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Cunningham, Stuart and Turner, Graeme (eds), *The Media and Communications in Australia – 3rd edition*, Allen and Unwin, Crows Nest NSW, 2010.

ISBN 9781742370644. 362pp. AU\$55.00. Distributor: Allen and Unwin

First published in 2002 and released as a second edition in 2006 *The Media and Communications in Australia* has become the standard textbook in the field. Editors Stuart Cunningham and Graeme Turner have once again responded to rapid changes in the media and communications industries updating and revising chapters from existing authors and supplementing these with a few new contributions.

Having read a number of individual chapters in previous editions I was well aware of the clear and concise approach taken by contributing authors, but consuming the entire collection in a short period highlighted to me its breadth and reinforced my appreciation of the diversity of media and communications as a field of study. From a history of cultural policy to broadband speeds, semiology to gaming staycations (stay at home vacations), the collection goes wide and deep.

The book maintains a three part structure. Part 1, *Approaches*, has been edited down to four chapters, beginning with John Sinclair's excellent outline of the theoretical traditions of the field. Cunningham has updated his chapter on policy, pointing to the integration of media and communications into broader 'services' policy frameworks relating to the knowledge economy and innovation. Kate Bowles has made minor changes to her refreshingly broad approach to representation and textual analysis, while Sue Turnbull has made major revisions to her work on

audiences, incorporating a more focused section on the relationship between theoretical perspectives and audience research methodologies.

Part 2 of the collection provides an overview of the historical development and structure of eleven industries. Jock Given (Telecommunications) and Larissa Hjorth (Computer, Online and Console Gaming) provide new chapters, while existing authors have updated data and refined their work. One common theme of revision is a description of the impact of emerging digital technologies on established industries with discussion not only of the threat posed by new technologies but the way in which established media players have attempted to integrate them into new content production, delivery and business models. Shane Homan's revised chapter on popular music is a standout.

With the exception of Turner's chapter on celebrity, the third part of the book, *Issues*, is completely new. The role of talkback radio in the 2005 Cronulla riots has sparked new interest in the field of cultural diversity and the media and this is covered by Tanja Dreher. Kath Albury and Catharine Lumby provide the chapter *Sport, Sex and Politics*, reminding us that watching and playing sport remains the most popular cultural activity for contemporary Australians. Jean Burgess and John Banks discuss issues relating to the emergence of user generated content touching on debates about digital natives/digital migrants, exploitative co-creation practices, the digital divide and privacy. A most pressing issue that is not covered well in the industry chapters and probably warranted a dedicated chapter in this section is that of content protection and copyright. Perhaps in edition 4?

Overall, the third edition of *The Media and Communications in Australia* is a significant update of edition 2 and well worth the investment.