



INTERNATIONAL COMMUNICATION ASSOCIATION

Publishers of the Journal of Communication

PRESIDENT-~~ELECT~~: Alfred G. Smith Department of Anthropology University of Oregon Eugene, Oregon 97403

May 15, 1973

Dr. George Gerbner, Dean
The Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street
Philadelphia, Pennsylvania 19104

Dear George:

This is to confirm that on April 28, 1973, in Montreal, the Board of Directors of ICA approved the Report of the Ad Hoc Committee on Publications. Among other things that committee report proposed: "The ICA shall enter into a cooperative arrangement with the Annenberg School of Communications at the University of Pennsylvania which will insure the financial, professional, and promotional resources necessary to reach that new goal for THE JOURNAL OF COMMUNICATION. The Annenberg School will become the publisher of the JOURNAL OF COMMUNICATION for ICA and the field of communication, with ICA retaining editorial direction of this journal."

I enclose a copy of that report.

I think this is a milestone in the development of the Journal and of the Association. I am delighted to see the Journal under your incomparable intellectual and editorial leadership.

With kindest regards,

Fred

Alfred G. Smith
President

AGS:ps
CC: Michael Sincoff

REPORT OF THE AD HOC COMMITTEE ON PUBLICATIONS

JAMES McCROSKEY - CHAIRMAN

RONALD SMITH

GEORGE GERBNER

RICHARD BUDD

COMMITTEE PROPOSAL

THE INTERNATIONAL COMMUNICATION ASSOCIATION IS LAUNCHING A PROGRAM OF DIVERSIFICATION AND EXTENSION OF IT'S PUBLICATION SERVICES TO THE MEMBERSHIP AND THE FIELD OF COMMUNICATION AT LARGE.

THE FUNCTIONS THAT THE JOURNAL OF COMMUNICATION HAVE SERVED WILL BE EXPANDED AND ASSIGNED TO TWO QUARTERLY PUBLICATIONS INSTEAD OF THE PRESENT SINGLE JOURNAL. THE JOURNAL OF COMMUNICATION WILL BECOME ICA'S MEDIUM OF INTELLECTUAL LEADERSHIP IN THE FIELD OF COMMUNICATION AT LARGE, SERVING NOT ONLY ICA MEMBERSHIP BUT ALSO REACHING ALL THOSE INTERESTED IN COMMUNICATION DEVELOPMENTS IN EVERY FIELD. IT WILL BE CONCERNED WITH COMMUNICATION STUDIES IN THE BROADEST SENSE, INCLUDING THEORETICAL, HISTORICAL, BEHAVIORAL, INSTITUTIONAL, AND POLICY ORIENTED SCHOLARSHIP AND RESEARCH. THE ICA SHALL ENTER INTO A COOPERATIVE ARRANGEMENT WITH THE ANNEBERG SCHOOL OF COMMUNICATIONS AT THE UNIVERSITY OF PENNSYLVANIA WHICH WILL INSURE THE FINANCIAL, PROFESSIONAL, AND PROMOTIONAL RESOURCES NECESSARY TO REACH THAT NEW GOAL FOR THE JOURNAL OF COMMUNICATION. THE ANNEBERG SCHOOL WILL BECOME THE PUBLISHER OF THE JOURNAL OF COMMUNICATION FOR ICA AND THE FIELD OF COMMUNICATION, WITH ICA RETAINING EDITORIAL DIRECTION OF THIS JOURNAL.

THE SECOND FUNCTION OF THE PRESENT JOURNAL WILL BE SERVED BY COMMUNICATION MONOGRAPHS. THIS QUARTERLY WILL PROVIDE TECHNICAL AND SPECIALIZED ASSISTANCE TO RESEARCHERS TO CONDUCT EMPIRICAL, DATA-BASED RESEARCH IN COMMUNICATION. THE SCOPE OF COMMUNICATION MONOGRAPHS WILL ENCOMPASS ALL OF THE INTELLECTUAL AREAS REPRESENTED BY THE MEMBERSHIP OF THE ICA AND THE ASSOCIATION'S DIVISIONS.

