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12 April 1990

Dr. George Gerbner
The Annenberg School of Communication
3620 Walnut Street
Philadelphia, PA 19104

Dear George:

Enclosed are copies of the reviews we have received:
Library Journal, Booklist, Choice, L.A. Times, and
the Columbia Journalism Review.

The IEC was also selected as an Outstanding Reference
Source for 1989 by Booklist and as Outstanding
Academic Book for 1989 by Choice.

Best wishes,

Sincerely,

Karen L. Casey
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Directory & dictionary of animal, ed. by Roger Hull, Fred Brown, and Chris 25p ISBN 0-935859-59-4, \$79.00
 ed. dictionary of virology contains entries s names, names of families or groups, his- associated with virology. The authors are he field. There are scattered illustrations, mplete citation to a journal article or book entries. There are six tabular appendixes at viral infections of insect species and cyanobacteria, and mycoplasmas. This oly with K.E.K. Rowson's *Dictionary of* e many terms in common, but Hull has inal names, and the helpful appendixes. Be- o not contain viral names and do not cover l terms or give the specialized virological terms (e.g., "collar," "passage"), this work advanced undergraduate students and re- Williams, Vassar College

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vker, 1989 (c1988). 6v. ISBN 0-8352-

of this massive size is an anachronism in using it a searcher is faced with poring over most 670 legal titles ranging from classic Series" to multivolume loose-leaf services s of these selected works were merged and topical chapters. Actually only 40 chapters emainder are promised in the near future. identical with or closely related to familiar West Publishing Company's digest system. law, banks and banking, bankruptcy, civil dence, taxation, torts, etc. Others are either or restructuring of traditional legal topics, ing, immigration and emigration, alterna- ad of arbitration), and entertainment. pub- of the 40 chapters is preceded with a list al indexes have been merged into one grand pter topic. For instance, the chapter dealing ources with each title assigned a unique ab- bliography is an alphabetical list of major x law (70 pages) that provides the searcher . Then comes the pièce de résistance, an ex- pages) in which the major subject terms are es of subtopics and sub-subtopics. Opposite l the abbreviation, page and/or paragraph lication. (Obviously, one needs to have the dily available.) According to the publisher, on was based on the following criteria: (1) 900; (2) has more than 100 pages; (3) is not of a particular jurisdiction; (4) is neither a or form book; (5) discusses US law or inter- erally in the mainstream of legal research. e-leaf format to facilitate updating; entire t single pages. Updates will be issued in Au- and February 1990. It is difficult to be nega- gnitude and ambition. "Looking up the law" tried it well knows. Thanks to online legal ie task is now easier, albeit expensive (no ay). Standard legal treatises and legal ency-

27-1307

P87.5

88-18132 MARC

International encyclopedia of communications, ed. by Erik Barnouw et al. The Annenberg School of Communications, University of Pennsylvania/Oxford, 1989. 4v. index afp ISBN 0-19-504994-2, \$350.00

