



The Centre for Media History, Macquarie University, *Media International Australia* and Australian Scholarly Publishing invite you to

The Henry Mayer Lecture 2014

to be delivered by Professor Murray Goot on

“The Press We Had to Have?”

at 4:30pm followed by a reception at 6pm

and

at 7pm

the launch of *A Companion to the Australian Media*
edited by Professor Bridget Griffen-Foley

on

Tuesday 7 October 2014

Eugene Goossens Hall
ABC Ultimo Centre
700 Harris St
Ultimo
Sydney

RSVP by 30 September
(please specify whether you will be attending the lecture
and/or reception and/or launch)

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HENRY MAYER LECTURE 2014 'The Press We Had to Have?'

The Henry Mayer Lecture is an annual event, commemorating Professor Mayer, whose energy and passion guided *Media International Australia* through its first 15 years, and gave it the impetus to become one of Australia's premier academic journals dealing with the media industries.

After 20 years, the Henry Mayer Lecture returns to Sydney. Sponsored by the Centre for Media History, Macquarie University, and *Media International Australia*, the 2014 Lecture marks the 50th anniversary of the publication of Henry Mayer's seminal work, *The Press in Australia*.

Fifty years ago, the publication of Henry Mayer's study of *The Press in Australia* was a landmark event in the development of Australian media studies. The first history of the Australian press and the forces shaping the news, the book was also the first to offer a systematic analysis of the content of all 14 metropolitan dailies, the first to bring together survey data on the newspapers' readers, and the first to challenge the press' many critics – whether from the Left, the Right or the Centre.

In 'The Press We Had to Have?', Professor Murray Goot looks at what *The Press in Australia* accomplished, how it was received and its impact on subsequent work. In doing so he focuses on its central thesis – that 'given the technical and business conditions' under which they are produced and 'why they are read', newspapers were 'bound to be much as they are' – a thesis made immediately problematic by the launch of a new national daily, *The Australian*, a few weeks after the book was published.



Murray Goot is a Fellow of the Academy of the Social Sciences in Australia and the Deputy Director of the Centre for Media History at Macquarie University. He was formerly a Distinguished Professor and Australian Research Council Professorial Fellow in the Department of Modern History, Politics and International Relations at Macquarie University. A student of Henry Mayer's, he has followed Mayer in writing widely on public opinion, the media, and Australian politics.