The Institute of Culture, Discourse & Communication

Annual Report 2007

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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.

In 2007, 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
- 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*

2. PERSONNEL

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 management, development, research and publication. Apart from the Director, all other staff are part time, totalling 2.2 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.

Philippa Smith, Projects Manager (to May 2007)
Philippa has been responsible for co-ordinating and researching special projects as well as assisting in the management of the Centre and its activities. In May she commenced work on her doctoral studies and has continued to be involved with the World Internet Project.

Karishma Kripalani, Research Co-ordinator &
Co-ordinator, World Internet Project (from July 2007)
Since July 2007, Karishma has co-ordinated research activities at ICDC and been responsible for the implementation and reporting of the 2007 WIP NZ survey.

Kate Brettkelly-Chalmers, Research Administrator
Kate provided administration support to the Centre and its activities.

Andy Gibson, Researcher
Andy has worked as a researcher on a number of ICDC research projects, including the World Internet Project NZ, and also provided editorial support to ICDC journals.

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* and *ACCESS*. Her proofing and copy editing skills were also utilised by other researchers affiliated to the Centre.

Kevin Sherman, WIP NZ Team member
ICDC PhD candidate Kevin Sherman has been involved in the World Internet Project New Zealand.

Andreea Calude, Co-ordinator, New Zealand Discourse Conference
Andreea worked part-time in the second half of the year to organise the inaugural New Zealand Discourse Conference.

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 2007. Funding for the World Internet Project from the National Library of New Zealand and InternetNZ made up the bulk of

this, with additional support from SPEaR towards workshops at the New Zealand Discourse Conference.

4. DEVELOPING RESEARCH CAPABILITY

Research Development

In 2007 emerging researchers on staff and PhD candidates were affiliated to the Institute as Research Associates, with ICDC offering mentoring and support for their research activities. The 2007 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

New Zealand Discourse Conference

New Zealand's first Discourse Conference, organised by ICDC, was held on 6 – 8 December 2007. The conference featured 50 presenters from the USA, Canada, Finland, UK, Sweden, Iran, China, Hong Kong, Indonesia, Japan, Malaysia, Singapore, Taiwan, Australia, and New Zealand (AUT University, The University of Auckland, Waikato University, and Victoria University of Wellington).

The conference was organised by a cross-school, cross-faculty committee consisting of:
      Allan Bell, Director, ICDC: Convenor
      Andreea Calude, ICDC: Conference Administrator
      Philippa Smith, ICDC
      Sigrid Norris, School of Communication Studies
      Bill Doolin, Faculty of Business
      Darryl Hocking, School of Languages

Faculty Dean Rob Allen opened the 3-day conference, which included three plenary sessions. Associate-Professor Alison Lee (University of Technology, Sydney, Australia) discussed 'The Desire for Discourse Analysis,' contending that the rush to method risks pre-empting necessary prior consideration, not only of discourse analysis and of its promise, but also of assumptions being made by the researcher about the nature of the enquiry itself. Professor Allan Bell (Director, ICDC) spoke on 'Interpreting Babel: What Discourse Analysis can learn from

Hermeneutics.' Drawing on the work of philosopher Paul Ricoeur, who developed a hermeneutics that deals explicitly with questions of the relationship of close textual analysis to wider textual interpretation, Professor Bell addressed the question of how can we be sure for ourselves, and demonstrate to others, that our interpretation of texts is the most fitting, the most warrantable reading, and not just one that serves our preconceived view of the world. Professor Margaret Wetherell (Director ESRC Identities Programme, Social Sciences, Open University, UK) presented the third plenary: 'Between Foucault and Garfinkel: The Case for an Unseemly Discursive Psychology.' Her talk focused on various 'discourse wars' about the most appropriate modes of doing discourse analysis.

The conference also featured three workshops. 'How to decide' was led by Associate-Professor Alison Lee, who followed up the ideas in her keynote address on "limits" and discussed how researchers make decisions about what kind of analytic framework to adopt and why. Professor Margaret Wetherell focused on the analytic concepts of 'Subject Positions, Interpretative Repertoires and Ideological Dilemmas.' Her workshop included an evaluation of the usefulness of these concepts, problems in application, the kinds of research questions they are best fitted to and how they compared with other concepts participants might work with and prefer. Finally, Associate-Professor Sigrid Norris (Associate Head of the School of Communication Studies, AUT University) gave participants an opportunity to work with video data and transcripts to gain some insight into the workings of multimodal analysis, with 'Multimodal Interaction Analysis: What can we learn about personal identity construction?'