Conceived, developed, and edited at the Annenberg School of Communications, this encyclopedia (*IEC*) "represents the first attempt to survey—and, in many respects, to define—the communications field in a clear, comprehensive, and authoritative way." The four volumes offer 569 signed articles ranging in length from 500 to 4,000 words, written by more than 450 scholars and professionals from 29 countries, under the guidance of 25 section editors and more than 170 editorial advisors, and supplemented with more than 1,000 captioned illustrations. Breadth is noteworthy; topics and individuals are included that one might consider obvious (political communication, persuasion, journalism, Aristotle) as well as those not so obvious (pornography, tourism, funerary art, puppetry, Muzak, the Crusades). Articles are arranged alphabetically by topic and include frequent cross-references as well as bibliographies prepared by the contributors. Accessibility is assured by an excellent index containing concepts and key terms as well as names, titles of works, article titles, etc. The reader is also aided by a "Topical Guide," a synoptic outline of contents which gathers article titles under 30 headings: Advertising and Public Relations, Ancient World, Animal Communication, Area Studies, Arts, Communications Research, Computer Era, Education, Folklore, Government Regulation, Institutions, International Communication, Journalism, Language and Linguistics, Literature, Media, Middle Ages, Motion Pictures, Music, Nonverbal Communication, Photography, Political Communication, Print Media, Radio, Religion, Speech, Television, Theater, Theories of Communication, and Theorists. The attempted exhaustive interdisciplinary and international coverage is impressive, but some oversights and inconsistencies can be noted. For example, interpersonal communication and organizational communication are absent as major fields of interest in the "Topical Guide." There are articles concerning communication with animals or extraterrestrials but not with one's spouse. An article is devoted to popular music, but rock music is barely mentioned, and new wave or punk music not at all. Also interesting is the editorial decision to limit biographical entries to career information only. The article on Charlie Chaplin, for example, could be found in any general encyclopedia and does not provide insight into his contribution to communications. More valuable are the entries on individuals who may be prominent in another field, but have made a unique contribution to the field of communications; these discussions tend to have greater depth. Although intended to serve as a "reference for students, scholars, educators, professionals, and general readers," the *IEC* appears confused at times in its treatment of topics. Some articles, such as the overview on "Public Speaking," are easily read by the average reader, while others, such as the "Dance" entry, are more scholarly or theoretical, requiring a basic or even advanced knowledge of the subject. However, the few mixed results do little to mar the overall value of this tool. The *IEC* succeeds most emphatically in its contribution to a field where no other major reference source exists and it will also be valuable to researchers/students in other disciplines.—L.A. Sullivan/A. Ellis, Northern Kentucky University

27-1308

Z5917.S36

89-2841 CIP

Justice, Keith L., comp. **Science fiction, fantasy and horror reference: an annotated bibliography of works about literature and film**. McFarland, 1989. 226p indexes ISBN 0-89950-406-X, \$27.50

Midway through the introduction the compiler runs up a warning flag, a parenthetical sentence: "(Indeed, if a great deal more time had been set aside for research, this listing might have contained 500 entries

SIGNAL ACHIEVEMENT

BY JAMES BOYLAN

The new *International Encyclopedia of Communications* is a marvel of order and planning. Under the editorship of Erik Barnouw, historian of broadcasting and documentary film, and the sponsorship of the Annenberg School of Communications at the University of Pennsylvania, the work marched from the gestation stage in 1982 to publication on schedule in the spring of 1989. Twenty-five section editors, with the aid of 170 editorial advisers, obtained articles from some 450 contributors from twenty-nine countries. The whole has been handsomely printed in two colors and four volumes, thoroughly indexed and cross-indexed, and presented in clear and ser-

James Boylan is a professor of journalism at the University of Massachusetts, Amherst.

viceable English with generous illustrations.

The encyclopedia takes as its province, Barnouw writes in the preface, "all ways in which information, ideas, and attitudes pass among individuals, groups, nations, and generations" (and, he might have added, animals as well; see articles on "Animal Communications," "Animal Signals," and "Animal Song"). This is an ambitious prospect, without discernible boundaries.

There emanates from this work the aggressive demeanor of a young disci-

INTERNATIONAL ENCYCLOPEDIA OF COMMUNICATIONS

EDITED BY ERIK BARNOUW.
OXFORD UNIVERSITY PRESS, 4 VOLUMES.
1,911 PP. \$350

pline — the first American doctoral program in communications dates only from 1945 — expanding its turf. It reaches out to absorb unguarded territory in older fields, taking healthy bites from the study of literature, linguistics, political science, and the arts. It claims dead patriarchs as its own, seizing the mantles

of, among others, Plato, Martin Luther, Milton, Locke, and Darwin. At the same time it sets about to create its own canon, raising to eminence such figures as Claude Shannon, an American mathematician, who, by my inspection, is the subject of the longest biographical article in the whole encyclopedia. (Shannon is credited with supplying the not unimportant link between human logic and computers.) It also recognizes such insiders as Paul F. Lazarsfeld of Columbia, Harold D. Lasswell of Chicago and Yale, and Wilbur Schramm of Iowa, Illinois, and Stanford. Schramm, in fact, contributed eleven articles before his death at the end of 1987.

This expansiveness makes the encyclopedia unexpectedly rewarding reading. There are articles by indubitable authorities from heterogeneous fields — Terry Eagleton of Oxford on structuralism, Elizabeth S. Eisenstein of Michigan on the cultural impact of printing, Ben H. Bagdikian of Berkeley on monopoly, the late Raymond Williams of Cambridge on "Fact and Fiction."

