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UNIVERSITY OF CANTERBURY Chronicle

Visitor Expert On Organisational Behaviour

Professor Bernard Bass, professor of organisational behaviour at the State University of New York at Binghampton, has been awarded an Erskine fellowship and will visit the University in June and July next year.

Professor Bass's special fields are organisational behaviour, leadership, organisational decision-making and organisational development and cross-cultural management, and he has written 11 books on these topics, edited six more and published some 200 journal articles.

A graduate of Ohio State University, Professor Bass has been a professor of psychology at Louisiana State University, a visiting professor at the University of California, Berkeley, professor of business administration and director of the Management Research Centre, University of Rochester.

Professor Bass has been awarded several major research grants by Government agencies and foundations and has had several consultancies with major American companies.

He has been president of the Division of Organisational Psychology, International Association of Applied Psychology, a member of the council of the American Psychological Association and a member of the executive of the International Association of Applied Psychology.

People Who Count

From Monday 29 August to Friday 2 September the XIth Australian Conference on Combinatorial Mathematics will be held at the University. This is the first conference in the series to be held outside Australia. About 50 people will attend with 40 of these coming from overseas, mostly from Australia, with ten from Canada and one from Denmark.

Combinatorial mathematics is basically concerned with counting configurations and selecting optimal configurations. Principal topics covered are graph theory, block designs, finite geometries and optimization together with the computational problems that arise.

The subject is a kind of high class finite mathematics. In spite of long technical words, the problems discussed are often very practical ones. For example, in this conference there will be a paper on damask weaving; one of the delegates has a contract for designing an optimum scheduling in an open cast mine; there is a paper on using graph theory to elucidate botanical structures; and there is a paper on a result related to cryptography.

Further information is available from Dr D. R. Breach (Mathematics).

Asteroid Named For Mount John Observer—Technicians

A husband and wife observer-technician team at the Mount John University Observatory at Tekapo have won an unusual honour—an asteroid orbiting the sun between Mars and Jupiter ever 4½ years has been named for them by the International Astronomical Union.

Asteroid No. 2537 first sighted 32 years ago, will now be officially known as the Alan and Pamela (Kilmartin) Gilmore asteroid, according to the Astronomical Union's *Minor Planets Circular*.

After the initial observation by K. Reinmuth, of Heidelberg in September 1951, the asteroid, believed to consist of a lump of rock several kilometres in diameter, was observed again in 1977 and a third sighting by Alan Gilmore and Pamela Kilmartin at Mount John in August 1981 enabled the orbit to be determined. That observation also confirmed that the asteroid was indeed the 2537th minor planet in orbit round the sun and not one previously discovered.

Dr B. G. Marsden, director of the Minor Planets Commission of the Astronomical Union at Cambridge, Massachusetts, said the programme of astrometric observations of comets and minor planets by Alan Gilmore and Pamela Kilmartin at Mount John has been one of the most productive and rapidly responsive such efforts to be undertaken in the Southern hemisphere.

The couple have been on the staff at Mount John since 1980 and were formerly employed by the Carter Observatory. They also serve as co-ordinators of the Comet and Minor Planets section of the Royal Astronomical Society of New Zealand.

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The University Into the 21st Century, an international conference on social and technological change, will be held 2-5 May next year at the University of Victoria, Victoria, British Columbia.

Halls Busy Over Vacation

Halls of residence had their busiest vacations ever over the August vacation when some 16 organisations, local, national and international, held conferences, meetings and seminars on the campus.

Organisations whose members lived in the halls from mid-August to the end of the first week of September were:

Medical Research Association, the Schizophrenia Fellowship, New Zealand Drama Teachers, using "Drama As A Learning Medium", Computer Camps, Technical Tutors, the Baptist Women's Union of the South West Pacific; visitors for the Commonwealth Men's Basketball Championships, the International Union of Physiological Societies Satellite Conference, New Zealand Women's Studies, the New Zealand Theatre Federation, the New Zealand Society of Accountants and course for new practitioners, Combinatorial Mathematics Society of Australasia, the Electrical Supply Authorities Supervisors' Safety Course, Ivon Watkins-Dow staff conference; the Intellectually Handicapped Society and a R.N.Z.A.F. reunion.

Hubert, The Cat Who Ate Himself To Death But Immobilised A Fire Engine

Hubert, whose headstone was featured in the last *Chronicle*, was the Psychology Department cat—llam branch. He came to us via Professor Gregson whose wife was a cat saver. She rescued him from a veterinarian who had been given him to dispatch.

Hubert was a thick cat and was never allowed to take part in any of the Department's experiments though dozens of other cats were borrowed for the purpose. He had a fondness for the cooling pond between Maths and the lecture block and loved to climb in behind the overflow. But he couldn't get out again so quite regularly his howls would echo around the buildings until someone came to save him. He showed total absence of any endearing features in his character and offered no affection to staff or students. Graduate students working late at night did report however that Hubert would sometimes lie in wait for them in the corridor and pounce rather half-heartedly at their ankles as they passed.

