



# Media attractions

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I have argued for years that disseminating academic work through the media has far more advantages than disadvantages ("Celebrity snares", *THES*, November 1).

The media provide publicity for academics, their research, their discipline and their institution. Part of our job should be to communicate our work to the public.

The media can help hone an academic's ability to think quickly and can bring immediate rewards.

The media also stimulate research into cutting-edge topics. Many of my projects, such as scratchcard gambling and internet addiction, were initiated after media inquiries.

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