The future of the knowledge society

Keynote address to the 'Parnerships in Knowledge' Conference held Canberra 20–23 April 2001

Richard Walsh

Richard Walsh was co-editor of OZ, and later founded the weekly newspaper that became Nation Review. *He was Managing Director and Publisher at Angus & Robertson for 14 years, and he headed Australian Consolidated Press for 13 years. In March 2000, he and David Salter launched the topical daily newsletter on the net,* The Zeitgeist Gazette.

Today Richard Walsh is a media consultant and a mediator/facilitator. He is director of a number of companies, including the Internet content provider HWW, the software developer Techne-Ventures and the on-line paper exchange, PaperSpider.

We can predict nothing about the future of the knowledge society unless we are prepared to study its history closely. This morning, of course, my focus is specifically on the fortunes of print in Australia, on the three traditional print media — newspapers, magazines and books. And to tell you something about them I can do nothing better than tell their story as though they were characters in a traditional nursery story. So …

Once upon a time there were three bears who called themselves The Print Family. There was Father Bear, who was large and macho. And Mother Bear, who was very feminine and well turned out. And Baby Bear, who spent most of her waking hours scrounging for food and was known to the rest of the family by the name of Cinderella.

Do you recognise these characters? Indeed, you do.

Father Bear, of course, is the newspaper industry. In Australia he is an introduced species and traces his origins back to the 17th century *corantos* of Venice and Antwerp and to the enduring traditions of the London *Times*. In character he is very macho indeed — in newspapers even the women are macho! The traditional newspaper companies that have come down to us from what in Australia passes for antiquity have always been male-dominated — after all it was not until the Short Reign of Michelle the First at the helm of the *Canberra Times* in this fair city, commencing in 1994, that we experienced our very first Queen of Newspapers. It was an experiment that was not pronounced a success.

The newspaper companies have always been part-time manufacturers — they get their hands dirty by printing their own products — and their

Notice

Annual General Meetings

National

The Annual General Meeting of the Australian Society of Indexers will be held on Tuesday 26 February 2002.

The AGM will be held at the Great Wall Chinese Restaurant, 113-119 Marcus Clarke Street, Civic, Canberra (ph 6247 5423). Please meet at 7 pm for a 7.30 pm meeting.

ACT Region Branch

The Annual General Meeting will be held jointly with the National AGM (see above). At the AGM we will be calling for nominations for the committee. All positions are vacant. The committee meets once a month at 5.30 pm. Tasks are shared around so the workload is not onerous. If you are unable to come to the AGM but would be willing to serve on the committee, please contact Geraldine Triffitt on the addresses given below.

Nominations are also being called for national executive positions. Forms can be obtained from Geraldine.

New South Wales Branch

The Annual General Meeting of the NSW Branch will be held at 6.30 pm on Wednesday 13 March 2002.

The AGM will be held at the New Hong Kong Restaurant, 44 Macleay Street, Potts Point, NSW 2011, opposite the Landmark Parkroyal Hotel (ph 9356 8481).

Street parking can be difficult in this area. The Kings Cross parking station (Ward Avenue) and the Kings Cross railway station are both five minutes' walk from the restaurant. The 311 bus stops at the front door.

The AGM will be followed by a Chinese banquet, at the subsidised cost of $25.00 per person, drinks included.

RSVP: Alan Walker by 10 March 2001 (ph 9368 0174, fax: 9358 5593, email alan.walker@so54.aone.net.au)

Victorian Branch

The Annual General Meeting of the Victorian Branch will be held on 19 February at Graduate House, 224 Leicester Street, Carlton, at 7 pm for 7.30 pm.

News from the ACT Region Branch

Indexing by International Correspondence

Would you like to hear about learning indexing by international correspondence?

Then join us on Tuesday 26 February 2002 for the joint ACT Region Branch and National AGM and dinner to be held at the Great Wall Chinese Restaurant, 113-119 Marcus Clarke Street, Canberra, 7.00 pm for 7.30 pm start.

Cost: $25.00 per person for a banquet and tea and coffee. Drinks are extra. Restaurant is licensed and byo ($5.00 corkage), soft drinks available for purchase. Spouses, partners and friends welcome.

The highlight of the evening will be a panel presentation by three members of the ACT Region Branch committee who are undertaking correspondence courses in back-of-book indexing from Scotland and the USA.

For further information, contact Geraldine Triffitt phone 6231 4975 or email geraldine.triffitt@alianet. alia.org.au; Penny Whitten phone 6241 4289 or email pwhitten@ozemail.com.au. RSVP with payment by 19 February 2002 to the Australian Society of Indexers (ACT Region Branch) GPO Box 2069 Canberra 2601.

Professional development weekend

Keep this weekend free! 25–26 May 2002, Ranelagh House, Robertson, NSW. Details to follow.

Indexing Course Melbourne

The Australian Society of Indexers (Victorian Branch) will be conducting a three-day 'Introduction to Book Indexing' course from 18 to 20 February at ACER, Camberwell. This course assumes no knowledge of indexing and is ideal for library and information personnel, or anyone interested in the art/science of indexing.

