# Centre for Communication Research

An AUT Key Research Institute

# Annual Report 2005

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## INTRODUCTION

The Centre for Communication Research (CCR) was inaugurated in 2001, and in 2003 became one of nine funded Key Research Institutes within AUT. Since 2004 CCR has been an independent unit initially within the Faculty of Arts, and now in the Faculty of Applied Humanities, reporting to the Dean through the Faculty's Associate Dean (Research).

The goal of CCR is to undertake and stimulate research in communication (broadly interpreted) among AUT staff and students. Under this goal, the Centre has four objectives, which are to:

- develop research capability in communication among AUT staff and students
- present and publish the findings of communication research conducted at AUT
- win funding to support research in communication
- develop collaborations and relationships with other researchers and centres of research excellence in communication.

This annual report is organised primarily under the above headings.

The Centre is characterised by a range of disciplinary, multidisciplinary and interdisciplinary research interests and practices. In 2005 its activities focused on:

- discourse analysis, especially of media texts
- critical perspectives in communication
- children's media
- language, culture and identity
- sociolinguistics, especially language learning and languages of New Zealand
- issues of digital communication, especially the internet
- visual and linguistic analysis of media texts.

The Centre fosters a collegial environment that encourages research projects in its strategic areas of interest, mentoring less experienced staff and postgraduate researchers. It encourages research which addresses issues of both practice and theory, the local and the global, cross-disciplinary collaboration, and engagement with socially important research questions.

In February 2005 schools of the former Faculty of Arts were regrouped into two new faculties, Applied Humanities and Design & Creative Technologies. CCR is located administratively within the Faculty of Applied Humanities, but continues to involve staff in the Schools of Art & Design and Communication Studies, which became part of the Faculty of Design and Creative Technologies.

The faculty regrouping has created difficulties for communication research at AUT, splitting the main interest and capability across two separate faculties. The CCR Director and Chairperson have worked committedly to involve staff from the Faculty

of Design and Creative Technologies, but the perception of a boundary between faculties can be hard to overcome.

## PERSONNEL

### CCR Board

| | |
|---|---|
| Allan Bell (chair) | Director, CCR |
| Sharon Harvey | Associate Dean (Research), Faculty of Applied Humanities |
| Mark Jackson | Senior Lecturer, School of Art & Design |
| Charles Crothers | Professor of Sociology, School of Social Sciences |
| Lynn Grant | Senior Lecturer, School of Languages |
| Ian Goodwin | Lecturer, School of Communication Studies |

The Board has met approximately quarterly, including a half-day of planning in November, which resulted in a re-allocation of responsibilities from 2006. Dr Mark Jackson of the School of Art & Design is the new chairperson, and the other members will each take responsibility for particular portfolios relating to the Centre's work, and for relationships between CCR and their Schools.

### CCR Staff 2005

Communication research is people-intensive, and the bulk of CCR's centrally-allocated funding goes to support people undertaking research, research management, research development, research support, and publication.

**Allan Bell, Director**
Professor of Language and Communication

**Philippa Smith, Projects Manager**
Philippa is responsible for co-ordinating and researching special projects as well as assisting in the management of the Centre and its activities.

**Katalin Lustyik, Postdoctoral research fellow**
Katalin's two-year appointment ended in December 2005, after her return to the U.S. in August for family reasons.

**Kate Brettkelly-Chalmers, Administrator and Research Assistant**
Kate took up her appointment in February.

**Susan Shaw, Editorial Assistant**
Responsibility for copy-editing of the *Journal of Sociolinguistics.* Her proofing and copy editing skills were also utilised by other researchers affiliated to the Centre.

**Andy Gibson, Researcher**
Appointed in December to work on linguistic analysis of the animated television comedy *bro'Town* (CCR contestable funded research project).

**RESEARCH DEVELOPMENT**

Development of communication research capability at AUT is one of CCR's primary objectives. Research fellowships and associateships play a key part in this strategy.

Research Associateships in CCR for 2006 were advertised at the end of 2005 Research Associateships are honorary positions available to AUT researchers active in communication research. They offer researchers the chance to be more closely involved in the work of the Centre such as collaborative projects, seminars, and funding bids, and to benefit from mentoring, and publication and editorial advice. Research Associates will be eligible to apply for CCR Research Fellowships, and for a limited pool of funding to support collaborative projects. The Research Associateships will clarify and formalize the relationship to CCR of AUT staff who have been or wish to be involved with the Centre's work. 18 Research Associates were appointed for 2006.

