INSTITUTE OF CULTURE, DISCOURSE AND COMMUNICATION

ANNUAL REPORT 2008

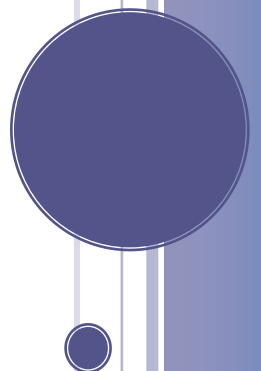# Table of Contents

1. INTRODUCTION

The Institute of Culture, Discourse and Communication (ICDC) is a transdisciplinary centre engaged in research that focuses on critical perspectives on communication, culture, identity, discourse, language, sociolinguistics, communication, media and the Internet. Reporting to the Dean of the Faculty of Applied Humanities, the Institute's activities involve academics from a range of Schools across AUT University. The Institute was created in January 2007 from the former Centre for Communication Research (inaugurated in 2001), reflecting a shift to largely faculty-level support and a reorientation in its research scope.

The aim of ICDC has been to undertake and stimulate research among AUT staff and students. The Institute's researchers and doctoral students are encouraged both to develop in their own fields of specialisation and skill, and to collaborate with other academics across disciplines and teaching units. The Institute encourages multi-disciplinary expertise in discourse, language, communication and cultural research, and fosters a collegial environment that stresses the mentoring of emerging researchers. Its activities include a Discourse Research Group, an Internet Research Group, the World Internet Project, editorships and publications, and a number of other projects. In addition, the Institute hosts international visitors and Research Fellows working in related fields. Its research is both creative and critical, grounded in practice-based research and research-based practice. The Institute is committed to engaging with contemporary cultural issues, while analysing the social, economic and political discourses and communicative practices that shape meaning around these.

ICDC research projects are expected to yield findings about people and society that are important to the public, stakeholders and policy-makers as well as to academics. Scholars from various disciplines have come together on projects spanning language use, media such as the internet and television, and national identity. These initiatives have included an unpacking of the discursive constructions of culture and identity in New Zealand and globally, and highlighted the dialectic between micro-level, interpersonal interactions and broader, global dynamics.

2. OUR TEAM

Cultural, social and linguistic research is people-intensive and the Institute recognises the value of building research capabilities within AUT. The bulk of ICDC's faculty and centrally-allocated funding therefore goes to supporting people undertaking research, research initiation, management and development and publication. Apart from the Director and Deputy Director, all other staff are part time and from February 2009 will total 4.3 FTEs.

Allan Bell, Director, Professor of Language and Communication

Allan has led the Institute, managed its staff and planned and budgeted for its activities. His own work has included research development, editorship, mentoring, applications for funding, leadership of research teams, teaching and supervision and independent research.

Dr. Jennie Billot, Deputy Director & Research Director World Internet Project NZ

Jennie is Acting Director of ICDC while Allan Bell is away on study leave, January – July 2009. Jennie was previously a Senior Lecturer of *Research Methods* and the postgraduate student research director at Unitec. She completed her PhD at the University of Auckland in social geography, but also covering approaches from sociology, political studies and feminist theory. She has since specialized in education-related research, particularly in educational leadership, research culture, identity and ethnic diversity in NZ, and works largely qualitatively. Jennie has run collaborative research projects, supervised postgraduates and been involved in university leadership and committee work.

Philippa Smith, World Internet Project New Zealand (WIPNZ) Team member

While undertaking her doctorate, Philippa continues to assist with various ICDC activities. This includes her roles as a team member of the WIPNZ, organiser of ICDC's Discourse Research Group, co-organiser of the Internet Research Group, and editor of ICDC's online journal *Working Papers in Culture Discourse and Communication.* In 2008 she also had two book chapters published and was a reviewer for the *New Zealand Journal of Sociology.*

Nigel Smith, Co-ordinator, WIPNZ

Nigel is Co-ordinator of the World Internet Project New Zealand. Nigel has a BA/BCom degree focusing on a variety of social science and business fields. With a background in education, he is currently studying towards an MA in Psychology. Nigel's research interests include discourse analysis, identity and healthy lifestyles.

Andy Gibson, Researcher, Editorial Associate

As Editorial Associate for the *Journal of Sociolinguistics* Andy continues to oversee the journal's online workflow. He also continues to manage the peer review process, subscriptions and publication of the journal *ACCESS: Critical Perspectives on Communication, Cultural and Policy Studies.* As well as work on these journals, Andy has also been working part-time towards an MPhil thesis and has continued his work with Allan Bell on Pasifika Englishes.

