



## International Broadcasting and Its Contested Role in Australian Statecraft

Middle Power, Smart Power *By Geoff Heriot*

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This book offers an insightful reappraisal of international broadcasting as discursive rather than ‘soft’ power in service of democratic statecraft. This at a time when issues of transnational media, the credibility of news and the perils of disinformation and information warfare, figure worryingly in public discourse. Reflecting the perspective of middle power Australia, author Geoff Heriot locates the strategic utility of multiplatform international broadcasting with reference to contemporary theories of soft/hard/smart power projection and intercultural communication. He applies a fresh model of strategic analysis to the political history of Radio Australia, examining the various external and internal variables that resulted in its flawed success in political communication during the late Cold War period.

### Key selling points

- A rigorous and timely reappraisal of the purpose and complex operational character of international broadcasting as democratic nations confront challenges of cyber interference, disinformation and the credibility of news and information.
- Focuses on the contribution of state-funded media as discursive or ‘smart’ power, inviting a fresh consideration of Harvard professor Joseph Nye’s acclaimed soft/hard/smart power trilogy.
- Proposes a dateless strategic model of international broadcasting and applies it to Radio Australia’s flawed performance as an Asia-Pacific regional broadcaster amid Cold War-era political tensions.
- Reflects both the author’s scholarly depth and breadth as well as his unique perspective from decades in senior levels of national and international broadcasting – as a journalist/foreign correspondent, editorial executive, corporate strategist and participant in some of the politically contentious events discussed in the book.

### Contents

List of Figures; Foreword by Geoffrey Wiseman; Acknowledgements; One Introduction; Two Media and the Contest of Ideas; Three International Broadcasting and Its Discursive Properties; Four Mobilising ‘Softer’ Power in a Hard World; Five Australia’s ABC: State Interests, National Evolution; Six Purpose, Performance and Evaluation; Seven Modernising the ABC; Eight Policy, Priorities and Qualified Independence; Nine Engaging with Intercultural Audiences; Ten Indonesia, the Crucible; Eleven Strategic Contingency and War; Twelve Looking to the New Disorder; Index

### About the Author(s) / Editor(s)

Geoff Heriot is a former Australian broadcasting executive and strategist, a foreign correspondent and journalist, with extensive Indo-Pacific regional experience.

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