

ANZCA2007 Program

Thursday 5 July 2006				
Registration and Check-in <i>Collection of conference bag and program</i> Beginning at 8.15am				
ANZCA President's Address Chika Anyanwu 9.00-9.40am Theatre G08				
OPENING KEYNOTE FRANCIS HERMAN <i>CEO, Fiji Broadcasting Corporation</i> <i>PSB the Pacific way during a crisis</i> Theatre G08 9.40-10.30am				
Morning Tea Level 1 Open Space, 10.30-11.00am				
Parallel Session 1 11.00am-12.30pm				
<p>Panel 1A Theatre 102 News Representation and national identity Chair: Libby Lester</p> <p>Alison Green & Mary Power <i>Images of Australia as represented by the New Zealand press</i></p> <p>Kitty van Vuuren <i>Framing the drought in south east Queensland: The local independent press and the structure of community</i></p> <p>Jennifer Kitchener & Joelle Vandermensbrugge <i>The politics of reporting poverty</i></p>	<p>Panel 1B Theatre 104 ICT's Chair: Lelia Green</p> <p>Shiv Ganesh <i>Changing patterns of ICT use in an Indian NGO: Some implications for understanding the digital divide</i></p> <p>Weizhen Lei & Heejin Lee <i>Self-initiated digital transmission among the rural-urban migrants in China</i></p> <p>Slavka Antonova <i>Global internet governance: Negotiating power in ICANN</i></p>	<p>Panel 1C Theatre 106 Communication & social change theories Chair: Donald Matheson</p> <p>Alejandro Carretero <i>Dialogic philosophy & participative communication: towards a new paradigm for communication & social change</i></p> <p>Dalmé Mulder <i>Driving integration home for organisational effectiveness</i></p> <p>Don Perlgut <i>'The Long Tail' in Australia: A case study of the Rural Health Education Foundation</i></p>	<p>Panel 1D Theatre 108 New Media Chair: Gerard Goggin</p> <p>Christina Spurgeon <i>Advertising and the new media of mass communication</i></p> <p>Brett Hutchins & David Rowe <i>Mapping the state of play in online media sport</i></p> <p>Rowan Wilken & John Sinclair <i>Global vision, regional focus, 'glocal' reality: Global marketers and strategic regionalism</i></p>	<p>Panel 1E Theatre 109 Ethics Chair: Steven Maras</p> <p>Nick Sharman <i>Ethical communications and the leadership of Martin Luther King, Jr</i></p> <p>Ismail Mat <i>Communication ethics: An Islamic perspective</i></p> <p>Terence Lee <i>Gestural politics in contemporary political communication: Mediating the 'new' Singapore</i></p>
Lunch Level 1 Open Space, 12.30-1.30pm				
Parallel Session 2 1.30-3.00pm				
<p>Panel 2A Theatre 102 Media Representation and ethnicity Chair: Kerry McCallum</p> <p>Anthony Mason <i>Interpreting Fiji: Australian media coverage of the 1987 and 2000 coups</i></p> <p>Ramaswami Harindranath <i>Refugee experience, subalternity and the politics of representation</i></p> <p>Thomas Jayaprakash Yesudhasan & Brian Shoemsmith <i>Media, youth and identity in Asia</i></p>	<p>Panel 2B Theatre 104 ICT's Chair: Usha M Rodrigues</p> <p>Robin Chee <i>Cupid crossing borders: Illuminating the functional importance if ICTs in contemporary dating habits and practices</i></p> <p>Jocelyn Williams <i>Sustainability and community ICT: Into the hands of the participants</i></p> <p>Roslyn Petelin <i>Extending community beyond the classroom: Blackboard and shoo-fly pie</i></p>	<p>Panel 2C Theatre 106 Audiences Chair: Jolyon Sykes</p> <p>Andy Ruddock <i>The end of audience?</i></p> <p>Anne Dunn <i>Mixed feelings: Audience participation from the producer's point of view</i></p> <p>Ilona Pawlowski <i>Sex in women's magazine advertising – an analysis of the degree of sexuality in women's magazine advertising across age demographics and women's responses</i></p>	<p>Panel 2D Theatre 108 Mobile Phones Chair: Scott Rickard</p> <p>Niranjala Weerakkody <i>Framing the discourse of harm and loss: A case study of power relations, mobile phone and children in Australia</i></p> <p>Clare Lloyd <i>Mobile phones: definition, discourse and rules of practice</i></p> <p>Gerard Goggin <i>Mobile commons: The politics of code, network and publics</i></p>	<p>Panel 2E Theatre 109 Gender Chair: Joelle Vandermensbrugge</p> <p>Andrea Roberts <i>How the dominant discourse on the menopause impacts on the perceptions of women in senior management</i></p> <p>Caroline Hatcher & Barbara Pini <i>Dominant voices in 'new' local governance structures: Gender, language and entrepreneurial behaviour in a rural Australian setting</i></p> <p>Susan Barber <i>Bad mothers in Australian cinema</i></p>
Afternoon Tea Level 1 Open Space, 3.00-3.30pm				