Trish Brothers, Editorial Assistant

Trish has taken over from the Institute's previous Editorial Assistant, Susan Shaw. She has provided copy editing services to the *Journal of Sociolinguistics, ACCESS* and the *Working Papers in Culture Discourse and Communication.* Her proofing and copy editing skills are also utilised by other researchers affiliated to the Institute.

Kevin Sherman, WIPNZ Team member

As an ICDC PhD candidate, Kevin continues to be involved in the World Internet Project New Zealand and, together with Philippa Smith, facilitates the Internet Research Group.
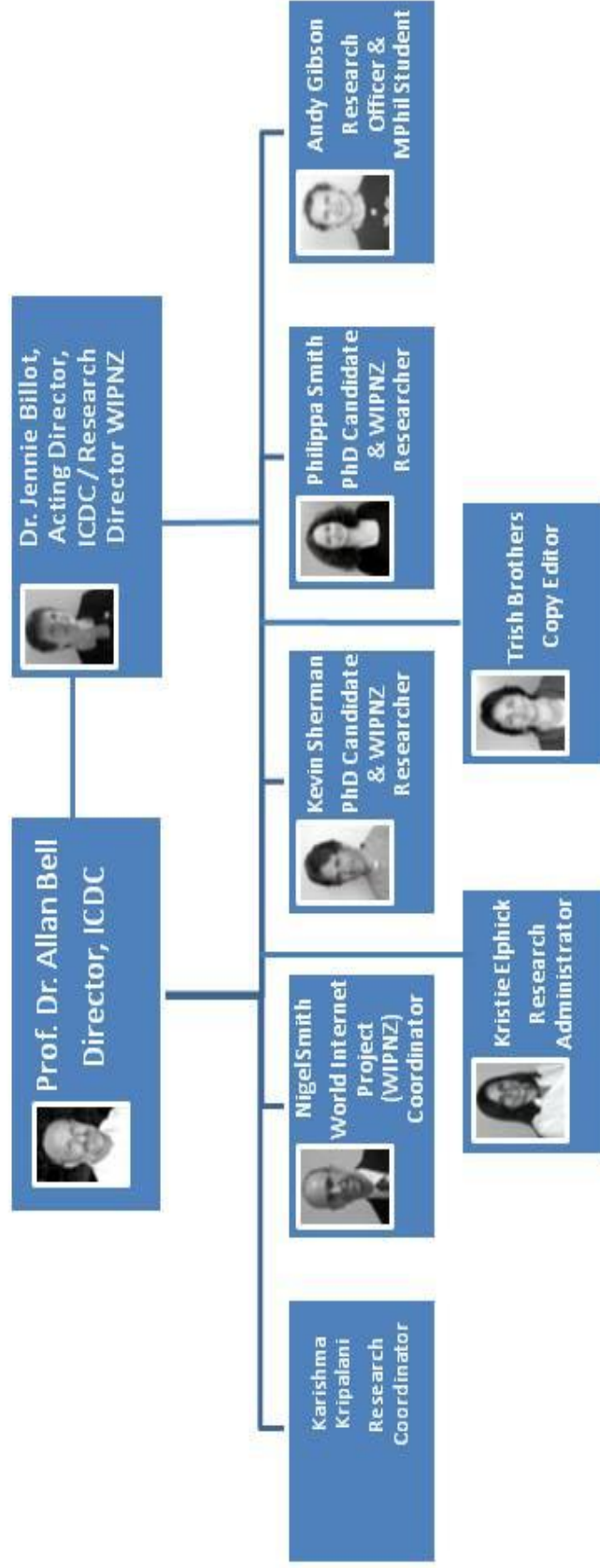
Kristie Elphick, Research Administrator

Kristie was appointed in March 2008, and attends to ICDC's everyday administration duties, ensuring the smooth running of the Institute and its activities. She assists in organising ICDC's monthly Discourse Research Group and Internet Research Group meetings and edits the ICDC website.

Karishma Kripalani, Research Co-ordinator & Co-ordinator for the WIPNZ

Karishma left ICDC in October 2008. In her role as Research Co-ordinator Karishma was responsible for preparing research proposals and funding applications, and assisting with the management of the ICDC office. Karishma contributed to the WIP publicity outputs whilst also following her own research interests.

A revised position and appointment has been made for 2009, with Dr. Chris Holland joining ICDC in February 2009.

