



AUSTRALIAN & NEW ZEALAND  
COMMUNICATION ASSOCIATION  
INTERNATIONAL CONFERENCE, 2005:  
COMMUNICATION AT WORK

## DEST PACKAGE FOR E1 CLASSIFICATION

Citation: Author1 and Author2, 'Paper title', 2005 Australia and New Zealand Communication Association Conference Proceedings (ANZCA05).

A complete copy of the Proceedings is available for download in Adobe Acrobat PDF format at the Conference website at <http://www.mang.canterbury.ac.nz/ANZCA/anzcaindex.shtml>.

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## Preface and Introduction to the Conference

The Australia New Zealand Communication Association holds an international conference each year, bringing together scholars and professionals from a wide range of communication disciplines and countries. The theme for the 2005 conference was 'Communication at work; Showcasing communication scholarship'. Areas of research highlighted in the call for papers were communication in the workplace (including organisational, management and business communication), journalism and mass communication (including radio and television studies), media in society, new media, gender and communication, peace communication, political communication, culture and communication (including intercultural and international communication, public relations and community communication, instructional communication and communication education, communication technologies. Conference plenaries were given by three eminent international scholars:

Prof Janet Holmes (Victoria University of Wellington, NZ)  
Prof George Cheney (University of Utah, USA & Waikato University, NZ)  
Prof Graeme Turner (University of Queensland, Australia)

In total, 100 speakers from a range of countries including Australia, New Zealand, USA and the United Kingdom presented research and/or conceptual papers across four days.

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## Conference and Publication Details

**Name of the Conference:** Australian & New Zealand Communication Association International Conference, 2005: Communication at Work

**Date of the Conference:** July 4-7, 2005

**Location of the Conference:** The Arts Centre, Worcester Blvd, Christchurch, New Zealand

**Host of the Conference:** Department of Management, University of Canterbury

**Title of the Conference Publication:** Communication at Work: 2005 Australia and New Zealand Communication Association Conference Proceedings (ANZCA05)

**Publisher:** Australian and New Zealand Communication Association & University of Canterbury

**Place of Publication:** Christchurch, NEW ZEALAND

**ISBN:** 0-473-10194-7

**Name of the Publication Editors:** Co-Editors: Dr. Colleen Mills, Dr. Donald Matheson, Assistant Editor: Lynette Low

**Date of Publication:** © Copyright 2005, ANZCA & University of Canterbury

## Refereeing Details

All abstracts were subject to a double-blind peer review process for acceptance in the conference, and all papers designated as refereed (see below) were subject to double-blind, peer review involving independent external assessment, and substantive commentary on content. All papers accepted for presentation following this competitive process were published in the Conference Proceedings, published at:

<http://www.mang.canterbury.ac.nz/ANZCA/anzcaindex.shtml>.

This procedure was designed to satisfy the conditions required by the Australian Government's Department of Education, Science and Training (DEST) for the recognition of the papers in the Proceedings as Category E, Conference Publications: E1 – Full Written Paper – Refereed.

## Refereed Papers

The following papers, listed in alphabetical order by first author of each paper, were accepted as refereed papers at ANZCA05, and were accordingly published in the Conference Proceedings:

<b>Authors</b>	<b>Affiliations</b>	<b>Title</b>
Jessop, Glenn	Faculty of Life and Social Sciences, Swinburne University of Technology, Melbourne, Australia	Mobile phones, driving and work: Current debates and historical reflections
Williams, Jocelyn	School of Communication, Unitec, Auckland, NZ	Household life and social use of the internet
Hudson, Emily	Centre for Media and Communications Law and Intellectual Property Research Institute of Australia, University of Melbourne, Australia.	Communication in the digital environment: An empirical study into copyright law and digitisation practices in public museums, galleries and libraries
Kenyon, Andrew T	Centre for Media and Communications Law, University of Melbourne, Australia	Communication in the digital environment: An empirical study into copyright law and digitisation practices in public museums, galleries and libraries
Churchman, Deborah	School of Management, University of South Australia, Adelaide, SA, Australia	Making sense in isolation: The influences of computer-mediated communication technologies on shared contexts
Hanisch, Jo	School of Computer and Information Science, University of South Australia, Adelaide, SA, Australia	Making sense in isolation: The influences of computer-mediated communication technologies on shared contexts
Marra, Meredith	School of Linguistics and Applied Language Studies, Victoria University of Wellington, Wellington, New Zealand	Constructing ethnicity and leadership through storytelling at work
Holmes, Janet	School of Linguistics and Applied Language Studies, Victoria University of Wellington, Wellington, New Zealand	Constructing ethnicity and leadership through storytelling at work
Churchman, Deborah	School of Management, University of South Australia, Adelaide, SA, Australia	You will do': The construction of meaning and identity by sessional academic staff
Srismith, Karinrat	School of Communication, University of Canberra, Australia	Quality culture and integrated communications: an exploratory case study in a Thai health care setting
Olsson, Su	Department of Communication and Journalism, Massey University, Palmerston North, New Zealand	The unacknowledged divide: Perceptions of literacy and communication needs in the workplace
Comri, Margie	Department of Communication and Journalism, Massey University, Palmerston North, New Zealand	The unacknowledged divide: Perceptions of literacy and communication needs in the workplace

