome The Hon Steve Maharey: Introduction To Professor Love						
09.10	Welcome & Opening Address: Professor Ngatata Love						
09.40	Keynote: Professor Maxwell McCombs, <i>Assumptions, Myths & Traditions: Challenging The Inertia Principle In Communication Research</i> Brought To You By MediaPeople & Media Monitors						
10.30	Morning Tea (Ballroom A & B, Level 6) Grand Opening Of Exhibitions Area						
11.00	Ballroom C & D Journalisms: Focus On Framing Nahid Kabir & Lelia Green, <i>What The British Papers Said On The Second Anniversary Of The London Bombing</i> Warwick Blood, Andrew Dare, Kerry McCallum, Kate Holland, & Jane Pirkis, <i>Enduring & Competing News Frames: Australian Newspaper Coverage Of The Deaths By Suicides Of Two Melbourne Girls</i> Doug Ashwell, <i>Who Defined The GM Debate? Source Use In New Zealand Newspaper Coverage Of The GM Debate</i> Chair: Grant Hannis	Chambers 1 Communication Pedagogies: Issues & Technologies Of Teaching & Learning Mary Power, Marilyn Mitchell, & Wayne Murphy, <i>Expanding The Corporate Communication Curricula In Australia & New Zealand</i> Geoff Lealand, <i>Doing It All Over Again: The Relationship Between Tertiary Media Studies & Secondary Media Studies In New Zealand</i> Gary Mersham, <i>Evaluating The Effectiveness Of E-Learning From A Communication Perspective</i> Chair: Elizabeth Gray	Chambers 2 Placing Mobile Communication Iain Sutherland, <i>Mobile Media And The Socio-Technical Protocols Of The Supermarket</i> Scott Rickard, <i>'Ageing In Place': The Mobile Phone As A Transitional Object For Older Adults</i> Susan Luckman & Julia De Roeper, <i>A Mobile Future For Commercial Film?</i> Chair: Gerard Goggin	Chambers 3 Performing Power & Place Chika Anyanwu, <i>Empowerment Through Creativity In South Australia</i> Michèle Schoenberger-Orgad & Olivia Beattie, <i>Communicating Place: Creativity, Identity & Cultural Wellbeing</i> Ian Woodcock & Jan Smitheram, <i>No Contest: Reciprocities Of Power & Place In A Multicultural Street</i> Chair: Patricia Thomas	Chambers 4 Public Communication Kevin Kepore, Robert Goddard & Colin Higgins, <i>The Rhetoric & Reality Of Corporate Social Responsibility: A Case Study In The Mining Industry In Papua New Guinea</i> Gregoria Arum Yudarwati, <i>Public Relations Functions In The Mining Industry: A Case Study In Indonesia, Post-Suharto Era</i> Elspeth Tilley & James Hollings, <i>Still Stuck In A Love-Hate Relationship: Understanding Journalists' Enduring & Impassioned Duality Towards Public Relations</i> Chair: Margie Comrie	Mezzanine Brdrm 1 Marketing Communication Judith Holdershaw & Philip Gendall, <i>Understanding & Predicting Human Behaviour</i> Maureen Syn & Mike Brennan, <i>The Power Of The Program: TV Program Involvement & Ad Viewing Behaviour</i> Djavlonbek Kadirov & Richard Varey, <i>Exploring Luhmann's Social Systems Perspective: Communication & Exchange As The Struggle For Meanings</i> Chair: Ralph Bathurst	Mezzanine Brdrm 2 Cross-Cultural Communication Tanja Dreher, <i>Media, Multiculturalism & The Politics Of Listening</i> Mingsheng Li, <i>Keeping Them Safe: A Review Of Chinese Students' Safety Issues In New Zealand</i> Aparna Hebbani, <i>Managing Cross-Cultural Encounters: Presenting A Rationale For Studying Communication Across Australian & Indian Business</i> Chair: Franco Vaccarino

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12.30	Lunch (Ballroom A & B) ANZCA Postgraduate Representatives' Announcement				
01.15 Paper Session (2)	Ballroom C & D Journalisms Mingjing Chen & Denis Cryle, <i>Beijing In Preparation For The 2008 Olympics: A Study Of Newspaper Content & Themes In The 'People's Daily'</i> Heather Kavan, <i>Falun Gong In The Media: What Can We Believe?</i> Chair: Grant Hannis	Chambers 1 Communication Pedagogies: Issues & Technologies Of Teaching & Learning Jill Lawrence & Michael Sankey, <i>Communities Of Practice: A Sphere Of Influence Enhancing Teaching & Learning In Higher Education</i> Josephine Ellis, <i>Plagiarism: The Ethical Power & Place Of The Teacher</i> Chair: Elizabeth Gray	Chambers 3 Television: Critical Perspectives Mark Balnaves & Tom O'Regan, <i>Constructing A Ratings Convention</i> Anna Potter, <i>Devils, Angels & Pester Power: Why Children Need To Be Protected From Television, & Parents Need To Be Protected From Children</i> Chair: Judith Bernanke	Chambers 4 Placing Mobile Communication Jenny Weight, <i>Phones & Trains: How To Subvert Industrial Time</i> Collette Snowden, <i>The Paradox Continues: Applying Ithiel De Sola Pool's Concept Of 'The Telephone Paradox' To The Mobile Telephone & Mobile Communications</i> Chair: Clare Lloyd	Mezzanine Boardrm 1 Broadcast Media Issues: Democracy & Influence Stuart Birks, <i>The Media & An Informed Electorate – An Economist's Perspective</i> Zorana Kostic, <i>The Relationship Between The Japanese State & The Public Broadcaster NHK</i> Chair: Sean Phelan
02.10	5-Minute Room Change Break				
02.15 Paper Session (3)	Ballroom C & D Media Ethics and Influence Marc Edge, <i>Bringing Power To Place: Canwest Global Communications Versus Foreign Media Ownership Limits</i> Donald Matheson, <i>Looking For Independence In Warblogs</i> Chair: Sean Phelan	Chambers 1 Communication Pedagogies For Public Relations Education Melanie James, <i>The Reading Journal Blog Assessment Task: Public Relations Students' Perceptions</i> Mark Sheehan, <i>Implementing Elements Of Schon's Reflective Practitioner In An Undergraduate Public Relations Program</i> Chair: Margie Comrie	Chambers 3 Television: Critical Perspectives Nicolas Carah, <i>'Fake Or Real!?!? Have Your Say!!!': Negotiating 'Authenticity' On Australian Idol</i> Tania Lewis, <i>'Oriental Vogue' & 'Ethnic Fusion': Tradition & Cosmopolitanism In Singaporean Lifestyle TV</i> Chair: Tom O'Regan	Chambers 4 Placing Mobile Communication Gerard Goggin, <i>Placing Mobile Policy: Markets, Standards & The Uses Of History</i> Clare Lloyd, <i>Plans That Go 'Beep!' The Emergence Of Methods In A Mobile Phone Study</i> Chair: Scott Rickard	Mezzanine Boardrm 1 Journalisms Chris Baldwin, <i>The Ref Cost Us The Game: The Role Of Sports Commentators & Journalists In Creating Stresses On Sports Referees</i> Julian Lambertin, <i>Mere Projects Or A Profession's Oath Of Disclosure? An Analysis Of Power & Power Structures Of Civic Journalism</i> Chair: Grant Hannis
03.15	Afternoon Tea (Ballroom A & B) Book Launch: <i>Post-9/11 American Presidential Rhetoric: A Study of Protofascist Discourse</i>, by Colleen Kelley				

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<p>03.45 Paper Session (4)</p>	<p>Ballroom C & D Leadership Communication Colleen Kelley, <i>Race & Gender As Constructs Of Leadership: A Rhetorical Analysis Of The 2008 American Presidential Primaries</i> Linda Leung, <i>Technology & Power In Immigration Detention: Communicating Fear In & About Detained Asylum Seekers</i> Colleen Mills, <i>The Power & Politics Of Informal Communication During Organisational Change</i> Chair: Jocelyn Williams</p>	<p>Chambers 1 Journalisms Kerry McCallum & Julie Posetti, <i>Researching Media Reporting Of Diversity In Australia: Where Has It Taken Us & Where Are We Going?</i> Terry Flew & Jason Wilson, <i>Citizen Journalism & Political Participation: The Youdecide Project & The 2007 Australian Federal Election</i> James Hollings, <i>Investigative Journalism In New Zealand – Why Does The Story Come Out?</i> Chair: Warwick Blood</p>	<p>Chambers 2 Science, Environment, Technology & Communication Ralph Bathurst & Naseem Rahman, <i>ICT Platform Change & Its Impact On Organisational Communication</i> Slavka Antonova, <i>Conceptualizing Power In Multistakeholder Collaboration: The Internet Global Governance Case</i> Stuart Birks, <i>Reporting On Research – A Better-Informed Public?</i> Chair: Alison Henderson</p>	<p>Chambers 3 Public Relations Kate Mirandilla, Joylene Chia & Margaret Peters, <i>Decision-Making In The Crisis Cycle: The Need For Research & Better Understanding</i> Elspeth Tilley, <i>Seeking The Sweet Spot: Observations From A Workplace Praxis Intervention Programme On Public Relations Ethics</i> Marianne Sison, <i>Rethinking Power In Public Relations: Toward Courage & Leadership</i> Chair: Margie Comrie</p>	<p>Chambers 4 Organisational Communication Shujie Guo, Cheryl Cockburn-Wootten & Mary Simpson, <i>The Socialisation Processes Of 'Asian-Bringing Employees' In The New Zealand Banking Industry</i> Mia Stephens, <i>How Is A Truck Assembly Line Like A Green Roof?</i> Jai Kim & Caroline Hatcher, <i>Regulatory Roles Of The Use Of The Balanced Scorecard In Shaping Corporate Identities</i> Chair: Jeannie Fletcher</p>	<p>Mezzanine Boardrm 1 Marketing Communication David Waller, Sameer Deshpande & B. Zafer Erdogan, <i>Protect Or Restrict?: East-West Attitudes Towards Advertising Regulations</i> Rowan Wilken & John Sinclair, <i>Contests Of Power & Place: Advertising & The 'Complicated Mobile Phone Ecosystem'</i> Christina Spurgeon, <i>Why 1984 Wasn't Like 1984: Representations Of Interactivity In Advertising</i> Chair: Judith Holdershaw</p>	<p>Mezzanine Boardrm 2 Cultural Studies: Media Futures Ruth Zanker, <i>What Is 'Media Literacy'? Personal Reflections Of A GuerrillaTV Survivor</i> Johannes Nikorowitsch & Frank Sligo, <i>Music Videos: How They Are Consumed By Means Of Television & The Internet</i> Luke Strongman, <i>Sylvan Leaves In Arcadia: A Critique Of The Digital Humanities</i> Chair: Judith Bernanke</p>
<p>05.15</p>	<p>End Of Sessions</p>						
<p>06.00</p>	<p>Cocktail Party – Sponsored By The New Zealand Science Media Centre – Venue Duxton 1 & 2 (Ground Floor)</p>						
<p>07.15</p>	<p>Postgraduate Dinner & ANZCA Presidents' Dinner – Off Site (Interested postgraduates be sure to speak with Diana Bossio or Lucy Morieson at the postgrad table in the Exhibitions area, Ballroom A, about joining the PG dinner)</p>						

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Day 2 – Thursday 10th July 2008

0.7.30	ANZCA Executive Committee Breakfast Meeting: Duxton Executive Room — ANZCA Executive Committee only need attend						
09.00	Coffee & Registration (Ballroom A & B)						
09.30	Ballroom C & D John Tebbutt – ANZCA President’s Statement						
09.40	Keynote: Professor Jennifer Craik, <i>The Empresses’ New Clothes: Dressing Women For Politics</i> Brought To You By Massey University's Department Of Communication, Journalism & Marketing, & Waikato University's Department Of Management Communication						
10.30	Morning Tea (Ballroom A & B) Launch Of Blackwell Journal <i>Communication, Culture & Critique</i>						
11.00	Ballroom C & D PRINZ Professional Communication Stream <i>Practical Media & Communication Ethics</i> A Panel Discussion Hosted By Ursula Cheer, Featuring Steven Price, Tracey Bridges & Panellists Timekeeper: Elspeth Tilley	Chambers 1 Politics Of Disability In Australia & NZ: In Memory Of Christopher Newell Anna Hickey-Moody & Denise Wood, <i>The Ethical Imperatives Of Political Paradox: Disability In ‘Second Life’</i> Kerry Green & Stephen Tanner, <i>Representations Of Disability In The Print News Media</i> Ann Penhallurick, <i>Not Sporting: Australian Identity, The Power Of The Average & The Fear Of The (Disabled) Other Within</i> Chair: Gerard Goggin	Chambers 2 Cinematic Power & Place Sue Ward, <i>Assessing The Power & Powerlessness Of Places As International Production Locations: A Case Study Of The Gold Coast</i> Brian Morris, <i>Communicating Tokyo Within The Circuits Of Global Cinema</i> Maureen Burns, <i>Unrealised Productions Of The Australian Cinema: A Case Study</i> Chair: Judith Bernanke	Chambers 3 Journalisms Online Bahiyah Omar, <i>Reading The News Online: Effects Of Medium On Knowledge Acquisition</i> Qiu Hongfeng & Anne Dunn, <i>How A Two-Way Model Of Agenda-Setting Can Work In The New Media Era: Two Case Studies</i> Amalie Finlayson, <i>Prince Harry & The Press: Towards A New Model Of Online News Gathering</i> Chair: Grant Hannis	Chambers 4 Interpersonal Communication Bahtiar Mohamad, Hassan Abu Bakar & Che Su Mustaffa, <i>Leader-Member Exchange Quality Dimensions & Supervisory Communication In Workgroup: A Structural Equation Modeling Approach</i> Tshilidzi Netshitangani, <i>Gender Differences In Communication Styles: The Impact On Managerial Work Of Women School Principals</i> Owen Hargie, Hildfrid Brataas & Sigrid Thorsnes, <i>An Analysis Of Goal-Directed Communications Between Nurses & Patients At Cancer Clinics In Norway</i> Chair: Mary Power	Mezzanine Boardrm 1 Gender Meredith Marra, Bemadette Vine & Janet Holmes, <i>Heroes, Fathers & Good Mates: Leadership Styles Of Men At Work</i> Euan Robertson, <i>News-Paper Depictions Of Masculinity In 1914/1915</i> Suraini Mohd Rhouse, <i>How Do Muslim Women Of Malay Ethnicity Communicate The Centrality Of Islam In Their Work Identities?</i> Chair: Elizabeth Gray	Mezzanine Boardrm 2 Media Issues: Critical Perspectives Peter Collingwood, <i>The Re-Structuring of Australian Radio, 1975-2000: Public Sphere Infrastructure In Two Capital Cities</i> Michael Barker, <i>Social Engineering, Progressive Media, & William Benton</i> Sean Phelan, <i>Democracy, The Academic Field & The (New Zealand) Journalistic Habitus</i> Chair: Donald Matheson
12.30	Lunch (Ballroom A & B)						

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01.15	Ballroom C & D: Plenary Panel: <i>Media Power In An Election Year</i> , Featuring Maxwell McCombs, Jennifer Craik, & Nicky Hager Hosted by Kane Hopkins. Public Session (Free Entry). Brought to you by MediaPeople and Media Monitors						
02.15 Paper Session (6)	Chambers 1 Tools Of The Trade: Hands-On Workshops For Researchers & Professional Communicators David Reade, MediaPeople: <i>Managing Media Relations To Optimise Results: A Practical Exploration</i> Statistics New Zealand Presentation: <i>Getting The Most Out Of Statistics For Research</i> Chair: Elspeth Tilley			Ballroom C & D ANZCA Annual General Meeting: Everyone Welcome Chair: John Tebbutt			
03.15	Afternoon Tea (Ballroom A & B)						
03.45 Paper Session (7)	Ballroom C & D PRINZ Professional Communication Session Paul Dryden, <i>Public Relations' Key Competencies For The 21st Century: The View From Industry</i> Jim Macnamara, <i>E-Electioneering: Use Of New Media In The 2007 Australian Federal Election</i> Jamilah Ahmad, <i>Corporate Social Responsibility In Malaysia: Myth & Practices</i> Chair: Elspeth Tilley	Chambers 1 Politics Of Disability In Australia & NZ: In Memory Of Christopher Newell Mary Power & Des Power, <i>Communicating With Deaf People About Communication Technology</i> Gerard Goggin, Martin Sullivan, & Hilary Stace: <i>Vale Christopher Newell</i> Chair: Gerard Goggin	Chambers 2 Journalisms Grant Hannis, <i>Reporting On Diversity In New Zealand: The Case Of 'Asian Angst'</i> Hugh MacDonald, <i>After The Game: How Media Sport Is Disseminated In The New Media Landscape</i> Lucy Morieson, <i>Positioning Online Newspapers Within The Existing News Cycle: A Case Study Using The Age Online</i> Chair: James Hollings	Chambers 3 Cross-Cultural Communication Shuang Liu & Eric Louw, <i>Cultural Translation & Identity Performance: The Case Of Chinese Business People In Australia</i> Shangying Yang, <i>Chinese Enterprises Against Spiritual Crisis Of Corporate Culture</i> Yi Yang, Mingsheng Li & Frank Sligo, <i>Chinese International Students' Satisfaction With Their Learning & Social Experiences In New Zealand</i> Chair: Franco Vaccarino	Chambers 4 Interpersonal Communication Naomi Pocock, Cheryl Cockburn-Wootten & Prue Holmes, <i>Interviewing Significant Others In Interpersonal Communication Research: An Epistemological Reflection</i> Julie Dare, <i>Like Mother, Like Daughter: Intergenerational Media Use For Kin-Keeping & Connection</i> Jackie Cook & Collette Snowden, <i>Bullying On The Back-Channels: The Inter-Personal Politics Of Communicating By Telephone</i> Chair: Doug Ashwell	Mezzanine Boardrm 1 Gender Margie Comrie, <i>Helengrad & Other Epithets: Aspects Of Helen Clark's Third Term Media Coverage</i> Sally Hollis-McLeod, <i>Powertools: The Best Way To Get Into Those Hard-To-Reach Visuals</i> Sally Athanassiou, <i>An Exploratory Study Of Sexual Imagery In Australian Magazine Advertising</i> Chair: Elizabeth Gray	Mezzanine Boardrm 2 Visual Communication: Issues Of Power & Place Dugald Williamson, <i>Documentary Law Stories</i> Stan Jones, <i>Wim Wenders' Use Of Space In The Million Dollar Hotel</i> Marilyn Mitchell, <i>Extending Visual Ethnography: Describing & Interpreting Visual Communication Using Theoretical Frameworks From Linguistics</i> Chair: Tom O'Regan
05.15	End Of Sessions						
06.30	Conference Dinner At The Duxton Hotel (6.30 For 7pm) (Venue: Duxton 1 & 2, Ground Floor)						

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Day 3 - Friday 11th July 2008

09.00	Coffee & Registration (Ballroom A & B)					
09.30 Paper Session (8)	Ballroom C & D Panel: <i>Power, Place, & Politics</i> , Featuring Richard Shaw, Kathy Stuart, & Metiria Turei. Chair, Marianne Tremaine	Chambers 1 Placing Mobile Communication Wu Mei & Lin Hai Yun, <i>Perpetual Contact For Business: Mobile Phones & Fujian Entrepreneurs</i> Jason Noble, <i>The Power Of Mobile Texting & The Connecting Of Place In Creating A Cultural Scene</i> Chair: Gerard Goggin	Chambers 3 Organisations & Web 2.0 Technology Theodore Zorn, <i>New Zealand Not-For-Profit Organisations' Uses Of Web 2.0 Applications: Current & Future Issues</i> Alison Henderson, <i>Social Media: The Challenges & Opportunities Of Power & Place In A New Zealand Not-For-Profit Organisation</i> Jocelyn Williams & Peter Thompson, <i>Digital Strategy 2.0: Political Software Or Visionary Upgrade?</i> Chair: Slavka Antonova	Chambers 4 Performing Power & Place Jan Smitheram, <i>A Performative Account Of Place & Power</i> Donald Preston, <i>Off The Map: An Exploration Of Emotional Cartography</i> Kathy Waghorn, <i>New Places & Architectural Representation: Muf & Koolhaas Meet In The Generic City</i> Chair: Patricia Thomas	Mezzanine Boardrm 1 Public Relations Diana Bossio, <i>The Power Of Discourses Of Insecurity In Governmental Communication</i> Leanne Glenny, <i>Perceptions Of Power In Government Communication</i> Chair: Margie Comrie	Mezzanine Boardrm 2 Power, Place & Democracy: Critical Perspectives Michael Barker, <i>The Soros Media 'Empire': The Power Of Philanthropy To Engineer Consent</i> Sunlou Liuvaie, Robert Khan & Robert Goddard, <i>Investigating Impediments To Aid Effectiveness: New Zealand's Development Assistance To Niue</i> Michael Galvin, <i>Power & Place, Nodes & Networks: Reflections On The Status Of Postcolonial Malacca</i> Chair: Sean Phelan
11.00	Morning Tea (Ballroom A & B)					
11.30	Ballroom C & D: Plenary Panel For Doctoral Students & Supervisors: <i>Achieving Excellence In Supervision & Publication</i> Featuring Maxwell McCombs, Krishnamurthy Sriramesh, Warwick Blood, Margaret Peters, & Kerry McCallum. Chair: Frank Sligo					
12.30	Lunch (Ballroom A & B)					
01.15	Ballroom C & D: Keynote: Nicky Hager: <i>'Communication' That Tries To Limit Communication & 'Information' That Does Not Inform: Understanding Techniques Of Political Manipulation</i> Brought To You By Massey University's Department Of Communication, Journalism, & Marketing					
02.15	Ballroom A & B: Wine & Cheese & Awards Ceremonies David Lange Speech-Writing Award Referees' Choice, People's Choice & Stream Coordinators' Choice Awards, Grant Noble Award, QUT Postgraduate Paper Award, QUT Best Public Relations Paper Award, Pearson Education New Zealand Awards. Closing Comments					
03.15	ANZCA09 Announcement — Terry Flew, Queensland University of Technology					

