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Editorial: In this issue

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Since its first issue in September 1996, APME has published research papers and commentaries written by media practitioners, academics and researchers. We wondered then if the journal was well-placed in providing a stimulating forum for media academics and practitioners in approaching old questions in new ways. Fourteen issues later in 2003, the old questions remain.

This issue invites media academics to reflect on the traditional conception of ethical media practice, the artificial dichotomy between media studies and journalism, and the trend among university administrators to dilute the significance of professional journalism education, and in some cases to marry journalism with public relations, advertising and communication studies.

This year end issue of APME opens and closes with a critique of the research gaps in the ‘creative industries’ in Singapore (Petrina Leo, Tania Lim) and media education in Malaysia (Zaharom Nain) - all alluding in varying degrees to how media scholars and researchers should re-examine the conventions of media education and training. The contributions by media educators in Australia (Lynette Sheridan Burns; Mark Pearson; Ian Richards) to an extent provide a framework for appreciating the conventions of journalism teaching and how ‘western-oriented’ curriculum can be adapted to non-Western cultures such as in Papua New Guinea (Dick Rooney), Malaysia and Singapore.

On a more practical level, Terence Lee and Christine Giles share their experience in how they were able to reinforce their students’ understanding and application of complex media concepts and technology by drawing on current examples, such as the terrorist attacks on New York on September 11.

Levi Obijiofor reports in his research on journalism practice in Nigeria and Ghana that the introduction of new technologies will not necessarily lead to improved efficiencies in the newsroom.

Kathryn Bowd revisits “development journalism” as a latent practice in Australian country newspapers, which is generally reflected in their emphasis on contextualising the news to local community development concerns.

Troy Coyle investigates the potential career paths for new science journalists and the challenges facing science journalism in Australia.

Penny O’Donnell and Christina Spurgeon report on the progress of their ‘media mapping’ initiative, which underlines the continuing innovations in Australian media education and training.

Finally, thanks to the reviewers who have contributed to part of the editorial process.

- Eric Loo
editor