Mules, Pip	School of Communication Studies, Auckland, University of Technology, Auckland, New Zealand	Work Stories: Using virtual stories to resolve workplace miscommunication
Hargie, Owen	School of Communication, University of Ulster, Jordanstown, Northern Ireland.	Relational communication between Catholics and Protestants in the Northern Ireland workplace: A study of policies, practices and procedures
Dickson, David	School of Communication, University of Ulster Jordanstown, Northern Ireland	Relational communication between Catholics and Protestants in the Northern Ireland workplace: A study of policies, practices and procedures
Gong, Lei	School of English, Communication and Theatre, The University of New England, Armidale NSW 2351, Australia	Divergence behind consensus: A critical discourse analysis of Australian and Chinese press coverage of Athens' preparations for the 2004 Olympic Games
Earl, Emma	Department of Mass Communication, University of Canterbury, Christchurch, New Zealand	Brand New Zealanders: The commodification of Polynesian youth identity in television advertising
Anyanwu, Chika	Discipline of Media, University of Adelaide, SA, Australia	Virtual citizenship and diasporic discourse
Johnston, Jessica	American Studies Program, University of Canterbury, Christchurch, New Zealand	Communication within Global Space: Negotiations of Local/Global tensions within the Computer Antivirus Industry
Lustyik, Katalin	Centre of Communication Research, Auckland, University of Technology, Auckland, New Zealand	Localizing the global in New Zealand? Nickelodeon and the institutional logics of media conglomerations
Tokley, Anne-Marie	Department of Communication and Journalism, Massey University, Wellington, New Zealand	Creating working women: Australian Women's Weekly 1940s Fiction and the construction of female identity
Vares, Tiina	Gender Studies, University of Canterbury, Christchurch, New Zealand	Negotiating masculinities: Reading Viagra/talking sex
Ellis, Josephine	School of Communication Studies, Auckland University of Technology, Auckland, New Zealand	So you want to write a text book?
Williamson, Dugald	School of English, Communication and Theatre, The University of New England, Armidale, NSW, Australia	Professional writing in communication studies
Comrie, Margie	Department of Communication and Journalism, Massey University, New Zealand	Who is making the news?
Fontaine, Susan	Department of Communication and Journalism, Massey University, New Zealand	Who is making the news?

