

JQ Miller 1990

the premises have been altered. The Supreme Court has recognized some rights that seem theoretically peculiar to the press, such as freedom from differential taxation, and others that functionally create special press rights, such as access to courtrooms. At the same time, the marketplace model of speech theory has come under intense competition from other models, under which it is difficult to continue treating press freedom as a subsidiary of freedom of speech. It is time to renew the debate.

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BARNOUW, ERIK, GEORGE GERBNER, WILBUR SCHRAMM, TOBIA L. WORTH and LARRY GROSS, eds. *International Encyclopedia of Communications*. New York: Oxford University Press; Philadelphia: University of Pennsylvania/Annenberg School of Communications, 1989. Four volumes, 1913 pp. \$350.00 cloth.

► Ever since Denis Diderot began work on the first volumes of the *Encyclopédie* in 1745, the appearance of these vast presentations of "what we know that's worth knowing" has occasioned intense excitement in intellectual circles. The arrival of the four-volume *International Encyclopedia of Communications* (note the "s") seems likely to evoke no less excitement in the field of communications. This excitement is the natural result of the strange power of an encyclopedia to define fields and subfields, to set major concepts (sometimes in concrete), and to assess the contributions of leading figures.

In a field like communications, in modern times a minor entry in the broad stream of intellectual endeavor, the appearance of an encyclopedia kindles special interest because it seems to mark for practitioners and scholars alike a kind of coming of age, a normal introduction to the broader intellectual society. According to the foreword, we owe the encyclopedia to a conversation that took place in 1982 between George Gerbner, then Dean of the Annenberg School of Communications, and Tobia L. Worth, a member of the staff. Worth, who had long experience in publishing, specializing in encyclopedias, wondered whether the communications field might be ready for such an initiative.

Gerbner, characteristically attracted to large-scale projects, soon enlisted the

backing of Walter H. Annenberg and the University of Pennsylvania, and a feasibility study was launched. Scholars assembled to discuss approaches. Wilbur Schramm came aboard as consulting editor. Larry Gross was hired as associate editor. Erik Barnouw took charge as editor-in-chief. And Tobia Worth, whose idea it all was in the first place, was named editorial director.

By the fall of 1983 a staff was in place, section editors had been named, and many of the editorial advisers and contributors, a group that eventually numbered in the hundreds, were at work. A five-year publication schedule was established, and, surprisingly for so massive an endeavor, it was fulfilled. Upon publication, Gerbner wrote: "The *International Encyclopedia of Communications* is an attempt to define, reflect, summarize, and explain the field in an accessible, comprehensive, and authoritative way. It signals a new stage in the development of the field of communications as an area of knowledge, study, practice, technique, and research, and as an academic discipline."

Well, what hath been wrought?

Physically, it is a four-volume set, in two colors (red and black), of approximately 1.2 million words and 1,200 illustrations.

The work has an international (mainly European) flavor, and readers will recognize such names as Arthur C. Clarke, Umberto Eco, Hilde T. Himmelweit, Elisabeth Noelle-Neumann, Anthony Smith, and Kaarle Nordenstreng among the editorial advisers. Among the U.S. advisers and contributors are a host of such familiar names as James Carey, Steven H. Charree, Noam Chomsky, Herbert J. Gans, Brenda Dervin, Gladys Lang, Maxwell McCombs, Everett Rogers, Gaye Tuchman, and many others.

The editors have worked hard to give the work the appearance of solidity and permanence in what is, almost by definition, a fluid and rapidly shifting realm. As a result, for example, no one born after December 19, 1919, gets a name entry. This editorial decision avoids vexing problems of assessing contemporary figures, but it also gives the encyclopedia a certain antique air. It sometimes seems to be dealing with the origins of the field, and not the field itself.

Similarly, the illustrations often seem oddly out-of-date. Accustomed as readers are to attractive four-color photographs with modern graphics, one gets the feeling in reading the encyclopedia of looking at old copies of the *National Geographic*. The

"Kayapo with penis sheaths, Brazil" is a good example, and even "Young man dressed in punk style, London, 1985" on the same page elicits the same response.

A reaching for solidity and permanence may also explain the emphasis on what might be termed "deep history" in articles. A number seem to allot only a fraction of their space to contemporary issues. An example might be the article on the telephone. Admirable in many respects, it devotes only about a quarter of its space to developments of the '70s and '80s. One understands the need for time to pass before the significance of events can be clearly seen, but one longs occasionally for the ruthless judgments of a Diderot, a Samuel Johnson, or the editors of the 1911 Britannica.

Of more central concern, perhaps, is what's "in" and what's "out" of the 569 articles in the encyclopedia. It is probably fair to say that the encyclopedia errs more on the side of what it includes as communication than on what it excludes. Indeed, it doesn't seem to exclude much.

One finds articles on art, body decoration, the calendar, clothing, coins, historiography, humor, sculpture, sports, and utopias. All are treated primarily from a "communications" point of view, but some seem to stretch a bit to make pertinent applications. Among the more expected topics are articles on advertising, media ethics, speech, facial expression, language acquisition, newspaper history, public relations, radio, television, and the like.

Major theorists (61 in all, and all born before 1919) include such expected figures as McLuhan, Osgood, Schramm, Lazarsfeld and Hovland, as well as such less predictable figures as Karl Marx, Charles Darwin, Sigmund Freud, Margaret Mead and Jean Piaget, whose contributions extend far beyond any narrow definition of communication. Major professional figures and performers treated range from Charlie Chaplin and William Randolph Hearst to Joseph Goebbels and Philo Farnsworth.

The editors have attempted to include women, minorities, Third World figures, and associated emphases on multicultural thinking. (Witness the articles on feminist theories of communication, minorities in the media, and the new international information order.) Nevertheless, one senses that the encyclopedia largely reflects the past and present mainstream, and is accordingly mainly male and mainly European and U.S. in orientation. It will be up to future editions to reflect the changes now occurring.

A work of this scope is certain to generate critics who decry this or that sin of omission or commission. My own feeling after spending many hours with the encyclopedia, however, is that it has achieved George Gerbner's expansive aims of defining, reflecting, summarizing, and explaining the field in an "accessible, comprehensive and authoritative way." He and the editors deserve major credit for undertaking this significant, indeed monumental, work.

Communications as a field has reached a new stage of development with the publication of the encyclopedia. Whether it will remain the "crossroads where many pass but few tarry," as Wilbur Schramm once characterized it, or will now advance to the status of "academic discipline," only the future will tell.

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## ADVERTISING AND MARKETING

HERZBRUN, DAVID. *Playing In Traffic on Madison Avenue: Tales of Advertising's Glory Years*. Homewood, IL: Dow Jones-Irwin, 1990. 225 pp. \$21.95.

► Herzbrun relates what it was like to work at major agencies—Doyle Dane Bernbach, O&M, Saatchi & Saatchi, J. Walter Thompson, HBM/Boston—and to cooperate with some of the most illustrious names in advertising—Lou Dorfsman, Bill Bernbach, David Ogilvy, and others.

MOOG, CAROL. *Are They Selling Her Lips? Advertising and Identity*. New York: Morrow, 1990. 236 pp. \$18.95.

► Written from the point of view of a practicing psychologist and advertising agency consultant, this explains what is behind the advertiser's message. It states what the ad is trying to say, what it actually does say, and the reaction the consumer has to it.

*Who's Who in Advertising*. Wilmette, IL: Marquis Who's Who, 1989. 708 pp.