The browser finds many bonanzas — an array of articles one might never have

Columbia Journalism Review 11-12-89

166 No. 41 ★ ★ ★ Thursday

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expected to see in any encyclopedia. There is Alan Lomax on cantometrics, a system he invented to interpret singing styles cross-culturally; the journalist Robert Goralski on espionage; the conductor Jane Hulting on Muzak; Galit Hasan-rokem of Hebrew University in Jerusalem on the proverb; Roger D. Abrahams of Pennsylvania on insults.

Those seeking information on journalism may be less pleased. There is no comprehensive article on journalism, journalists, reporting, or news. The reader must look for subdivisions — television news, photojournalism, the newspaper — and hidden corners. For example, the best historical essay on journalism is found in Michael Schudson's article under “Political Communication.” The best discussion of current press forms, including the alternative media, is Michael J. Robinson's, tucked away in “Government-Media Relations.”

Worse, those chosen to represent American journalism in the biographical articles are for the most part the same old batch of imperial organizers — Bennett, Greeley, Hearst, Pulitzer, Luca — presented with stale bibliographies or no bibliography at all. I found only one article on a writing journalist, and the subject, Walter Lippmann, seemed to qualify only because he was also a public-opinion theorist. Not even Edward R. Murrow makes the list.

Somewhere in the back of their minds, the planners of the encyclopedia seemed to be dogged by the concept of journalism as a somewhat disreputable industry and journalists as mere vocationalists. This moldy view is not surprising, given the absence from the encyclopedia of almost all of the current generation of scholars who specialize in the study of journalism, journalists, and news.

But if journalists may feel slighted, what about women? To be sure, women are plentifully represented among the contributors. But among the 135 or so individuals chosen for separate biographical articles as the Great Communicators of all time — and meeting the qualification of being either dead or born before December 31, 1919 — only two are women — Helen Keller and Margaret Mead. As Janet Saltzman Chafetz writes in volume 4, page 56: “Definitional power reinforces sexism.” ♦

SHORT TAKES

THE LIGHT IN LEBANON

What made reporting so difficult from Beirut was the fact that there was no center — not politically, not physically; since there was no functioning unified government, there was no authoritative body which reporters could use to check out news stories and no authoritative version of reality to either accept or refute; it was a city without “officials.” After the civil war broke out in 1975, the center in Lebanon was carved up into a checkerboard of fiefdoms and private armies, each with its own version of reality, which it broadcast through its own radio station and its own spokesmen. The pure white light of Truth about any given news story in Lebanon was always refracted through this prism of factions and fiefdoms and then splashed on one's consciousness like a spectrum of light hitting a wall. As a reporter you had to learn to take a little ray of red from here and a little ray of blue from there and then paint in story form the picture that you thought most closely approximated reality. Rarely did you ever have the satisfaction of feeling that you really got to the bottom of something. It was like working in a dark cave with the aid of a single candle. Just when you thought you had spotted the white light of Truth, you would chase it, only to discover that it was someone else, also holding a candle, also looking for the light.

FROM **FROM BEIRUT TO JERUSALEM**

BY THOMAS L. FRIEDMAN

FARRAR STRAUS GIROUX, 525 PP. \$22.95



Jawad/SIPA Press

Lib. Journal

★International Encyclopedia of Communications. 4 vols.

Oxford Univ. Pr. 1989. 1913p. ed. by Erik Barnouw. illus. photogs. bibliog. index. LC 88-18132. ISBN 0-19-504994-2. (set). \$350. REF

This four-volume encyclopedia, developed under the aegis of University of Pennsylvania's Walter Annenberg School of Communications, is a first of its kind in the field, and it is a treasure. More than 450 scholars contributed 569 signed articles on animal communication; journalism; mass media; language, linguistics, and speech; nonverbal communication; social issues; performing arts; and more. Entries range from animal songs to libel. Essays also include brief bibliographies, but, peculiarly, citations list place of publication, but not publisher. There are cross-references, a topical guide, index, and more than 1000 illustrations. To all libraries and communications departments: Buy this now.—*Jo Cates, Poynter Inst. for Media Studies Lib., St. Petersburg, Fla.*

... his incommunicable pragmatism of his mother. With the death of his father when the author was still a youngster, she became the major force in his life and relentlessly prodded her son into exertions intended to advance his career. But in following her lead, Baker was not always true to himself. And at any rate, her obsession with success, shaped by the economic adversity that plagued her family, was apparently insatiable.