van Heekeren, Margaret	School of Communication, Charles Sturt University, Bathurst, Australia	What the web news reader wants: an analysis of SMH.com.au readership story preference
Goggin, Gerard	Centre for Critical and Cultural Studies, University of Queensland, Australia	Media Bios; or, Harvie Krumpet and the Ethics of disability and death
Newell, Christopher	School of Medicine, University of Tasmania, Australia	Media Bios; or, Harvie Krumpet and the Ethics of disability and death
Cady, Elizabeth	Department of Psychology, Kansas State University, Manhattan, KS, United States of America	Images and perception of smoking in the movies. Does smoking glamorize characters?
Harris, Richard Jackson	Department of Psychology, Kansas State University, Manhattan, KS, United States of America	Images and perception of smoking in the movies. Does smoking glamorize characters?
Hermesch Julie, R.	Department of Psychology, Kansas State University, Manhattan, KS, United States of America	Images and perception of smoking in the movies. Does smoking glamorize characters?
Pettus, Tenisha	Department of Psychology, Kansas State University, Manhattan, KS, United States of America	Images and perception of smoking in the movies. Does smoking glamorize characters?
Patel, Amisha	School of Advertising, Marketing and Public Relations, Queensland University of Technology, Brisbane, Australia	The mass media at work as a guardian of trust
Fontaine, Susan	Department of Communication and Journalism, Massey University, Palmerston North, New Zealand	Searching for balance: Free expression and protection from harm
Thompson, Peter A.	School of Communication, Unitec, Auckland, New Zealand	Calling the tune without paying the paper? The political-economic contradictions of funding the TVNZ Charter
Dwyer, Tim	Media Policy and Research, School of Communication, Design and Media, University of Western Sydney, Australia	The big bang, new media and discourses of ICT enablement
Goggin, Gerard	Centre for Critical and Cultural Studies, University of Queensland, Australia	Mobile phone culture and the love of text messaging
Kelley, Colleen, E.	School of Humanities and Social Sciences, Penn State-Erie, The Behrend College, Erie, Pennsylvania, USA 16563	With God on his side: Deconstructing the post-9/11 discourse of President George W. Bush
van Onselen, Peter	School of International, Cultural and Community Studies, Edith Cowan University, Perth, Australia	The permanent campaign comes to Australia: Communication strategies in the 2004 federal election
Errington, Wayne	School of Social Sciences and Liberal Studies, Charles Sturt University, Bathurst, Australia	The permanent campaign comes to Australia: Communication strategies in the 2004 federal election

van Onselen, Peter	School of International, Cultural and Community Studies, Edith Cowan University, Perth, Australia	The Government Members; Secretariat: The beating heart of Australia's PR state
Errington, Wayne	School of Social Sciences and Liberal Studies, Charles Sturt University, Bathurst, Australia	The Government Members; Secretariat: The beating heart of Australia's PR state
Bossio, Diana	Applied Communications, RMIT University, Melbourne, Australia	Be alert, not alarmed. Governmental communication of risk in an era of insecurity
Sharman, Nick	Department of Media and Communications, University of Melbourne, Victoria, Australia	The media and 'the Movement'. The New York Times' coverage of the Chicago eight conspiracy trial
Mackey, Steve	Faculty of Arts, Deakin University, Melbourne, Australia	Rhetorical theory of public relations: Opening the door to semiotic and pragmatism approaches
Sligo, Frank	Department of Communication and Journalism, Massey University, Wellington, New Zealand	Rethinking research assumptions about community, and community assumptions about research: the literacy and employment programme
Culligan, Niki	Department of Communication and Journalism, Massey University, Wellington, New Zealand	Rethinking research assumptions about community, and community assumptions about research: the literacy and employment programme
Patel, Amisha	School of Advertising, Marketing and Public Relations, Queensland University of Technology, Brisbane, Australia	Legitimacy challenged: James Hardie Industries and the asbestos case
Maras, Steven	Media and Communications Department, University of Sydney, Australia	Some theses on critical communications practice

## Conference Programme

The following pages are a brief outline of the Conference Programme. The full programme is also available on the conference website at:

[http://www.mang.canterbury.ac.nz/ANZCA/All Abstracts/FINALfullANZCA05PROGRAM.pdf](http://www.mang.canterbury.ac.nz/ANZCA/All%20Abstracts/FINALfullANZCA05PROGRAM.pdf)

## FINAL ANZCA 2005 CONFERENCE PROGRAMME

<b>DAY ONE – MONDAY 4 July</b>				
10.00-1.00 pm	<b>Registrations</b>  <b>Southern Ballet Foyer</b>  <p style="text-align: center;"><b>Worcester Boulevard Side of the Cloisters, The Arts Centre</b></p>			
1.00-2.30 pm	<b>Welcome and Afternoon Tea</b> <b>In the Great Hall at the Arts Centre</b>			
2.30-4.00 pm	<b>Parallel Sessions</b>			
	YMCA	Hurst Seagar	Lovell-Smith	Southern Ballet
	<b>CHAIR: Lynette Low</b>  So you want to write a textbook? <b>Josephine Ellis</b> <hr/> Professional writing in communication studies <b>Dugald Williamson</b> <hr/> Effects of writing on time-related information graphics <b>Marilyn Mitchell</b>	<b>CHAIR: Donald Matheson</b>  What the web news reader wants: an analysis of smh.com.au readership story preference <b>Margaret Van Heekeren</b> <hr/> Who's that trip-trapping on my bridge? Cybersex trolling techniques exposed <b>Danielle Lawson</b> <hr/> Instant credibility with no intrinsic value: Exploring the "internet paradox" for social advocacy groups <b>Linda Jean Kenix</b>	<b>CHAIR: Ted Zorn</b>  Quality culture, and integrated communications. An exploratory case study in a Thai health care setting <b>Karinrat Srismith</b> <hr/> The role of EDM's in creating an informed organisational culture <b>Achinto Roy</b> <hr/> Making sense in isolation: The influences of computer-mediated communication technologies on shared contexts <b>Deborah Churchman and Jo Hanisch</b>	<b>CHAIR: David Waller</b>  Communication power discourse involving the L2 worker <b>Pascal Brown and Yunxia Zhu</b> <hr/> Virtual citizenship and diasporic discourse <b>Chika Anyanwu</b>
4.00-4.10 pm	<b>SHORT BREAK</b>			