► Similar to other Marquis who's who volumes, this includes full biographical information in the entries providing personal data, education, professional activities, and publications. There are several indexes—one geographical and one divided by various categories (athletics, education, government, visual arts and design, writing)

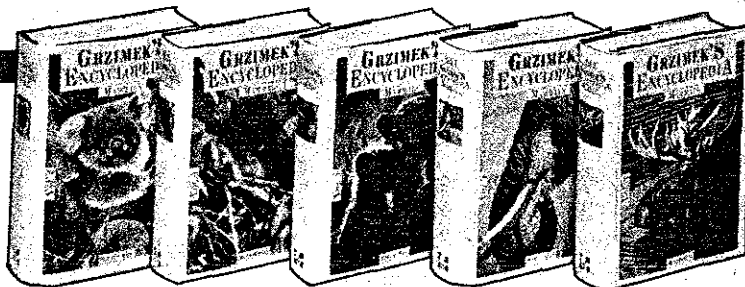
To: Those who may be interested  
From: George Gerbner

Another fine review, this one from *American Libraries* May 1990 list of Outstanding Reference Sources.

*International Encyclopedia of Communications*, 4 vols., editor-in-chief Erik Barnow. 1,913p. Oxford and New York: Oxford University Press, 1989 (0-19-504994-2 set), \$350.

This four-volume set is indispensable for all reference collections embracing the field of communications science. Over six years in the making, this combined effort of hundreds of international scholars is not only one of the most significant publications of the year, it is also one of the most attractive. Beautifully printed, artistically designed, and superbly illustrated, this authoritative encyclopedia offers in-depth analyses of all aspects of communication from advertising and politics to folklore and theater. It seeks to bring to light what is meant by the term "communications revolution" by giving emphasis to the interplay between human communication and human society throughout history. The approximately 500 signed articles are arranged alphabetically; a select bibliography of significant studies follows each article. Cross references are prevalent. A solid index and a separate topical guide improve the overall usefulness of the set. *The International Encyclopedia of Communications* is truly a magnificent work.

## BEST REFERENCE BOOKS



sected, and described by a cast of Southern specialists. For Southerners, this is a book to be savored; for others, it provides answers to everything you always wanted to know about Southerners, and even things you never thought to ask. (LJ 7/1/89)

Feiden, Margo. **The Calorie Factor: A Dieter's Companion.** S. & S. 1989. 736p. ISBN 0-671-43646-5. \$24.95; pap. ISBN 0-671-61800-8. \$15.95.

If you're overweight and struggling with counting calories, this is the book for you. Over a decade in preparation, it is the most comprehensive calorie and carbohydrate counter available. As *LJ's* reviewer said, it covers every kind of food imaginable: "meats, vegetables, dairy, brand-name prepared foods, restaurant and airline food (by name of eatery and airline), infant formulas, pet food, weight loss and weight gain foods, and even army food." Divided into major food categories with subdivisions by food weight, size of serving, and method of cooking, this is a valuable book for individuals as well as for public and medical libraries where a quick-reference source is essential. (LJ 6/15/89)

Freed, Melvyn N. & others. **The Educator's Desk Reference: A Sourcebook of Educational Information & Research.** Macmillan. 1989. 536p. bibliog. index. ISBN 0-02-910740-7. \$49.95.

Like the similarly named *Physician's Desk Reference*, this is designed to be a one-stop source of educational information for researchers and writers. Sections describe information sources, microcomputer software, standardized tests, and educational organizations. An innovative "information locator" guides the researcher through the major reference sources in education. Almost 100 education journals are profiled, with notes for prospective contributors. There are lengthy lists of book and microcomputer software publishers, and descriptions of important software packages. A superb index to authors, titles, and subjects provides easy access to the book's contents. The best one-volume education refer-

ence guide available for virtually any public/academic library. (LJ 11/15/89)

Furet, François & Mona Ozouf. **Critical Dictionary of the French Revolution.** 2 vols. Belknap: Harvard Univ. Pr. 1989. 1168p. illus. index. ISBN 0-674-17728-2. \$85.

Edited by two leading members of the revisionist school on the history of the French Revolution, professors at the École des Hautes Études in Paris, this provocative new reference work rapidly became an academic best seller in France. While neither exhaustive nor encyclopedic, its lengthy entries focus on the key events, actors, institutions, ideas, and historians of the revolution. Entries are well written, discuss controversial aspects of subjects, and provide sources for further reading and guides to related topics. Beautiful color illustrations and name and subject indexes make this the most significant new reference work on the French Revolution. (LJ 8/89)

Grzimek's **Encyclopedia of Mammals.** 2d ed. 5 vols. McGraw. 1989. 3235p. ed. by Bernard Grzimek. photogs. ISBN 0-07-909508-9. \$500.

The publisher's extravagant claim that this is the most comprehensive basic zoological reference available for professionals, students, and hobbyists throughout the world is not far off the mark. This new edi-

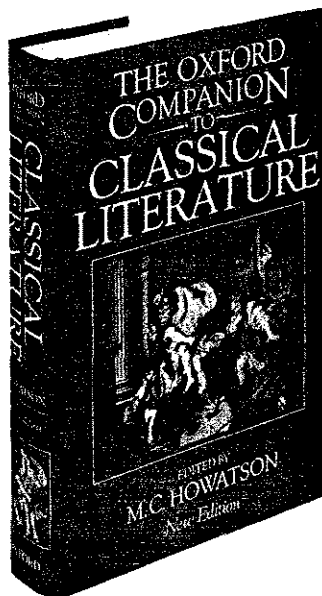
tion of the "mammals" section of the *Animal Life Encyclopedia*, first published in German in 1964, has been entirely rewritten and updated to include more than 25 years of progress in the study of animal life and behavior. Grzimek, who died in 1987, assembled more than 200 of the world's leading naturalists, zoologists, biologists, ecologists, and nature photographers for this new edition. With separate indexes in each volume, hundreds of standardized charts, more than 3500 full-color photographs, a guide to English, French, and German common names, superb binding and high-grade paper, this remarkable encyclopedia should serve as a first reference source for groups as diverse as middle school students and professional zoologists. (LJ 10/1/89)

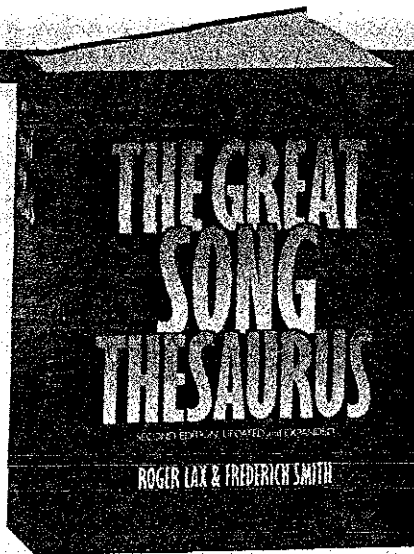
Inlander, Charles B. & Charles K. McKay. **Medicare Made Easy.** Addison-Wesley. 1989. 329p. index. ISBN 0-201-17269-0. pap. \$10.95.

Few programs confound, frustrate, and frighten its recipients as much as Medicare. Medical terminology cloaked in bureaucratic rhetoric often leaves those who need assistance most with little or no understanding of the services to which they are entitled. Since Inlander and McKay established the People's Medical Society in 1983, they have traveled throughout the United States talking with "victims of the medical system." They developed this volume not only to provide Medicare beneficiaries with basic information, but to assist them to get the maximum benefits. This inexpensive paperback belongs at every public library reference desk. Have an ample supply of circulating copies, too, even in the smallest branch libraries. (LJ 4/1/89)

**International Encyclopedia of Communications.** 4 vols. Oxford Univ. Pr. 1989. 1913p. ed. by Erik Barnouw. illus. index. LC 88-18132. ISBN 0-19-504994-2. \$350.