**POWER AND PLACE: COMPLETE LIST OF ABSTRACTS FOR THE ANZCA 2008 CONFERENCE,
WELLINGTON, JULY 9-11**

THESE ABSTRACTS ARE LISTED ALPHABETICALLY BY FIRST AUTHOR'S FIRST NAME, SO THAT YOU CAN CROSS-REFERENCE
DIRECTLY FROM THE FIRST NAMES OF FIRST AUTHORS AS LISTED IN THE PRESENTATION SCHEDULE

Author(s)	Title	Abstract	Nominated Author Contact Details
Alison Henderson, The University of Waikato	<i>Social Media: The challenges and opportunities of power and place in a New Zealand not- for-profit organisation</i>	<p>This paper reports on the interim findings of an action-research project set up in conjunction with a small New Zealand not-for-profit organisation. Members of the organisation initially participated in a one-day conference/workshop about "Blogs, YouTube, and other Cool Tools" designed to inform community and voluntary organisations about how similar groups are using social media. The conference also provided hands-on opportunities for participants to create ready-to-launch applications for their own organisations.</p> <p>The case study examines the challenges and opportunities identified by this organisation in the early period following the conference, as staff discussed the potential for, and possible implications and outcomes that might result from, using various social media. It identifies the organisation's initial expectations, tracks how staff engaged with various obstacles to current and future use of social media, and discusses the discursive rationalities underpinning the expected impacts on the organisation and its stakeholders.</p> <p>Based on this data, and current literature, the paper then suggests some of the implications of this case study for small businesses and not-for-profit organisations.</p>	<p>Dr Alison Henderson Senior Lecturer Department of Management Communication Waikato Management School University of Waikato Private Bag 3105 Hamilton 3240 New Zealand Email: alison@mngt.waikato.ac.nz</p>

Author(s)	Title	Abstract	Nominated Author Contact Details
Amalie Finlayson, Charles Sturt University, Australia	<i>Prince Harry and the press: Towards a new model of online news gathering</i>	<p>The evolution of the new media landscape over the past decade means online journalists are now working with a multitude of new media forms in an environment that is in a constant state of flux, requiring them to develop new and diversified technical skills. The recent breaking of the embargo of the news of Prince Harry's deployment to Afghanistan has highlighted the fact that this new media environment may also be changing the traditional models of the means and patterns of news gathering, and of the power relationships that currently exist between societal institutions and both old and new media. This paper discusses some of the questions raised by the breaking of this embargo, and its particular notability in that the story took so long to be picked up by the mainstream media, despite its having been unwittingly published on the web six weeks earlier by an Australian women's magazine. It suggests that the old power structures of information dissemination are being transformed, and new methods of information gathering and publishing are starting to be actively pursued outside traditional media channels, representing the next stage of the paradigm shift that is taking place in the online media landscape. This, in turn, will change the way online media workers gather their information. It may also transform the way the online media works with existing communication networks, potentially resulting in the freer flow of information throughout the digital media environment, and less direction from government and corporate bodies in the control of information flow.</p>	<p>Ms Amalie Finlayson PhD Candidate Charles Sturt University Bathurst NSW 2795 Australia Email: afinlayson@csu.edu.au</p>
Ann	<i>Not sporting:</i>	Recent remarks on Australian radio suggest the power of the	Ms Ann Penhallurick

Author(s)	Title	Abstract	Nominated Author Contact Details
Penhallurick, University of Technology, Sydney	<i>Australian identity, the power of the average, and the fear of the disabled Other within [REFEREED PAPER]</i>	average in the day-to-day Australian identity remains potent. This paper analyses the genesis of this reliance on the 'man in the street' and argues that not only is this average bloke decidedly male and white, he is anything but natural. Instead he is a statistical norm, and an icon behind which the fear of the 'Other within' hides. National types were of themselves ideological requirements of, and for, the political consolidations of the nineteenth century. They were also intimately tied to the new distance-defying technologies of the telephone, cinema, railway and radio. With intellectual disability, as a 'tool of analysis' similar to 'race', 'gender', 'sexuality', this paper argues for disruption of the superficial homogeneity of the Australian type, reveals its dependent relationship with the concept of measurable intelligence, the interpretations of natural selection and the eugenic notions around fitness. This paper finishes with proposing that further analysis of 'within-race' discrimination is essential in any truly diverse and 'sporting' society.	PhD Student University of Technology Sydney 28 White Street Lilyfield NSW 2040 Australia Email: Ann.D.Penhallurick@student.uts.edu.au
Anna Hickey-Moody, Monash University, & Denise Wood, University of South Australia	<i>Imagining otherwise: Deleuze, disability & Second Life [REFEREED PAPER]</i>	This paper contends that disability should be appreciated as a unique articulation of difference: as a dividuality of the life-force that constitutes all human beings. The paper takes up a Deleuzian ontology, in which people are specific modifications of difference and, as such, 'disability' per se cannot be conceived as located in a single body or subjectivity. Rather, disability needs to be understood as a context-specific articulation of omnipresent difference. In advancing this argument, the paper develops an original theoretical inquiry into the politics of disability and Second Life. The work undertaken here is twofold. Firstly, the authors undertake a	Dr. Anna Hickey-Moody Lecturer and Research Node Leader Space-Place-Body Monash University Faculty of Education Gippsland Campus Northways Road, Churchill, Victoria, 3842

Author(s)	Title	Abstract	Nominated Author Contact Details
		<p>case study of a discussion about disability and accessibility that occurred on a member blog hosted on an information technology website and also a 'listserv' email post to a Second Life interest group. Secondly, a Deleuzian ontology is taken up as a means for thinking outside the political paradox demonstrated by the vernacular discussion about disability and accessibility that occurred on the member blog and listserv. The Deleuzian perspective put forward here offers a starkly contrasted way of thinking 'otherwise', in which no bodies are more 'able' than others, rather, all bodies are different and context produces 'disability'. Here, difference is seen as inherently valuable and as being expressed in bodies in diverse ways. Through a creative approach to re-imagining the case study examples, the authors explore what the world of Second Life might look like from a Deleuzian perspective.</p>	<p>Phone: 61 3 03 51227125 Email anna.hickeymoody@education.monash.edu.au Dr. Denise Wood Senior Lecturer and Program Director Media Arts University of South Australia School of Communication Magill Campus St. Bernards Road, Magill, South Australia, 5072 Phone: 61 8 8302 4642 Email Denise.Wood@unisa.edu.au</p>
<p>Anna Potter, University of the Sunshine Coast</p>	<p><i>Devils, angels and pester power: Why children need to be protected from television, and why parents need to be protected from</i></p>	<p>This paper considers how the dichotomous construction of childhood which has traditionally underpinned Australian media policy, allowing governments to exert power over children by controlling the programming available to them, is being used to justify bans on junk food advertising. Through an analysis of scholarly and industry sources, supplemented by primary interview material, it finds that children are frequently denied</p>	<p>Anna Potter Faculty of Arts & Social Sciences, Locked Bag 4, Maroochydore DC, Queensland, Australia, 4558</p>

Author(s)	Title	Abstract	Nominated Author Contact Details
	<i>children [REFEREED PAPER]</i>	the right to make rational decisions about their own television consumption. Furthermore the need to control children's program consumption extends to their consumption of advertising material, with similarly confused justifications. At the same time, the only power with which children are enthusiastically invested is pester power, something which parents are apparently powerless to resist and which provides an all too easy justification for bans on junk food advertising. Such bans however decimate the funding available for children's television production, leading to a steady reduction in the very material policy makers and parents appear keen for children to view.	Ph: + 61 7 5459 2846 Fax: + 61 7 5430 2885
Aparna Hebbani, University of Queensland	<i>Managing cross-cultural encounters: Presenting a rationale for studying Australian-Indian business communication [REFEREED PAPER]</i>	<p>Understanding basic cultural differences and developing sensitivity towards such differences are essential to success in the current global business context. Given the enormous current and projected rise in the number and nature of connections between Australian and Indian business, it is imperative that these two nations understand and adapt to each other's cultures to succeed.</p> <p>In this paper, I overview the current status of work examining the Australian and Indian business communication context, and argue that more work is needed, and will prove highly beneficial to future trade relations between these two nations. It is foreseen that such research could provide insight into current communication occurring in this specific intercultural business context, and has the potential to offer suggestions and tactics to future business professionals to cope with cultural differences. The resulting findings can also prove</p>	<p>Dr Aparna Hebbani Lecturer, School of Journalism & Communication, University of Queensland, Brisbane, Australia.</p> <p>Email: a.hebbani@uq.edu.au</p>

Author(s)	Title	Abstract	Nominated Author Contact Details
		<p>beneficial to Australian and Indian business professionals to learn more about cultural adaptation from each others perspectives. Research findings could also enable identification of the barriers to, and catalysts of, engagement in Australia-India business relations and exchange. Such research can lead to practical recommendations to improve the success and efficiency of Australia-India business relations and inform strategies to enhance the competitiveness of Australian firms in the rapidly expanding Indian market.</p>	
<p>Bahiyah Omar, Monash University</p>	<p><i>Reading the news online: Effects of medium on knowledge acquisition</i> [REFEREED PAPER]</p>	<p>The Internet has exerted its influence in the presentation and consumption of news. With many desirable characteristics, the Internet has become a powerful news medium. Nevertheless, studies claim that the online news medium is less effective than print for the learning of news facts. Studies measuring knowledge acquisition usually examine the ability to recall facts - factual knowledge - and often ignore the ability to connect information - structural knowledge – though the latter facilitates the process of decision making and problem solving. Employing an experimental method, this study found no evidence to support the claim that the traditional print newspaper is superior to online media in fostering factual knowledge. The study equally found no support for the prediction that the online medium – whose structure resembles the associative nature of human memory - is superior to print in fostering structural knowledge. The lack of support for these hypotheses has methodological implications and invites further investigations.</p>	<p>Bahiyah Omar PhD Student School of English, Communications and Performance Studies Faculty of Arts, Monash University, Wellington Road, Clayton 3800, Victoria. E-mail: boma1@student.monash.edu.au</p>

Author(s)	Title	Abstract	Nominated Author Contact Details
Bahtiar Mohamad, Hassan Abu Bakar & Che Su Mustaffa, Universiti Utara Malaysia	<i>Leader-Member Exchange Quality Dimensions and Supervisory Communication In Workgroup: A Structural Equation Modeling Approach</i>	<p>Based on a study on employees and their immediate supervisor in a Malaysian organization, we examine the direct effects of leader member exchange quality and supervisory communication using structural equation modeling. We performed both the measurement model and structural model of LMX quality-supervisory communication model. In addition we also performed Within and Between Analysis WABA to verify and interpret the correlations between LMX and supervisory communication. Based on our analysis, we found that within the work group where leader and members are embedded, the perceived contributions, affect, loyalty and professional respects as indicators for relationships quality have positive correlations with positive relationships communication, upward openness communication and job relevant communication. Negative correlations were found between LMX quality dimensions and negative relationships communication. Our analyses also indicate that the dyadic relationships and communication seems to have effect within the dyad as whole within the workgroup context. The consequences of these findings were discussed and elaborated in this article.</p>	Mr Bahtiar Mohamad Lecturer College of Art and Science Universiti Utara Malaysia UUM Sintok Kedah 06010 Malaysia Email: mbahtiar@uum.edu.my
Brian Morris RMIT University, Australia	<i>Communicating Tokyo within the circuits of global cinema</i>	<p>As Paul Waley 2006 has noted, Tokyo's recent recognition as a 'world economic and cultural centre alongside New York, London and Paris was both sudden and dramatic' 361 . Prior to this, he argues, Tokyo was the 'ugly duckling' of world cities and its prominence was overwhelmingly tied to Japan's economic achievements. Following the collapse of the bubble economy in the late 1980s and an economic recession that</p>	Dr Brian Morris Senior Lecturer in Media School of Applied Communication RMIT University GPO Box 2476

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		<p>continues to this day, it is perhaps ironic that Japan and Tokyo in particular has once again gained worldwide attention - this time through the largely cultural phenomenon of 'Cool Japan'; that is, the ongoing global fascination with anime, Japanese fashion, technoculture and other cultural forms marked by their Japanese origins and qualities.</p> <p>This paper is concerned with the ways in which Tokyo has been imagined in recent cinema in light of the context outlined above and with a primary focus on films made from a non-Japanese perspective. In what ways do films such as Lost in Translation dir. Sofia Coppola, 2003 , Babel dir. Alejandro Gonzalez Inarritu, 2006 and The Fast and the Furious: Tokyo Drift 2006 , for example, imagine Tokyo as a global city – or as part of a new global urban geography - rather than, say, a Japanese one? Do these films offer a representation of Tokyo that differs in content and register from a history of powerful older, non-Japanese images that tend to render Tokyo as 'inscrutable, undecipherable, perhaps even meaningless and alienating' Waley 2006:362 ? And if so, how?</p>	<p>Melbourne VIC 3001 Australia Email: brian.morris@rmit.edu.au</p>
Chika Anyanwu, University of Adelaide	<i>Empowerment through creativity in South Australia</i> [REFEREED PAPER]	Over the past 20 years, South Australia's average growth rate was around 2.6 percent per year, while the national average was 3.9 percent. The population has been stagnating and ageing, the business sector as a whole has been struggling to become export competitive, the infrastructure is becoming older and less reliable and many of our brightest young people have been leaving the State to find work opportunities	Dr Chika Anyanwu University of Adelaide Hazelwood Park SA 5066 Australia Email:

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		<p>elsewhere. This is the picture of South Australia painted by the state's Economic Development Board's Framework for Development in South Australia, released in May 2003. This situation contrasts with what Adelaide is known for, as the festival capital of Australia, especially since the 1970s under Don Dunstan, with so many creative festivals such as: the Adelaide Festival, the Adelaide International Film Festival; the WOMAD Festival, The Barossa Food and Wine Festival and The Fringe Festival. The question one may ask is whether a nation's artistic success can be a measure of its economic success, and if so, why has South Australia not been regarded in this light? Should there be such a wide discrepancy between the gloomy economic forecast stated above, and the state's vibrant artistic festivals? How can the state's artistic creativity translate into economic and financial success capable of reversing its profile from gloom to boom?</p>	<p>black eagle@adam.com.au</p>
<p>Christina Spurgeon Queensland University of Technology, Australia</p>	<p><i>Why 1984 wasn't like 1984: representations of interactivity in advertising</i></p>	<p>The conventional advertising-funded media business model is troubled by the speed and scale at which mass markets have developed for digital, networked interactivity and social participation. Capturing, deploying and managing new forms of end-user productivity now emerge as crucial challenges for marketers and commercial media alike. This paper considers two television advertising texts as emblems of advertiser and commercial media responses to the diffusion and diversification of mediated interactivity. These texts serve to illustrate an important trajectory in the contemporary social relations of commercial media, theorized here as the difference between 'mass communication' and 'mass conversation'. While most</p>	<p>Dr Christina Spurgeon Senior Lecturer Creative Industries Queensland University of Technology Musk Avenue Kelvin Grove QLD 4059 Australia Email:</p>

Author(s)	Title	Abstract	Nominated Author Contact Details
		types of interactivity are not new, it is argued here that networked digital communications media enable a new type of interactivity which has been theorized as 'intercreativity'. Furthermore, understanding 'intercreativity' is crucial to understanding the influence of end-users as actors in the cultural circuits and social networks of contemporary commercial media and consumer markets.	c.spurgeon@qut.edu.au
Christopher Baldwin, Australian Catholic University	<i>The Ref Cost us the Game: The Role of Sports Commentators and Journalists in Creating Stresses on Sports Referees [REFEREED PAPER]</i>	Sports referees are a maligned and often controversial figure, yet they fulfil a crucial role in amateur and professional sport. The animosity that some sports referees attract comes from an array of sources, including but not limited to players, coaches, spectators and the sports media. This paper uses survey, focus group, and interview methods to examine the role that sports commentators and sports journalists have played in creating stress and anxiety for some sports officials. Results suggest that the portrayal of sports referees by the media can influence the decisions they make during a match, as well as contributing to stress and anxiety within officials.	Christopher Baldwin Lecturer PDHPE Australian Catholic University Mount Saint Mary Campus (Room) D3.43 (Ph) 0297014035 (M) 0400831311 c.baldwin@mary.acu.edu.au
Clare Lloyd University of Newcastle, Australia	<i>Plans that go 'beep'! The emergence of methods in a mobile phone study</i>	The methodological premise and methods used in a research project are often seen as a 'necessary ordeal' Allen and Rumbold 2004, p. 100 , and yet a clear methodological approach is the basis for all scientific research. Currently there is a substantial amount of emerging research on mobile media in various disciplines across the globe. This paper reflects upon an Australian research project nearing completion that is situated in a regional context. It outlines the theoretical premises that have underpinned the methodological practices for my doctoral research. It describes the particular methods	Ms Clare Lloyd PhD Candidate DCIT, The University of Newcastle Callaghan NSW 2308 Australia Email:

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		<p>used in a specific research project that investigates: how mobile phone use is integral in the meanings we construct through relationships with others; and, how use of the mobile phone interacts with many other communication activities. Discourse analysis has been used as a guiding methodology, and, as a distinct set of methods. Discourse analysis is understood as to be the investigation of the social construction of meaning. This definition also grounds discourse as ‘an interrelated set of texts, and the practices of their production, dissemination, and reception, that brings an object into being’ Phillips and Hardy 2002, p. 3 . The ‘naturally occurring’ texts collected and used as data in this project came from a range of sources. The three main methods used were:</p> <p>semi-structured interviews; a research journal; and the collection of cultural artefacts produced in communicative culture. During the analysis stage, the significance of the detailed research journal and some of the cultural artefacts, emerged as vital in the interpretation of interviews. These particular methods chosen for this research project intensified the reflexivity of the discursive analysis.</p>	clare.lloyd@newcastle.edu.au
Colleen Kelley, Pennsylvania State University of Erie, USA	<i>Race and Gender as Constructs of Leadership: A Rhetorical Analysis of the 2008 American Presidential</i>	<p>Varied and multiple expressions of sexism and racism have emerged during the 2008 American presidential primaries. These have been particularly evidenced in the campaigns of Democratic frontrunners Hillary Clinton and Barack Obama. The rhetoric which creates and perpetuates these communication events has renewed the national debate over what is and is not acceptable for American political leaders to say in public as well as rather or not one form of stereotyping is more prevalent,</p>	<p>Dr Colleen Kelley Associate Professor Pennsylvania State University of Erie (USA) 103 Chestnut Street P O Box 118</p>

Author(s)	Title	Abstract	Nominated Author Contact Details
	<i>Primaries</i>	<p>dangerous and/or damaging than another. Hillary Clinton's camp has perceived misogyny in comments about her sex, appearance and marriage while supporters of Barack Obama have complained about racial overtones. Some critics suggest it is "easier" to "get away" with discourse that demeans women while others contend the political environment in the United States is more complex and that both race and gender are used to discriminate. One syndicated columnist queries "what if Barack Obama were white?" or if "Hillary Clinton were a man?" or "if John McCain were a woman" or "What if Mitt Romney were a black female Baptist before leaving the [Republican primary] race?" She concludes that the "what if" question is useful in confronting American identity politics and that, although Americans "keep hearing that Obama's candidacy isn't about race and Clinton's isn't about gender," the 2008 presidential campaign is "about both Kathleen Parker. 9 February 2008. "Campaign remains focused on race, gender." Eire PA-USA Times-News. 7a . This essay deconstructs the leadership discourse of an identity politics, grounded in race and sex, as the dominant communication strategy which contextualizes and ultimately determines the outcome of the 2008 American presidential primaries.</p>	<p>Waterford Pennsylvania 16563-1501 USA Email: cek2@psu.edu</p>
Colleen Mills, University of Canterbury	<i>The power and politics of informal communication during organisational change</i>	<p>Informal organisational communication does not have a great reputation, particularly the types of informal communication termed gossip or rumour, which rely upon the interactional mechanism referred to as the grapevine. Much has been written about how to control or manage these phenomena, suggesting they are perceived to pose a threat to effective</p>	<p>Dr Colleen Mills Associate Professor University of Canterbury Private Bag 4800</p>

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		<p>organising. This paper uses data from a longitudinal qualitative study of how employees made sense of change communication during a CEO succession process in a large New Zealand organisation to examine the role of gossip, rumour and the grapevine. The findings suggest that the juxtapositioning of formal and informal organisation obscures a key dynamic that exists between these two categories of communication. They show how individuals who understand this dynamic gain considerable power and political influence in times when people feel uncertain and vulnerable, such as during a change in an organisation's CEO. The paper concludes by examining the implications for communication management of reconceptualising informal organisational to take into account this dynamic. As such, it challenges several practices that are prevalent in change management strategies and opens the way for achieving more constructive and efficient change outcomes.</p> <p>Key words: Informal communication, organisational change, power, influence, communication management.</p>	<p>Christchurch 8020 New Zealand Email: colleen.mills@canterbury.ac.nz</p>
<p>Collette Snowden University of South Australia</p>	<p><i>The paradox continues: Applying Ithiel de sola Pool's concept of "the telephone paradox" to the mobile telephone and mobile communications</i></p>	<p>This paper takes the concept of "the telephone paradox" as proposed by Ithiel de Sola Pool in the introduction to the seminal text, "The Social Impact of the Telephone" 1977 which proposes that "wherever we look, the telephone seems to have effects in diametrically opposite directions" Pool 1977, p. 4 . It applies this concept to the mobile telephone and mobile communications more generally to examine some of the continuing paradoxical effects of telecommunications use, especially in the mobile context. In doing so it references arguments that de Sola Pool and other authors who contributed</p>	<p>Dr Collette Snowden University of South Australia Magill Campus St Bernards RD Magill SA 5072 Australia Email:</p>