The success of the 2007 Conference indicates that it is likely to be held again in 2009.

Discourse Research Group
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 2007, 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:

- *The three "Ws" of Discourse analysis: where it's come from, where it's going, and why it could be useful to you in your research.* Philippa Smith and Allan Bell, ICDC.

- *Multimodal Interaction Analysis: Historical development and theoretical background of the method.* Sigrid Norris, School of Communication Studies

- *Out of the Laboratory: Scientists' Discourse in Public Encounters.* Bill Doolin, School of Business.

- *When your analysis just isn't enough! A discussion of common analytic shortcomings of discourse analysis.* Philippa Smith, ICDC.

Internet Research Group
In July 2007 ICDC PhD students Philippa Smith and Kevin Sherman established ICDC's Internet Research Group as a forum whereby academics with an interest in new media technologies could share information, including theories and methodological approaches and discuss varying aspects of the Internet. It was created in response to burgeoning interest in the Internet on both a national and international level. The Group's mission is 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 is encouraged. The following presentations were given:

- *The World Internet Project.* Professor Charles Crothers, School of Social Sciences and member of the WIP NZ research team.

- *The Search for National Identity in Second Life: Avatar Activities That Suggest National Attachment.* Kevin Sherman, PhD student, ICDC

- *'Having it all' is a Dubious Call: The Digital Strategy and our Digital Future.*
Ian Goodwin, School of English and Media Studies, Massey University, Wellington.

- *Internet-enabled political activism: A new form of activism?* Kevin Sherman, ICDC

Visiting Scholar
In September 2007, ICDC hosted Professor John Heritage from the University of California Los Angeles, well known as a leading scholar of Conversational Analysis. His research interests focus on the use of conversation analysis to explore, among other things, interactions between health professionals and patients. Heritage presented a guest lecture on "Question design", reviewing some major dimensions of question design and considering their application in the context of medical interviews. The issues raised were developed in quantitative studies (including interventions) of medical care, and in studies of questioning in presidential news conferences across a 50-year period. The paper thus addressed a number of styles of analysis that focus on turn-design, ranging from micro to macro, and across pure and applied uses of conversation analytic research.

5. PUBLICATIONS / EDITORSHIPS

Journal of Sociolinguistics
The Journal of Sociolinguistics, published by Blackwell Publishing, continued as the Institute's largest publication in 2007. 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 theme issue for this year was on Linguistic Ethnography and was edited by Ben Rampton (King's College, University of London), Janet Maybin (The Open University, UK) and Karin Tusting (Lancaster University).

2007 saw the two most major changes in the history of the *Journal of Sociolinguistics* since it was initiated in 1995. Allan Bell became sole editor of the Journal with the retirement of his founding co-editor, Nikolas Coupland of Cardiff University. Nik wound down his involvement with the Journal from mid 2007, officially retiring from the Journal at the end of the year to give more time to his own research. The collaboration between Allan and Nik since co-founding the Journal in 1995 dealt with eleven volumes, seven thousand pages, seven hundred submissions, and perhaps twenty thousand emails.

With Nik's departure, Allan chose to restructure the editorship and sought a number of Associate Editors to work with. Three appointments were made after an exhaustive international search: David Britain, University of Essex, UK; Monica Heller, University of Toronto, Canada;

and Lionel Wee, National University of Singapore. Adam Jaworski (Cardiff) continues as Reviews Editor. This is a high-quality team that brings a diversity of disciplinary expertise, language coverage, geographical spread and editorial experience which will serve the Journal well in its new era. The new editorial team has met early in 2008 to brainstorm, debate and develop the Journal's longer-term directions and opportunities.

The other major change for the Journal was the shift to a web-based system for all manuscript processes. Since July 2007 all submissions have been received, processed, and reviewed through a Manuscript Central website. The advantages of easy online access and quick turnaround are very evident, as is the need for ongoing customization of the site to suit this Journal's needs and practices. The transition has required a lot of input to learn the onsite processes and to mould them to meet our journal's systems. The number of submissions received has risen by more than half since the introduction of the website.