For further details and bookings, contact Max McMaster, AusSI Training Officer on ph/fax (03) 9500 8715 or email mindexer@interconnect. com.au.

Max McMaster

board

SI (UK) Genealogical Group

Computers for indexing

I am writing to ask for articles for publication in the SI Genealogical Group newsletter. One article that would be useful is on the choice of computers for indexing and transcribing. (Naturally, given the remit of SIGG, an emphasis on the needs of those indexing records or local history material, often amateurs, would be nice.)

You may wish to discuss various problems such as
- using 486 (or earlier) or Pentium computers
- choice of software, and in particular using DOS or Windows 3.1x programs, or using programs compatible with Windows 95 or later
- using other operating systems such as Linux, and compatible programs
- keeping up with the pressure to upgrade.

I should caution potential authors that I gather from feedback that readers can often find some articles over-technical, and advocate the publication of *basic* articles on computers. Of course it is important in a newsletter such as SIGG's to include a broad spread of topics, including articles on indexing and transcribing which are not specific to computers. Readers would welcome articles on genealogical projects as they come to hand; indexes which are available for public inspection; and on organisations which actually pay people to index genealogical or historical records.

Previous suggestions from members submitted in previous years for possible articles include: one-name study indexes; indexing software and the advantages and disadvantages of databases for indexing; computers for indexing; tackling small-scale indexes; indexing for beginners; practical indexing issues and ideas for best practice; indexing of surnames and forenames, and name variants; the Soundex and Phonix coding systems; reviews of older indexes; indexing parish registers and census returns; news about indexes; indexes on the Internet; techniques for greater accuracy and efficiency.

I should welcome articles by family historians and local historians about their own indexing needs and problems encountered or solved on projects, which will if possible be followed up with articles helping

with these issues. One reader advocated a question and answer session.

I should be grateful to be put in touch with anyone willing to monitor sections of the Internet for snippets on indexing and transcribing genealogical and (local) historical material. I am aware that mailing lists and discussion threads tend to be somewhat informal. If anyone is willing to edit this material into a form which is suitable for publication in our newsletter, I should be most grateful. However if this is not possible I should be prepared to look at digests of material and edit it myself.

If you propose to send large attachments, even attachments of any sort, I should appreciate it if you check with me first.

Recording buildings for transfer to Open-Air Museums

As convenor of the SI Genealogical Group and editor of its newsletters, I am always on the look-out for articles.

One topic, admittedly of archaeological cum local-historical cum social-historical interest, rather than strictly genealogical interest, is on recording buildings for transfer to open-air museums. (I already have an article on the spike dealing with recording castle sites.)

Would anyone interested in contributing an article, or who knows anyone who might be prepared to write such an article, please contact me at cdjmills@hotmail.com or millsc64@aol.com.

Colin Mills, SI
cdjmills@hotmail.com

Indexing: the Manual of Good Practice

In the October/November issue of the *Newsletter* we quoted the price of Pat Booth's new book as £110. In fact SI have a special offer for members of all the indexing societies, so for AusSI members that would be A$358. (Actually the full UK price is A$360 and the special offer price A$350, so SI are not sure where the £110 came from.) Payment can be made by credit card and there's an order form on the SI website at http://www.socind.demon.co.uk.

New member

We warmly welcome Ms Lyn Fisher of Rosebank NSW as a new AusSI member.

Queensland contact

Jo Douglass has kindly agreed to be the official contact for Queensland members. You can contact her during business hours at (04) 3239 0876, or email Jo_Douglass@justice.qld.gov.au.

Mining *the* archive

Articles on names in foreign languages in *The Indexer*

Geraldine Triffitt

At the Hobart Conference I presented a paper which talked a little about the complexities of indexing works about different cultures — Aboriginal [indigenous Australian] and Fijian cultures. I mentioned linguistic factors such as place names and tribal names. The use of *Kumanjayi* and substitutions of names to replace names of the dead, presents problems for an index which has a long lifespan. Other problems are skin names — a perpetual problem for the cataloguer in the library. A European first and family name is equal to an Aboriginal personal name and skin name. For example is it Michael Nelson, Michael Jakamarra Nelson, Michael Jakamarra, Michael Nelson Jakamarra and what is the entry word? There is a divergence of opinion. Aboriginal people say Jakamarra is so common, Nelson should be the entry word, whereas a large bibliographical database may have many Nelsons but few Jakamarras. Do you treat the names of Europeans with honorific skin names the same as you would Aboriginal skin names?

That is an example of a name problem close to home. I have enjoyed looking up *The Indexer* to find out linguistic problems which assail indexers in other parts of the world. These seem to be names, place names, articles, bilingual indexes, romanising syllabries or characters. In fact there are many discussions on the topic of languages other than English.

Tibetan and Hebrew names

The first volume I checked was volume 3 of 1962. The Autumn issue has an article by Brigadier EEG L Searight on Tibetan names. How do you treat these composite names which may have components representing offices held or honorific titles combined with place-names, names of noble families or individual's personal names? The next issue has an article on the indexing of bilingual Hebrew and English directories published by the National Council for Research and Development (Israel). The author Lydia Vilentchuk discusses some of the problems of indexing in Hebrew, which is a language with fluid spelling, and articles and prepositions which directly join a noun, thereby causing alphabetising problems; and with morphological changes to endings or inner vowels of composite nouns.

