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978-0-521-53427-7 - Remote Control: New Media, New Ethics

Edited by Catharine Lumby and Elspeth Probyn

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REMOTECONTROL

New Media, New Ethics

From reality TV's fascination with the ordinary to the extraordinary world of pornography online, new media technologies and genres are confronting us with fresh ethical challenges that blur the boundaries between the producer and the consumer, the amateur and the professional, the private and the public.

Cash for Comment, Murdoch versus the Rabbitohs, payola in the food media and the high cost of a free lunch, the Wild West world of web journalism, advertising as entertainment – tackling these issues requires new ways of understanding media ethics.

Using accessible case studies and provocative interviews with some of Australia's foremost media practitioners – including Margo Kingston's reflections on online media, John Safran on media pranksterism, Mike Carlton on the ongoing issue of 'Cash for Comment' and Maxine McKew on the future of journalism – *Remote Control* is essential reading for anyone interested in the state of debate about media ethics in Australia.

As academics who write regularly in the mainstream media, the editors, Catharine Lumby and Elspeth Probyn, demonstrate that an intelligent and engaged discussion of these issues is vital to navigating the ethical dilemmas of our new mediascape.

Catharine Lumby is Associate Professor of Media Studies and Director of the Media and Communications Program, University of Sydney.

Elspeth Probyn is Professor of Gender Studies, University of Sydney.

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ELSPETH PROBYN



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Contributors

Kath Albury

Kath Albury is a writer, researcher and broadcaster, specialising in sexuality and popular culture. Kath is an Honorary Research Associate in the Media and Communications Program, University of Sydney, and a PhD candidate in the School of Media and Communications, at the University of New South Wales. She has been researching pornography since 1996, and is a chief investigator on the Understanding Pornography in Australia project. Her book *Yes Means Yes: Getting explicit about heterosex* was published by Allen & Unwin in 2002.

Mike Carlton

Mike Carlton is one of Australia's best known broadcasters and newspaper columnists. In a journalistic career spanning more than forty years, he has been a news reporter and editor, foreign correspondent, TV current affairs reporter and anchor, radio current affairs anchor, humorist and satirist. His foreign experience ranges from duty as a war correspondent in Vietnam in the 1960s and 1970s, through assignments in Asia, Africa and the United States. In the early 1990s he hosted a breakfast show on London radio which won major awards in the United Kingdom and at the New York Radio Festival. Mike is a regular columnist for the *Sydney Morning Herald*, and his 1997 novel *Off the Air*, published by Pan Macmillan, was an Australian bestseller. Mike is currently a radio broadcaster for Radio 2UE.

Kate Crawford

Kate Crawford is a lecturer in the Media and Communications Program at the University of Sydney, where she designed the first course on the theory and practice of online media. She has worked as a journalist for the *Sydney Morning Herald* and was the editor of *Internet.au* magazine. She is currently completing a PhD about the interplay of control and creativity on the Internet.

Milissa Deitz

Milissa Deitz is a Sydney journalist currently completing a PhD in the Media and Communications Program at the University of Sydney. She has taught

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media studies and journalism at the University of Newcastle, and Macquarie University. Her novel, *Bloodlust*, was published by Random House in 1999 and a non-fiction book about depression, *My Life as a Side Effect*, will be published by Random House in 2003.

Anne Dunn

Anne Dunn is a lecturer in the Media and Communications Program at the University of Sydney. Prior to this appointment Anne taught journalism at the University of Western Sydney and media production and online media at Charles Sturt University, Bathurst. Anne has spent more than twenty years working as a presenter, media researcher, journalist, producer and director, initially freelance, for commercial television, for SBS and for the ABC. Her work includes award-winning television and film documentaries. Anne is completing a PhD on policy and audiences in ABC Radio News. Her recent work includes 'What have you done for us lately? Public service broadcasting and its audiences' in Michael Bromley's *No News is Bad News* (Longman, 2001).

Ghassan Hage

Ghassan Hage is Associate Professor of Anthropology at the University of Sydney. He teaches and researches in the areas of migration, nationalism and racism. His works include *White Nation* (Pluto Press, 1998), *Arab-Australians: Citizenship and Belonging* (Melbourne University Press, 2001) and *Against Paranoid Nationalism* (Merlin Press, 2003).

John Hartley

John Hartley is Professor and Dean of Creative Industries, Queensland University of Technology. He is author, with Alan McKee, of *The Indigenous Public Sphere: The Reporting and Reception of Aboriginal Issues in the Australian Media* (Oxford University Press, 2000), and editor, with Alan McKee, of *Telling Both Stories: Indigenous Australians and the Media* (ECU/Arts Enterprise, 1996).

Duncan Ivison

Duncan Ivison teaches in the Department of Philosophy at the University of Sydney. He is the author of *The Self at Liberty* (Cornell University Press, 1997), *Postcolonial Liberalism* (Cambridge University Press, 2002) and co-editor of *Political Theory and the Rights of Indigenous Peoples* (Cambridge University

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Press, 2000). In 2002–03 he was Laurance S. Rockefeller Visiting Fellow at the Center for Human Values, Princeton University.