2005 was the third year of CCR's Research Fellowship scheme. The fellowships support a proportion of a fellow's time to carry a particular programme of research. Applications for 2006 fellowships closed in December, with decisions made in February.

**2005 Research Fellowships**

**Graeme Couper**
**School of Languages**
**Investigations into second language pronunciation acquisition with a focus on the control of syllable codas.**

Two related research projects were completed under this Fellowship. The first project sought to establish whether or not EAL learners attending full-time English language classes were making any progress in the acquisition of syllable structure and also to examine the linguistic constraints on syllable codas in order to identify factors that influence errors. This is an area which causes particular problems for East Asian learners of English. It was found that there was no improvement in this area. An analysis of the errors found a significant effect for a number of factors such as the phonological context and the length of codas, which made the codas more marked. These results have indicated areas of focus for teachers. The analysis also found evidence for L1 influence, but with wide individual variations suggesting that some learners are able to master this aspect of pronunciation regardless of their first language.

The second project, using the results of the first one as a baseline, aimed to determine the immediate effect of instruction and the extent to which gains were retained over time and integrated into phonological competence. Clear evidence was found for improvement both immediately and after three months. Learners were also able to transfer this learning to other contexts. From this study a number of inferences can be made as to the factors which appear to have a positive impact on learning, however

these still require further research to be able to distil more generalisable principles. There are still questions as to how and why it worked, and it is hoped that further research may be undertaken to understand more about the processes learners go through and why they make the mistakes they do.

Two journal articles have been written from the research conducted. One has been submitted to Prospect for a special issue on pronunciation and the other has been submitted to the RELC Journal. Project results were also presented in two separate papers at the ALAA Conference in Melbourne, 25-28 September, 2005.


**Alice U**
**School of Languages**
**An investigation into students' perceptions of peer interaction in group assessments**

This project was conducted in collaboration with Pat Strauss (School of Languages) and Stuart Young (School of Applied Mathematics).
The project aimed to explore the attitudes of multi-cultural groups of first year students in different faculties towards their participation in group assessment projects and the issues surrounding the use and administration of these assessments. The literature in this area indicates that while co-operative learning has much to offer, unresolved tensions in group interactions can be pedagogically harmful and impede the gaining of discipline knowledge. A series of questionnaires were used to explore the insights and opinions of these students with a view to developing deeper understanding of the way in which these interactions affect learning.

The questionnaires were developed from a preliminary pilot project involving focus interviews between the researchers and a group of 20 students from across AUT faculties. The main project administered two sets of questionnaires to 9 classes of 189 students. As the researchers wished to track the students' changing perceptions and insights, the questionnaires were administered at the beginning of the semester before students embarked on the projects, and at the end when these projects had been completed. The first questionnaire included questions on student demographics and both questionnaires included the same questions regarding student expectations, assumptions and perceptions of the group assessment process and group interaction. Data from the two questionnaires have been coded and all three researchers are now working on the quantitative analysis.

The information from the focus group interviews has been used to develop a paper entitled "Survivor English – the needs of second language students in mainstream group assessment projects" which was presented at the ALANZ symposium in September, 2005 and an article entitled "Preparing EAL students for the interactional demands of mainstream group assessments". The latter, submitted to the TESOLANZ Journal in October, 2005 has been accepted for publication.

**2004 Research Fellow seminars**

Three of the 2004 research fellows presented their research at a seminar series August – October 2005.

John Bitchener, School of Languages, spoke on *Tourist Text: an Image-Text analysis of travel brochures for grassroots travel in Mainland China* on August 26.

Albert Refiti, from the School of Art and Design spoke on *The forked centre: duality and privacy in Polynesian spaces and architecture* on 1st September.