House post and trying to meet the standards his mother had set for calibrating his professional progress, Baker had given up a job he had performed brilliantly and happily—as the Sun's London correspondent. It did not take him long on the prestigious treadmill of the White House beat, just as dreary back then in Dwight Eisenhower's day as it is now under George Bush, to realize his mistake. "I had swapped the freedom to

premium on so-called exclusives. "I had never been much interested in getting 'inside' information and scoops," he concedes. "Such stuff was important to a newspaper but it wasn't what I did well. On the Senate beat (for the New York Times which hired him away from the Sun) . . . I wanted to let readers know that the senators billed as titans of statesmanship were also human."

lived through those years and also those young enough to have missed them will be grateful to this Observer for recapturing that era.

Shogan, The Times' national political correspondent, has been a member of the working press for nearly 35 years.

Living by Signs, Songs and Speeches

LA TIMES/BOOK REVIEW

**INTERNATIONAL
ENCYCLOPEDIA OF
COMMUNICATIONS**
(Oxford University Press
and the Annenberg School of
Communications, University
of Pennsylvania: \$350;
4 volumes, 1,913 pp.)

Reviewed by Norman Corwin

There are surprises in this encyclopedia. One expects articles on hieroglyphs, folklore, institutions, literacy, diplomacy, media, symbols, propaganda, religious codes, photojournalism—but Clothing? Coins? Eyes? Smell? Gossip? Tourism? Terrorism? Hair? Physical space between people? Muzak? Pornography? Rumor? The urinal as an art object? The song repertoire of the brown thrasher? The tympanal organs of locusts?

It turns out that there is nothing antic about such entries. They are all legitimate, they all belong, and so many essays are downright fascinating that one is tempted to read the volumes incrementally, in one's sweet time, from all four covers to all four covers.

Considering that communication is universal and basic to all animal species, that writing is 5,000 years old, that half a millennium has passed since Gutenberg; that film,

Corwin is a visiting professor at USC's School of Journalism. His last book was "Trivializing America."

radio, television, microchip and satellite have produced a communications revolution that is still expanding, it is hard to believe that there has not been an encyclopedic work in the field until now.

International Encyclopedia of Communications, hereinafter called IEC, is a beauty. Most of it, anyway. It is printed in two colors, generously illustrated, arranged both alphabetically and topically, consistent in style, never loose, never digressive, never argumentative. It is also resourceful, responsible, at times a bit scant, but sure of its ground even then. The tone is cool, clear, precise and preponderately academic, reflecting the makeup of its 442 credited contributors: 369 professors, scholars, lecturers, archivists and curators; 19 researchers; 30 executives from media; 10 publishers and editors, 3 film makers. All under the editorial chieftancy of Erik Barnouw, America's foremost historian of broadcasting and documentary film.

Major areas of international communications are covered—ancient, modern, interspecies, nonverbal, linguistic, literary. The work is an omnium-gatherum of the best sort: It takes in media, education, print, broadcasting, advertising, computers, religion, theater and hundreds of other subjects, going into areas both familiar and exotic in its nearly 2,000 pages.

While IEC is sound enough to satisfy discriminating scholars, it also invites mining for nuggets, and

that can be sport. Take for example the aforementioned species of brown thrasher, which, like most birds, communicates by song. Studies have turned up "an individual" endowed with "an enormous vocabulary" of more than 2,000 documented different songs.

Under Funerary Art we learn that in certain medieval Christian rituals, it was the custom to disperse parts of the body by burying the heart in one church, the bowels in a second, and the shell of the body in a third. Three distinct monuments were erected, and this worked out nicely for a clergy which benefited from threefold endowments, one per burial of each section. (I was reminded of a Mark Twain observation: "In a museum in Havana there are two skulls of Christopher Columbus, one when he was a boy and one when he was a man.")