4.10 -5.40 pm	<b>Parallel Sessions</b>			
	<p style="text-align: center;">YMCA CHAIR: <i>Steven Maras</i></p> <p>Household life and social use of the internet <b>Jocelyn Williams</b></p> <hr/> <p>Identifying potential changes in dialogic communication practice within families <b>Scott Rickard</b></p> <hr/> <p>Maintaining connections with those you know in a virtual world Louise Horstmanshof and Mary Power</p>	<p style="text-align: center;">Hurst Seagar CHAIR: <i>Linda-Jean Kenix</i></p> <p>Who is making the news? <b>Margie Comrie</b></p> <hr/> <p>Calling the tune without paying the piper? The political-economic contradictions of the TVNZ Charter <b>Peter Thompson</b></p> <hr/> <p>Discourses of diversity and choice in Australian pay television: A preliminary investigation <b>Teresa Rizzo</b></p>	<p style="text-align: center;">Lovell-Smith CHAIR: <i>Susan Hafen</i></p> <p>DOCUMENTARY</p> <p>Sheilas – 28 years on <b>Dawn Hutchesson</b></p> <p>Presented by <b>Marie Hutchinson</b></p>	<p style="text-align: center;">Southern Ballet CHAIR: <i>Chika Anyanwu</i></p> <p>Relational communication between Catholics and Protestants in the Northern Ireland workplace: A study of policies, practices and procedures <b>Owen Hargie and David Dickson</b></p> <hr/> <p>The Hui as a communication channel within the process of Maori economic development <b>John O’Sullivan</b></p> <hr/> <p>After images of body horror: Visual communication and the pornography of suffering <b>Sue Tait</b></p>
6.30-8.30 pm	<p><b>Reception at The Canterbury Club</b></p> <p style="text-align: center;">Corner of Worcester Boulevard and Cambridge Terrace</p>			
8.30-late	<p><b>Self Organised Activities (e.g. Court Theatre Play, Casino, movies at the Arts Centre’s two theatres)</b></p> <p style="text-align: center;"><b>ANZCA Executive Members’ Dinner at Anne’s Wine Bar in the Arts Centre</b></p>			

<b>DAY TWO – TUESDAY 5 July</b>				
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>Lovell-Smith 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>Chika Anyanwu</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 Caroline Hatcher</b></p>
12.00-1.00pm	<b>LUNCH</b> in Great Hall			

1.00-2.30 pm	<b>Parallel Sessions</b>			
	<p>YMCA</p> <p><b>CHAIR: Mary Power</b></p> <p><b>PANEL</b></p> <p>ANZCA authors talk about their work in writing and publishing communication textbooks. Roslyn Petelin, and Patsy McCarthy, and Terry Flew</p>	<p>Hurst Seagar CHAIR: <i>Gerard Goggin</i></p> <p>The big bang, new media and discourses of ICT enablement <b>Tim Dwyer</b></p> <hr/> <p>Communication in the digital environment: An empirical study into copyright law and digitisation practices in public museums, galleries and libraries <b>Andrew Kenyon</b></p> <hr/> <p>Building strategic advantage through organisation leadership development: a case study <b>Alison Feldman</b> (Not confirmed)</p>	<p>Lovell-Smith CHAIR: <i>Colleen Kelley</i></p> <p>Expressing Fear and Anger in Online Chat: An exploration of fear and anger conversation sequences from September 11, 2001. <b>Danielle Lawson</b></p> <hr/> <p>The paradox of military metaphors in peace movement organizations <b>Anna Eblen and Michael Karlberg</b></p> <hr/> <p>The media and ‘The Movement’: The New York Times’ coverage of the Chicago eight conspiracy trial <b>Nick Sharman</b></p>	<p>Southern Ballet CHAIR: <i>Caroline Thatcher</i></p> <p>Divergence behind consensus: A critical discourse analysis of the Australian and Chinese press coverage of Athens’ preparations for the 2004 Olympic Games <b>Lei Gong</b></p> <hr/> <p>Communicating the new economy: Comparing MBA programs in China and Australia <b>Terry Flew</b></p> <hr/> <p>A study of Australian/Chinese attitudes towards the advertising of controversial products <b>David Waller and Kim-shyan Fam</b></p>
2.30-3.00 pm	<b>AFTERNOON TEA</b> in Great Hall			
3.00-4.30 pm	<b>Parallel Sessions</b>			
3.00-4.30 pm	<p>YMCA</p> <p>CHAIR: Robert Green</p> <p><b>INVITED PRESENTATION and WORKSHOP</b></p>	<p>Hurst Seagar 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</b></p>	<p>Lovell-Smith 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</b></p>	<p>Southern Ballet CHAIR: <i>Su Olsson</i></p> <p>Creating working women: Australian Women’s Weekly 1940s fiction and the construction of female identity <b>Anne-Marie Tokley</b></p>