Edited by Barnouw, dean of the Annenberg School of Communications at the University of Pennsylvania, this outstanding set is a collaborative effort involving more than 450





scholars from 29 countries. Using a broad definition of *communications* to include virtually every way in which information is passed among individuals and groups, the set features more than 500 articles on topics as diverse as animation and pre-Columbian Indian writing. There are 130 biographical sketches describing individuals from Confucius to Helen Keller who made significant contributions to the field. Numerous cross references, a topical guide, and more than 1000 illustrations help make this the preeminent reference source. (LJ 5/1/89)

Lax, Robert & Frederick Smith. **The Great Song Thesaurus**. 2d ed. Oxford Univ. Pr. 1989. 774p. index. ISBN 0-19-505408-3. \$75.

As our reviewer noted " 'Great' is the operative word here." The first edition of this significant work was published in 1984 (LJ 11/1/84) with coverage of songs in the English language through 1979. This revision lists approximately 11,000 songs through 1986. Following the same format as the original, it is divided into ten sections that provide users easy access through a variety of indexes, one of the most important being a chronological listing from the 16th century, with special annual listings beginning in 1900 for top hits, notable songs, adaptations, and revivals. Other indexes are by song titles, lyricists and composers, award winners, and subject and keyword. The revision enhances the usefulness of this major source and brings it back to the ready-reference shelf. Essential for most collections. (LJ 4/15/89)

Martis, Kenneth C. **Historical Atlas of Political Parties in the United States Congress: 1789-1988**. Macmillan. 1989. 518p. illus. bibliog. index. LC 88-675270. ISBN 0-02-920170-5. \$190.

This magnificent new atlas is the end product of exhaustive research into 31,302 Congressional elections since 1789. The second of a multivolume series designed to shed light on the geographical aspects of American political history, it is a worthy companion to the much-honored *Historical Atlas of United States Congress-*

*sional Districts, 1789-1983*. Conceived and edited by Martis (Geography and Geology, West Virginia University), with cartography from the Department of Geography at the University of Kentucky, the oversized atlas includes 100 full-page, full-color maps and an informative text providing the results of every Congressional election for every ward, city, county, and state in U.S. history. The work sets new standards for the understanding of political parties in the United States and is a fitting tribute to the bicentennial of the U.S. Congress. (LJ 6/15/89)

Miller, E. Willard & Ruby M. Miller. **Environmental Hazards: Air Pollution**. ABC-Clío. 1989. 250p. bibliog. index. ISBN 0-87436-528-7. \$37.

The Millers' book reflects the resurgence of public (and publishing) attention on pollution and other environmental hazards. This collaborative bibliography between a geography professor and a librarian at Pennsylvania State University is part of the publisher's new "Contemporary World Issues" series. It provides an introduction to the subject, a chronology of historical air pollution events, biographies of key activists and scientists, important speeches and legislation and a glossary. There are annotations for more than 100 major books in the field and a listing of nearly 400 articles and documents. Appropriate for high school and college students, this is an excellent source on topics ranging from acid rain and the breakdown of the ozone layer to the greenhouse effect.

Netter, Frank H., M.D. **Atlas of Human Anatomy**. CIBA Medical Education Div. 1989. 592p. illus. index. LC 88-60477. ISBN 0-914168-18-5.

\$86.50; pap. ISBN 0-914168-19-3. \$39.95.

Netter is a medical artist of exceptional talent who has produced some 4000 illustrations of human anatomy over the last 50 years. His book, published in response to requests from medical professionals for an atlas on gross anatomy, is a compilation of some 514 plates of extraordinary detail and clarity, some reproduced from previous works, others updated for this edition, and still others new. A comprehensive index allows for quick access to the numbered plates. Many of the plates in the seven major sections include multiple views and contain new anatomical terminology. Beautifully produced, this atlas will become the basic reference work on human anatomy and is essential for ready-reference in public libraries. (LJ 12/1/89)

**New History of French Literature**. Harvard Univ. Pr. 1989. 1280p. ed. by Denis Hollier. LC 88-27027. ISBN 0-674-61565-4. \$49.95.

Using an episodic approach, Hollier, a Yale professor of French, has put together a cast of 164 mostly American scholars who present original and outstanding overviews of the key topics and themes of French literature from the Strasbourg Oaths of 842 through 1983. Essays are introduced by a date and chronologically arranged. Their focus includes genres, major literary movements, the role of women, as well as lengthy survey articles. Many describe important social, political, literary, and philosophical issues. As LJ's reviewer noted, "there is no history of French literature of this nature on the market today, in French or English." (LJ 9/1/89)

**Oxford Companion to Classical Literature**. 2d ed. Oxford Univ. Pr. 1989. 624p. ed. by M.C. Howatson. maps. ISBN 0-19-866121-5. \$39.95.

For more than half a century, Sir Paul Harvey's original edition of this work (1937) served as one of the standard reference sources in most libraries on all aspects of classical culture. While keeping many of the original subjects, Howatson (St. Anne's Coll.,

JAMES R. BENIGER

## Who Are the Most Important Theorists of Communication?

With publication last year of the four-volume, 1,800-page *International Encyclopedia of Communications* by Oxford University Press, the field of communications might be said to have at last come of age. Certainly the appearance of a major "secondary critical" reference work has proved to be an important stage in the development of other scientific disciplines (Mullins, 1973, chaps. 1 and 2).

How might the new *Encyclopedia* help the field of communications to develop as a discipline? Obviously there are many ways, not the least of which will be to increase the field's visibility on college campuses and among the general public. We might now expect communications to be better represented even in community libraries and in high-school term papers—with an impact on the next generation of students that can only be positive.

An analogous effect of the *Encyclopedia* in academic circles would be to increase consensus on what constitutes the most important communications theories and theorists. Not only would this be expected of the first encyclopedia in any emerging discipline (McArthur, 1986), it seems especially to be wished for communications, a field distinguished among academic fields for its lack of a theoretical core. In a 1983 volume devoted to "critical issues and research tasks of the discipline," for example, 41 authors from 10 countries advanced almost as many different views of the field's theoretical foundations. Has communications "produced a central, interrelated body of theory on which the practitioners of a discipline might build and unify their thinking?" Wilbur Schramm asked in the introductory essay. "I am afraid that it has not" (Schramm, 1983, p. 14).

Encyclopedias can foster precisely the kind of theoretical consensus that Schramm had in mind. They do so by bringing together the work of scores of internationally recognized authorities, each representing one of the major subfields of a discipline, and each instructed to generalize and summarize his or her highly specialized knowledge in a unified way. In other words, a good encyclopedia constitutes something akin to the completed questionnaires of a large and expensive elite survey, with each entry the functional equivalent of a carefully considered response to the open-ended question, "What does your own individual specialty look like in the context of the field, and vice versa?"

### Legitimation

In order for an encyclopedia to increase consensus within a discipline, the work must be accepted as a *legitimate* generalization and summary of the field by those already working in it. These workers, in turn, must legitimate the encyclopedia for new entrants to the field. In exceptional cases, the relationship may be reversed: A sufficiently good encyclopedia might actually legitimate a new field.

Will the *International Encyclopedia of Communications* serve this function for communications theory? This distinct possibility may be seen in at least 10 important legitimating features of the new work:

- *An usually large number of contributors.* The *Encyclopedia* represents the work of 465 authorities, more than 10 times the number for previous references and comprehensive critical works in the field, including the 38 found in the recent *Handbook of Communication* (Berger & Chaffee, 1987), 34 in an earlier *Handbook* (Pool & Schramm, 1973), 41 in "Ferment in the Field" (Gerbner, 1983), and 25 in the *Handbook of Rhetorical and Communication Theory* (Arnold & Bowers, 1984).

- *Substantial volume of text.* The *Encyclopedia* contains 1,800 large-size pages in four volumes, at least double the amount of text found in earlier references in the field, including the 952 smaller pages in the 1973 *Handbook of Communication*, 884 pages in the 1987 *Handbook*, 893 pages in the *Handbook of Rhetorical and Communication Theory*, and 359 pages in "Ferment in the Field."

