

ENCYCLOPEDIA OF COMMUNICATIONS

Types of Entries

The following lists show the types of entries to be included in the Encyclopedia.

Entries are listed under four main headings (I, II, III, IV), representing the four subject areas to be developed by four Section Editors. Each area is further subdivided into categories, with ten suggested entries listed under each, to illustrate the nature of the category.

Probable cross-references are listed for some of the suggested entries. When an entry and a cross-referenced entry fall under different Section Editors, both editors will have to review both entries, to ensure adequate cross-disciplinary checking.

In Area IV, the biographical list, no names of living persons are at present listed. A policy for living people will be determined later.

These lists, representing only a fraction of the eventual Encyclopedia content, can provide a basis for beginning work on the project.

E. B.

I. AREA: MODES AND CODES

Suggested entry

Probable cross-reference

(Communication technologies)

cable	television
computer	cybernetics
fibre optics	
motion picture	Edison, Lumiere
photography	Brady, Daguerre
radio	DeForest, Fessenden
sound recording	Edison
telegraphy	Morse, Marconi
telephone	Bell
television	Farnsworth, Sarnoff, Zworykin

(Distribution media)

book	codex, Gutenberg
game (manufactured)	Warner
magazine	
map	Mercator
newspaper	
painting	
phonograph record	Berliner
poster	
videocassette	
videodisc	

(Forms of expression)

ballad	
drama	
epic	Homer
fable	Aesop
hymn	
legend	
myth	
novel	
opera	
parable	Bible

MODES AND CODES (continued)

Suggested entry

Probable cross-reference

(Nonverbal communication)

animal communication
birdsong
body language
facial expression
gesture
insect codes
music
posture
sign language
smoke signals

(Symbolic activities and events)

cornerstone laying	
coronation	
demonstration	
festival	
launching	satellite
parade	
press conference	television
prophecy	oracle - Delphi
ritual	
sports	Olympic games

(Monuments and artifacts as communications)

architecture	
costume	
gravestone	
headdress	
icon	
jewelry	
pottery	
pyramid	Egypt, papyrus
sculpture	
tapestry	

MODES AND CODES (continued)

Suggested entry

Probable cross-reference

(Notation systems)

alphabet	
color coding	
cuneiform	clay tablets
hieroglyphic	papyrus
labanotation	dance
Morse code	telegraphy
music notation	
pictograph	
punctuation	
trademark	

(Representation variants)

abstraction	
caricature	
dance	
graphs	
metaphor	
mimesis	Plato
narrative	
satire	Aristophanes
stereotype	
symbolism	

(Art genres, trends, periods)

art nouveau	
baroque	
cinema verite	motion picture - France
cubism	
futurism	
impressionism	
realism	
rococo	
romanesque	
romanticism	

II. AREA: COMMUNICATIONS BEHAVIOR

Suggested entry

Probable cross-reference

(Psychological terms and concepts
pertinent to communication)

alienation	
cognition	
empathy	
identification	
illusion	
paranoid reactions	
peer-group pressure	
perception	
projection	Rorschach test
self-fulfilling prophecy	Merton

(Communications barriers and disruptions)

blacklist	cold war
caste	
classification	secrecy
cold war	
disinformation	
ghetto	
race discrimination	M. L. King
secrecy	
taboo	
untouchability	Gandhi

(Anthropological aspects and terms)

acculturation	Mead
animism	
fetish	
folklore	
kula	Malinowski
magic	
medicine man	
potlach	
tom tom	
totem pole	

COMMUNICATIONS BEHAVIOR (continued)

Suggested entry

Probable cross-reference

(Values and effects of special spokesmen)

benshi	motion picture - Japan
chorus	theater - Greece
columnist	
commentator	radio, television
court jester	
oracle	
poet laureate	
papacy	
press secretary	
Santa Claus	

(Research on media effects)

comparison advertising
fear appeal
negative campaigning
nudity - impact of
sex acts - portrayal of
slur words
stereotypes - ethnic
stereotypes - sexual
testimonials
violence - portrayal of

