

# COMMUNICATION RESEARCH TRENDS

## Supplement: Book Notes

From the Centre for the Study of Communication and Culture

May 1992.

DAVIES, DUNCAN, DIANA BATHURST AND ROBIN BATHURST. *THE TELLING IMAGE: THE CHANGING BALANCE BETWEEN PICTURES AND WORDS IN A TECHNOLOGICAL AGE* (SCIENCE, TECHNOLOGY, AND SOCIETY SERIES: 5). OXFORD: CLARENDON PRESS, 1990. pp.xvii, 166. ISBN 0-19-858339-7 (hb.). N.P.

This book represents the thinking of Duncan Davies about the recent computer-led changes in communication as they affect a wide range of human social activities. It was completed after Davies' death by Diana and Robin Bathurst. As a research chemist and executive in Imperial Chemical Industries (ICI), Davies was well-situated to assess the rapid technological changes of recent years from both a scientific and business perspective. His thesis is that the means of communication accompanying and facilitating these changes are increasingly being expressed in pictures and images, and less in words and numbers. Examples range from satellite imaging of weather conditions to video recording of surgical operations, not to mention the use of computer graphics in the study of chaos phenomena. Davies felt compelled to spotlight these changes in communicative style and their implications for the way we live.

Chapters deal with the history of pictures, words and numbers as records; with the ways they are used in childhood, in sorting and indexing, in the physical and biological sciences, and in everyday life; and with the ways the uses of pictures are likely to develop in the context of probable future technological developments.

The increasing use of images in understanding and communicating may have social effects as substantial as earlier communication innovations, such as the alphabet. Those who are able to master them could become the leaders of the future, and those unable or unwilling might become the followers--in a major shakeup of the criteria of class distinction. Will the new ways to store and use knowledge liberate the world's peoples, or will the expense of some of the most effective means of using them only increase the gap between rich and poor nations? Davies emphasizes that much of their impact, for good or ill, will depend on teachers and their readiness to adapt to the new ways.

GATTIKER, URS E., AND LAURIE LARWOOD (EDS.). *END-USER TRAINING* (STUDIES IN TECHNOLOGICAL INNOVATION AND HUMAN RESOURCES 2). BERLIN/NEW YORK: WALTER DE GRUYTER, 1990. pp. vii, 319. ISBN 3-11-012433-5 (hb.). DM148.--, US\$59.95.

This series is a recognition that technological innovation can have little value unless the human factors in its application are considered. *End-User Training* concerns what the editors see as perhaps 'the most crucial issue in effective technology implementation or enhancement of productivity.' The 'end-users', in this case, are typically employees who must be trained to work with new equipment, a major aspect of industrial sociology and organizational communication from the perspective of management.

Research on end-user training from Canada, Australia, Finland and the United States is described in chapters embodying case studies, testing of training models, and several theoretical approaches. Gattiker says that the research reported in the book 'is better viewed as an unfinished venture,' as 'progress reports rather than final works.'

Some findings of the various papers include the need to state the objectives of training clearly to avoid possible antagonism and resistance, and the need to include supervisors and managers in the training so that they have at least a basic understanding of the technology. Instilling a sense of participation by the trainees in skill acquisition can take longer than a top-down, 'antagonistic' management approach to training, but it can increase long-term effectiveness of the process. Success in training also can depend heavily on how the information is structured and presented to the individual, taking into consideration his or her perspective. The training courses and manuals of computer companies were found to be inadequate, for the most part, in effectively communicating how to use their equipment. Computers and software of different companies appear to engender very different attitudes in their users. For example, users of both felt that MacIntosh machines were 'more fun' than IBM PCs.

HARGENS, LOWELL, ROBERT ALUN JONES, AND ANDREW PICKERING (EDS.). *KNOWLEDGE AND SOCIETY: STUDIES IN THE SOCIOLOGY OF SCIENCE PAST AND PRESENT*, A RESEARCH ANNUAL. GREENWICH, CT/LONDON: JAI PRESS, 1989. pp. xi, 232. ISBN 0-89232-910-6 (hb.) £44.50.

While this annual is chiefly devoted to the sociology and social history of science, some articles in this issue are relevant to communications. 'Thinking Through Talk: An Ethnographic Study of a Molecular Biology Laboratory', by Klaus Amann and Karin Knorr-Cetina, is among these. It defends the thesis that many scientific discoveries, and indeed much of the day to day conduct of scientific investigation is accomplished through dialogue among scientists, rather than the logical, mental calculation of individual researchers working in relative isolation. Chatting around the water cooler may, after all, be

a productive activity.

Another article, 'Definitional Work in Applied Social Science: Collaborative Analysis in Health Economics and Sociology of Science', by Malcolm Ashmore, et al., also gets into communication questions when it explores the differing definitions of important terms and relationships which confront sociologists of science and participants in their research from other disciplines.

Most other papers tend more towards social history, social philosophy and role analysis than they do communications; although the communications scholar, particularly one in organizational or interpersonal communications, may find considerable material in them which is of relevance to his or her own research interests..