Volume 4 mentions the preparation of British standard BS3862 to provide recommendations for symbols for languages, geographical areas and authorities.

Islamic and Spanish names

In the volume 5 Spring issue, Searight examines the composition of Islamic names. He found Indonesian, Persian and Turkish names have surnames. The Mohammedans of India and Pakistan start with a personal name and adopt a surname. Malays have personal names which are entry points qualified by relationships. Arab names can be indexed under personal names, except the more westernised, which are more likely to be indexed under last names. A later issue discusses the difficulties in identifying Christian names and surnames in Spanish personal names.

The following year HV Molesworth-Robert writes about indexing alternative place-names especially in the Near East, and in volume 7 there is a note on alphabetisation of Islamic names.

Ethiopian names

In volume 8, there are notices about the British Standard concerning romanisation of Japanese. The April 1975 issue has an article by Kebreah Giorgis on the entry word in Ethiopian names. An Ethiopian name has a personal name, father's personal name or given name and attributes and titles. The given name should be the entry word.

Asian and Islamic

A useful article by JD Pearson in volume 11 no 2 is entitled 'Languages of Asia with special reference to the Islamic world'. In Chinese and Korean the family name is monosyllabic and is written before the given name. Japanese names are polysyllabic but in western indexes the surname is given first, and similarly, western-influenced Vietnamese enters the last name, having a family name and two other names. Thai names put the given name first, but Burmese personal names represent a commendatory phrase like 'beautiful boy'. On the

Indian sub-continent each language has its own naming system. Arabic names may be composed of nicknames, simple names, honorific titles and may have been influenced by Islam. There are over 400 ways of spelling the name of the Libyan President. Persian names are composed in the Arabic fashion although family names were introduced into Iran in 1926. Turkish names comprise given name and surname and Urdu did not universally adopt surnames but instead uses titles like Khan in personal names.

International standards

In the next issue Mary Piggott reports that the use of *Hanyu pinyin* in official documents used overseas was made compulsory from 1 January 1979 in China. In volume 11 no 4, M Krommer-Benz describes international activities in the area of standardised terminology. She lists international standards for dictionaries: specifically ISO numbers for naming principles, layout of multilingual classified vocabularies and symbols for languages, countries and authorities. The following year it was noted that the International Federation of Library Associations (IFLA) published *Names of Persons, National Usages for Entries in Catalogues* 1977.

In volume 13, Hilda Pearson writes about the *Encyclopaedia of Islam* and its index. This has a mixed index, with article headings in Arabic, Persian or Turkish, cross-referenced to other language words because of spelling changes in the names of authors or towns.

David Crystal

The first paper in volume 14 is an article on indexing and linguistics by David Crystal in which he discusses indexing language as a restricted language with a grammar worthy of study in the pursuit of linguistic theories. Tom Norton agrees with this view in his editorial in the fourth issue.

Dutch and Afrikaans names

Volume 15 has correspondence referring to Dutch and Afrikaans prefixed surnames. Its first issue, and volume 17 no 1, are concerned with the indexing problems of Welsh place-names and Welsh personal names respectively.

Welsh names

The Welsh language has a feature of mutation where the first and sometimes last letter, change to indicate relationship with the preceding or following word. Hence *caer* meaning 'fort' might be spelt as *gaer, ngaer* or *chaer* depending on associated words. There is a Gaer Fawr in Brecknock and a Caer Fawr in Radnorshire — distinctive now but in a historical work, the indexer may have trouble distinguishing them. If you include the article 'y', the following word may be mutated if it is a feminine noun. The Welsh alphabet itself has changed; 'k' and 'v' have been superseded with 'c' and 'f', another problem for indexers of older publications. Digraphs which are represented by ordinary letters are, however, filed in a different order from English letters.

In Mediaeval times, Welsh personal names were patronymic, so one was named X, son (*ab* from *mab = mac*) of Y, son of X, etc., or X, daughter of Y (usually the father). The naming custom for women died out first, and the patronymic system was taken over by the surname system of England. In the 19th century and even modern times, additional names such as bardic, or occupational or even patronymic names, have been created to distinguish one person from another. For instance *The Dictionary of Welsh Biography* had 17 individuals named William Williams in the 19th century. The phone book uses *ab* (son) followed by father's name and son's initial.

☐ ab Thomas E.
☐ ab Thomas G.

Subscribers have to decide whether to use father's patronymic name or a surname. These are factors to be considered when indexing works on Welsh history. How many of these works contain sequences of patronyms, and what about pseudonyms? Do you file Llewellyn under 'L' as in English or 'll' as in Welsh?

Canadian usage and Greek

Volume 18 considers the problems confronting indexers in Canada — British or American English usage, bilingualism, Anglicisms, and Canadian French versus standard French. In another paper, JH Bowman asks, 'One index or two? Some observations of integrated indexes to classical Greek texts'. He integrated Greek characters into a single index.