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(continued)

Parallel Session 3

3.30-4.30pm

<p>Panel 3A Theatre 102 Digital Online Chair: David Holmes</p> <p>Kay Weaver & Margaret Richardson <i>Living the dream: Broadband technology and the enabling of a utopian community in rural New Zealand</i></p> <p>Toija Cinque <i>The ABC and SBS online: From portal to vortal</i></p>	<p>Panel 3B Theatre 104 Digital Gaming Panel Chair: Niranjala Weerakkody</p> <p>Dean Chan <i>Dead-in-Iraq & the spatial politics of digital game art activism</i></p> <p>Thomas Apperley <i>Contents under pressure: Videogame censorship in Australia</i></p> <p>Michael Deiter <i>Eternal children: Hardware Archaeology 8-bit videogame modification</i></p>	<p>Panel 3C Theatre 106 Lifestyle TV Chair: Jane Landman</p> <p>Tania Lewis <i>Transforming citizens: Ethicalised consumption and lifestyle politics in makeover television</i></p> <p>Frances Bonner <i>Gardening television and authenticity</i></p> <p>Peter Pugsley <i>At home in Singapore's sitcoms: The nation and everyday life in 'Under One Roof, Living with Lydia and Phua Chu Kang Pte Ltd'</i></p>	<p>Panel 3D Theatre 108 Online Media Chair: Terence Lee</p> <p>Bahiyah Omar <i>The switch to online newspapers: Could immediacy be a factor?</i></p> <p>Lucy Morieson <i>From paper to screen: mapping the path of online newspapers in Australia</i></p> <p>Mary Power <i>Political framing and agenda setting in Australia in an election year</i></p>	<p>Panel 3E Theatre 109 Political Communication Chair: Nick Sharman</p> <p>Cathy Greenfield & Peter Williams <i>Mediating a Budget: Economic Coverage, Financialisation and (Re)forming the Australian 'People'</i></p> <p>Phillip Senior <i>Press Coverage of Televised Leaders: Debates in Australian Federal Elections</i></p> <p>Sally Young <i>Political communication, media/politics</i></p>
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Short Break

5.00-5.15pm

Parallel Session 4

5.15-6.15pm

<p>Panel 4A Theatre 104 News Representation and Terror Chair: Diana Bossio</p> <p>Leila Green & Nahid Kabir <i>Media discourses and representations of British Muslims and the first anniversary of the 7/7/2005 London bombing</i></p> <p>Mark Balnaves & Anne Aly <i>Media, 9/11 & fear: A national survey of Australian community responses to images of terror</i></p>	<p>Panel 4B Theatre 106 Images and Transcultural Identity Chair: Tania Lewis</p> <p>Jane Landman <i>National creativity and collaboration in co-produced television drama</i></p> <p>Sun Jung <i>The spectacle of 'Haan' in contemporary Korean cinema: The well-made genre film and un-Australian reception</i></p>	<p>Panel 4C Theatre 108 Multimedia Reportage Chair: David Cameron</p> <p>Stephen Quinn <i>Cross-media strategies: Updating the curriculum to cater for multi-media journalism</i></p> <p>Donald Matheson <i>The digital war correspondent: Changing modes of reporting</i></p>	<p>Panel 4D Theatre 109 Radio/Public Sphere Chair: John Tebbutt</p> <p>Heather Anderson <i>Civil dead radio: Prisoners in the public sphere</i></p> <p>Stephen Crofts <i>Citizen Jones: Populism and politics in Alan Jones</i></p>
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CYNTHIA STOHL