JENSEN, KLAUS BRUHN, AND NICHOLAS W. JANKOWSKI, (EDS.). *A HANDBOOK OF QUALITATIVE METHODOLOGIES FOR MASS COMMUNICATION RESEARCH*. LONDON/NEW YORK: ROUTLEDGE, 1991. pp. xiv, 272. ISBN 0-415-05404-4 (hb.) £35.00; ISBN 0-415-05405-2 (pb.) £10.99.

Qualitative research methods are not new, but they have gained a larger following in recent years, as researchers attempt to deal with more problems which are not suited to quantitative approaches. Qualitative methods always have been used by anthropologists, and were used intensively in the early years of sociology. But they had been pushed into a subordinate position in the latter discipline, in recent decades, by a preoccupation with the seemingly more exact quantitative methods. Even more recently, however, many have come to feel that the effort to reduce all social facts to numbers has had the effect of excluding many of the most important areas of concern from sociological investigation--areas which simply cannot be quantified.

This handbook grew out of the 1986 New Delhi meeting of the International Association for Mass Communication Research. Qualitative research played an impressive role in the papers presented at that conference. The two editors felt, however, that communications scholars lacked the means to gain a clear and usable knowledge of qualitative methodology. This book is an effort to fill that need.

Chapters by Jensen, and by Jankowski, with Fred Wester, review the applications to the two approaches in the history of the humanities and social sciences, respectively. That history is traced through the period of the Second World War, when interest in learning the impact of propaganda became a major factor in moving communication studies in the quantitative direction. This coincided with the desire to make the social sciences more scientific by adopting the quantitative methods of physics. Jankowski and Wester agree that explicit research procedures and clarity are essential in the social sciences, as they are in the natural sciences. They claim, however, that recent developments have helped strengthen these aspects of qualitative methodology.

A wide geographical range of authors represents continental Europe, the United Kingdom, and the United States in a balanced way. The authors include Teun A. van Dijk, Michael Green, David Morley, Horace M. Newcomb, Roger Silverstone and Gaye Tuchman, among others. An exten-

sive list of references is arranged in bibliographical order, at the end of the book, which also is well indexed.

Jose Martinez Terrero, S.J.

JOSEPHINE LANGHAM, *TEACHERS AND TELEVISION: A HISTORY OF THE IBA'S EDUCATIONAL FELLOWSHIP SCHEME*. LONDON/PARIS: JOHN LIBBEY, 1990. pp. vii, 328. ISBN 0-86196-264-8 (hb.) £22.50/\$45.00.

The first regular educational broadcasting in Britain began in 1957, on a commercial channel. Much of the educational establishment was immediately hostile. Many educators felt that television had no place in the classroom at all, and certainly not over a commercial channel, whose motives were automatically suspect. Both Independent Television (ITV) and the BBC went ahead with educational programming, but the former attitudes among teachers persisted. Finally, in 1967, ITV began a project, called the 'Educational Fellowship Scheme', under which twelve young teachers each year would be given a term off to study the relationship between television and education. Hopefully, they would return to infiltrate the teaching profession and gradually persuade their fellow teachers that television could be an effective educational tool. In addition, the teachers could provide practical insights helpful to the producers of educational programming.

After surveying the evolving debate about educational television, from 1954 to 1968, the book sketches the parallel growth of British educational television, on both ITV and BBC, from 1958 to 1968, then discusses various aspects of the fellowship scheme. In the course of that discussion a wide range of topics involving British television are dealt with, making the book a source of information about British television history, in general, from 1954 to 1990.

JOHN LENT, *MASS COMMUNICATIONS IN THE CARIBBEAN*. AMES: IOWA STATE UNIVERSITY PRESS, 1990. pp. xiii, 398. ISBN 0-8138-1182-1 (hb), \$36.95.

The Caribbean is a region of small to medium-sized countries, most of them on islands, some on several islands. Populations are culturally diverse, often derived from a rich mix of sources, none of them indigenous--since the islands' aboriginal population disappeared hundreds of years ago.

Lent reviews the history of mass communications in this complex environment then goes on to describe recent developments in exhaustive detail. Much of his information is the result of a large number of interviews with key media figures in the region. Most intensive coverage is given to British Commonwealth countries, Cuba, the U.S. Virgin Islands and the Netherlands Antilles, but others are not neglected. In addition to outlining the history, characteristics and degree of development of the media in each country, Lent describes numerous cases and anecdotes which, with several pages of illustrations, add life to the narrative. Many of the cases, of course, concern conflicts between publishers or broadcasters and governments on both left and right.

The English-speaking parts of the region are heavily affected by media imports from the United States and, to a much smaller extent, Britain. To some degree this influence spreads into Dutch, Spanish and French-speaking areas, as well. Its

effects and reactions to it are explored by Lent, who notes that developments in media technology have led to deepening dependency on foreign programming sources in nations which are too small and poor to generate much programming of their own.