He was also a gross cat for he was fed more or less unlimited meat from the reject lamb carcasses we got for the ferrets. This was supplemented by cans of salmon from Mrs MacLennan who made light lunches for the staff in the common room at the other end of the building.

There were a few highlights in his short life. One day the man who checks the fire alarms forgot to shut the door on the indicator box. Hubert discovered it and flipped the ratchet lever with his paw, thereby summoning the fire brigade from the city. It was their first call to the llam campus and the lead engine crossed the area between Maths and Geology, where the ground was being prepared for grass, and stuck tight in the soft earth. It had to be towed out.

One year he was shut in my room with a pile of 200 Stage I papers which the llam staff had marked and which were ready to go into town to be marked there. Hubert sprayed the pile. The town staff found them not only extraordinarily offensive to mark but extraordinarily difficult, for some of the ink students had used bleached, and in many scripts the bottom right hand quadrant of each page was blank.

Hubert rarely offended in this way, but his reputation spread. One day Margaret Meyer came to me in distress to report that Bob Pilgrim was agitating to have him banned from the Senior Common Room (zoologists only love dead animals). Nobody minded Hubert in the vinyl covered area reserved for the sub-academic staff (they really used words like that then) but the carpeted sanctum reserved for academics was another matter. Margaret suggested castration as a compromise. I didn't talk to Hubert, but I did consult Alan Crowther, who snorted: "I'm damned if I'd give mine up just to get into the Senior Common Room." We finally decided on Hubert's behalf that access to the tins of salmon was more important in his life.

Hubert died very young, of kidney failure. The veterinarian told us that unlimited protein was too much for his kidneys and that an immediate shift to a diet of spaghetti might save him. But we were too late.

We all chipped in for his headstone which Trethewey's made for us at reduced cost. The reason it doesn't sit square on its plinth is my lack of skill, with a hand drill and bit borrowed from Geology, in the middle of the night. To ensure it couldn't be removed by anyone in a huff, Trethewey's set four long pins into the slab and I fixed these into the plinth with glue.

Hubert isn't really buried there at all—the ground was too hard. He's in an unmarked grave at the end of the lawn near Chemistry.—*Jim Pollard.*

Derrick Breach (Mathematics) rejects the charge that Hubert was too stupid to run mazes and claims he merely acted dumb to assure himself a pampered existence in the Science Common Room, where he had a habit of disappearing under the coffee tables leaving visible a tail in the shape of a large furry question mark whose end threatened to go into someone's coffee cup.

"I once saw Hubert eyeing from the ground the pigeons on top of the Geology building," Dr Breach recalls. "Thinking himself unobserved he tried a skyward leap; but obesity and gravity permitted a lift of only a few inches, whereupon, catly honour satisfied, he made his portly way back to the Common Room comforts."

Keeping The Record Straight

Dr Howard Edwards, now a mathematics lecturer at Massey University, is another graduate who was present at a meeting of the University Council when his degree was conferred—but unlike the young woman mentioned in the last issue of the *Chronicle*, he had not gone to that meeting in 1975 to hear the Chancellor confer the degree.

"I had no idea it was on the agenda for that meeting," Dr Edwards says. "My interest was in the motion of no-confidence, or something similar, in the then Vice-Chancellor, Professor Phillips, proposed by one of the student representatives arising from the departure of a lecturer in Japanese. I recall that the motion was put but not carried (in fact it received only one vote). "In other words, my attendance at the conferral of my degree was quite accidental," he says.

Open Entry In Jeopardy?

UGC Warns On Trend

A suggestion that the New Zealand policy of open entry to the University could soon be in jeopardy is made by the University Grants Committee in its annual report tabled in Parliament.

The committee said roll numbers last year were again above those forecast—up 1385 to 54,149—although the first-year internal intake fell by 120. In 1981 a roll rise of 1225 above the agreed quinquennial forecast had triggered a review clause in the block grant machinery. The review resulted in an increase of $1.5 million from 1982, which was used to meet the cost of additional staffing and other items required to cope with numbers of students in excess of those already provided for. Following a 1982 roll rise of 904 above predicted numbers it seemed probable that another review of funding would be justified.

The report said the review increase of $1.5 million was only just in place when the Government announced that State spending was to be reduced by 3 percent from 1 April 1982. The University 5-year block grant funding was not excluded from this measure. As salaries represent 88.7 percent of university expenditure, it soon became obvious that to reach the target saving of $6.5 million, staffing would have to be reduced. However, as most academic staff and many non-academic staff hold permanent tenured posts, government agreed that the university savings programme could be phased in cumulatively over three years to allow numbers to be reduced as far as possible by non-replacement of staff from normal retirements and resignations.