ACCESS: Critical perspectives on communication, cultural and policy studies
The journal is published twice a year. It is edited by Elizabeth Grierson based at RMIT, Melbourne, while Andy Gibson provides editorial assistance and manages the subscriptions at AUT. ICDC managed the publication of several issues of ACCESS during 2007.

Volume 25(2) was published at the beginning of 2007, including six articles on the Politics of Globalisation, Research and Pedagogy. The first issue of Volume 26 was published in June on the topic of East-West Intersections and the second issue, on Communications and Philosophy, was published at the beginning of 2008.

Working Papers in Culture, Discourse & Communication
In 2007 Philippa Smith and Mark Jackson edited the third issue of *Working Papers in Culture, Discourse and Communication* (formerly *Working Papers in Communication Research*). This online publication gives authors the opportunity to have their work peer reviewed and gain feedback before submission to an academic journal. Papers included in this issue were:

- *Island Purity as Global Imaginary: New Zealand and German Perspectives.* Eveline Dürr, School of Social Sciences.

- *"I mean, you know, I don't know" A corpus comparison of "I don't know" between British and New Zealand speakers.* Lynn Elaine Grant, School of Languages

- *A missing link between parental language belief and language shifting? A case study of Chinese migrant families in New Zealand.* Shanjiang Yu, School of Languages.

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.

6. RESEARCH PROJECTS

Pasifika Englishes in New Zealand
In 2007, Allan Bell and Andy Gibson continued research on the nature of Pasifika Englishes in this country, which built 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.

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. It has received support from the National Library of New Zealand, 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 that raises the standard of planning and debate in government policy and business planning in New Zealand.

ICDC became the New Zealand partner in the World Internet Project (WIP) in 2006. The WIP is an international, longitudinal study that looks at developing trends in the use of the Internet, studying new communication technology and its impact on individuals, communities and societies around the globe. The Project, which began six years ago, is responding to signals that suggest the Internet will transform our social, political and economic lives. It involves the surveying of a random sample of both users and non-users of the Internet. 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 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.

WIP Pilot Project
In 2006 ICDC was successful with an application for contestable funding from the Faculty of Applied Humanities to support a pilot project that would form the basis of the larger World Internet Project in New Zealand. The pilot was designed to test the WIP methodology in a New Zealand environment and involved telephone interviews of a random sample of 100 people aged 12 and up from a range ethnic backgrounds. The survey was conducted and data analysed early in 2007. The results of this pilot study were published in a report and formed the basis of the full survey conducted in September-October 2007.

The pilot project research team consisted of Professor Allan Bell, Andy Gibson, Philippa Smith and Kevin Sherman of ICDC, Dr Ian Goodwin, School of Communication Studies (now at Massey University), and Professor Charles Crothers, School of Social Sciences.

WIP International Partners Meeting
Five members of the WIP NZ team attended the annual meeting of WIP international partners (Allan Bell, Philippa Smith, Andy Gibson, Charles Crothers, Ian Goodwin) in Melbourne, 10-12 July 2007. Over the three days, members presented their results and discussed methodological

and theoretical issues of the project. Allan Bell spoke to the group about the results of the WIP NZ Pilot Project.

WIP NZ Full Survey and Interim Report
After a lengthy design and piloting process, the first full-scale WIP survey was conducted by Phoenix Research in September-October 2007. 1500 people were questioned by telephone on their usage of and attitudes to the Internet. The project team proceeded immediately to preliminary analysis, and in December released the World Internet Project New Zealand Benchmark Survey Interim Report. Key findings included:

- Internet access, usage, capability and attitudes are all strongly graded by New Zealanders' age, income and area of residence. The younger, wealthier and more urban people are, the more connected and confident they are online.

- As an information source, the Internet now rates higher than all traditional media. It also rates higher than other people, who have traditionally been our main source of information.

- Most people believe the Internet is considerably enhancing their social contacts rather than diminishing them.

Preliminary findings were made available to key stakeholders from Government, industry and community at the Digital Futures Summit in November. WIP NZ team members Allan Bell, Karishma Kripalani and Ian Goodwin (Massey) also presented to funders National Library of New Zealand and InternetNZ in December in Wellington. These presentations included representatives from the Ministries of Education, Economic Development, Culture and Heritage, Social Development, Justice, Internal Affairs as well as Statistics NZ and the State Services Commission. Public release of the initial findings received coverage in various media.