THE ICA NEWSLETTER IS AN IMPORTANT PART OF THE NEW PUBLICATION PROGRAM. IT IS THE MAJOR MEDIUM FOR INFORMING MEMBERS ABOUT ASSOCIATION ACTIVITIES AND OPERATIONS. THE RESPONSIBILITY FOR IT'S CONTENT AND PUBLICATION WILL REST WITH THE ICA PRESIDENT. IN EVERY ISSUE, SPACE SHOULD BE ALLOCATED FOR REPORTS FROM EACH DIVISION, FOR WHICH DIVISION CHAIRMEN ARE RESPONSIBLE.

AND THE ANNENBERG SCHOOL OF COMMUNICATIONS CONCERNING THE
JOURNAL OF COMMUNICATION

1. THE INTERNATIONAL COMMUNICATION ASSOCIATION AND THE ANNENBERG SCHOOL OF COMMUNICATIONS DESIRE TO COOPERATE IN THE PUBLICATION OF THE JOURNAL OF COMMUNICATION.
2. THE PUBLISHER OF THE JOURNAL WILL BE THE ANNENBERG SCHOOL PRESS, AN ACTIVITY OF THE ANNENBERG SCHOOL OF COMMUNICATIONS. THE PRESS WILL ASSUME THE COST OF PUBLISHING, MAILING, AND PROMOTING THE JOURNAL, AND PROVIDING ADVERTISING SALES AND SUBSCRIBER SERVICE. AS PUBLISHER, THE PRESS WILL OWN THE JOURNAL OF COMMUNICATION NAME, GOOD WILL, MANUSCRIPTS, SUBSCRIPTION AND MAILING LISTS, WITH ACCESS TO ICA FOR MEMBERSHIP PURPOSES AT ALL TIMES. FOR AN APPROPRIATE CONTRIBUTION BY ICA TO BE MUTUALLY AGREED UPON, THE PRESS SHALL PROVIDE THE JOURNAL FOR ALL ICA MEMBERS.
3. THE EDITOR OF THE JOURNAL WILL BE APPOINTED JOINTLY BY THE ICA BOARD OF DIRECTORS AND THE TRUSTEES OF THE ANNENBERG SCHOOL OF COMMUNICATIONS AND SERVE FOR THE DURATION OF THIS AGREEMENT UNLESS REPLACED BY MUTUAL CONSENT.
4. THE EDITOR WILL NAME ASSOCIATE EDITORS, THE EDITORIAL STAFF, CONSULTING AND CONTRIBUTING EDITORS, AND EDITORIAL CORRESPONDENTS.
5. THE JOURNAL'S EDITORIAL BOARD WILL BE COMPOSED OF THIRTEEN MEMBERS. THE EDITOR WILL SERVE AS CHAIRMAN AND WILL NOMINATE THE MEMBERS OF THE BOARD FOR APPROVAL BY THE ICA BOARD OF DIRECTORS AND THE ASC TRUSTEES. THE BOARD SHALL INCLUDE FOUR MEMBERS REPRESENTING ICA FOUR MEMBERS REPRESENTING THE ASC, AND FOUR MEMBERS AT LARGE. MEMBERS OF THE BOARD SHALL SERVE FOR VARYING TERMS AS DETERMINED BY THE EDITOR, EXCEPT THAT NEW MEMBERS SHALL BE SUBJECT TO THE SAME APPROVAL AS THE ORIGINAL MEMBERS. THE BOARD SHALL PERIODICALLY REVIEW EDITORIAL POLICY AND MAKE RECOMMENDATIONS AS IT SEES FIT.

THE COMMITTEE FURTHER RECOMMENDS THE ADOPTION OF THE FOLLOWING
CONSTITUTIONAL REVISIONS:

IN ACCORDANCE WITH ICA BY-LAWS, ARTICLE VII SECTION 2a , THE BOARD OF DIRECTORS
IS HEREBY AUTHORIZED TO ARRANGE FOR AND TO DETERMINE THE FINANCIAL AND
ORGANIZATIONAL TERMS OF THE ARRANGEMENTS FOR TWO REGULARLY PUBLISHED
JOURNALS.