- *International representation.* Of the 465 contributors to the *Encyclopedia*, 356 (76.6%) work in the United States, the remaining 109 (23.4%) in 26 other countries on all continents. Best represented are England (42; 9.0%), Canada (13; 2.8%), Israel (8; 1.7%), France (6; 1.3%), and Australia and Japan

(each 4 or 0.9%). Among the major regions of the world, Europe (including the Soviet Union) accounts for 15 countries and 68 contributors (14.6%), the Third World for 7 countries and 12 contributors (2.6%).

- *Representation of a wide range of universities, including a predominance of elite institutions.* Of the 388 of the *Encyclopedia's* contributors (83.4%) who have university affiliations, 297 (76.5%) represent a total of 116 U.S. universities, and the remaining 91 (23.5%) come from 58 foreign institutions. Academic contributors come predominantly from major centers of graduate communications studies (led by Penn, Stanford, Wisconsin, Temple, USC, Indiana, Texas, Michigan, and NYU), other major U.S. universities (Columbia, CUNY, Harvard, Chicago, Yale, and Duke), and important foreign universities (Oxford, Hebrew University, Cambridge, École des Hautes Études, and York University).

- *Substantial representation from outside of academe.* Among the *Encyclopedia's* contributors are 77 (16.6%) who claim primary affiliations in government or other nonprofit or commercial sectors. Of these, 59 (76.6%) work in the United States, the remaining 18 (23.4%) in 12 other countries. Professional specialties within academe (including education, journalism, library and information science, engineering, law, business, computer science, and architecture) are represented by 68 contributors (14.6%) and 88 articles (14.8%).

- *Interdisciplinary representation.* Communications (not including film, journalism, languages, or related fields) accounts for only 91 of the contributors to the *Encyclopedia* (19.6%) and 121 of its articles (20.3%). The humanities lead the major academic divisions with 136 contributors (29.2%) and 170 articles (28.6%), followed by the social sciences with 120 contributors (25.8%) and 145 articles (24.4%), professional specialties (as noted above), and science and mathematics with 8 contributors (1.7%) and 10 articles (1.6%). Most represented among individual disciplines in numbers of contributors, following communications, are English (35; 7.5%), psychology (31; 6.7%), anthropology (28; 6.0%), sociology (27; 5.8%), and history (23; 4.9%). These six fields account for 235 (50.5%) of the *Encyclopedia's* contributors and 300 (50.4%) of its articles.

- *Unusually wide coverage of communications.* According to the editors of the *Encyclopedia*, the 569 articles reflect 30 distinct partitions of the study of communication, "each of which represents a major field of interest in the evolving communications discipline" (Barnouw, 1989, Vol. 4, p. 361). These 30 areas range from communications media (speech, print, photography) to

20th-century technologies (motion pictures, radio, television, computers), from broad academic subjects (ancient world, Middle Ages, linguistics, area studies) to various subfields of communications (animal, nonverbal, political, international), and from the arts and humanities (folklore, art, literature, theater, music) to applied professional fields (advertising and public relations, government regulation, journalism, education).

- *Explicit attention to communications theory and theorists.* The editors list 27 separate articles, on topics ranging from cybernetics and Marxism to cognitive consistency and poetics, as directly addressing "theories of communication." They designate 61 of the 134 people accorded individual entries as "theorists" (Barnouw, 1989, Vol. 4, pp. 367-368). Many of the *Encyclopedia's* other 408 articles also include substantial treatments of communications theory.

- *Prestigious editors and editorial board.* According to the first sentence in each volume of the *Encyclopedia*, the work was "conceived, developed, and edited at The Annenberg School for Communication, University of Pennsylvania." Editor-in-chief Eric Barnouw, professor emeritus of dramatic arts at Columbia University, is widely known for his several books on television and motion pictures. Four other names appear on the *Encyclopedia's* title pages: editorial board chair George Gerbner and associate editor Larry Gross, both professors at the Annenberg School, University of Pennsylvania; consulting editor Wilbur Schramm (since deceased), director emeritus of the Institute for Communications Research, Stanford University; and editorial director Tobia L. Worth, formerly an editor at McGraw-Hill. Their project also boasts a nine-member editorial board, 25 section editors, and a list of 170 "editor advisers," including celebrities like Daniel Bell; William F. Buckley, Jr.; Noam Chomsky; Arthur C. Clarke; and Umberto Eco.

- *A prestigious publisher.* Oxford University Press, which published the *Encyclopedia* "jointly with the Annenberg School," according to the title pages, ranks among the half-dozen larger and more prestigious university presses (with California, Cambridge, Chicago, Harvard, and Yale), those "very similar to commercial scholarly publishers" (Powell, 1985, p. 32). Because Oxford is the only one of the six such presses with specialized series in communications, it may be the single most prestigious publisher in the field. Oxford also ranks highest of *all* publishers—scholarly and trade as well as college—among trade editors and in the top five (with Basic Books, Cambridge, Harvard, and Knopf) among university and scholarly press editors (Cosser, Kadushin, & Powell, 1982, p. 68).

With these 10 features and others, the *International Encyclopedia of Communications* would appear to represent all three ideological bases—traditional, charismatic, and legal-rational—which serve to legitimate authority among followers (Weber, 1922/1978; Habermas, 1973/1976). Tradition is represented by the elite universities and centers of communications studies and by established editors like Barnouw, Gerbner, and Schramm. Charismatic authority is represented by celebrity editorial advisers and by many of the younger European theorists frequently cited in the work (as shown below). Legal-rational or bureaucratic authority is represented by the sheer magnitude and scope of the project, by the international and interdisciplinary (read “universalistic”) nature of its contributors, and by the diversity and bulk of its product. In short, the *Encyclopedia* might be expected to foster consensus in the field on questions of communications theory.

### Determining Consensus

What, then, does the *Encyclopedia* have to say about the question of our title—who are the most important theorists of communication? Because individuals can be expected to differ widely on which parts of the 1,800-page work they happen to read, it will be prudent to consider not the words in individual articles but more aggregate information derived from the *Encyclopedia* as a whole.

Although all content analysis is unobtrusive measurement (Webb, Campbell, Schwartz, & Sechrest, 1966; Webb, Campbell, Schwartz, Sechrest, & Grove, 1981), a distinction parallel to the obtrusive-unobtrusive one might be drawn between data that directly result from the centralized decisions of the *Encyclopedia*'s editors and data aggregated from the independent decisions of its 465 contributors. Because the former type of data derives from behavior (like editorial decisions) that is “obtrusive” for the editors and obvious to their audience, such data might be called *manifest*. The latter type of data, by contrast, emerges only through activities of the analyst (like aggregation) that are “unobtrusive” to both the editors and their audience; such data might be called *latent*.

Manifest measures of a theorist's importance to the *Encyclopedia* might include, for example, whether the editors have selected him or her to be the subject of an individual article and the length of that entry. Latent measures of a theorist's importance, by contrast, might include the number of authors or articles that mention that theorist, the number of pages on which he or she is mentioned, the number of his or her works cited, and the number of

times cited. Because we are interested in the *Encyclopedia* primarily as an elite survey of 465 authorities and only secondarily as something consciously shaped by its editors, we will concentrate primarily on latent measures and consider only secondarily manifest measures.

Three readily quantifiable and objective latent measures of importance (whether of a theorist, idea, publication, or term) are suggested by the encyclopedia format: the numbers of entries, authors (including joint authorships), and pages of mention. We will use the number of pages on which a theorist is mentioned rather than the count of mentions, not only because the former is more readily obtained (via the index), but also because pages of mention are likely to be more widely distributed over an encyclopedia than are the mentions themselves. Importance to the entire field is of greater interest than is importance to any of its subfields.