Organisational Structure

ICDC
THE INSTITUTE OF CULTURE, DISCOURSE & COMMUNICATION

Prof. Dr. Allan Bell
Director, ICDC

Dr. Jennie Billot,
Acting Director,
ICDC / Research
Director WIPNZ

Karishma
Kripalani
Research
Coordinator

Nigel Smith
World Internet
Project
(WIPNZ)
Coordinator

Kevin Sherman
PhD Candidate
& WIPNZ
Researcher

Philippa Smith
PhD Candidate
& WIPNZ
Researcher

Andy Gibson
Research
Officer &
MPhil Student

Kristie Elphick
Research
Administrator

Trish Brothers
Copy Editor

3. FUNDING

The Institute's core financial support is through AUT's Faculty of Applied Humanities, together with some central University funding. In addition, other income includes that from teaching, supervision and publications, plus publisher support for publication editing.

External funding constituted a significant portion of the Institute's revenue in 2008. Funding for the World Internet Project New Zealand came from the National Library of New Zealand and InternetNZ.

In 2008, activities at ICDC focused on:

DEVELOPING RESEARCH CAPABILITY

- Providing support and mentoring for research in culture, discourse and communication among AUT staff and students;

- Presenting and publishing the findings of communication based research, thus raising the profile of ICDC research activities and AUT's research capabilities;

- Postgraduate supervisions; and

- Postgraduate teaching.

COLLABORATIONS

- Development of relationships with other researchers and centres of research excellence in communication both within AUT and outside the university.

PUBLICATIONS

- *Journal of Sociolinguistics*

- *ACCESS*

- *Working Papers in Culture, Discourse and Communication*

4. DEVELOPING RESEARCH CAPABILITY

RESEARCH DEVELOPMENT

From 2007 faculty researchers and PhD candidates were affiliated to the Institute as Research Associates, with ICDC offering mentoring and support for their research activities. The 2008 Research Associates were:

Alice U	School of Languages
Darryl Hocking,	School of Languages
Tina Engels-Schwarzpaul	School of Art and Design
Pat Strauss	School of Languages
Graeme Couper	School of Languages
Heather Denny	School of Languages
Paul Mountford	School of Languages
Shanjiang Yu	School of Languages
Junji Kawai	School of Languages
Ineke Crezee	School of Languages
John Bitchener	School of Languages
Dianna Holster	School of Languages
Annette Sachtleben	School of Languages
Charles Crothers	School of Social Sciences
Mark Jackson	School of Art and Design
Sharon Harvey	Faculty of Applied Humanities
Lynn Grant	School of Languages
Richard Smith	School of Education

DISCOURSE RESEARCH GROUP (DRG)

Established by ICDC in 2005, the Discourse Research Group provides a valuable focus for scholars interested in approaching research texts (spoken or written) through discourse analysis. In 2008 the Group continued to bring together researchers on a regular basis with meetings that offered a forum for education and discussion in a collegial environment. The following presentations were given during the year:

- *Discourse analysis: In plain language – Philippa Smith*

- *The hermeneutics of Paul Ricoeur and the problem of discourse analysis – Allan Bell*

- *An investigation into personal national and ethnicity identity* **-** *Sigrid Norris*

- *Walking the talk and talking the walk. Way of life analysis and discourse analysis: an examination and comparison in the context of contemporary residential Beijing and its hutong tourism - Charles Johnston*

INTERNET RESEARCH GROUP (IRG)

Established in July 2007 and created in response to burgeoning interest in the Internet on both a national and international level, the Group was formed to bring together AUT researchers from a wide range of disciplines to share information, including theories and methodological approaches, and to provide a forum whereby the exchange of information about researching new media technologies would be encouraged. In 2008 the following presentations were given:

- *Research ethics and online communities - Robert Wellington*

- *Journalism in the age of YouTube: The impact of digital media technologies on traditional news-gathering practice - Martin Hirst*

- *How can lecturers facilitate the development of a learning conversation online?- Jennie Swann*

- *Investigation into the use of technology among different age groups in New Zealand - a communication and sociological perspective - Dr Petra Theunissen*

- *Mobile Internet deployment models: The case of New Zealand - Krassie Petrova and Raymond Huang*

- *Show me what I really want - Fuzzy ontology as a support for search - Dave Parry*

VISITING SCHOLARS AND RESEARCHERS

For two weeks in March, ICDC hosted Professor Dr Edgar W Schneider from the University of Regensburg, Germany. Edgar worked with ICDC Director Allan Bell and Researcher Andy Gibson on the Pasifika Languages of Manukau Project and gave three presentations: *English into Asia: From Singaporean ubiquity to Chinese learners' English; Colonization, globalization and the sociolinguistics of World Englishes; The evolutionary dynamics of New Zealand English.*

Professor Jeffrey Cole, founder of the World Internet Project, visited ICDC in July. This was Professor Cole's second visit to the Institute. His latest visit to New Zealand coincided with the release of the World Internet Project New Zealand 2007 Survey Final Report. Professor Cole spoke at the World Internet Project New Zealand public launches.