CHANGE ARTICLE VII ,SECTION 2b TO READ AS FOLLOWS:

THE PUBLICATIONS COMMITTEE OF THE ASSOCIATION SHALL CONSIST OF THE
PRESIDENT, THE PRESIDENT ELECT, THE EDITORS OF THE ASSOCIATION'S JOURNALS,
AND SUCH OTHER MEMBERS AS THE PRESIDENT MAY APPOINT. THE PUBLICATIONS
COMMITTEE SHALL REVIEW AND ADVISE THE BOARD OF DIRECTORS ON THE
ASSOCIATION'S PUBLICATION POLICIES AND SHALL REPORT TO THE BOARD OF
DIRECTORS AT LEAST ONCE EACH YEAR.

THE PRESIDENT-ELECT WILL BE RESPONSIBLE FOR PROVIDING INFORMATION ABOUT CONFERENCE PLANS. A FIRM PUBLICATION SCHEDULE SHOULD BE KEPT. A FINANCIAL ANALYSIS AND BUDGET PROPOSAL SHOULD BE PREPARED TO INCREASE 1974 DUES IN A MANNER WHICH WILL MAINTAIN THE PRESENT LEVEL OF ICA CONTRIBUTION TO THE JOURNAL OF COMMUNICATION (NOT TO EXCEED EIGHT DOLLARS PER MEMBER PER YEAR) AND FUND COMMUNICATION MONOGRAPHS IN AN INITIAL FIRST-YEAR SIZE OF SIXTY-FOUR PAGES PER ISSUE, WITH ANTICIPATION OF AN INCREASE TO EIGHTY PAGES DURING THE SECOND YEAR OF PUBLICATION. THIS PROPOSAL SHOULD BE REPORTED TO THE BOARD OF DIRECTORS FOR ACTION AT ITS SEPTEMBER MEETING. THE COMMITTEE FURTHER RECOMMENDS THE FOLLOWING NOMINATIONS FOR EDITORS OF THE TWO JOURNALS -

JOURNAL OF COMMUNICATION
COMMUNICATION MONOGRAPHS

GEORGE GERBNER
GERALD MILLER

THESE APPOINTMENTS ARE EFFECTIVE IMMEDIATELY AND SUBJECT TO REVIEW EVERY THREE YEARS..

THE COMMITTEE RECOMMENDS THAT THE ATTACHED " JOINT STATEMENT BY THE INTERNATIONAL COMMUNICATION ASSOCIATION AND THE ANNENBERG SCHOOL OF COMMUNICATIONS CONCERNING THE JOURNAL OF COMMUNICATION" BE APPROVED AND IMPLEMENTED.

SECRET
E. A.
A. S.
C. S.
S. P.
R. S.

6. THE TERMS OF COOPERATION SHALL BE EFFECTIVE FOR TEN YEARS FROM THE APPROVAL OF THIS STATEMENT, AND SHALL BE CANCELLABLE BY EITHER PARTY UPON ONE YEAR'S NOTICE.



INTERNATIONAL COMMUNICATION ASSOCIATION

Publishers of the Journal of Communication

PRESIDENT-ELECT: Alfred G. Smith Department of Anthropology University of Oregon Eugene, Oregon 97403

May 16, 1973

MEMORANDUM

TO: Members of the Board, George Gerbner, Dan Costello, and Marty Hurlèy.

FROM: Fred Smith

SUBJECT: Publications.

This is yet another memo about our publications. The journals of the Association are in a period of rapid change and development. To guide us through a number of large and small problems I would now propose that we need at least three kinds of committees to direct our publications programs. Naturally, I do not want to anticipate or direct any proposals from the Committee on Committees and Administration, but we do need some administrative machinery before Dick Budd's committee makes its report.

