

Recent Books on Communication and Journalism - Sept 2012

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OB Markers : My Straits Times Story / Cheong Yip Seng
Singapore : Straits Times Press, 2012
452p.; 32pp. Photographs
9789814342339
\$ 29.50 / HB

Cheong Yip Seng's memoir is much more than just a "deep-background – off-the-record" of Lee Kuan Yew's years as Singapore's no. 1 newsmaker. It is a **chronological and sensitive explanation of how the Republic's newspaper of record was shaped by Mr Lee** – and, more important, why he took it upon himself to do so.

This memoir could not come at a more appropriate time, when Singapore's third generation leaders find themselves in headwinds of public opinion the first Prime Minister dealt with with a firm hand. Whether times have changed and Singapore's current leadership can no longer deal with The Straits Times the way Mr Lee dealt with Cheong Yip Seng and his predecessors is a question this book throws up. The answer is a subject worthy of debate among the myriad self-appointed and untrained citizen journalists, who really should read this book for their own much needed enlightenment.

It is also for anyone interested in the future of Singapore, for its accounts of what constituted "out of bounds" up until 2006 show how such areas could possibly be navigated now. As Cheong's memoir of The Straits Times for more than four decades reveals, **the rationale for the Singapore media model may be hard to accept for many liberals**. But this model has been sufficiently successful to keep Singapore's newspaper of record one of the most successful in the world.

<http://www.marymartin.com/web?pid=144857>

Asian Communication Handbook / Sundeep R. Muppidi (Editor)
6th Edition

Singapore: Asian Media Information and Communication Centre (AMIC) and
Wee Kim Wee School of Communication and Information, Nanyang Technological
University, 2012

466p. ; 25cm.

ISBN-13: 9789814136181

AMIC Asian Communication Series

\$ 90.00 / PB

754 gm.

<http://www.marymartin.com/web?pid=144765>

Public Service Broadcasting and Its Role in Raising Civic Consciousness : Case Studies
from Asia / Sundeep R. Muppidi & Premila Manvi (Editors)

Singapore: Asian Media Information and Communication Centre (AMIC) and

Wee Kim Wee School of Communication and Information, Nanyang Technological University, 2012

148p. ; 23cm.

ISBN-13: 9789814136167

AMIC Asian Communication Series

\$ 26.00 / PB

206 gm.

In the past two decades, public service broadcasting (PSB) around the world has witnessed intense competition and pressure from commercial broadcasters, as well as a whole range of new media channels. How is PSB withstanding this competition and how relevant are such channels in today's society? This book explores the role of media in democratic societies and specifically that of PSB's in Asia. It presents case studies from nine Asian countries. These studies document the Asian experience in PSB while exploring if there is a role that such networks are playing (or can play) in creating a civic conscious society.

<http://www.marymartin.com/web?pid=145322>

Development Communication in Directed Social Change : A Reappraisal of Theory and Practice / Srinivas R. Melkote (Editor)

Singapore: Asian Media Information and Communication Centre (AMIC) and

Wee Kim Wee School of Communication and Information, Nanyang Technological University, 2012

vi. 266p. ; 23cm.

ISBN-13: 9789814136150

AMIC Asian Communication Series

\$ 35.00 / PB

352 gm.

In this book, the authors address one, some, or many of the following: documenting, studying, analyzing, constructing, and deconstructing the role and place of development communication scholarship and practice in directed social change. Importantly, this volume attempts to re-conceptualize and re-operationalize the real meaning and goal of development today and then proceeds to look at development communication scholarship and practice in terms of its fit and niche within a more appropriate goal of directed social change.

<http://www.marymartin.com/web?pid=143468>

Peoples' Voices, Peoples' Empowerment : Community Radio in Asia and Beyond / Kalinga Seneviratne (Editor)

Singapore: Asian Media Information and Communication Centre (AMIC) and

Wee Kim Wee School of Communication and Information, Nanyang Technological University, 2012

344p. ; 23cm.

ISBN-13: 9789814136174

AMIC Asian Communication Series

\$ 32.00 / PB

442 gm.

Community radio expanded rapidly in Latin America and Africa in the 1980s and the 1990s, while in Asia it was slow to take off, mainly due to government indifference. The Philippines is often described as having Asia's most liberal media environments, yet, Louie Tabing, the founder of Tambuli Community Radio describes his country's media as a system of PPPPPP-profit, propaganda, power, politics, privilege and/ or prestige. What Tabing argues is applicable to most countries in Asia, and the clamour for community radio has been driven by a desire to giving a voice for the "voiceless" masses. Thus, in

recent years, community radio activists have been able to open up Asia's airwaves for community radio broadcasting - sometimes without official government sanction. In Thailand, when the government called for applications for community radio broadcasting licenses over 6000 applied, while in Indonesia, since the arrival of the "Reformasi" era after the downfall of Suharto in 1998, there's been over a 1000 community radio stations established all over the country. Almost all of these have been unlicensed. Nepal has over 100 community radio stations and its first community radio broadcaster Radio Sagarmatha today calls itself a public service broadcaster. With Indian government slowly opening up the airwaves for community radio broadcasting, it is predicted that within 5 years there could be over 4000 community radio stations operating across the sub-continent. Thus, community radio in Asia is now well on the way to becoming perhaps the mainstream communication medium for both rich and the poor, and the urban and the rural populations in Asia. This book is thus a timely look at how the community media movement has developed across Asia in the past 2 decades with insights from practitioners and researchers across Asia.

<http://www.marymartin.com/web?pid=145323>

Chit Estella: A Reader on Media Ethics, People's Issues and Governance

Philippines: CenPEG Books, 2012

x., 189p.

9789719548805

\$ 20.00/PB

282gm.

<http://www.marymartin.com/web?pid=145494>

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