Author(s)	Title	Abstract	Nominated Author Contact Details
		to "The Social Impact of the Telephone" made about the research problems of the telephone.	collette.snowden@unisa.edu.au
David Reade, MediaPeople	<i>Managing media relations to optimise results: A practical exploration</i>	<p>The gap between the two professions involved in the public relations/media ongoing dialogue is getting wider. It is necessary to understand how this has happened and what is being done about it. The public relations industry has spread its wings since the days when most practitioners were ex-journalists. Now it goes to market boasting of a broad range of skills and specialisations. Journalists on the other hand have been under pressure from the explosive growth of the internet with its concomitant erosion of their professional status. Revenue disparity is now very marked — to the detriment of media — and yet good media relations are a hallmark of a successful public relations campaign.</p> <p>David Reade, who publishes an interactive online media database explores these issues in his paper.</p>	<p>Mr David Reade Media People NZ New Zealand</p> <p>Email: publisher@mediapeople.co.nz</p>
David Waller, Sameer Deshpande & B. Zafer Erdogan, University of Technology Sydney	<i>Protect or Restrict?: East-West Attitudes Towards Advertising Regulations</i>	<p>As advertisers compete to get their messages noticed by potential customers, some have resorted to a strategy of running deliberately controversial promotions campaigns. The effect of this style of advertising can be greater awareness or reinforcing a particular brand image. However, for some the advertising can be a source of offence, which can lead to complaints to a regulatory body, which aims to ensure that advertising should not deceive, mislead or offend. While most countries have a system of advertising regulation, ranging from strict government legislation to voluntary industry guidelines, the role and issues of concern may vary between countries,</p>	<p>Dr David Waller Senior Lecturer University of Technology Sydney P O Box 123 Broadway NSW 2007 Australia</p> <p>Email:</p>

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		<p>particularly when there are different cultural backgrounds. This paper presents the results of a survey of people from two culturally different countries, Australia n=164 and Malaysia n=299 , in which respondents were asked about their attitudes towards offensive advertising and advertising regulations. From the results, racially extremist groups, religious organisations and political advertising are perceived as being the most offensive when advertised from the list of potentially offensive products and services. There were some statistically significant differences between the two groups, particularly with the Malaysian sample being more offended than the Australian respondents, which reflect the differences in the two cultures, and particularly religion. Yet there appear to be some similarities in views about advertising regulations, with respondents suggesting that advertising regulations protect society and children. These findings are important for those companies interested in communicating ethically across cultures, as the multinational advertisers adjust to the advertising regulations and the consumer perceptions of the local market.</p>	<p>david.waller@uts.edu.au</p>
<p>Diana Bossio, Swinburne University of Technology, Australia</p>	<p><i>The power of discourses of insecurity in governmental communication</i></p>	<p>At the end of 2007, Australians witnessed a political changing of the guard. After 11 years of a Howard government, Kevin Rudd, leader of the Labor party, was sworn in as Prime Minister. What seemed interesting about Rudd's election win was his discursive swap in communication about Australia's political insecurities. While John Howard had once won elections based on the use of 'post-September 11 insecurity' as a potent political discourse, he seemed to fall victim to</p>	<p>Ms Diana Bossio Lecturer Swinburne University Keilor VIC 3036 Australia Email: dbossio@swinedu.au</p>

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		<p>changing political and cultural frameworks of understanding. Kevin Rudd was able to effectively steer Australian attention towards a new insecurity; climate change and its impact on a drought-stricken nation. Rudd argued that Howard had not done enough to tackle Australia's 'new' insecurity and Howard was thus left on an election back foot.</p> <p>This paper focuses on governmental utilisation of discourses of insecurity as a particular political action. In this paper I will compare the Howard government's utilisation of discourses of post-September 11 insecurity with Kevin Rudd's pre-election utilisation of insecurity about climate change. Through both case studies, I will suggest that while discourses of insecurity are often immediately successful in securing the attention of the voting public, they subsequently affect the long-term power of political communication. This is because discourses of insecurity rely on a tripartite unison of meaning between governmental authorities, the media and the citizenry. In this sense, governmental utilisation of insecurity exists within a network of practices and techniques that influence understanding of certain behaviours, events and people. But if the government's 'audiences' begin to understand meaning in ways that differ from what is being suggested by political communication, or in ways that suggest a manipulation of power, scepticism or resistance may occur. This highlights the importance of the relationships of power within culture and the discourses governments deploy while advancing their contending claims for public consent and legitimacy.</p>	
Djavlonbek	<i>Exploring</i>	This article reviews Niklas Luhmann's social systems	Djavlonbek Kadirov

Author(s)	Title	Abstract	Nominated Author Contact Details
Kadirov, Eastern Institute of Technology, Hawke's Bay, & Richard Varey, University of Waikato	<i>Luhmann's social systems perspective: Communication and exchange as the struggle for marketplace meanings</i> [REFEREED PAPER]	perspective and comments on his theory of communication. The perspective is extended to analyse the concept of exchange in the context of marketing. The social systems perspective illuminates the aspect of marketing exchanges as a power struggle to imbue goods and services with meaning. The authors argue that Luhmann's views offer a rich theoretical ground to transcend an understanding of marketing exchange as simply a swap of tangible and intangible value. Rather marketing exchange can be understood as a complex locus of meaning creation and negotiation with regard to the use of goods/services in the lives of both marketers and consumers.	Marketing Lecturer EIT Hawke's Bay Private Bag 1201 Taradale, Napier 4142 phone 06 974 8000 ext 5020 DKadirov@eit.ac.nz
Donald Matheson University of Canterbury	<i>Looking for independence in warblogs</i>	A major change in the mediation of war has been the rise of other voices competing with the news institution, particularly in digital media. As the numbers of western foreign correspondents drop, bloggers and non-governmental organisations are becoming important interpreters of political and violent conflict. It is therefore important to examine their position with respect to political forces, particularly as many of them operate within a discourse of independence from 'big media'. While much innovative reporting which provides fresh perspectives is evident, it is also clear that independence from news media does not at all mean independence from power. In the context of the US's current foreign adventures, there are signs that a series of well-organised military and political campaigns to manage these media make it hard to identify at times who is independent from what. The paper concludes by placing these developments within the context of contemporary theories of warfare.	

Author(s)	Title	Abstract	Nominated Author Contact Details
Donald Preston Massey University	<i>Off the map: An exploration of emotive cartography</i> [REFEREED PAPER]	<p>As a graphic designer and design educator I have long had an appreciation of maps and map making. Like most readers, I've accepted maps as objective and unquestionable presenters of fact; a necessary belief if they are to have worth as pieces of visual communication. Yet, I've also appreciated them on a purely aesthetic level, responding to their beauty and to their ability to act as a gateway to exotic places and imagined worlds.</p> <p>Maps inhabit the realm of fact as visual representations of data, dimensions, attributes and relationships of elements in the physical and logical world. Map making uses a set of formal conventions, which enable the transfer of data into a recognisable visual representation. Maps, however, are manmade and therefore can be neither arbitrary nor free of bias, as they are a selective observation curated by their maker. They possess, however, great persuasive power, through the viewers' belief that they are neutral carriers of factual information. This 'power' is contained in the maps' value-laden systems of signs semiotics and linguistics. So what is the power of maps to convey meaning, beyond information, and where does the emotional content of that meaning derive from?</p> <p>Designers and artists harness the map's power to communicate by playing with the formality of mapping techniques and the inherent authority they bestow. Some use maps to trigger fresh ways of looking at things we already 'know' and others use them to deliver social or emotional information in a powerful</p>	Donald Preston Institute of Communication Design, College of Creative Arts, Massey University, Wellington. T: 64 4 801 2794 extn 6383 F: 64 4 801 2799 E: D.B.Preston@massey.ac.nz Private Box 756, Wellington

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		<p>form. While some use mapping techniques with the intention of creating emotional responses, I have a particular interest in those maps which evoke an emotional response in their readers, unrelated to authorial intent. In these cases, I believe, there is a power shift from the author to the reader.</p>	
<p>Doug Ashwell, Massey University</p>	<p><i>Who defined the GM debate? News source use in New Zealand GM newspaper coverage January 1998 – February 2002 [REFEREED PAPER]</i></p>	<p>The issue of genetic modification GM became a highly politicised issue in New Zealand in the late 1990s. The Government set up a Royal Commission of Inquiry to examine the issue. The controversy surrounding GM made it highly newsworthy and this article analyses newspaper coverage of the issue from 1998 to February 2002, examining news source use during that period. The study focuses on whether the presence of the Royal Commission enabled traditionally marginalised groups to gain more media attention. The results show that this was not the case, with industry spokespeople, politicians and scientists dominating the coverage throughout the period. The data showed that scientists were the dominant news source during the time of the Royal Commission. Factors, including the procedures of the Royal Commission, the apparent mobilisation of scientists and the general lack of media coverage, are possible reasons for this result.</p>	<p>Mr Douglas Ashwell Lecturer Massey University Turitea Campus Palmerston North 4442 New Zealand Email: D.Ashwell@massey.ac.nz</p>
<p>Dugald Williamson University of New England</p>	<p><i>Documentary Law Stories [REFEREED PAPER]</i></p>	<p>The paper presents an approach for exploring the relations between documentary and law. It focuses on the Australian context, where these relations have not been widely studied. The approach focuses on four considerations: the use of documentary techniques, the social relationships of filmmaking, understandings of legal processes, and the relations of law to other forms of knowledge and social regulation. The paper</p>	<p>Dr Dugald Williamson Associate Professor, School of Arts, University of New England, Armidale, New South Wales, Australia 2351 Tel: 61 2 6773 2036</p>

Author(s)	Title	Abstract	Nominated Author Contact Details
		<p>illustrates the approach by looking at several documentaries that deal with relations between the common law and Indigenous law and culture. The examples show that documentary law stories are a valuable means for understanding cultural, historical and political problems that have their day in court.</p>	<p>Fax: 61 2 6773 2623 Email: dwillia7@une.edu.au</p>
<p>Elspeth Tilley & James Hollings, Massey University</p>	<p><i>Still stuck in "A love-hate relationship": Understanding journalists' enduring and impassioned duality towards public relations [REFEREED PAPER]</i></p>	<p>This article reports the results of a qualitative survey question asking New Zealand journalists for their thoughts on public relations. The findings provide the first empirical support for the widespread anecdotal suggestion that there is a deeply held antagonism between these two professions in this country, but also indicate that the antagonism is not straightforward. Overall, the results show that many New Zealand journalists are profoundly conflicted about the value of public relations, often holding two dissonant views and expressing each passionately. These findings indicate New Zealand attitudes mirror international historical attitudes in most respects, but depart from them in some notable ways. The research gives a clearer picture of the origin and nature of some of the stereotypes and resentments that characterise the relationship between these two professions. It also raises important questions about the implications for both journalists and public relations practitioners of working within a relationship in which there are forceful and dichotomous conceptualisations by one party of another. The strength of ambiguous feeling evident in many of the statements suggests that there is a need to consider the impact on individuals and on professional decision-making processes of such entrenched, ardent, and in many cases</p>	<p>E.Tilley@massey.ac.nz</p>

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		hostile, views, as well as to question the applicability of this kind of longstanding professional cultural 'stance' to today's changing media landscape.	
Elspeth Tilley, Massey University	<i>Seeking the sweet spot: Observations from a workplace praxis intervention programme on public relations ethics [REFEREED PAPER]</i>	<p>This paper records the initial observations from a series of action research site visits, in an ongoing, long-term programme of workplace ethics research. At time of writing six communication departments and public relations consultancies had been involved to varying degrees as action research sites, of a planned 12. The participants had provided verbal and written feedback documenting their thoughts on ethics, their reactions to the ethics tool that was demonstrated to them, and their suggestions for its improvement and for the improvement of ethics in the communication field generally. The ethics pyramid proved a useful 'way in' to the topic of ethics; that is, it was functioning as an approach to facilitating dialogue as well as a tool in its own right.</p> <p>In addition to valuable adaptations to the ethics tool to make it more practical and more aligned with workplace norms, from this initial feedback several patterns have emerged. Repeated dialectical themes are evident, suggesting that stances towards ethics may fall into an habitual series of opposing categories. Understanding these categories gives clues about barriers to ethical rigour in the workplace, and about the drivers that can help stimulate greater attention to ethics in the field of professional communication practice generally.</p>	E.Tilley@massey.ac.nz
Euan Robertson	<i>Newspapers' portrayal of</i>	In 19th century New Zealand, masculinity was often located in the genre of 'hard men taming the wilds of the hinterland'.	Mr Euan Robertson Lecturer

Author(s)	Title	Abstract	Nominated Author Contact Details
Massey University	<i>masculinity in 1914/1915: How did newspapers contribute to the strengthening of masculine frameworks at the time of the Great War? [REFEREED PAPER]</i>	<p>Although they might have worked in groups, it was usually a solus existence. Their individual characteristics of physical toughness, endurance and mental fortitude helped comprise the ideals that became embodied in New Zealand men.</p> <p>As men migrated from the rural areas to the cities for a more stable way of life, they still sought ways to validate their masculinity based on these constructed ideals. This occurred particularly in the face of a perceived 'feminised' life, especially if employed in 'administration' roles.</p>	<p>Institute of Communication Design, College of Creative Arts Massey University Wellington New Zealand Email: E.B.Robertson@massey.ac.nz</p>
Gary Mersham The Open Polytechnic of New Zealand	<i>Evaluating the effectiveness of e-learning from a communication perspective</i>	<p>This study focuses on communication in e-learning. It proposes that e-learning and its many associated and constitutive concepts can be analysed according to a communication model based on the well-known triptych of the communication. It also demonstrates how important policy dimensions of the e-learning conceptual cluster can be thrown into clearer relief by situating the e-learning triptych into the broader contexts of organisational/institutional frameworks, national circumstances and global developments.</p> <p>The model allows for concepts such as interpersonal communication, face-to-face communication and the various communication codes to be fruitfully interrogated in both the distance and contact teaching and learning environments.</p>	<p>Prof Gary Mersham Lecturer The Open Polytechnic of New Zealand 86 Wyndrum Avenue Lower Hutt New Zealand Email: gary.mersham@gmail.com</p>
Geoff Lealand, University of	<i>Doing It All Over Again: The Relationship</i>	Following on from preliminary research done in 2006, this paper describes the objectives and some early outcomes of research tracing the relationship between tertiary university and	Assoc Prof Geoff Lealand Screen and Media Studies

Author(s)	Title	Abstract	Nominated Author Contact Details
Waikato	<i>Between Tertiary Media Studies and Secondary Media Studies in New Zealand</i>	<p>polytechnic teaching of Media Studies, and NCEA Media Studies in New Zealand secondary high schools.</p> <p>Both sectors are experiencing strong growth, with many more Media Studies/Film Studies/Journalism students now progressing on to higher levels of education. As a result, there are increasing signs of overlap and duplication, especially as students encounter first year university survey courses. The objectives of the 2008 research are to identify such areas, and develop strategies for ensuring students remain engaged with and excited about Media Studies perspectives.</p> <p>The first phase of the research investigates the experiences of NCEA-graduated students in their first encounters with media courses in New Zealand universities.</p> <p>This presentation is also framed within a description of the New Zealand media teaching scene, and the unique factors which have enabled Media Studies to find a legitimate and well-established place in New Zealand schools and tertiary institutions.</p>	<p>University of Waikato Private Bag 3105 Hamilton 3216 New Zealand Email: lealand@waikato.ac.nz</p>
Gerard Goggin University of New South Wales, Australia	<i>Placing Mobile Policy: Markets, Standards and the Uses of History</i>	<p>In placing mobile communications in broader media and communications policy, there are many questions as yet unanswered: What is the nature of new markets in mobile content over third-generation 3G and four-generation 4G networks? Where does mobile television sit in relation to the policy issues concerning digital broadcasting? How can we address the challenges of wireless technology, mobile Internet and data services? And how does Australia, or New Zealand,</p>	<p>Prof Gerard Goggin Professor of Digital Communication & Deputy Director Journalism and Media Research Centre University of New South</p>

Author(s)	Title	Abstract	Nominated Author Contact Details
		<p>both countries with relatively small population, choose particular mobile standards and technologies for instance, in the mobile media broadcasting area ?</p> <p>This paper reviews the development of mobile phones to explore how historical reasoning has shaped media governance in Australia, and how it might be used by policymakers. Firstly, I consider the technology choices made by Federal government in the 1980s, especially the decision to mandate the second generation Global Standard for Mobiles GSM digital standard. I also examine the structuring of the mobiles market with three initial licence holders, and the implications of this as mobiles developed through the 1990s. Secondly, I briefly compare the Australian case with that of New Zealand, where a much more deregulatory approach was taken. The paper concludes with some observations about how such critical examination of history can be helpful for opening up policy vistas about mobiles as media.</p> <p>However, I also consider the limits to this recuperation of history, especially in confronting genuine different, unfamiliar, and disorienting media change.</p>	<p>Wales Sydney NSW 2052 Australia Email: g.goggin@unsw.edu.au</p>
Grant Hannis, Massey University	<i>Reporting on diversity in New Zealand: The case of "Asian Angst" [REFEREED PAPER]</i>	<p>Although New Zealand journalists are expected to report on ethnic diversity in a responsible and accurate manner, they sometimes fall short of their obligations. This paper considers a recent cause célèbre: "Asian Angst", an article published by leading New Zealand magazine <i>North & South</i>.</p> <p>"Asian Angst" painted a picture of rampant Chinese crime in New Zealand and questioned New Zealand's Asian immigration</p>	<p>Dr. Grant Hannis Department of Communication, Journalism and Marketing Massey University Wellington</p>

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		<p>policy. Self-regulatory agency the Press Council ruled that the article breached the Council's codes with regard to accuracy and discrimination. The decision was widely reported and the magazine was obliged to publish the Council's ruling.</p> <p>This paper considers the issues surrounding the reporting on diversity in New Zealand and analyses in detail how "Asian Angst" breached the Press Council's codes. <i>North & South</i> was apparently determined to portray Chinese immigrants to New Zealand in a poor light and lacked the ability to correctly interpret the relevant statistics.</p>	<p>g.d.hannis@massey.ac.nz</p>
<p>Gregoria Arum Yudarwati Monash University</p>	<p><i>Public relations functions in the Indonesian mining industry in the post-Suharto era</i> [REFEREED PAPER]</p>	<p>This article seeks to better understand public relations functions in Indonesia during the post-Suharto era by examining public relations functions in a privately-owned Indonesian mining company. The study found that the socio-political changes in the post-Suharto era have resulted in the need for the mining company studied to implement a new management approach when dealing with stakeholders. Factors which encouraged the company to establish an independent division designed to perform public relations functions include a multicultural environment, increasing number of social conflicts between management and communities, decentralised government policy, transparency, and freedom of the press. The existing public relations function, however, focuses more on relationships with communities, which include local governments, local media, and local ethnic groups. Because of the multicultural environment, management predominantly uses the cultural interpreter model of public relations. In this model the company assigns field officers with an understanding</p>	<p>email: gregoria.yudarwati@arts.monash.edu.au</p> <p>Address: 2/7 Atlantic Street Clayton Victoria, 3168 Australia Mobile phone: +61 0 434639931</p>

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		<p>of the cultural differences to approach and communicate with its members. The personal influence model is also found. Field officers build personal communications and relationships with key actors in the community to seek favours when the company needs them. In spite of this, the existing public relations function is a supporting tool rather than an integrated communication function, as it is integrated into the division responsible for corporate social responsibility functions. The company claims that this division has a section which carries out public relations functions formally. However, this section's main function is limited to media relations, guest relations and publications only. This section mainly performs the press agency and publicity model and the public information model of public relations. Finally, this paper asserts that the public relations functions operating in this company aim to secure business and promote a good corporate image, for the purpose of attracting more investors.</p>	
<p>Heather Kavan Massey University</p>	<p><i>Falun Gong in the media: What can we believe? [REFEREED PAPER]</i></p>	<p>This paper explores the accuracy of Western and Chinese media reports about Falun Gong, a religious movement that has been locked in a propaganda war with the Chinese government since 1999. The study is based on a year's ethnographic research with Falun Gong, analysis of Falun Gong leader Li Hongzhi's speeches and writings, and a discussion of external sources.</p> <p>I discuss the competing versions of the facts about who Li Hongzhi is, why Falun Gong was banned, and human rights violations. I conclude that, although the Western media is more accurate than the Chinese media on the critical issue of human</p>	<p>Dr Heather Kavan Lecturer Massey University Turitea Campus Palmerston North 4442 New Zealand Email: H.Kavan@massey.ac.nz</p>

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		rights violations, much of the material about Falun Gong in the Western news misleads the public.	
Hugh Macdonald, RMIT University, Australia	<i>After The Game: How media sport is disseminated in the new media landscape</i>	The media landscape is changing from a traditional model of interaction where proprietary mediums such as television and radio dominated, and others sought access to these mediums through the corporations that controlled them. The introduction of new media technologies, particularly social software, has seen this model of interaction change to one that is more participatory, and while still dominated by proprietary mediums, there are now more opportunities for other voices to be heard. Through a case study of media sport, an overview of the interactions that are presently occurring between the mainstream media, sporting organizations and sports fans will be explored, based on some observational and analytical research conducted over the course of the year to date. From here, issues that still need to be analysed regarding the role that social media has to play in the media landscape will be presented.	Mr Hugh Macdonald PhD Candidate RMIT University Brighton East VIC 3187 Australia Email: hughie@optusnet.com.au
Iain Sutherland University of Melbourne	<i>Mobile Media and the Socio-technical Protocols of the Supermarket</i>	This paper is concerned with a well known but little discussed contemporary phenomenon enabled by wireless communication technologies: the phone calls between household members, one of whom is at the supermarket, discussing prices, brand names and packaging of consumer goods. Drawing on ethnographic work carried out in Melbourne, Australia, consideration is given here to what these interactions can tell us about how mobile media reconfigure and complicate the experience of space. The human-phone assemblage making or taking these calls is equipped with certain perceptive capacities	Authorisation to release contact details not received at time of printing. Please make contact with Iain at the conference if you would like his contact details.

