

## ANZCA 2005 CONFERENCE PROGRAMME 17 June 2005

<b>DAY ONE – MONDAY 4 July</b>				
10.00-1.00 pm	<b>Registrations</b> <b>Southern Ballet Foyer</b> <b>Worcester Boulevard Side of the Cloisters, The Arts Centre</b>			
1.00-2.30 pm	<b>Welcome</b> <b>and</b> <b>Afternoon Tea</b> <b>In the Great Hall at the Arts Centre</b>			
2.30-4.00 pm	<b>Parallel Sessions</b>			
	<b>YMCA</b> CHAIR: <i>Lynette Low</i>	<b>Hurst Seagar</b> CHAIR: <i>Donald Matheson</i>	<b>Cloisters</b> CHAIR: <i>Ted Zorn</i>	<b>Southern Ballet</b> CHAIR: <i>David Waller</i>
	So you want to write a text book? <b>Josephine Ellis</b>	What the web news reader wants: an analysis of smh.com.au readership story preference <b>Margaret Van Heekeren</b>	Quality culture, and integrated communications. An exploratory case study in a Thai health care setting <b>Karinrat Srismith</b>	Communication power discourse involving the L2 worker <b>Pascal Brown and Yunxia Zhu</b>
	Professional writing in communication studies <b>Dugald Williamson</b>	The power of online news: myth or reality? <b>An Nguyen</b> (To be confirmed)	The role of EDM's in creating an informed organisational culture <b>Achinto Roy</b>	Virtual citizenship and diasporic discourse <b>Chika Anyanwu</b>
	Effects of writing on time-related information graphics <b>Marilyn Mitchell</b>	Who's that trip-trapping on my bridge? Cybersex trolling techniques exposed <b>Danielle Lawson</b>	Making sense in isolation: The influences of computer-mediated communication technologies on shared contexts <b>Deborah Churchman and Jo Hanisch</b>	
4.00-4.10 pm	<b>SHORT BREAK</b>			

4.10 -5.40 pm	<b>Parallel Sessions</b>			
6.30-8.30 pm	<b>Reception</b> <b>The Canterbury Club</b> Corner of Worcester Boulevard and Cambridge Terrace			
8.30-10.00 pm	<b>Self Organised Activities (e.g. Court Theatre Play, Casino, movies at the Arts Centre's two theatres)</b> <b>ANZCA Executive Members' Dinner at Anne's Wine Bar in the Arts Centre</b>			

YMCA  
CHAIR: *Susan Hafen*

**DOCUMENTARY**

Sheilas – 28 years on  
**Dawn Hutchesson**

Presented by  
**Marie Hutchinson**

Hurst Seagar  
CHAIR: *Linda-Jean Kenix*

Who is making the news?  
**Margie Comrie**

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Calling the tune without  
paying the piper? The  
political-economic  
contradictions of the TVNZ  
Charter  
**Peter Thompson**

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Discourses of diversity and  
choice in Australian pay  
television: A preliminary  
investigation  
**Teresa Rizzo**

Cloisters  
CHAIR: *Steven Maras*

Household life and social use  
of the internet  
**Jocelyn Williams**

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Identifying potential changes  
in dialogic communication  
practice within families  
**Scott Rickard**

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Maintaining connections with  
those you know in a virtual  
world  
**Louise Horstmanhof and  
Mary Power**

Southern Ballet  
CHAIR: *Chika Anyanwu*

Relational communication  
between Catholics and  
Protestants in the Northern  
Ireland workplace: A study of  
policies, practices and  
procedures  
**Owen Hargie and David  
Dickson**

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The Hui as a communication  
channel within the process of  
Maori economic development  
**John O'Sullivan**

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After images of body horror:  
Visual communication and the  
pornography of suffering  
**Sue Tait**