Heather Devere, School of Social Science presented her work on *Researching Friendship: Politics, Process and Practice.*

**Discourse Research Group**

The establishment of an AUT-wide Discourse Research Group at the start of 2005 proved to be popular with academics across a wide range of disciplines. The Group met monthly during the academic year and provided a useful focus for scholars on all levels interested in approaching research texts (spoken or written) through discourse analysis. Presentations made during these sessions have been diverse with topics including the discourse analysis of news stories, representations of insanity in film, thinking about (non-western) discourses, discursive constructions of migrant woman, and "manufacturing" the employee. The group meetings provide an interesting forum for education and discussion, and also encourage presentations from students as well as staff in a collegial and supportive environment. As a result of the success of the Discourse Research Group, particularly in bringing together researchers from various schools (Health, Social Sciences, Business, Communication Studies, Languages, Art and Design, and Tourism), it will continue to meet in 2006.

**Website**

The CCR website acts as both a resource for people wanting information on CCR projects and a useful advertisement for the Centre and its activities. It requires continual updating and expansion with new and relevant material, and a considerable time commitment from CCR's Administrator, Kate Brettkelly-Chalmers. The following web pages were significantly updated during 2005:

**Pasifika Languages of Manukau**
Findings, Questionnaires and Reports from CCR's major 2000-2002 project were made available online.

**Working Papers in Communication Research**
The WPCR was re-launched in December 2005. New papers were published online and a structure was created for archiving previous papers.

**Discourse Research Group**
Information about the group and its meeting was published online and abstracts from meeting presentations were also published.

**Research Fellows**
Project details of CCR Research Fellows from 2003, 2004 and 2005 were published.

**Call for Research Associates and Research Fellows**
The website was also used as part of CCR's 2005 Call for Fellows and Associates with application procedures available online.

## COLLABORATIONS

**Television Violence Research**

AUT members of the Centre's television violence research team were recipients in March 2005 of the Vice Chancellor's Award for Excellence in team research. Allan Bell, Sharon Harvey, Barry King, Charles Crothers, Ian Hassall and Philippa Smith received the award which acknowledged their collaborative work to identify levels of violence on New Zealand television. The research had been commissioned by the Ministry for Culture and Heritage in 2003 and was published under the title *Television Violence in New Zealand: A Study of programming and policy in international context* in November of that year. However, it was not made public until the launch of the Ministry's report early in April 2004.

Although the television violence research project had been completed, the research team was still active in 2005 when it made a submission to the Broadcasting Standards Authority in response to its request for public feedback to amendments to the Free to Air Broadcasting Code of Practice. The proposed amendments would ensure that the screening of violent promos for upcoming adult programmes (AO) could not appear during programmes with a PG (Parental Guidance) or PGR (Parental Guidance Recommended) rating, or during an unclassified 'host' programme including news and current affairs. The research team had highlighted its finding that violent promos were being screened in children's viewing time in its research report for the Ministry for Culture and Heritage, and this appears to have instigated the policy change. The team's submission strongly supported the BSA's proposal which would limit the possibility that children view harmful material. The BSA proposal was approved as a result of submissions.

**Pasifika Languages of Manukau Project**

The website information about the project and its findings was expanded and updated during 2005. The research team of the Pasifika Languages of Manukau Project met with Peter Gilberd of the Marsden Fund in October for a follow-up debriefing visit about the project. The Marsden Fund supported the project for 3 years. The review identified particular benefits in the number of younger researchers involved in the

project who had since gone on to degree research of their own; the usefulness of the project's questionnaire to the Pasifika communities for other language projects; and continuing exposure to the communities of the need for language maintenance. The research team noted to Marsden the issues of under-funding in relation to the time required for community relations, and difficulty in finding support for adequate communication of the findings to the communities and advocacy of Pasifika language maintenance to decision makers.

**World Internet Project**

During 2005, through the development initiatives undertaken by Projects Manager Philippa Smith, CCR established contact with the USC Annenberg Center for the Digital Future, at the University of Southern California and was invited to become an international partner in the World Internet Project. The WIP is a longitudinal study by countries around the world 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 the 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 20 countries have joined the project progressively over the years and include China, the UK, Australia, France, Italy, Germany, Switzerland and Chile. Each international partner is responsible for funding its involvement in the WIP for a minimum of three years.

The collaborative aspect of the WIP also needs to be highlighted as CCR has already made contact with other international partners. In November Philippa Smith met with Professor Julian Thomas, Director of the Institute for Social Research at Swinburne University, Melbourne to gain information about the project. Australia is in the process of setting up its design and method based on the WIP survey. An annual conference of international partners is held in a different country each year to discuss methodology and findings and it is hoped funding will be sourced to send a CCR representative to the 2006 meeting in China.