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		<p>that enable this experience. These include standard visual, aural, olfactory and tactile receivers and transmitters and now also radio wave transceivers, together with certain accumulated knowledges and the ability to process them.</p> <p>Adopting an Actor-Network Latour, 2005 inspired view of this assemblage, the specific constraints and opportunities for mobile media interactions and the ways in which these are performed are analysed from three spatial perspectives. First, the material space of the supermarket is heavily patterned and formatted to produce certain types of behaviour and not others. Second, the relationships between people serve to regulate the possibilities for action in a given social space. And third, mobile media technologies themselves interact with other objects and technologies in wireless space, where signal strength and radio wave propagation are central concerns. All of these spaces, it is suggested, are contingent on one another, a complex coalescence of social and technical protocols which constitute a simultaneously qualitative, intensive and distributed experience of place.</p>	
<p>Ian Woodcock & Jan Smitheram, University of Melbourne & Victoria University of Wellington</p>	<p><i>No contest: Reciprocities of power and place in a multicultural street [REFEREED PAPER]</i></p>	<p>The idea of contested places is increasingly common in theorisations of multicultural cities, spaces whose identity is the product of competing claims and attempts to enact power over a particular territory. The question of how we can share cities of difference presents an almost insoluble conundrum if it is assumed that these competing claims must be settled to somehow return places to a harmonious and orderly unity that is imagined to have previously existed.</p>	<p>Ian Woodcock Email: iswo@unimelb.edu.au T: + 61 3 8344 0363 F: + 61 3 8344 5532 M: + 61 413 044 080</p>

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		<p>In this paper, we are interested in those more subtle processes of place and power, where rather than just contestation, modes of 'power over' and 'power to' both operate in the same place. From this view, we argue that place-identity is an ongoing process of the particular interaction between these modes of power in specific spatial contexts. To explore this idea, we use a case study of Sydney Road, a traditional commercial strip in one of Melbourne's most multicultural districts, a place that raises questions about how power is associated with multiculturalism in everyday life rather than sensationalised, high-profile spaces. Drawing on Hage's 'White Nation fantasy', we examine how 'power over' and 'power to' are interwoven, enacted and negotiated within this de facto multicultural space, where everyday multiculturalism is 'done'.</p>	
<p>Jackie Cook & Collette Snowden University of South Australia</p>	<p><i>Bullying on the back-channels: the inter-personal politics of communicating by telephone</i></p>	<p>Among the many moral panics aroused by the social diffusion of mobile telephony, peer-harassment among adolescent users has received widespread media attention.</p> <p>Far less well publicised, with data infinitely more difficult to track, is the issue of corporate and political manipulation in the act of lobbying, where power relations, often expressed and maintained through the interchange transactions of telephone conversation, are central to project negotiation and policy intervention. 'Personal power' – the much admired professional influence of the éminence grise, seen as able to intervene in matters with a single timely phone call – rests on practices developed within the private and even intimate sphere of domestic informality. How then does it perform power – and</p>	<p>Ms Jackie Cook University of South Australia St Bernard's Road Magill SA 5072 Australia Email: jackie.cook@unisa.edu.au</p> <p>Dr Collette Snowden University of South Australia</p>

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		<p>how does it balance its claims on public and professional influence, with these uses of a private and personal medium?</p> <p>In 2007 ABC TV went public with transcripts of 'lobbying' conversations between ex-Premier of Western Australia, Brian Bourke, and various Government officials – transcripts which say much of how the power-lobbyist operates in the otherwise private back-channels of telecommunications interactivity.</p> <p>This paper uses Sacksian Conversation Analysis within a critical Discourse Analysis framing to begin the work of assessing how professional power-plays are enacted within one-on-one 'private' telephone calls.</p>	<p>Magill Campus St Bernards RD Magill SA 5072 Australia Email: collette.snowden@unisa.edu.au</p>
<p>Jai Kim & Caroline Hatcher, Queensland University of Technology</p>	<p><i>Regulatory roles of the use of the balanced scorecard in shaping corporate identities</i> [REFEREED PAPER]</p>	<p>The literature on corporate identity management suggests that managing corporate identity is a strategically complex task embracing the shaping of a range of dimensions of organisational life. The performance measurement literature and its applications likewise now also emphasise organisational ability to incorporate various dimensions considering both financial and non-financial performance measures when assessing success. The inclusion of these soft non-financial measures challenges organisations to quantify intangible aspects of performance such as corporate identity, transforming unmeasurables into measurables.</p> <p>This paper explores the regulatory roles of the use of the balanced scorecard in shaping key dimensions of corporate identities in a public sector shared service provider in Australia. This case study employs qualitative interviews of senior managers and employees, secondary data and participant</p>	<p>jk.kim@student.qut.edu.au OR c.hatcher@qut.edu.au</p>

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		<p>observation. The findings suggest that the use of the balanced scorecard has potential to support identity construction, as an organisational symbol, a communication tool of vision, and as strategy, through creating conversations that self-regulate behaviour. The development of an integrated performance measurement system, the balanced scorecard, becomes an expression of a desired corporate identity, and the performance measures and continuous process provide the resource for interpreting actual corporate identities. Through this process of understanding and mobilising the interaction, it may be possible to create a less obtrusive and more subtle way to control “what an organisation is”. This case study also suggests that the theoretical and practical fusion of the disciplinary knowledge around corporate identities and performance measurement systems could make a contribution to understanding and shaping corporate identities.</p>	
James Hollings, Massey University	<i>Investigative Journalism in New Zealand – why does the story come out?</i>	<p>This paper reports on progress on a PhD research project into factors involved in the production of knowledge in investigative journalism. While research into investigative journalism has focussed on its role, extent, and social context, there has been less of a focus on the habits and methods of investigative reporters, and less analysis of what methods actually work. This paper suggests that the production of knowledge is an interactive process; that the involvement of and interest of the wider community has a vital role to play in motivating journalists and sources to work together. It proposes a method for researching this area, in order to explore the factors that facilitate the production of knowledge, particularly in the</p>	<p>Mr James Hollings Lecturer C/- Department of Communication, Journalism and Marketing Massey University Wellington Campus New Zealand Email:</p>

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		<p>usually hidden and secret nexus between journalist and source. While there have been many interviews with investigative reporters, there haven't been many, if any, that attempt to cross reference this by talking to others involved in the production of knowledge i.e. the sources, and editors. It suggests that a degree of attachment by the journalist - a subtle variation, but not negation, of traditional notions of journalistic objectivity - and the awareness of moral pressure from the wider community, particularly over time, are important factors. In this respect, this paper draws on and adds to work by McCombs, Davis and others arguing for a rethinking of traditional journalistic notions of detachment.</p>	<p>j.h.hollings@massey.ac.nz</p>
<p>Jamilah Ahmad Universiti Sains Malaysia</p>	<p><i>Dealing with Media, Corporate Social Responsibility CSR in Malaysia: Myth and Practices</i></p>	<p>This paper attempts to discuss the issue of how Corporate Social Responsibility CSR done by corporations in Malaysia was acknowledged and publicity given by media when the genuine intention and concern for doing CSR initiatives for the society and environment can be questionable. The objective is to explore the perceptions on CSR among corporations and to investigate how corporations measure their CSR programmes and practices in Malaysia. This research will study eight organisations nominated for CSR Prime Minister's award in Malaysia by Ministry of Women and Family Development in 2007. This study will gauge the standard and measurement used by the Ministry in comparison to the CSR model practice by Carroll's and Wood's, who look at CSR components such as economic, legal, ethical, philanthropic, moral, philanthropic and discretionary as part of the indicators. This paper concludes that CSR programmes in Malaysia are merely for publicity or</p>	<p>Dr Jamilah Hj Ahmad Lecturer School of Communication Universiti Sains Malaysia 11800 Pulau Pinang Pulau Pinang Malaysia Email: jahmad@usm.my</p>

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		promotion-based rather than performance and concern about public interest.	
Jan Smitheram Victoria University of Wellington & University of Melbourne, Australia.	<i>A performative account of power and place</i> [REFEREED PAPER]	This paper looks at how an intersection between 'performativity and architecture' provides a way to question how we think about power. The broad context of this exploration is a shift within the humanities away from an understanding of culture-as-text, to a 'performative' view that highlights culture as a dynamic process. This perspective is shaping architectural discourse as well as architectural production. A feature shared by this perspective – in architecture, as with other disciplines – is a questioning of the contested terrain linking power, identity and place. To consider this, a 2004 project in Leipzig is used as a case. Collaborating with a group of artists, Grunzei Kaindl Teckert designed a building and exhibitions in Leipzig based on the notion of performativity. Argued here is that the Leipzig project highlights a tension between how performativity is framed within theory and its translation within an architectural practice which directly engages with a physical place. The way that performativity, is theorised, in relationship to both architecture and identity, is tested by its enactments in architectural production. Finally it is suggested that the Leipzig project offers an opportunity for a more nuanced understanding of how an embodied subject 'does' identity in place.	Jan Smitheram, School of Architecture and Design, Victoria University of Wellington jan.smitheram@vuw.ac.nz
Jason Noble Edith Cowan University	<i>The power of mobile texting and the connecting of place in creating a</i>	The Short Message Service – SMS texting – is a mobile phone application that helps satisfy a crucial preoccupation of young adults: the forming and maintenance of dating and friendship networks. Moreover, texting as a potential 24/7 conduit for	Jason Noble School of Communications and Contemporary Arts Edith Cowan University,

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	<i>cultural scene</i> [REFEREED PAPER]	<p>social and emotional communication is specifically useful in noisy, dark and/or crowded social settings. In particular, emerging co-present sender and receiver are in the same time and space communication patterns may demonstrate a significant accelerating of network data traffic via real-time information updates in a contemporary leisure microcosm.</p> <p>Adopting a participant/observation ethnographic research model, data from selected interviewees who regularly attend the venue Amplifier Bar/Club Capitol on weekend nights in Murray Street, Perth, will provide scenarios which provoke detailed discussion on the potential implications of co-present mobile texting and face-to-face F2F interplay in an environment that is synonymous with loud background noise. This concurrent layering of the physical and the virtual introduces mobile phones and texting – in particular the mobile phone screen and text-based communication – as facilitating novel forms of conversation that may be in total opposition to the verbal and non-verbal cues that are being expressed in a F2F context. It will be argued that the power of mobile communications is in connecting the place and the co-present people who regularly attend to create a communicative network which offers safety, sociability and sanctuary in the individual and collective physical navigation of an entertainment venue.</p>	<p>Western Australia</p> <p>Email: noble_jason@hotmail.com</p>
Jenny Weight RMIT University	<i>Phones and trains: How to subvert industrial time</i> [REFEREED PAPER]	Transportation and communication technologies are complementary technologies –increases or decreases in the use of one are likely to result in a similar change in the other. This paper explores this nexus via a case study of mobile phone use on Melbourne’s suburban train network. It synthesises survey	Dr Jenny Weight, Mobile Media Research Group http://www.ac.rmit.edu.au/mmg/mmg.html , School of Applied Communication,

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		<p>data with personal observation, content analysis and theoretical reflection to suggest that users tactically invent ways to combine different technologies.</p> <p>Melbourne's suburban train network is publicly perceived to be undergoing considerable stress, compared with, for example, the Tokyo metro. This stress results in public transport users inventing 'work-arounds' which involve their mobile devices.</p> <p>This day-to-day co-option of complementary technologies allows people to reconfigure the spatial and temporal relationships they have inherited from earlier phases in the technical and cultural history of spatio-temporal organisation. Public transport is an artefact of industrialisation. It structures user behaviour by forcing users to organise their time according to service regularity and trip duration. Among other things, mobile phones enable a post-industrial relationship with time – fluid, always available and spontaneous.</p> <p>Mobile phones are ultimately a heterotechnology, in that they permit users to operate in both industrial and post-industrial time. As a result, users can express multiple relationships to the capitalistic, industrial cityscape: on the one hand, as consumers, workers, students and other 'responsible', reliable roles. On the other hand, through mobile phones, users are empowered to resist industrial time and its structures. This range of behaviours is daily played out on Melbourne's public transport.</p> <p>Many researchers have focused on the impact of one technology on daily life including Katz, 2006; Ito, 2005; Okabe</p>	<p>RMIT. + 61 3 992 53022</p>

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		<p>& Ito, 2006; Ling, 2004 . This paper focuses on one way that people combine technologies, and some of the reasons why they might be doing it. In unpacking these inventive combinations of technologies, people either implicitly or explicitly design time and space to meet desires or needs that are not necessarily supported by the dominant ways in which our cities have been organised. This paper grounds reflections on the way our behaviour with technologies impacts on experiences of space and time in a specific case study.</p>	
<p>Jill Lawrence & Michael Sankey, University of Southern Queensland</p>	<p><i>Communities of practice: A sphere of influence enhancing teaching and learning in higher education [REFEREED PAPER]</i></p>	<p>Power is framed within systems of influence and, in higher education, one field of influence potentially lies in the discourses cultivated and disseminated within a Community of Practice CoP. Communities of practice provide contexts for sustained professional conversations around identified domain and practice issues. These are particularly pertinent in the Australian higher education sector which is facing significant challenges from individual, institutional and societal demands on university teaching and learning with academics increasingly overwhelmed by continuous change, excessive workloads and research output demands. This paper reports on a Community of Practice which was initiated to improve the quality of first year teaching in the Faculty of Arts at the University of Southern Queensland USQ. Topics covered by the community include course design, embedding academic values, graduate attributes, and student retention strategies. The paper will also report on a research project which complemented the Community of Practice, its purpose to evaluate the community's effectiveness as a sphere of influence in transforming the</p>	<p>Dr Jill Lawrence Faculty of Arts, University of Southern Queensland, Australia. Email: lawrence@usq.edu.au</p> <p>Dr Michael Sankey Learning and Teaching Support Unit, University of Southern Queensland, Australia. Email: sankey@usq.edu.au</p>

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		<p>faculty teaching and learning culture. The project found that the community has significantly contributed to the professional development of participating staff, fostering a transformative learning approach for these teachers. It has also provided a vehicle for disseminating best practice to promote quality teaching and learning across the Faculty. In describing the ways in which the community influences the communication processes within the faculty, the paper demonstrates how a community of practice approach can exercise power: how it can strive to augment an organisation's communication processes to enhance teaching and learning within a higher education context.</p>	
<p>Jim Macnamara University of Technology, Sydney</p>	<p><i>E-Electioneering: Use of new media in the 2007 Australian federal election</i> [REFEREED PAPER]</p>	<p>Like the 2007–2008 US presidential primaries, the 2007 Australian federal election was described as “the YouTube election” and an “internet election” Media Monitors, 2008 . This followed studies of use of what are termed ‘new media’ for political communication in a number of campaigns including the 2000 US presidential election Bentivegna, 2002, p. 50 and the 2004 US presidential election which was described as “a critical turning point” Xenos and Moy, 2007, p. 704 . However, the development of web 2.0 internet media, expanding broadband, and other changes have overtaken many findings of previous research. Some of the most popular new media currently in use were ‘invented’ post-2004. The rapid rate of technological and social change makes new media research particularly time-bound and indicates that ongoing empirical studies and analysis are needed. This paper contributes to understanding of how new media are used in political communication and how they</p>	<p>Dr Jim Macnamara, Professor of Public Communication and Director of the Australian Centre for Public Communication in the Faculty of Humanities & Social Sciences at the University of Technology, Sydney. PO Box 123, Broadway, NSW, 2007 Australia T: 61 2 9514 2334 M: 61 414 393 655 E: jim.macnamara@uts.edu.au</p>

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		<p>influence the public sphere Habermas, 1989, 2006 , particularly looking at public interaction and participation Carpentier, 2007 which have been identified as key features of web 2.0 media and as requirements of an active public sphere, based on findings of a study conducted by the Australian Centre for Public Communication at the University of Technology Sydney during the 2007 Australian federal election.</p>	
<p>Jocelyn Williams & Peter Thompson, Unitec Institute of Technology</p>	<p><i>Digital Strategy 2.0: Political software or visionary upgrade?</i></p>	<p>The release of the government's Digital Strategy 2.0 DS2 in May 2008 represents a potentially far-reaching set of policy initiatives which will influence New Zealand's economic, political and cultural development well into the future. Dubbed "the refresh" or "the upgrade", DS2 develops on the 2005 Digital Strategy, "an action plan for ensuring New Zealand is a world leader in using information and technology to realise our economic, environmental, social and cultural goals". Digital inclusion, modelled on a tripartite framework of "enablers" connection, content and confidence , is viewed as a means to the end of economic productivity. A close reading of the draft DS2 reveals a strong 'third-way' bias, evident in assumptions throughout that social and democratic policy goals can be pursued through market mechanisms.</p> <p>DS2 makes it clear that a fourth enabler collaboration should be added to the existing three, a point on which we agree. The principle of aligning the interests of government, business and communities is eminently sensible, but the evidence suggests that this is easier said than done. Third way policy approaches tend to emphasise areas of converging interest among diverse stakeholders, which can carry the risk of underestimating</p>	<p>Jocelyn Williams Head of Communication Studies Unitec New Zealand P O Box 92025 Carrington Road Mt Albert Auckland Email: jwilliams@unitec.ac.nz</p>

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		<p>divergences.</p> <p>Issues relating to the four "enablers" - connection, content, confidence and collaboration - are discussed in our paper. There is little doubt that digital infrastructures, implemented appropriately, can play a crucial role in facilitating democratic participation, community formation and economic competitiveness. It is pleasing to see recognition in the DS2 of the need for a coherent digital strategy based on coordinated policy and collaboration among government, business and communities. Good intentions aside, there are significant oversights and questionable policy assumptions in the government's approach. This paper explores the tensions between the policy vision and the practical realities of implementing the strategy.</p>	
<p>Johannes Nikorowitsch & Frank Sligo, Massey University</p>	<p><i>Music videos: How they are consumed by means of television and the Internet [REFEREED PAPER]</i></p>	<p>By what channels are people consuming music videos, and what are music video viewers' motivations? We explore the status of television and the Internet as the main currently-used distribution channels for music videos, with results indicating that fewer music videos are consumed in comparison with the 1980s and 1990s. Yet while consumption of music videos via television has significantly decreased, use via the Internet has increased. Motivations associated with specific content interests appear to have declined in importance over the years, while motivations, such as 'just listening to the music', dominate current music video viewing.</p>	<p>Johannes Nikorowitsch Research Student Department of Communication, Journalism and Marketing, Massey University Wellington PO Box 756, Wellington, New Zealand E-mail: J.Nikorowitsch@massey.ac.nz Phone: +64 4 801 2794,</p>

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			Extension 6182 Fax: +64 4 801 2693 Or Frank Sligo, E-mail: F.Sligo@massey.ac.nz
Josephine Ellis AUT University	<i>Plagiarism: The ethical power and place of the teacher</i> <i>[REFEREED PAPER]</i>	<p>Despite the introduction of electronic detection software in most universities, plagiarism remains a widespread problem. Complex contextual factors influence student plagiarism behaviours, and while the forbidden and unethical nature of intentional forms of this misconduct by students is almost universally accepted, the rule-based and ethical responsibilities for teachers have received less attention. This paper looks at the theoretical and practical origins and directions of this responsibility, the published documents available to lecturers and students at New Zealand universities and selected polytechnics, and how the term "ethical responsibility" might be operationalised in the area of plagiarism, such that this responsibility is shifted from aspirational concept to effective action. The ethical models involved in plagiarism differ for students and teachers, since the teacher is not the central person in the act. However any "sins of omission" on the part of the teacher who fails to take proactive steps to prevent plagiarism, or takes no action when cases are identified, place the teacher in the same arena of unethical behaviour as the student who achieves this through his/her "sins of commission" of plagiarism. Lack of action for good can be just as unethical as action for harm. New Zealand tertiary organisations all publish rules on student plagiarism, but the documentation on</p>	Josephine.Ellis@aut.ac.nz

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		<p>staff responsibilities is variable, ranging from the aspirational to the specific. Honour codes for students and professional codes of conduct for teachers can promote positive behaviour, but are not solutions on their own. Despite the irksome or time-consuming nature of some of the responsibilities, teachers owe a professional and ethical duty to their students, their organisations, their community and themselves to act as ethical role models, and take action to prevent, identify and/or penalise plagiarism.</p>	
<p>Judith Holdershaw & Philip Gendall, Massey University</p>	<p><i>Understanding and predicting human behaviour</i> [REFEREED PAPER]</p>	<p>Understanding and predicting human behaviour has been of particular interest to researchers for many years. Moreover, the assumption that knowledge of attitudes will help in the task of predicting human behaviour has formed the basis for much consumer and social research. Attitudes are assumed to play an important role in human behaviour theory as the crucial link between what people think and what they do. Ajzen and Fishbein's 1980 attitude-based questionnaire framework has been widely used for the purpose of predicting behaviour. However, despite much study and refinement, limitations still exist with both the application and the predictive ability of their approach. Labaw 1980 offers an alternative approach to predicting behaviour in which behavioural aspects of people's lives form the basis of questionnaire design. Although less widely operationalised and tested than Ajzen and Fishbein's approach, recent investigation found that Labaw's approach to predicting behaviour was equivalent in terms of predictive ability, and was superior from a survey research perspective. Thus, Labaw's behavioural approach presents a feasible</p>	<p>j.holdershaw@massey.ac.nz or p.gendall@massey.ac.nz</p>