By and large, however, the 90s volumes of *The Indexer* seem less preoccupied with language apart from that of computers. Other topics which look to the future are 'Indexing after the millenium', indexing in particular countries, and techniques of indexing particular materials — be they tartans, museum exhibits, African musical instruments or stamps — occupy the pages of the journal. As a subscriber to the Index-L listserver on the Web, I feel some of these linguistic problems are now aired in cyberspace rather than on the printed page.

This paper was presented to a meeting of the ACT Region Branch of AusSI on 4 September 2001.

Letter to the editor

AusSI Medal, gas & *Australian Author*

Sandra Henderson's paper ['Registration of database indexers', Oct/Nov issue, pp. 92–93] included a mistake which should be corrected. She assumed that entry for the Medal competition was only to members of AusSI. Not so. She is confusing this with application for Registration which does require membership of AusSI. In the past non-members have won the Award on at least one occasion that I recall.

For Melbourne indexers, try finding your gas company by going to the White Pages entry for 'Gas and Fuel'. The hunt will stall.

Congratulations to Glenda for her article in *Australian Author*. An excellent piece of promotion for AusSI and the profession.

John E Simkin

Kingsley Siebel

died 20 November 2001

Members have been saddened to hear of the death of Kingsley Siebel, one of the Life Members of the Australian Society of Indexers. Although Kingsley had not been in good health recently, he continued to index and to participate in the affairs of the Society when he was well into his eighties, until a few months before he died.

Kingsley Siebel was elected as an Honorary Life Member at the Annual General Meeting on 24 March 1999, nominated by Alan Walker and seconded by Lorraine Doyle. He had been a member of the Society since 1983. He was active in all New South Wales activities, since the first meetings held in Sydney in 1984. He held office in the New South Wales Branch from its establishment in 1990 until 1997, serving as President in 1994–95, and Secretary in 1993. At some time or other, he held almost every Branch position, including Vice-President, Treasurer, Minutes Secretary and Newsletter Correspondent. In 1997–98, when the Branch became strong enough to take on the function of the National Committee, he became the Society's national Vice-President.

Kingsley came to indexing after retiring from a long and distinguished career in legal publishing. He then embarked enthusiastically on his new career as an indexer. His considerable body of legal knowledge and experience were invaluable to the Society, and he was always willing to contribute his expertise to its committees and to give advice and assistance to individual members.

Kingsley's publishing experience went well back to the 1950s when he undertook a course in publishing in Madras, followed by positions with the Christian Literature Society as manager, and bookshop manager for HW Cave & Co, Medical and Legal Publishers in Ceylon. In the late 1950s riots and uprisings forced Kingsley to consider migrating from Sri Lanka. On arrival in Australia in 1960 he took up a position with The Law Book Company where he worked for over ten years before joining Butterworths. He was the highly respected Chief Editor and then Editorial Director of Butterworths from 1971 to 1982. On retirement, Kingsley started his own publishing business, Serendip Publishing, as well as taking up indexing. With his well-rounded background in the publishing industry and law (being admitted to the Bar in the seventies) Kingsley's contribution was a valuable asset for the Australian Society of Indexers, giving direction whenever legal and publishing matters arose.

But Kingsley's contribution was by no means limited to the legal and publishing areas. He was always a ready volunteer in all the activities of the Society, contributing to the organisation of meetings and conferences, compiling (on his own initiative) an index to the Newsletter, editing Indexers Available, and even (when appropriate) acting as wine supplier. His name was frequently featured in the Newsletter and other indexing publications, as he contributed letters, articles and reviews and made proposals on many different matters. His energy, advice and practical contributions have helped to sustain the activities of both the New South Wales Branch and the national Society over fifteen years.

In extending the Society's sympathies to Kingsley's wife, Hazel, I remember with affection Kingsley's warmth, generosity, wholeheartedness and professionalism. We shall miss him.

Alan Walker
President, Australian Society of Indexers

The future of the knowledge society

symbiotic relationship with the political and financial power structures has made them mildly megalomaniac and not a little arrogant. The really good news is that time has tapped Father Bear on the shoulder and he is now an endangered species.

Mother Bear, of course, is the magazine industry and she's actually a bit of a koala — not really a bear at all and very indigenous. Mass market magazines, as we recognise this medium today, are the brash newcomers in the print troika. The first such publications in America began only in the late 19th century because their relative cheapness depended on the growth of advertising, which in turn required the development of mass consumption and mass production. The first Australian popular magazine was probably *The Dawn*, produced by Henry Lawson's mum, Louisa, in October 1889, a mere six years after the launch of *The Ladies Home Journal*, which is regarded as America's first magazine. *The Dawn*, incidentally, was produced on a hand press by an all-female crew, much to the consternation of the Typographical Association, which promptly boycotted it.

Of course, there were many literary periodicals before Louisa Lawson's little effort — most notably the Sydney and Melbourne *Punches* and their ilk — but these were not called magazines in their time and were not magazines as we know them today. *The Bulletin*, which had begun in 1880, called itself a Sydney paper.

The word *magazine* derives from the French word for a department store, *magasin*; the new medium too had its various departments and was targeted at women. *The Dawn* was a totally new concept — it was a mixture of fiction, poetry, practical advice to the housewife and, in its own memorable words, a 'phonograph to wind out audibly the whispers, pleadings and demands of the sisterhood'. And it was cheap. With *The Bulletin* you got eight pages for sixpence. But *The Dawn* was a mere threepence for 16 pages, and then later 32 pages as its advertising content burgeoned.

