

Curriculum Vitae:

Callum James Gilmour

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Editorial Board membership:

Communication and Sport (SAGE)

Current PhD Candidate:

Media and Communications

Faculty of Creative Industries

Queensland University of Technology [QUT]

[Scholarship Winner]

PhD Title:

‘The function of genre and medium in facilitating and
impeding the reception of Western screen media in
East Asia’

PhD Synopsis:

This dissertation examines the role that genre and medium play in both facilitating and obstructing Western and Asian (domestic and regional) screen media flows within the East Asian region, utilising selected case studies in Hollywood film, Asian televised serial drama, Western cable channels, and Western sport. These case studies demonstrate the heterogeneous and at times contradictory nature of mediated popular cultural flow in East Asia, and suggest that specific mediums and genres stimulate very different modes of reception at both national and pan-regional levels, with a complex set of social, cultural and industrial factors impacting upon and influencing media reception in this region. While this dissertation examines media at the point of reception in the East Asian region, it also addresses certain dynamics of production in the West that also

contribute to the popularity, or lack thereof, of Western screen media texts in the East Asian region. In particular specific mediums and genres are explored in terms of their reception across national and pan-regional audiences, in particular the ubiquity of Hollywood film in Asian cinemas, South Korean and other East Asian serial dramas on Asian television screens, English association football and American basketball on sports channels across much of Asia, and the considerable 'glocalised' re-branding of Western-owned cable channels in the region. These case studies serve to further problematise traditional media imperialism discourses that tend to propose very absolutist accounts positioning global media flows as one-way traffic from the West to the periphery, as well as oppositional rhetorics that tend to suggest an almost entire localization of national media industries; and instead highlight the far more multifarious nature of media reception in 21st century East Asia which is at the same time, national, regional and international in nature.

Undergraduate Qualifications

First Class Honours (Media Studies)

Queensland University of Technology

Honours Thesis Title: 'The political economy of English soccer in the 1990s: Globalised, gentrified and commodified'

Honours Thesis Synopsis: The thesis addresses the considerable social, cultural, and economic transformations experienced within English association football in the wake of the Hillsborough disaster, and the unprecedented

investment made by Rupert Murdoch's News Corporation in television rights in the 1990s. In addition, the thesis identifies new modes of fandom that have emerged in the modern era which favour globalised audiences over traditional localised support.

Bachelor of Arts (Major: Media Studies)

(Minor: Journalism)

Queensland University of Technology

Associate Diploma of Business (Marketing)

Southbank Institute

Research Interests

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|---|--|
| Media Globalisation: | <ul style="list-style-type: none">*global media conglomerates*genre & media flow*geo-regional, geo-linguistic, & geo-cultural television markets in Asia* K-pop fandom in Malaysia* Hollywood film and television in Asian markets |
| Media Sport & Sports Sociology | <ul style="list-style-type: none">*media sports cultural complex*sports consumption in Southeast Asian cities*globalised & glocalised media sport cultures in Asia*sport & new media technologies*sport & celebrity*international division of sporting labour |

*identity and representation in media sport

Media and

* sports rights and anti-siphoning legislation

Communications policy

* media and communications discourse and policy in
post General Election 14 (2018) Malaysia

Research Experience

I have previously worked at the Faculty of Creative Industries at QUT, the Cultural Institutions and Practices Research Centre at the University of Newcastle, and the Institute for Culture and Society at the University of Western Sydney.

Publications

Journal Articles

(2008) 'Contemporary media sport: De or Re-Westernization?' *International Journal of Sport Communication* 1(2): 177-194. [co-authored with David Rowe]

(2009) 'Getting a ticket to the world party: televising soccer in Australia', special Issue of *Soccer and Society*, 'Fenced off: The Containment of the World Game in Australia' 10(1): 9-26. [co-authored with David Rowe]

(2009) 'Global sport: Where Wembley Way meets Bollywood Boulevard', special issue of *Continuum: Journal of Media and Cultural Studies*, 'Cultural Adaptation' 23(2): 171-182. [co-authored with David Rowe]

(2010) 'When Becks came to Sydney: Multiple readings of sport celebrity' *Soccer and Society* 11(3):229-241. [co-authored with David Rowe]

(2010) 'Sport, media and consumption in Asia: A merchandized milieu' *American Behavioral Scientist*. 53(10): 1530-1548. [co-authored with David Rowe]

(2010) 'Australia: Mediated representation of global politics', special issue of *International Journal of the History of Sport*, 'Encoding Olympics: The Comparative Analysis on International Reporting of Beijing 2008: A Communication Perspective' 27(9&10): 1510-1533. [co-authors David Rowe and Thomas Petzold]

(2010) 'A very Olympian year! The observation from Australia', special issue of *International Journal of the History of Sport*, 'Encoding Olympics: The Comparative Analysis on International Reporting of Beijing 2008: A Communication Perspective' 27(9&10): 1739-1758. [co-authors David Rowe and Thomas Petzold]

(2012) 'Sport in Malaysia: National imperatives and Western seductions' *Sociology of Sport Journal* 29(4): 485-505. [co-authored with David Rowe]