Videocassette recorders are an 'elusive technology' posing a special challenge to the meagre resources of government regulatory agencies. Already, in 1987, there was one VCR for every 14.8 people in Belize, a country which had no television policy prior to being inundated with foreign programmes and films. In Guyana, sources attribute some of the popularity of home video to the danger of going out at night to attend films in theatres. The dull character of government-controlled broadcast television was cited as a major reason for the rapid increase in videocassette viewing in several countries.

MCCORMICK, THELMA (ED.). *STUDIES IN COMMUNICATIONS, VOLUME 4, CENSORSHIP AND LIBEL: THE CHILLING EFFECT*. GREENWICH, CT/LONDON: JAI PRESS, 1990. pp.x, 163. ISBN 0-89232-761-8 (hb.) £44.50.

Previous cross-cultural studies of freedom of expression have tended to use the United States as something of a benchmark by which to measure other countries. McCormick finds that approach defective, and this volume is an effort to examine each case on its own terms and in historical depth.

Slavko Splichal describes the 'self-management' of Yugoslavian mass-media, which reduced direct central government control, even prior to recent political changes. A postscript updates the 1988 paper to February 1990.

Jorge Mera and Carlos Ruiz discuss censorship and cultural policy in Chile in the context of the severe repressive measures still being carried on by the Pinochet regime at the time of writing.

Legal statutes and public attitudes toward censorship and freedom of expression in Israel are explored by Menachem Amir and Rita J. Simon. They report on surveys comparing attitudes of Jews and Arabs towards censorship, surveillance and the general state of civil liberties in Israel in the 1970s, 1986 and 1987.

Daniel Regan's empirical study of attitudes towards freedom of expression in Malaysia suggests that identification of expression with action creates a climate among ordinary Malaysians favouring considerable toleration of government repression and censorship.

Anne W. Nunamaker and Maurine H. Beasley explore the relationship between feminism and growing demands for suppression of pornography in the United States.

Thelma McCormack examines the libel case of General William Westmoreland against the Columbia Broadcasting System in the United States for statements made about him in a documentary programme on the Vietnam War.

Finally, Robert Martin studies the 'chilling effect' libel laws may or may not have on the media in Canada.

O'KEEFE, DANIEL J. *PERSUASION: THEORY AND RESEARCH* (CURRENT COMMUNICATION: AN ADVANCED TEXT SERIES,

VOL. 2). NEWBURY PARK/LONDON/NEW DELHI: SAGE PUBLICATIONS, 1990. pp. 270. ISBN 0-8039-3368-1(hb.).£27.00.

O'Keefe describes his book as 'in many ways quite conventional', in its contents, differing chiefly by its reduced emphasis on schools of theory and methodology in persuasion research, such as behaviouristic views of attitude or consistency theories, other than cognitive dissonance theory, which are less important in the field than they once were. Most changes are geared to the level of a graduate-undergraduate course, for a 'conservative treatment of the persuasion literature, in the sense of being a treatment that seeks to exemplify prudence with respect to generalization.'

The major theories and models which the author deems worth discussing are treated in part II. Part III turns to factors which influence persuasive effects, categorized as source factors, message factors, receiver and context factors, and the relationship between attitude and behaviour. The final part is a single chapter on 'compliance-gaining message production,' which O'Keefe sees as plagued by inadequate research methods, due chiefly to the early stage of development of this kind of research.

PIEPER, RÜDIGER (ED.). *HUMAN RESOURCE MANAGEMENT: AN INTERNATIONAL COMPARISON*. BERLIN/NEW YORK: WALTER DE GRUYTER, 1990. pp. xii, 283. ISBN 3-11-012573-0 (hb.). DM120.00, US\$54.95.

Pieper notes in his Introduction that personnel management is not new but that human resources management (HRM) 'as a specific approach to personnel management is relatively new.' It is also vitally important to the success of any enterprise, which depends above all on 'the competence, motivation and general effectiveness of its human organization.'

This book is the result of a conference attended by about sixty management researchers and practitioners from twenty-one countries, in Gummersbach, West Germany, in 1989. The participants explored how HRM differed among their various countries, differences and similarities in its practice, the degree of influence which culture, government education policy and other national contingency factors have on corporate HRM policies, and related topics.

Most of the papers consist of country reports from the 'Western World' (United States, Italy, France and West Germany), 'Socialist Countries' (Yugoslavia, Czechoslovakia and East Germany), and 'Asian Countries' (China and Japan). Part IV is concerned with 'Human Resource Management and Multinational Companies.'

PILOTTA, JOSEPH J., AND ALGIS MICKUNAS. *SCIENCE OF COMMUNICATION: ITS PHENOMENOLOGICAL FOUNDATION*. HILLSDALE, NJ/HOVE AND LONDON: LAWRENCE ERLBAUM ASSOCIATES, 1990. pp. viii, 179. ISBN 0-8058-0401-3 (hb.). US\$24.95.

The authors--who teach at Ohio State and Ohio Universities, respectively--contend that the analysis of communication from a phenomenological perspective will both give a broader basis for 'communicative science' and will permit a more exhaustive

critical evaluation of both theoretical and methodological issues in communication studies. They hope to show, for example, that the evaluation of the of individual and society in the communication process can be carried out more accurately--giving due weight to both factors--if the phenomenology of their functioning and interrelationship is studied.