1. The first committee we need right now is one I have already proposed consisting of the three immediate past presidents, Wayne Pace, Ron Smith, and Mal MacLean. The function of this committee would be: (a) to draft a ballot for presentation to the membership at large regarding the transfer of the Journal of Communication to the Annenberg School Press and the creation of a second journal; (b) to undertake if necessary the development of a specific agreement between the ICA and the Annenberg School Press detailing such matters as who gets how much from reprint rights, from library subscriptions, and other nitty-gritty.
2. The second kind of committee we need is a longer range Publications Committee. This committee would consider general administrative publications such as the status of our contract with the Allen Press, with General Motors Institute regarding the printing of the Newsletter, the development of advertising revenues in our publications, the machinery for recruiting editors and providing for their smooth succession in office.
3. The third kind of committee we need is an editorial committee for each of our publications. These committees would set the editorial guidelines for each of the publications, and would help the editors in soliciting and reviewing manuscripts.
4. The past presidents committee is one we need right now. As soon as it has completed its two principal chores, that committee would be disbanded with thanks. The other two kinds of committees are standing committees. We need them as soon as possible, even on an interim basis pending the larger review of all our committees by the Committee on Committees. That administrative committee is quite different in function

Memo on Publications
May 16, 1973

Page Two

from the editorial committees. We will need statements from the editorial committees as soon as possible for publication in the Newsletter and elsewhere advising potential contributors of the selection criteria for each of our publications.

I would appreciate your reactions to these proposals and whatever nominations you may have.



*Take other
minutes*

INTERNATIONAL COMMUNICATION ASSOCIATION

Publishers of the Journal of Communication

PRESIDENT-~~ELECT~~: Alfred G. Smith Department of Anthropology University of Oregon Eugene, Oregon 97403

MEMORANDUM

TO: Members of the Board, George Gerbner and Marty Hurley.

FROM: Fred Smith

SUBJECT: Annual dues and other income.

DATE: May 16, 1973

Part of the report of the Ad Hoc Committee on Publications that was approved by the Board in Montreal on April 28, included an "increase in 1974 dues." Such an increase is required to pay for two journals and the souping up of our publications in general. In the absence of a finance committee we need someone to make a proposal regarding increase of dues. Such a proposal would have to be based on a financial analysis. I believe that Marty Hurley is in the best position to make such an analysis and proposal. He might welcome help and suggestions. So would I on this matter.

COLLEGE OF COMMUNICATION ARTS • DEPARTMENT OF COMMUNICATION • CABLE: COMMDEPT

May 17, 1973

Dr. Alfred G. Smith
Department of Anthropology
University of Oregon
Eugene, Oregon 97403

Dear Fred:

I have received your memo of May 10 and within a few days I will sit down, do some brainstorming, and come up with a tentative statement on criteria. In the hustle and bustle of Convention activities, a number of loose ends were understandably left dangling. Let me ask some questions about a few of these:

1. Since the second journal is a new enterprise, numerous format decisions must be made; e.g., cover design, printer, etc. How and when and by whom are these decisions to be reached? Since I'm operating en vacuo at the moment, I want to neither exceed my authority (which raises another question; viz., do I have any authority yet, or stated differently, what is the legal status of the new journal and my suggested appointment as its fledgling editor) nor be too timid about moving ahead.
2. What, if any, are the chances for Association help on secretarial assistance? Here I have no knowledge about past policy on this matter. Like all other institutions, we're suffering from a financial crunch. Hence, I guess I'd like to at least hear some discussion of the possibility of the Association picking up a quarter or a half-time of a secretary. This question has some operational significance, too, for such an arrangement would help to ensure that there will be no repetition of previous blunders in processing and returning manuscripts--though I intend to see that this doesn't happen even if I have to stay up all night typing letters myself.
3. What is the relationship of journal editors to the Board? More specifically, do they sit in at Board meetings? I keenly feel the need for some discussion with, and guidance from the Board. At a very mundane level, what's the next meeting time?
4. An assertion, rather than a question. It may be essential for George Gerbner and I to get together for a day's discussion if we are to really resolve what goes where. Certain types of articles--e.g., critical syntheses of a body of research literature--fall in the twilight zone for me. Beyond some very broad generalizations that lack clear operational parameters, I'm just not sure how we are supposed to cut up the pie. Such a meeting might help.

In short, Fred, I guess I'm saying there are numerous policy decisions

COLLEGE OF COMMUNICATION ARTS • DEPARTMENT OF COMMUNICATION • CABLE: COMMDEPT

Fred Smith: Two

that must be made, and I am in the dark concerning the machinery for accomplishing that end. Can you give me some help on the questions I've raised in this letter, as well as a couple of dozen others I have?