Associate Professor Lionel Wee is Deputy Head of the Department of English Language & Literature at the National University of Singapore. He visited ICDC in mid-November to deliver a series of lectures in discourse and language. Lionel gave three presentations on the following topics: *The technologization of discourse and authenticity in English language teaching*; A*nalyzing language policy and planning*; *Appropriating the language of the other: Performativity in autonomous and unified markets*. Following the visit to AUT, Lionel gave a talk at the Language and Society Conference in Dunedin.

From April to June ICDC hosted visiting research student Daniela Pollitzer from the University of Regensburg. Daniela used data from the 'Pasifika Languages of Manukau Project' to analyse the morphosyntax of Pasifika varieties of English in New Zealand as part of her master's thesis. This visit followed on from the visit of her supervisor, Professor Edgar Schneider in March.

5. PUBLICATIONS / EDITORSHIPS

JOURNAL OF SOCIOLINGUISTICS

Journal of Sociolinguistics Editorial Team

The Journal of Sociolinguistics, published by Wiley-Blackwell Publishing, continued as the Institute's largest publication in 2008. The Journal publishes five issues and 720 pages per year and remains committed to the broad remit with which it was founded – to fuse the linguistic and the social, to stimulate theorizing, to cross disciplinary boundaries, and to offer a forum for innovative and direction-setting research and sociolinguistic thought.

The growth of sociolinguistics is attested in the increasing number of submissions to this journal, edited by Allan Bell. Consequent in part on a change to web-based submission and review, the journal is now receiving nearly double the number of submissions compared to the previous year. The quality of the submissions has unsurprisingly fallen somewhat, but in absolute terms the number of publishable papers has increased.

In April, in Amsterdam before the Sociolinguistics Symposium, Allan Bell held a first, day-long meeting with the newly appointed Associate Editors of the Journal of Sociolinguistics – David Britain (Essex), Monica Heller (Toronto) and Lionel Wee (Singapore). Late in 2008, Nancy Niedzielski was appointed as the Journal's fourth Associate Editor. Nancy is Associate Professor of Linguistics at Rice University in Houston, Texas. She brings to the editorial team expertise in variationist sociolinguistics as well as being closely integrated into the North American sociolinguistic community.

In his capacity as Managing Associate Editor for the *Journal of Sociolinguistics*, Lionel Wee's visit to ICDC in mid-November was instrumental in planning for the management of the journal during Allan Bell's sabbatical leave.

ACCESS: CRITICAL PERSPECTIVES ON COMMUNICATION, CULTURAL AND POLICY STUDIES

Access journal is edited by Elizabeth Grierson who is based at RMIT, Melbourne. While Andy Gibson has provided editorial assistance and managed the subscriptions and publication of the journal. The 2008 double-issue of ACCESS will be published in March 2009. After the publication of the 2008 issue, the journal will be managed from RMIT.

WORKING PAPERS IN CULTURE, DISCOURSE & COMMUNICATION

In 2008 ICDC published its 4th volume of the *Working Papers in Culture, Discourse & Communication* titled *"*Diversity of discourse analysis". This issue featured a selection of papers that were presented at ICDC's first New Zealand Discourse Conference held at AUT in December 2007 and aimed to show the diversity of discourse analysis across various disciplines. The papers exemplified different approaches of discourse analysis, including conversation analysis, critical linguistic analysis, critical discourse analysis, discursive psychology and genre analysis. This issue of Working Papers was edited by Philippa Smith and Karishma Kripalani, with editorial assistance from ICDC's Trish Brothers.

6. RESEARCH PROJECTS

PASIFIKA ENGLISHES IN NEW ZEALAND

Allan Bell and Andy Gibson continued their research on the nature of Pasifika Englishes in New Zealand building on earlier work on the language of the animated comedy *bro'Town*. Pronunciation features were studied in the language of Samoan, Tongan, Niuean and Cook Island Maori people, drawn from a database of interviews conducted in 2000-02. Results were presented at several national and international conferences including NWAV (New Ways of Analysing Variation) at the University of Pennsylvania and the New Zealand Linguistics Society conference at the University of Waikato. The NWAV talk resulted in an invitation to submit an article to the UPenn Working Papers in Linguistics, which was subsequently accepted.