**Book on *Languages of New Zealand***

This collection was co-edited by Allan Bell, Ray Harlow (Waikato) and Donna Starks (Auckland). It was published and launched on 16 November at a function at the NZ Linguistics Conference, hosted at the University of Auckland. Published by Victoria University Press, the 370-page book includes contributions by leading local linguists on te reo Maori, New Zealand English, and other languages of New Zealand.

***Bro'Town* project**

The project combines linguistic and visual analysis of the popular Pasifika animated series. It is a collaborative project including Tina Schwarzpaul and Albert Refiti from the School of Art and Design, and Allan Bell, Katalin Lustyik, Philippa Smith and Kate Brettkelly-Chalmers of CCR. Two members of the *bro'Town* research team were

supported from August 2005 for six months on contestable funding from the Faculty of Applied Humanities.

## Other collaborations

The Centre maintains active and continual collaboration with the Centre for Language & Communication Research at Cardiff University through the co-editorship of the *Journal of Sociolinguistics*. The Centre's postdoctoral fellow Katalin Lustyik made important connections with academics from the University of Waikato and the Christchurch Broadcasting School when she co-organised the seminar on children's media at AUT. She also reinforced existing links with colleagues at the University of Colorado in the United States by co-authoring some papers and presenting to postdoctoral students during a visit there. Other links have been initiated or maintained internationally with the Annenberg School of Communication, University of Southern California, Los Angeles; Swinburne University of Technology, Melbourne; University of Regensburg, Germany; University of Karslruhe, Germany. National links are active with the Universities of Waikato, Canterbury and Auckland, and Victoria University of Wellington.

## FUNDING

The central AUT grant of $250,000 covers mainly staff salaries, plus other expenses. Other income includes that from teaching, supervision and publications, plus publisher support for publication editing.

## External grant applications

The Centre submitted several tenders for research projects externally funded by various Government agencies in 2005. These proposals were made in conjunction with different schools from AUT which demonstrates the Centre's ability to collaborate on a wide range of topics associated with communications research. These included an application with the School of Languages to the Tertiary Education Commission for research into the English for Migrants language programme, a proposal with the schools of Education and Social Sciences to investigate the internationalisation of Tertiary Education Organisations, and involvement in a proposal by the Gambling Research Centre of AUT's National Institute for Public Health and Mental Health Research to assist the development of a social marketing programme for problem gambling.

Although these tenders were unsuccessful a number of issues were raised concerning the preparation of these proposals. One reason for elimination of our bid to the TEC was because of the time it would take for the project to proceed through the ethics approval process. It is a matter of concern that the TEC, which ultimately oversees research in New Zealand universities, should effectively undermine the need for ethical approvals in social research by bypassing them for its own research purposes.

However it also indicated that AUT needs to continue to initiate ways of fast tracking ethics approvals to enable CCR and other AUT units to make competitive applications for Government Requests for Proposals, which invariably have short turn-around times. Initiatives to fast track ethics approval at AUT have already been instigated. What is apparent through our experience in 2005 is that there are a high number of applications for a relatively small pool of funds. This however has not deterred CCR from continuing to pursue externally funded research opportunities.

Although an application for a Marsden Grant was unsuccessful, the team of Allan Bell, Mark Jackson and Philippa Smith were advised that they had come close to making it through the primary selection phase and the Marsden Fund encouraged them to apply again in 2006, which they have done. Their proposed research is titled *Poles apart: the development of language, image and technology in media representations of Antarctic expeditions across the 20th century.*

Several applications have been made or are in progress to support CCR's involvement in the World Internet Project (see above, 'Collaborations'). CCR made a submission to the Government's International Science and Technology Linkages Fund which supports international collaborative research projects. Applications for this funding round exceeded the available budget allocation by 250 percent and CCR was unsuccessful in its bid. However recognising the significance of this research for New Zealand and for the opportunity it brings to AUT's research capacity, CCR will initiate a number of meetings to lobby Government organisations and private corporations to financially support the project. The director of the WIP Professor Jeffrey Cole from the Center for the Digital Future is coming to New Zealand in 2006 to present lectures and work with the Centre on approaching potential funders for the project.
Negotiations begun in 2005 with a large cooperative organisation with an interest in internet research promise to produce core support for CCR's WIP involvement in 2006.