Cordially,



Gerald Miller
Professor of Communication

P.S. It occurs to me that a near-future special meeting of George Gerbner, Dan Costello, myself, and some subset of the Association's officers may be the best, and only feasible means, of getting all of these problems resolved, or at least defined.

cc: Dan Costello, George Gerbner

UNIVERSITY of PENNSYLVANIA

PHILADELPHIA 19104

*The Annenberg School
of Communications*
3620 WALNUT STREET

AIR MAIL

May 31, 1973

Telephone: 594-7041

Dr. Alfred Smith
Department of Anthropology
University of Oregon
Eugene, Oregon 97401

Dear Fred:

Thank you for your letter of May 15. For legal and corporate purposes, the Joint Statement sets out the terms of the arrangement the Board has concluded for the Journal of Communication. The terms of cooperation between ICA and the publisher are spelled out in that statement. It is also clear that ICA retains editorial direction by maintaining representation and the right to approve the appointment of the editor and the editorial board. A copy of the statement is enclosed.

Your memo of May 9 raises several questions with respect to the Journal. As owner and publisher, the Annenberg School Press has budgeted for all income from all rights, past as well as future. The massive investment needed for the kind of Journal and service we expect to provide for ICA makes it necessary to utilize every available income. However, ICA will benefit by keeping all member dues above the \$8.00 for the Journal to all members.

As to library subscriptions, with the new dues structure and Monographs, etc., that is a complex problem. I am asking Dorothy Kerr to discuss this as she works out the rest of the details in the near future.

Let me now comment on some points in your memo of May 16. As I noted on the telephone, the ballot for the membership has already been drafted and approved by the Board as part of the Ad Hoc Committee report. The decision reached at Montreal was that the present (recently revised) Bylaws give the Board authority to make such arrangements for publication as it sees fit. The membership should be asked to vote only on the expansion of the publication program from one to two journals, and on the corresponding re-structuring of the Publications Committee. That is what the recommended Bylaws revisions are designed to do.

The financial arrangements will be worked out according to the Ad Hoc Committee report which proposes to "maintain the present level of ICA contribution to the JOURNAL OF COMMUNICATION (not to exceed eight dollars per member per year). . ."

Finally, I would like to nominate for ICA representatives on the Journal editorial

May 31, 1973

board Nathan Maccoby, Mal McLean, Fred Smith and Ron Smith for a period of three years.

I am meeting with Dorothy Kerr next week and will ask her to work out the financial and management details with Marty and Mike or whomever you designate. I am leaving for Europe at the end of June for the rest of the summer, but our work on the Journal will proceed and all details should be settled soon. If you see any questions or problems I should attend to before I leave please let me know right away.

I appreciate the Board's and your own confidence. As you know, I am committed to ICA and the field of communications and will do my best to help move both into an era of rapid development.

With best regards.

Sincerely yours,

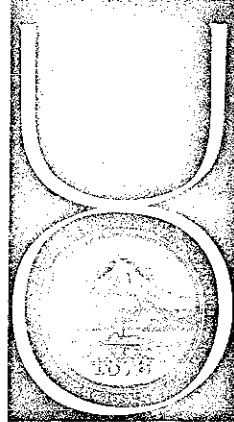
George G.

George Gerbner,
Professor of Communications
and Dean

GG:kas
encl.

CC: Dorothy Kerr
Michael Sincoff

UNIVERSITY OF OREGON



Department of
Anthropology
COLLEGE OF LIBERAL ARTS

EUGENE, OREGON 97403
telephone (code 503) 686-5102

MEMORANDUM

TO : George Gerbner, Nathan Maccoby, Mal Mac Lean, Wayne Pace, and
Ron Smith

FROM : Fred Smith

SUBJECT : Agreements between ICA and the Annenberg School Press

DATE : June 6, 1973

George Gerbner has written a helpful letter regarding the Agreements between the ICA and the Annenberg School Press. He enclosed a copy of the Agreement that was approved by the ICA Board and by the Annenberg School Trustees. I am taking the liberty of having that letter and the Agreement duplicated and sent to the Executive Committee and to the ad hoc committee on publications. The latter consists of the three immediate past presidents: Wayne Pace, Ron Smith, and Mal MacLean.