Panel 4E
Feature Parallel Session

Professor, Department of Communication, University of California Santa Barbara
Reconceptualising collective action in the contemporary media environment

Chair: Shiv Ganesh

Theatre 102

5.15-6.15pm

Conference Dinner

University House

7.30pm

Friday 6 July 2006				
TOBY MILLER <i>Professor, University of California Riverside</i> <i>Move away from the crossant: remaking media studies</i> Theatre G08 9.00-10.00am				
KEYNOTE				
Morning Tea Level 1 Open Space, 10.00-10.30am				
Parallel Session 5 10.30am-12.00pm				
Panel 5A Theatre 102 Mediating issues Chair: Kate Fitch Margie Comrie <i>In the firing line: Aspects of police/media relations in New Zealand</i> Kerry McCallum <i>Indigenous violence as a 'mediated public crisis'</i> Julie Freeman <i>Local government use of ICTs: Facilitating or impeding methods of political communication</i>	Panel 5B Theatre 104 PR Chair: Steve Mackay Suwichit (Sean) Chaidaroon & Kawpong Polyorat <i>Ethical communication consultancy for public relations and marketing communications</i> Kim Johnston <i>Community engagement: A relational perspective</i> Libby Lester <i>Reflexivity, public relations and the news</i>	Panel 5C Theatre 106 Journalism Practice Chair: Usha M Rodrigues Verica Rupar <i>Journalism and social change: Reading the editorial page</i> Lucinda Strahan <i>Shining a light on arts journalism practice</i> Esther Stockwell <i>Source credibility and attitude change in readers of foreign news</i>	Panel 5D Theatre 108 Journals Panel Chair: John Tebbutt <i>The (traditional) academic journal is dead: research, quality and communication in the next decade – a panel discussion with journal editors</i> Mark Gibson <i>Continuum: Journal of Media & Cultural Studies</i> Gerard Goggin <i>Media International Australia</i> Cathy Greenfield <i>Southern Review</i> Andrew Kenyon <i>Media & Arts Law Review</i> Peta Mitchell <i>M/C Journal</i> Ros Petelin <i>Australian Journal of Communication</i>	Panel 5E Theatre 109 Future of broadcasting Chair: David Holmes Mary Debrett <i>Reinventing public service television: From broadcasters to media content companies</i> Sarah Baker <i>The death of a genre? Television current affairs programs on New Zealand public television</i> Zorana Kostic <i>Prospects and dilemmas for public service broadcasting: A comparative study of Japanese and Australian public service broadcast corporations</i>
Lunch and ANZCA AGM Lunch in Level 1 Open Space; ANZCA AGM in Theatre 102 12.00-1.30pm				
Parallel Session 6 1.30-3.00pm				
Panel 6A Theatre 102 Business communications Chair: Mary Power Baden Eunson <i>Communication models: can pre-editing and post-editing of messages help improve basic models?</i> David Waller & Paul Wong <i>Media choice for information search to purchase a new technology</i> Chintawee Kasemsuk <i>The study of factors influencing interpersonal communication process of private university students</i>	Panel 6B Theatre 106 Journalism Training Chair: Usha M Rodrigues David Cameron <i>Journalism students' attitudes towards Wikinews as a training resource</i> Steven Maras <i>Reading James W Carey on the university tradition</i> Wendy Bacon <i>Linking theory and practice in university journalism research: RQF opportunity or threat?</i>	Panel 6C Theatre 108 Print Cultures Panel Chair: Roslyn Petelin Stuart Glover <i>Literature as multifunction institution: The implications of media accounts of literature and publishing policy</i> Jenny Lee <i>The price of books</i> Simone Murray <i>Materialising adaptation theory: the adaptation industry</i>	Panel 6D Theatre 109 TV Policy Chair: Mary Debrett Niranjala Weerakkody & Sue Turnbull <i>Digital TV in Australia: The journey so far</i> Usha M Rodrigues <i>Television policy in India: the journey so far</i> Vivien Wang <i>More than just formality – Taiwan's experience of establishing a public media group</i>	
Afternoon Tea Level 1 Open Space, 3.00-3.30pm				