Much later, *The Australian Women's Weekly* at the height of its remarkable powers was read by more than 40 per cent of all adult women in this country and was the largest selling magazine in the world on a per capita basis. The *Women's Weekly*'s character was uniquely Australian but, unlike newspapers and books, it was affiliated more with the entertainment industry than with the knowledge society,

Dates for your Diary

Feb 18–20 — AusSI Vic Branch Indexing Course. Three-day 'Introduction to Book Indexing' course at ACER, Camberwell. See Noticeboard for details.

Feb 19 — AusSI Vic Branch AGM/dinner, Graduate House, 224 Leicester Street, Carlton, 7.00 for 7.30 pm.

Feb 22 — Copy deadline for the March issue of the AusSI Newsletter

Feb 26 — AusSI ACT Region Branch AGM/dinner, Great Wall Chinese Restaurant, 113 Marcus Clarke Street, Civic, Canberra. See Noticeboard for details. 7.00 for 7.30 pm

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Mar 5 — Society of Editors (NSW) monthly meeting, Mechanics School of Arts, 280 Pitt Street, Sydney, 6.30 for 7.00 pm. RSVP to 02 9294 4999 (voicemail) or email by 1 March

Mar 13 — AusSI NSW Branch AGM/dinner, New Hong Kong Restaurant, 44 Macleay Street, Potts Point, opposite the Landmark Parkroyal Hotel (9356 8481). See Noticeboard for details regarding transport and RSVP. 6.30 pm

From the Editor

In this first issue for 2002 we reproduce the first half of the keynote address presented by Richard Walsh at the 'Partnerships in Knowledge' conference held in Canberra in 2001. The second part of the address will be published in our March issue. Geraldine Triffitt has contributed a scholarly article on indexing non-English names, drawing together material from *The Indexer*, and Glenda Browne her welome regular article 'From the literature'. We hail and farewell Kingsley Siebel, who died late last year, and welcome Emeline Haight as our new Webmanager.

Best wishes for the New Year to all our members and readers.

Frances Paterson

which is why I described magazines as koalas.

In the 20th century the large newspaper companies became the most successful publishers of popular magazines but that did not mean they were particularly good at it — their dominance resulted more from their ownership of the printing presses and of the means of mass distribution than from any talent they displayed as magazine publishers. Magazines were derided by the press boys as what we would call today 'secret women's business'. Because magazines did not have the ferocious deadlines of papers, they were judged as a cinch to produce. They were viewed as though they were prettied-up newspapers produced on a sluggish timetable for women.

How on earth did the book industry come to this pretty pass? We live in materialistic times — we know the price of everything and the value of nothing.

The particular skills good magazine publishing demanded were simply not recognised and certainly not respected. Mother Bear was held virtually in contempt and, from a business point of view, treated with benign neglect. Failed newspaper executives, or those past their prime, were usually those despatched to take charge of their magazine division. Indeed, magazines were so despised that ultimately the Herald & Weekly Times Group and News Ltd and John Fairfax divested themselves of most of their magazine interests.

The one large group which always took magazines seriously was Australian Consolidated Press. Because *The*

Australian Women's Weekly had been Frank Packer's baby and had proven a goldmine, magazine publishing was always at the forefront of the Packer psyche. In a telling moment, in 1987 Kerry Packer managed to convince the young Warwick Fairfax and his advisers to sell to ACP Fairfax's magazines — including *Woman's Day, Dolly, People* etc. — for about $100m. Given their mediocre commercial performance at that time, this seemed fair enough but within a very few years we quadrupled the profitability of those titles, illustrating what could be achieved by dedicated magazine publishers.

In the late 20th century men finally made contact with the feminine side of their souls and began to recognise, somewhat grudgingly, that being visually attractive isn't all that sissy — even newspapers have lately been forced to pick up their game and become more colourful and handsome to look at. The big magazine story of the last decade has been the enormous growth in male readership, not only of the new wave of lads' titles like *Inside Sport* and *Ralph*, but of magazines in general. Good old Mother Bear still has lots of life left in her, as we shall see.

And then there is the wee bear called Cinderella. In other words, books. Now the truth is that while Baby Bear may look like a child, she is in fact a very old bear indeed, now in her second childhood — sans hair, sans teeth, sans respect, sans everything. The real scandal in the Bear household is that this isn't the child of Mother Bear and Father Bear at all — it's their wizened old grandmother, shriveled up in old age and forced to cadge for food in her dotage. As old as Gutenberg and Caxton themselves, this is a bear with a proud tradition. Until recently it was through books that all of us gained our literacy and it was through them that the wisdom of the ages was passed on to succeeding generations.

How on earth did the book industry come to this pretty pass? We live, brothers and sisters, in materialistic times — in the immortal words of Oscar Wilde, we know the price of everything and the value of nothing.

