



## **Centre for Communication Research** **An AUT Key Research Institute**

### **Annual Report** **2002**

The Centre for Communication Research (CCR) inaugurated in 2001 and in 2002 was nominated as one of nine AUT Key Research Institutes to receive increased funding support. The Director of the Centre, Professor Allan Bell, an internationally recognised scholar in the fields of communication and sociolinguistics, works closely with the CCR Board, which has representation from the Schools of Art and Design, Communication, Languages and Social Sciences.

The Centre is characterised by a range of disciplinary, multidisciplinary and interdisciplinary research practices with special interests in critical perspectives on communication, culture and identity, sociolinguistics and language learning, multilingual and multicultural Auckland, visual and material analysis, creative industries and media discourses. The Centre fosters a collegial environment that encourages research projects in the strategic areas of interest mentoring less experienced staff and postgraduate researchers in start-up research projects alongside key research projects.

2002 was a period of consolidation and growth in the Centre as it planned for the conference *Between Empires: Communication, Globalisation & Identity* (13-15 February 2003), jointly hosted with the School of Communication Studies. A collaborative planning process led to the advertisement of part-time research fellowships and a postdoctoral fellowship for 2003. A number of research projects received direct funding support, including Representation of Social Sciences in NZ Mass Media, Diagnostic Language Testing, and an exhibition of New Zealand record covers ('Sound Design').

International scholars hosted as Visiting Research Fellows by the Centre were Professor Theo van Leeuwen from the Centre for Language and Communication Research at Cardiff University; Professor Peter Weingart, Professor of Sociology, University of Bielefeld, Germany; Professor John Rickford, Professor of Linguistics and Director of African & Afro-American Studies, Stanford University, California, and Dr Joel Slayton, Director of the CADRE laboratory of New Media, San Jose State University, California. The Centre supported a presentation on the Creative Industries by Dr Victoria Garnons-Williams, Queensland University of Technology, whose visit

to New Zealand was hosted by the Beeby Foundation for the Visual Arts and the Associate Minister for Arts, Culture and Heritage, Judith Tizard. The Centre also lent support to the Intermediate Conference (21-23 March 2002) and Tertiary Writing Network 5<sup>th</sup> Biennial Colloquium (5-9 December 2002).

Through collaborative research projects and scholarly activities international links were enhanced with the Universities of Brighton, Cardiff and Glasgow, and nationally with Universities of Waikato, Victoria, Canterbury, and Auckland, as well as working partnerships in research projects with Auckland War Memorial Museum, the Auckland Museum of Transport and Technology, and Manukau Institute of Technology.

Publications associated with the Centre include the international *Journal of Sociolinguistics*, edited by Allan Bell and Nikolas Coupland (Cardiff University), and *ACCESS Critical Perspectives in Communication, Cultural and Policy Studies*, which was transferred from the School of Education, University of Auckland to the Centre for Communication Research under the new editorship of Elizabeth Grierson. Refereed papers from the 2001 conference, *Knowledge and Digitisation: Perspectives from Aotearoa New Zealand* were edited by Mark Jackson and published as Working Papers in Communication on the CCR website

In 2002 CCR members produced some 50 research outputs, and were involved in a number of major projects. The Pasifika Languages of Manukau Project completed its three-year support from the Marsden Fund in 2002. Meetings were held with the four communities in Manukau who were the source of the data (Cook Islands, Niuean, Samoan and Tongan) to feed back the findings. Academic publication and language-maintenance advocacy based on the project continues in 2003.