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		alternative to attitudinal-based approaches to predicting behaviour.	
Julian Lambertin, Bond University	<i>Mere Projects or a Profession's Oath of Disclosure? An analysis of power and power structures of civic journalism [REFEREED PAPER]</i>	<p>This paper seeks to analyse the achievements of civic journalism in the light of a possible application within Australasia.</p> <p>Once the foremost guardians of the "fourth estate", journalists struggle. Newspapers have suffered from a significant loss in circulation and decreased public trust. Cross-media ownership, horizontal and vertical integration are increasing dangers for the effectiveness of media; especially the print branch. In the United States this shift in power has led to the civic journalism movement. At its core is the attempt to relocate journalism to its very roots. It calls for more orientation towards the public, seeing it as an active participator, source and audience for news stories. Stronger ties between journalists and the communities they work in are encouraged to regain accessibility for the reader and cover relevant issues in a meaningful way. Several civic journalism projects have been conducted and the movement has gained significant momentum within the last years. It has also attracted a huge amount of criticism though. Nonetheless it seems to be a promising tool to reinvigorate journalism. This holds especially true for countries like Australia or New Zealand, where the print media are predominantly owned by huge conglomerates (News Corp, Fairfax Group). However appealing civic journalism might seem; a closer analysis is necessary. The paper aims at accomplishing that by conducting a careful case study. It applies recent, mostly theoretical, criticism towards the featured high profile project to</p>	<p>Julian Lambertin Teaching Fellow School for Communication and Media, Bond University, Australia. jlambert@bond.edu.au</p>

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		<p>extract the movement's merits and mistakes. By combining the comprehensive literature and projecting it on a best practice example it provides a new, holistic perspective on the shortcomings of civic journalism. The paper concludes by providing a perspective for practitioners and scholars alike, including a recommendation for the possibility and sensibility of further civic journalism projects in Australia and New Zealand.</p>	
<p>Julie Dare, Edith Cowan University</p>	<p><i>Like mother, like daughter: Intergenerational media use for kin-keeping and connection</i> [REFEREED PAPER]</p>	<p>This paper reports on the preliminary findings of a research project being conducted in Western Australia which explores how women are using communication technologies to manage the challenges and transitions the midlife years can present. Whereas previous studies on the role of communication technologies in women's lives have tended to focus on women's use of specific technologies such as email or the telephone, this paper argues that a more authentic picture is revealed by recasting the focus to an examination of the practices and strategies women employ to manage one of the most dynamic and intimate of all relationships – that between a mother and her daughter. A large body of research indicates the mother/daughter bond is a unique and enduring element in many women's lives. While for previous generations this bond was maintained predominantly through face-to-face interactions, today women are able to draw on a range of mediated communication technologies as they strive to sustain this important connection. It is through an examination of the mother/daughter relationship, as expressed through the communicative practices of three of the women interviewed, that the role of multiple mediated communication technologies</p>	<p>Julie Dare PhD Candidate Edith Cowan University Faculty of Education and Arts School of Communications and Arts Bradford St Mount Lawley Western Australia +61 08 9227 7465 jsdare@ozemail.com.au</p>

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		in sustaining this critical connection is most clearly articulated.	
Kate Mirandilla, Joylene Chia, & Margaret Peters University of South Australia	<i>Decision making in the crisis cycle: The need for research and better understanding [REFEREED PAPER]</i>	<p>Decision making is critical and integral to effective organisational management. In pre-crisis or non-crisis modes, organisations operate under intricate environments, with reputations and relationships to sustain. Once a crisis occurs, the decision makers are expected to initiate choices/actions amidst the limitations inherent during the onset of the crisis. This paper is an introduction to a qualitative study of organisational crisis decision making of members of executive teams of organisations and communication managers who played critical decision making roles in several Australian crises. Rather than engaging in a study on how decision making should be carried out, our ongoing research aims to assess how the process is was done. The aim is to gain a better understanding of either the effective decision-making strategies or the conditions that may lead to such, at the onset of a crisis which may directly influence the overall crisis communication management activities of the organisation throughout the crisis cycle. This paper puts forward the rationale for the research, identifies some of the research gaps in the field, summarises key literature central to the study, and provides some preliminary findings: it is a work in progress.</p>	kate.mirandilla@unisa.edu.au , joy.chia@unisa.edu.au , OR margaret.peters@unisa.edu.a u
Kathy Waghorn, University of Auckland	<i>New places and architectural representation: muf and Koolhaas meet in The Generic City [REFEREED PAPER]</i>	<p>In his extended discussion of “the fate of place” Edward Casey differentiates between the architectural “disembodied site” and a more “embodied” and “densely qualified” notion of place Casey, 1998, p.204 . Architecture as a discipline has cultivated many modes of representation in order to make legible the locations or settings in which projects are formed. The</p>	Kathy Waghorn University of Auckland Senior Tutor, School of Architecture and Planning

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		<p>contemporary city, however, is no longer coherent as a set of geographical, spatial and legal information, and ceases to be formally readable, being part of a destabilised global flow of people, objects, capital, ideas, images . The task then, of making the place of architecture or architectural places visible in the contemporary city, becomes more complex, perhaps impossible. This paper discusses the theoretical and visual approaches to the representation of place by two practices Koolhaas/OMA/AMO and muf , acknowledging that such discursive forms as image making are powerful and persuasive in the setting of agendas for the design of the city.</p>	<p>National Institute of Creative Arts and Industries Private Bag 92019 Auckland, New Zealand p: 64 9 373 7599 x89150 e: k.waghorn@auckland.ac.nz</p>
<p>Kerry Green, University of South Australia, & Stephen Tanner, University of Wollongong, Australia</p>	<p><i>Representations of disability in the print news media</i></p>	<p>This study looks at representations of disability in Adelaide's daily newspaper, The Advertiser, over a constructed fortnight in 2007. The study analyses the dominant news values in play when disability issues are reported, the news frames implemented, positioning in the paper, positioning on the page, length of stories, pictorial accompaniment and typographical treatment. The study is limited to one metropolitan daily newspaper and is intended as a pilot for a wider study involving metropolitan, regional and suburban newspapers nationally. The study concludes disability and people with a disability are, first, invisible; a pilot study using variations of the keyword "disable" produced only 21 references from 1998 to the end of 2007. The study also demonstrated the issues were unlikely to be reported on the main news pages and were more likely to be "buried" as small items on the inside news pages. Exceptions occurred when news sources were depicted as "battlers" fighting heroically against overwhelming adversity; in</p>	<p>Prof Kerry Green Head of School of Education University of South Australia Magill Campus St Bernards RD Magill SA 5072 Australia Email: kerry.green@unisa.edu.au</p>

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		<p>such cases, the stories were likely to be accompanied by photos and to be placed more prominently towards the front of the paper. The study concludes, second, that the dominant news value is "novelty", indicating that the news media, despite often well-intentioned efforts to depict their news sources in positive ways, misunderstand the issues and environments involved. This study aims to improve academic and industry understanding of the reporting of disability and provide some guidance on industry practice.</p>	
<p>Kerry McCallum & Julie Posetti University of Canberra</p>	<p><i>Researching media reporting of diversity in Australia: Where has it taken us and where are we going?</i></p>	<p>This paper reports on twenty years of research about the way journalists report issues of cultural diversity and multiculturalism in Australia. We argue that despite consistent findings that systemic racism and racialisation of ethnic minorities are key features of Australian journalism, and recommendations of interventions in the form of media guidelines and academic training, there has been little change over time in media representation of this issue.</p> <p>The paper is part of the Australian government-funded, cross-institutional, 'Reporting Diversity' project, which is exploring several dimensions of Australian media coverage of multiculturalism and diversity. A major output from the project has been the online 'Reporting Diversity' bibliographical database www.reportingdiversity.org.au which represents a compilation of over 300 entries focussed primarily on Australian research or research relevant to Australian journalism practice and journalism education.</p> <p>The paper traces the development of academic research in this</p>	<p>Dr Kerry McCallum Lecturer University of Canberra IC140, College Street Bruce ACT 2600 Australia</p> <p>Email: kerry.mccallum@canberra.edu.au</p>

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		<p>field through a critical analysis of six paradigmatic research outputs. It describes the Australian social and political landscape in which diversity research has been carried out, identifying shifting government programs and political emphases. Research activity is frequently generated by mediated events or 'flashpoints', as well as the political discourses that act as drivers for change in the reporting and subsequent research about these themes. The institutionalisation of Australian government policies of multiculturalism promoted research activity during the 1980s and 1990s, but significant changes to government policy coincided with a decline in research activity focusing on multiculturalism. However, a number of mediated events or 'flashpoints' provided foci for research interest, including the election to Federal Parliament of the reactionary politician Pauline Hanson in 1996 and Howard Government's treatment of refugees during 2001. Research activity escalated once more following the September 11 terrorist attacks and their translation into policy and reporting of localized racial conflict.</p>	
Kevin Kepore, Robert Goddard & Colin Higgins, Massey University and Victoria	<i>The rhetoric and reality of Corporate Social Responsibility: a case study in the mining industry in Papua New Guinea [REFEREED PAPER]</i>	<p>Corporate Social Responsibility (CSR) is an elusive concept to those that desire to define and practice it. Many define it as business's concern for society that includes economic, legal, ethical and philanthropic consideration. However, there is no true consensus on what it should be or what it should encompass. Despite this, society is placing pressure on business to integrate the philosophy of CSR into their business strategies. This is none more evident than in the mining industry. Because of the mining industry's perceived impacts on</p>	Robert Goddard, Lecturer, Department of Management, Massey University, Private Bag 11 222, Palmerston North, New Zealand r.goddard@massey.ac.nz

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University, Melbourne		<p>the social, economic and environmental aspects of people's lives, opponents are placing mining companies under greater public scrutiny. A prime example of this is the Ok Tedi Mining Company (OTML) in Papua New Guinea (PNG). Indigenous communities have expressed concern for OTML's impact on their lives especially regarding pollution to the Ok Tedi and Fly Rivers.</p>	
<p>Leanne Glenny University of South Australia</p>	<p><i>Perceptions of power in government communication</i> [REFEREED PAPER]</p>	<p>Government communication is often viewed as something that the government 'does' to the public. Descriptions of the 'power' of the government in this sense are based on information dissemination models in which the government's resources to communicate far outweigh those of the public. The belief that government holds all the power in communication with the public is a simplistic perspective predicated on a sender-receiver model in which there are only two players: the government and the public.</p> <p>Two cases are explored in this paper in an attempt to uncover some of the various ways in which notions of power could be interpreted in the communication between the Australian Government and its wider publics. The two cases represent two very different types of interactions with the community, with one attempting to engage the public on an issue and the other managing the aftermath of the dissemination of incorrect information. Interviews with 13 public servants, journalists and advocacy group representatives, along with an examination of government documents, reveal different perceptions of power depending on the place of the individual in the communication process. Respondents in the interviews generally reflected on</p>	<p>leanne.glenny@unisa.edu.au</p>

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		<p>the power of others and their own lack of power, with some criticising others for not using the power they possessed.</p> <p>This paper argues that power in government communication is not necessarily an intrinsic element of a single entity, but a shifting, multifaceted network of relations in which power can take various forms. Assumptions that government controls all the information and that power is resource-based are limited and ignore the complexity of power relations.</p>	
<p>Linda Leung University of Technology, Sydney</p>	<p><i>Technology & power in immigration detention: Communicating fear in and about detained asylum seekers [REFEREED PAPER]</i></p>	<p>The paper examines how fear is communicated to refugees, asylum seekers, and the public through Australia's immigration policy and practice. Between 1992 and 1994, Australian law moved from permitting but not enforcing limited detention of asylum seekers, to a blanket policy of mandatory detention which, at one point, had up to 12,000 individuals in detention.</p> <p>The author argues that the deployment of technology is instrumental in conveying this fear, ranging from the technologies of containment, surveillance, and identification used in immigration detention centres IDCs to the prohibited access to information and communication technologies to detained asylum seekers. These practices suggest that the liberating possibilities of technology become a source of fear when available to those considered undeserving of such freedom.</p> <p>The strict regulation of detainees' use of technology, based on unwritten policies which allow access to certain kinds of media while prohibiting others, plays on the perceived dangers of new technology. Fear exists where there is the possibility of asylum</p>	<p>Dr Linda Leung Institute for Interactive Media & Learning University of Technology, Sydney Level 27, Tower Building 1, Broadway, NSW 2007, Australia T: +61 2 9514 1663 F: + 61 2 9514 1666 E: linda.leung@uts.edu.au</p>

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		<p>seekers creating their own space, and where systems and technologies of border control can be subverted. The fear of providing asylum seekers with access to technology emerges from tacit assumptions about the capacity for new technologies to facilitate borderlessness.</p> <p>The Australian context of asylum seeker administration sets up extreme dualisms between those who control policies and practices of technology use in immigration detention and those who are subject to/incarcerated by them. Such binary oppositions are intended to permit those who wield such technologies to generate fear in asylum seekers current and future , their supporters, and the wider public.</p>	
<p>Lucy Morieson, RMIT University, Australia</p>	<p><i>Positioning online newspapers within the existing news cycle: a case study using The Age online</i></p>	<p>It has been 10 years since traditional news outlets began the move into an online environment. Today, media organizations, whether broadcast or print, are expected to have an online equivalent. At first, the move was an effort to compete with the crop of online-only news outlets; but now, more than ever, it is a move made by media organisations in an effort to reinvent themselves and grow new audiences in as many mediums as possible. But what do you call a newspaper that you read on a screen, and which is updated constantly? Is it still a newspaper? We call these media objects 'online newspapers', but how does the online news site position itself in relation to its traditional equivalent and the broader media environment of its production and consumption? This paper will explore these questions, by setting up a model for analysis of the online newspaper's place in the media cycle. Through the close monitoring of the passage of news stories across different</p>	<p>Ms Lucy Morieson Postgrad Student RMIT University 301/225 Elizabeth Street Melbourne VIC 3000 Australia Email: lucy.morieson@rmit.edu.au</p>

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		media and over time, it is possible to position the online newspaper more accurately in relation to its online competitors, broadcast cousins, and its print equivalent.	
<p>Luke Strongman The Open Polytechnic of New Zealand</p>	<p><i>Sylvan leaves in Arcadia: A critique of the digital humanities</i> [REFEREED PAPER]</p>	<p>This article provides a critique of the emerging discipline of the digital humanities. Taking the form of a philosophical enquiry, the essay examines central issues that follow from the amalgamation of digital computing architecture with traditional humanities' methodologies. Using theoretical and literary analysis, the development of new disciplinary practices proposed by the binary combination of structural techne and semantic poetic contexts constituted by the digital humanities is problematised. The article points to ways in which developments in the digital humanities have the potential to revise and transform communicative practice within the discipline, as well as delineating the ethical-political features of disciplinary change.</p>	<p>Luke Strongman, PhD Lecturer in Humanities Research Facilitator, School of Information & Social Science The Open Polytechnic of New Zealand 86 Wyndrum Avenue Private Bag 31914 Lower Hutt DD: + 64 4 913 5936 Luke.Strongman@OpenPolytechnic.ac.nz</p>
<p>Marc Edge, Sam Houston State University</p>	<p><i>Bringing power to place: CanWest Global Communications versus foreign media ownership limits</i> [REFEREED PAPER]</p>	<p>CanWest Global Communications is an international media company based in Canada and controlled by a family of lawyers. Established with one television station in 1975, CanWest expanded across Canada over the next 15 years. In 1991, it took advantage of media ownership deregulation in New Zealand by acquiring and turning around the foundering TV3 network. The following year, it acquired 57.5 percent ownership of Australia's Network TEN, a holding well in excess of that country's 15 percent limit on foreign ownership of</p>	<p>Marc Edge Associate Professor Department of Mass Communication Sam Houston State University Huntsville, Texas, USA. mwe003@shsu.edu</p>

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		<p>television broadcasters. An ingenious arrangement, however, allowed CanWest to retain its majority ownership, but only after a 1995 inquiry by the Australian Broadcasting Authority cleared it. The ABA did order CanWest two years later to divest an additional 19 percent of TEN shares it subsequently acquired control over. CanWest's dealings in Australian media contributed in part to a long-running debate in Australia over foreign ownership limits that culminated with such restrictions being lifted in 2006. Political interference in their media holdings by the owning family in Canada should give cause for concern in Australia. A number of strong political positions, including fiscal conservatism, uncritical support for Israel, the abolition of public broadcasting, and neoliberalism generally have been promoted in their Canadian media holdings.</p>	
<p>Margie Comrie Massey University</p>	<p><i>Helengrad and other epithets: Aspects of Helen Clark's third term media coverage</i> [REFEREED PAPER]</p>	<p>As New Zealand's long-serving Prime Minister, Helen Clark, leads the Labour Party in its bid for an unprecedented fourth term in office, the nature of media coverage is crucial. This paper, while concentrating on Clark's current term, reviews her relationship with the media over two decades. It discusses the gendered nature of reportage that continues to dog Clark, despite international recognition of her leadership. The paper argues that an often subtle gender bias in the media portrayal of Clark puts her at a disadvantage in the upcoming political contest with a younger male opponent.</p>	<p>m.a.comrie@massey.ac.nz</p>
<p>Marianne Sison RMIT</p>	<p><i>Rethinking power and influence in public relations: A case of reluctant</i></p>	<p>Public relations practitioners have been ascribed to wield immense invisible power for 'manufacturing consent' Stauber & Rampton, 1995 or 'creating organizational culture' Cheney & Dionisopoulos, 1989 . And yet, practitioners perceive their</p>	<p>Marianne D. Sison, Ph.D., MPRIA Programs Director,</p>

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University	<i>Leadership?</i> [REFEREED PAPER]	power and influence are limited unless they are members of the dominant coalition. This paper confirms previous research that practitioners' access to and successful influence of the CEO and senior management bestow them an aura of power. This paper also shows that while practitioners perceive they exercise upward influence, they tend to resist extending their influence. This paper argues that practitioners' self-perceptions as compliance managers, rather than conscience leaders, constrain them from using their influence, thus denying them the opportunity to 'do the right thing' for their organisations.	Communication School of Applied Communication RMIT University GPO Box 2476V Melbourne, Victoria 3000, Australia Phone 613 9925 3127 Fax 613 639 1685
Marilyn Mitchell Bond University	<i>Conducting ethnographic research on language-like visual communication</i> [REFEREED PAPER]	This paper provides guidance to academics, new researchers, and practicing designers or business people on how to conduct ethnographic research on visual communications that are language-like in that they contain forms linked to specific meanings. The paper adapts Spradley's 1980 detailed steps for conducting ethnographic research to ethnography that is focused on visual communication. An argument is made that it is useful to employ linguistic frameworks in such research because the field of linguistics already has a well-developed theory base from which researchers can develop theory that is specific to visual communication.	mmitchel@staff.bond.edu.au
Mark Balnaves & Tom O'Regan,	<i>Constructing an Audience Ratings Convention</i> [REFEREED PAPER]	Broadcast ratings and survey forms of media research undertaken for advertisers, producers and broadcasters have been an integral part of our broadcast system for so long that it is difficult to see how much work had to go into constructing	m.balnaves@ecu.edu.au OR t.oregan@uq.edu.au

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Edith Cowan University & University of Queensland		them and then having them accepted and utilised by the different industry players. Early promoters of ratings and media survey research more generally had to 'invent' then sell the very concept of ratings and survey research to reluctant radio stations, advertisers and advertising agencies. This paper will examine how the new forms of knowledge and practices and techniques associated with the application of social survey research techniques became integral to the very management and orientation of the businesses associated with broadcasting.	
Mark Sheehan, Deakin University	<i>Implementing elements of Schon's reflective practitioner in an undergraduate public relations program [REFEREED PAPER]</i>	Abstract: While the internship unit in a public relations degree is often viewed as the foremost area of experiential learning it can fail to deliver significant learning outcomes for student and teacher. This paper explores the use of other activity-based learning ABL methods as implemented in the Deakin University public relations undergraduate degree. The paper applies Donald Schon's concept of the reflective practitioner to learning undertaken in an internship unit and compares this application to two other units where ABL is used and the focus is on creating a client-professional relationship. For the purpose of this paper information was analysed using the 2006 on-campus cohort only. The cohort was further refined to include those students who successfully completed the degree of BA in public relations. Student internship evaluation forms and unit records were viewed to gain statistical information.	mark.sheehan@deakin.edu.au
Mary Power, Bond University, Australia &	<i>Communicating with Deaf People about Communication</i>	Following previous research into deaf people's use of electronic communication technology SMS, TTY relay services, fax and e-mail ; Power & Power, 2004; Power, Power & Horstmanshof, 2007 we investigate the marketing and promotion of	Dr Mary Power Associate Professor Bond University