Further preparation of the database and statistical analyses will lead to a final report in mid-2008. In-depth qualitative research is also scheduled for 2008. The WIP NZ survey will be carried out bi-annually. A longitudinal panel of respondents will form a subset of the sample in future surveys, allowing for research on the way individuals' use of the Internet develops over time.

Visiting research student
ICDC hosted a German student Kathrin Koppel for two months from the University of Regensburg, Germany who was researching New Zealand English for her Bachelor's thesis. Kathrin's visit is part of an ongoing relationship between the Institute and the University of Regensburg.

Journal of Sociolinguistics **Editorial Team**
In addition to the international collaboration of the World internet Project, the Institute has maintained an active and continual collaboration with the Centre for Language & Communication Research at Cardiff University through the co-editorship of the *Journal of Sociolinguistics*. Following the restructuring of the Journal's Editorship in 2007, ICDC has formed new linkages with the University of Essex, University of Toronto and the National University of Singapore.

7. INDIVIDUAL STAFF ACTIVITES

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.

Presentations and publications
2007 saw a high number of research outputs come through to publication for the Institute as a whole and for Allan. He sole-authored several book chapters in the areas of language style and media discourse for publishers such as Routledge and the Open University, and with Philippa Smith co-authored a chapter for a textbook on media discourse published by Sage. A major chapter on the importance of Bakhtin's thought for sociolinguistics, appeared in a Cambridge University Press volume dedicated to the leading North American sociolinguist, Walt Wolfram, who mentored Allan as a postdoctoral fellow in Washington, D.C. Allan was able to be there and speak at the tribute to Professor Wolfram when the volume was presented to him in Philadelphia in October.

Allan Bell also presented a plenary address at the New Zealand Discourse Conference, organised by the Institute, on 'Interpreting Babel: What Discourse Analysis can learn from Hermeneutics.'

Other major presentations in 2007 included joint papers with Andy Gibson on research on Pasifika English and the accents in the animated comedy *bro'Town*, delivered at the International Conference on Multicultural Discourses in Hangzhou, China, in April, and at the North American NWAV Conference in Philadelphia in October.

Inaugural Professorial Lecture
Allan presented his Inaugural Professorial Lecture on 22 May 2007 - some little time after his appointment as Professor of Language & Communication and Director of an AUT research institute (2001). Entitled *Giving Voice: language, media and identity in New Zealand,* the lecture dealt with the social meaning of language and languages in New Zealand, from the role and uses of te reo Maori and Pasifika languages, through varieties of New Zealand English. The lecture offered Allan the opportunity to present and review highlights from 30 years of research on language and discourse in New Zealand, and place it in a theoretical and social context as a way of understanding our role as both speakers of and listeners to language. The lecture was well attended, and received saturation media coverage.

Versions of the inaugural address content have also been used in presentations at the Center for Applied Linguistics in Washington, D.C., the Chinese Sociolinguistics Conference in Hong Kong, and the University of the Third Age in Auckland. The text of the lecture is available on ICDC's website, with audio and video clips embedded. Also available there is the text of the associated sermon Allan Bell gave on the Sunday following the lecture, entitled *From Babel to Pentecost: Biblical perspectives on language and listenership*, which presented the theological and spiritual correlates of the approach outlined in the lecture.

Research and Writing
Building on the groundwork laid during sabbatical leave in the second semester of 2006, Allan developed several lines of research and writing during 2007. His inaugural professorial lecture in May provided the opportunity to distil findings from research on language, discourse and society in New Zealand since the 1970s. The lecture laid the foundations of writing on a 'sociolinguistics of voice' which he continues to develop and present in 2008.

The focus on biblical discourse analysis initiated during Allan's 2006 sabbatical continued with work on the story of Babel, the ancient account of the origins of language diversity, which proved a fruitful text for analysis and interpretation. Indepth reading on the hermeneutical approach of Paul Ricoeur was used to cast light on the nature of the discourse analytical enterprise. The text of the resulting plenary address to the NZ Discourse Conference will be prepared for publication in 2008.

Allan has been Director of the World Internet Project New Zealand team, with responsibility for the design, conduct, analysis and presentation of the Project's first survey.

Research on the features of Pasifika English in collaboration with Andy Gibson drew on data from the archive of recordings of the Pasifika Languages of Manukau project, and the animated comedy *bro'Town*.