### bro'Town
The Centre was successful in its application for Faculty contestable research fund support of $13,000 for a collaborative project on the visual and linguistic representation of identity in this Pasifika animated comedy.

## PUBLICATIONS

### Working Papers in Communication Research

CCR relaunched its on-line journal Working Papers in Communication Research in late 2005. The journal was repositioned to enable authors to have their work peer reviewed and gain feedback on their working paper before submission to an academic journal. As opposed to running WPCR in a format of regular issues with specific themes and publishing dates, its editors Mark Jackson and Philippa Smith, and Centre director Allan Bell decided that less restriction on topics and a more flexible framework would encourage a greater submission and range of papers. Members of

the CCR board agreed to be on the editorial board and the first selection of papers under its new format appeared at the end of 2005. This included papers from CCR affiliates Charles Crothers (School of Social Sciences), Tina Engels-Schwarzpaul (School of Art and Design), Lynn Grant (School of Languages) and Philippa Smith (CCR). Active marketing of the site is planned in 2006 and schools within AUT will be asked to assist in identifying potential authors/papers for Working Papers including students as well as academic staff in New Zealand and internationally.

### *Journal of Sociolinguistics*

The *Journal of Sociolinguistics* continued as the Centre's largest publication in 2005. More than 630 pages were published in four issues. Co-edited by Allan Bell and Nikolas Coupland, Centre for Language and Communication Research, Cardiff University, the journal has seen an increase in the number of submissions from academics around the world and has had strong growth in international subscriptions (especially electronic and consortium uptake) during 2005. As a result the editors have agreed with the publisher Blackwell Publishing (UK and US) to increase its number of issues in 2006 to five per year. The Journal goes into its 10th volume in 2006, and the number of pages published annually will rise to 720.

Copy-editing and proofreading of the Journal is undertaken at AUT by Susan Shaw, editorial assistant within CCR. Scholars from around the world submit articles for publication, although only a small minority of submissions are able to accepted for publication. The office sends articles out for assessment by peer-review, with constant interaction between the editors and senior scholars around the world, especially those on the Journal's Editorial Board.

A theme issue of the Journal of Sociolinguistics in 2005 was edited by Stephen May, Professor of Language and Literacy Education in the Wilf Malcolm Institute of Educational Research at the University of Waikato. The theme was 'Debating Language Rights' and deals with contemporary discourses of language rights and policies. The contributors included a slate of leading international scholars in this area including Jan Blommaert (Belgium), Suresh Canagarajah (Sri Lanka/USA), Thomas Ricento (USA) and Francois Grin (Switzerland).

### *ACCESS*

*ACCESS: Critical perspectives on communication, cultural and policy studies* is published by the Centre and edited by Professor Elizabeth Grierson, formerly of the School of Art & Design, and now Head of the School of Art at RMIT University, Melbourne. In 2005 Vol. 23, No. 2, 2004 was published, on the theme of *Internationalism, Education and Governmentality*, edited by Elizabeth Grierson and Tina Engels-Schwarzpaul. A double issue (Vol. 24 Nos. 1 & 2, 2005) on *The Legacy of Jacques Derrida* was also prepared for publication. This issue was edited by Elizabeth Grierson and Michael Peters and is to be published in the second quarter of 2006.

## STAFF ACTIVITIES

### Allan Bell, Director

The Director's role includes management of the Centre and its staff, research development, editorship, mentoring, funding applications, leadership of research teams, teaching, and supervision as well as his own researching, reading and writing commitments.

Involvement with academic journals extends beyond that of Allan Bell's constant editorial and reviewing work for the *Journal of Sociolinguistics* which he co-edits. He reviewed for several other journals, the North American sociolinguistics conference NWAV, and the European Sociolinguistic Symposium. He is on the editorial boards of *Discourse Studies, Access, Pacific Journalism Review, NZ Studies in Applied Linguistics* and the newly launched *Discourse & Communication* journal, edited by Teun van Dijk. He co-edited a book on *Languages of New Zealand* which was published during the year. Other publications included articles which will appear in the 14-volume *Encyclopedia of Language and Linguistics* to be published by Elsevier.