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Des Power, Griffith University, Australia	<i>Technology</i>	<p>communication technologies available to deaf people. Rogers' Diffusion of Technological Innovations model 2003 identified a "hardware" aspect i.e., the actual tools and materials of the technology and a "software" aspect i.e., the information individuals need to become aware of and use the technology . Rogers suggested that the software information significantly affected an individual's adoption decisions, a finding which is supported by Dutton & Helsper's 2007 research on internet usage. In a UK study of text communication Pilling & Barrett 2007 found that older deaf people relied more on deaf magazines than friends for information about CTs, while web pages for deaf people were used mostly by the middle aged.</p> <p>Rogers distinguishes between the influence of mass media and interpersonal channels of communication. This study explores mass media channels of influence and a later study will explore interpersonal channels.</p> <p>Accordingly, a content analysis Neuendorf, 2002; Miles & Huberman, 1984 of documents relating to the marketing and promotion of communication technologies from manufacturers'/providers'/designers' websites, product descriptions, advertisements, magazine articles and websites for deaf people was conducted to answer the following research questions:</p> <p>What information sources/types of information on these new communication technologies are available in Australia?</p> <p>How is this information presented, and is it targeted at certain groups of people, and if so, which groups?</p>	<p>Gold Coast QLD 4229 Australia Email: mpower@staff.bond.edu.au</p>

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		<p>To what extent is this information available to deaf people?</p> <p>We analysed material for informational content, language/terminology used, and the audience s targeted and conducted further analysis to determine whether they demonstrated Rogers' perceived attributes of innovations: Relative Advantage, Compatibility, Complexity, Trialability, and Observability as well as Perceived Usefulness and Perceived Ease-of-Use from the Technology Acceptance Model of Davis 1989 .</p>	
<p>Mary Power, Marilyn Mitchell, Bond University, Australia, & Wayne Murphy, Queensland University of Technology, Australia</p>	<p><i>Expanding the Corporate Communication Curricula in Australia and New Zealand</i></p>	<p>Corporate communication is a field which concentrates on the social and cognitive areas of communication sought after in large and small business and government settings. As well as familiar subject content areas such as Interpersonal Communication, Intercultural Communication, and Organisational Communication at Bond University, the Corporate Communication major includes subjects such as Gender Communication, Communication Training and Consultancy, Intercultural and Diversity Training, Political Communication, Communication and Shared Leadership in Groups and Teams, Attitudes Persuasion Leadership and Conformity, Corporate and Community Conflict Resolution, Workplace Relations Career Planning and Portfolio Development. The paper further investigates the provision of similar subjects at Queensland University of Technology and at other Australian and New Zealand universities. The paper explores the rationale behind the development of such a specialisation, describes curriculum development, and provides</p>	<p>Dr Mary Power Associate Professor Bond University Gold Coast QLD 4229 Australia Email: mpower@staff.bond.edu.au</p>

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		<p>opportunities for academics to access and share curriculum in the area. Further it investigates student interest and reaction to the content matter investigated in each area. The aim of this paper is to develop networks, dialogue and connections between members of ANZCA who are developing curricula in similar areas, to share ideas about research and to develop allied subjects which can be included in the field of study.</p>	
<p>Maureen Burns University of Queensland, Australia</p>	<p><i>Unrealised Productions - a Case Study</i></p>	<p>Even more than other industries in Australia, the film and television industries rely for their few successes on a very high failure rate – most obviously at the pre-pre production stage - but also at later stages. There are always many more projects in development than will ever be realised in the cinema. Yet the histories of most of these unrealised productions remain unwritten. Many projects are unrealised because they are simply of poor quality – and these are of little interest to the present discussion. Others, however, have every predictor of success– a well written script, a talented and experienced production team, perhaps even a well known cast – and yet their fruition is retarded or even prevented by any number of interactions between power and place in the Australian film industry. This paper offers a case study of one such unrealised production.</p>	<p>Dr Maureen Burns Lecturer Cultural and Media Studies The University of Queensland St Lucia QLD 4072 Australia Email: m.burns2@uq.edu.au</p>
<p>Maureen Syn Faculty of International Studies at</p>	<p><i>The power of the programme: TV programme involvement and ad viewing behaviour</i></p>	<p>This paper reports a study that examined the relationship between audience involvement with particular TV programmes and the degree of attention paid to the advertisements. An in-home video-recording device was used to collect 'live' recordings of individuals as they watched television. Using a</p>	<p>Maureen Syn: MSyn@ipc.ac.nz Mike Brennan: M.brennan@massey.ac.nz</p>

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the International Pacific College & Mike Brennan Massey University	<i>[REFEREED PAPER]</i>	frame-by-frame analysis, the proportion of time each individual had 'eyes-on-screen' was measured for different types of programmes eg, high or low involvement and their associated ads. Building on the positive theory of programme involvement, it was hypothesised that participants would spend a larger proportion of their time looking at the screen during high involvement programmes than during low impact programmes. However, ad-viewing behaviour varied in an unpredictable way for different programmes, with level of attention to ads seemingly unrelated to programme involvement. Of note is the finding that the level of attention to ads was also unrelated to the amount of 'presence' during the ad breaks, that is, the proportion of the audience who remained in the room while the ads were on. The finding that a smaller presence during ad breaks can be associated with a higher proportion of attentive ad viewers among those who remain present is of particular relevance to advertisers.	
Melanie James University of Newcastle	<i>The reading journal blog assessment task: Public relations students' perceptions</i> <i>[REFEREED PAPER]</i>	In 2007, a new assessment task, a reading journal blog, was introduced to undergraduate public relations courses. It was designed to address two challenges, firstly to encourage student engagement with the required set course readings to facilitate student learning and secondly to equip students with the technical skills of blogging. Reading to learn has long been a feature of higher education Guthrie, 1982, cited in Maclellan, 1997 . The first challenge was to increase students' compliance with required readings as this plays "an important role in classroom dynamics as well as individual achievement" Burchfield & Sappington, 2000, p.59 . The second challenge	Melanie.James@newcastle.edu.au Telephone: +61 2 4985 4520

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		<p>arose from recent academic literature in the communication discipline indicating that public relations graduates will need to be able to set up, maintain and contribute to blogs and make decisions about whether such tactics should be adopted in campaigns Alexander, 2004; McAllister and Taylor, 2007 . In this paper the context and design of the assessment task and the results of a student survey are presented. There is evidence suggesting that this type of assessment task increases student engagement with required course reading; that the assessment task could have wider application than in public relations courses and, that it facilitates the development of students' technical skills in blogging. In presenting the research findings, suggested ways to further develop the assessment task are put forward.</p>	
<p>Meredith Marra, Bernadette Vine & Janet Holmes Victoria University of Wellington</p>	<p><i>Heroes, fathers and good mates: Leadership styles of men at work</i> [REFEREED PAPER]</p>	<p>The perception of leaders as normatively masculine has been justifiably critiqued, and the single aspirational 'hero' figure has been challenged in favour of advocating for transformational and authentic leaders. The importance of communication skills to effective leadership practice is also well recognised in the leadership literature. To date, however, there is little empirical investigation of how effective leaders communicate in their organisational contexts. The emerging tradition of discursive leadership is a positive step towards discovering how the concepts of abstract academic discussions are manifest in action. As discourse analysts we welcome a closer focus on everyday leadership practices to explore the theory-practice divide and to provide justification for both new models and existing critiques.</p>	<p>Meredith Marra, School of Linguistics & Applied Language Studies, Victoria University of Wellington, P.O.Box 600, Wellington 6140, New Zealand. Tel 64 4 463 5636 Fax 64 4 463 5604 Meredith.Marra@vuw.ac.nz</p>

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		<p>Using a discursive approach to leadership, one obvious source of critique for the ubiquitous masculine hero leader is to consider how effective feminine styles of leadership are enacted in talk. Earlier research proposed labels for a range of feminine styles based on extensive analysis of workplace recordings – the queen, the mother, the battleaxe. Male leaders in our data set also seem to instantiate broad categories. As a complementary analysis to our earlier research, this paper considers a range of socially acceptable roles for male leaders – the hero, the father and the good mate. These styles emerge from the practices of leaders in a range of New Zealand workplaces and will be illustrated by extracts of naturally occurring interactions. By identifying features which characterise a range of leadership styles we provide empirical support for the claim that there are many different ways of enacting effective leadership.</p>	
<p>Mia Stephens, University of South Australia</p>	<p><i>How is a truck assembly line like a green roof?</i> [REFEREED PAPER]</p>	<p>How does the Ford company communicate environmental responsibility and where does the Rouge truck factory greenroof fit in to this meaning-making? These organisational communication questions arise in a framework of environmental communication in two senses. These are the organisation's environmental reporting and its communication about the environment. However a third sense leads to more intricate observations about the relation of the organisation with the wider society in meaning-making about environmental responsibility. Linguistic ethnography provided a raft of theoretical positions sourced from conversational analysis and linguistic pragmatics, including Halliday's framework of field,</p>	<p>Dr Mia Stephens School of Communication University of South Australia St Bernards Rd Magill 5072 South Australia Email: mia.stephens@unisa.edu.au</p>

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		<p>tenor and mode to examine spoken language fragments in context and to encourage the linking of the tour guide misunderstandings to a paradigm of innovation and efficiency which restored relevance and thereby enabled understanding of the interactions. Ford maps practical ideas for environmental responsibility into a widely accepted paradigm of efficient production, via a trope of freedom and innovation. The greenroom is a text which rests its meaning-making on the implication that environmental problems can be mitigated through innovation to address efficiency. The greenroom is a biological machine in the process line.</p>	
<p>Michael Barker Griffith University</p>	<p><i>Social engineering, progressive media, and William Benton</i> [REFEREED PAPER]</p>	<p>In the recent past, the start-up costs for launching new media ventures have often been prohibitively high. While these costs have come down with some technological advances, creating an attractive, professional-looking media product is still not cheap. Thus, major liberal 'progressive' philanthropists play an important role in providing new media groups with initial start-up costs, while also helping to sustain the operations of many progressive media outlets over the course of many years, and also providing vital funding for upgrading or expanding numerous outlets and activities. This funding is not without its problems, and in the past few years, the number of critical scholars and activists writing about the arguably antidemocratic practices of liberal foundations has grown rapidly, and there is now a blossoming literature exposing the manipulative funding strategies of these highly influential philanthropists. Yet while few would dispute the importance of money to progressive social movements and their associated media outlets, it is</p>	<p>Michael Barker, Griffith School of Environment, Griffith University, Nathan Campus, Brisbane QLD 4111, Michael.J.Barker@Griffith.edu.au</p>

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		<p>interesting to note that very few academics have given this subject serious thought. Therefore, this paper introduces the work of the Benton Foundation, a relatively small liberal foundation that has played an important agenda-setting role for liberal foundations supporting progressive media groups particularly since the early 1980s . In an attempt to understand the contemporary role of this Foundation, this article provides a detailed examination of the life and work of its founder, William Benton.</p>	
<p>Michael Barker, Griffith University</p>	<p><i>The Soros media 'empire': The power of philanthropy to engineer consent</i> [REFEREED PAPER]</p>	<p>Recent critical scholarship has drawn attention to the antidemocratic influence of conservative philanthropists on the evolution of global media systems, but few media researchers have focused on the similarly antidemocratic trends that have resulted from the influence of Left-leaning capitalist funders. In fact, some commentators, recognizing the successful ideological cohesion of the Right's media strategies, have instead of calling for a democratic alternative, simply suggested that progressives should attempt to emulate the Right's antidemocratic strategizing: indeed while many people may think that the pro-free market doctrine of Right-leaning philanthropoids may receive better funding than liberal 'progressive' foundations this is not necessarily the case. Instead, the Right has simply acted with more cohesion, and consciously worked at influencing policy makers and politicians at an ideological level, while the Left has adopted a more haphazard reactive approach to tempering the excesses of our capitalist society. In most cases researchers have also tended to assume that liberal funders have only had noble progressive intentions to strengthen</p>	<p>Michael Barker, Griffith School of Environment, Griffith University, Nathan Campus, Brisbane QLD 4111, Michael.J.Barker@Griffith.edu.au</p>

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		<p>democracy, and while this may be true to a point, this paper will demonstrate that this charity is ultimately given to sustain capitalism albeit a less harsh version compared with that proposed by their fellow Right-wing philanthropists . Using the example of George Soros' philanthropic foundations—the best known one being his Open Society Institute—which at one point were distributing some \$500 million a year to ostensibly progressive causes, this paper will highlight Soros' involvement in creating and/or sustaining 'independent' media outlets worldwide. This paper will provide a brief sketch of the contours of Soros' global media empire, which unlike Rupert Murdoch's, is barely mentioned let alone criticized by communications researchers. It is hoped that by delineating Soros' massive yet so far undocumented impact on global media, critical scholars will begin to think more seriously about how alternative, more democratic media systems might be launched and sustained.</p>	
<p>Michael Galvin University of South Australia</p>	<p><i>Power and place, nodes and networks: Reflections on the status of postcolonial Malacca [REFEREED PAPER]</i></p>	<p>This paper discusses Malacca Melaka as a certain kind of place or node located within a certain type of global and national power network. Malacca's identity and status within the current global cultural economy as a tourist attraction in Malaysia is analysed critically. In particular, a number of specific examples will be discussed, all of which relate to the city's self-identification as a heritage site of global touristic significance. As heritage symbols, artefacts, and even experiences, merge with what is termed in this paper as "heritage effects", the value of heritage as such is problematised, and the potential competition from other nodes or sites such as Singapore is</p>	<p>Michael Galvin PhD Associate Professor of Communication School of Communication University of South Australia Email: Michael.Galvin@unisa.edu.au</p>

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		<p>increased. These conclusions are reached in the context of perspectives derived from theorists such as David Harvey on globalisation's impact on heritage tourism and the commodification of events and sites, and Arjun Appadurai's account of disjunctures and differences in global cultural flows.</p>	
<p>Michèle Schoenberger-Orgad & Olivia Beattie, The University of Waikato</p>	<p><i>Communicating place: Creativity, identity and cultural wellbeing</i></p>	<p>Cities in New Zealand are striving for the economic and cultural wellbeing of their citizens in line with Government initiatives in national identity and economic transformation. Hamilton is the fastest growing metropolitan city in New Zealand and the local authority has proposed a Creativity and Identity Framework as part of its Annual Plan. This framework aims to provide guidelines for future development for a "distinctly Hamilton" image which throws off the well-worn image of the "cow-town" and attempts to bring it closer to the "wow-town". This paper discusses the issues faced by Hamilton in creating a succinct identity and attracting and developing creative talent. It uses the concepts of cultural wellbeing and cultural sustainability to illustrate how Hamilton is approaching these challenges and how it is using public relations to keep citizens informed and involved in the process. It argues that a city's identity is contingent on its cultural wellbeing and its ability to attract new creative talent to the city in order for it to prosper and develop economically. This paper presents research data on four creative industries which contribute to creativity and identity in Hamilton: science, technology and innovation, which traditionally has been, and still is, at the heart of Hamilton's creative and economic growth; designer fashion, which is a growing creative industry in Hamilton; public spaces which</p>	<p>Dr Michele Schoenberger-Orgad Senior Lecturer University of Waikato Private Bag 3105 Hamilton 3240 New Zealand Email: morgad@waikato.ac.nz</p>

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		provide a strong sense of identity in a city; and museums and art galleries which create, modify and reinforce the identity of a community.	
Mingjing Chen & Denis Cryle Central Queensland University	<i>Beijing in preparation for the 2008 Olympics: A study of newspaper content and themes in the People's Daily [REFEREED PAPER]</i>	<p>This study systematically analyses coverage by the <i>People's Daily</i> of the Olympics in the lead-up to the Beijing 2008 Games, as part of a wider study of perceptions and journalistic practices in China. Using a quantitative approach, the paper focuses on the preparatory phase of the Beijing Olympics in order to identify reporting trends across a range of content categories.</p> <p>While this study confirms the centrality of Beijing as the dominant site of influence and prestige in the context of the forthcoming Olympics, it also identifies a complementary shift in coverage towards other parts of China, as a conscious means of fostering national unity and promoting traditional culture in the lead-up to the 2008 Games.</p>	<p>Professor Denis Cryle Faculty of Arts, Humanities and Education Central Queensland University Rockhampton campus Rockhampton Q4702 Email: d.cryle@cqu.edu.au</p>
Mingsheng Li Massey University	<i>Keeping them safe: A review of Chinese students' safety issues in New Zealand [REFEREED PAPER]</i>	<p>The export education industry has become the fourth biggest industry in New Zealand, although currently the industry is experiencing difficulties with a decline in the number of Chinese students choosing New Zealand as their educational destination. Safety is believed to be one of the most important contributing factors in this decline. This paper reviews news reports, research articles, and government documents, published in print or online in China and New Zealand, to highlight and discuss some significant safety issues facing Chinese students in New Zealand, including the risks of Chinese students as victims and perpetrators in gang-related crimes, their involvement in drug dealings and problem gambling,</p>	<p>Ming Li Department of Communication, Journalism and Marketing Massey University, Wellington New Zealand Email: M.S.Li@massey.ac.nz</p>

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		<p>sexual health problems, road safety, and racial discrimination. The paper concludes that multiple factors may have contributed to these problems, the solution of which requires the host institutions' moral obligations and the support of the receiving community to ensure Chinese students' welfare and safety. Finally, the paper suggests that host institutions offer a safety educational programme to raise the awareness of Chinese students' safety and security.</p>	
<p>Nahid Kabir & Lelia Green Edith Cowan University</p>	<p><i>What the British papers said on the second anniversary of the London bombing [REFEREED PAPER]</i></p>	<p>In our previous refereed ANZCA conference paper, presented in July 2007, we discussed what the British newspapers four British broadsheets and four tabloids said on the first anniversary of the London bombings. We discussed the pattern of reporting, whether it was "nationalistic", and whether it was "discriminatory". In this paper we examine the same newspapers and evaluate how they reported on the second anniversary of London bombing and what that says about the continuing development of the British response to this terrorist attack. In this paper we take our argument beyond perceptions of "nationalistic" and "discriminatory" to raise the issue of whether such coverage can be construed as inspiring terrorists to commit more violence for media publicity.</p>	<p>Email: n.kabir@ecu.edu.au OR l.green@ecu.edu.au</p>
<p>Naomi Pocock, Cheryl Cockburn-Wootten & Prue Holmes, The</p>	<p><i>Interviewing significant others in interpersonal communication research: An epistemological</i></p>	<p>Our relationship with significant others influences our self and social perceptions. In particular, significant others impact the repatriation experience, as the perceived acceptance by significant others influences the returnee's sense of belonging. Therefore, considering the perspective of significant others is important within interpersonal communication research. Repatriation, as the return to one's country of origin following</p>	<p>Mrs Naomi Pocock Doctoral Student University of Waikato Private Bag 3105 Hamilton 3240</p>

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University of Waikato	<i>reflection</i>	<p>an extended sojourn abroad, comprises a transition through shock, recoil, adjustment, and adaptation. Repatriation challenges returnees' sense of identity, culture, and belongingness in the world. Significant others play an important role in returnees' self identity, the way they communicate with others, and their comfort and familiarity in the 'home' environment. However, few studies in interpersonal communication qualitatively capture the perspective of significant others. While the larger study aims to conceptualise 'home' for returnees from long-term travel, this paper reflects on an epistemology that foregrounds significant others' perspectives in understanding the repatriation experience of returnees.</p> <p>Through initial interviews with returnees, significant others were identified as having influenced their repatriation experience. Conversational interviews were used to uncover insights into in-depth thoughts and feelings of significant others. The objective of these interviews was not to corroborate the returnee's story, but to find new ways of understanding the repatriation experience.</p> <p>Three key findings emerged: That non-travellers offer a converse perspective of repatriation rarely captured in interpersonal communication studies; that significant others struggled to represent the returnee's experience, unless they had previously undergone repatriation themselves; and that in attempting to understand the returnee's experience, significant others compared returnees' experiences with their own, often more geographically limited, life experiences.</p>	<p>New Zealand</p> <p>Email: njw3@waikato.ac.nz</p>

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		Overall, an approach that foregrounds the voice of significant others provides a new and important perspective to understanding the wider repatriation experience. Such an approach may, therefore, suit other interpersonal communication agendas.	
Nicholas Carah University of Queensland	<i>"Fake or real!?!? Have your say!!!": Negotiating authenticity on Australian Idol [REFEREED PAPER]</i>	<i>Australian Idol</i> performers and judges negotiate concepts of the real and the fake. Their exchanges encompass the tense interface between pure music ideals and commercial market imperatives. This paper examines three potential Idols from 2005, 2006 and 2007. Each provides a unique example of these authenticity negotiations; Lee Harding demonstrates how Idol protects its strategic apparatus by carefully exposing it, Bobby Flynn is held out of an example of Idol's use of real artists as a channel to authentic culture, and Tarisai Vushe illustrates how the Idol judges set out to defend Idol as a real and authentic cultural space. By exploring these three significant moments from Idol, this paper sets out to illustrate how potential Idols are mobilised to authenticate Idol as a strategic brandscape, which produces both corporate brands that is, capital and popular music culture.	Nicholas Carah, of Journalism and Communication, University of Queensland. Email: n.carah@uq.edu.au
Owen Hargie, Hildfrid Brataas & Sigrid Thorsnes, University of	<i>An Analysis of Goal-directed Communications between Nurses and Patients at Cancer Clinics in Norway</i>	The quality of communication between nurses and patients is a pivotal dimension in the delivery of effective care. However, one aspect that has received little investigation is the nature of goal-related communications between patient and nurse. At cancer outpatient clinics in Central Norway, cancer nurses have planned conversations with patients and relatives as a follow-up after initial patient-physician conversations concerning	Prof Owen Hargie Professor University of Ulster Jordanstown Newtownabbey