"The reductions represent the disestablishment of about 100 academic and 100 non-academic posts before 1 April 1984. Reductions of this size, at a time when university rolls are increasing by more than 1000 students annually, mean that staff must be spread more thinly over a larger student body. When the current quinquennium began on 1 April 1980 additional staffing was provided on the basis of an increase at half the rate of increase in student numbers. This rate of provision meant that staff:student ratios, which were already steadily declining, are becoming even less favourable as shown by the table below:

Year	*Staff:student ratio*
1976	1 : 12.9
1980	1 : 13.2
1984	1 : 13.9 (estimated)

"Staff reductions of this magnitude will inevitably lead to a reconsideration of the current policy that all persons who are academically qualified to enter a university can expect to be admitted, although not necessarily to the faculty of their choice. In view of the continuing decline in staff numbers the point must soon be reached when total student entry should be constrained. This would necessarily be a slow continuing process as only the numbers of first-year students could be restricted in any one year. Such a step would represent a major change in the policy of university education. It would need careful consideration by all parties involved.

"Before this step was taken however, a comprehensive scheme setting out admission criteria would need to be agreed upon. Such criteria could include: judgments on which categories of graduates should be restricted on the basis of market demand for their services; whether universities should continue to admit overseas students and mature age students; and a clear statement of the functions and purposes of the universities.

Referring to the work of the University Review Committee, headed by the Vice-Chancellor, Professor A. D. Brownlie, the U.G.C. report said the review represented the first overview of the New Zealand University system since the establishment of the universities as autonomous entities in 1961.

A number of the recommendations listed in the individual discussion papers were being actioned, the report said. However, in adopting the Review Committee's final report, the UGC was conscious of the fact that many of the changes in the university system deemed desirable to cope adequately with today's requirements could only be effected by an increase in Government-allocated finance. This is in spite of the continuing efforts to reallocate resources from currently lower to higher priorities. The report states: 'It is recognised that this conclusion comes at a time when Government resources are under strain. However, the committee believes that the returns likely to flow from the implementation of the recommendations contained in the individual reports will rapidly repay the cost incurred. The need is to face the problem of the rising demand for education and research in accountancy, computer science, engineering, biotechnology and management, whilst at the same time rectifying deficiencies in other areas which are drifting behind today's needs.

"These needs come at the end of a rapid expansion in student numbers, a changed economic climate, rapid advances in technology, plans for a large investment in industrial development, particularly in relation to new energy resources, and a requirement for more skilled manpower," the report said, adding that a review of Curriculum Committee procedures was under way and that a draft report on the suggested review of engineering education was expected this year.

Referring to the Review Committee's discussion paper on research, the UGC report said it was evident from the selected examples of applied research given that university research has often been of great benefit to the economy and to society generally.

"The energy research programme has concerned every New Zealand university. Engineering and related departments have been involved, as have geology, chemistry, physics and agricultural departments. Work has also been undertaken in economics, operations research, information science, geography, sociology, environmental sciences, architecture and pharmacology. Of the 180 research contracts let by the New Zealand Energy Research and Development Committee since 1975, over 80 have been to university departments. More than 60 academic staff and 30 full-time research fellows or postgraduate students have published about 170 reports, papers and theses in the energy research programme.

"Another example is the development of earthquake resistant construction techniques that has benefited from a large number of experimental and analytical research projects on the behaviour of reinforced and prestressed concrete multistorey buildings subjected to earthquake-type loading. The results of this work have been not only incorporated into design codes and practice in New Zealand, but also in several overseas countries such as the United States of America, Mexico, Roumania and other European countries.

"There has been an upsurge of investment in biotechnology and genetic engineering. A high proportion of the staff possessing these skills is in the universities and considerable progress is being made in selected areas. One of many examples is the rapidly-developing technology in the use of enzymes from micro-organisms to carry out processes more cheaply and simply than has been achieved by a complicated sequence of chemical reactions. Current research on the commercial exploitation of thermophilic (heat-loving) bacteria, is a good example of the flow-on that can occur from basic research. Studies at Waikato on the species of bacteria found in our hot springs indicates that we may have a unique diversity of types. Enzymes from these bacteria have the great advantage of being very stable as well as being able to function at higher temperatures. For many industries, these are significant improvements. With support from the

(continued on next page)

School Of Engineering Centennial

Date Firmly Set

One of the problems usually faced by the organisers of centennial occasions is determining the actual date of the organisation's foundation. Was it when the first committee was established, did it date from the passing of a Bill through Parliament or was it the actual opening ceremony?

There's not much doubt at the School of Engineering, which will mark the completion of its first 100 years in 1987. When a steering committee was established at Ilam to make preliminary plans for the celebrations, an old and rather tattered document fell into its hands. It was entitled: "THE FUNCTION of the CIVIL ENGINEER in the WORK OF COLONIZATION, being the substance of an address delivered by MR EDWARD DOBSON, M.INST.C.E., July 26th, 1887 on the Occasion of the Opening of the School of Engineering established in connection with Canterbury College, Christchurch, New Zealand.