	Human-Computer Interfaces for Communication <b>Mark Billingham</b> HITLabNZ,	<b>Errington</b> <hr/> Fact v fact in the biotechnology debate: Theorising issues management from perspectives of identity and rationality <b>Alison Henderson</b> <hr/> Reclaiming the Internet: Creative Communication and Political Discourse in Singapore <b>Terry Johal</b> (Not confirmed)	<hr/> Framing theory and research: Implications for the practice of journalism <b>Dennis Davis and Kurt Kent</b> <hr/> News academic research nexus <b>Mary Power</b>	<hr/> Role of communication networks in women's enterprises <b>Prue Cruickshank and Deborah Rolland</b> <hr/> The politics of talk: Gendered gossip at work <b>Susan Hafen</b>
7.00 pm - late	<p><b>Self Organised Activities (e.g. Court Theatre play, Christchurch Casino, movies at the Arts Centre's two theatres)</b></p> <p><b>Graduate Students' Dinner at Dux De Lux Restaurant at the Arts Centre on Montreal Street</b></p>			

<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	<p><b>Keynote Speaker Two</b></p> <p><b>Professor Graeme Turner</b></p> <p style="text-align: right;">in Great Hall</p>
10.00-10.30 am	<b>MORNING TEA</b> in Great Hall

10.30-12.00 pm	<b>Parallel Sessions</b>			
	<p>YMCA CHAIR: <i>David McKie</i></p> <p>Media Bios; or, <i>Harvie Krumpet</i> and the ethics of disability and death <b>Gerard Goggin and Christopher Newell</b></p> <hr/> <p>The mass media at work as a guardian of trust <b>Amisha Patel</b></p> <hr/> <p>Searching for balance: Free expression and protection from harm <b>Susan Fountaine</b></p>	<p>Hurst Seagar CHAIR: <i>Kate Fitch</i></p> <p>Theorising text, medium and practice in the new media age <b>Susan Yell</b></p> <hr/> <p><b>Some theses on critical communications practice</b> <b>Steven Maras</b></p> <hr/> <p>What's so critical about 'critical public relations' research and theory? <b>Kay Weaver</b></p>	<p>Lovell-Smith CHAIR: <i>Terry Flew</i></p> <p><b>PANEL</b></p> <p><i>A Creative Little Country? Media Developments and Trends in New Zealand</i></p> <p><b>Geoff Lealand, Ruth Zanker, and Donald Matheson</b></p>	<p>Southern Ballet CHAIR: <i>George Cheney</i></p> <p>A rhetorical theory of public relations opening the door to semiotic and pragmatism approaches <b>Steve Mackey</b></p> <hr/> <p>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></p> <hr/> <p>Constructing ethnicity and leadership through storytelling at work <b>Meredith Marra and Janet Holmes</b></p>
12.00-12.30 pm	<b>President's address</b> in Hurst Seagar Room			
12.30-1.30pm	<b>LUNCH</b> in Great Hall			