Mentoring is another important part of the Director's role. In particular Allan Bell read and commented on draft papers by CCR staff and research fellows before submission, and gave similar guidance to other staff members in their research work. Advice on research projects from academics in New Zealand and overseas was sought in his areas of expertise (principally media language and discourse).

Allan was re-appointed as a member of the PBRF national panel in Social Sciences and other Cultural/Social Studies.

The Centre has had good media exposure, particularly during September. Allan was interviewed at length on Campbell Live concerning television violence in New Zealand, on the basis of the Centre's major research project in this area. He was also an expert source for an article in the Sunday Star-Times.

**Teaching**
Allan taught on the MA (Applied Language Studies) in the second semester, paper 168103, Language & Society. The standard of student research project work was the highest it has been in the five years the degree has been offered.
Teaching by other staff involved in CCR is listed under their Schools.

**Supervisions**
Ruth Thomas, School of Communication Studies (PhD, primary supervision): investigating how journalism students are socialized into production of the genre of news discourse. Expected to submit in 2006.
Ineke Crezee, School of Languages (PhD, primary supervision): investigating attrition of English and reversion to Dutch by elderly Dutch immigrants to New Zealand.

Shanjiang Yu, School of Languages (PhD, secondary supervision): language maintenance and shift among young Chinese immigrants in Auckland. Completed during 2005, graduated 2006.

Frank Smedley, School of Languages (MA, primary supervision): English-Tagalog code-switching in internet blogs. To complete in 2006, then proceed to PhD.

During 2005, Kevin Sherman, graduate of Northwestern University, Illinois, was accepted as a PhD candidate in the Centre, supported by one of the highly-competitive NZ Government PhD international scholarships.

Supervisions by other staff involved in CCR are listed under their teaching Schools.

**Conferences**

Centre director Allan Bell attended 3 conferences and visited 3 research centres in Europe during June-July.

The International Conference on Language Variation in Europe in Amsterdam covered a lot of the sociolinguistic work being undertaken in Europe.

The International Forensic Linguistics Conference in Cardiff presented a wide range of papers on the use of language analysis for legal purposes, ranging from voice identification for police purposes to linguistic evidence relevant to Aboriginal land title claims in Australia. Allan Bell presented a paper on his work as an expert witness for the Maori language groups which took the Government to court in the 1990s to require support for te reo Maori through broadcasting in order to meet Treaty obligations to the language.

He also attended in Cardiff the conference on Language, Communication and Globalisation, and held discussions with his co-editors of the *Journal of Sociolinguistics.*

Allan Bell attended the NZ Linguistics Conference held at the University of Auckland, 16-18 November. He presented a paper on his work as an expert witness in court cases supporting Maori language broadcasting.

**Philippa K Smith, Projects Manager**

As projects manager for the Centre Philippa Smith has a number of responsibilities as both a researcher and a manager. Her role includes seeking opportunities for external funding for CCR, writing and co-ordinating research applications, conducting research and writing papers, as well as liaising with Allan Bell on the management of the Centre. She coordinates preparation of annual and monthly reports on CCR for the Faculty of Applied Humanities Board and represents the Centre at some Faculty Board and committee meetings. Philippa is co-editor of CCR's on-line publication *Working Papers in Communication Research* and in December 2005 she examined an MA thesis from the School of Languages. During the year when Centre director Allan Bell attended conferences in Europe Philippa was acting director of CCR.

In 2005 Philippa attended four conferences. She presented a paper on the role of the charismatic documentary presenter in nation building in the *Heartland* television series at both the 2nd International Linguistics and Literary Postgraduate Conference in Wellington and the International Critical Discourse Analysis conference at the University of Tasmania. Philippa also attended the New Zealand Communications

Association's annual conference in Wellington in December where she presented a paper co-authored with Katalin Lustyik on the New Zealand animated comedy *bro'Town*. Her purpose in attending the Australian and New Zealand Communication Association's (ANZCA) annual conference, Christchurch, was to assess trends in communications research and look to establish further contacts with academics from other universities in New Zealand and Australia particularly in the area of new media.