III. AREA: SYSTEMS AND INSTITUTIONS

Suggested entry

Probable cross-reference

(Types of mass-media institutions)

advertising agencies	
broadcasting	radio, television
data bank	computer
postal service	
pressure group	
public relations	
publishing	
satellite	
syndicate	
wire service	AP, UPI, Reuters

(Other communications institutions)

archive	Library of Congress
cafe	
church	
kindergarten	
library	Ptolemy II, Eumenes II
monastery	
museum	
school	
supermarket	
university	

(Communications companies: publishing)

Associated Press	
London Times	
New York Times	Raymond
Newsweek	
Pravda	Lenin
Reuters	
Time, Inc.	Luce
Times of India	
Triangle	
United Press International	

SYSTEMS AND INSTITUTIONS (continued)

Suggested entry

Probable cross-reference

(Film-radio-television companies)

American Broadcasting Companies	
British Broadcasting Corporation	Reith
Columbia Broadcasting System	
General Electric Co.	
Metro-Goldwyn-Mayer	
NHK	
Paramount Pictures	Zukor
UFA	
Warner Brothers	
Westinghouse	

(Legal aspects and issues)

access	licensing
copyright	Bill of Rights
freedom of the press	Madison, Zenger
libel	
monopoly	
patent	
pornography	
privacy	
violence	

(Communications history)

camera obscura	
crusades	
exploration	
magic lantern	
papyrus	Ramses II
parchment	codex
pony express	
printing press - social impact	
Renaissance	
Silk Road	

SYSTEMS AND INSTITUTIONS (continued)

Suggested entry

Probable cross-reference

(Works of special significance)

Areopagitica	freedom of the press
Battleship Potemkin	Eisenstein
Bible	
Birth of a Nation	Griffith
Invasion from Mars	Welles
Koran	
Ramayana	
Roots	
The Sorrow and the Pity	
Why We Fight	

(Other disciplines contributing
to communications)

art history
comparative literature
history
law
linguistics
philosophy
political science
psychology
semantics
sociology

(Key pronouncements and documents)

Atlantic Charter	
Bill of Rights	freedom of the press
Communist Manifesto	
Constitution, U. S.	
Declaration of Human Rights	
Declaration of Independence	Jefferson
Line of Demarcation	papacy
Magna Charta	
Sermon on the Mount	
Ten Commandments	

IV. AREA: BIOGRAPHIES

Suggested entry

Probable cross-reference

(Media inventors)

Armstrong	
Bell	
Daguerre	
DeForest	
Edison	
Farnsworth	
Gutenberg	
Lumiere	cinematograph
Marconi	wireless
Morse	

(Statesmen with impact on
communications history)

Akbar	religion
Eumenes II	parchment
Hitler	Triumph of the Will
Kennedy	television
Medici family	Renaissance
Nixon	television
Ptolemy II	library
Ramses II	papyrus
Roosevelt, F. D.	fireside chat
Roosevelt, T.	newsreels

(Contributors to communications theory)

Aristotle
Bacon
Freud
Hegel
Innis
Kant
Lazarsfeld
Levi-Straus
McLuhan
Socrates

BIOGRAPHIES (continued)

Suggested entry

Probable cross-reference

(Major entrepreneurs
with impact on communications)

Beaverbrook	newspaper
Carnegie	library
Ford	foundation
Gould	telegraphy, Western Union
Hearst	newspaper chain
Hughes	motion picture, satellite
Rockefeller	foundation
Sarnoff	
Thomson	
Zukor	Paramount

(Influential media figures)

Chaplin	
Eisenstein	motion picture
Flaherty	documentary
Griffith	
Murrow	radio, television
Pickford	
Valentino	
Verne	science fiction
Vertov	documentary
Wagner	mythology, opera

(Other figures of relevance
to communications history)

Buddha
Columbus
Confucius
Darwin
Da Vinci
Galileo
Gandhi
Homer
Luther
Marco Polo