That address, all 10,000 words of it, ranged far and wide, but its principal purpose was to justify establishement of the Engineering School. Edward Dobson (1816-1908), Canterbury provincial surveyor and father of explorer Arthur Dudley Dobson, said he was impelled to the choice of subject because objection had been taken to the establishment of the School as being a waste of money on the part of the promoters as well as of the time and energies of the students on the ground that there was no room in New Zealand for the employment of additional engineers and that to bring a boy up in the profession of a civil engineer was to condemn him to genteel starvation.

It would be idle, he said, to enter into serious argument with such pessimists but he would lay before them three considerations: that Engineering was a generic synonym for the "Arts of Life"; that a knowledge of the principles of Civil Engineering was required by those who had control of public affairs and that "if we are to make a name for the Arts and Industries of New Zealand, it is to be done by so educating our artisans and so skilfully directing their energies that New Zealand may become a great centre of export commanding the trade of the South Pacific." Thinking big indeed!

How well the country's first School of Engineering lived up to those, and other aims, will be assessed in a history of the school, to be written by Dr Diana Neutze, who undertook her Ph.D. in English at Canterbury. And since history is, as Carlyle said, the essence of innumerable biographies, Dr Neutze will also be assessing the contribution to the development of the School of some of the giants of the past, particularly Robert Julian Scott, its first full-time Director or, as some might have said. Dictator. Scott, a rotund man with a commanding presence, came to the School from the Addington Railways Workshops and set about building it into a national institution with quite remarkable success.

Scott was paid more than mere professor, he was given considerable freedom by his Board of Governors and he hobnobbed with the mighty Seddon. They had the same initials and were firm friends.

But Scott, clearly was a hard taskmaster. His instincts and his hobbies were nautical (says the University *History*) and most men thought of him as a kind of academic admiral with a quarterdeck manner and a turn of language. The School of Engineering was his flagship and his habits of command were mordantly captured in J. H. E. Schroder's little parody of Masefield:

Engineering potentate, bulging in the waistcoat,
Clumping down the corridors with firm proud tread,
With a glare for his lecturers, Morrison, Bamford,
Filling all his greasers with stark, chill dread.

When Scott retired in 1923 the School was divided, rather like Gaul, into three parts: Civil, Mechanical and Electrical Engineering, each with its own professor. But the Depression of the thirties prevented expansion of the School and it was not until the laboratories were used for essential war work, particularly radar, that it regained something of its old mana.

But by the late forties the great debate over moving the University to Ilam was underway and the Engineering School eventually became the first faculty to move to the new site, in 1960. A Department of Chemical and Processing Engineering and, in conjunction with Lincoln College, a Department of Agricultural Engineering, were added and the School, bigger and better equipped than ever before, has won an enviable reputation for the quality of its teaching and research.

Although plans are a little tentative at the moment, it is hoped to hold a special graduation ceremony for the School alone in 1987, to arrange colloquia with distinguished academic and professional visitors, to mount a special centennial conversazione and to provide for departmental and class reunions. IPENZ will be holding its annual conference at Canterbury that year.

Further details will be sent to interested persons in due course, but graduates and associates may also enquire about the tentative programme from the Hon. Secretary, Engineering School Centennial Committee, University of Canterbury, Private Bag, Christchurch.

UGC Report *(from previous page)*

Development Finance Corporation, the possibilities of the commercialisation of enzymes for selected processes are being investigated.

"University research has contributed much to the improvement of agriculture in New Zealand and more than three breeds of sheep have evolved from the university research, i.e., the Drysdale, Perendale and Coopworth. The latter two are now respectively the second and third most numerous breeds in New Zealand and they have also been readily accepted in sheep producing countries overseas. The evolution of the Drysdale was not by design, but resulted as a spin-off from basic research in animal genetics and has yielded a large return to the country.

"Research in medicine and dentistry, law reform, economic planning and membership of a multitude of government committees are also listed as examples of the contribution of university staff to the New Zealand economy.

"The examples of university research given above are primarily in the applied field. However, the universities have a vital role in fundamental research for the advancement of new knowledge for its own sake. Many of the ideas for the development of new technologies come from basic research, the usefulness of which was not foreseen at the time of its execution. The universities' role is to maintain a balanced programme of both basic and applied research."

Croquet Club To Open Soon

The University of Canterbury Croquet Club will open in mid-September. The inaugural meeting of the club will be on Wednesday 7 September at 5.00 p.m. in the Staff Club (ground floor). Anyone who wishes to play some croquet this summer is encouraged to attend; beginners are especially welcome.

A corner of the University playing fields has been prepared for the club's use, and the equipment has been acquired over the winter months.

Further information is available from Brian Priestley (8606) or John Hearnshaw (771).

The University's roll was above 7500 for the first time when the official enrolment figure was taken on 1 July. The total was 7561, an increase of 97 on the total for 1982.

