

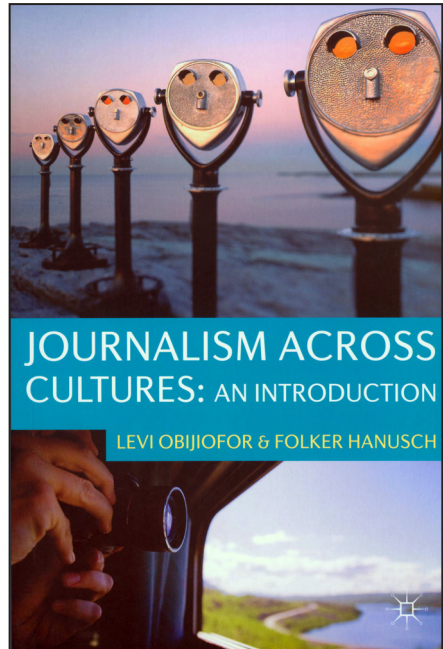
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Journalism as a diverse and dynamic practice

Journalism across cultures: An introduction, by Levi Obijifor and Folker Hanusch. London: Palgrave Macmillan. 2011, 236 pp., ISBN 978023023609 (pbk).

JOURNALISM *across cultures* offers an excellent introduction for students and instructors seeking to broaden their view of international journalism practices and issues. As the authors suggest, the increasing interdependence and interconnection of our world demands a global perspective when assessing the changing dynamics of news journalism. Nonetheless, as this volume makes clear, notwithstanding the emergence of global media forms and practices, comparative journalism studies draws our attention to the ongoing contingencies of culture,



politics and history that continue to shape journalism around the globe.

In doing so *Journalism across cultures* takes an inclusive and international approach to the practical and theoretical issues that underpin contemporary journalism making clear that its view is on cultures of journalism, rather than journalism as produced by culture. The authors refrain from seeing journalism in terms of narrow or polarising binaries—north vs south, for instance, and are right to do so. Rather they seek to explore journalism in different societies in order to gain a better understanding for the texture of globalisation—what

is happening and how is globalisation experienced in different countries?

Although the volume follows in the tradition of Siebert et al. (1956), Hallin and Mancini (2004) and others who have taken a systemic view of journalism practices, it also broaches particular current issues, including; journalism practice and education; gender and journalism; commercialisation of journalism; foreign news and peace/conflict reporting and the challenges and opportunities presented by news commercialisation and new technologies demonstrating, broadly, how these issues are confronted by differing cultures of journalism.

The introductory nature of this volume should be emphasised—being broad in scope and seeking to provide a variety of perspectives on a range of complex issues, the authors do an admirable job in providing sufficient detail and discussion to make each chapter meaningful. The chapters are succinct, yet each provides a high-quality introduction to its topic for the reader. It should be noted that *Journalism across cultures* is an exploration of a range of issues in journalism in survey form. As such, this work does not offer theoretical developments, but rather makes a sustained case for the importance of viewing journalism and culture as diverse and dynamic practices.

Journalism across cultures is an excellent text for global journalism and international communication students and instructors seeking a succinct, yet detailed introduction.

References

- Hallin, D. C., and Paolo, M. (2004). *Comparing media systems*: Cambridge: Cambridge University Press.
- Siebert et al. (1956). *Four theories of the press*. Urbana: University of Illinois Press.

Political process online

Political Polling in Asia-Pacific, edited by Alastair Carthew and Simon Winkelmann. Singapore: Konrad Adenauer Stiftung. 2011, 116pp. www.kas.de/wf/doc/kas_30290-1522-2-30.pdf?120517085352

THIS edited volume by the Asia Media Programme of Konrad Adenauer Stiftung Foundation offers a collection of chapters by experts in political polling in the region, including Stephen Mills, lead pollster in several New Zealand general elections and Alastair Carthew, former TVNZ chief parliamentary reporter.

The authors provide a useful and general overview of how political polling has evolved over the years and how it is practised across countries in the Asia-Pacific region; ranging from a still underdeveloped but growing activity in Singapore, to a tool well