1.30-3.00 pm	<b>Parallel Sessions</b>			
	<p>YMCA CHAIR: <i>Steve Mackey</i></p> <p>Public relations and the national community <b>Kate Fitch</b></p> <hr/> <p>Legitimacy challenged: James Hardie Industries and the asbestos case <b>Amisha Patel and Robina Xavier</b></p> <hr/>	<p>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 and Stephanie Bröge</b></p> <hr/> <p>VideoScribe - An innovative tool for speeding up observational research analysis <b>Andreiko Kerdelmelidis</b></p>	<p>Lovell-Smith 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>Southern Ballet CHAIR: <i>Anna Eblen</i></p> <p>How do men and women communicate their conceptualisation of success. A comparative study between Malaysia and New Zealand <b>Adida Yang Amri</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 –</b> in Hurst Seagar Room			
7.00-11.00 pm	<b>Conference Dinner at 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>			
	<p style="text-align: center;">YMCA CHAIR: <i>Marilyn Mitchell</i></p> <p>Communication at work: Using group work assignments to facilitate teaching conflict management and consensus building <b>Mary Simpson</b></p> <hr/> <p>“That’s not fair!” Teaching teamwork relationships and processes <b>Tom Cockburn, Mary Simpson, and Cheryl Cockburn-Wootten</b></p> <hr/> <p><b>Building strategic advantage through organisation leadership development: a case study</b> <b>Alison Feldman</b> (Not confirmed)</p>	<p style="text-align: center;"><b>Hurst Seagar</b> CHAIR: <i>Susan Fountaine</i></p> <p>Journalism and citizen formation <b>Geoffrey Craig</b></p> <hr/> <p>The changing face of current affairs programmes in New Zealand, United States and Britain: 1984-2004  <b>Sarah Baker</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>	<p style="text-align: center;">Lovell-Smith CHAIR: <i>Frank Sligo</i></p> <p>‘Meaning-full’ work and personal/social well-being: organisational communication engages the meanings of work <b>Ted Zorn, George Cheney, and Sally Planalp</b></p> <hr/> <p>‘You will do’: The construction of meaning and identity by sessional academic staff <b>Deborah Churchman</b></p> <hr/> <p>Change communication: Exposing the myth of common sense  <b>Colleen Mills</b></p>	<p style="text-align: center;"><b>Southern Ballet</b> CHAIR: <i>Mary Power</i></p> <p><b>The Australian Government meets the international media: lessons learned from the Sydney 2000 Olympic Games and CHOGM 2002</b> Fiona Childs</p> <hr/> <p><b>Communication within global space: Negotiations of local/global tensions within the computer antivirus industry</b> <b>Jessica Johnston</b></p> <hr/> <p>Social construction of transnational identity  <b>Alison Green and Mary Power</b></p>

12.00-1.00 pm	<b>LUNCH</b> in Great Hall			
1.00-2.30 pm	<b>Parallel Sessions</b>			
	<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>Schizophrenia in the Australian Press: Mental health information and lay publics <b>Kerry McCallum and Warwick Blood</b></p> <hr/> <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>	<p style="text-align: center;">Lovell-Smith 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>
2.30-3.00 pm	<b>Awards and Closing Address</b> in Great Hall Includes the Grant Noble Award and the Best Chairperson Award			
3.00-3.30 pm	<b>AFTERNOON TEA</b> in Great Hall			

## Proof of International Significance of this Conference

The following list of speakers is offered as proof of the international significance of this conference:

Anyanwu Baker	Chika Sarah	Discipline of Media, University of Adelaide, SA, Australia Department of Communication Studies, Auckland University of Technology, Auckland, New Zealand
Bossio	Diana	Art, Design and Communication, RMIT University, Melbourne, Australia
Broege	Stephanie	Department of Communication Studies, University of Otago, Dunedin, New Zealand
Brown	Pascal	English and Applied Linguistics Department, Unitec, New Zealand
Cady	Elizabeth	Department of Psychology, Kansas State University, Kansas, USA
Cheney	George	University of Utah, Utah, USA The University of Waikato, Hamilton, New Zealand
Childs	Fiona	Department of Political Science and International Relations, Faculty of Arts, The Australian National University, Canberra, Australia
Churchman	Deborah	School of Management, University of South Australia, Adelaide SA, Australia
Churchman	Deborah	School of Management, University of South Australia, Adelaide, SA, Australia
Cockburn-Wooten	Cheryl	Management Communication Department, Waikato Management School, University of Waikato, Hamilton, New Zealand
Comrie	Margie	Department of Communication & Journalism, Massey University, Palmerston North, New Zealand
Craig	Geoffrey	School of Media Communication and Culture, Murdoch University, Perth WA, Australia
Cruickshank Davis Davis	Prue Dennis Dennis	School of Communication, Unitec Institute of Technology, NZ Communication Studies Dept, Otago University, Dunedin, NZ Department of Communication Studies, University of Otago, Dunedin, New Zealand
Dunn	Anne	Media and Communications, University of Sydney, NSW, Australia
Dwyer	Tim	School of Communication, Design & Media, University of Western Sydney, NSW, Australia
Earl	Emma	Department of Mass Communication, University of Canterbury, Christchurch, New Zealand
Eblen	Anna	Department of Communication, Western Washington University, Bellingham, WA, USA
Ellis	Josephine	School of Communication, Auckland University of Technology, Auckland, New Zealand
Feldman	Alison	Department of Mass Communication, University of Southern Queensland, Queensland, Australia
Fitch	Kate	Mass Communication (Public Relations), Murdoch University, WA 6160, Australia
Flew	Terry	Media and Communications, Creative Industries Faculty, Queensland University of Technology, Brisbane, Australia
Fountaine	Susan	Department of Communication & Journalism, Massey University, Palmerston North, New Zealand

Goggin	Gerard	Centre for Critical and Cultural Studies, University of Queensland, Australia
Goggin	Gerard	Centre for Critical and Cultural Studies, University of Queensland, Queensland, Australia
Gong	Lei	School of English, Communication and Theatre, The University of New England, Armidale, NSW 2351, Australia
Green	Alison	Communication and Media Department, Bond University, Gold Coast 4229, Australia
Hafen	Susan	Department of Communication, Weber State University, Ogden, UT, USA
Hargie	Owen	School of Communication, University of Ulster, Jordanstown, Northern Ireland
Henderson	Alison	Department of Management Communication, University of Waikato, Hamilton, New Zealand
Henkel	Cathy	School of Media and Communications, CIRAC, QUT, Brisbane, Queensland, Australia
Holmes	Janet	Victoria University of Wellington, Wellington, New Zealand
Hortsmanshof	Louise	Faculty of Humanities and Social Sciences, Bond University, Gold Coast 4229, Australia
Hutchesson	Dawn	School of Communication, Wintec, Waikato University of Technology, Hamilton
Jacobs	Joanne	Brisbane Graduate School of Business, Queensland University of Technology, Brisbane, Australia
Jessop	Glenn	Institute for Social Research, Faculty of Life and Social Sciences, Swinburne University, Victoria, Australia
Johl	Terry	School of Applied Communication, RMIT University, Melbourne, Australia
Johnston	Jessica	American Studies Program, University of Canterbury, Christchurch, New Zealand
Kelley	Colleen	Penn State-Erie, The Behrend College, School of Humanities and Social Sciences, Erie, Pennsylvania, USA
Kenyon	Andrew	Centre for Media and Communications Law, University of Melbourne, Australia
Kuiper	Kon	Kon Kuiper, Linguistics Department, University of Canterbury, Christchurch, New Zealand
Kuiper	Alison	Environment, Society and Design Division, Lincoln University, Christchurch, New Zealand
Lawson	Danielle	Faculty of Humanities and Social Sciences, Bond University, Queensland, Australia
Lawson	Danielle	Faculty of Humanities and Social Sciences, Bond University, Queensland, Australia
Lealand	Geoff	Screen and Media Studies, University of Waikato, Hamilton, New Zealand
Lester	Libby	School of English, Journalism and European Languages, University of Tasmania, Australia
Lustyik	Katalin	Centre for Communication Research, Auckland University of Technology, Auckland, New Zealand
Macfarlane	Angus	University of Waikato, Hamilton, New Zealand
Mackey	Steve	Arts Faculty, Deakin University, Melbourne, Australia
Marra	Meredith	School of Linguistics and Applied Language Studies, Victoria University of Wellington, Wellington, New Zealand
Maras	Steven	Media and Communications, University of Sydney, Sydney, NSW, Australia
Matheson	Donald	School of Political Science and Communication, University of Canterbury, Christchurch, New Zealand