There are 10 different entries for Eyes, including animal signals, body decoration and "proxemics" (a word coined in 1963 by an American anthropologist to describe "cultural patterning of mutual sensory involvement of people in face-to-face encounters"). Two volumes earlier, we are told that in ancient Sanskrit dramaturgy; there were 36 stylized signs and movements of the eyes to indicate "complex correspondences, moods, and states of mind, universalized in the direct experience of the competent Sanskrit audience."

It is to a competent international audience that IEC is addressed, and

the product more than meets the corresponding obligation to be competent itself. Though occasionally certain articles may be pushy on coinages and words not yet admitted to unabridged dictionaries (*dystopian, cantometrics, dipromity, actianial, ethnopoetics, addressivity, fotonovela, phasmatrope*), there are small grounds for complaint, since all these and other high-flown terms are amply explained and nobody gets hurt.

Occasionally the writing is not only informative but judicious, as in a definition of pornography which perhaps surpasses anything yet formulated by a court: "Pornography defines erotic desire by isolating it from the contexts of medicine and scientific rationality as well as from aesthetic analysis; thus it slips through the categories of thought that we use to organize our knowledge and culture. And yet it has become, at least in Western countries, part of the public agenda, a matter for commissions and public inquiries, confirming the observation once made by the French historian Foucault that we are the only civilization in which officials are paid to listen to people talk about sex."

Under Books, there is a reflective historical note: "The increase in the dissemination of knowledge to which printed books gave rise was almost immediately understood, but it was not regarded as an unmixed blessing. Truth and knowledge could now easily circulate, but so could error."

The scope of IEC is remarkably broad, ranging from the gestures of infants, to communication with extraterrestrial intelligence; from the communicative power of chemicals (notably pheromones), to ethics in media. So comprehensive is IEC that it seems almost odd for the vegetable kingdom to be left out. A modest case could be made that thorns and barbs communicate to potential molesters a warning to stay away; that the color and scent of flowers advertise for matchmaking pollinators; that the message of carnivorous plants is, "Come on, sucker." But then the IEC is busy enough without taking on *ocotillos* and the Venus flytrap.

There are more than 15,000 entries, most of them supported by 1,100 illustrations including half-tone and line art as well as maps, charts and tables. All are smartly chosen. One photograph in particular, a magnificent satellite shot of two hurricanes spinning simultaneously, one in the Pacific, the other in the Atlantic, is worth the price of Vol. 4.

Living is communicating. Birds do it, bees do it, whales do it, bishops do it. So do cats, clocks, jungle drums, networks, perfumes, comics, bones through the nose, want ads, maps, traffic signals, tax bills, kinesics, isoglosses, morphokines, steganography, semiotics, homiletics and hermeneutics. Anybody who is not sure what those last seven mean, will find them in the IEC, all nicely cross-indexed a dozen different ways.

The ozone hole is mentioned in *Antarctica*, and while *hole* is not a subheading under *ozone* in the index, among the nine subheadings listed there are *Air Pollution*, *Antarctica*, *Fluorocarbons*, and *Environment*.

One subject not found at all was gun control; the index entry *gun* refers to *Artillery* and specific types such as *Machine Gun* and *Shotgun*. There is no entry *Handgun*, and such entries as *Rifle*, *Revolver*, *Pistol*, and *Target Shooting* give good technical and historical descriptions but no reference to gun control. Likewise no mention is made under *Crime*, *Juvenile Crime*, *Murder*, *Manslaughter*, or *Homicide*. No mention was found of the experimental aircraft *Voyager*, which made a nonstop round-the-world flight in 1986. *Oil spill* cannot be found in the index under *oil* or *petroleum*, but the term is a sub-subheading under *pollution*. The issue of hormones in beef cannot be found through the index, but it is mentioned in *Animal Husbandry*; and a 1984 book titled *Modern Meat* in bibliography #609 has the subtitle *Antibiotics, Hormones and the Pharmaceutical Farm*. It is referenced only from the entries *Food Processing and Preservation* and *Food Supply, World*, not from *Meat*, *Meatpacking Industry*, or *Animal Husbandry*.