WORLD INTERNET PROJECT

The World Internet Project is an international collaborative project looking at the social, political and economic impact of the Internet and other new technologies. More than 30 countries have affiliated with the project progressively over the years and include China, the UK, Australia, France, Italy, Germany, Switzerland and Chile. ICDC became the New Zealand partner in the World Internet Project in 2006. ICDC researchers are involved in providing data specific to New Zealand which will

contribute to a world overview of how the Internet affects us and how we live in comparison with other nations.

ICDC has received financial support for WIPNZ from the National Library, through the New Zealand Government's Digital Content Strategy, as well as from InternetNZ. It is intended that the WIPNZ findings will provide the nation with information that assists in decision-making and raises the standard of planning and debate in government policy and business planning in New Zealand. In keeping with this goal, in May 2008 the WIPNZ team made a submission in response to the Digital Strategy 2.0 Draft.

The World Internet Project continues to go from strength to strength. In July, ICDC released a Final Report of the World Internet Project New Zealand Benchmark Survey. This report provides an overview of New Zealanders' usage of and attitudes towards the Internet, and updates and supersedes the WIPNZ Interim Report released in December 2007. The Report is available online at www.wipnz.aut.ac.nz. It was launched by WIPNZ Director Allan Bell and WIP founder Jeff Cole at the end of July, at the Netsafe Conference 2008 in Queenstown.

Two stakeholder meetings were held prior to the release of the Report. ICDC Director and WIPNZ Project Director Professor Allan Bell presented highlights from the New Zealand survey, and WIPNZ founder, Professor Jeffrey Cole, contextualised these findings with international WIPNZ project data. In Auckland, the constituency included business and industry, including the New Zealand representative for Google. In Wellington, industry representatives were joined by public sector stakeholders. These events helped to raise the profile of the WIPNZ and provided networking opportunities.

In August, Kevin Sherman met with the Department of Internal Affairs (DIA) in Wellington to discuss results of the Project relating to the online behaviour of New Zealanders. The DIA is planning to launch a new community portal website and they found this presentation to be helpful in strategising this launch. In September, Kevin Sherman and Nigel Smith met with the Head of Digital (NZ) and the Head of Digital (international) from Saatchi and Saatchi Ltd. The presentation was warmly received and some valuable insights emerged from the resulting discussion. One main outcome is that for industry, the strength of the WIPNZ project lies in the measurement of attitudes and offline behaviour related to the internet, rather than online behaviour itself. Nigel Smith also gave a webinar outlining the main findings of the 2007 Final Report to more than 80 participants. This event was organised by the Public Relations Institute of New Zealand, in an effort to communicate the impact of the Internet to their constituents. Further contact with the private sector included submission of a sponsorship proposal to the board of TelstraClear and presentations to key interested staff at Porter Novelli, Yahoo and Vodafone. Contact with Vodafone is ongoing with further meetings scheduled for the early part of 2009.

Varied publications have been requested from the WIPNZ in 2008. Professor Charles Crothers presented a paper co-authored with Nigel Smith at the SAANZ conference in Dunedin in November. An article summarising the findings from the first round of the WIPNZ survey was accepted in a peer-reviewed journal, Journal Observatorio (OBS*) for publication in early November. This article will be amplified and edited for inclusion in a book length feature of the WIP findings from around the world, to be published in July 2009.

Three launch events in Auckland, Wellington and Christchurch (respectively) over 24 and 25 November 2008 highlighted the first set of comparisons to be generated by the project internationally. AUT's Vice Chancellor, Derek McCormack, warmly received a briefing immediately prior to the launch events, affirming his appreciation of the efforts undertaken by the WIPNZ team.

The international data comparisons identify that New Zealand is positioned well in terms of the educational and financial use of the Internet, poorly on broadband penetration and very similar to

other countries on attitudes to media, age and income grading of usage, and general patterns of online activity.

With attendance at the launch events by key leaders in the telecommunications sector as well as policy makers and other interested parties, we continue to see a high level of interest in the findings of the project. Productive discussions with project funders at InternetNZ and the National Library, particularly in light of the change in government, also strengthen our ability to plan strategically for the future.

RESEARCH OUTPUTS

In addition to the Institute's role as editors and publishers, Institute staff made a significant contribution to AUT's research outputs, including journal articles, book chapters and conference presentations. These are listed in the Appendix at the end of this report.

