



Tulloch, J. (2006). *One day in July: Experiencing 7/7*. London: Little, Brown

Reviewed by: [Tom Watson](#)

John Tulloch has long been one of the leading researchers in media and cultural studies, well known for his studies of television productions and audiences and a cool analyst of media communication and risk. He was also a colleague at Charles Sturt University before returning to the UK in 2004, so it was a terrible shock to his many friends in academia that he was so visibly a victim of the July 7 (7/7) public transport bombings in London last year.

The first two images of him were being led by ambulance workers from Edgware Road tube station with his face bandaged, blast burnt and pitted with shrapnel and of being visited by Prince Charles in hospital on the following

day. In the second image, he appeared to be smiling and jolly, with his more damaged right side of his face away from the camera.

This was the first of many manipulations of the media that he was to face as one of the most visible and articulate survivors of this terrible attack. His book, *One day in July* *The Sun* in order to support a Blair government proposal for draconian anti-terror legislation. In general, however, his engagement with the media aided his strategy to put forward an alternative, questioning voice to the Blair governments policy on Iraq and the political acts that lead to alienation in minority communities.

His chapter on the engagement with the media ? Different Media, Different Voices - is the exemplar of his insider/outsider research as it covers various radio discussions, print media reports and television documentaries that he takes part in. For media academics, these are the most interesting part of the book as Tulloch seeks to assert his views while being seen as a victim talent by his interviewers. It is a fascinating tension that mostly gave him satisfaction.

However, when reviewing the medias assertions that different voices of the public are important to the workings of a democracy, Tulloch comments that most of the time these questioning voices were influenced by the practices of the professionals working in the media" (p.160).

One Day in July is an insightful and topical extension to mainstream research into media behaviour and processes. It also reviews and praises the role of public intellectuals, particularly in British theatre, who are questioning political and foreign policy behaviours and morality, and recent books by Thomas de Zengotita and Ian McEwan, hence my description of the book as an extended set of essays. At times, the grabbing for alternative, supportive voices and Tullochs polemical loathing of Tony Blair gets in the way of his analysis, but then he was the victim and we werent. It is a book that we should all read in these times of terror politics.

Purchase information: This book is available from booksellers (\$A29.95) and online booksellers such as www.gleebooks.com.au.

About the reviewer:Dr Tom Watson FPRIA is Associate Professor in Communication and Head of the School of Communication at Charles Sturt University. With Paul Noble, he is the joint author of *Evaluating PR: the best practice guide to planning, researching and evaluating public relations*, published recently by Kogan Page. Tom was chairman of UKs Public Relations Consultants Association from 2000 to 2002 and had a 25 year career in corporate and consultancy public relations before joining CSU in 2003. Tom was in the UK at the time of the July 7, 2005 bombings and was shocked to see John Tullochs image in the media.