After briefly saying what they mean by phenomenology, the authors use its method to critique various theories, from positivism through structuralism and semiology, which have been used to study communication. Then phenomenological approaches to dialogue and language are considered, and the question of how to concretize both intersubjectivity and language is addressed--how they maintain continuity and integrate with both the individual and social levels of human experience in the practical order. Finally, various criticisms of phenomenology are answered.

Teachers and students of the philosophy of communication will be especially interested in this book as one of the relatively few attempts to explore that difficult subject in depth.

POOL, ITHIEL DE SOLA. *TECHNOLOGIES WITHOUT BOUNDARIES: ON TELECOMMUNICATIONS IN A GLOBAL AGE*. EDITED BY ELI M. NOAM. CAMBRIDGE, MA/LONDON: HARVARD UNIVERSITY PRESS, 1990. pp. xiii, 283. ISBN 0-674-87263-0 (hb.). £23.95.

At his death, in 1984, Ithiel de Sola Pool, one of the pioneers of communication studies, was working on a manuscript presenting his vision of the new world which was being born as a result of recent advances in communications technology. Professor Eli Noam, of Columbia University, has edited the text to make available Pool's final statement of a lifetime of research and thought.

In general terms some of the changes have been that distance has ceased to be a barrier to communication, different forms of communication tend to merge with each other, computing and communication overlap and interact, the creation and processing of information becomes a major activity of economically developed countries, and mass media become individualized. These changes create powerful forces, but they do not control or channel them. There are dangers to freedom in the new situation, according to Pool, but the dangers come more from governments than from the technologies. Pool favours a free market, and tends to view the dangers of government controls as far greater than those arising from private enterprise.

Communication technologies are among the rare forms of technology that do not significantly increase the pressure on the earth's ecology, according to Pool, and they may sometimes reduce it as a trade off between communication and transportation develops--although he notes that the telephone may have increased the desire to travel. Although people may, in the future, work in a decentralized way--using remote computer links--he does not see them living in increasing isolation, but rather widening their circle of contacts and even friendships. The economic factor governs the level of usage of certain technologies, which can remain relatively unused until the point at which they

become more cost-effective than their more primitive predecessors. Then their use expands rapidly. Pool rightly predicted that phenomenon occurring in the case of the fax machine at the point when sending a fax is as cheap as sending a first class letter. That point has been reached since Pool wrote. Pool's views are both more conservative, politically and economically, and more optimistic about the effects of technology than those of many academic observers of the communication scene today. But his views, as those of one of the giants of the discipline, deserve a sympathetic hearing.

POSTER, MARK. *THE MODE OF INFORMATION: POSTSTRUCTURALISM AND SOCIAL CONTEXT*. CAMBRIDGE: POLITY PRESS, 1990. pp. vii, 179. ISBN 0-7456-0326-2 (hb.) £29.50, ISBN 0-7456-0327-0 (pb.) £8.95.

Many would agree that 'electronic communications are new language experiences,' but Poster goes beyond that to ask just how they differ from speech and writing and what is the significance of the difference. Looked at superficially, electronic devices do the same things as were done before, only far more efficiently and quickly. But their implications for society are far greater. The rapid spread of computer viruses through worldwide networks is an example of the unprecedented interactivity between machine and machine which the new technology has attained. Communication networks also lead to forms and levels of interaction between people and machines which likewise are unprecedented. The electronic age ultimately brings about new kinds of interaction among people, too, and makes necessary new forms of social structures.

Patterned on Marx's concept of the 'mode of production,' Poster introduces the 'mode of information' to 'suggest that history may be periodised by variations in the structure in this case of symbolic exchange,' and that 'the current culture gives a certain fetishistic importance to "information".'

We have entered into a third stage of the mode of information--succeeding the oral and print stages--in which 'the self is decentred, dispersed, and multiplied in continuous instability.' This new theoretical approach is justified because 'the configuration of communication in any given society is an analytically autonomous realm of experience, one that is worthy of study in its own right.'

One of the big changes in the configuration of modern communication which Poster emphasizes is the loss of representational meaning in language. 'Words lose their connection with things and come to stand in the place of things...language represents itself.'

Four new 'languages' of the poststructuralist era are discussed in separate chapters, each focusing on the work of a theorist who has explored that language: Jean Baudrillard and TV ads, Michel Foucault and data bases, Jacques Derrida and electronic writing, and Francois Lyotard and science.

Structuralists, whether Marxists or Weberians, have reached an impasse, which Poster thinks can be broken by using the 'poststructuralist' theories mentioned, and others, to 'assist in the reconstruction of critical social theory.'

STRAW, CAROLE. *GREGORY THE GREAT: PERFECTION IN IMPERFECTION*. BERKELEY/NEW YORK/LOS ANGELES/LONDON:

UNIVERSITY OF CALIFORNIA PRESS, 1988. pp.xiv, 295. ISBN 0-520-05767-8 (alk. paper); ISBN 0-520-06872-6 (pb.), \$13.95.