7. INDIVIDUAL STAFF ACTIVITIES & CONFERENCES

Allan Bell, Director

The Director's role includes management of the Institute and its staff, planning and budgeting, research development, editorship, mentoring, applications for funding, leadership of research teams, teaching and supervision as well as his own researching, reading and writing commitments. Many of these activities are covered elsewhere in this report – see especially sections on Research Projects, World Internet Project and *Journal of Sociolinguistics*.

Allan Bell sits on the editorial boards of *Discourse Studies, Access, Pacific Journalism Review,* and *NZ Studies in Applied Linguistics* and *Discourse & Communication.* During the year he also reviewed submissions for several other journals, international conference papers and publishers' proposals.

Allan Bell taught on the MA (Applied Language Studies) in the second semester, paper 168103, Language & Society. The work drafted for his sociolinguistics textbook served as the main content.

Supervisions:

- Ruth Thomas, School of Communication Studies (PhD): investigating how journalism students are socialized into production of the genre of news discourse.

- Ineke Crezee, School of Languages (PhD): investigating attrition of English and reversion to Dutch by elderly Dutch immigrants to New Zealand.

- Kevin Sherman, ICDC (PhD): Kevin began his PhD in April 2006, supported by one of the highly-competitive NZ Government international scholarships. His topic is the role of national identity in the virtual world Second Life.

- Philippa Smith, ICDC (PhD): began in May 2007 supported by an AUT scholarship. Her topic is the relationship between the Internet and national identity.

Allan Bell

In March Allan presented the closing plenary address at the 6th National Conference on Sociolinguistics and 6th International Conference on Chinese Sociolinguistics, hosted by the Polytechnic University of Hong Kong. In April Allan attended the two-yearly Sociolinguistics Symposium in Amsterdam. He presented a paper jointly written with Andy Gibson on Pasifika Englishes in New Zealand. These two conferences were notable for their indications of the growth of sociolinguistics and discourse approaches internationally. In China there are many young scholars coming through who are using discoursal and sociolinguistic methods for their studies of language and text. The European conference - with 18 parallel sessions and 700 participants - showed the extent to which the field of sociolinguistics is burgeoning internationally – although the size of conferences like this is inversely related to their interpersonal utility.

Allan presented findings from the World Internet Project New Zealand Benchmark Survey at the Netsafe Conference on Cybercitizenry. He discussed *Young New Zealanders' Internet socializing and safety: The view from the 2007 World Internet Project NZ survey.* Allan's presentation was based on the finding that socializing is one of the main uses to which New Zealanders put the Internet. The younger people are, the more likely they are to make and maintain relationships through chat rooms, through social networking sites such as MySpace and Facebook, through exchange of audio and visual material, and the other possibilities offered by the Internet.

In November Allan gave the keynote lecture at the two-yearly New Zealand sociolinguistics conference at University of Otago. Under the title of 'The sociolinguistics of voice" he explored the nature of voice and its contribution to this field.

Kevin Sherman

Kevin Sherman PhD candidate and WIP (World Internet Project) researcher presented three papers at two conferences in Europe*: Association of Internet Researchers Conference in Copenhagen, Denmark; New Zealand social networking: Generational differences,* presented as part of the Oxford Internet Institute's WIP panel*; Creating Second Lives Conference, Bangor, Wales UK.*

Philippa Smith

ICDC PhD student and staff member, Philippa Smith presented her D9 research proposal to the Faculty's Postgraduate Board in June. Philippa's research titled: "New Zealanders on the Net: discourses of national identity in cyberspace" will analyse a variety of Internet sites (chatrooms, forums and a listserv) using a 'discourse-historical' framework to discover discourses of New Zealand national identity. In particular, the research aims to identify any discourses of sameness and difference, of inclusion and exclusion, and of identification and belonging which may have risen out of increased diversity in New Zealand.

Philippa gave a presentation at the Faculty of Applied Humanities post-graduate mini conference in October. The title of her presentation was "Imagining the nation - identifying the discourse" which examined Benedict Anderson's theory of "imagined political communities" to explain the origin and spread of nationalism. Using Anderson for the theoretical base of her doctoral research on New Zealand national identity, Philippa discussed how she linked "imagined communities" with Ruth Wodak's "discourse-historical" method of analysis to understand how New Zealanders use language to (re)construct their identity at a time when the nation is becoming increasingly diverse.

Andy Gibson

ICDC Researcher, Andy Gibson, started an MPhil thesis at the beginning of May. He is studying the production and perception of vowel sounds in New Zealand popular music. Andy presented results from an initial perception experiment at the 11th International Laboratory Phonology conference in Wellington, at the beginning of July.