Drafting continued on chapters for Allan's sociolinguistics textbook, due to be published by Wiley-Blackwell.

Journal of Sociolinguistics
The retirement of co-editor Nikolas Coupland from the Journal, the transition to new Associate Editors, and the inauguration of web-based submission and reviewing, has triggered a considerable rise in workload for Allan Bell as the Journal's remaining editor. The new editorial team is working well - Adam Jaworski continues as Reviews Editor, Andy Gibson as Editorial Associate, and David Britain, Monica Heller and Lionel Wee as incoming Associate Editors. The Journal is prospering in both the number and quality of submissions and in its profile and access, in 2007 passing the landmark of more than 100,000 downloads within the year.

Teaching
Allan 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. Will be submitted in mid 2008.
- Ineke Crezee, School of Languages (PhD): investigating attrition of English and reversion to Dutch by elderly Dutch immigrants to New Zealand. Will submit late in 2008.
- 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.

Karishma Kripalani, Research Co-ordinator & Co-ordinator for the World Internet Project New Zealand

Karishma joined ICDC in late July 2007, taking over from Philippa Smith's role as Projects Manager. In addition to co-ordinating ICDC's projects, she is responsible for preparing research proposals and funding applications and also assists with the management of the ICDC office. In her role as Project Co-ordinator for the WIP NZ, Karishma played a part in contract negotiations about intellectual property rights with key project funders the National Library. She co-ordinated the implementation of the 2007 WIP NZ full survey as well as the production and delivery of the December interim report to the public and to funders. Along with the WIPNZ Director, she presented preliminary findings to an invited audience in Wellington in December.

In addition, Karishma contributed to the Institute's research outputs. In November, she presented at the 17th New Zealand Asian Studies Society International Conference at the University of Otago, Dunedin. Karishma spoke on fieldwork completed in India on an Asia:NZ-NZASIA Postgraduate Awardees Panel. She also presented a paper entitled *Performing transnational call centres*, outlining the performative identities elicited by employment in transnational Indian call centres. In December, Karishma presented on *Discourse and power in the transnational Indian call centre* at the New Zealand Discourse Conference organised by ICDC.

Philippa Smith, Projects Manager

Philippa continued as ICDC's projects manager for the first five months of 2007 before taking up an AUT PhD Scholarship in May. As manager during the first part of the year Philippa was able to secure funding for ICDC to conduct research as part of the World Internet Project (WIP). Philippa is part of the research team analysing the results of the survey, and attended the annual WIP partners' meeting in Melbourne.

In addition Philippa continued to assist with the running of ICDC's Discourse Research Group, helped establish the Internet Research Group along with Kevin Sherman, and co-edited ICDC's online journal *Working Papers in Culture Discourse and Communication* with Associate Professor Mark Jackson. She was also a guest lecturer on discourse analysis for the School of Social Sciences and was on the organising committee for the New Zealand Discourse conference run by ICDC. In August Philippa presented a paper at the second annual national Congress of the Humanities, "Transformations '07 - Composing the nation: ideas, peoples, histories, languages, cultures, economies" at Victoria University of Wellington. It was titled: "From *Heartland* to *Here to Stay* – the role of charismatic documentary presenters in national identity construction".

Philippa co-authored a number of publications including the book chapter "Unravelling the web of discourse analysis" written with Allan Bell for the Sage Publication *Media Studies: Key Issues and Debates,* and a chapter in the book *Youth, Media and Culture in the Asia Pacific Region* co-authored with former CCR post doctoral fellow Dr Katalin Lustyk (Ithaca College, New York) on the animated sitcom *bro'Town* (forthcoming in 2008, Cambridge Scholars Press). Dr Lustyk gave a conference presentation prepared in conjunction with Philippa at the 2007 International Association for Media and Communication Research (IAMCR) conference in Paris titled: *The Simpsons of the South Pacific: Transnational Media and Diasporic Cultural Production.*

Andy Gibson, Researcher, Editorial Associate, WIP Pilot Project Co-ordinator
In 2007, Andy Gibson and Allan Bell conducted a sociolinguistic analysis of the speech of young Pasifika people in Auckland. The study used recorded interview data from the Pasifika Languages of Manukau Project to analyse several phonological variables. The results of the study were presented at conferences in the US and China, and by Andy at the Linguistics Society of New Zealand conference at the University of Waikato in November. Andy was invited to give a guest lecture at Massey University in October where he talked about the sociolinguistic analysis of *bro'Town* conducted in 2006.