Pope Saint Gregory I (540-604), was one of the founders of the Middle Ages, but he may not seem very relevant for contemporary communication studies. That doubtless is true for those interested only in secular communications, but Gregory set precedents for ecclesiastical structure and communication which prevailed throughout the Middle Ages and have reverberations even today.

Gregory is especially noted in the English-speaking world for his missionary policies. In a letter to St. Augustine of Canterbury, whom he sent in 596 to convert the Anglo-Saxons, Gregory prescribed a policy of adaptation to local customs which seems almost modern in its understanding of intercultural communication. The policy was often ignored in later years and in other countries, with Gregory himself sometimes advocating conversion by the sword, rather than persuasion, and the Englishman St. Boniface (675-754) allegedly taking an axe to numerous ancient oak trees, venerated by the pagans as the homes of spirits, in his effort to Christianize Germany and the Netherlands.

The present book unfortunately does not dig very deeply into Gregory's intercultural communication policies. Instead, it concentrates on his spiritual and moral writings, which reveal the complex mentality behind his public actions. In a collapsing Empire, with the Lombards pounding at the northern gates of Rome, Gregory was called from the Benedictine contemplative life for which he longed, first to be papal emissary to the Byzantine court in Constantinople, then, in 590, to the papal throne. His efforts to integrate his desire for prayer and his rigid conception of morality with the demands and temptations of public life strike a sympathetic chord with Christians who are trying to do the same thing in the modern world--albeit with a more developed understanding of human nature and moral theology. With St. Augustine of Hippo, Gregory was one of the most widely read spiritual writers of the Middle Ages. As such, he influences Christian thinking today and should be understood by those who are trying to integrate that thinking with the many things humanity has learned about itself since Gregory's day and to communicate that contemporary perspective on Christianity to the modern world.

TEHRANIAN, MAJID. *TECHNOLOGIES OF POWER: INFORMATION MACHINES AND DEMOCRATIC PROSPECTS*. NORWOOD, NJ: ABLEX, 1990. pp. xx, 265. ISBN 0-89391-634-X (hb.) \$39.50.

In his foreword to Tehranian's book, Johan Galtung says that Tehranian, while not rejecting 'large' media, is arguing for communitarian, small media as 'the technologies of empowerment for democracy and development'. To carry out this function effectively, they should be 'interactive', community owned and managed, deprofessionalized and decentralized to give power to the audience and to promote cultural and structural pluralism.

Tehranian says that information technologies consist of

messages, media and 'modes'--that is, the social networks and structures of communication. These technologies therefore must be analyzed in context, and no universally applicable effects theory is possible. For this reason, the book alternates between theoretical discussions and empirical case studies. The case studies are drawn from a wide geographical spectrum, including, for example, the Green movement in West Germany and the Sarvodaya Sharamadana movement, aimed at a revival of Buddhism and the application of Buddhist teachings to the promotion of social and economic development in Sri Lanka. Both theory and cases are seen against a backdrop of the author's own wide experience with Iranian television, service with UNESCO, and academic life in the United States.

The book's central thesis is that the new information technologies have dual effects and hold out contradictory prospects for communitarian democracy. 'Global processes of democratization have faced countertrends in the transnationalisation of the world economy at the centres, tribalisation of politics at the peripheries, and increasing potentials for totalitarianisation of power and surveillance throughout the world.'

The thrust of communitarian democratic movements generally favours such concerns as ecology, nonviolence, social justice and dialogue, but they are 'swimming against the dominant currents of national and international politics.' The new media technologies have 'played a paradoxical role' in this struggle, with 'big media', such as daily newspapers, broadcasting, satellites and mainframe computers tending to promote anti-democratic forces and 'small media'--posters, photocopyers, fax machines, VCRs, etc.--becoming available as weapons to resist those forces. But alone these tools are useless unless appropriate social and cultural structures can be developed which will enable the democratic movements to employ them effectively.

TUCK, BILL, CLIFF MCKNIGHT, MARIE HAYET AND DAVID ARCHER. *PROJECT QUARTET* (LIBRARY AND INFORMATION RESEARCH REPORT 76). LONDON: BRITISH LIBRARY, 1990. pp. xvii, 259. ISBN 0-7123-3207-3 (pb.), ISSN 0-263-1709. £30.00.

Project Quartet was intended 'to investigate the technology of information interchange in the research community with a particular view to seeing if it could be improved; in other words, to demonstrate what things are feasible and to investigate how these might help the scholar.' It was carried out from 1986 to 1989 by teams from the universities of Birmingham and Loughborough, Hatfield Polytechnic and University College of the University of London, for the British Library. Most of the project was in the form of design and feasibility studies, which in most cases involved developing and evaluating prototype systems.

A central issue was to find how best to carry out document delivery. This entered into the research each team pursued individually on the design of scholars' work stations, problems of reading documents on display screens, problems of integrated services digital networks, and the difficulties of handling large databases of fax images.