At the end of June, Andy gave a public address at the Govett-Brewster Art Gallery in New Plymouth. His presentation addressed the varieties of language used in *bro'Town* and occurred in conjunction with the exhibition, 'Dateline return – Contemporary Art from the Pacific'. This is the New Zealand component of a major international touring exhibition that investigates how Pacific and Maori artists in Aotearoa New Zealand respond to the complex interplays amongst customary practice, diasporic living, and the poetics of daily life.

Andy presented results from an experiment conducted as part of his MPhil research at the Language and Society Conference held at the University of Otago. The paper, entitled *Vowel differences between singing, reciting and speaking*, constitutes some of the first acoustic evidence for vowel differences between singing and speaking.

Karishma Kripalani

In April, ICDC Research Coordinator Karishma Kripalani was invited to present at the University of Waikato. Karishma spoke at the History Department's seminar series, on the politics of space and gender in the context of identity performances within transnational call centres in India.

LAPTOP SCHOLARSHIPS

ICDC PhD candidates Kevin Sherman and Philippa Smith were among the Faculty's recipients of AUT University Laptop Scholarships.

8. PUBLIC PROFILE

Publicity for research projects at the Institute have served to promote AUT and raise the profile of its research-based culture. This included local press coverage on the Pasifika languages project, national reports on the WIPNZ (including National Radio, nzherald.co.nz), and extensive news items prompted by the Director's inaugural lecture. The lecture received extensive coverage for its presentation of the developing distinctiveness of NZ English. Stories were run in the *NZ Herald*, main evening news programmes on TV1 and TV3, Radio NZ National, numerous other radio stations, and some overseas media. The lecture and its coverage served as an apt launching pad for the inauguration of ICDC.

Media responses to the WIP were high given the precedent set by the July release of findings. The report has received extensive coverage from print, radio, television and online media, including interviews with Project Director Allan Bell and Project Co-ordinator Karishma Kripalani. News reports have appeared on Kiwi FM, Radio Live, bFM, TV3 News, TV1 Breakfast, scoop.co.nz, stuff.co.nz, Public

address, NZ Herald, Dominion/Post, Otago Daily Times, Southland Times, Christchurch Press and National Radio, among others.

In September the WIPNZ team were invited to provide structuring questions for a live election debate between the spokespeople for ICT from the major political parties. The WIP team contributed several questions, both directly to the debate organisers, InternetNZ and to the online forums which preceded and informed the live debate.

The *bro'Town* project continued to attract media attention, with Andy Gibson being interviewed on Radio New Zealand National, regarding the sociolinguistic analysis of the language of this local animated comedy. Community newspapers *The Central Leader* and the *Auckland City Harbour News* featured front page stories on Philippa Smith and Andy Gibson's involvement in the *bro'Town* research project. The article also appeared in the East and Bays Courier. Entitled *All eyes on Kiwi cartoon,* the article presented a human interest angle that academic research can be fun, but also focused on the cultural and language aspects of the study. The story also appeared on the Scoop website.

ICDC WEBSITE

The ICDC website www.icdc.aut.ac.nz has been updated to showcase work at the Institute. Featuring the Institute's new logo, it acts as ICDC's public face, and is the main avenue for the dissemination of information about ongoing events organised by the Institute. Progressive reports on the WIPNZ survey have been made available at www.wipnz.aut.ac.nz.

The website features information about the Institute and its activities under the following categories:

- **People**: staff/postgraduates/ research fellows

- **Projects**: Pasifika Languages of Manukau, bro'Town, TV Violence, WIPNZ, Postdoctoral Fellow

- **Publications**: Working papers, *ACCESS*, *Journal of Sociolinguistics*, annual reports, research outputs

- **News and events**: New Zealand Discourse Conference, visitors, Internet and Discourse Research Groups and upcoming events

9. CONCLUSION

The ICDC staff has grown in the past year and works strongly as an enlarged team, with new members including Nigel Smith who competently co-ordinated the WIPNZ and Karishma Kripalani, whose appointment as Research Co-ordinator helped consolidate the ICDC team. Karishma's replacement Chris Holland will provide further experience for research implementation in 2009.

There has been a strong increase in research outputs by ICDC staff in addition to Allan Bell's presentations and publications. The Institute has also worked with AUT academics outside of the Institute, through initiatives such as the Discourse Research and Internet Research Groups. It is thus able to offer the wider AUT community access to expertise, exchange and development in these important areas.

The ICDC website provides an effective site for highlighting the work of the Institute, including the World Internet Project New Zealand. This is a large and complex project and the Institute team, including co-ordinator Nigel Smith, did well to deliver results in a very short space of time.