The official enrolment figures over the last five years are:

		1979	1980	1981	1982	1983
Arts (incl. Music	1st.-yr	723	733	719	696	704
	Other	2,137	2,072	2,098	2,119	2,223
	Total	2,860	2,805	2,817	2,815	2,927
Science	1st.-yr.	637	689	685	666	578
	Other	1,164	1,184	1,234	1,221	1,279
	Total	1,801	1,873	1,919	1,887	1,857
Law	1st.-yr.	109	103	103	152	117
	Other	487	465	463	432	466
	Total	596	568	566	584	583
Commerce	1st-yr.	257	291	275	279	282
	Other	841	865	882	853	858
	Total	1,098	1,156	1,157	1,132	1,140
Engineering	1st.-yr.	55	44	52	44	43
	Other	766	796	787	790	788
	Total	821	840	839	834	831
Fine Arts	1st.-yr.	40	48	45	43	49
	Other	116	99	99	109	106
	Total	156	147	144	152	155
Forestry	1st.-yr.	—	1	1	—	3
	Other	65	54	53	60	65
	Total	65	55	54	60	68
University	1st.-yr.	1,821	1,909	1,880	1,880	1,776
	Other	5,576	5,535	5,616	5,584	5,785
	Total	7,397	7,444	7,496	7,464	7,561

People

The development of resource programmes in the United States, Canada and Britain is being examined by Dr John Hayward, Director of the Centre for Resource Management at Lincoln College and the University, while on study leave. He will take part in an international workshop on environmental planning for large-scale energy development projects, at Whistler, in British Columbia, visit the National Resources Institute at the University of Manitoba at Winnepeg, look at programmes at the Kananaskis Centre for Environmental Research at the University of Calgary, Alberta and visit the National Science Foundation, at Washington.

In Britain Dr Hayward will visit the School of Environmental Sciences at the University of East Anglia and the University of Aberdeen.

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Dr Vida Stout (Zoology) will be presenting two papers at the 22nd Congress of the International Association of Limnology at Lyon and participating in the Plankton Ecology Workshop at Besse-en-Chandesse during leave until 4 September. She will also visit hydro-electric developments and a variety of lakes in the Loire Valley.

Dr B. W. Pritchard (School of Music), Vice-president of the N.Z. Branch of the International Association of Music Libraries, will be attending the branch's general meeting and seminar at Palmerston North on 26 August.

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Mr J. C. Thornton (Philosophy and Religious Studies) has been elected to the Academic Policy Committee for a three-year term.

New Telephone Numbers

A considerable number of Christchurch trunk telephone numbers will change with the introduction of the new directory from 10.30 p.m. on Friday 16 September.

The changes affecting University after hours numbers (page 5 of the Internal Directory) that were known in January are shown in brackets.

Neither the Main PABX number (482-009) nor the Registry number (488-489) will change.

Religious Studies Visitor

Dr Martin Prozesky, an associate professor in the divinity department at the University of Natal, and editor of the journal *Religion in Southern Africa* will be visiting the University 5-7 September.

At 2 p.m. on Tuesday, 6 September he will present a paper entitled *The Epistemological Status of Belief in God* to a Religious Studies seminar in History 211. At 8 p.m. on the same day he will speak to the Religious Studies Society on the topic *Religion as a Quest for Ultimate Well-Being* in Room A4. The title is taken from a book scheduled for publication in Macmillan's Library of Philosophy and Theology.

N.Z. History Award

The New Zealand Founders' Society Inc. has an annual study grant award of $1,000 for research into the history and development of any aspect of New Zealand's past. Applications should be made to the secretary, New Zealand Founders' Society Inc., P.O. Box 10290, Wellington, with whom applications close on 31 August.

1983 Garrett Lecture

Switch From Commercial To Public Television Urged

An appeal to the educational sector of society as the guardian of cultural values to introduce television criticism in classes at all levels was made by Professor Martin Esslin, a Canterbury visiting fellow, when he gave the Garrett Lecture in the University last month.

Such criticism, he said, should be designed to make people aware of the pitfalls of the medium, of the way in which the presence of a television crew can alter reality and of the way advertising works. Awareness of these things would be a first step by society to enable it to take counter measures against TV or at least to live with it in an intelligent way, he said in the lecture, which compared television in Britain, the United States and New Zealand.

Professor Esslin, head of radio drama at the B.B.C. for 15 years and a distinguished drama critic, predicted trouble for the New Zealand system similar to the troubles of American television and while declaring his own interest, said the British system was the best model to follow.

He said that initially the manufacturers of radios provided programmes in the United States. When the demand for programmes grew an analogy with the press was drawn and it was decided that advertisers should pay for programmes. But in Britain, John Reith had the idea of making broadcasting a public service financed by contributions from consumers direct to the organisation run under a monopoly granted by the Queen, but totally independent. So evolved the concept of the public corporation, which has since been applied to a multitude of other organisations.