Many of the papers are quite technical, but human factors are kept in focus, such as the tendency to continue using old systems when new technologies could be adopted with greater

efficiency and cost-effectiveness. Among many other findings, the authors note that fax and e-mail are complementary, rather than competing technologies--each filling functions the other cannot carry out. Predictions were found to be extremely difficult to make, as technologies, such as telefax, which seemed dormant at the beginning of the project were in common use by its completion, while other technologies, such as integrated services digital networks (ISDN) which had seemed to be at the point of takeoff actually failed to catch on.

VERWEY, NORMA ELLEN. *RADIO CALL-INS AND COVERT POLITICS: A VERBAL UNIT AND ROLE ANALYSIS APPROACH*. ALDERSHOT, HANTS/BROOKFIELD, VT: AVEBURY/GOWER, 1990. pp. xiv, 246. ISBN 0-566-05349-7(hb.) £36.00.

Impressed by the political content of morning phone-in programmes, the author initiated projects with her classes at the University of British Columbia to study what was being said and who was saying it, as well as trying to test the effectiveness of the call-ins to disseminate useful information. The studies were later continued in eastern Canada and finally in Britain.

In such programmes, much depends on the moderator--especially on his or her ability to prompt interaction with the caller. In many cases, however, callers will override or ignore the moderator's agenda to put forward their own. The job of moderator is wearying, but it can be used to build a popular base for politics or other off the air activities in the public arena. For the moderator, invited guests and the caller, too, the results of the telephone-radio encounter can be highly unpredictable, satisfying if they go well, but frustrating if they do not. Listeners are attracted by the sense of conversational intimacy the programmes create. The success of such programmes is testimony to the power of radio to convey a feeling of personal involvement by the listener which television cannot match.

BBC phone-ins are faulted by the author for giving in to the 'star system', both for moderators and guests, while the anonymous caller is the 'star' of the Canadian commercial programmes. There, the moderator's role is merely to 'chat up' guests and callers rather than to interrogate them, as often happens on the BBC, according to Verwey. She believes that a truly public service call-in programme should be available on a long-term basis, preserve callers' anonymity, broadcast calls on a first-come-first-served basis, should not restrict topics (except obscenity) and should train young, broadly educated, service-oriented moderators in appropriate 'chat up' skills.

Research on phone-ins is made difficult by several factors, including the anonymity of callers and the consequent difficulty of follow up, or even of collecting sufficient demographic information about them. Nevertheless phone-ins, and the moderator's role in particular, need more research, especially in view of their political potential and influence on public opinion.

WICKE, PETER. *ROCK MUSIC: CULTURE, AESTHETICS AND SOCIOLOGY*. TRANSLATED BY RACHEL FOGG. CAM-

BRIDGE/NEW YORK/PORT CHESTER/MELBOURNE/SYDNEY: CAMBRIDGE UNIVERSITY PRESS, 1990 (ORIG. LEIPZIG: VERLAG PHILIPP RECLAM JUN., 1987). pp. xii, 228. ISBN 0-5211-36555-4 (hb.), £27.50 (\$44.50), ISBN 0-521-39914-9 (pb.) £9.95 (\$14.95).

Wicke is a musicologist teaching at Humboldt University, in Berlin. The book (original title, *Rockmusik: zur Asthetik und Soziologie eines Massenmediums*) is a culture history of rock from its first appearance in 'Eisenhower's America' in the 1950s. The author endeavours to account for the social and cultural origins of rock, as well as describing its attraction for youth and the values and kinds of experience of reality it embodies. The task is daunting because of the rapid changes endemic to the rock scene, changes which include basic terminology. Rock is certainly different from other forms of music, but Wicke insists, 'if rock music is really to be understood in its cultural dimension it must be taken seriously as music and be accepted as a legitimate art form.'

Even in its origins, rock--specifically the 'rock'n'roll' of the fifties--was a mode of teenage rebellion, but the author stresses how the fifties version and all subsequent forms of rock have either been coopted into the commercial music business or, in many cases, simply have been created and marketed as commodities.

British 'beat' music, in the sixties--typified by the Beatles--grew out of the adaptation of American rock'n'roll to the somewhat different culture of British youth. It also involved a significant aesthetic development, which some authorities have regarded as a 'revolution' in the history of music.

Wicke's perspective is Marxist, as might have been expected from someone writing in East Germany before reunification. Rock, and mass culture in general, are described as ideological instruments of capitalism, but they arise rather effortlessly, as the outgrowth of cultural development, and the 'masses..integrate them into their daily lives and imbue them with their own values.' After that, of course, the culture industry uses this as a basis for commercial exploitation.

Whatever other constants it may contain, rock continues to manifest this identity crisis, a tension between rebellion and commercialization. 'Punk', in the late seventies, was perhaps the sharpest peak of rebellion, but even it has been domesticated and commercialized. After punk, diversification set in, with some revivals of earlier forms, and ideologies of the right as well as of the left using rock as a vehicle for their doctrines.