In saying that Father Bear is strong, that Mother Bear is weaker but still standing and that Baby Bear is enfeebled, please note that I am talking not about the media themselves but about the **media companies** involved as their publishers. In truth,

most people still retain great respect for the book and have little respect for newspapers but the traditional arrogance of newspaper companies has been based entirely on the great profits they once made in a golden era fast fading. When ACP was floated as a public company in 1992, no one had any idea exactly how much money successful magazine publishers made but when they saw ACP's figures they were duly impressed.

There are no book companies listed on the Australian Stock Exchange but everyone fears, not without reason, that their profit and loss accounts would make pretty embarrassing reading. In the financial year 1997–1998, according to figures compiled by the federal Department of Communications, the revenue that flowed to publishers from the sale of books in Australia was $1.035 billion. But the cost of producing these books was $1.133 billion, which would have produced a total loss of almost $100 million for the industry as a whole. If it were not in fact for government subsidies, PLR, CAL payments and other miscellaneous income, the whole of the book industry would look remarkably similar to Kempsey after the recent catastrophic downpour.

But, as Bob Dylan reassured us in his heyday, the times they are a-changin'. Indeed they are, and their impact upon the Bear Family may well be not merely to change the household pecking order but to re-arrange the family dynamics entirely.

I do not want to dwell for too long on the impact of online technology on newspapers because much of it is obvious and already anticipated by the industry itself. Modern newspapers are a collection of magazines gummed together with an outer coating of reportage and paid for by mainly classified advertising. The Saturday *Sydney Morning Herald*, for example, is a series of magazines with names like *Domain, Icon, News Review, The Good Weekend* etc., with a light batter of news on the outside and what remains of the famed golden rivers of advertising to provide sustenance. In exchange for colour technology, which makes their magazine content look suitably pretty, they have been forced to surrender to truly appalling deadlines — it seems that anything, however important, that happens after 11 o'clock at night is quite beyond them.

Immediacy was once the great engine that drove newspaper

circulations; but today, for late-breaking news, you turn to the broadcast and online media. Somehow the press boys still manage to con their advertisers into believing their magazine content enjoys the same readership as their news pages but sooner or later their remaining display advertisers will wake up. In the highly profitable categories of classified advertising — cars and houses and jobs — the capacity of computer technology to allow readers to locate what they want quickly and efficiently will raise the arsenic in the rivers of gold to commercially toxic levels.

There can be little doubt that modern online technology threatens the traditional dominance of Father Bear; but it may yet put new finery across the narrow shoulders of Cinderella and send her off to the ball in fine style. The New Technology may in time prove to be the Great Leveller. As the most prosperous print medium, newspapers after all have the most to lose from rapid change; books have nothing to lose and all to gain as we shall see.

Up to a few years ago you could have been forgiven for dismissing the idea that people would give up reading books and magazines printed on paper. After all, experiments by John Gould and his colleagues at IBM in the 1980s had shown that reading from paper was up to 30 per cent faster than reading from computer screens, due largely to the lower resolution of text on a screen. You and I know how awkward and slow and, yes, plain inaccurate it is to read from a standard PC or laptop.

But there have been some important advances recently and there are more in the pipeline. Microsoft's ClearType and Adobe's CoolType, released onto the market about a year ago, have tripled the resolution of type on screen. The nifty little E-book reading device known as the Rocket E-book is portrait-shaped with a higher resolution than most PC screens. More importantly, it dispenses with the irritation of scrolling type and can be read from almost as many angles as paper, so it can be used with equal ease while walking, lying on a sofa, sitting at a desk or on the proverbial loo. Readers turn whole pages at a time with thumb-buttons beside the screen.

Of all the developments rolling down the pipeline of progress I believe the most important is Philips Electronics's E Ink — Electronic Ink technology. Because E Ink contains the same colouring agents as normal ink and paper, it is three to six times brighter than reflective LCDs, the type of display currently used on laptops. It exceeds newspapers in contrast ratio and reads easily in both dim light and full sunlight. Like paper, the E Ink display has a clear image that can be seen at any angle without a change in contrast.

The New Technology may in time prove to be the Great Leveller. As the most prosperous print medium, newspapers have the most to lose from rapid change; books have nothing to lose and all to gain.

But, beyond readability, E Ink offers portability. It is anticipated that displays utilising this technology will require one-thousandth the power required by a standard notebook computer screen; requiring smaller batteries, it will be less expensive and lighter to carry. Because electronic ink displays read like ink on paper, they should cause less eyestrain than displays that emit or transmit light. Which would be pretty scary stuff if I were addressing a convention of printers or paper-makers this morning but, hey, we're publishing and editing and indexing folk, right?

So where *is* all this heading?

The most significant feature of the old order was that, so long as publishing required significant investment in printing and paper and the means of distribution then those who provided the necessary capital — the proprietors — were the dominant force. Over time, of course, the balance has begun to tilt away from the old-style Beaverbrook/Hearst/Frank Packer newspaper tyrant; in radio and TV and film for a long time now the performers have been better remunerated than management. Because of online technology, which simultaneously makes publishing less expensive and also destroys the old distribution oligarchies, the time has arrived for the journalists and writers to flex their muscles at last.