"In America the bulk of all TV broadcasting is in the hands of advertisers. One could say that American TV programmes only exist as fillers between commercials and they are rated entirely on how many viewers they can attract—so the viewers can then be bombarded with the commercials," he said. "In other words, the whole principle of the American system is to maximise the number of viewers because the advertising agencies estimate the actual cost of advertising on the basis of the cost per thousand viewers that the TV company can deliver. And of course the advertising fees are enormous. If you are paying $100,000 for half a minute and you get 20 or 50 million people watching, that's peanuts so it's well worth doing.

"The result is that the programmes are made to attract the maximum number of viewers at any given time of the day. An enormous organisation of market research is employed to establish what kind of programmes go down well at what time for what segments of the audience. You have a lot of stations in America—there are three major networks—innumerable independents and now a large number of cable TV stations. In principle there's an enormous choice, but not in practice. Because if market research establishes that between noon and four o'clock viewers are mainly housewives and that they want soppy stories about people having abortions or having their adopted children snatched away or whatever, then every channel has to have that at that time. Similarly on Saturday mornings there is a horrible array of horrible cartoons for the children because children are supposed to be at home while the parents are shopping.

"So in fact, instead of getting a choice you are getting no choice at all," Professor Esslin said.

"Everybody has the same thing at the same time. That is jolly boring. The idea that this is a democratic system is wrong. And wrong also is the usual defence that this is free. The argument of the advertisers is that by making it possible to have mass production and by selling very large quantities of the product, they can reduce the unit cost of the product. They claim that even if you pay a lot for the commercials in fact it makes the product cheaper.

"I think there's a fallacy in this. The bulk of products that are advertised are things like toothpaste or detergents and so on, which have a fixed volume of sale anyway. Nobody buys more toothpaste than they need. Therefore the advertisement battle between the producers is really for a bigger or smaller market share of a fixed quantity of product. So it is wrong to argue that you sell three times as much toothpaste if you advertise a lot, let alone make it cheaper, because you can't sell more than a certain volume and so it's just a question of who gets the share now or next year.

"The other great argument for the system is that it gives the masses what they want because there's scientifically-established proof that these are the things that they want. My answer to this is that having worked in the BBC for 37 years I'm sold on the public service broadcasting ideal. The difficulty is that people cannot demand what they don't know. If something is a success it will be endlessly repeated. If you didn't have innovation, which always entails the risk of not being popular, the situation would become terribly bad.

"Interestingly enough, the biggest successes of American TV tend to be imitations of things which have been tried out elsewhere, particularly by the B.B.C., so that some of the work in developing new material is being done by a publicly-financed corporation in a different country."

Professor Esslin said that even sponsored programmes imposed a brake on creativity. In all, the commercial system was dangerous. Culture was virtually excluded from the American system—there were no arts programmes or news about books or the arts. Even on the so-called public system the best that could be done was to take opera direct from the Met.—not very good TV, but just using an existing product.

"What is worse is that it is all very competitive and because it provides entertainment thrills it tends to go in for titillation, violence, which I think is the worst form of pornography, and also in the later period increasingly also for soft porn of various kinds," he said. "One can already notice the effects of this for example in a university. The attention span of students is very, very low. No wonder; since they were two years old they have been exposed to a system where every five minutes you have to switch off your mind or go out and have a drink because you can't for the fiftieth time see the same advertisement. The best thing on American TV are the commercials. An enormous amount of money goes into them.

"I think that in the long run the system, by denying culture and the communication of what is really happening, will produce a nation that is infinitely worse informed, has less sensibility, is artistically primitive and therefore in a way back on the way to barbarism," Professor Esslin said. "In my little book on the Age of TV I said that the American television industry could be described as the multi-billion dollar enterprise devoted to making the country more stupid.

"By contrast, the British system seems extremely well balanced. We do have a commercial sector and it's a very good one with two channels, each of them based on a slightly different principle. If you don't like commercials you can go to the B.B.C., which has two channels and no commercials at all. What is more, as a public service financed by a licence fee which has to go up because there is no advertising, the B.B.C. can plan the two channels in parallel. In other words, it can always provide the alternative to the pop programme on the other channel. One tries to avoid making one the high-brow channel and the other the low-brow, but if there is something very popular, say a soap opera or *Dallas* on B.B.C.-1, B.B.C.-2 will have Shakespeare or something very intellectual.

"Far from being less democratic and more elitist, the broadcasting of material that is not available at all in America actually increases the listenership and makes it more democratic. *Dallas*, for instance, will attract 15-20% of the adult population of the United Kingdom. In other words 7½-10 million people. If at the same time you do *King Lear* with Michael Hordon, and you get 5%, that is 2½ million people—a hell of a lot of people for Shakespeare.

