

presentation of the Social Responsibility position curiously almost overlooks (apart from a brief mention of the Davey Report) Canadian contributions to the development of the theory, which has come a long way since the Hutchins Commission.

The chapter on concentration of media ownership, though well-handled on the whole, cries out for discussion of the problem of conglomeration-ownership of media by vast corporations whose major interests are NOT media. Conglomeration, after all, was singled out by Tom Kent himself as the single biggest threat to our newspaper industry.

Other comments and criticisms are possible (For example, my students though the chapter on technology was not quite satisfactory, lacking detailed information about new areas of development, and I myself would have liked to see an expanded treatment of culture (High, Low etc.) and of public policy issues such as censorship in relation to pornography, hate literature and violence, as well as a section on the New World Information Order.)

But these are only quibbles from someone who would like to see the text perfectly reflect his own particular course outline, and who is well aware that other teachers will have other equally valid interests and emphases. If I mention these things at all, it is only to encourage Prof. Eaman to expand his book in the subsequent edition it so richly deserves.

Enn Raudsepp
Concordia University

Progress in Communication Sciences, Volume VI

Edited by Brenda Dervin and Melvin J. Voigt. Norwood, New Jersey: Ablex, 1985. \$45 Inst/29.50 Pers (U.S.).

State of the art anthologies, often in the form of annual reviews, are found in most established disciplines. This volume is part of a biennial series that tries to carry this venerable tradition to the relatively new field of communication studies. Despite our reservations about the editor's assumption that communication is a science - straddling the natural sciences, social sciences and humanities, it has the same epistemological flexibility that characterizes anthropology and geography - we are nonetheless pleased at the disciplinary and ideological openness of most of the contributions.

The authors have done their bibliographic homework. Extensive up-to-date citations make this book a valuable reference text regardless of whether the reader subscribes to the orientation of the particular contributors. Also, readers on this side of the border will no doubt be pleased to note that several articles make significant use of Canadian examples.

The volume opens with an overview of intercultural communication by William Gudykunst. This is an area first defined by Edward T. Hall. Gudykunst respectfully and systematically expands that legacy. He advocates drawing clear distinctions between the terms intercultural and cross-cultural, thereby highlighting the relevance that each has to the other. He also addresses the current state of theory and research, making necessary connections between the status of intercultural studies and the contributions of other disciplines, such as anthropology and psychology.

A major strength of Gudykunst's approach is that it offers valuable background to the student first approaching this area by providing a point of entry whereby other related formulations can be linked to intercultural studies. For example, from a Canadian perspective, the reader might want to integrate Harold Innis's notions about the centre/margin relationship in terms of where particular ethnic groups are situated in relation to the dominant culture and how this situation may effect the interactions between them. We would also add that his approach could be expanded to include possible connections between the modes of communication employed within ethnic groups, and their influence on intercultural interaction on both the interpersonal and institutional levels.

Gudykunst's approach is complemented by the subsequent article dealing with communication, ethnicity and stratification, by K. Kyoon Hur and Leo W. Jeffres. They offer a review of the literature linking mass media and ethnicity, which accentuates the use of such media by particular ethnic groups. They

propose a conceptual model outlining the connection between key variables involved in the interrelationship between ethnicity, social class, and media. The two authors argue for more consensus on the definition of key terms and concludes with a useful list of fifty-five directives and hypotheses to stimulate further research.

The area of theory and epistemology is broached by Thomas Jacobson's article. He traces the role that shifts in this domain have played within the communicational paradigms used in development studies. Central to his argument is the view that although the epistemological basis of empiricism can be readily critiqued - many of the basic assumptions being no longer tenable - empirical methods are nonetheless still a necessity. This need not be in opposition to the growing recognition within the discipline, that fact and value are inseparable, provided the researchers are aware of the way this situation is articulated in their own work. Finally, Jacobson, warns that researchers in development studies should always guard against excessive formalism.

In the next contribution, by Ronald Rice and William Richards, the relevance of network analysis to communication studies is discussed. They offer insights into the various programs and methods that might prove useful to researchers in the field. This is not an article for those without computer literacy. One would hope that, perhaps in a future volume in this series, there will be a more non-technical introduction to the implications of network studies for different subfields of the discipline. To their credit, Rice and Richards end with the contention that network analysis should always be subservient to the researcher's needs, and not become an end in itself.

Research methods and computers also figure prominently in Edward L. Fink and Peter R. Monge's essay on Confirmatory Factor Analysis. They note how this approach can overcome some of the problems that have traditionally beset exploratory factor analysis. Ample statistical data for the contrast is provided.

With reference to the classic communication model of sender and receiver, Ethel Auster's article "Intermediaries in Information Transfer: The Library Experience," provides an interesting and practical example of the range of intermediaries involved in this exchange. Examining the issue of computer data bases and online systems in libraries, she focuses on the relationship between the request of a student or professional, and how that information is retrieved and made accessible through the aid of intermediaries. Interestingly, she notes that while computer technology has become the basis of information systems, the value of human intermediaries is also increasing. Human intermediaries, in contrast to their computer counterparts, are primarily more flexible. In addition, the success of human intermediaries lies in their interpersonal skills as well as their ability to discern the requirements of users.

The volume also includes a contribution dealing with interorganizational forms. Their review of the literature indicates previous confusion between types of linkages and the levels on which these linkages occur. In order to distinguish between them, they argue that although linkages may involve the transfer of sharing of information and/or material, linkages occur on three levels: institutional, representative and personal. They also elaborate on the various factors involved in each type and level of linkage, as well as those elements influencing the durability of linkage between organizations. This includes the proposition that the advantages inherent in developmental models of interorganizational networks can help stimulate fruitful further research. In conclusion, they suggest a number of hypotheses regarding interorganizational linkages and claim that research should focus on the consequences of such linkages rather than their causes.

In a highly informative article, which aptly concludes the volume, Judee K. Burgoon discusses the range of research that has been done on verbal and nonverbal codes. This entails an assessment of the linguistic model as applied to nonverbal behaviour and an argument that such a model, while valuable in providing insight into the nature of nonverbal behaviour, does not do justice to the range and implications of such behaviour. In positing the unique characteristics of nonverbal behaviour, Burgoon engages in a comparative analysis that deals with features of both communication codes. Further, Burgoon links these differences and similarities with the manner in which the brain stores and retrieves information. It is contended that the social functions performed by nonverbal codes should be studied from a perspective that

examines the use of both codes simultaneously, one that acknowledges the role of both biology (neural programming) and culture.

In conclusion, what this volume lacks in originality it makes up for in breadth and usefulness as a reference text. However, not everyone would perhaps agree with the editor's contention that the research cited constitutes progress for the discipline. Readers with a humanistic orientation, although they might not necessarily be dismissive of the work represented, could argue that such a claim is premature and/or inappropriate; also that it does not represent the full range of approaches possible in communication studies. If this promising series is to achieve any kind of balanced assessment, it should allow humanistic research and interpretation space in a future volume.

Yasmin Jiwani and Paul Heyer
Simon Fraser University