Paul Barry is a typical New Age journalist — he is a freelancer who pursues stories that interest him and he is able to sell his output to newspapers or to TV or to a book publisher. In time, there will be lots of Paul Barrys and they will work for a new kind of media company, one with the expertise to publish in whatever print medium is best suited to their output or indeed in whatever medium is required. Such companies will have the capacity to identify budding Paul Barrys and to nurture their talents. By then newspapers themselves will have shrivelled to four or eight pages a day — a series of syndicated columns and exposs available not only printed on paper but also in E-Book form.

In time newspapers will give up even trying to report fast-moving news stories. Online reportage is more likely to become a partnership of the internet with radio than with newspapers because only radio requires 24-hour news gathering and newspapers no longer maintain large teams of reporters, themselves relying more and more on news agencies.

The vice-president in charge of electronic books at Microsoft, Dick Brass, at last year's eBook World Conference in New York reiterated that company's famous prediction that the last print edition of the *New York Times* will appear in the year 2018. If Microsoft truly believes that there will be nothing called the *New York Times* in print at that time then I believe the good folk from Seattle are suffering an advanced stage of cyber-hubris. If, however, they are predicting that newspapers in 2018 will look nothing like today's papers they are almost certainly correct.

'The future of the knowledge society' will be continued in the March issue.

literature
From the

Glenda Browne

Blue Pencil
Newsletter of The Society of Editors (NSW) Inc
November 2001

Publishes a survey of editors:

- 79 per cent in metropolitan Sydney
- 92 per cent are working as editors (80 per cent were in previous surveys)
- 78 per cent are freelancers and 28 per cent work in-house (7 per cent do both)
- 53 per cent work in book publishing and 23 per cent in web publishing

Copyediting rates ranged from $12.50 to $80 per hour, with 62 per cent being in the $30 to $49 range. Proofreading rates were generally lower, and substantive editing rates higher. Indexing rates quoted were $42.50 and $60 (only two respondents, so not statistically useful).

The survey also asked many questions about member satisfaction (about cost, the newsletter, meetings, and so on) and about accreditation. Some respondents said they would pay a fee to become accredited. Suggestions ranged from $10 to $2000, with 79 per cent in the $50 to $299 range. Some also said they would pay yearly amounts from $10 to $500 to maintain accreditation.

The Society of Editors (Victoria) Newsletter
October 2001

'The Recheck Document function: when spell checks *ain't* spell checks' by Brett Lockwood describes how to reset the spelling checker and grammar checker so that Word will recheck words and grammar that you previously checked and chose to ignore. You might want to do this if you realise too late that you have accepted spellings of a word that are incorrect. More importantly, you should ensure

that documents you receive do not come with inappropriate 'ignore misspelling' instructions.

To reset spell checking (on a PC), choose 'Tools', 'Options'; click the 'Spelling & Grammar' tab; and click the 'Check/Recheck Document' button.

Online Currents
October 2001

System Roundup announces the sale by Reed Elsevier of Bowker to CSA (Cambridge Scientific Abstracts) and Information Today (the publisher of American Society of Indexers publications). CSA is purchasing the entire Books in Print family of products, and Information Today is purchasing directories such as *Literary Market Place*.

System Roundup also notes that the APAIS thesaurus is now available on the web at www.nla.gov.au/apais/thesaurus for searching, browsing and downloading. The APAIS thesaurus is used for indexing *APAIS: Australian Public Affairs Information Service*. It has also been recommended in the Australian Government Locator Service (AGLS) metadata standard for use in metadata indexing.

Mastering Indexing Skills: Steps Along the Way
Papers read at a conference held in Johannesburg on 27 June 2001. Edited by Jacqueline A Kalley. Johannesburg: Association of Southern African Indexers and Bibliographers, 2001

As a cataloguer I was always annoyed to have to turn to the back of a title page to find the date of publication, when I had found all other basic information on the title page itself. I am pleased to say that everything needed to cite this publication is on the title page.

The B5-sized publication contains seven papers presented at the ASAIB conference. Interestingly, most of the presenters are academics, whereas in Australia (and I think also in the other English-speaking indexing societies) most presenters and participants are practitioners, with a few academics to stimulate and offer other viewpoints. I have heard of a student in Sydney doing a PhD on an indexing-related topic, who is not a member of AusSI. I can see that our practical perspective might be far from the theoretical work being done, but that is all the more reason for the academic to learn from what really happens, and for us to learn other approaches.

Institutions represented in this publication include the University of South Africa (UNISA), Pretoria; the University of Pretoria; the University of Cape Town; Electoral Institute of Southern Africa, Johannesburg; Mindex Systems; and one freelance indexer.

Jacqueline A Kalley introduced the proceedings, and Ina Fourie talked about indexing and the indexing environment. Ina has experience in distance teaching — something that may become important for the training of indexers in Australia. Peter G Underwood talked about web searching and Subject Based Information Gateways (SBIGs), and Madely Du Preez discussed website indexing, search engines and metatags, briefly mentioning HTML Indexer and HTML/Prep. Ansie Watkins's talk on 'Metadata and indexing' briefly introduced many metadata initiatives that we will encounter more and more — Dublin Core, Text Encoding Initiative (TEI), Encoded Archival Description (EAD), and Resource Description Framework (RDF).