Philippa Smith is a former recipient of the AUT School of Communications Studies award for excellence in Post-Graduate Research for her MA thesis *Desperately Seeking a National Identity: An examination of narrative in the Heartland television series and its influence in defining New Zealanders*. She also worked with Allan Bell on preparing joint-authored chapters commissioned for two edited collections of international readers.

## Katalin Lustyik, Postdoctoral Fellow

CCR's Postdoctoral Fellow continued to develop her body of research on children's media and global media culture by undertaking a programme of travel to attend conferences, conduct in-depth fieldwork interviews, give lectures and hold academic meetings. Katalin travelled to Hungary to develop a cross-cultural comparison of local uptake of global children's media between that country and New Zealand. She conducted fieldwork interviews, similar to the previous year's interviews in New Zealand, with seven families in different Hungarian locations about children's television, viewing attitudes and habits. Katalin also conducted interviews with media managers, and held academic meetings with researchers at the Center for Communication Research at the Central European University, Budapest.

In a visit to the U.S., Katalin chaired conference panels, presented papers and gave guest lectures. At the International Communication Association conference in New York (May, 26-30, 2005) Katalin chaired two sessions: (i) Exploring the Landscape of Media Ideologies, and (ii) Fanning the Flames of Fandom in Popular Communication. She attended the Business Meeting of the Popular Communication Division of ICA, and held academic meetings and special interest group discussions in New York ranging from Prof. Heather Hendershot, editor of *Nickelodeon Nation* to Prof. Lynn S. Clark, author of *From Angels to Aliens: Teenagers, the Media, and the Supernatural*, Director of the Teens and the New Media @ Home Project at CU Boulder, and Brent Cunningham, Managing Editor of Columbia Journalism Review.
In Colorado, Katalin gave a lecture on "The Institutional Logics of Media Conglomerates in the South Pacific and Asia: A Case Study of Nickelodeon in New Zealand and Australia." at the School of Journalism and Mass Communication, University of Colorado.

In August 2005 Katalin returned early to the US from AUT for family reasons but continued her CCR fellowship work on a part-time basis from Boulder, Colorado until December. The remainder of her fellowship was spent writing abstracts, preparing papers, transcribing and analysing field work interviews, and revising manuscripts for journal publication. Katalin co-authored two papers presented at the New Zealand Communication Association's annual conference in December: (i) "The Simpsons of the South Pacific" – Capitalising on global cultural icons in the construction of

bro'Town (with Philippa Smith, CCR), and (ii) NZ teen TV drama amongst best in the world? The fate of home grown production in global markets (with Eileen Lavranos, School of Communication Studies).

Revisions were made to chapters in *Interculturalism* and *European Film and Media,* a manuscript for submission to *Media International Australia,* and a manuscript "Minimax and children's television in post-communist Hungary" for future journal submission.

**Kate Brettkelly-Chalmers, Administrator and Research Assistant**

Kate attended to CCR's everyday administration duties ensuring the smooth running of the Centre and its activities. She also participated in the organisation of many CCR projects. She assisted Philippa Smith in facilitating and compiling CCR applications to external and internal funding bodies; most notably the Royal New Zealand Marsden Fund, the Tertiary Education Commission and the Faculty of Applied Humanities contestable funding round. She participated as a research-assistant in CCR's multi-disciplinary project on the animation *bro' Town* by working on an analysis of its visual material. She also arranged meetings of the AUT Discourse Research Group and distributed discourse-related material to its members.

Kate acted as a liaison between CCR and its associates. She facilitated CCR Board activities and assisted CCR's postdoctoral fellow Katalin Lustyik while she continued her CCR work from the United States. Kate also organised the CCR Seminar Series where 2004 Research Fellows presented their research. Towards the end of 2005 she administered CCR's call for 2006 Research Fellows and Research Associates and managed applications for these positions. She manages the CCR website.

**CONCLUSION**

2005 was a very active research year for CCR, initiating and supporting a wide range of research activity by an increasing number of AUT researchers. The Centre's international standing was recognized in its acceptance as the New Zealand partner of the World Internet Project, and involvement in this project will come to fruition in 2006, with the expectation of significant funding support to begin the local project. A high level of publication outputs was achieved, new links and collaborations were established, and research capability was strongly developed and extended among the University's communication researchers. This work is continuing to grow and consolidate in 2006, and promises well for the future of communication-related research at AUT.

Allan Bell
Director
March 2006