**DAY TWO – TUESDAY 5 July**

8.00 - 9.00 am	<b>Registrations – Southern Ballet Foyer</b>			
9.00-10.00 am	<b>Keynote Speaker One</b> <b>Professor Janet Holmes</b> in Great Hall			
10.00 -10.30 am	<b>MORNING TEA</b>			
10.30 -12.00 pm	<b>Parallel Sessions</b>			
	<p>YMCA CHAIR: <i>Terry Flew</i></p> <p>Brand New Zealanders: The commodification of Polynesian youth identity in television advertising <b>Emma Earl</b></p> <hr/> <p>Localizing the global in New Zealand? Nickelodean and the institutional logics of media conglomerations <b>Katalin Lustyik</b></p> <hr/> <p>Becoming educultural: The key element to successful communication in New Zealand schools <b>Angus Macfarlane</b></p>	<p>Hurst Seagar CHAIR: <i>Anne Dunn</i></p> <p>Ubiquitous computing: Cross-national comparison of mobile communication use in Germany, the US and New Zealand <b>Stephanie Bröege</b></p> <hr/> <p>Mobile phone culture and the love of text messaging <b>Gerard Goggin</b></p> <hr/>	<p>Cloisters CHAIR: <i>Jocelyn Williams</i></p> <p>Deaf people’s use of Sms and other text-based communication: A new age dawns <b>Mary Power, Desmond Power, and Louise Horstmanshof</b></p> <hr/> <p>Working with electronic communication Tools: Applications of blogs and other communication tools in business environments <b>Joanne Jacobs</b></p> <hr/> <p>Mobile phones, driving and work: current debates and historical reflections <b>Glenn Jessop</b></p>	<p>Southern Ballet CHAIR: <i>TBA</i></p> <p><u>PANEL</u></p> <p>Creating a celebrity image: Richard Branson and his use of metaphors of entrepreneurship <b>Patsy McCarthy and Patsy McCarthy</b></p>
12.00-1.00pm	<b>LUNCH</b> in Great hall			



3.00-4.30 pm	<b>Parallel Sessions</b>			
3.00-4.30 pm	<p style="text-align: center;">YMCA CHAIR: <i>TBA</i></p> <p style="text-align: center;"><b>INVITED PRESENTATION and WORKSHOP</b></p> <p>Human-Computer Interfaces for Communication <b>Mark Billingham</b> HITLabNZ,</p>	<p style="text-align: center;">Hurst Seagar CHAIR: <i>Teresa Rizzo</i></p> <p>Frame analysis made easier: Five steps to simple self-analysis by journalists and journalism students <b>Elsbeth Tilley and John Cokley</b></p> <hr/> <p>Framing theory and research: Implications for the practice of journalism <b>Dennis Davis</b></p> <hr/> <p>News academic research nexus <b>Mary Power</b></p>	<p style="text-align: center;">Cloisters CHAIR: <i>Nick Sharman</i></p> <p>The Government Members Secretariat: The beating heart of Australia's PR State <b>Peter van Onselen and Wayne Errington</b></p> <hr/> <p>Fact v fact in the biotechnology debate: Theorising issues management from perspectives of identity and rationality <b>Alison Henderson</b></p> <hr/> <p>Reclaiming the Internet: Creative Communication and Political Discourse in Singapore <b>Terry Johal</b> (Not confirmed)</p>	<p style="text-align: center;">Southern Ballet CHAIR: <i>Su Olsson</i></p> <p>How do men and women communicate their conceptualization of success. A comparative study between Malaysia and New Zealand <b>Adida Yang Amri</b></p> <hr/> <p>Role of communication networks in women's enterprises <b>Prue Cruickshank and Deborah Rolland</b></p> <hr/> <p>The politics of talk: Gendered gossip at work <b>Susan Hafen</b></p>
7.00 pm - late	<b>Self Organised Activities (e.g. Court Theatre play, Christchurch Casino, movies at the Arts Centre's two theatres)</b> <b>Graduate Students' Dinner at Dux De Lux Restaurant at the Arts Centre on Montreal Street</b>			