Author(s)	Title	Abstract	Nominated Author Contact Details
Ulster, Northern Ireland		<p>diagnoses and proposed medical treatments. To date, little research has been carried out into what actually occurs during these patient-nurse conversations, and so this research was timely. Eight naturally occurring nurse-patient consultations were audio recorded in two clinics, and the patients and nurses involved in the interactions were interviewed immediately following these consultations. The data from these three sources was then content analysed for recurring conversational themes and goals. The study examines the processes involved in the actual consultations, and relates these to the perceptions of nurses and patients as gleaned from the interviews. Results from this three-part study provide insights that inform nursing practice and cancer nurse education. They illustrate that more attention needs to be devoted in nurse education and training to goal-related communications and patients' meaning constructions. Patients' preconceptions, both of the role of the nurse and of the patient's contribution to agenda-setting in the consultation, also provide challenges for nursing practice. It is concluded that there is a need for tailored educational and counselling methods designed to guide nurses' approaches to and goals of outpatient-nurse conversations.</p>	<p>Northern Ireland BT37 0QB United Kingdom Email: odw.hargie@ulster.ac.uk</p>
Paul Dryden, PRINZ	<p><i>Public Relations' Key Competencies for the 21st Century: The View From Industry</i></p>	<p>What are those graduates actually going to do in the "real world"? Recent research undertaken by PRINZ reveals the personal attributes and the competencies required to be a good public relations or communications management practitioner. PRINZ Executive Director, Paul Dryden will give an overview of this ground breaking research project.</p>	<p>Paul Dryden, PRINZ Executive Director T. +64 9 358 9808 / M. 021 439 924 / F. +64 9 357 6619 E. paul_dryden@prinze.org.nz www.prinze.org.nz</p>

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Peter Collingwood	<i>The re-structuring of Australian radio, 1975-2000: public sphere infrastructure in two capital cities [REFEREED PAPER]</i>	The radical depletion of radio's public sphere capacity which accompanied media deregulation in the 1990s has most often been examined in small town settings. There, local news, information and discussion were typically replaced by cheap networked programmes, especially partisan talk. City radio, on the other hand, is almost ignored, encouraging the assumption that it is rich and diverse. Taking talkback as a case study, this paper examines the changing public sphere capacity of radio in Australia's two largest markets, Sydney and Melbourne, over the last quarter of the 20th Century. In the context of large structural changes to the industry, and in spite of the social/cultural enrichment provided by the many newly licensed community radio stations, the paper argues that de-regulation of the dominant commercial sector seriously weakened radio's public sphere capacity. However, local ethical traditions and practices mediated these effects differently.	p.collingwood@unimelb.edu.au
Qiu Hongfeng & Anne Dunn Zhejiang University of Media & Communications, China, & University of Sydney, Australia	<i>Policy agenda-setting of the public on local government in the new media era and Chinese context: A case study [REFEREED PAPER]</i>	The study uses content analysis on an anti-PX project event happened in a Chinese city of Xiamen last year to explore whether and how, if any, the local residents can set policy agenda at three different levels on the local government by virtue of new media. The study also distinguishes the different roles endemic traditional media and local traditional media played in this process under contemporary Chinese media system. The study draws conclusions that a mobile phone short message, online forums and endemic traditional media played central roles in setting policy agenda on the local government at the first level; endemic traditional media and online forums contributed to the transfer of framing effects to the local	Qiu Hongfeng hqiu0172@mail.usyd.edu.au Anne Dunn, anne.dunn@arts.usyd.edu.au

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		government; However, ecdemic traditional media and online media can not solely impose the priming effects on the local government; the changed national environment policy and the new mechanism to appraise government officials might be the underlying determinants of the framing effects.	
Ralph Bathurst & Naseem Rahman Massey University	<i>ICT platform change and its impact on organisational communication</i> [REFEREED PAPER]	In this paper we present a pilot study which examines the impact of changing a computer-mediated student management system SMS in a New Zealand secondary school on its communication practices. We discovered that staff involved in enacting the changes relied on internal and external informal networks to support the process. Further, we identify that the ability to return to the status quo should the change fail, paradoxically enabled the College to successfully embed the new system.	Ralph Bathurst Department of Management and International Business Massey University, Albany campus Private Bag 102904 North Shore, MSC Auckland, NEW ZEALAND Email: R.Bathurst@massey.ac.nz Phone: +649 443-9799, ext. 9570 Naseem Rahman Department of Management and International Business Massey University, Albany campus Private Bag 102904

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			North Shore, MSC Auckland, NEW ZEALAND
Rowan Wilken & John Sinclair University of Melbourne	<i>Contests of Power and Place: Advertising and the 'Complicated Mobile Phone Ecosystem'</i> [REFEREED PAPER]	Mobile media, especially mobile cell phones, are now seen and heard everywhere, forming an intrinsic part of the daily lives and habits of billions of people worldwide. Curiously, despite this wide diffusion and remarkable rate of adoption, as an advertising platform the cell phone is, in the words of one commentator, still very much "a mass medium waiting for the kiss of life". This paper examines why this is the case, by exploring the 'complicated mobile phone ecosystem' and, in particular, the convoluted and at times tense relationship between the mobile operators, content providers, advertisers, handset manufacturers, and other commercial interests. It also examines the role of 3G technology in reshaping these relationships, and the importance of place for marketers' visions of 3G-enabled mobile advertising.	Rowan Wilken and John Sinclair The Australian Centre, The University of Melbourne, 137 Barry Street, Carlton, Victoria 3053, Australia. Email: rwilken@unimelb.edu.au or j.sinclair@unimelb.edu.au
Ruth Zanker The New Zealand Broadcasting School	<i>What is 'media literacy'?: Personal reflections of a guerrilla TV survivor</i>	I begin with my own short version of what Sue Turnbull calls her *auto-ethnography* about *Teaching the Revolution* 2006:181 . This is designed to uncover and reinvestigate some of my older motivations for working in the field of cultural studies. This archaeology, I hope, will enable me to map what cultural studies has contributed to my teaching practice and research, as well as where tensions exist in my everyday collaborative work in a highly applied Broadcasting School. I do this in order to then reflect on two debates addressing quite different audiences:	Dr Ruth Zanker Lecturer NZ Broadcasting School CPIT P O Box 540 Christchurch 8140 New Zealand Email: zankerr@cpit.ac.nz

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		<p>1. A cultural studies audience of *double dipping intellectuals* who can appreciate both popular culture and high theory: in order to frame a current personal exploration of battles in cultural and media studies about *power* and the ways that critical media literacy have been framed.</p> <p>2. Policy audiences interested in *Media Literacy*. In order to critique the evolution of a new administrative and governmental colonization of terms like media literacy shaped by the political economy of neo-liberalism: globalising, technological determinist and post- fordist worlds of work.</p> <p>I choose to discuss this in a non-peer reviewed stream in order to speculate and explore issues with peers in an open and free forum prior to writing a full paper on the matter.</p> <p>The paper is based on a premise that it is important that cultural and media scholars engage with each new institutionalized challenge to critical media education. It can be argued that we have never NOT been engaged in battles with institutional needs and their normalising processes. But these battles are shifting to new ground in policy documents in 2008 reviews of digital strategy and media regulation.</p>	
Sally Athanassiou, Aparna Hebbani, Alexander Sawtell,	<i>An exploratory study of sexual imagery in Australian magazine advertising</i> [REFEREED PAPER]	This exploratory student research examines advertising trends in Australia's top four selling men's and women's magazines. The key questions addressed in this study were: a Are there any trends between the types of product advertised and the relative use of the male or female form to help sell the image, and b What degree of sexual explicitness will advertisers in this	Ms Sally Athanassiou, email s4079992@student.uq.edu.au School of Journalism & Communication University of Queensland

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Edwin Kefford, & Samuel Stacey, University of Queensland		<p>genre use to achieve their goal.</p> <p>This study created a research methodology to quantitatively measure the sexualised content of each publication. Comparisons were then made based on these findings. It was found that sexual content was the most prolific form of product advertising across both men's and women's magazines. It also found certain products and demographics can influence where such sexualised imagery occurs, allowing researchers to theorise why this was the case. The analysis provides conclusive quantitative evidence about how, where and possibly why sex is sold to consumers. It also presents a comparison of these trends with regards to both publications and audience gender. Patterns in the use of sexualised messages and the category of product being advertised are also identified.</p> <p>Researchers conclude by exploring possible reasons for the occurrence of these messages, with the aim of bolstering research about sex in the mass media.</p>	
Sally Hollis-McLeod, Manukau School of Visual Arts	<i>Powertools. The best way to get into those hard-to-reach visuals [REFEREED PAPER]</i>	Acceptance of ideologically charged images in western advertising's representation of women (notably in fashion, underwear and perfume), demonstrates that woman is still an object, and still regarded with the voyeur's gaze. However, there has been a shift: no longer is it only the male as voyeur – women have been forced to the keyhole. Since the Feminist protest against woman as objects, beginning in the 1970s, visual constructions have become eroticised in raw ways: sex, violence and death firmly linked in fashion; unlikely details of daily life charged with sexual meanings; and new stereotypes	Email: Sally.Hollis-McLeod@manukau.ac.nz Tel: 09 376 6989

Author(s)	Title	Abstract	Nominated Author Contact Details
		<p>that reinforce sexual division in a visual code.</p> <p>Where lies the power here? Not with young women, despite what they may believe, as the “standardised visual images” they are shaped by (Bordo, 1989, p. 17) are not recognised as such; nor does it lie with men, bewildered by slippage between fantasy-reality and reality. Does it lie with the producers and their cohorts for whom the ‘sex sells’ mantra allows cynical fantasies with no maturity of contextual understanding? Or with profit-makers desperate for an ‘edge’?</p> <p>The generation that we observe coping with explicit imagery is one Bordo (1997) signalled as growing up in an image-dominated culture. Is it enough to believe in equality and to have been taught to recognise that there are distorted messages in advertising? In a world of visual production in which there is presupposed a Critical Reader, is it enough to assume constant and effective deployment of critical filters even by 12 year olds?</p> <p>Everyone is capable of seizing power by identifying transgressive advertising. Analysing, using powerful tools specifically developed to critique visual representations and persuasive devices, is a method that Leitch (2001) defines as a means for resistance, where decoding such messages enables audiences to think resistantly about their lives. Engagement with visual analysis enables the Critical Reader. For this task, the author demonstrates a unique set of analytical tools; drawing from visual rhetoric, feminist critique and social semiotics. A powertool set, revealing methods of visual</p>	

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		persuasion.	
Scott Rickard, Monash University, Australia	<i>'Ageing in place'. The mobile phone as a transitional object for older adults</i>	<p>In this paper focus is placed on exploring the ways in which the mobile phone acts as a transitional object within the context of family at different life-stages, particularly later life. Life-stage offers its own unique lens through which to view mobile phone adoption and usage. It's a complex combination which changes over time. It relates to an individual's age, role within family, and their personal affinity and response with technology at a particular snapshot in time. This paper suggests that there is a link between the way in which each generation adopts and uses the mobile phone and their life-stage rather than the more simplistic view offered by some of generation related to age.</p> <p>Older adults in particular have different needs to youth and yet using the mobile to keep connected with family is a commonality. Drawing on a small number of interviews from a larger study, this paper begins to explore emerging evidence of older adults' acceptance of mobile telephony in their day to day lives. In contrast to youth, older adults 'age in place' keeping connected to family from their own space, whereas youth venture away from home into new spaces and use the phone to keep connected with family at home space .</p>	<p>Ms Scott Rickard PhD Student Monash University National Centre For Australian Studies Murrumbeena VIC 3163 Australia Email: scott.rickard@arts.monash.edu.au</p>
Sean Phelan Massey University	<i>Democracy, the academic field and the New Zealand journalistic habitus</i>	The relationship between journalism and the academy, especially the social sciences and humanities, is often fraught. Any mention of the word, 'theory', is only likely to exacerbate these tensions, since it often signifies, most clearly, the division between both identities. Drawing mainly on the social theory of Pierre Bourdieu, this paper considers, with particular empirical	Dr Sean Phelan Lecturer Massey University Wellington

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		<p>reference to the New Zealand context, the often antagonistic relationship between the 'journalistic field' and the 'academic field'. I examine how academic identities are sometimes 'fantasmatically' Glynos and Howarth, 2007 represented in journalistic discourse and explore the contradictions between journalism's official commitment to democratic values and the desire of at least some journalists to silence or lampoon academic voices, or insist that theoretical reflection is somehow incompatible with 'good' journalism. The articulation of particular journalistic identities is contextualised with reference to the more 'objective' logic of the New Zealand journalistic field and, in particular, the structuring of its concrete relationship with the academic field through journalism education programmes. Although the culturally sedimented practices precluding the possibility of a different inter-field dynamic are considerable, I conclude by 'visualising' an alternative relationship, one constituted, on all sides, by what Williams Connolly characterises as a properly democratic ethos of 'agonistic respect' across difference.</p>	<p>New Zealand Email: s.phelan@massey.ac.nz</p>
<p>Shangying Yang, Zhongkai University of Agriculture & Engineering, China</p>	<p><i>Chinese enterprises against spiritual crisis of corporate culture</i></p>	<p>In the 21st century, globalization has greatly deepened the competition in the national or international business world as well. With fully involvement into WTO and confronting with so many international competitors, Chinese enterprises have to refresh their concept and establish their new orientation strategy in order to attain and maintain their sustainable development. Their company image, in which their corporate culture plays a key role, illuminates their essential spiritual target.</p>	<p>Miss Shangying Yang Lecturer Zhongkai University of Agriculture and Engineering 24#, Dongsha Street, Fangzhi Road Haizhu District</p>

Author(s)	Title	Abstract	Nominated Author Contact Details
		<p>The corporate culture of every enterprise has its own development stages or processes, but it has to serve its own target and strategy for the sake of long-term development. Acting as “knowledge capital” in the knowledge-based economy, the corporate culture has become a fundamental element to the survival of an enterprise.</p> <p>So many international enterprises have poured into China and attracted many excellent Chinese elites away so as to compete with Chinese enterprises and then occupy the China market. For them, their corporate culture has shocked even shaken the foundation of traditional Chinese business morals.</p> <p>In this battle with foreign enterprises, Chinese enterprises need to consider how to refresh their corporate culture and maintain this life source of their business. Spiritual crisis have existed there and we need to take into consideration how to absorb the essential elements of foreign corporate culture and innovatively implant it into Chinese enterprises</p> <p>Key words: corporate cultures, spiritual crisis, knowledge capital, business morals, sustainable development</p>	<p>Guangzhou City Gyangding 510225 China Emails: yyyy6666@126.com or gdysy@hotmail.com</p>
<p>Shuang Liu & Eric Louw, The University of Queensland, Australia</p>	<p><i>Cultural translation and identity performance: the case of Chinese business people in Australia</i></p>	<p>This study investigates the interdependency of economic, socio-cultural and individual aspects of the identity negotiation experience of Chinese business people in Brisbane, Australia. Findings from semi-structured interviews conducted to 30 Chinese business owners indicate that their ability to translate between cultures and their competency of performing identities according to situational variations play a critical role in</p>	<p>Dr Shuang Liu Lecturer The University of Queensland School of Journalism and Communication St Lucia</p>

Author(s)	Title	Abstract	Nominated Author Contact Details
		<p>sustaining their ethnic business. Many Chinese ethnic business people are successful not because they fully assimilate themselves into the mainstream culture. In fact, their success is born of the ability to live across two cultures and translate between them. The implication for policy makers is to create a social environment where migrants feel free to translate between cultures, rather than feeling pressured either to ground themselves in ethnic enclaves or to assimilate into the mainstream culture.</p>	<p>Brisbane QLD 4072 Australia Email: s.liu1@uq.edu.au</p>
<p>Shujie Guo, Cheryl Cockburn- Wootten & Mary Simpson, Waikato Management School</p>	<p><i>The socialisation processes of 'Asian-bringing employees' in the New Zealand banking industry</i> [REFEREED PAPER]</p>	<p>Socialisation processes are often viewed from a white male and/or North American point of view, and most socialisation researchers do not conduct research with people who speak English as an additional language Anakewe & Greenhaus, 1999; Ashforth & Saks, 1996; Barge & Schlueter, 2004; Chao, O'Leary-Kelly, Klein, & Gardner, 1994; Louis, 1980; Miller & Jablin, 1991; Wanous, 1992 . This research then focuses on minority groups, 'Asian-bringing employees' in the banking industry of New Zealand. For the purpose of this research, the term 'Asian-bringing employees' is used to capture the special nature of Asian immigrant employees.</p> <p>In this paper, we were concerned with strategies that two New Zealand banks adopted to socialise their Asian-bringing employees into their organisational culture. At the same time, we were keen to explore the experiences and perceptions of Asian-bringing employees in relation to the socialisation processes. This paper reveals ways in which the banks expected their Asian-bringing employees to adopt the banks'</p>	<p>Dr Cheryl Cockburn-Wootten Senior Lecturer, Management Communication, Waikato Management School The University of Waikato Private Bag 3105 Hamilton, New Zealand Telephone: +64-7-8384466 Ext 6377 Facsimile +64-7-8384358 Email cwootten@waikato.ac.nz</p>

Author(s)	Title	Abstract	Nominated Author Contact Details
		own historically 'white' cultural ways of being and practice, and/or promote an understanding and acceptance of Asian culture and traditions.	
Slavka Antonova, Massey University	<p><i>Conceptualising power in multistakeholder collaboration:</i></p> <p><i>The Internet Global Governance case [REFEREED PAPER]</i></p>	<p>In the last decade, there has been powershift in global communications regulation linked to the commercialisation of the Internet. Governments and intergovernmental organisations have been compelled to share policymaking and regulatory power with private businesses, experts, service providers, and nongovernmental organisations. With the advancement of multistakeholder collaboration as a governance principle in the global Internet Governance, how to investigate the political process in a "shared power" environment emerges as a challenging methodological issue.</p> <p>In this paper, a synergetic theoretical approach is proposed to the study of Internet governance political process, which focuses on the concept of power, and crosses the boundaries of three academic fields, namely, Political Philosophy, Political Science and International Relations, and Organisation Studies. This approach aggregates, in a descending analytical manner, concepts intrinsically linked to the contemporary shifting-power governance paradigm i.e. governmentality, global governance, global public-policy networks, shared power, multistakeholder collaboration . In addition, such an approach brings the collaborative process into focus rather than the decisions it leads to by accentuating the productive potential of a collaboration based on the "shared power" formula.</p> <p>Each of those theoretical reflections on shifting power relations</p>	<p>Dr Slavka Antonova, Department of Management and International Business, Massey University, Auckland.</p> <p>s.antonova@massey.ac.nz</p>

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		<p>provides building elements for a synergetic theoretical framework that can be, and has been, applied to the investigation of the emergent Internet governance regime. As a result, stakeholder alliances can be mapped, instances of power dynamics can be discerned, and some longitudinal tangible and intangible outcomes of the multistakeholder collaboration can be envisioned.</p>	
<p>Stan Jones University of Waikato</p>	<p><i>Wim Wenders' Use of Space in The Million Dollar Hotel</i> [REFEREED PAPER]</p>	<p>Wim Wenders has been quoted as saying, of his own development as a filmmaker, that he is "a painter of space engaged on a quest for time" qtd. in Graf, 2002, p.63 . This paper offers a systematic assessment of the way Wenders creates the filmic space of <i>The Million Dollar Hotel</i> Wenders, 1999 from a place existing in downtown Los Angeles: the Frontier Hotel on East 5th St., LA with its companion hotel, the Rosslyn, just across the street . This study considers both place and space as filmic effects, which operate on a continuum from documentary to fantasy.</p>	<p>Stan Jones University of Waikato Private Bag 3105 Hamilton 3240 New Zealand 07 838 4466 ext 8362 sjones@waikato.ac.nz</p>
<p>Stuart Birks Massey University</p>	<p><i>The media and an informed electorate – an economist's perspective</i> [REFEREED PAPER]</p>	<p>The media make an important contribution to the public's understanding of policy issues. They are therefore important contributors to the workings of a democracy. Economic theory provides powerful tools for analysing markets. These include specification of a theoretical 'ideal' market and identification of possible market distortions or 'failures'. This theory also provides frameworks for understanding possible policy interventions to address these failures, including explanations of their effects.</p> <p>This paper presents a theoretical economic structure for news</p>	<p>Stuart Birks Centre for Public Policy Evaluation Massey University Palmerston North New Zealand email – k.s.birks@massey.ac.nz</p>

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		<p>media markets as providers of information on policy issues. Conceptually, it could be imagined that there are markets operating for the purchase and sale of information through newspapers, television and radio. Sufficient conditions are suggested for such markets to work in an ideal manner. This is contrasted to actual news media markets, identifying six possible market failures and associated policy interventions including public provision . In part, this discussion may help to explain current policies on the news media, both in terms of why they have been introduced and how they may work. In addition, they may indicate the thinking underpinning the decisions to introduce the policies, why those interventions were selected. If the theory is relevant, this gives a useful structure for understanding and influencing the news media. If the theory is not relevant due to misrepresenting the actual operation of the news media, others may be able to see flaws in the reasoning. Economists could then take note of these errors to improve their understanding and resulting policy recommendations.</p>	<p>Phone: 06-350-5799 X2660</p>
<p>Stuart Birks, Massey University</p>	<p><i>Reporting on research – a better- informed public?</i></p>	<p>Research findings sometimes play a part in the policy making process. This can happen through direct use of analysis, or through their impact on public perceptions and preferences as a result of media coverage. There are opportunities in this process for distortions to occur. This paper looks at one aspect of this, namely the potential for statistical significance to be interpreted as policy significance. The two are not the same. They can diverge for several reasons. Some, such as the difference between correlation and causation, are widely</p>	<p>Mr Stuart Birks Centre For Public Policy Evaluation Massey University Palmerston North 4442 New Zealand Email:</p>