Rapid technological changes marked the eighties, with the Walkman, and music video perhaps the most outstanding developments from the point of view of their mass impact. Wicke notes that music videos are essentially self-advertisements made to promote record sales. Their makers, in fact, most often come from a background of television advertising production and bring with them its hard-sell techniques. What results is an 'aesthetic of the synthetic', making no contribution to music as an art, though perhaps becoming a new art form in themselves. Using every means of psychological appeal pop video 'tempts its viewers through its synaesthetic sensuous attractiveness to a basically affirmative, confirming and assenting attitude towards the content of what is perceived in video reception.' Wicke is in the 'strong effects' school of TV analysis, at least insofar as rock videos are concerned.

The misuse of rock does not mean that rock itself is either bad or that it is a thing of the past. In fact, it has created a new musical environment, as valid and multifaceted as that which preceded it. Wicke sees it as loaded with contradictions but nevertheless as fulfilling functions both for the working class and the music industry. More importantly, perhaps, for the musicologist it 'is linked to a far-reaching dissolution of the character of music as an object of contemplation,' which moves it out of the concert hall to become an 'open field of reference for the most varied cultural activities.' In doing so, music, in a sense, becomes itself a mass medium with great influence on non-musical socio-cultural processes.

WILHELM, DONALD. *GLOBAL COMMUNICATIONS AND POLITICAL POWER*. NEW BRUNSWICK, NJ/LONDON: TRANSACTION PUBLISHERS, 1990. pp. xiv, 172. ISBN 0-88738-354-8 (hb) \$26.95/£20.95.

This clearly written book on the role of communication in the world of Glasnost and perestroika is intended for readers who are not experts in either international politics or international communication. Writing before the final breakup of the Soviet Union Wilhelm nevertheless foresees that result coming out of the reform movement--a result he had predicted in his 1977 book, *Creative Alternatives to Communism*. Political developments in the USSR during the late 1980s and into 1990 are sketched, as is the history of the development of satellite communication and other new technologies, and implications are drawn about their interrelationship.

The increasing availability of information had begun to make the Party's control of the Soviet people difficult long before the Gorbachev era. Television 'has rendered the role of the Communist political agitator more and more obsolete. The public have become so well informed that the local party activist and his dogmas are regarded as increasingly redundant.'

Nevertheless, some tried to hold back the tide. As recently as 1988, direct satellite broadcasting was seen as a greater threat than 'Star Wars' by many in the Kremlin. Gorbachev, himself, voiced his fears of a 'pseudo-culture alien to Europe' flooding into the USSR through the mass media. But the tide was even then sweeping all before it, and realism was replacing paranoia. All Soviet jamming of shortwave broadcasts had ceased by 1988, and a 1985 agreement between Intersputnik and Turner Broadcasting paved the way for Soviet satellites to become major carriers of the Cable News Network (CNN).

The implications for international politics of satellite launch capability, news services, fibre optics, military space programmes, and geographical and meteorological survey satellites are discussed in terms of their implications for society, culture and politics. The impact of various international news sources is said to be relative to their reputation for reliability and fairness. For example, although American and Soviet governmental shortwave services were, at the time of writing, tied for first place in number of hours broadcast and the BBC ranked only fifth, BBC attracted by far the most listeners because of its traditionally trust-

worthy image.

Wilhelm thinks the new media offer hope for delivering more power into the hands of the people, as witnessed in the role of satellite television relays and the fax machine in the Chinese uprising of 1989. But they also can be used for repression, as in the Chinese government's 'terror by television' campaign to impose conformity in the wake of the uprising's brutal suppression.

WILLIAMS, FREDERICK, AND DAVID V. GIBSON (EDS.). *TECHNOLOGY TRANSFER: A COMMUNICATION PERSPECTIVE*. NEWBURY PARK/LONDON/NEW DELHI: SAGE, 1990. pp. 302. ISBN 0-8039-3741-5 (pb.) US\$13.95.

The transfer of technology from its developers to end users is a major preoccupation of contemporary civilization at almost all levels. Innovations, whether in computers, telecommunications, audio systems, video games, automobiles, washing machines or agricultural methods come at us thick and fast. Much of our time is spent in learning to use those which are relevant and learning to cope with the changes they bring about in the way we live. Researchers at the University of Texas in Austin have focused on technology transfer as a communication phenomenon and, with collaborators in other institutions, have brought together some of their findings in this book.

In their introduction, the editors sketch various models which have been proposed for the study of technology transfer. At first, it was felt that the main burden for acceptance of a technology rested with those who developed it, and that product quality and market pressures would largely determine the product's diffusion. Later, more stress was placed on the role of information in creating willing acceptors. Finally, researchers have adopted a communication-based model, which recognizes that successful technology transfer depends on an ongoing, interactive process of interpersonal communication and the technology can have vastly different meanings and values in the minds of the various groups and individuals involved with it.

Aspects of the transfer process discussed in the papers include the way it is conducted within institutions, networking for intra-institutional cooperation, suggestions for national research consortia to improve the compatibility of a country's products, linkages between universities and industries, collaboration of government, industry and academia in the encouragement of new business ventures, the role of telecommunications, and several case studies of international examples of technology transfer. Discussion is generally from an organizational research and business administration perspective, rather than that of the social or human impact of technology.

