

ethnography of speaking, Thomas Kochman analyzes the structure regulating Black verbal dueling strategies, concluding that their cultural placement within boundaries of play and non-play differs from Whites' and contributes to conflict in social interaction. Donald Rubin expands the ethnographic method to the setting of the school, comparing classroom and community speech to suggest that certain patterns of classroom questioning operate to the disadvantage of non-mainstream ethnic students. A second ethnographic study of the school focuses on dance in Judith Hanna's interesting analysis of dance/play among Black children as expressions of ethnic identity in dealing with White children.

The final section of this anthology contains two articles which discuss ethnicity in the development of interpersonal relationships. William Gudykunst uses uncertainty reduction theory to analyze ethnicity as a factor influencing the patterns of self-disclosure and attributional confidence in interpersonal relationships between persons of the same and of different ethnic groups. William Hammer applies a multivariate analysis to determine that attitude and ethnic similarity are important factors influencing social penetration during initial social interactions.

Taken together, these articles contain little that is inspiring or even surprising for the reader. The volume moves toward broadening the dominant research framework of interethnic communication by including ethnographic studies and rhetorical analysis along with the heavy emphasis on quantitative research. But in general, the efficacy of the research results demonstrates that quantitative methods of interethnic analysis face a decided challenge from the perspectives put forth in critical analysis and cultural studies. These approaches inform from different premises. But the focus they place on context and history and discourse contributes a vital perspective to the study of signification, intersubjectivity and interaction. Current research in interethnic communication is much more varied and insightful than this anthology suggests.

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Inside Seven Days - The Show That Shook the Nation

Eric Koch

Newcastle: Prentice-Hall, 1986

Are you teaching communications? If so, you're probably looking for stimulating books on Canadian broadcasting for your additional reading lists.

There's no need to look any further. Include *Inside Seven Days - The Show That Shook the Nation*. Author: Eric Koch. Introduction by Peter Desbarats. Published by Prentice-Hall/Newcastle in 1986. Available from the author at 59 Standish Avenue, Toronto M4W 3B2. Price \$10.00 (hardcover) - half the original cost.

You may think it's a little odd of me, a respectable part-time professor in the mass communications program at York, and a former CBC producer and senior executive to boot, to peddle his own book in this vulgar manner. But there are mitigating circumstances. Last winter the book was remaindered. If I had let nature take its course it would have become unavailable in no time. But, in order to save it for the benefit of students and teachers of Canadian broadcasting in the years to come, I intervened and bought a thousand copies and stored them in my basement.

The more mature readers of this journal will remember watching the legendary *This Hour Has Seven Days* in their formative years. The less mature readers will have heard about the influential, taboo-smashing program which the CBC "canned" in 1966, after only two seasons on the network. In order to mature fully, they may wish to find out more about it. All they need to do is read the authoritative story of its rise and fall.

I wrote it for the general public, not as a text-book. The style was designed to be entertaining as well as informative. The book tells the story of the internal warfare, including the many personality conflicts, stressing its wider significance at a time of rapid social change and carefully placing the events in the context of Canadian television history. The CBC's desperate efforts to devise a workable machinery of supervision, after the program had achieved record ratings, make particularly lively reading.

In many ways, the program was perceived to be an open rebellion against the "Establishment", including CBC top management, and audiences took sides accordingly. In that sense *Inside Seven Days* is a book about the sixties.

But, strangely enough, many of the basic policy issues which led to the blow-up are as acute today as they were more than twenty years ago. Is there a place in the public networks for crusading journalism? Should current affairs programs merely reflect public opinion or are their occasions when they may lead it? How far may producers go in stretching the rules of journalistic ethics? What is the proper role of CBC top management in the day-to-day supervision of information programs? And what about the sacred arm's length relationship with politicians? Could a *Seven Days Crisis* occur today?

The book may stimulate many lively discussions with your students.

Besides, I need space in my basement.

Eric Koch
Toronto