Challenges to the Institute in 2008 included the stretching of staff because of work demands, since all except Allan Bell were part time. While this can make it difficult to fully complete project work and associated outputs, the Institute's productivity has been laudably high. The Institute has been aware of its continuing lack of senior research capability other than the Director, an issue which has now been addressed for 2009 with the appointment of Deputy Director, Jennie Billot. Alongside such developments, the limited physical space becomes an even more pressing issue, with several staff members working in quite restricted areas.

On behalf of Professor Allan Bell (ICDC Director) who is currently on sabbatical, I express my thanks to the staff of the Institute who have worked effectively as a strong research team. Also, thanks go to the previous Faculty Dean, Rob Allen, whose vision and support has been pivotal in the establishment and growth of the Institute. The completed year of the Institute of Culture, Discourse & Communication delivered on objectives, and we look forward to another year of research collaboration and achievement.

Dr Jennie Billot

Deputy Director

February 2009

APPENDIX: ICDC RESEARCH OUTPUTS 2008

Refereed Journal Articles

Billot, J. (2008). Increasing ethnocultural diversity in New Zealand: Implications for school leadership. *Journal of Educational Leadership, Policy & Practice*. *23*(2), 86-96.

Smith, P., Smith, N., Sherman, K., Kripalani, K., Goodwin, I., Bell, A. & Crothers, C., (2008). The Internet: Social and demographic impacts in Aotearoa New Zealand, *Journal Observatorio (OBS*), 2 (3)*. 307-330.

Book Chapter

Smith, P., & Bell, A. (2008). English in mass communications: News discourse and the language of journalism. In H. Momma, & Matto, M. (Eds.). *A Companion to the History of the English Language.* Malden, Massachusetts: Wiley-Blackwell, pp 334-344.

Report

Bell, A., Crothers, C., Goodwin, I., Kripalani, K., Sherman, K., & Smith, P. (2008). *The Internet in New Zealand 2007. Final Report.* Auckland: Institute of Culture, Discourse and Communication, AUT University.

Bell, A., Smith, N., Smith, P., Sherman, K., Crothers, C., Kripalani, K., & Goodwin, I. (2008). In J. Cole, M. Suman, P. Schramm, L. Zhou, A. Salvador, J.E. Chung, S. Lee   (Eds.). *World Internet Project: International Report 2009*, USC Annenberg School Center for the Digital Future: Los Angeles.

Conference Presentations

Bell, A., Crothers, C., Goodwin, I., Kripalani, K., Sherman, K., & Smith, P. (2008). *Young New Zealanders' Internet socialising and safety.* Presentation at Netsafe Conference, Queenstown.

Bell, A., & Gibson, A. (2008). Stopping and fronting in New Zealand Pasifika English. *University of Pennsylvania Working Papers in Linguistics: Proceedings from New Ways of Analyzing Variation (NWAV) 36, 14*(2), 43-52.

Bell, A., & Gibson, A. (2008). *Pasifika English and community identity in New Zealand*. Presentation at the Sociolinguistics Symposium. Amsterdam, The Netherlands. (Abstract online: 17, 33-34).

Billot, J., & Smith, R. (2008, November). Changing academic identity as a result of policy actions. Asia-Pacific Educational Research Association (APERA) *Policy and pedagogical engagements across contexts* conference. Singapore, 26-27 November.

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Crothers, C., & Smith, N. (2008). *WIPNZ: Sociological Results: Modelling the social impacts of the Internet.* Presentation at SAANZ conference, Dunedin. November.

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Sherman, K. (2008). *Simulating place: An investigation into the nature of Second Life attachment through the lens of real world national attachment.* Presentation to IR 9.0: Rethinking community, rethinking place, IT University of Copenhagen, Copenhagen, Denmark.

Sherman, K. (2008). *Would you lay down your (avatar's) life for your virtual world nation?* Presentation at Creating Second Lives Conference at Bangor University, Bangor, Wales.

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Presentations

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Bell, A., Billot, J., Crothers, C., Goodwin, I., Sherman, K., Smith, N., & Smith, P. (2008). *World Internet Project. International comparisons.* Presentation to public audience. 25 November, Wellington.

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Gibson, A., & Bell A. (2008). bro'Town: Exploring speech to understand identity. Public lecture given at Govett Brewster Gallery, New Plymouth.

Kripalani, K. (2008). *The politics of gender and space in the transnational Indian call centre*. Presentation to the Department of History seminar series, University of Waikato, Hamilton

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