

Findings

CAMRI Newsletter

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Paddy Scannell to make key-note speech in USA

Paddy Scannell is to give the keynote speech at an international radio conference in Wisconsin-Madison in July. He will address The Radio Conference: a Transnational Forum, held at University of Wisconsin-Madison, 28th-31st July. More than one hundred other papers will be presented, bringing together North American and European scholarship on radio.

Winston Mano will also talk about 'Radio Zimbabwe: radio as national culture', and David Hendy will give a paper on 'Radio 4 and Resisting American News formats'.

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Arab media and BBC history to be centre-stage in two CAMRI conferences

CAMRI has two major one-day conferences lined-up in the next few months. The first, in June, will be on Arab broadcasting. That will be followed in September by a conference co-organised with the BBC which looks at the Corporation's history.

On Tuesday 10th June, '*Broadcasting in the Arab World: Challenges and Prospects*' will be held at Regent Street between 9am and 5pm. It will have speakers tackling three main themes: The changing world of Arab broadcasting (including 'Arab Broadcasting: Structures and Prospects' and 'Al-Jazeera and the Making of a New Era'), Arab Media and the Public Sphere (including 'The Arab TV audience', 'News and the Palestinian Diaspora', and 'Are we witnessing an Arab Public Sphere in the Making?'), and Covering War and Crisis (including discussion on Al-Jazeera, CNN International, BBC World and Ala-Arabia). Students are free, academics and institutions: £25—but places are limited, so please contact the organisers before making a booking. (Formore information contact Alison Sorrell on sorrela@wmin.ac.uk, telephone 020 7911 5968 or fax 020 7911

5942, or Nourddine Miladi on noureddine551@yahoo.co.uk.

The second CAMRI conference, '*Studying the BBC*', is being organised in conjunction with the BBC, and will focus on presenting current research on BBC history. Speakers and themes are still being organised, though there will undoubtedly be presentations by Paddy Scannell and Jean Seaton. Jean's eminent predecessor as official BBC historian, Lord Asa Briggs, has been invited. One planned feature of the day will be the screening and/or airing of some recently unearthed BBC TV and radio programme archives—material which might prove to be a rich basis for new areas of historical research. The conference is being supported by BBC Heritage, which has identified CAMRI as a key site of research into the BBC's history. The *Studying the BBC* conference will be held at Regents Street on Wednesday 10th September. Exact registration details will be advertised soon, and for more details contact either David Hendy (hendyd@wmin.ac.uk) or Anthony McNicholas (anthonymcnicholas@uwmin.freeserve.co.uk).

Bidding for Framework Six

Colin Sparks on CAMRI's interest in a major EC research scheme.....

The European Commission has launched the sixth of its major research initiatives. The Framework Programme 6 (FP6) will last five years and involve billions of Euros in funding for projects right across the range of the physical and social sciences and humanities. CAMRI is interested in one small part of this huge programme. The EC's Priority Seven deals with "Citizens and Governance in a Knowledge-based Society" and issued its first call for proposals on 17 December. The social sciences are

one tiny part of this programme— but there are a couple of opportunities for media researchers to bid for funds.

One new thing this time around is that the EC wants to build what it calls "Networks of Excellence" which will group researchers around Europe to work on common problems. The aim is to start to unify the different research cultures in Europe so that people know each other, have experience of working together, and can bring

Framework Six: (continued from page 1)

multinational resources to bear on difficult research topics. CAMRI is part of one consortium that is making a bid to establish a network on the use of electronic services in e-government. This will build on work we have done in the past on electronic democracy and the nature of the public sphere and public information. Another kind of activity that the programme will fund is the specific research project. CAMRI is involved in a proposal for investigating media coverage of the European elections in a number of different member states. The aim is to gather comparative data on the construction, or otherwise, of a European public sphere. The consortium (called "Medici" -- which is very short for "Media and Citizenship in Europe") groups partners from Ireland, Germany, France, the UK, Poland, the Czech Republic and Latvia in order to compare the media and the public sphere in both the old and the new Europe.

We are also thinking about making a proposal under the heading "European Citizenship and Multiple Identities." The aim of this part of the programme, say the EC, is to "increase understanding of the evolution of citizenship and identities in Europe in the context of cultural and other diversities." We hope to build

on work that Dr Tsagarousianou has done in the last few years about the use of the media amongst diverse social groups in the UK and give it a European dimension .

Competition for all of these grants will be fierce, and we will be very lucky if any of our proposals get funded this time around. Research with an international perspective has, however, always been one of our strengths, and this is an opportunity to try to continue that work.

Colin Sparks, May 2003.

Findings, the CAMRI newsletter is edited by Rosa Tsagarousianou and David Hendy. Next issue: October/November 2003. Please send any news, reviews, etc, to David or Rosa (hendyd@wmin.ac.uk or tsaggar@wmin.ac.uk) between now and then.

