

ANZCA EDITORIAL

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COMMUNICATIONS ASSOCIATION**

It always gives me great pleasure to introduce the ANZCA special issue of PLATFORM Journal of Media and Communications. This issue is a reminder of the vibrant presence of postgraduates in the Association, both as executive representatives and as contributors to the annual conference.

This ANZCA issue of PLATFORM showcases the best research contributions by postgraduates who submitted papers to the ANZCA conference in Fremantle this year. These papers were judged by independent peer review to be the best examples of postgraduate research at ANZCA this year. The authors represented in this issue were invited to extend their conference presentations into journal articles and we now celebrate the diversity and innovation in media and communications research in Australia and New Zealand with this publication.

ANZCA has always sought to develop strong links with postgraduate researchers in the "broad church" of media and communications disciplines - perhaps the wide-ranging contributions from postgraduates in this issue of PLATFORM are testimony to this. In this issue, Jonathan Hutchinson completes an analysis of the now defunct publishing experiment, ABC Pool. Hutchinson argues that the ABC's use of "cultural intermediation" - where cultural workers mediate the interests of commercial stakeholders and creative workers - is a productive method for organisations engaging user-generated content in their publishing outputs. Kim Barbour also analyses creative work online. Barbour's paper analyses the online profiles of two street artists in order to problematise the otherwise positive academic discussion of online identity and creative work.

Edwina Throsby analyses the phenomenon of the swinging voter in Australian politics and its representation in the media. Throsby's approach is particularly interesting in that she analyses the swinging voter as both media subject and media user. She argues that voter engagement and knowledge needs to be expanded to wider use and representation in political media. Continuing the theme of politics and representation, Caitlin McGregor utilises a case study of newspaper representation of a proposed Mosque development in Newcastle to illustrate contemporary manifestations of Edward Said's "Orientalism" thesis in politicised media.

Finally, two authors in this issue consider communications strategies for businesses in problematic or crisis environments. Dashi Zhang analyses the crisis communications strategies put in place by dairy companies following the tainted milk powder crisis in China. Meanwhile, Ying Wang's paper contributes a more theoretical framework for business communications, using virtue ethics to create good organisational representations.

I must extend my gratitude to PLATFORM editors Luke Heemsbergen and Suneel Jethani for putting together such a fantastic issue and for their diligence and enthusiasm in maintaining a relationship with ANZCA. I look forward to many more productive collaborations and more importantly, more innovative research from the Australian and New Zealand postgraduate community.

As the incoming President of ANZCA, I am thrilled to be able to continue to encourage postgraduate participation at our annual conference in Melbourne in 2014. At the conference from the 9th to 11th of July, the conference registration will give postgraduates the opportunity to attend the annual early career researcher pre-conference event. There will also be a special postgraduate dinner, networking and other social events available. For me personally, being a member of a professional association like ANZCA has assisted my professional development immeasurably. It is not simply the ability to present research in a friendly environment of peers; being part of ANZCA gives you opportunities for networking at free social events and mentorship at workshops with some of the pre-eminent communications scholars in the field. I hope to be able to welcome PLATFORM contributors and readers to the ANZCA conference in Melbourne next year!