By the same reasoning, the number of entries that mention a theorist is more useful than the number of pages: Any given number of entries is likely to be more widely distributed over the entire field of communications than are the same number of pages. A theorist mentioned on a single page in each of five entries (total: five pages), for example, is likely to be more important to communications *as a whole* than is a theorist mentioned on a total of six pages in only four entries. The latter, in turn, is likely to be more important than a theorist mentioned on seven pages in only three entries, and so on. Similar reasoning and decisions about the numbers of contributors who mention a theorist, and about the secondary role of biographical entries, can be found in a companion discussion of this methodology (Beniger, 1990b).

Applying the new latent and manifest measures of importance, we find a total of 25 persons (not only theorists) mentioned in 10 or more articles in the *Encyclopedia*. Aristotle ranks first with 37 articles, 36 authors, and 51 pages, followed by Plato (32-31-42), Saussure (22-21-29), Shakespeare (16-16-19), and Chomsky (15-15-18). Shakespeare is not ordinarily considered a communications theorist, however, nor are 6 others (Hitler, Lenin, Gutenberg, Orson Welles, Franklin Roosevelt, and Samuel Johnson) among the top 25.

Classification as theorist here is based primarily on mention for the formulation of theory rather than for fiction, drama, or journalism; for production of art, music, motion pictures, or inventions; or for leadership in politics or religion (the nine fields represented by the 141 nontheorists among the 261 individuals mentioned in at least four entries, the level at which further ranking appears—by subjective standards—to degenerate into noise). These general rules have only six exceptions: Three persons associated with film (Eisenstein, Bazin, and Morin), two famous literary figures (Dante and



Milton), and one political leader (Gramsci) are included among the theorists of communication based on the preponderance of allusions to their more theoretical works (for example, Milton's *Areopagitica* (1644/1947) and Gramsci's *Prison Notebooks*, 1925-1936/1971). Several other theorists also worked in one or more of the nine "nontheoretical" fields (for example, Marx and Lippmann in journalism and politics).

Restricting our analysis to theorists in this way, we find a total of 41 mentioned in 7 or more articles (see Table 1). These range from Aristotle with 37 articles, as we have already seen, to Norbert Wiener with 7 articles, 5 authors, and 12 pages. Of the 15 Americans (36.6%), only 1 (Peirce) was born before 1840, whereas 6 (Sapir, Lewin, Wiener, Weaver, Jakobson, and Whorf) were born in the 1880s and 90s, 4 (Lazarsfeld, Margaret Mead, Lasswell, and Bateson) in the following decade, and 4 (Shannon, Victor Turner, Goffman, and Chomsky) in the 1910s and 20s.

In a recent review essay in this journal (Beniger, 1988), I reported a growing convergence of academic work on the concepts of information and communication, particularly in the humanities, cognitive science, and semiotics, and argued that the field of communications had largely overlooked this convergence. Of the 9 authors whose work I found most central to the three fields combined (Beniger, 1988, Table 1), however, 7 (Saussure, Chomsky, Barthes, Jakobson, Lévi-Strauss, Wittgenstein, and Bertrand Russell) rank among the top 35 in Table 1 here (the other 2, Searle and Quine, are at least mentioned in the *Encyclopedia*). My earlier source of comparison (Berger & Chaffee, 1987), by contrast, makes *no mention at all* of 4 of the 12 (Wittgenstein, Lévi-Strauss, Jakobson, and Saussure) and none of the other 8 are heavily cited. Because the authors of the *Encyclopedia* have concentrated heavily on the new convergence that the *Handbook of Communication Science* had largely missed, my conclusions about the field are now more optimistic.

### Latent Versus Manifest

Further validity of the ranking of theorists in Table 1 might be established by comparing them to the theorists selected for separate biographical entries in the *Encyclopedia*. Of the 41 theorists in Table 1, the 29 (70.7%) denoted by asterisks are the subjects of biographies described by the editors as those of "theorists" (Barnouw, 1989, Vol. 4, p. 368). One other, Noam Chomsky, was ineligible only because the editors arbitrarily established the birth date of December 31, 1919, for according *living* persons biographies (Barnouw, 1989, Vol. 1, p. xxiii).

Table 1  
Most Often Named Theorists of Communication (Named in Seven or More Articles in The International Encyclopedia of Communications)

Theorist rank	Name	All articles			Excluding biographies			Overall rank
		Articles	Authors	Pages	Articles	Authors	Pages	
1	Aristotle*	37	36	51	35	35	48	1
2	Plato*	32	31	42	30	30	38	2
3	Saussure*	22	21	29	19	18	25	3
4	Chomsky	15	15	18	12	12	15	5
5	Kant	15	15	17	14	14	16	6
6	Barthes*	14	13	17	13	13	15	7
7	Freud*	13	12	17	11	11	14	10
8	Jakobson*	13	12	15	11	10	13	11
9	Bateson*	12	10	16	9	8	12	13
10	Sapir*	12	10	13	9	9	9	14
11	Peirce*	12	9	18	8	7	13	15
12	Lévi-Strauss*	11	11	14	10	10	12	16
13	Rousseau	11	11	12	10	10	11	18
14	Adorno*	11	10	14	8	8	10	19
15	Goffman*	10	10	12	9	9	9	21
16	Augustine	10	10	11	9	9	10	23
17	Milton*	10	10	11	9	9	9	24
18	Cicero	10	9	13	9	9	13	25
19	Lasswell*	9	9	12	8	8	10	26
20	I. A. Richards*	9	9	10	7	7	8	29
21	Foucault*	9	8	10	8	8	8	32
22	Whorf*	9	8	10	7	7	7	33
23	Lazarsfeld*	9	7	12	6	6	8	34
24	V. Turner	8	8	9	8	8	9	35
t25	Bakhtin*	8	8	9	7	7	7	t38
t25	Weber*	8	8	9	7	7	7	t38
27	Quintilian	8	8	8	8	8	8	t40
28	F. Bacon	8	8	8	7	7	7	42
29	Marx*	8	7	10	7	7	8	43
30	M. Mead*	8	6	10	5	5	5	44
31	W. Weaver*	8	6	10	4	4	4	45
32	Shannon*	8	5	14	3	2	7	48
33	Durkheim*	7	7	13	6	6	10	49
34	Wittgenstein*	7	7	9	6	6	7	52
35	B. Russell	7	7	9	3	3	4	53
36	Locke*	7	7	8	6	6	6	55
37	K. Lewin*	7	7	8	4	4	4	57
t38	Hegel	7	7	7	7	7	7	t58
t38	Leibniz	7	7	7	7	7	7	t58
40	Horkheimer	7	6	7	5	5	5	66
41	Wiener*	7	5	12	4	3	6	67

Note. An asterisk indicate the subject of individual biographical entry described as that of "theorist" in The International Encyclopedia of Communications; a t denotes a tie.

Conversely, of the 61 biographies (among the total 133) described as those of theorists, 54 (88.5%) of the subjects are included among the 120 theorists mentioned in at least *four* entries (for the complete ranking, see Beniger, 1990b); 14 of the 120 were ineligible by the editors' criteria. As would be expected, were both indicators of theorists' importance measuring the same phenomenon, the two are related: The 54 doubly designated theorists include 20 (75.5%) of the top quartile of eligible theorists, 15 (56.6%) of the second quartile, 11 (41.5%) of the third quartile, and 8 (30.2%) of the fourth quartile.