Research Roundup

Maria Michalis has written a critical assessment of e-Europe, the latest information society vision of the European Union. "Broadband Communications in the European Union: Myths and Realities." in *Politics and Economics of Europe* vol 7, edited by Frank Columbus (New York: Nova Publishers). She is currently writing a book on the Europeanisation of communications policy.

Doctoral student **Lizzie Jackson**, who is also the BBC's Editor, Online Communities, made the keynote speech at the yearly Conference for the National College for School Leadership on 31st March and 1st April in Nottingham (see www.ncsl.org.uk). The talk was about the ways in which over the last five years the BBC has begun to change its relationship with the public. "Programme-makers should now be termed 'content-makers'", Lizzie suggested, "as they create material which is simultaneously accessible to the public via TV, Radio, and Online. The public is now able to interact with content-makers and each other to debate and contribute 'user-content'. Finally, more and more, you will be able to access BBC content when, where and how you want it." over the last five years the BBC has begun to change its relationship with the public. "Programme-makers should now be termed 'content-makers'", Lizzie suggested, "as they create material which is simultaneously accessible to the public via TV, Radio, and Online. The public is now able to interact with content-makers and each other to debate and contribute 'user-content'. Finally, more and more, you will be able to access BBC content when, where and how you want it."

Lizzie is also speaking at the UK Communities Conference (Infomortics): <http://www.infomortics.com/vc/index.html>. In a talk entitled "The snail-trail of reputation", she looks at how, in online communities and other digital social spaces (mobiles or Cable TV Chatrooms for instance), you become known by what you do and say; by each single interaction: "The style of each message, comment or article you generate is leaving a snail trail of social information. People spend time building up online identities,

or accumulating points as rewards for buying and selling on auction sites. Is your digital reputation high or low? Can it be stolen? And could this social currency be turned into hard cash?"

And on 27th May (from 0900-1100, London) Lizzie will be the 'recognised expert in the field' - at a roundtable on 'online communities' for an e-consultancy group which consults on e-business. See <http://www.e-consultancy.com/>

Professor **Steven Barnett** has been active in current policy debates. On 19th November 2002 he was a speaker at the Media Society Debate on the future of digital television, with David Elstein, the Minister for Broadcasting Kim Howells and the BBC's director of public policy Caroline Thomson. On 16th December he made a speech to the BBC News Festival, on *Making Politics Matter*, and on 15th January he spoke at the Oxford Media Convention on Public Service Communications - on a panel with Ed Richards, 10 Downing Street's media advisor and the main architect of the Communications Bill, and David Levy, in charge of Public Policy at the BBC; the discussion posed the question: Will the Market Provide? (Answer: No). Steve reports that the session was chaired by Alan Bell, a senior member of OfTel, who "clearly saw the whole public service argument as rather alien". Steve also briefed European and Far Eastern journalists on the relationship between political journalism and democracy and notions of professional responsibility in political reporting at the Foreign Press Association.

Since February, the Communications Bill has been a central concern. On 10th February, Steve spoke at a Westminster Media Forum session on the "must carry" proposals in the Bill, which, he argues, currently favour BSkyB to the disadvantage of the PSBs. In advance of the Communications Bill's second reading, he was also part of the House of Lords briefing team, speaking on cross-ownership. This was part of a wider lobbying campaign, which also involved Professor **Jean Seaton**. Steve reports that the

Writing-up with Shih-Diing Liu: Democracy, Civil society, and Cyberactivism: The Greater China Experience

My research project is an attempt to engage with the debate about greater China by exploring a new type of democratic formation with/in cyberspace across the geopolitical region. Such a cyber-political democracy in the global information age is examined through a range of empirical case studies including labor movements, eco-activism, cultural politics of gay and lesbian, ethnic minority rebellions, and human rights campaigns throughout Taiwan, Hong Kong SAR, and mainland China. As one of the initial studies in this field, my project hopes to provide a great deal of empirical evidence examining the future of greater China and its role in the new global order. The popular diffusion of the internet since the mid-1990s opens up a new opportunity for the reshaping of civil societies and political cultures in greater China. As my research has demonstrated, a growing amount of social movements groups, NGOs, indigenous communities, and gays have made use of this new information technology to achieve a variety of social goals: e.g., the political dissidents exploit websites and BBS to circulate their alternative perspectives and information banned by the government or filtered by the media corporations; the activists use electronic mailing lists to mobilize a wider basis of collective action; the ethnic groups and sexual minorities also approach the net to reconstitute their identity and solidarity against the Han and