Book Chapters

(2006) 'Television and pay TV', in Cunningham, S. & Turner, G. (eds.) *The media and communications in Australia*, Sydney: Allen and Unwin, pp.175-192. [co-authored with Terry Flew]

(2006) 'The future role of professional sport and the media in the Asia Pacific societies', in *Asia Pacific yearbook (Anuario Asia-Pacífico)*, Barcelona and Madrid: Elcano Royal Institute, Casa Asia and the CIDOB Foundation, pp.473-481. [co-authored with David Rowe]

(2009) 'Lubrication and domination: Beer, sport, masculinity and the Australian gender order', in Wenner, L. & Jackson, S. (eds.) *Sport, beer, and gender in promotional culture: Explorations of a holy trinity*, New York: Peter Lang, pp.203-221. [co-authored with David Rowe]

(2010) 'Global sport: Where Wembley Way meets Bollywood Boulevard', in Moran, A. & Keane, M. (eds.) *Cultural adaptation*, New York: Routledge, pp. 65- 76. [co-authored with David Rowe]

(2010) 'Getting a ticket to the world party: Televising soccer in Australia', in Hughson, J. (ed.) *Fenced off: The containment of soccer in Australia*. [co-authored with David Rowe]

(2012) 'Australia: Mediated representation of global politics', in Luo, Q. & Richeri, G. (eds.) *Encoding the Olympics: The Beijing Olympic Games and the communication impact worldwide*, New York: Routledge. [co-authors David Rowe and Thomas Petzold]

(2012) 'A very Olympian year! The observation from Australia', in Luo Qing (ed.) *Encoding the Olympics: The Beijing Olympic Games and the communication impact worldwide*, New York: Routledge. [co-authors David Rowe and Thomas Petzold]

(2013) 'The global popular and local obscure: Televised sport in contemporary Singapore', in Scherer, J. & Rowe, D. (eds.) *Sport, public broadcasting, and cultural citizenship: Signal lost?* New York: Routledge. [sole-authored]

Book Review

Gilmour, C. (2002) (Book Review). Rohm, Wendy Goldman. *The Murdoch mission: The digital transformation of a media empire*, in Media International Australia (MIA), no. 105. November 2002. pp.170-171.

Conference Papers / Seminars

(2000) 'English soccer in the 1990s: Globalised, gentrified and commodified'. Australian and New Zealand Communication Association Annual Conference: Southern Cross University.

(2002) 'The Australian pay TV dilemma'. Australian and New Zealand Communication Association Conference: Bond University

(2003) 'Understanding global media: An institutional perspective'. Australian and New Zealand Communication Association Conference: Queensland University of Technology. [with Terry Flew]

(2006) 'How global is global? Media conglomerates and international television flows'. Media and Identity in Asia Conference. Media-Asia Research Group. Curtin University of Technology. Miri campus, Sarawak, Malaysia. [Early Career Researcher Travel Scholarship winner].

(2010) 'Sport in Malaysia: National imperatives and Western seductions'. International Workshop on Modern Sports in Asia: A Cultural Perspective: Asia Research institute, National University of Singapore. 29-30 April.

(2011) 'Sport and the media in Malaysia'. Seminar for Research Unit in Media Studies, Monash University Faculty of Arts, Caulfield, Melbourne.

Other

(2009) Australia: Mediated representation of global politics', in Luo Qing (ed.) *Encoding Olympics: The comparative analysis on international reporting of Beijing 2008: A communication perspective*. Olympic Studies Center and International Olympic Committee. Available: http://doc.rero.ch/lm.php?url=1000,44,38,20090903113625-DG/RE_-Q_1_.Luo_-2008.pdf

(2009) 'Australia: A very Olympian year! The observation from Australia', in Luo Qing (ed.) *Encoding Olympics: The comparative analysis on international reporting of Beijing 2008: A communication perspective*. Olympic Studies Center and International Olympic Committee. Available: http://doc.rero.ch/lm.php?url=1000,44,38,20090903113625-DG/RE_-Q_1_.Luo_-2008.pdf

Media Engagement

(2011, December 2) 'Western sports more lucrative than local games'. Interview on ABC Radio Australia's 'Connect Asia' program. Available:

<http://www.radioaustralia.net.au/international/radio/onairhighlights/western-sports-more-lucrative-than-local-games>

(2012, June) 'IPL is India's Cricketainment: Interview with Callum Gilmour'. *The Economy*. (Magazine Interview). Available :

http://issuu.com/mediaoutlook/docs/the_economy_june_2012?e=4890065/4269417

(2012) 'Launching pad: Sports investment and place branding in Qatar'. Cover story for *The Gulf Times (Economy magazine)*.

<http://www.gulf-times.com/pdflinks//PDFs/2012/11/19/91bf1cfe-0a57-448c-8e1c-f0019e4b7faa.pdf>

(2014, June) 'Why we Love Football: An interview with Callum Gilmour'. Interview on BFM's 'The Bigger Picture: Live and Learn' program. Available:

<https://www.bfm.my/why-we-love-football-callum-gilmore>