Andy co-ordinated the pilot of the World Internet Project which was conducted early in 2007 and he continued to be involved in the project throughout the year. He was involved in both questionnaire design and the analysis and presentation of results for the full survey conducted in late 2007.

In July 2007, the *Journal of Sociolinguistics* migrated to an online submission and peer review process. As Editorial Associate for the journal, Andy managed this transition, configuring the website to the journal's 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*.

Kate Brettkelly-Chalmers, Research Administrator
Kate attended to ICDC's everyday administration duties ensuring the smooth running of the Institute and its activities. She assisted in organising ICDC's monthly Discourse Research Group and Internet Research Group meetings, made arrangements for UCLA Professor John Heritage's visit to Auckland, helped to establish ICDC's new employees Trish Brothers and Karishma Kripalani. Kate also worked on the World Internet Project's reporting documents and continued to maintain and develop ICDC's website content.

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 World Internet Project New Zealand (including National Radio, nzherald.co.nz), and extensive news items prompted by the Director's inaugural lecture.

The inaugural 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.

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 that week in the East and Bays Courier. Titled *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 World Internet Project New Zealand survey have been made available on the WIP NZ pages 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, WIP NZ, 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

2007 saw ICDC very successfully inaugurated after its transition from the former Centre for Communication Research. The ICDC staff has grown in the past year and works strongly as a team, with new members including Trish Brothers, Andreea Calude (temporary) and Karishma Kripalani, whose appointment as Research Co-ordinator helped consolidate the ICDC team after Philippa Smith had finished in early 2007.

There has been a strong increase in research outputs by ICDC staff above 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.

Other highlights included the Director's inaugural Professorial Address, which provided a good focus for the inauguration of ICDC and its public profiling. Our website is proving an increasingly useful shop window for the work of the Institute, including the World Internet Project New Zealand. The successful confirmation in May of government funding for the World Internet Project and the implementation of its first full-scale survey were significant achievements in the year. This is a large and complex project and the Institute team did well to design the survey and deliver results in a very short space of time. The *Journal of Sociolinguistics* transition to online processes and to Allan Bell's sole editorship has been ably managed. The first NZ Discourse Conference attracted participation well beyond our initial expectations.

Challenges to the Institute in 2007 included the stretching of staff because of work demands, since all except Allan Bell are part time. This can make it difficult to fully complete project work and associated outputs, something which is a focus for 2008. However, for a total complement of just 3.2 Full Time Equivalents in 2007, the Institute's productivity has been laudably high. The Institute is aware of its continuing lack of senior research capability other than the Director, an issue which is also being addressed in 2008. With these developments, our

limited space becomes an even more pressing issue, with several staff members working in quite restricted areas.

In conclusion, as Director I express my thanks to the staff of the Institute, who in 2007 made up the strongest and most vital team I have worked with. And to our Faculty Dean, Rob Allen, whose vision and support has been pivotal in the establishment and growth of the Institute. The completed first year of the Institute of Culture, Discourse & Communication has more than delivered on our hopes, and I look forward to leading it to continuing research achievement.

Allan Bell
Director
June 2008

Appendix: ICDC RESEARCH OUTPUTS 2007

Bell, Allan. (2007, 10 September). *Giving voice: Language, media and identity in New Zealand*. Presentation to U3A participants. University of the Third Age, Northwest, Kelburn, Auckland.

Bell, Allan. (2007, 13-15 April). *Agendas of studying multicultural discourse* [Plenary forum]. Paper presented at the 2nd International Conference on Multicultural Discourses, Zhejiang University, Hangzhou, China.

Bell, Allan. (2007, 6-8 December). *Interpreting Babel: What discourse analysis can learn from hermeneutics.* [Keynote] Paper presented at the New Zealand Discourse Conference: The challenge of discourse analysis, AUT University, Auckland.

Bell, Allan. (2007). Style and linguistic repertoire. In C. Llamas, L. Mullany & P. Stockwell (Eds.), *The Routledge companion to sociolinguistics* (pp. 95-100). London & New York: Routledge.

Bell, Allan. (2007). Style in dialogue: Bakhtin and sociolinguistic theory. In R. Bayley & C. Lucas (Eds.), *Sociolinguistic variation: Theories, methods and applications* (pp. 90-109). New York, US & Cambridge, UK: Cambridge University Press.