heterosexual hegemonies by establishing virtual communities, etc.. Instead of focusing only on the instrumental way in which the internet is used for social movements, I especially highlight the social, historic, and political implications of cyberactivism. The development of social movements in the information age shows that the future prospect of greater China centers on the transformation of the CCP regime – not merely the transformation of the existing bureaucratic system itself, but also the strategy towards the pressure of globalization. Despite the fact that China's economic reforms since the early 1980s has profoundly enhanced its interconnection with Hong Kong and Taiwan, the CCP's one-party authoritarian regime remains a primary obstacle for the substantial political reconciliation with HK SAR and Taiwan in the post-1989 era. The Falun Gong resistances, the emergence of large-scale workers' protests, and the global campaign against the imposition of the Article 23 on HK SAR seem all to suggest that the current mode of governance in China, as the new CCP leadership has already encountered, should be changed to cope with a more diversified and changing social patterns within the territory. With the growing importance of the economic and political role in the international arena in recent years, China, the largest nation in the world, should take the chance to develop a social democratic polity that ensures the basis for a democratic greater China.

Research Roundup: continued....

main task was to draw attention to the Communications Bill's ability to pave the way for major newspaper proprietors to own Channel 5: "along with Jean, I organised five senior academics (ourselves, James Curran from Goldsmiths, Roger Silverstone from LSE and Patrick Barwise from London Business School) to write a letter to the FT. This was published as the lead letter on 25th February, and attracted a fairly disingenuous response from David Elstein (in his capacity of "visiting professor at University of Westminster") on 27th February, followed by a response from us on 28th."

Steve adds: "Jean and I then organised a letter to 200 members of the House of Lords, together with a briefing paper I had written. I can't remember the last time that media academics have taken the initiative in lobbying on a key element of a parliamentary Bill - all

the lobbying for the 1990 Act came from the industry, mostly from ITV. The crucial issue this time is that broadcasters are scared of the lobbying for the 1990 Act came from the industry, mostly from ITV. The crucial issue this time is that broadcasters are scared of raising the issue themselves - partly in case they are seen as self-interested, partly because they then have to face negotiations with senior execs at BSKyB for access to the satellite."

David Hendy's *Radio in the Global Age* has just been published in Italy by Editori Riuniti, as '*La radio nell'era globale*' (Rome: 2003). He has also joined the International Editorial Advisory Board of a new radio journal to be launched in July: *The Radio Journal: International Studies in Audio Media*.

In The Field with Yik-chan Chin:

My PhD research is to study the reform of China's television institutions over past 5 years and to explore its underlying dynamics. Given the regional segmentation in China's media system, I have adopted a "case study" method coupled with national level analysis of government policy. My case studies will be of three big Chinese cities - Beijing, Shanghai and Guangzhou.

My fieldwork started in Beijing. When I arrived Beijing in the end of February, I did not expect the upcoming month would be so remarkable, not only for China but also for the world. First of all, there was the opening of China's 10th National People's Congress in Beijing. This conference selected the new political leadership of the Chinese government, and announced the directions of government's domestic and international policies for next five years. It was immediately fol-

lowed by the war on Iraq, which has received unprecedented media coverage in China. The sole national television network -- China Central Television (CCTV) -- for the first time is broadcasting the war live, every day on its two main channels. It has been pretty difficult for me fully to concentrate on my own research without paying attention on those events.

At the same time, I accepted an invitation from the Beijing Broadcasting Institution to lead a course on international communication for their undergraduate students during my time in their television school. The course was originally designed to be taught in English. However, it had been proved in practice that this did not work. Most students found that it is very hard for them to understand the materials as well as to express themselves in a foreign language. I

WHERE ARE THEY NOW?

Li-Chaun Mai

Media management and economics is an important research field nowadays. Since I started to study at CCIS in 1997, I have been researching media businesses and focusing on cable and satellite television. In April 2001, I finished my Ph.D. and went back to Taiwan to take up a teaching post at Ming Chuan University. I am now an associate professor, and continue to pursue my research interests. In my most recent projects, I have attempted to establish a model of media corporate cultures.

In my doctoral dissertation I demonstrated that western corporate cultural models do not fit to eastern cultures, and this motivated me to try to establish a model of corporate culture in the media which would be appropriate to eastern perspectives and Confucian cultures. I managed to get funding from the National Science Council of Taiwan in order to undertake the project. My research covers 10 years in the development of different organizations of Taiwanese media. Investigations of the corporate cultural characteristics were conducted using in-depth interviews, in order to design measurement tools for organizational cultures. Samples were constructed of different levels of employees, including members of top management teams, managers, managerial staff of middle levels and staff at the bottom levels. A survey was then undertaken and I examined the validity and reliability of the variables. The aim of my research is to establish the measurements of the Taiwanese/Chinese corporate cultural model.