For a slight change of tack (metadata and the web being all the rage nowadays), Johan Van Wyk from

Mindex Systems spoke on 'Computer assisted indexing', and Anna-Marie Arnold, a freelance indexer, spoke on 'Evaluating an index'. The publication ends with a discussion of software titled 'Indexing software: MACREX as an exemplar', by Marlene Burger and Ina Fourie.

NFAIS Newsletter
vol. 43, no. 10, October 2001
In 'The Future of Secondary Information' (p. 121), Dan Duncan is enthusiastic about the future of secondary information publishing (ie indexes and abstracts). He feels that people have a problem with the large amount of information on the Internet, and that secondary publishers are good at assimilating and encapsulating pieces of information, and taking them to the full-text source. To succeed, services will have to get more familiar with the Internet, and with user needs on the Internet.

The newsletter also notes (p. 130) an international research project sponsored by Factiva and TFPL to identify how organisations are using taxonomies to construct their information architecture. 'The study ... will examine the balance between software and human intervention related to the application of taxonomies within content management systems, and whether customer needs are being met by vendor offers.'

aliaINFSPEC
6 November 2001
The aliaINFSPEC mailing list contained a report on a visit by the ALIA Information Specialists group to Fairfax Information Services, an operation incorporating a research library, intranet, news and image database, and photo sales. Paul Bentley noted that restructuring has resulted in increased portability of staff across sections, usage of the library has dropped off due to the availability of the Internet/intranet, but the depth and complexity of research enquiries has increased. Old Fairfax information is a valuable cultural resource, particularly its card index 1915+ and press clippings files. Fairfax is considering digitising the index.

Language
At an Annual Reports indexing workshop in Sydney last year, Michael Harrington introduced us to new government terminology. I am now

starting to encounter it in my work, and I can't see how the new is better than the old. What does 'non ongoing' say that 'temporary' can't, and what exactly is the definition of someone from a 'culturally and linguistically diverse background'. As far as I can tell, someone from Wales, where they speak Gaelic and English, is from a more linguistically diverse background than someone from France, where they mainly speak French. But is this the intent of the phrase, or is it meant to be an exact translation of 'non-English speaking background'? Is there any English-speaking background that would be considered 'culturally and linguistically diverse'?

Recurring themes
I am interested in many themes that seem to recur in works I index. Jon and I feel that every second book we index refers to Maslow's hierarchy of needs (whether it be on child development, psychology, or management theory, Maslow is there). I am also starting to accumulate lists of synonyms or near synonyms that occur all over the place. At the moment I am busy with employment/work/careers/jobs/vocational/occupational and so on. We have employment conditions, job opportunities, career development, occupational hazards, vocational guidance, but somehow never employment guidance, or job development, or occupational conditions. I wonder why this divergence developed.

'Indexing a Web site with a terminology oriented ontology'
By E Desmontils and C Jacquin
www.semanticweb.org/SWWS/program/full/paper5.pdf
This article discusses research about indexing a website using ontologies (eg thesauruses) and natural language techniques. Highly mathematical.

Australian Style
vol. 9, no. 2, December 2001

Stylewise:
Communicating Commonwealth Style and Best Practice
vol. 7, no. 3, 2001
Australian Style and *Stylewise* are both available free from the Department of Finance and Administration. Send an

email with contact details to subscribe.stylewise@finance.gov.au. To receive the electronic version of *Stylewise* use the 'Notify Me When' facility at www.finance.gov.au/infoaccess/general/notify_me.asp.

'Communicating measurement: the importance of standards' by Pat Naughtin introduced me to another obscure profession — Pat is a consultant on the International System of Units. Her article discusses the importance of standards, and as an example of lack of use of standards she provides a list of the different ways paper suppliers have described paper weight. The internationally agreed SI symbol for grams per square metre is g/m^2, but she has also found Gm2, gsm, GSM, G.S.M, g.s.m., g/m2, gr/m^2, gr/m^2, GM2, and Gsm.

Stylewise is a tiny periodical (one folded A3 sheet) that gives advice about Commonwealth style, by example wherever possible. This issue, for example, uses different stipples (tints) so that people can see their effect. They also describe the paper and ink they have used in printing. This one is Impress Gloss 150 gsm (or should that be g/m2?) with ink colours PMS 4625 and PMS 319. The previous issue used vegetable-oil based inks, but apparently they reacted with the stock to produce a bad smell!

This issue of *Stylewise* contains a short article by Jonathan Jermey called 'Tips to better indexing'. It covers basic indexing principles such as indexing concepts not words, avoiding passing mentions and undifferentiated strings, and using explanatory notes, finishing with the web address of AusSI as a way to find professional indexers.

Australian Author
December 2001
I wrote an article for *Australian Author* titled 'The joy of index: a guide for your book' (pp. 26–27, 29–31). It starts with a general discussion of indexes and their importance, then discusses hiring a professional indexer (things that should be communicated, costs, and so on) and the basic indexing process for authors who want to create an index themselves. Side boxes cover training in indexing, children's books, and provide a list of AusSI medal winners. The article was edited by Anne Summers, whose pertinent questions drew out special points of interest.

Website: http://www.aussi.org