Linda Jaivin

Linda Jaivin is a best-selling Australian author who has published four novels including *Eat Me* (Text Publishing, 1995), *Rock 'n Roll Babes From Outer Space* (Text Publishing, 1996), and *Miles Walker, You're Dead* (Text Publishing, 1999). She is also a specialist writer on contemporary Chinese culture. In 2001, she wrote a biography of Chinese songwriter and dissident Hou Dejian, called *The Monkey and The Dragon: A True Story About Friendship, Music, Politics and Life on the Edge* (Text Publishing, 2001). In the last two years she has become an outspoken advocate for refugees held in detention in Australia. She has written two plays, *Seeking Djira* and *Halal el Mashakel*, and is currently working on an opera about asylum seekers with musician Ed Kuepper to be performed in 2004. Her books have been translated into ten languages.

Margo Kingston

Margo Kingston is the political editor of the *Sydney Morning Herald* online, and runs *Webdiary*, a forum for reader opinion. She was a political journalist in Canberra for more than a decade, and is the author of *Off the Rails: The Pauline Hanson Trip* (Allen & Unwin, 1999) on Pauline Hanson's 1998 federal election campaign.

Catharine Lumby

Associate Professor Catharine Lumby is the Director of the Media and Communications Program at the University of Sydney. A widely published print journalist, Catharine has worked as a news reporter, feature writer and columnist for the *Sydney Morning Herald* and the *Age* newspapers. She has also worked as a news reporter for ABC television and currently writes a fortnightly column for the *Bulletin* magazine. Catharine is the author of two books, *Bad Girls: The Media, Sex and Feminism in the '90s* (Allen & Unwin, 1997) and *Gotcha: Life in a Tabloid World* (Allen & Unwin, 1999).

Maxine McKew

Maxine McKew, a Walkley Award-winning journalist, is one of Australia's most experienced and authoritative interviewers. A journalist who has anchored

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ABC-TV's prestigious *Lateline* and *7.30 Report* programs, Maxine is a senior writer with the *Bulletin* magazine.

Michael Moller

Michael Moller recently completed a PhD in the Department of Gender Studies at the University of Sydney. His thesis, 'Reclaiming the Game: Rugby League, Globalisation and Masculinity', explores the social, economic and ethical aspects of rugby league. He has published another article about South Sydney's fans in *New Talents 21C*, a volume of the *Journal of Australian Studies* devoted to work by recent graduates. His research interests include masculinity in popular culture and the expression of ethics and community through consumption.

Jim Moser

Jim began his appointment as Managing Director of Clemenger BBDO Sydney in October 1999. Prior to his arrival in Australia he spent seven years with BBDO Europe, most recently as CEO of BBDO Milan. Jim was instrumental in merging the agency with local hot shop D'Adda Lorenzini Vigorelli – now known as DLV BBDO. Before Italy, Jim was CEO of BBDO Warsaw Group in Poland. An MBA graduate of the J.L. Kellogg Graduate School of Management at Northwestern University, Jim has also worked in New York and Chicago for DMB&B. He has experience on major global brands in Europe, North America and Asia.

Fiona Patten

Fiona Patten is a political lobbyist, consultant and spokesperson for the adult entertainment industry. In 1992 she established the EROS Foundation, Australia's foremost adult goods and services industry group, and served as its president from 1993 to 2000. As well as working as a health educator for sex workers, Fiona established the Scarlet Alliance, a national organisation for sex workers. A regular writer for the *EROS Journal*, Fiona has also contributed to *Pornography 101: Eroticism, Pornography, and the First Amendment* (Prometheus Books, 1997) and Jill Matthews' *Sex In Public: Australian Sexual Cultures* (Allen & Unwin, 1997).

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Elspeth Probyn

Elspeth Probyn is Professor of Gender Studies at the University of Sydney. Her recent books include *Blush: Essays in Shame* (University of Minnesota Press, forthcoming) and *Carnal Appetites: FoodSexIdentity* (Routledge, 2000). She has published widely on different aspects of popular culture and media, and is co-chief investigator with Catharine Lumby of Girlcultures, a project focused on girls' use of the media. She writes a fortnightly column in the *Australian's* Higher Education section.

Cherry Ripe

Cherry Ripe is Australia's most awarded food writer. She is a journalist, broadcaster and author of five books including *Goodbye Culinary Cringe* (Allen & Unwin, 1993), *Australia: The Beautiful Cookbook* (Weldon Owen, 1995), and *Ripe Enough?* (Allen & Unwin, 1999). She is now in her thirteenth year as food writer and occasional wine writer for the *Australian* and has contributed to many other publications including the *Observer* in the United Kingdom and the *Wall Street Journal*.

John Safran

John came to public attention in 1997 through the ABC travel show *Race Around the World*. He has provided content for numerous television stations and production companies, including Channel Seven, Channel Four in Britain and Viacom in the United States. He recently presented, co-wrote and co-produced the ten-part series *John Safran's Music Jamboree* for SBS television. He is currently working on a new religion-themed series for SBS.

Graeme Turner

Graeme Turner is Professor of Cultural Studies and Director of the Centre for Critical and Cultural Studies at the University of Queensland. He has published widely on media and cultural studies topics in Australia and internationally. Recent publications include *The Film Cultures Reader* (Routledge, 2002) (with Stuart Cunningham), *The Media and Communications in Australia* (Allen & Unwin, 2002), and the third, revised edition of *British Cultural Studies: An Introduction* (Routledge, 2002).

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