Bibliographies are all gathered together in the last half of volume 28. A two-page preface and guide explains the scope and arrangement. Preceding the numbered lists themselves, a general breakdown (#1-24 General Works, #25-48 Philosophy, #49-132 Religion, etc.) followed by a specific topic listing (e.g., #40 Chinese Philosophy, #78 Ecumenical Movement, #324 Adult Education, etc.) serves as a kind of index. The main access to the bibliographies, however, is the references at the ends of articles that refer to them by number; these have about doubled in number since 1983. Subject bibliographies contain from 3 to 30 items; biography lists are shorter, ranging from one (e.g., Saint Thomas Aquinas) to six (e.g., Benjamin Franklin). All entries are for books, and a brief annotation is included for each. Many 1987 and 1988 publication dates were noted. The bibliography consultants are almost all librarians, and the lists are pertinent and well chosen.

Two additional helps are found in volume 28. First is a five-page "How to Use the Library," which includes information about online catalogs and computer-assisted research as well as card catalogs and periodical indexes; following is the three-page "How to Write a Term Paper," which talks about using a word processor as well as outlining the paper, note

taking, etc. Volume 1 provides a four-page "Guide to *Funk & Wagnalls New Encyclopedia*," which explains its scope and arrangement. A one-page condensation of this appears in volumes 2-28. All of these promote the use of the index as a starting point for any search. Volume 1 also includes a selected list of abbreviations used in the text, with referral also to the entry *Abbreviations and Acronyms* and to other subjects that include other such charts.

Illustrations are generally effective, are placed in good proximity to the text, and serve to expand and clarify it. The total number of illustrations has dropped slightly over the five-year period, but the number of color illustrations has increased by over 100. Still, almost two-thirds of all illustrations are in black and white, and the set has fewer illustrations than any other general encyclopedia. Many illustrations are bled to the edges or gutter of the page, so rebinding could be a problem. Drawings and diagrams are used as well as photographs and reproductions of paintings, etc. The great majority of maps are by Hammond and of excellent quality. Occasionally the print is very small (e.g., *Norway*), but all are clear. Because of narrow margins, some maps with a two-page spread lose detail in the gutters (e.g., *China*, *Alaska*, *West Germany*). In addition to the usual geographic maps, others show climatic regions, growth, landforms, land use, population distribution, vegetation, history, etc.

4. PHYSICAL FORMAT. Volumes are approximately 6½ by 9½ inches, regular book size, neatly bound in gray and blue Kivar with a gold printed spine. The volumes seem sturdy and stood up well to examination. (Trying to photocopy a double-page map could possibly be damaging, however.) Type is small but clear; different sizes and boldness of typeface set off entries and subheadings well. Running heads are provided for each two-page spread. The paper is opaque with only an occasional shadow of show through. It is not coated, however, so illustrations do not have quite as much impact as they could, though most are reproduced clearly. A few particularly attractive examples noted were of *African Art and Architecture*, dew on a young blueberry blossom (*Photography*), a Chinese scroll painting (*Painting*), and a skyline of Manhattan (*New York City*).

5. SUMMARY. *Funk & Wagnalls New Encyclopedia* is unique among encyclopedias in that it is sold in supermarkets (though libraries can order it directly from the publisher). It is not as detailed and scholarly as, for example, *Collier's The New Encyclopaedia Britannica*, or *The Encyclopedia Americana*, but it does provide good, clear, up-to-date coverage of global events in a readable style for an audience of nonspecialists from junior high school age upward. While designed primarily for home use, it is a suitable purchase for libraries and gives good value for its purchase price.

Marshall
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International Encyclopedia of Communications. 4v. Ed. by Erik Barnouw and others. Oxford, 1989. bibliog. index. hardcover \$350 (0-19-504994-2).