Bell, Allan. (2007). Text, time and technology in news English. In S. Goodman, D. Graddol & T. Lillis (Eds.), *Redesigning English* (2 ed., pp. 79-105). Oxford, UK & New York, US / Milton Keynes, UK: Routledge / Open University.

Bell, Allan. (2007, 10-12 July). *World Internet Project New Zealand: Pilot project 2007.* Paper presented at the World Internet Project Annual Partners Meeting, Melbourne, Australia.

Bell, Allan, **Charles Crothers**, **Andy Gibson**, Ian Goodwin, **Karishma Kripalani**, **Kevin Sherman**, & **Philippa Smith**. (2007). *World Internet Project New Zealand: 2007 benchmark survey: Interim report. New Zealanders and the Internet: A preliminary profile of usage and attitudes.* Publicly circulated report to the National Library of New Zealand and Internet NZ. Auckland: Institute of Culture, Discourse and Communication, AUT University.

Bell, Allan, Charles Crothers, **Andy Gibson**, Ian Goodwin, **Kevin Sherman**, & **Philippa Smith**. (2007). *World Internet Project New Zealand: Pilot project 2007: Full report.* Auckland: Institute of Culture, Discourse & Communication, AUT University.

Bell, Allan, & **Andy Gibson**. (2007, 11-14 October). *Pasifika English in New Zealand.* Paper presented at the New Ways of Analyzing Variation (NWAV) 36 Conference, University of Pennsylvania, Philadelphia, PA, USA.

Bell, Allan, & **Andy Gibson**. (2007, 13-15 April). *Talking Pasifika in New Zealand: The case of bro'Town.* Paper presented at the 2nd International Conference on Multicultural Discourses, Zhejiang University, Hangzhou, China.

Gibson, Andy. (2007, 10 October). *bro'Town: Morningside English for life!* Presentation to stage 2 sociolinguistics students and faculty staff. Massey University, Auckland.

Gibson, Andy, & **Allan Bell**. (2007, 19-20 November). *New Zealand Pasifika English.* Paper presented at the Linguistics Society of New Zealand (LSNZ) 17th Biennial Conference, University of Waikato, Hamilton.

Kripalani, Karishma. (2007, 6-8 December). *Discourse and power in the transnational Indian call centre.* Paper presented at the New Zealand Discourse Conference: The challenge of discourse analysis, AUT University, Auckland

Kripalani, Karishma. (2007, 22-25 November). *Liminal space and hybrid bodies: Performing transnational call centres in India* [Asia:NZ-NZASIA Postgraduate Awardees Panel]. Paper presented at the 17th New Zealand Asian Studies Society International Conference, University of Otago, Dunedin.

Kripalani, Karishma. (2007, 22-25 November). *Performing transnational call centres.* Paper presented at the 17th New Zealand Asian Studies Society International Conference: A multidisciplinary conference on Asia, University of Otago, Dunedin.

Lustyik, Katalin, & **Philippa Smith**. (2007, 23-25 July). *The Simpsons of the South Pacific: Transnational media and diasporic cultural production.* Paper presented at the International Association for Media and Communication Research (IAMCR) Conference: Media, communication, information: Celebrating 50 years of theories and practices, UNESCO, Paris, France.

Sherman, Kevin. (2007, 27-28 August). *'I am a New Zealander, a Welshman... and a Second Lifer.' What can the concept of real world nationhood tell us about online virtual worlds?* Paper presented at the Te Whāinga Aronui The Council for the Humanities Congress 2007: Transformations '07: Composing the nation: ideas, peoples, histories, languages, cultures, economies, Victoria University of Wellington, Wellington.

Smith, Philippa. (2007, 27-28 August). *From* Heartland *to* Here to Stay – *the role of charismatic documentary presenters in national identity construction*. Paper presented at the Te Whāinga Aronui The Council for the Humanities Congress 2007: Transformations '07: Composing the nation: ideas, peoples, histories, languages, cultures, economies, Victoria University of Wellington, Wellington.

Smith, Philippa, & **Allan Bell**. (2007). Unravelling the web of discourse analysis. In E. Devereux (Ed.), *Media studies: Key issues and debates* (pp. 78-100). London: Sage Publications.