"Of course, it is not a majority of the listeners. But if you add the two together, you actually get a larger number of listeners than you would get if you only have *Dallas*. Many people who would want to see Shakespeare wouldn't watch *Dallas*. Therefore you've actually increased the listenership. The interesting thing is that in the competitive war for listeners between the B.B.C. and the commercial channel, the B.B.C. has consistently won 51-49 or 53-47, precisely because the commercial channel and the B.B.C. popular programme are about equal and the balance, the little straw that breaks the camel's back, is always the elite audience or the minority audience of B.B.C.-2. So in that sense the system does not disentranchise the more intelligent or demanding people and actually increases the listenership and provides real freedom of choice, which is what this is all about.

"The drawbacks are largely that the British system can be accused of paternalism. The B.B.C. is an organisation which tends to think in terms of what's good for the nation. It is therefore very much all on the national interest. As an elitist B.B.C. person I think it's rather good to have that attitude because, for example in the field of music, by doing good music on B.B.C. radio, the amount of good music and the taste of the British public for good music has been raised in astonishing and splendid ways by the system. One can only say on the whole that every society gets the people it deserves. In a democratic society like Britain there is also the safeguard of the free press and I can assure you if somebody fails in the B.B.C. he gets a terrible press and is fired quickly.

"So I think that this system, which also prevails in various forms in other European countries—Scandinavia, Germany and so on—is on the whole a better system. It can raise the sensibility of a nation by making available to everybody at least access to the best that the culture has to offer. In other words the mute inglorious Miltons of Gray's Elegy are no longer possible in England because everybody knows that there's good drama, good art, good music and so on.

"Well, what about the situation in this country. You have two channels and this should enable you to plan in parallel. I must confess I haven't quite understood the principle by which this is done. Sometimes you put TV-1 on and it's a soap opera and the other one has a film which is very much like a soap opera. I don't think there's a very clear division. The other thing that puzzles me is the prevalence of commercials on what is in fact a B.B.C.-type public service. Obviously in a small country the licence fee would have to be very much higher than in a country with 60 million inhabitants to produce the same amount of money; but on the other hand knowing the situation and seeing how much of the material comes from abroad—it is very cheap—I think it would be possible to run a good service without commercials, though I don't know what the background to it is as I haven't looked at the budgets.

"What puzzles me is that you have commercials and at inordinate length between programmes and as it is a relatively small country always the same ones which drives you out of your mind. Then you have, mysteriously, some days when they don't appear. Somebody told me that originally the idea was that there would be alternative days on which one channel would have commercials and the other not so that somebody who wanted to avoid commercials could escape them. In fact this has been eroded and quite frankly as an old B.B.C. executive I could have predicted that because we all know that once the foot is in the door the Government will always say because politically it is always difficult to raise the licence fee, why not do a few more commercials.

"I haven't quite discovered the principle by which you now have commercial-free days, but inevitably the day will come when there will not be commercial-free days at all. Now you can have unpopular programmes on the day without commercials, but once they have commercials TV will then be under pressure from advertisers not to have, say, an adaptation of Proust but to have *Dallas* or its equivalent on that day as well. I think that is very dangerous.

"There is also at the moment a great debate about the introduction of private commercial T.V. To my mind that wouldn't help because then you would have three commercial channels and they would have to compete for the advertisers, which means that the now normally public service channel would have to do even more popular programmes and even fewer minority programmes. Although in theory the choice would be increased, it would become more like the American system, where finally market research would decide that everybody would have soap operas at the same time. This I think is one of the dangers of the introduction of this system.

"And this brings me to my last point: I don't think there's an infinite number of programmes that you could put on an infinite number of channels without a very, very severe loss of quality. There aren't that many playwrights, actors, directors, photographers or cameramen of genius in the world. Anybody who knows about literature knows that a really good playwright appears about every ten years. And if you look at the history of literature you find that the people whose name one remembers are very thinly strewn. So even in a large country like American there's a great shortage of good material, even in the popular field.

"If you increase the number of channels, you are not really increasing the quality. Therefore I think one could argue that if you do have more channels, at least there should be competition between a non-commercial and a commercial system as there is in England. The existence of a non-commercial system forces the commercial system to do certain things which it otherwise wouldn't do.

"In this country, with its relatively small population, what you get is in effect an anthology of material from the entire English-speaking world. If I wanted to study soap opera and situation comedy in the English-speaking world I would come here because I get Australian, English and American nicely mixed up."

But Professor Esslin warned that it could be deadening. In a country struggling for its own identity and its own national self, as it were, a large amount of foreign material must be culturally quite a serious problem. "I don't know how one deals with these things, but all smaller nations in the world are facing this problem. To what extent will this swamp us altogether, destroy our local language and homogenise the whole of the culture. This I think is a really very big question.

"You could say that Utopians in the 19th century predicted that we would have a world state and everybody would be the same. That might be a good thing. And a technological development like TV and the cinema to a certain extent are in fact pushing the world in this direction. The question is are we aware of that and what do we do to stop it or further it. I don't know what decision one should take, but it is certainly something one should be aware of."

(continued on next page)

Notices

N.Z. And Overseas Study Awards Available Through U.G.C.

