**Professor Alan McKee**

**Biography**
Alan McKee is a Professor in the Film and Television area at QUT. He has written for television (*Big Brother*), radio (ABC 720), computer games (*Scoot!*), newspapers (*Brother/Sister*), magazines (*DNA*) and stand-up comedy (*The Josh Thomas Variety Hour*). He has written, co-written and edited six academic books including *Beautiful Things in Popular Culture* (Blackwells, 2007), *The Public Sphere* (Cambridge University Press, 2005) and *Australian Television* (Oxford University Press, 2001). Alan is a past president of the Cultural Studies Association of Australia; and past editor of *Continuum: journal of media and cultural studies*. With Christy Collis he leads the development team for the new Creative Industries program in Entertainment Industries. *The Weekend Australian* wrote that his latest book, *The Porn Report* (Melbourne University Press, 2008) is: ‘engaging (and startling) … confronting and confounding … and the argument is powerful and backed up by some persuasive statistics’.

**Putting the Entertainment into Adult Entertainment**

**Abstract**
Recent years have seen a necessary shift in academic study of pornography to allow for the possibility of finding the artistic imperative in the production of sexually explicit material. Alongside this important move, it is also necessary to remember that for the vast majority of producers and consumers of pornography it functions as entertainment, not art. This paper draws on my recent work mapping out entertainment as an area of study (for the new Bachelor of Entertainment Industries at Queensland University of Technology) to explore what it means for this object of study to treat it as Adult Entertainment. Entertainment is audience-centred culture. It is commonly based around characters and story. It encourages seriality, and is unafraid of adaptation. Its dominant mode is fun, its favourite narrative resolution the happy ending. It commonly encourages audience activity and its aesthetics are organized around fast moving, vulgar spectacle. Its primary purpose is to create an emotional response. In this presentation I will test mainstream pornography against each of these characteristics as a way of mapping out the shape of pornography as it functions in its everyday form.