

EDITORIAL

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Welcome to the second issue of *PLATFORM: Journal of Media and Communication*, an online academic journal edited and comprised of work by a global community of graduate media and communications emerging scholars. In this issue we decided to forgo a thematic approach in favor of an open call for papers, resulting in a small but diverse number of articles which all share a strong dedication to the centrality of theoretical and conceptual frameworks in the study of social phenomena. The issue opens with an article by our guest author Lauren Movius. Movius explores the challenges that 'cultural globalisation' presents to traditional theories borne out of the traditions of political economy and cultural studies in which media imperialism is a major theme. Movius argues that current processes of globalisation no longer fit neatly within the two binary positions that present globalisation as a factor in fostering a democratic public sphere, or as homogenising force that debases democracy. She points out that rather than imperialism, commercialism is a more prevalent factor in globalisation, and that globalisation is intertwined with developments in media and communications.

Issues of cultural globalisation also resonate in the second article in which Christopher Bell looks at *Iron Chef America*, a popular culinary game show originating in Japan and later becoming a significant commercial and cultural phenomenon in the United States. Bell breaks down the show's 'rituals' that see renowned chefs battle to out-cook each other for the title of 'Iron Chef'. He also explores the ritualisation of watching the show at home, and the notion of 'parasocial interaction' between the show's competing chefs and its home audience. Arguing that the show shares more in common with sporting events than traditional cooking shows, Bell explores the notion of 'deep play' in *Iron Chef*, illustrating that *Iron Chef* "celebrates the triumph of skill, determination, and hard work so valued in contemporary America". That American values are inherent in a television program adopted from Japan seemingly supports Movius' contention that globalisation processes are not necessarily equivalent to American media imperialism. Bell's exploration of 'media rituals' also parallels the idea of 'media events' as both refer to symbolic rituals and events performed in the media spotlight. Thus Bell's article serves as an appropriate lead to the third and final paper in this issue, an interview with Professor Daniel Dayan, co-author of the seminal text, *Media Events: The Live Broadcasting of History* (Dayan & Katz 1992). In this stimulating interview by Esther Chin, Dayan discusses his lifelong passion bearing witness to history as it is made. In addition to discussing contemporary applications of 'media events', Dayan provides us with a comprehensive introduction to his areas of interest, discussing anti-Semitism, transformations in the discourse of terrorism, 'visuality' and 'witnessing', among other thought provoking topics. Dayan also reflects on his early academic career, taking us back to his exposure as a student to distinguished scholars at the Sorbonne and L'Ecole des Hautes Etudes en Sciences Sociales in France, and at Stanford University in the US. Dayan also shares with us how his personal life experiences are intertwined with his professional work.

THE LEARNING CURVE IN JOURNAL PUBLISHING

We are happy to announce that *PLATFORM* has restructured its organisational chart to better reflect the roles and contributions of individual members of the *PLATFORM* family. Where previously, our international Editorial Board consisted of both established and emerging scholars, with diverse but equally important contributions, we have now established a separate Advisory Board consisting of established scholars. Whilst not involved with the day to day operations of the journal, members of the Advisory Board, headed by our Advising Editor, Associate Professor Ingrid Volkmer, provide us with invaluable support by making themselves available for consultation. Our emerging scholar peers in the Editorial Board continue to support us with operational matters such as compiling submissions for Special Issues, nominating peer reviewers and publicising the journal to graduate students in Europe, the Americas, and the Asia Pacific.

Within the Editorial Team responsible for running the journal, our restructure includes the rotation of the Editor-in-Chief position among members of the Editorial Team. Esther Chin, founder of *PLATFORM* and Editor-in-Chief of Volume 1, now holds the mentorship position of Founding Editor, providing the journal with stability in leadership. We have also established a new Essays section, and welcome Sandy Watson and Sebastian Kubitschko as our Essays Editors. In addition to the Essays section, we are proud to announce that Volume 2 Issue 1 will soon be accompanied by a *PLATFORM* Special Issue in collaboration with the Australia and New Zealand Communication Association (ANZCA). ANZCA is one of several international academic associations *PLATFORM* is affiliated with. We welcome Diana Bossio, Graduate Representative for ANZCA, and Editorial Board member of *PLATFORM*, as Guest Editor of our ANZCA Special Issue.

As mentioned on our website and in our Editorial to Volume 1, *PLATFORM* was developed as a 'platform' for graduate students of media and communications to gain exposure to the rigors of quality academic publishing. Therefore it is our sincere hope that students submitting abstracts and full papers benefit from the feedback and guidance of our peer-reviewers and editors, whether or not their submissions are accepted for publication. At *PLATFORM* we believe that like all endeavors, journal publishing is subject to a learning curve in which challenges are merely a learning experience, not a disappointing failure.

This is true not only for students proposing submissions to *PLATFORM*, but also for the Editorial Team running the journal. Full of enthusiasm, we embraced the challenge of publishing a quality, peer-reviewed journal and successfully came out with our inaugural volume in July 2009, in which each Editorial Team member eagerly involved her or himself with nearly every task that needed to be done. We were happy with the resulting publication but realised that often, more time and energy was expended than was needed. This extra effort inevitably cut into our individual study time, and did so needlessly. This experience encouraged us to seize the opportunity to restructure ourselves into an even more organised and efficient team by distributing tasks and respecting the boundaries and responsibilities of specific roles – one new lesson learnt. Aside from the restructuring of roles and tasks in our core Editorial Team, we also contracted Copy Editors to proofread and format the journal's articles. We thank Copy Editors Marie Christodoulaki and Siobhan Argent for their efforts. Marie went above and beyond the call of duty to prepare an in-house Style Guide for the journal, and we thank her for her extra contribution.

Sifting through the submissions for this second publication (Volume 2, Issue 1) we have

learnt a second lesson – the importance of carefully crafting, distributing and timing our call for papers to ensure that we are able to collect both a wide pool of papers, as well as submissions that fall strictly within the field of media and communications (as opposed to related, but distinctly separate fields such as literary studies, political science etc.). We have learnt this lesson in time for the call for papers for our next issue, Volume 2 Issue 2, which was circulated and uploaded on our website just a few weeks after we began working on Volume 2 Issue 1.

These two valuable lessons represent merely two points on our learning curve. Through our experiences with Volume 1 and Volume 2 Issue 1, we have learnt that there are many points on this curve. Some of these have been addressed (e.g. coordinating the peer-review process; copyediting accepted submissions; assigning copyrights; developing new sections and Special Issues), while others represent a continual effort to develop and maintain *PLATFORM* as a quality academic journal.

REFERENCES

Dayan, D., & Katz, E. (1992) *Media Events: The Live Broadcasting of History*. Cambridge, Mass.: Harvard University Press.