WILLIAMS, NOEL, AND PETER HARTLEY (EDS.). *TECHNOLOGY IN HUMAN COMMUNICATION*. LONDON/NEW YORK: PINTER, 1990. pp. xiii, 242. ISBN 0-86187-766-7 (hb.) £35.00; ISBN 0-86187-767-5 (pb.) £9.95.

Despite the ample supply of books on information technology, the editors justify another by noting that none of the existing works showed, in an accessible manner, how three key issues

in communications are fundamental to our understanding of the relationship between technology and society: how humans use language and other codes; how they recognize and interpret the meaning of events; and how human behaviour is influenced by the context in which it operates.

Hartley begins with a much-needed chapter describing, in layman's terms, some of the recent technological developments which have revolutionized human communication in a very brief space of time. Other chapters deal with the use of induction in 'knowledge engineering', problems in adapting systems to varieties of uses and users, software, the specialized language of computers, community access to information technology, satellite television, and the role technological change can be expected to play in future organizational and industrial conflicts, as well as questions of security, privacy and control pertinent to the new technologies.

The editors teach at Sheffield City Polytechnic, and empirical data generally is taken from a British context.

WILLIAMS, ROSALIND H. *DREAM WORLDS: MASS CONSUMPTION IN LATE NINETEENTH-CENTURY FRANCE*. BERKELEY/LOS ANGELES/OXFORD: UNIVERSITY OF CALIFORNIA PRESS, 1991(1982). pp.xii, 451. ISBN 0-520-07424-6 (pb.) US\$14.95.

The consumerism which has come to dominate twentieth century life did not spring up fully grown in the past ninety years, but had roots deep in the cultural history of several centuries of western civilization. Although other countries contributed significantly to its growth, France stands out as the principal trend-setter for most of that period.

Williams traces the phenomenon from the early eighteenth century, when the ritualized ostentation of the court of King Louis XIV set patterns for behaviour among the nobility which later spread multifariously to the bourgeoisie, and finally, in the latter half of the nineteenth century, to the general population. The Sun King consciously employed conspicuous consumption among his nobles as a symbol of power and an instrument of social control. The pleasures of consumption, and its patterns of self-indulgence, frivolity and waste, survived the passing of courtly life, to thrive on the products of mass production and, in turn, to make industrialization profitable.

Williams focuses on symbols which emerged in nineteenth century France to encourage mass consumption. One of these was the exposition. Although expositions began with the one at Crystal Palace, in London, in 1851, they touched such a sympathetic chord in France that four major expositions were held there between 1855 and 1890. In the Paris exposition of 1900 'the sensual pleasures of consumption clearly triumphed over the abstract intellectual enjoyment of contemplating the progress of knowledge,' as these 'dream worlds' were designed to bewitch the crowds which flocked to them. The patterns set by expositions, as one of the 'mass media' of their day, carried on into the twentieth century to dominate the electronic media. Simultaneously, department stores multiplied to make a variety of cheap goods available to all, who could now begin to imitate the patterns of consumption formerly restricted

to the elite.

As the 'common herd' became increasingly able to ape the elite in their clothing and other possessions, some individualists felt compelled to try to stand out from the crowd and become 'trend setters' in consumer behaviour. The exemplar of this phenomenon was the 'dandy', who built a dream-like personal image by his manner of acquiring and using material things. Again, the English were the innovators, with Beau Brummell (1778-1840) setting the tone which the French were quick to adopt and perfect. Williams reviews several perceptive treatments of dandyism in French literature of the period, among them des Esseintes, in Joris-Karl Huysmans' novel *A Rebours*. The novel ends in tragedy, with des Esseintes' passion for elite consumption finally destroying him. Des Esseintes is a microcosm of what Huysmans sees happening in the world in general. 'Just as his self-deceptions reflect a larger pattern of deceit running through society, so does the collapse of his dream world suggest intrinsic weaknesses in the larger universe of fantasy-made-merchandise.'

The most perceptive contemporary observers saw and warned of the dangers of mindless consumerism. In addition to the novelist Huysmans, Williams deals at length with the views of the 'unconventional economist' Charles Gide, one of the earliest advocates of consumer activism, and of sociologists Emile Durkheim and Gabriel Tarde. In particular, he stresses Durkheim's efforts to reconstruct a moral system which could confront the social crisis of the times and Tarde's theory of imitation, which probed the social-psychological motivations of phenomena such as consumerism. In a period of anti-religious fervour in France all four of these critics acknowledged, from their various faith perspectives and in their own ways, the importance of religion in avoiding the pitfalls which gaped in the path of industrializing society, ready to swallow and destroy human integrity.

This Book Supplement is being distributed with Volume 12, No. 1, of *CRT* as a bonus to our readers and to help us clear some of the backlog of review books on our shelves. The increase in the size of *Trends* issues was partly intended to make more space available for book notes, but the enthusiasm of our writers has caused even that space to be filled by the main review articles, current research and bibliography focused on the issue topic. If that continues to happen readers can expect more of these special books supplements - but on an irregular basis.

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W. E. Biernatzki, S.J.  
Editor