<b>DAY THREE – WEDNESDAY 6 July</b>				
7.30 – 8.50 am	<b>ANZCA Executive Member’s Breakfast Meeting at The Coffee House 290 Montreal Street</b>			
8.00-9.00 am	<b>Registrations</b>			
9.00-10.00 am	<b>Keynote Speaker Two Professor Graeme Turner in Great Hall</b>			
10.00-10.30 am	<b>MORNING TEA</b> in Great Hall			
10.30-12.00 pm	<b>Parallel Sessions</b>			
	<b>YMCA</b> <b>CHAIR: TBA</b>  <u>PANEL</u>  A Creative Little Country? Media Developments and Trends in New Zealand  <b>Geoff Lealand, Ruth  Zanker, and Donald  Matheson</b>	<b>Hurst Seagar</b> <b>CHAIR: Kate Fitch</b>  Theorising text, medium and practice in the new media age <b>Susan Yell</b>  <hr/> Some theses on critical communications practice <b>Steven Maras</b>  <hr/> What’s so critical about ‘critical public relations’ research and theory? <b>Kay Weaver</b>	<b>Cloisters</b> <b>CHAIR: David McKie</b>  Media Bios; or, <i>Harvie Krumpet</i> and the ethics of disability and death <b>Gerard Goggin and  Christopher Newell</b>  <hr/> The mass media at work as a guardian of trust <b>Amisha Patel</b>  <hr/> Searching for balance: Free expression and protection from harm <b>Susan Fountaine</b>	<b>Southern Ballet</b> <b>CHAIR: George Cheney</b>  A rhetorical theory of public relations opening the door to semiotic and pragmatism approaches <b>Steve Mackey</b>  <hr/> Post-serious wordplay: What’s new in the ‘new economy’? What’s responsive in corporate social responsibility? What’s sustainable in sustainability? <b>David McKie and Michele  Schoenberger-Orgad</b>  <hr/> Constructing ethnicity and leadership through storytelling at work <b>Meredith Marra and Janet  Holmes</b>
12.00-12.30 pm	<b>President’s address</b> in Hurst Seager Room			
12.30-1.30pm	<b>LUNCH</b> in Great Hall			

1.30-3.00 pm	<b>Parallel Sessions</b>			
	<p style="text-align: center;">YMCA CHAIR: <i>Steve Mackey</i></p> <p>Public relations and the national community <b>Kate Fitch</b></p> <hr/> <p>Bank is a four letter word: Corporate citizenship as an exercise in public relations <b>Su Olsson, Robyn Walker, and Colin Higgins</b></p> <hr/> <p>Legitimacy challenged: James Hardie Industries and the asbestos case <b>Amisha Patel and Robina Xavier</b></p>	<p style="text-align: center;">Hurst Seagar CHAIR: <i>Helen Wilson</i></p> <p>Radio at the net: Aspects of digital convergence in British and Australian radio <b>Anne Dunn</b></p> <hr/> <p>New media use in New Zealand: A comparison to Germany and the US <b>Dennis Davis, Stephanie Bröge, and Ruediger Steinmetz</b></p>	<p style="text-align: center;">Cloisters CHAIR: <i>Shiv Ganesh</i></p> <p>Specialist vocabulary: Restricted collocations in the hanger <b>Georgie Newsome and Kon Kuiper</b></p> <hr/> <p>The unacknowledged divide: Perceptions of literacy and communication needs in the workplace <b>Su Olsson and Margie Comrie</b></p> <hr/> <p>Rethinking research assumptions about community, and community assumptions about research: the literacy and employment programme <b>Frank Sligo and Niki Culligan</b></p>	<p style="text-align: center;">Southern Ballet CHAIR: <i>Anna Eblen</i></p> <p>Creating working women: Australian Women's Weekly 1940s fiction and the construction of female identity <b>Anne-Marie Tokley</b></p> <hr/> <p>Female embodiment in the newsroom <b>Louise North</b></p> <hr/> <p>Negotiating masculinities: Reading Viagra/talking sex <b>Tiina Vares</b></p>
3.00-3.30 pm	<b>AFTERNOON TEA</b> in Great Hall			
3.30-5.00 pm	<b>Annual General Meeting</b> in Hurst Seagar Room			
5.00 pm	<b>Communication Ethics Interest Group Establishment Meeting – all welcome – in Hurst Seagar Room</b>			
7.00-11.00 pm	<b>Conference Dinner</b> <b>Rydges Hotel</b> Corner of Worcester Boulevard and Oxford Terrace			