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		<p>recognised in statistics. Others may merit some attention. Two aspects considered here are first, the policy options suggested by statistical significance, and second, some policy analysis criteria that are not covered by statistical significance alone.</p> <p>On the first aspect, there are two perspectives on an association between two variables from which policy suggestions may be made. One policy approach would be to alter the value of one variable, the policy instrument, to alter the value of another variable, the target variable. This is the usual perspective. Sometimes it is not possible to change policy instrument. The policy focus then turns to means of changing the relationship between the two variables. This second option, altering the relationship, may be generally available when considering relationships between variables. However, media coverage commonly omits this possibility.</p> <p>The second aspect to be considered in the paper is that there are some well-recognised policy analysis criteria that are not covered by statistical significance alone. Standard economic approaches to policy making require consideration of alternative options, including assessment of their costs and benefits. There could also be thought given to the extent of control available, and risk and uncertainty. Explicit consideration of policy aspects may result in improved reporting of statistical findings.</p>	k.s.birks@massey.ac.nz
Sue Ward, The University of	<i>Assessing the Power and Powerlessness of Places as</i>	This paper is about the power and the powerlessness of places that are dependent on their capacity to attract footloose production to place. Before 2003, the majority of cost conscious	Dr Susan Ward Research Fellow

Author(s)	Title	Abstract	Nominated Author Contact Details
Queensland, Australia	<i>International Production Locations: A Case Study of the Gold Coast</i>	<p>television produced on the Gold Coast, Australia, used studios and locations to look like somewhere else or as a fantasy setting. Since then, rising dollar values against American currency, industry restructures in the US and the emergence of new television programming models, has meant that much of the work common during the 1990s has dried up. The Gold Coast television services sector has had to rethink its position within the global cultural economy and within a locations market that is now crowded and competitive. The outcome is a realignment in international and domestic television production that instead of disguising the Gold Coast as somewhere else makes use of the Gold Coast's considerable production capacities, and its environment and reputation as an exemplary seaside place.</p> <p>This paper examines the industrial strategies employed in branding the Gold Coast as a boutique production location with specialised services and tangible location assets for certain kinds of story settings. It draws on shows such as H2O: Just Add Water, and Sea Patrol that in working to achieve high standards in televisuality, demonstrate new forms of engagement with the tourism infrastructure, images and spaces of the Gold Coast and Queensland.</p>	<p>The University of Queensland School of EMSAH St Lucia QLD 4072 Australia Email: s.ward@uq.edu.au</p>
Sunlou F Liuvaie, Robert L Khan, Robert W	<i>Investigating impediments to aid effectiveness: New Zealand's development</i>	<p>This paper investigates the impediments to the effectiveness of New Zealand's development assistance to Niue. A qualitative method was employed to gather information with the utilisation of an email survey involving nine project managers from the Government of Niue, and a semi-structured interview with a</p>	<p>Mr Robert Khan Senior Lecturer Massey University Palmerston North</p>

Author(s)	Title	Abstract	Nominated Author Contact Details
Goddard Massey University	<i>assistance to Niue</i>	<p>project manager at the NZAID office in Wellington.</p> <p>The findings in the literature indicate a divergence of views on the effectiveness of aid in Least Developed Countries LDCs however where it has failed to deliver results, criticisms have been levelled mainly at recipient countries.</p> <p>New Zealand's development assistance to Niue over the past three decades is cemented in the constitutional arrangement made between the two countries in 1974. Statistics on Niue's socio-economic indicators show that overall; New Zealand's assistance has produced good results especially when comparisons are made with other Pacific Islands that also receive aid benefits from the New Zealand Government. However, respondents reveal that one has only to scratch below the surface to uncover another reality. Concerns are raised about NZAID's delivery mechanisms for its heavy handedness approach and excessive bureaucracy which in essence rock the foundational principles conducive for effective aid. Inadequate funding is also identified to have contributed to lack of sustainability of projects and has perpetuated further aid dependency. The paper highlights that the implementation of policy decisions made at the political level and international fora is not as straightforward as normally understood to be.</p> <p>The paper therefore recommends the need for the Government of New Zealand to critically re-examine the management of its development assistance to Niue. That being said, it does not absolve Niue from addressing aid impediments within its reach. The need for improvement in policy ownership, leadership,</p>	<p>New Zealand</p> <p>Email: r.i.khan@massey.ac.nz</p> <p>Mr Robert Goddard Lecturer Massey University Turitea Campus Palmerston North New Zealand</p> <p>Email: r.goddard@massey.ac.nz</p>

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		governance, fiscal management, and the creation of an enabling policy framework are therefore considered pertinent.	
Suraini Mohd Rhouse University of Waikato, New Zealand	<i>How do Muslim women of Malay ethnicity communicate the centrality of Islam in their work identities?</i>	This paper explores the identity work of Muslim women entrepreneurs in Malaysia. It examines some of the complex intersections of becoming a woman entrepreneur with the need to balance the teachings of Islam. Despite an increasing trend towards research on women entrepreneurs, the intersection of religion, gender, race, class, and ethnicity which might have shaped the business experiences of the entrepreneur is often ignored in the Management literature. An interpretive approach is used as a methodological framework to underpin the study. In total thirty one women entrepreneurs were interviewed, using a semi-structured interview guide. The women entrepreneurs who participated in this study showed that particular religious values continued to play a significant role in their business practices. Particular aspects of Islamic discourse, such as observing halal and aurat, embody important religious values that women need to observe in maintaining their entrepreneurial identities. I argue that the significance of hijab is not oppressive or a sign of resistance to these women entrepreneurs. In this paper, I stress the importance of looking beyond motives, traits, and hurdles, and question the centrality of culture, ethnicity, and gender in explanations of individuals engaging in business activities. Hence, the findings suggest an important new direction for entrepreneurship research.	Suraini Mohd Rhouse Student University of Waikato 119C Knighton Road Hamilton 2100 New Zealand Email: sm137@students.waikato.ac.nz
Susan Luckman & Julia de	<i>A Mobile Future for Commercial Film?</i>	"A cinema in your pocket, a robot maid in your kitchen and microchips in your kids so they never get lost." Houlihan 2005	Dr Susan Luckman Senior Lecturer

Author(s)	Title	Abstract	Nominated Author Contact Details
Roeper University of South Australia		<p>The global film industry, and vulnerable national cinemas in particular including Australia, New Zealand, France and Canada , fears the shifts in both media production and recreational time spent online which are being signalled by user-generated content sites including YouTube, My Space, FaceBook, and Second Life. In their desire to stay ahead of the game, some content producers have seized upon mobile phones as a means to access the sought after youth market for drama content. After all, we all know how much young people love their mobiles, and they take them wherever they go. Certainly, the up-take of mobile content by young consumers in markets such as Japan and Korea is seen as a harbinger for future possibilities for Australian content.</p> <p>Especially around 2006-2007 the possibility of content delivery via mobiles captured the imagination of the Australasian industry more directly than did the promise of online delivery, perhaps because the proprietary rights of mobile bandwidth offer the possibility of a clearly protected income stream in ways the open media environment of the 'information wants to be free' internet never did. It appears that much of the impetus behind this has come from carriers, desperate to offer competitive content packages which appeal to users.</p> <p>This article examines the ways in which mobile phone content is viewed, both by the global industry and by a group of potential Australian consumers. It engages with the current literature around mobile phone content and usage, and presents results from an online survey of 229 Australian</p>	University of South Australia GPO Box 2471 Adelaide SA 5001 Australia Email: susan.luckman@unisa.edu.au Dr Julia De Roeper Lecturer (same address as above) Email: julia.deroeper@unisa.edu.au

Author(s)	Title	Abstract	Nominated Author Contact Details
		students in their first year at university about their media consumption patterns.	
Tania Lewis, La Trobe University, Australia	<i>'Oriental vogue' and 'ethnic fusion': Tradition and cosmopolitanism in Singaporean lifestyle TV</i>	In his book, <i>Big Brother 2005</i> , Jonathan Bignell asks whether the transnational mobility of reality and makeover TV indicates the universalization of a Western preoccupation with 'personal confession, modification, testing and the perfectibility of the self'. Certainly the widespread uptake of these formats around the world—from the Panamanian version of Extreme Makeover Cambio Radical to the Singaporean makeover show Home Décor Survivor—can be seen to point to the global currency of certain types of consumerist and neo liberal models of selfhood and citizenship. While the makeover format and lifestyle advice programming more broadly can be seen on the one hand to promote Western models of lifestyles, taste and consumption, what also distinguishes lifestyle TV as a popular mode is its strong ties to the 'national ordinary'. Except for the odd imported lifestyle makeover show, by and large these programmes are marked by their localness, featuring as they do ordinary members of the public, familiar domestic and public settings, and local hosts and lifestyle experts. What the format offers then are some potentially illuminating insights into the relationship between global flows of modernity and consumer culture and their articulation to both local cultures and traditions but also to local emergent models of modernity, consumption practices and cosmopolitanism. This paper presents some early results from a larger comparative study of lifestyle programming in Asia. Briefly discussing the social and industry context for the primetime emergence of lifestyle advice	Dr Tania Lewis Research Fellow La Trobe University Sociology Bundoora VIC 3086 Australia Email: t.lewis@latrobe.edu.au

Author(s)	Title	Abstract	Nominated Author Contact Details
		<p>TV in the West, the paper then shifts to focus on the rise of primetime lifestyle advice TV in Singapore. Examining a number of popular Chinese-language lifestyle shows, the paper discusses the models of modernity, taste and lifestyle consumption promoted on these shows, and the way in which these modes of programming negotiate local and global lifestyle influences and concerns.</p>	
<p>Tanja Dreher, University of Technology, Sydney</p>	<p><i>Media, multiculturalism and the politics of listening [REFEREED PAPER]</i></p>	<p>To date both research and policy on media and cultural diversity have emphasised questions of speaking, whether in mainstream, community or diaspora media. There is also a vast literature examining questions of representation, including stereotyping, racialisation, hybridisation and self-representations. This paper extends these discussions to focus on questions of listening. Attention to listening provokes important questions about media and multiculturalism: How do media enable or constrain listening across difference? How can a diversity of voices be heard in the media? Drawing on recent work in ethics and political theory, this paper explores the productive possibilities of a shift from the politics of representation to a politics of listening in both media studies and media advocacy work concerned with understanding across differences. To highlight listening shifts the focus and responsibility for change from marginalised voices and on to the conventions, institutions and privileges which shape who and what can be heard in media.</p>	<p>Dr Tanja Dreher PO Box 123 Broadway NSW 2007 Email: tanja.dreher@uts.edu.au</p>
<p>Terry Flew & Jason Wilson,</p>	<p><i>Citizen Journalism and Political participation: The</i></p>	<p>The 2007 Australian Federal election not only saw the election of a Labor government after 11 years of John Howard's conservative Coalition government. It also saw new levels of</p>	<p>Terry Flew, t.flew@qut.edu.au</p>

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Queensland University of Technology, Australia	<i>Youdecide project and the 2007 Australian Federal Election</i>	<p>political engagement through the Internet, including the rise of citizen journalism as an alternative outlet and mode of reporting on the election. This paper reports on the <i>Youdecide 2007</i> project, an initiative undertaken by a QUT-based research team to facilitate online news reporting on the election on a 'hyper-local', electorate-based model. We evaluate the <i>Youdecide</i> initiative on the basis of: promoting greater citizen participation in Australian politics; new ways of engaging citizens and key stakeholders in policy deliberation; establishing new links between mainstream media and independent online media; and broadening the base of political participation to include a wider range of citizen and groups.</p> <p>Keywords: Australian politics; participation; citizen journalism; Internet; media; democracy; access.</p>	
Theodore Zorn, The University of Waikato	<i>New Zealand Not-for-Profit Organizations' Uses of Web 2.0 Applications: Current and Future Issues</i>	<p>The not-for-profit NFP sector constitutes an important part of the economies of many countries; in New Zealand, for example, there are over 97,000 NFP organisations that make up nearly 5% of the economy, comparable to the entire construction industry. Yet this sector of the economy tends to lag badly behind other sectors in the use of information and communication technologies. However, social media overcome some of the barriers that have traditionally caused this lag, in that they are low cost and most require little technical skill to use.</p> <p>There is the potential for NFP organisations to transform their work practices and increase their effectiveness by using social media to collaborate, build community, acquire resources, and deliver services.</p>	<p>Prof Ted Zorn Professor Department of Management Communication Waikato Management School University of Waikato Private Bag 3105 Hamilton 3240 New Zealand Email: tzorn@mngt.waikato.ac.nz</p>

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		<p>However, anecdotal evidence and a review of NFP literature suggests that the sector is only just becoming aware of the possibilities for social media. Thus, this paper reports the results of an investigation of New Zealand Not-for-Profit organizations engagement with social media.</p> <p>Specifically, I report the results of a survey that investigated a their awareness of various social media, b their current uses of particular applications, such as blogs, wikis, and social networking sites, c obstacles to current and future use, d plans for future use, and e perceived impacts of social media use. Based on survey results and the literature, I explore the potential for social media's potential for positive and negative impacts on Not-for-Profit organizations.</p>	
<p>Tshilidzi Netshitangani Human Science Research Council, Pretoria, South Africa</p>	<p><i>Gender differences in communication styles: The impact on the managerial work of a woman school principal [REFEREED PAPER]</i></p>	<p>Communication is an important managerial function of school principals. Research indicates that women's communication styles differ from those of men. This article supports and provides evidence for the claim that women and men use language differently. We live in a society in which there is substantial inequality and some of these inequalities are partly grounded in gender social relations and the construction of different gendered identities based on male-female dualism. A number of competing explanations for this situation and considerable controversy exist among different positions. Literature suggests that women display linguistic politeness and converse cooperatively, while men tend to organise their conversations competitively. The differences in the communication styles of women and men may cause</p>	<p>Dr. Tshilidzi Netshitangani Senior Research Manager Education Science, and Skills Development Programme - Human Science Research Council HSRC Pretoria, South Africa. Tel: 012 302 2920 W Cell: 082 450 5522 Mobile Email: tnetshitangani@hsrc.ac.za</p>

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		<p>misunderstandings in conversations. Due to other factors involved in communication, such as culture, class and age, as well as lack of knowledge about effective ways of communicating, miscommunication can occur not only in mixed gender talk but also in same-sex conversations. Consequently, managers should acquaint themselves with gender differences in communication to avoid miscommunication. Moreover, women educational managers in rural contexts in South Africa experience cultural barriers to communication as African women are not expected to talk much and should feign to know little in the presence of men. Using qualitative research methods, a single case study was conducted in Limpopo Province, South Africa, to explore the communication strategies of a woman principal. Findings indicate that the woman principal was a good communicator who overcame cultural barriers, often by practising what is not traditionally acceptable. Moreover, the woman principal's communication was shaped by the context in which she functioned as a woman, a mother, a wife, an African, an educational manager and as an individual with her own unique personality.</p>	
Warwick Blood, Andrew Dare, Kerry McCallum, Kate Holland, & Jane Pirkis	<i>Enduring and competing news frames: Australian newspaper coverage of the deaths by suicides of two Melbourne girls.</i> [REFEREED PAPER]	<p>This paper investigates the use of enduring news frames by Australia's metropolitan press in reporting on the deaths by suicides of two 16-year-old Melbourne girls. Reportedly, the girls had been adherents of the "emo" subculture or "emotive" after the style of music and fashion and had posted messages and photographs of themselves on the internet. News coverage of individual suicide is uncommon in Australia unless there are compelling news values that promote the story onto the news</p>	R. Warwick Blood, 1C136, The University of Canberra, ACT, Australia, 2601. Ph: +61 2 62012587, Email: warwick.blood@canberra.edu.au

Author(s)	Title	Abstract	Nominated Author Contact Details
<p>News Research Group, Faculty of Communication & International Studies, The University of Canberra, Australia, & Centre for Health Policy, Programs & Economics CHPPE, Melbourne School of Population Health, The University of Melbourne, Australia</p>		<p>agenda; namely the status of the person, the location of the death, the unusual or bizarre nature of the death, or the editorial decision that publishing the story is in the public interest. We position the Australian government's media guidelines, Reporting Suicide and Mental Illness, as a source of preferred news frames. The analysis documents that the news coverage of this tragic event involved typical enduring news frames of reporting risk, including the role of the internet in the suicides, the intrinsic danger of adolescence, parental responsibility for their children's welfare, and fear associated with youth subcultures. These enduring news frames reflect broader societal narratives and discourses regarding new technologies, and the vulnerability of adolescents to themselves and to each other. The initial news frame of the "fear of youth subcultures" was contested in later newspaper reports, particularly by the news frame of adolescence as intrinsically a time of high risk for young people. This was closely linked to parental/carer responsibility for these adolescents. The "fear of the internet" – although sometimes dismissed in newspaper features – persisted in much coverage. Metropolitan newspapers inconsistently followed the Australian government's media guidelines, especially by failing to provide readers with critical context about the links between mental illness and suicidal ideation.</p>	
<p>Wu Mei and Lin Hai Yun, University of</p>	<p><i>Perpetual contact for business: Mobile phones and Fujian</i></p>	<p>Similar to telephony in the 19th century, mobile telephony was first adopted by business people for business-oriented activities. Small and medium-sized entrepreneurs are one of the major</p>	<p>Wu Mei, Assistant Professor, Coordinator of English Communication, Faculty of</p>

Author(s)	Title	Abstract	Nominated Author Contact Details
Macau	<i>entrepreneurs</i> <i>[REFEREED PAPER]</i>	<p>user groups. Their use habits have thus contributed to the development of the mobile phone which in turn has transformed the business practice of its users. Despite its importance, there have been limited studies that examined individual business users of mobile phones; even fewer studies exploring the social roles of mobile phones for Chinese entrepreneurship, although Chinese businessmen were the first and important groups in China's mobile population of 539 million, which is the largest in the world.</p> <p>This study, applying combined theories of social shaping of technology, affordance theory and domestication theory, analyses the social roles of the mobile phone constructed by its users, with a particular emphasis on mobile usage of entrepreneurs in Fujian Province, China, as Fujian businessmen have been characterised as one of the most diligent and successful business communities in the current world of globalisation. Through qualitative analysis of interviews, this study examines the mobile phone usage of Fujian entrepreneurs in relation to the characteristics of their business practices and entrepreneurial culture, and more importantly, the study explores the innovative uses generated by users which are afforded by technical attributes of the mobile phone.</p> <p>Research findings indicate that social characteristics of Fujian entrepreneurs are substantially enhanced by the mobile phone technology. Firstly, the mobile phone enables a 24-hour contact in business operations. Second, it facilitates a 'mobile office' which frees business people from constraints of place and location. Third, the artefact has also become a platform for</p>	Social Sciences & Humanities, University of Macau, meiwu@umac.mo

Author(s)	Title	Abstract	Nominated Author Contact Details
		<p>staging a tricky performance in business negotiations. Finally, the mobile phone thus has become the central axis around which the lives of Fujian entrepreneurs revolve.</p>	
<p>Yi Yang, Mingsheng Li & Frank Sligo Massey University</p>	<p><i>Chinese international students' satisfaction levels with their learning experiences in New Zealand [REFEREED PAPER]</i></p>	<p>The export education industry has become the fourth biggest industry in New Zealand. China has been the largest source country for this lucrative industry. However, ever since 2003, Chinese student numbers have been on the decline. The present study, conducted from July to September 2007, adopted qualitative and quantitative approaches, involving 86 Chinese students in a questionnaire survey and 20 in interviews, attempted to identify and assess the causes for this decline. The study shows that Chinese students have a low level of satisfaction, which is related to their negative perceptions of their experiences inside and outside universities. They rated academics' teaching competence and styles positively, along with university programmes and structures, but gave low ratings to academics' understanding of their academic needs, availability to help them outside class times, and a sense of responsibility for them. Low satisfaction levels were also related to students' difficulties in accessing local employment. Racial prejudice and discrimination were also contributing factors. It is recommended that host institutions provide training programmes to academics, management and general staff to develop their cultural sensitivity to cater to the needs of international students, adopt different approaches to teaching and management, provide adequate support and pastoral care, and lift Chinese students' satisfaction levels to a par with those of other international students in New Zealand.</p>	<p>Yi Yang: endofoct@gmail.com Dr Mingsheng Li: M.S.Li@massey.ac.nz Associate Professor Frank Sligo: f.sligo@massey.ac.nz</p>

Author(s)	Title	Abstract	Nominated Author Contact Details
<p>Zorana Kostic University of Sydney</p>	<p><i>The relationship between the Japanese State and the public broadcaster NHK [REFEREED PAPER]</i></p>	<p>This paper examines the relationship between the world's second largest public broadcaster NHK Japanese Public Broadcasting Corporation and the Japanese state. Through analysing the historical context of NHK's development and contemporary operations this paper examines one of the most significant features of Public Service Broadcasting, accountability. The notion of accountability to the Japanese public is embedded and guaranteed in the Japanese Broadcasting Law, and has generally coincided with provisions for universal access. The Japanese context of accountability is then compared to the way this notion has been interpreted in the United Kingdom and Australia.</p> <p>Through analysing two of the most controversial episodes of NHK's flagship programme, NHK Special, this paper foregrounds the possible and very serious implications for the continuing independence of the Japanese public broadcaster. These episodes are: 'The phantom ministry report: The record of Chinese forced labour', and 'Questioning Sexual Violence in War'. These examples demonstrate that while public service broadcasting in Japan, has been primarily based on the notion of providing universally available public access in their programmes, sometimes this conflicts with regulation and censorship issues shifting the onus of accountability from NHK to the public, to NHK to the government. This type of situation can only cause further friction between governments and the PSBs.</p> <p>It is significant to recognise these challenges to the role of PSBs</p>	<p>Zorana Kostic University of Sydney, Department of Media and Communication zorana1@optusnet.com.au</p>

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		into the future and develop effective strategies to maintain governments at arms length in the development of programmes and their style and content.	

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