001.510321 Communication—Dictionaries [CIP] 88-18152

The complex, highly interdisciplinary field of communications is rapidly evolving due to constant technological innovations. The difficulties and challenges inherent in this process may be why the field has heretofore lacked a comprehensive subject encyclopedia. This void has now been filled by the four-volume *International Encyclopedia of Communications (IEC)*, a cooperative publishing venture undertaken by the Annenberg School of Communications at the University of Pennsylvania and Oxford University Press. In preparation for six years, this collaborative project drew on the expertise of an impressive array of international scholars and experts who served as editors, editorial advisers, and contributors under the direction of editor-in-chief Erik Barnouw, professor emeritus of drama, Columbia University. As Barnouw indicates in the preface, the term *communications* encompasses "all ways in which information, ideas, and attitudes pass among individuals, groups, nations, and generations." Intended for college students and educated laypersons as well as scholars and professionals, *IEC* attempts "to define, reflect,

Notes from the Editor

In addition to our "Annual Encyclopedia Update (to be published this year in the October 15 issue), the Board periodically does longer reviews of individual encyclopedias, evaluating their revision over a period of five years or more. This issue of *RBB* contains such a review of *Funk & Wagnalls New Encyclopedia*; the July issue will contain a review of *Compton's Encyclopedia*.

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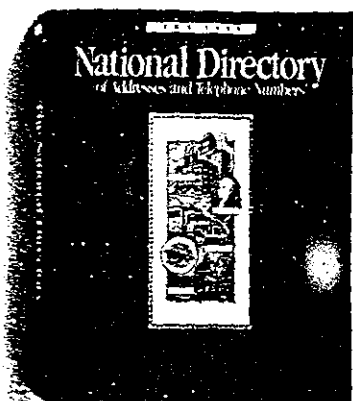
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Arranged alphabetically word by word, the 569 articles range in length from 500 to 4,000 words. The articles are signed, and a list of contributors in volume 4 notes their professional affiliations and the titles of the entries they wrote. The editor's commitment to creating a work of international scope is reflected in this list, which includes more than 450 scholars and other specialists from 29 countries. Also evident in this list is the wide range of disciplines involved in studying various aspects of the field of communications. Among the subject areas represented are anthropology, art, drama, education, history, journalism, law, linguistics, literature, music, philosophy, political science, psychology, religion, and sociology. Thus, it is not surprising that perhaps the most impressive feature of *IEC* is the diversity of the topics treated. Some articles are devoted to subjects pertaining to the history of communication (e.g., *Colonization, Egyptian Hieroglyphs, Silk Road*), while others discuss customs or social interactions that further communication (e.g., *Festival, Food, Gossip*) and institutions involved in the communication process (e.g., *Library, Museum, School*). Visual art forms and the performing arts are covered (e.g., *Photography, Sculpture, Acting, Dance*), as are literature and other written forms of communication (e.g., *Poetry, Literary Canon, Newsletter, Spy Fiction*). Among other categories treated are the mass media, popular culture, communication technologies, nonverbal forms of communication, animal communication, and research methodologies used by communication scholars. In addition, approximately 130 articles are devoted to individuals who made significant contributions to some area of communication (e.g., *Confucius, Hitchcock, Alfred, Piaget, Jean, Webster, Noah*). Although most of the individuals covered are deceased, some living persons born prior to 1920 are also included. While biographical information on these subjects is generally available in other reference sources, *IEC* articles offer a different perspective on their careers by concentrating on those aspects of their work that contributed to either the development of, or current knowledge about, communication. For example, the article *Darwin, Charles* emphasizes the significance of his observations regarding animal signaling and human gestures and facial expressions.

While the general arrangement is alphabetical by article title, in some cases several articles are grouped together under a topical heading for easier access. For example, the entry *Children* actually consists of four separately authored articles dealing with children and communication: *Development of Communication, Development of Symbolization, Use of Media, and Media Effects*. Additional access to related articles is provided by a network of cross-references that greatly facilitates the use of the set. These references indicate links in a variety of ways: by capitalizing an entire word or phrase within the text of an entry to indicate that a term has a separate entry, by frequently including *see* and *see also* references within the body of articles, and by providing *see also* references at the end of articles.