Of the 7 persons with individual entries described as theorists who do not rank among the top 120 in numbers of entries, 2—Colin Cherry and Herbert Hyman—are not mentioned anywhere else in the *Encyclopedia*. Three others—Alfred Schutz, Charles Babbage, and Kenneth Burke—are mentioned in only one other entry. Only 2, Aleksandr Luria and Jean-Gabriel de Tarde, are mentioned in three other entries. Clearly the editors' selection of these 7 theorists—especially Cherry and Hyman—is belied by the authorities of the editors' own choosing.

If the editors were to reallocate their 61 biographies of theorists according to preferences indicated by their own contributors, 39 entries (63.9%) could stand as written. Their 22 omissions, ranked according to egregiousness of oversight, would include Kant, Rousseau, Augustine, Cicero, Victor Turner (born in 1920 but not alive at the time of decision), Quintilian, Francis Bacon, Bertrand Russell, Hegel, Leibniz, and Horkheimer—almost all philosophers (for the entire list, see Beniger, 1990b, Table 4). In other words, the *Encyclopedia's* editors do not appreciate philosophers as theorists of communication nearly as much as do the contributors to their volumes. That the editors *do* consider philosophers as theorists is evidenced by the separate biographical entries devoted to Plato, Aristotle, Locke, Peirce, Dewey, Wittgenstein, Morris, Adorno, and Foucault, among others, and by the editors' designation of these entries as those of theorists.

Conversely, of the 22 theorists selected by the editors for biographies but not ranked among the top 61, the most prominent deviations (in addition to the 7 already mentioned) include Harry Stack Sullivan, Robert Merton, Charles Horton Cooley, John von Neumann, Leo Lowenthal, Hadley Cantril, Robert Park, and Walter Lippmann—mostly sociologists and social psychologists (the entire list can be derived from Beniger, 1990b, Table 4). In other words, the editors appear to appreciate social scientists as theorists much more than do the contributors to their volumes. That these authorities *do* consider social scientists as important theorists is evidenced by their fre-

quent mentions of Durkheim, Weber, Kurt Lewin, Lazarsfeld, Margaret Mead, Lasswell, Bateson, Lévi-Strauss, Victor Turner, and Goffman (as tabulated in Table 1).

## Periodization

Table 2 orders the 120 theorists named in four or more articles of the *Encyclopedia* by year of birth and divides the resulting chronology into six historical periods, from the early (pre-Enlightenment) theorists to those of the later 20th century. Table 2 also gives, for each theorist, the years of birth and (where relevant) death, field of specialization, nation in which major theory was formulated, and rank among theorists.

As can be seen in Table 2, the development of communication theorists has risen and fallen several times over the past 25 centuries. Although the seven earliest theorists lived in ancient Greece and Rome during a span of less than 900 years, the next 1,100 years (430-1561) produced only one communication theorist, Dante Alighieri. Clearly the 6th through 15th centuries must be considered the Dark Ages of communication theory.

That theory rebounded only gradually from these Dark Ages can be seen in the counts of theorists by century: Three were born in the 16th century, 5 in the 17th, 8 in the 18th, 45 in the 19th, and 51 in only the first 42 years of the 20th. A local peak occurred between the 1890s and 1920s: Five were born in the 1880s, 19 in the 1890s, 18 in the 1900s, 16 in the 1910s, 11 in the 1920s, and only 5 in the 1930s. More than half of the top 120 (64 theorists) were born in the four decades 1890-1929, nearly one third (39 theorists) in just the 19-year period 1894-1912.

Previous analysis (Beniger, 1990a) has shown the age at which these theorists published their first major works to have a mid-spread of 42.5, a median of 38 and a mean of 41.1 years. As a rough rule of thumb, we might add 40 years to the year of birth to estimate the beginning of a theorist's most important impact on the development of the field. Applying this rule to the data in Table 2, we conclude that the modern renaissance in communication theory began between 1880 and the early 1900s with the first impact of early work by Peirce, James, Nietzsche, Freud, Saussure, Durkheim, Simmel, Boas, Husserl, Bergson, and Dewey. As might be expected, this renaissance in theory corresponds to the period of most rapid development of information, decision, and communication technology, a phenomenon I call the "Control Revolution" (Beniger, 1986). Similarly, the most rapid growth in new theory

Table 2  
Chronology of 120 Most Often Named Theorists of Communication in The International Encyclopedia of Communications

Birth-death	Name	Field	Nation	Rank
Early theorists				
469-399	Socrates	Philosophy	Greece	63
428-347	Plato*	Philosophy	Greece	2
384-322	Aristotle*	Philosophy	Greece	1
106-43	Cicero	Rhetoric	Rome	18
3-65	Seneca	Philosophy	Rome	172
35-95	Quintilian	Rhetoric	Rome	27
354-430	Augustine	Theology	Rome	16
1265-1321	Dante	Literature	Italy	154
Enlightenment and eighteenth-century theorists				
1561-1626	F. Bacon	Philosophy	England	28
1588-1679	Hobbes	Philosophy	England	176
1596-1650	Descartes	Philosophy	France	178
1608-1674	Milton*	Literature	England	17
1623-1662	Pascal	Philosophy	France	1108
1632-1704	Locke*	Philosophy	England	36
1646-1716	Leibniz	Philosophy	Germany	138
1668-1744	Vico	Philosophy	Italy	197
1712-1778	Rousseau	Philosophy	France	13
1713-1784	Diderot	Philosophy	France	142
1715-1780	Condillac	Philosophy	France	189
1724-1804	Kant	Philosophy	Germany	5
1744-1803	Herder	Philosophy	Germany	197
Nineteenth-century theorists				
1767-1835	W. von Humboldt	Philology	Germany	167
1770-1831	Hegel	Philosophy	Germany	138
1785-1863	J. Grimm	Philology	Germany	172
1806-1873	J. S. Mill	Philosophy	England	154
1809-1882	Darwin*	Biology	England	57
1818-1883	Marx*	Philosophy	Germany	29
1820-1895	Engels	Philosophy	Germany	83
1839-1914	Peirce*	Philosophy	United States	11
1842-1910	W. James*	Psychology	United States	47
1844-1900	Nietzsche	Philosophy	Germany	65
Early twentieth-century theorists				
1856-1939	Freud*	Psychology	Austria	7
1857-1913	Saussure*	Linguistics	Switzerland	3
1858-1917	Durkheim*	Sociology	France	33
1858-1918	Simmel*	Sociology	Germany	178
1858-1942	Boas*	Anthropology	United States	81
1859-1938	Husserl	Philosophy	Germany	118
1859-1941	Bergson	Philosophy	France	1108
1859-1952	J. Dewey*	Philosophy	United States	71