As well as this, I co-operate with University of Washington and Hong Kong Baptist University in researching the trans-cultural phenomenon of journalism from Hong Kong Apple Daily spreading to Taiwanese newspapers, in particular focusing on the culture of paparazzi. I attended 5th world Media Economics and 52nd ICA conferences in the past two years. These conferences brought me opportunities to establish research links. My paper 'Company size, operational type, ownership structure and business strategy – an analysis of Taiwanese satellite channel companies' was published in Robert G. Picard's book *Media Firms* in 2002. In May, I will present a paper at the 53rd ICA, which will be held in San Diego.

In The Field with Yik-Chan Chin

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accepted their suggestion to use both Chinese and English as teaching languages. Students have given some very impressive presentations on topics like globalization, identity and so on in seminars. This change made me think again about the role of language. I hope this course will provide a space to let student start to think about some problems. I hope also get to know the opinions of China's new generation from the experience.

In addition, I meet up with other teachers once per week in a reading group. By talking to them, I have begun to get to know some interesting courses run by the BBI. For instance, they have a course for television producers on how to produce a television drama, as well as a philosophy course about Marxism! I am also encountering a series of challenges in my own research. Access to information is the biggest problem up to now. Much of the primary data is categorised as closed or restricted documents that can only be showed by permission of the relevant officials. There is also a lack of reliable and comprehensive statistics in the open published documents, so it is difficult to assess the actual effects of the government's cultural policy.

Personal identity issues have also caused confusions. As a person who was born in China, but left for almost 15 years, I find it is hard to say whether I am an "insider" or an "outsider". My colleagues here advised me to identify myself as "overseas Chinese", as this would help me to gain access to resources. However, while this is true under some circumstances, under others it could cause troubles. How exactly to position myself is always tricky!

The Terrible Twos: Aybige Yilmaz, 2nd Year PhD student.....

Should I bore people to death with my research findings here– or shall I save that for the annual presentation ceremony and talk rather about my findings out of the experience of doing a PhD? The latter I suppose, even though the limited space can only provide the abstract, for I can surely write another thesis out of this juicy philosophical material, about the ontology of being a PhD student. But I will try my best. I found that the second year is the worst year of PhD -wait till the third year some of you are saying. But I disagree. Third year will melt under the pressure of writing, it will be over before you could really find the chance to stand back and try to understand what is going on. I can see it happening to my colleagues around me. But the second year, oh no, the second year is another kind of a beast.

First year is full of the enthusiasm of starting a new page, taking one of the biggest turns of your career life, the ultimate joy of saying, with a self-satisfied grin, that you are doing a **P-H-D!** More than that, it is about the thrill of having a whole class, your own little class, waiting to be enlightened with your knowledge, and the wonderful feeling of, yes, at last marking some essays, at last finding it your turn to use the red marker and decide whether the thumb goes up or down- oh the powerful, God-like feeling you get as the office hands you those untouched student papers! Not only that, but the first year is about, at the end of the year, rushing to the field and plucking up the blossoming data with utter excitement... and on your return, proudly showing your supervisor your filled up basket, as your heart pounds with impatience, impatience to get your hands on those untouched, impeccable texts, waiting to be transformed into some earth-shattering revelations of truth!

The second year is about grim realities. The hardships of still living a student life at this age, coupled with the growing suspicion about your own intellectual depth. It is about discovering, to your horror, that you know

nothing, and the more you read, the more the books laugh at your face, ridiculing your ignorance. Readings, you discover, are a pitch-black hole. You want to believe that your salvation lies in learning, but the minute you think you have conquered the tiniest piece in your field, you hear a new publishing mockingly call your name behind the barracks. Literature review is a game to measure your willpower, willpower to stop, stop and climb back the hole before you vanish from sight... More than that, the second year is about discovering that marking essays is a life eater, it is about reading one essay on tabloidization after another after another, till you fall on your knees begging for assessment period to end, without knowing that your wish will be granted as you are dragged onto the arena where they hold the tutorials, where gladiators mercilessly attack you with spearheaded questions about **why** they did not get better marks! Oh but worse, the second year is about discovering what scary monsters lurk inside the texts, inside your once preciously loved and caressed data. It is about continuously inventing new tasks, suddenly finding new and very important readings that need to be urgently read. It is about discovering that even Giddens can be an amusingly joyful read when you know that your data is sinisterly waiting for you inside your closet.

But would I change all this for a nine to five job at Citibank- oh no not for a moment! If life is about conquering, if it is about fighting the evils and monsters on your way, if it is about being the Don Quichotte of your own life, then you can keep the crisp suits and the smart bags. We all need windmills to attack, a Dulcinee to save, and I have got mine here at this department. Where would I find all these adventures behind the disillusioned counters of a dreary old bank? What stories would I have to tell my children, as retired war veterans tell their past victories over and over again to the ones who are still willing to hear? We are at war, the whole body and soul united under an oath to conquer- and I am telling you all, the conquest of the second year is what determines the destiny of our ground troops!