<b>DAY FOUR – THURSDAY 7 July</b>				
8.00-9.00 am	<b>Registration</b>			
9.00-10.00 am	<b>Keynote Speaker Three</b> <b>Professor George Cheney</b> in Great Hall			
10.00-10.30am	<b>MORNING TEA</b> in Great Hall			
10.30-12.00 pm	<b>Parallel Sessions</b>			
	<b>YMCA</b> CHAIR: <i>Marilyn Mitchell</i>  Communication at work: Using group work assignments to facilitate teaching conflict management and consensus building <b>Mary Simpson</b>	<b>Hurst Seagar</b> CHAIR: <i>Susan Fountaine</i>  Journalism and citizen formation <b>Geoffrey Craig</b>	<b>Cloisters</b> CHAIR: <i>Frank Sligo</i>  ‘Meaning-full’ work and personal/social well-being: organisational communication engages the meanings of work <b>Ted Zorn, George Cheney,</b> <b>and</b> <b>Sally Planalp</b>	<b>Southern Ballet</b> CHAIR: <i>Mary Power</i>  The Australian Government meets the international media: lessons learned from the Sydney 2000 Olympic Games and CHOGM 2002 <b>Fiona Childs</b>
	“That’s not fair!” Teaching teamwork relationships and processes <b>Tom Cockburn, Mary</b> <b>Simpson, and Cheryl</b> <b>Cockburn-Wootten</b>	The changing face of current affairs programmes in New Zealand, United States and Britain: 1984-2004 <b>Sarah Baker</b>	‘You will do’: The construction of meaning and identity by sessional academic staff <b>Deborah Churchman</b>	Communication within global space: Negotiations of local/global tensions within the computer antivirus industry <b>Jessica Johnston</b>
			Change communication: Exposing the myth of common sense <b>Colleen E. Mills</b>	Social construction of transnational identity <b>Alison Green and Mary Power</b>
12.00-1.00 pm	<b>LUNCH</b> in Great Hall			

1.00-2.30 pm	<p style="text-align: center;">YMCA CHAIR: <i>Anne Dunn</i></p> <p>New Zealand commercial radio – Coke or L&amp;P? Coke the global brand, or L&amp;P, the local within the Coke empire. The relationship between America and hybrid culture <b>Brendan Reilly</b></p> <hr/> <p>Media ownership regulation: A Wollongong case study <b>Helen Wilson</b></p> <hr/> <p>Regional development of screen industries in the digital era: Prospects for the Northern Rivers region of NSW <b>Cathy Henkel</b></p>	<p style="text-align: center;">Hurst Seagar CHAIR: <i>Susan Yell</i></p> <p>Images and perception of smoking in the movies: Does smoking glamorize characters? <b>Elizabeth Cady, Richard Harris, Julie Hermes, and Tenisha Pettus</b></p> <hr/> <p>Lost in the wilderness: Celebrities, environmental protest and the news <b>Libby Lester</b></p> <hr/> <p>Schizophrenia in the Australian Press: Mental health information and lay publics <b>Kerry McCallum and Warwick Blood</b></p>	<p style="text-align: center;">Cloisters CHAIR: <i>Meredith Marra</i></p> <p>Asking people to measure up: A strategic approach to the performance appraisal interview <b>Donald Smith</b></p> <hr/> <p>Proctorial interviews: The social psychology of the confessional <b>Alison Kuiper</b></p> <hr/> <p>Using virtual stories to resolve workplace miscommunication <b>Pip Mules</b></p>	<p style="text-align: center;">Southern Ballet CHAIR: <i>Anna Eblen</i></p> <p>With God on his side: Deconstructing the post-9/11 discourse of President George W. Bush <b>Colleen Kelley</b></p> <hr/> <p>Be alert, not alarmed: Governmental communication of risk in an era of insecurity <b>Diana Bossio</b></p> <hr/> <p>The permanent campaign comes to Australia: Communication strategies in the 2004 federal election <b>Peter van Onselen and Wayne Errington</b></p>
2.00-3.00 pm	<p><b>Awards and Closing Address</b> in Great Hall Includes the Grant Noble Award and the Best Chairperson Award</p>			
3.00-3.30 pm	<p><b>AFTERNOON TEA</b> in Great Hall</p>			