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JUNE 11
FREE PUBLIC LECTURE

Hearing, Seeing, Knowing More

**HOW ARE EMERGENT MEDIA CHANGING OUR LIVES,
ORGANISATIONS AND POLITICS?**

Are we living at a time of enormous technological and social change and possibly a breakthrough in information media as significant as the development of printing? Or are we simply ever more prey to aggressive global marketing, rampant consumerism and faddism?

This public lecture explores the phenomenon of emergent media – blogs, MySpace, Facebook, YouTube, podcasting, wikis and others – for their social consequences and the possible long-term change they may bring about for people, politics and public and private sectors.

Dr Jim Macnamara

Jim Macnamara is Professor of Public Communication and UTS Director of the Australian Centre for Public Communication. He has had a distinguished 30-year career working in professional communication practice spanning journalism, public relations, advertising and media research, before joining UTS in 2007. He is the author of 11 books and a popular speaker internationally. For a decade he has been the founder and CEO of a major media research firm while also consulting to large organisations including Microsoft, the Infocomm Development Authority of Singapore and Media Monitors.

When

Wednesday 11th June 2008
6.00pm drinks for 6.30pm start
Ends 7.45pm

Where

University Hall
UTS Science Building, 745 Harris
Street Ultimo (diagonally opposite
ABC headquarters)

Free Parking

Peter Johnson Building
basement carpark
702-730 Harris St, Ultimo

RSVP

Tuesday 10th June 2008
Register attendance with Robert
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