
a balanced discussion of one of the most polemicised topics of our times. In her own essay on pornography and paedophilia, Mintcheva suggests that a ‘moral panic’ over paedophilia has combined with a cultural fear of child sexuality to compensate for society’s powerlessness over a range of more serious issues such as gun control, poverty and the condition of public schools. Judith Levine argues that no kind of censorship will protect children from the array of imagery out there; ‘rather, to give the young a fighting chance in navigating the sexual world, adults need to saturate it with accurate information and abundant images and narratives of love and sex, then help kids sort them out’.

But just as the concern over paedophilia seems to have faded, at least in the media, others have arisen. Race, religion and politics are all fodder for those who would like to control what others should see and think. In an excellent discussion of the use of US copyright law to stifle musical expression, Siva Vaidyanathan suggests that it has occurred as a result of ‘ethnocentric notions of creativity and a maldistribution of power in favour of established artists and media companies’.

The main hole I noticed is a lack of discussion of news media censorship. As a journalist in a country which supposedly rates highly for press freedom — and one who wholeheartedly agrees with the need for journalistic restraint and responsibility — I still find myself constrained by an array of well-meant laws and social practices that conspire to keep important information out of the public eye. Of course, the most insidious form of censorship

is that by the self. J.M. Coetzee’s essay documents the humiliation and shame this can provoke in the author. Psychoanalyst Janice Lieberman discusses the interior motivations that can lead us to self-censor. And in almost the only argument for censorship in this book, she says that as a psychoanalyst she has to censor herself with her patients every day. If she did not, she would have no patients: ‘in my work, the “art” has to do with the timing, tact, and dosage of the “truth” I prescribe’. In other words, we can’t rely on rules to absolve us of moral decisions about the truths we make public; life is a series of negotiations with ourselves and others.

— James Hollings, *Communication and Journalism*, Massey University

Beder, Sharon, *Free Market Missionaries: The Corporate Manipulation of Community Values*, Earthscan, London, 2006, ISBN 1 8440 7334 3, 260 pp., A\$66.00. Distributor: DA Information Services.

Sharon Beder tells a concerned story of a ‘revolutionary shift ... from democracy to corporate rule’ (p. 229), engineered by power elites in the corporate world and mediated by a free market ideology. Currently a Visiting Professor in the School of Social Sciences, Media and Communication at the University of Wollongong, Beder has an extensive publishing record on environmentalism and corporate politics coming from her earlier profession as a civil engineer, activism and subsequent training and employment in Science and Technology Studies at the University of Wollongong. *Free Market Missionaries*

extends Beder's previously published work on the 'religious' zealotry of corporate politics.

There are three parts to her story, beginning with a detailed history of corporate efforts to sell a free market ideology since the 1930s in the United States, spreading globally from the 1970s, with a section on the Australian context (e.g. the role of the Australian Chamber of Commerce and Enterprise Australia in disseminating free market ideology to government and the educational systems). The second part focuses on the policy arena, describing the rise of a free market ideology together with monetarism, supply side economics, and contestability and public choice theories, leading to the role of think tanks and economic advisers in shaping government policy. Beder details various think tanks in the United Kingdom (e.g. the Institute of Economic Affairs, Centre for Policy Studies and Adam Smith Institute), the United States (e.g. the Hoover Institution on War, Revolution and Peace, American Enterprise Institute and Cato Institute), and Australia (for example, the Centre for Independent Studies, the H.R. Nichols Society and the Sydney Institute), followed by the role of economic advisers internationally (for example, via the World Bank and the IMF), and in New Zealand and Australia (universities were an additional conquest in the latter). The third part of her story covers the spread of free market ideology to citizens in the growing popularity of share ownership and the idea of 'shareholder democracy' and the targeting of school children in economic literacy programs.

Free Market Missionaries could be a useful introductory undergraduate textbook, especially in Australia, because it brings together information from a range of sources in a readable story. As it is unlikely to be popular in most business studies courses in Australia, its most likely market would be in policy studies and sociology, especially in the new field of economic sociology. A limitation is that Beder does not sufficiently draw on theoretical resources to convincingly describe the complexities of social, political, economic and cultural relations, and her 'interests' model of analysis tends too easily to stray into conspiracy theory. Her book's main critical message is that free market 'propaganda' is the 'gospel' of 'a dominant ideal [that] is given priority over democratic ideals whenever they are in conflict ... [and] has vanquished all other ideals for human development' (p. 9). Her rhetoric draws on a religious metaphor to hide value judgments about truth, and fails to explore ideas, ideals and lived experiences of democracy and its various expressions historically, culturally and politically (there are considerable differences, for example, in the democratic systems of government in Australia and the United States).

— *Viviane Morigan, Arts Ipswich,
University of Queensland*

Bloy, Duncan, *Media Law*, Sage, London, 2007, ISBN 1 4129 1119 2, 202 pp., A\$43.95. *Distributor: Footprint Books.*

Law students quickly discover the value of a good course guide. The large amounts of reading involved in a law degree and the over-complex language utilised in case law have led to a huge number of explanatory guides for