The University Grants Committee has advised that the following scholarships for Ph.D. study overseas are available for competition this year:—

Commonwealth (United Kingdom; Canada; Hong Kong; Trinidad and Tobago) (prospectus now available from Scholarships Section)

1851 Exhibition Science Research (United Kingdom).

Rutherford (United Kingdom).

Frank Knox (U.S.A., Harvard).

Australia/New Zealand Foundation (Australia and New Zealand).

New Zealand/Japan Foundation Fletcher Challenge (New Zealand and Japan) (supplementary to University Grants Committee Postgraduate Scholarship).

Sir Walter Mulholland (anywhere).

L. B. Wood Travelling (anywhere). Supplementary to UGC Postgraduate Scholarship.

Full regulations for these scholarships appear in the University Grants Committee *Handbook* for 1983, which is available in the libraries, the Registry concourse and the Scholarships Section.

Application forms and information are available from the Scholarships Section in the Registry, to which applications must be returned by 1 October.

Other scholarships available for overseas study not necessarily leading to a Ph.D. degree are:

French Awards: Teaching Assistantships in France and New Caledonia. French Government Bursaries (for studies in areas other than the French language. Applications are available from the Scholarships Section to which applications must be returned by 1 October.

German Awards: DAAD; Music and Fine Arts: Applications close on 1 September. All other disciplines: Applications close on 1 June.

Italian Awards: Information should be available early in 1984. Applications close on 1 February 1984.

Chinese Awards: Information should be available early in 1984.

The University Grants Committee has advised that the following scholarships for Ph.D. study in New Zealand are available for competition this year:—

Postgraduate Scholarships.

Internal Affairs Wildlife Scholarship.

Edward and Isabel Kidson Scholarships.

McKee Trust Postgraduate Scholarship in Geology.

William Georgetti Scholarships.

Reserve Bank Research Fellowship for Ph.D. study in Economics.

Wellington Harbour Board Centennial Scholarship.

Sir Walter Mulholland Fellowship.

Shirtcliffe Fellowships and IBM Postgraduate Scholarship, both supplementary to Postgraduate Scholarship.

Full regulations appear in the University Grants Committee *Handbook* for 1983.

Application forms and information are available from the Scholarships Section, to which applications must be returned by 1 October.

1984 Commonwealth Scholarships

The prospectus for the 1984 Commonwealth Scholarships tenable in the United Kingdom are available from the Scholarships Section of the Registry. The prospectus must be examined before making application. Application forms are also available.

Commonwealth Scholarships are being offered by Canada for tenure in 1984. The prospectus and application forms are available from the Scholarships Section of the Registry. The prospectus must be examined before making application.

The Hong Kong Government proposes to award up to four two-year scholarships for full-time postgraduate study or research. The scholarships will be tenable at either the University of Hong Kong or the Chinese University of Hong Kong. The scholarship will pay return economy air fares, university fees, a maintenance allowance of HK$2,800 per month and further allowances for books, travel and clothing. Applicants are strongly advised to write to the Registrars of the two Universities for more details on their postgraduate programmes before submitting a formal application.

Applications for all these scholarships close on 1 October.

Farm Forestry

Applications are invited from Forestry students enrolled in the first or second professional courses of a B.For.Sc. degree or in postgraduate courses in 1983 for the Northern Southland Farm Forestry Association Award or awards up to a total of $150 to assist individual study or research in forestry. Applications may be made in writing to the Registrar, University of Canterbury, no later than 1 September

Staff Vacancy

Assistant Librarian (Acquisitions)

Applications are invited for the position of Assistant Librarian in the Acquisitions Department of the University Library from persons holding a post-graduate Diploma in Librarianship or an equivalent professional qualification.

The commencing salary will be in accordance with qualifications and experience on the University's Assistant Librarian scale ($13,969-$20,753).

Applications close on 9 September 1983. Conditions of Appointment and further information may be obtained from the Registrar.

Robert McNamara Fellowships

The World Bank will award the second annual Robert S. McNamara Fellowships in honour of its former president for 12-month-periods for the academic year 1984. They are for full-time work at the post-graduate level in fields related to economic development and institution building. Applications will be considered from small groups of up to 5 individuals at the same institution for work on a joint project. The innovative or imaginative character of the work to be undertaken will be a major factor in selection.

Applicants must be nationals of a Bank member country, be 35 years of age or under, and hold a master's degree or equivalent. Work must be carried out in a country other than the candidate's own. The programme is not intended to support work leading to an advanced degree. Each fellowship will include a stipend to cover subsistence and accommodation, travel, and an allowance for books and cost of research.

Applications must reach the Bank's Economic Development Institute by 1 December 1983. Persons interested in further information about the requirements and criteria of the fellowships or about how to apply should write to J. Price Gittinger, Co-ordinator, McNamara Fellowships Program, Economic Development Institute, World Bank, 1818 H Street N.W., Washington, D.C. 20433, U.S.A.