I would like Wayne Pace to chair that committee.

I think that committee has two primary tasks. One is to review, and negotiate if necessary, details about financial and other arrangements, which are not spelled out in the Joint Statement. The second task is to draft the questions on which the general membership would vote.

We are all most grateful to everyone who has worked so dedicatedly on this matter.

June 25, 1973

Dr. Alfred Smith
Anthropology
University of Oregon
Eugene, Oregon 97401

Dear Fred:

Your June 6 memo should help get things going.

Our arrangements for the "new" Journal are nearing completion. Basically, there are two key provisions. One is that I shall nominate the members of the editorial board for approval at the September meeting. The second is that we shall send the 1974 issues of the Journal to a list of members and institutions to be furnished by the ICA office and upon the payment of \$8.00 for each listing. If there are any other points to be discussed, please instruct the publications committee to contact me (or, until August 20, Dorothy Kerr) as soon as possible.

Matters of major concern to ICA that we need to reflect in the Journal pertain to the dues, the location of the office, and the business manager. In other words, some Journal copy will have to say how much, when, to whom, and where ICA dues will have to be sent. We also need to know when and how we shall receive the list and the money. These are matters for the officers of ICA to discuss with us as soon as possible. I'll be abroad (but reachable through my office) until Aug. 20; please keep me and/or Dorothy Kerr posted of your steps toward the quick resolution of these questions.

And have a good summer.

Sincerely yours,

George Gerbner,
Professor of Communications
and Dean

GS/jp

cc: Dorothy Kerr



INTERNATIONAL COMMUNICATION ASSOCIATION

Publishers of the Journal of Communication

PRESIDENT Alfred G. Smith

Department of Anthropology

University of Oregon

Eugene, Oregon 97403

June 29, 1973

Dr. George Gerbner, Editor-Elect
Journal of Communication
The Annenberg School of Communications
University of Pennsylvania
Philadelphia, Pennsylvania 19104

Dear George:

I will be very happy to be a Consulting and Contributing Editor of the Journal of Communication for a term of three years as you propose in your letter of June 18. I am most pleased to be asked to serve and I am equally pleased to accept the invitation. I will be happy to spend a significant amount of time in hard work on the Journal in any capacity that you may request. I am confident that you are not asking me simply to be a name on a masthead but that you would really want me to go to work helping you make this the strong and central publication in the field that you envisage.

I would also be happy to serve on the Editorial Board.

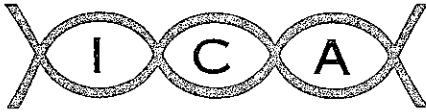
With kindest regards,

Sincerely yours,

Fred

Alfred G. Smith

AGS: ta



INTERNATIONAL COMMUNICATION ASSOCIATION

Publishers of the Journal of Communication

PRESIDENT Alfred G. Smith

Department of Anthropology

University of Oregon

Eugene, Oregon 97403

June 29, 1973

Dr. George Gerbner, Editor-Elect
Journal of Communication
The Annenberg School of Communications
University of Pennsylvania
Philadelphia, Pennsylvania 19104

Dear George:

Many thanks for your good letter of June 25 and for the outline of issues that need to be resolved regarding the Journal.

Gerry Miller has urged that we have a meeting of yourself, Dan Costello, himself, me, and perhaps the special committee of past presidents. He would like such a meeting as soon as possible to consider the series of issues similar to those outlined in your letter. I have written him that you will be away until August 20, but that you might be able to meet in September. I hope this may be early enough, and I would welcome your response to his proposal.

With all good wishes,

Sincerely yours,

Fred

Alfred G. Smith

AGS: ta

cc: Dorothy Kerr



INTERNATIONAL COMMUNICATION ASSOCIATION

Publishers of the Journal of Communication

PRESIDENT Alfred G. Smith

Department of Anthropology

University of Oregon

Eugene, Oregon 97403

MEMORANDUM

July 17, 1973

TO: George Gerbner
Nathan Maccoby
Mal MacLean
Gerry Miller
Wayne Pace
Fred Williams

FROM: Fred Smith

SUBJECT: Meeting in Los Angeles, Saturday, July 28.