Table 2 Continued

Birth-death	Name	Field	Nation	Rank
1863-1931	G. H. Mead*	Psychology	United States	59
1864-1920	Weber*	Sociology	Germany	125
1864-1929	Cooley*	Sociology	United States	1116
1864-1944	R. Park*	Sociology	United States	194
1872-1970	B. Russell	Philosophy	England	35
1875-1961	Jung*	Psychology	Switzerland	84
1884-1939	Sapir*	Linguistics	United States	10
1885-1971	Lukács	Literature	Hungary	192
1889-1951	Wittgenstein*	Philosophy	England	34
1889-1974	W. Lippmann*	Literature	United States	194
1889-1976	Heidegger	Philosophy	Germany	87
1890-1947	K. Lewin*	Psychology	United States	37
1891-1937	Gramsci*	Politics	Italy	60
1892-1940	Benjamin*	Literature	Germany	142
1892-1949	H. S. Sullivan*	Psychology	United States	120
1893-1979	I. A. Richards*	Literature	England	20
Mid-twentieth-century theorists				
1894-1952	Innis*	Economics	Canada	150
1894-1964	Wiener*	Mathematics	United States	41
1894-1978	W. Weaver*	Mathematics	United States	31
1895-1970	Propp	Folklore	Soviet Union	88
1895-1973	Horkheimer	Philosophy	Germany	40
1895-1975	Bakhtin*	Literature	Soviet Union	125
1896-1934	Vygotsky*	Psychology	Soviet Union	85
1896-1980	Piaget*	Psychology	Switzerland	150
1896-1982	Jakobson*	Linguistics	United States	8
1897-1941	Whorf*	Linguistics	United States	22
1897-1967	G. Allport	Psychology	United States	192
1898-1948	S. Eisenstein	Film	Soviet Union	145
1898-1979	Marcuse	Philosophy	United States	119
1899-1965	Hjelmslev	Linguistics	Denmark	152
1900-	Gadamer	Philosophy	Germany	86
1900-	L. Lowenthal*	Sociology	United States	113
1901-1976	Lazarsfeld*	Sociology	United States	23
1901-1978	M. Mead*	Anthropology	United States	30
1901-1981	Lacan	Psychology	France	152
1901-	C. Morris*	Philosophy	United States	66
1902-1978	Lasswell*	Political science	United States	19
1902-1979	T. Parsons	Sociology	United States	1108
1903-1957	Von Neumann*	Mathematics	United States	115
1903-1969	Adorno*	Philosophy	Germany	14
1903-	T. M. Newcomb	Psychology	United States	178
1904-1980	Bateson*	Anthropology	United States	9
1904-	Arnheim	Psychology	United States	189
1906-1969	H. Cantril*	Psychology	United States	96

(continued)

Table 2 Continued

Birth-death	Name	Field	Nation	Rank
1906-	N. Goodman	Philosophy	United States	64
1907-1987	W. Schramm*	Communications	United States	145
1907-	Tinbergen	Biology	England	114
1908-	Lévi-Strauss*	Anthropology	France	12
1910-	H. Herzog	Psychology	Austria	t108
1910-	R. K. Merton*	Sociology	United States	t116
1911-1960	J. Austin	Philosophy	England	197
1911-1980	McLuhan*	Communications	Canada	154
1912-1961	Hovland*	Psychology	United States	61
1912-	B. Berelson	Sociology	United States	t108
1912-	N. Frye	Literature	Canada	t72
1913-1988	H. P. Grice	Philosophy	England	44
1915-1980	Barthes*	Semiotics	France	6
1916-	C. Osgood*	Psychology	United States	82
1916-	Shannon*	Mathematics	United States	32
1918-1958	A. Bazin	Film	France	t76
Later twentieth-century theorists				
1918-	Althusser	Philosophy	France	t69
1918-	Birdwhistell	Anthropology	United States	62
1919-	G. Gerbner	Communications	United States	148
1919-	J. Goody	Anthropology	England	t97
1920-1984	V. Turner	Anthropology	United States	24
1921-	P. Freire	Education	Brazil	t67
1921-	E. Morin	Film	France	t97
1922-1982	Goffman*	Sociology	United States	15
1926-1984	Foucault*	Philosophy	France	21
1926-	C. Geertz	Anthropology	United States	t97
1926-	E. Katz	Sociology	United States	t69
1927-	D. Hymes	Anthropology	United States	t89
1928-	Chomsky	Linguistics	United States	4
1928-	Labov	Linguistics	United States	t72
1929-	Habermas	Sociology	Germany	58
1930-	Bourdieu	Philosophy	France	t97
1930-	Derrida	Philosophy	France	t48
1930-	Genette	Literature	France	t97
1932-	Eco	Semiotics	Italy	t97
1939-	Todorov	Linguistics	France	t97
1941-	Kristeva	Literature	France	t97

Note. An asterisk indicates the subject of individual biographical entry described as that of "theorist" in *The International Encyclopedia of Communications*; a t denotes a tie.

came in the mid-1930s, the last decade of major impact of the Control Revolution, with the first important work by Propp, Horkheimer, Bakhtin, Vygotsky, Piaget, Jakobson, and Whorf, among others.

## Implications

The consensus on theory presented by the *Encyclopedia* is likely to have far-reaching implications for the field of communications. Consider, for example, its major professional organization, the International Communication Association (ICA). Of the 42 presidents of the ICA to date, *not one* ranks among the top 120 theorists as reflected in the *Encyclopedia* (as listed in Table 2), and only 5 (11.9%) are mentioned at all—for any reason—in its four volumes. Of the 81 past presidents of the American Sociological Association, by contrast, 6 (Cooley, Park, Lazarsfeld, Parsons, Merton, and Goffman) rank among the top 120 communications theorists; a total of 17 (21.0%) are mentioned in the *Encyclopedia*. Clearly the leadership of the ICA has not reflected intellectual leadership in the study of communications—whether in theory or elsewhere—even half as well as associations less directly representing that field.

Much the same might be said of the field itself. Of the 120 theorists in Table 1, only 3 (2.5%) might be said to have worked primarily in communications (Schramm, McLuhan, and Gerbner). The field is overshadowed among the top 120 theorists of communications by seven other disciplines: philosophy (40; 33.3%), psychology (16; 13.3%), sociology (13; 10.8%), literature (10; 8.3%), anthropology (9; 7.5%), linguistics (8; 6.6%), and mathematics (4; 3.3%).

The consensus on theory reflected in the *Encyclopedia* also overturns venerable myths and hoary clichés of the communications field, for example, the claim by Bernard Berelson (1959) that communications had four "Founding Fathers": Lewin, Lazarsfeld, Lasswell, and Hovland (widely known in the field as "Hovland and the Three Ls"). Berelson's claim, used to bolster his argument that in 1959 communication research was "withering away," was almost immediately appropriated by Schramm (1959), embellished by him over the next three decades (Schramm 1983, 1985), and parroted in countless textbooks.

Although all of the Berelson Four rank among the top 120 communications theorists as reflected in the *Encyclopedia*, it is difficult to see the four as special in any way. Certainly they are not founders: Chronologically, they appear near the *middle* of the progression of 120 theorists (between the 51st and 92nd positions). They published most of their important work *after* both the modern renaissance (1880-1900) and the period of most rapid development (mid-1930s). Nor do they constitute a tight cohort—40 other theorists

were born during the same span (1890-1912). These number 20 who rank above one or more of the Berelson group, including four (Jakobson, Adorno, Bateson, and Lévi-Strauss) who outrank those singled out by Berelson.

Nor can the Berelson Four be said to have founded the *American* study of communications: Nine American theorists—Peirce, James, Boas, Dewey, G. H. Mead, Cooley, Park, Sapir, and Lippmann—preceded them in birth order. The cohort of the Berelson Four includes no fewer than 20 other American theorists: Sullivan, Wiener, Weaver, Jakobson, Whorf, Allport, Marcuse, Lowenthal, Margaret Mead, Morris, Parsons, von Neumann, Newcomb, Bateson, Arnheim, Cantril, Goodman, Schramm, Merton, and Berelson himself. Of these 20 Americans, 13 (65%) are accorded biographical entries as theorists in the *Encyclopedia*.

The Berelson Four do not constitute the earliest empirical researchers among the 120, not even from the United States, nor are they unusually distinguished: They rank only somewhat above the middle, between 19th (Lasswell) and 61 (Hovland); none ranks in the top 15%. Nor are they the first to concentrate primarily on communications, something that might be said—for the same cohort—of Schramm and McLuhan. The Berelson Four, by contrast, worked in psychology (Lewin and Hovland), sociology (Lazarsfeld), and political science (Lasswell). So what, we might well ask, did these so-called Founding Fathers found? By what claim do they deserve to be singled out—among scores of other theorists—for special attention in the history of communications studies?

