

**Double Crossed: An Australian study of the
relationship between media and music during periods
of industrial and cultural crisis**

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Abstract

This thesis explores the relationship between popular music and media during times of industrial and cultural crisis. I show that these periods of change are marked by narratives of ‘birth’ and ‘death’, and that the interactions between music and media during these turbulent times are vital in overcoming any proposed threat, and ultimately help to provide innovation. I develop the term ‘crossover’ as a way to describe this process of cross industry and cross cultural pollination. I offer examples of popular music and media crossover (both as a noun and a verb) as a way to explore representations and assertions of national identity locally (within Australia, to Australian audiences), but also as a way of exploring how music and media rely on each other within an increasingly globalised arts marketplace generally.

The thesis begins with a broad historical analysis of music/media crossover, then narrows to explore the Australian experience. I show that the Australian market remains unique and that music/media crossovers have historically engaged audiences and artists here during periods of change (often using tactics that are markedly different to what has been employed internationally). I then explore the current period of change, demonstrating how more contemporary crossovers have developed and been sustained. Specifically, I demonstrate the continued success of music video programming on Australian free to air television, and the recent return of televised music quiz programs on public service broadcasters. The focus on the Australian market provides an important counterpoint to internationally dominant narratives of change such as those from the United States and United Kingdom, showing that crossovers are formed to meet the distinct needs of local markets rather than as part of a more generalised international convergence of content and industries.

Statement of Candidate

I certify that the work in this thesis entitled “Double Crossed: An Australian study of the relationship between media and music during periods of industrial and cultural crisis”, has not previously been submitted for a degree in whole or in part to any other university or institution.

I also certify that this thesis is an original piece of research and it has been written by me. Any help and assistance that I have received in my research and preparation of the thesis itself have been appropriately acknowledged.

In addition, I certify that all information sources and literature used is indicated and acknowledged fully. The research presented in this thesis was approved by the Macquarie University Ethics Research Committee, reference number: HE27MAR2009-D06363, on 2 April 2009, and subsequently renewed as appropriate during the course of the research.

Elizabeth Giuffre (40351653)
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