Concluding each article is a brief bibliography that provides suggestions for further reading. Although some foreign-language monographs and articles are cited, most of the references are to sources in English. The majority of these bibliographies include citations from the 1980s, and a number cite publications as recent as 1987. However, some of the articles dealing with technology do not have citations as current as might be expected. For example, the most recent sources cited in the articles *Satellite* and *Microelectronics* were published in 1984. In fact, the generally skimpy coverage of recent developments in communication technologies is a disappointing aspect of *IEC*. The set contains no mention of high-definition television, telefacsimile transmission, or the burgeoning books-on-tape industry, and it gives only very brief treatment of computer graphics and video games. This weakness is apparently a reflection of the editorial decision to concentrate on long-range patterns and processes in order to prevent the encyclopedia from becoming obsolete too quickly. Curiously, the only other serious omissions noted involved communication and the visually- and hearing-impaired. Although separate articles are devoted to *Keller, Helen* and *Sign Language*, there is no article or even an index entry for *Braille*. In addition, while references to *blindness* and *deafness* appear in the index, these subjects receive only peripheral treatment. In a work of this scope, main articles addressing the historical development of communication mechanisms for the blind and the deaf would seem appropriate.

However, an area of even greater concern is that, while the articles are authoritative and generally well written, the level of erudition of some of the entries may render them incomprehensible to all but specialists. This seems to be the case particularly with articles that discuss theories and concepts. The following sentence from the article *Attitudes* illustrates this:

problem: "In the case of expectancy-value attitudes, a molecular attitude might be represented as interrelated networks of individual belief-times-evaluation products; alternatively, attitude might be conceptualized as substructures of beliefs and evaluations organized as indicators of higher-order expectancy-value latent variables."

If a prize were awarded for most attractive reference work of the year, *IEC* would surely be a top contender. Printed in two colors on acid-free paper, the text is arranged two columns to a page. Article headers, page numbers, and page headers are printed in reddish-brown ink, which is also used to highlight certain parts of entries and graphics. More than 1,100 illustrations, including photographs, maps, charts, tables, and line drawings, enhance the text. While most of these were taken from other sources, some were prepared especially for *IEC*. Preceding each section of the alphabet is a tinted page that displays the next letter and reproduces part of the description of the letter from *The Oxford English Dictionary*. The separately paged volumes, averaging about 480 pages each, are attractively bound, and the volume number and the first four letters of the beginning and ending articles appear prominently on the spine. Colorful endpapers in a marbled motif add a touch of elegance.

Volume 4 includes both a topical guide and a traditional index. The topical guide provides a useful overview of the contents of *IEC* by grouping article titles into 30 broad categories, such as *Advertising and Public Relations, Computer Era, Government Regulation, Nonverbal Communication, and Theater*. The detailed index contains more than 15,000 entries for topics, titles, individuals, and organizations. Titles are further identified in parentheses by format or genre (e.g., *book, film, journal, comic strip*). References note volume number and pagination, with an asterisk following the pagination indicating a main article. Illustrative material is not represented in the index.

The *International Encyclopedia of Communications* is a significant scholarly achievement. Its broad and authoritative coverage of the multifaceted aspects of communication provides a synthesis of ideas and concepts that span many disciplines. While a number of the topics treated are also covered by other subject encyclopedias and even by

general encyclopedias, *IEC* offers a unique perspective by viewing events, places, organizations, social processes, and other factors in relation to their contribution to or influence on the evolution of communication. Although its sometimes pedantic language may deter some elements of its intended audience, this fine work is recommended for academic and large public libraries. It will be an essential purchase for institutions that support graduate programs in journalism and mass communication.

REVIEWS

The Basic Business Library: Core Resources. 2d ed. Ed. by Bernard S. Schlessinger and others. Oryx, 1989. 278p. index. hardcover \$38.50 (0-89774-451-9).

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The first edition (1983) of this book was, according to the Board's review [*RBB* Ag 84], a helpful guide to collection development for small academic, public, and business libraries. In this second edition the three-part arrangement has been retained and slightly enlarged. Part 1, "Core List of Printed Business Reference Sources," now identifies 177 (up from 156) basic sources for the small library, providing for each a statement on its authority and scope, followed by a paragraph evaluating its value in libraries. (More than 100 of the core titles are newer editions of those in the 1983 work.) The core list includes serials as well as books. The second part, "The Literature of Business Reference and Business Libraries," is an annotated bibliography of 219 articles and books for librarians. It retains the 109 items for 1976-81 in the first edition and adds the output for 1981-87. Part 3 consists of 10 state-of-the-art essays concerning business reference sources and services. The topics covered are those of the 1983 volume—online databases; U.S. government business information sources; acquisition, collection, and organization of materials in business

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