

***Demeter, Márton: Academic Knowledge Production and the Global South. Questioning Inequality and Under-representation. Palgrave Macmillan, 2020, 274 pp.***

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Demeter's book 'Academic Knowledge Production and the Global South. Questioning Inequality and Under-representation' focuses on different aspects of global knowledge production, including the structural features of international higher education, research policies and academic publishing. The thought-provoking monograph will be interesting to the community of communications scholars from at least two points of view. First, the book can be read as an analysis of scholarly communication or science communication, since the most important agents of the field – higher education institutions, international journals, ranking systems, research policy makers and the scholars themselves – connect each other by various means of communication. These communication facilities through which the international scientific community is interconnected includes academic culture, international language, academic rhetoric, accepted methodologies and several means of transnational academic capital. Second, since the author is a communication scholar himself, most empirical evidence discussed in the book come from the field of communication and media studies. Readers of the book will become familiar with various segments of the global field of communication research such as the author and editorial board diversities of leading communication journals, the composition of the research staff of leading communication departments and the share of different world regions in the research output of the discipline.

The book consists of seven chapters in two parts. The first two chapters present the theoretical framework of Demeter's analyses, while the second part (Chapters 3 to 7) discuss and critically analyze empirical data regarding various features of communication and media scholarship and related disciplines. The first chapter introduces several problems of inequalities in global knowledge production, which is the main focus of the monograph. Demeter reveals the main systemic problems of global academia: the exploitation and exclusion of the academic periphery, the hegemonic position of the Western core and the serious bias against both global South authors and peripheral academic institutions, especially universities. Moreover, the author analyses and criticizes the phenomenon of social blindness in terms of global knowledge production. This refers to the processes whereby an elitism based on "social class" and geopolitical exclusion works in a way that is clearly visible for the oppressed but, in most cases, totally invisible for the beneficiaries of the system. Demeter also introduces the misleading idea of academic work and competition being similar to the Olympic Games and thoroughly criticizes this analogy. Finally, the author presents the main questions that he addresses in the book and provides a short summary of the individual chapters. In the second chapter, Demeter introduces the main theoretical frameworks of the book, namely the Wallersteinian world-

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system theory and the Bourdieusian frame theory. Beside this, the author offers a unique theoretical model whereby geopolitical and societal inequalities as well as existing hegemonies can be properly analyzed in the world-system of global knowledge production. This specific model shows how so-called international scholars collect and accumulate transnational academic capital by acquiring central diplomas, international research grants and elite power positions at different institutions of the global academy. Chapter two also shows that the hegemonic structure of global knowledge production is a very complex one in which geopolitical hegemony (in the form of the rule of elite central institutions) is tightly interwoven with societal (class-based) stratification. The third chapter deals with the dynamics behind the problem of inequality through a discussion of economic, epistemic, moral, and institutional problems, including those directly linked to global academia. Demeter introduces the main processes that have historically led to a center-periphery structure in international science. This chapter also discusses the network-based operation of elite academic institutions that systematically overvalue each other's transnational academic capital to constitute an exclusionary elitism that the author calls (paraphrasing Bourdieu's state nobility) the development of a Global Academic Nobility. Finally, the author presents the main economic, moral and epistemic problems of central elitism that not only totally exclude the periphery, but also lead to serious setbacks in global knowledge production. The fourth chapter begins with the categorization problems of the world-system of global knowledge production since, as the author argues, categorizing the world into central and peripheral regions has led to some confusion. As a case study, Demeter presents the situation of Eastern Europe by showing how the Soviet invasion led to the Sovietization of the region, a situation which could be compared with the more commonly known colonization of knowledge. Demeter shows that cultural imperialism goes hand in hand with the uneven distribution of material resources such as publishing houses, journals, research grants and international associations. Finally, the author demonstrates how language policy, topical selectiveness and conscious citation universe development can lead to the global recognition of the periphery without central assistance, and he also presents the effort of central agents to stop or absorb emerging peripheral agents by coemption, thus making them part of the hegemon's academic center. The fifth chapter presents a great volume of empirical data on the scholarly output of different world regions in the social sciences in general, and in communication and media studies in particular. Demeter's analysis shows that while different scholarly disciplines have a different distribution of academic capital, the center/periphery structure of the field of knowledge production is rather similar in the case of all research fields with the absolute hegemonic position of the US, the UK, the developed countries of Western Europe and the rich countries of the so-called developed Asia, while the production of the periphery is almost invisible. Demeter also argues that the exclusion of the periphery and the excessive brain drain, and re-education practices maintain central hegemony to a great extent, while potentially causing even the most successful peripheral authors to lose their authentic voices. As counterexamples, Demeter presents the more adaptive, state-funded tactics of some BRICS countries and peripheral world regions, especially Ibero-America, that have successfully raised their visibility without losing talent and authenticity. Finally, the author proposes some approaches and academic measurements that can reduce or even eliminate the bias against peripheral scholars. Chapter six presents the most important considerations behind the gatekeeper activities of central agents, namely editorial policies. This chapter focuses on the so-called invisible motives of editorial boards, and the author argues that, since editors must maintain or, preferably, raise the global rank of their journals, they consciously deal with issues concerning the Matthew effect, topical and thematic biases, preferential attachment or the "rich get richer" effect. Demeter argues that, as a consequence of the structural features of the world-system of knowledge production, gatekeepers of knowledge impede the emergence of the periphery: journal rankings, publishing practices and

standards, epistemic and methodological requirements, language issues and even topical preferences work against noncore scholars and serve the interests of their central peers. The final, seventh chapter sets out to study the characteristics of the network of the global academy by showing and explaining the most important connections between publishers, universities, authors, professional organizations, as well as certain external economic and political factors. This last chapter also addresses the question as to what should be done. As a possible answer, Demeter discusses the failure of centrally initiated de-Westernization processes in knowledge production and proposes an Easternization or peripheralization project which would entail global North professionalism without Westernizing peripheral education, approaches and values. The author also argues that global South agents should learn the game that international scientists play in order to use and subsequently modify current biased rules, and to be catalysts who will change the field of global knowledge production into one which is more diverse, inclusive and even more productive. The book is extended with a technical appendix in which the author discusses the methodologies he used throughout his empirical analyses.

The author tries to discuss inequalities and inequities from a critical lens, but, besides criticism, he also offers potential solutions and policy recommendations for building a more balanced international academia. While the book was launched only a few months ago, it has already received some positive feedback from leading international scholars. Larry Gross from the Annenberg School (and editor-in-chief of the *International Journal of Communication*), Gilbert Achcar and Romina Istratii from SOAS University of London, Louisa Ha from Bowling Green State University (then-editor-in-chief of *Journalism and Mass Communication Quarterly*) and Christopher Chase-Dunn from the Institute of Research on World-Systems (University of California Riverside) applauded the book's harsh criticism and empirical rigor. Chase-Dunn considered the author as an intrepid protagonist of a more egalitarian human future, and this is the future indeed that will decide whether Demeter's book contributed to the construction of such a world.