Friday 6 July 2006 (continued)				
Parallel Session 7 3.30-5.00pm				
<p>Panel 7A Theatre 102 <i>Business communications</i> Chair: Caroline Hatcher</p> <p>Louise Fitzgerald <i>Exploring the communicative needs of real estate agents: A case study in organisational communication</i></p> <p>Colleen Mills <i>'Identity work' during change: A new perspective on sensemaking about communication during change</i></p> <p>Peter Simmons <i>Fair call: Player perceptions of justice in football referee communication</i></p>	<p>Panel 7B Theatre 104 <i>PR and Society</i> Chair: Margie Comrie</p> <p>Steve Mackay <i>Public relations and the rhetoric of civil society</i></p> <p>Alison Henderson <i>The marketisation of risk: Negotiating social and political perspectives of risks associated with genetic modification</i></p> <p>Chika Anyanwu <i>Creative industries and civic responsibilities: A case of celebrity and national icons in Australia</i></p>	<p>Panel 7C Theatre 106 <i>Communicative Acts</i> Chair: Mark Gibson</p> <p>Geoffrey Craig <i>Dialogue and dissemination in media interviews</i></p> <p>Suranti Trisnawati <i>Using a communicative acts study for exploring interactions between users and icons within multimedia texts</i></p> <p>Mark Sheehan <i>Implementing elements of Schon's reflective practitioner in an undergraduate public relations program</i></p>	<p>Panel 7D Theatre 108 <i>Literacies</i> Chair: Tania Lewis</p> <p>Margie Comrie & Niki Murray <i>Reflections on the place of adults with low functional literacy in the communicatively integrated community</i></p> <p>Frank Sligo <i>Place, people and voice: Creating and communicating expressive content via cartoons</i></p> <p>Elizabeth Grey & Lisa Emerson <i>'Talking the Talk': Industry & students perspectives on oral communication in science education</i></p>	<p>Panel 7E Theatre 109 <i>TV Policy Licensing</i> Chair: Jane Landman</p> <p>Robert Beveridge <i>Breaking the BBC</i></p> <p>Sergio Mena <i>The influence of political leanings in the distribution of exploitation licences for the new terrestrial digital TV channels in Spain</i></p> <p>David Holmes <i>Clutching at straw media: Talking up the internet to open up media monopolies</i></p>
<p>SPECIAL PANEL PRESENTATION <i>The RQF and Communication</i> Chair: Andrew Kenyon Theatre G08 5.00-6.30pm</p> <p>Professor Mandy Thomas, <i>Pro Vice-Chancellor, ANU</i> Professor Graeme Turner, <i>University of Queensland</i> Professor Brad Haseman, <i>Queensland University of Technology</i></p>				
<p>CLOSING CEREMONY</p>				
<p>Closing Reception Level 1 Open Space, 6.30-7.30</p>				

Saturday 7 July 2006
<p>Public Service Broadcasting in Asia and the Pacific</p> <p>Joseph N Ealedona, <i>Managing Director, Papua New Guinea National Broadcasting Corporation and President of the Pacific Islands News Association (PINA)</i> Murray Green, <i>Director, ABC International</i> Francis Herman, <i>CEO, Fiji Broadcasting Corporation</i> Kalinga Seneviratne, <i>Research Fellow, Asian Media and Information Centre (AMIC)</i></p> <p>Theatre G08 10.00am-1.00pm</p>
<p>Lunch Lunch in Level 1 Open Space 1.00-2.00pm</p>
<p>Postgraduate and Early Career Researchers Workshop <i>Research Approaches & Methodologies for Policy Outcomes</i> Kalinga Seneviratne, <i>Research Fellow, AMIC</i></p> <p>Room G29 2.00-4.00pm</p>