McCallum	Kerry	News Research Centre Australia, University of Canberra. Canberra, Australia
McCarthy	Patsy	Faculty of Creative Industries, Queensland University of Technology, Queensland, Australia
McKie	David	Management Communication Department, Waikato Management School, University of Waikato, Hamilton, New Zealand
Mills	Colleen	Department of Management, University of Canterbury, Christchurch, New Zealand
Mitchell	Marilyn	School of Humanities & Social Sciences, Bond University, Gold Coast, Australia
Mules	Pip	School of Communication Studies - Auckland University of Technology, Auckland, New Zealand
North	Louise	School of Philosophy/Gender Studies, University of Tasmania, Australia
Nguyen	An	School of English, Media Studies and Art History, The University of Queensland, Brisbane 4072, Australia
Olsson	Su	Department of Communication and Journalism, Massey University, Palmerston North, New Zealand
Olsson	Su	Department of Communication and Journalism, College of Business, Massey University, Palmerston North, New Zealand
O'Sullivan	John	School of Business, Christchurch College of Education, Christchurch, New Zealand
Patel	Amisha	School of Advertising, Marketing and Public Relations, Queensland University of Technology, Brisbane, Australia
Patel	Amisha	School of Advertising, Marketing and Public Relations, Queensland University of Technology, Brisbane, Australia
Power	Mary	Faculty of Humanities and Social Sciences, Bond University, Gold Coast 4229, Australia
Power	Mary	Faculty of Humanities and Social Sciences, Bond University, Gold Coast 4229, Australia
Power	Mary	Faculty of Humanities and Social Sciences, Bond University, Gold Coast 4229, Australia
Rafeeq	Ali	Department of Mass Communication and Journalism, University of Canterbury, Christchurch, New Zealand
Reilly	Brendan	School of Political Science and Mass Communication, University of Canterbury, Christchurch, New Zealand
Rickard	Scott	National Centre for Australian Studies, Monash University, Melbourne, Australia
Rizzo	Teresa	Centre for Screen Studies and Research at the Australian Film, Television and Radio School
Roy	Achinto	Department of Management, University of Canterbury, Christchurch, New Zealand
Schoenberger-Orgad	Michele	Department of Management Communication, Waikato Management School, Hamilton, New Zealand
Sharman	Nick	Department of Media and Communications, University of Melbourne, Australia
Simpson	Mary	Management Communication Department, Waikato Management School, University of Waikato, Hamilton, New Zealand
Sligo	Frank	Department of Communication and Journalism, Massey University, Wellington, New Zealand

Smith	Donald	Department of Communication, University of New Haven, 300 Boston Post Road, West Haven, CT USA
Srismith	Karinrat	School of Communication, University of Canberra, Australia
Tait	Sue	Mass Communication Programme, University of Canterbury, Christchurch, New Zealand
Tapper	Joanna	School of Communication, Unitec NZ, Auckland, New Zealand
Thompson	Peter	School of Communication, Unitec NZ, Auckland, New Zealand
Tilley	Elsbeth	School of Communication, Unitec NZ, Auckland, New Zealand
Tokley	Anne-Marie	Department of Communication and Journalism, Massey University, Wellington, New Zealand
Turner	Graeme	Director, Centre for Critical and Cultural Studies, University of Queensland, Australia
van Heekeren	Margaret	School of Communication, Charles Sturt University, Bathurst, NSW, Australia
van Onselen	Peter	School of International, Cultural and Community Studies, Edith Cowan University, Perth, Australia
van Onselen	Peter	School of International, Cultural and Community Studies, Edith Cowan University, Perth, Australia
Vares	Tiina	Gender Studies, University of Canterbury, Christchurch, New Zealand
Waller	David	School of Marketing, University of Technology, Sydney, Broadway, NSW 2007, Australia
Warren	Aubrey	Brisbane Graduate School of Business, QUT, Brisbane, Australia
Weaver	C. Kay	Waikato Management School, University of Waikato, Hamilton, New Zealand
Williams	Jocelyn	School of Communication, Unitec, Auckland, New Zealand
Williamson	Dugald	School of English, Communication and Theatre, University of New England, NSW, Australia
Wilson	Helen	Communications Law Centre, University of New South Wales, Sydney, Australia
Yang Amri	Adida	Department of Management, University of Canterbury, Christchurch, New Zealand
Yell	Susan	School of Humanities, Communications & Social Sciences, Monash University, Melbourne, Australia
Zorn	Ted	University of Waikato, Hamilton, New Zealand

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Authors should attach their papers, in the form printed on the website at <http://www.mang.canterbury.ac.nz/ANZCA/FullPapers.shtml> to these materials and submit appropriate university paperwork to apply for DEST classification.