## Conclusions

We began by lamenting the lack of a theoretical core for the field of communications and echoing Wilbur Schramm's call for consensus on theory. We now find that even what consensus already exists—as represented by ICA presidents or by the field's Founding Fathers—bears little resemblance to the views of communications held by a large and distinguished group of contributors to the *Encyclopedia*. Not only are the Founding Fathers a myth, by this criterion, but neither the organized discipline nor its leading professional association can be said to represent communications very well—certainly not compared to other disciplines and professional associations.

*The International Encyclopedia of Communications*, for all its faults, has shown us a new way. Thanks to this effort, we now have at least the beginning basis for establishing that “central, interrelated body of theory” for which

Schramm longed, “on which the practitioners of a discipline might build and unify their thinking” (Schramm, 1983, p. 14). Such consensus may as yet amount to little more than a chronology of the top 120 communications theorists (Table 2), but this list at least seems reasonably balanced between theorists of the natural and social sciences and the humanities (58 of the former, 62 of the latter), between macro and micro theorists (13 are sociologists, 16 psychologists), and between early and modern (24 lived before the 19th century, 51 were born in the 20th).

Something there is that doesn't love a list, to paraphrase Robert Frost (1916/1969). Nevertheless, it will be a long time before we again have a consensus product of so large, diverse, and distinguished a group of communications scholars. Might the list not usefully serve—legitimated by the closest approximation to consensus we have reason to expect—as a useful focus for theory development and teaching?

The alternative would be to persist in rehashing the tired clichés of the field, thereby fostering the proliferation of ever more “theories” whose proclamations—aided by opportunistic publishers—daily clog our university mailboxes. One danger of staying this course is that the consensus of the *Encyclopedia* (such that it is) may represent an actual convergence of several disciplines on the subject matter of communications (as suggested in Beniger, 1988). This convergence, in turn, may represent a means of integrating work across various of the social sciences, sciences, and humanities. What will become of communications as a discipline if it fails to participate in the integration of its own special subject matter as a vital new area of academic study?

Time will tell whether those already in the field will legitimate the *Encyclopedia* consensus in their research and teaching. Unless, of course, this is to be one of those rare moments at which a reference work can itself serve to legitimate a new field. If so, you have just read the first rudimentary outline of the history of theory in an exciting new academic discipline already in formation though not yet imagined.

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## Far Afield

New books not primarily addressed to the academic field of communications, but which make important contributions to the understanding of communications as broadly defined.

*The Age of Electronic Messages*, by JOHN G. TRUXAL. Cambridge: MIT Press, 1990. 487 pp. \$29.95 cloth.

Although this textbook is replete with review questions and problem sets for the student, even tenured scholars of communications technology might profit from a careful reading. Author John Truxal, Distinguished Teaching Professor in the Department of Technology and Society at SUNY-Stony Brook, has produced an engaging text—peppered with 348 illustrations—on technologies ranging from computer speech to police radar to supermarket bar codes. Using familiar examples (shock from a toaster, testing automobile engines), early chapters cover scientific principles; the final four chapters constitute separate treatments of radio, medical ultrasound imaging, television, and broadcasting and narrowcasting. Unusual attention goes to basic concepts of communication, such as redundancy in language, digital signals, and the limits of human communication. Course-tested on more than 5,000 undergraduates over the past decade, the work is sponsored by the Alfred P. Sloan Foundation's New Liberal Arts (NLA) Program and published in the New Liberal Arts series of MIT Press.

*Censorship of Political Caricature in Nineteenth-Century France*, by ROBERT JUSTIN GOLDSTEIN. Kent, OH: Kent State University Press, 1989. 293 pp. \$28.00 cloth, \$18.00 paper.

Although France abolished prior censorship of print in 1822, it enforced censorship of caricature almost continuously until 1881 and periodically prosecuted caricaturists until World War I. Between 1815 and 1914, the

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period covered by this book, France suppressed some 20 caricature journals and jailed more than a score of caricaturists and their editors. This continued censorship of drawings for almost a century after press freedom, according to Robert Goldstein, shows that the impact of pictures was greater than that of words. As New York City politician William "Boss" Tweed complained, "I don't care so much what the papers write about me—my constituents can't read, but damn it they can see pictures!" Goldstein, political science professor at Oakland University, finds that French caricature suffered "cycles of liberalization and repression as the symbolic value placed on 'liberty' repeatedly collided with the fears of the authorities." Includes a bibliographic essay and 75 black-and-white caricatures.

*Control: Sociology's Central Notion*, by JACK P. GIBBS. Urbana: University of Illinois Press, 1989. 504 pp. \$39.95 cloth, \$16.95 paper.

Jack Gibbs makes two points: that "maximum coherence in any scientific field requires a central notion" and that sociology's central notion ought to be *control*. Those who envision communications studies as central to social science could hardly ask for a more useful argument (though they will further recognize control as subsumed by the concepts of information and communication). Gibbs, Vanderbilt professor of sociology, manages to write almost 500 pages on control without conscious use of the notions of goal, information processing, decision, or communication, but much of the material he amasses will provide grist for more systematic treatments. Relying heavily on the work of Marx and Durkheim, he argues that his notion of control "would enhance the merits and diminish the shortcomings" of all the major "contending sociological perspectives," devoting eight separate chapters to functionalism, structuralism, materialism, network analysis, behaviorism, sociobiology, interpretive and conflict sociology, and the study of elites, among others. His irreverence for received truths is often fun to read.

*Girls Who Went Wrong: Prostitutes in American Fiction, 1885-1917*, by LAURA HAPKE. Bowling Green, OH: Bowling Green State University Popular Press, 1989. 216 pp. \$39.95 cloth, \$19.95 paper.

After American reformers discovered prostitution in the mid-1880s, debate about the "great social evil" raged for three decades in the popular press. Not so in social protest writing or in fiction. Except for a Hawthorne story and

works by Louisa May Alcott and Harriet Beecher Stowe, only the subliterate Gothic novel treated prostitution before the late 19th century. Then began what Laura Hapke calls "the masculine literary response to prostitution." In separate chapters on Stephen Crane, Harold Frederic, and David Graham Phillips and extended treatments of the "lost" novelists Joaquin Miller, Edgar Fawcett, and Reginald Wright Kauffman, Hapke accounts for two generations of male writers who produced the first major fiction about prostitution that was neither sensational nor pornographic. "They made the prostitute the subject of serious literary attention," according to Hapke, a Pace University scholar, "but inevitably played out their own late-Victorian conflicts about woman's sexuality." Especially useful to communications scholars will be Hapke's concluding chapter, "Fallen Women in the Minds of Men." This first book-length treatment of prostitution in American fiction includes 21 pages of notes, a 15-page bibliography, and seven black-and-white illustrations.

*The Three Paradoxes of Roland Barthes*, by PATRIZIA LOMBARDO. Athens: University of Georgia Press, 1989. 165 pp. \$22.50 cloth.

Roland Barthes can best be understood—in Patrizia Lombardo's view—as a series of paradoxes he perceived in the process of writing. She devotes separate chapters to three such paradoxes, contradictions that Blanchot called "the reality of the literary effort." The dominant paradox, according to Lombardo, University of Pittsburgh professor of French literature and cultural studies who studied with Barthes, is "the problem of representation—the divorce of that which signifies (literature, language) and that which is signified (reality, history)." Out of this disparity arises the paradox of structuralism, defined by Lombardo in her title of Chapter 2, "Against Language," intended to challenge "the most widespread stereotype of the structuralist and post-structuralist age, namely, that everything is language." The third paradox occurs in Barthes's final work, *Camera Lucida*, which returns to the tensions between literature and history, language and reality. Provoked by a photograph of his dead mother, Barthes responded with what Lombardo calls "the only novel he 'could' write, and, maybe, he wanted to write: an essay, in which the critical analysis of photography and the meditation on time and death perfectly blend in a very personal research."

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