

## SENIOR LECTURER TOM CLARK TRANSCRIPT

My name's Tom Clark. I'm a Senior Lecturer at Victoria University in public relations and professional writing.

So I worked as a speech writer to the Premier of Victoria for a couple of years and since I've worked at VU I've done some consultancy work including for the Premier of NSW in 2010.

That industry experience means that the communication subjects that I teach- public relations, professional writing, including the public speaking unit that I coordinate and the honours subjects that I teach are plugged into a sense of what top level communication requires.

I've just got a book contract for a book on political speech. I couldn't have written that book without my teaching job I think because I try out my ideas in a classroom. And frankly, if a point of complex theory is ready to explain to a group of first year students in a lecture theatre, then you're actually ready to write it and publish it.

That testing ground and the give and take of a classroom is so good for research and the research is so good for the classroom too because students get that sense of contributing to the creation of new knowledge.