

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

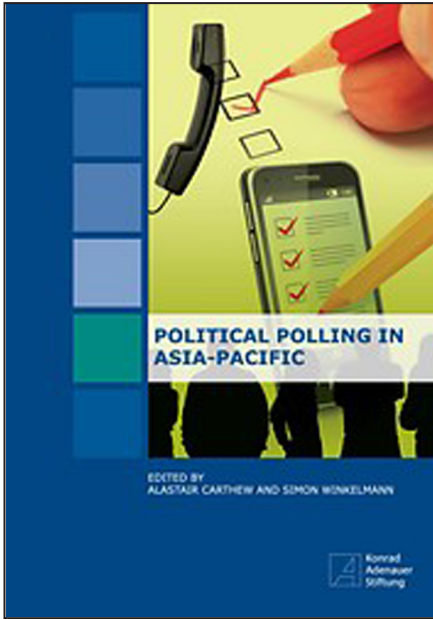
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## Political process online

***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](http://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



integrated into the political fabric of countries like Malaysia, Thailand and the Philippines and to a highly sophisticated approach as practised in Australia and New Zealand.

Online political polling, emerging technologies and social media form a strong theme in this publication indicating a preoccupation with new technologies and their use in political processes in the region. Despite the fact that the use of internet, especially social media and mobile technologies, is fast growing in the region—Indonesia is for instance the largest Facebook user in the world and the third on Twitter (p. 77)—online polling is not as fast in catching up with these

technologies and the opportunities they offer.

Rainer Faus questions whether Asia-Pacific is ready to embrace online political polling. He sets three criteria that need to be met in order to use online methodologies for online polling and predictions of parties' seat shares: a reasonable high internet penetration, sufficient quality of internet access panels and a proportional voting system (p. 50). Of the countries under consideration—Australia, India, Japan, Malaysia, New Zealand, Philippines, Singapore, South Korea and Taiwan—only New Zealand seems to meet all three criteria where online methodologies are expected to become state-of-the-art soon.

Of the case studies presented, Noppadon Kannika's contribution on how the media and the government in Thailand make use of opinion polling gives a detailed account of the political pressures pollsters have to deal with in some the countries in this region.—*Dr Evangelia Papoutsaki is associate professor in the Department of Communication Studies at Unitec, Auckland, and PJR reviews editor.*