Can we meet together in Los Angeles at the Statler Hilton on Saturday, July 28?

I know this is a sudden request, but Gerry Miller has needed to meet with at least the Executive Committee for some time about Communication Monographs. He has the Board's Montreal decision on the new venture, and he has manuscripts coming in. He still needs, of course, the vote of the membership at large on the new publication. But he--and we--also need some interim guidelines, and cannot wait until the midyear meeting of the Board in New Orleans.

Since I will be in Los Angeles on July 25, and Gerry will be there on July 30, I will stay late and he will come in early so that we can meet on the 28th. Mac is flying in from Stanford for the day. Now we need Mal as the other member of the Executive Committee, and Wayne as the chairman of the ad hoc committee on publications. If Fred Williams is in Los Angeles we should also get the benefit of his suggestions.

This meeting will involve costs for the whole trip of George, Mac, Mal, and Wayne, and some additional costs for Gerry. Those costs should be payable by ICA, perhaps out of funds that may be earmarked for Communication Monographs.

On the agenda for the meeting are the following kinds of items:

1. Can Gerry use the time between now and January 1, as lead time and actually process manuscripts? (I plan to have the results of the ballot on the new Journal in hand before Christmas, and plan to have all election results for the year in by then.)
2. How shall we appoint an editorial committee for Communication Monographs?
3. What policy directives should guide Gerry?
4. How do Gerry and George coordinate?
5. What is the format of the proposed journal?
6. What kind of budget do we need?

As it stands now, Gerry, Mac, and I plan to meet in Los Angeles a week from Saturday, and we would very much like to have you on hand also.

Would you please let me know of your plans. I will be in Eugene until next Monday and after that at the Statler Hilton in Los Angeles. Many thanks, and I hope to see you in Los Angeles.

AIR MAIL July 19, 1973

Dr. Alfred G. Smith
Dept. of Anthropology
University of Oregon
Eugene, Oregon 97403

Dear Dr. Smith:

I tried to reach you by phone today without luck.
I want to respond to your memo to Dr. Gerbner dated
July 17, 1973.

Dean Gerbner is travelling abroad and will not
return until August 20. Therefore, he will not
be able to attend the meeting in Los Angeles.

Sincerely,

Mrs. Kiki Schiller
Secretary to
Dean George Gerbner

AIR MAIL

July 20, 1973

Dr. Alfred G. Smith
Department of Anthropology
University of Oregon
Eugene, Oregon 97403

Dear Fred:

I am dictating this from abroad where your letters of June 29 have been forwarded to me. Thank you very much for joining us on the Editorial Board of the Journal. I welcome your offer of active help, and invite you to contribute an article and/or book review for an early issue. Until we get organized for our Editorial Board proceedings, let me also invite you to make whatever suggestions and recommendations you see fit.

As to the meeting with Gerry Miller, Dan Costello, and others, let me extend an invitation to meet in Philadelphia at a convenient time in September. We will be glad to put up a small group here overnight, if that would help the cause.

You may call my secretary, Mrs. Kiki Schiller, to arrange a meeting time when I am reasonably free from conflicts.

With best regards.

Sincerely yours,

GG:kas

George Gerbner,
Professor of Communications
and Dean



INTERNATIONAL COMMUNICATION ASSOCIATION

Publishers of the Journal of Communication

PRESIDENT Alfred G. Smith

Department of Anthropology

University of Oregon

Eugene, Oregon 97403

August 27, 1973

Dr. George Gerbner
The Annenberg School of Communications
University of Pennsylvania
Philadelphia, Pennsylvania 19104

Dear George:

I hope you have had a good summer, and welcome back to the States.

Many thanks for your memorandum of August 21, in reply to Wayne Pace's letter of July 27. As I understand the present status of the agreement between the ICA and the Annenberg School of Communications, the Board of Directors of the ICA approved in Montreal the publication of the Journal of Communication under your editorship at the Annenberg School. That vote of the Board gave you a green light in general. At the same time I also had to appoint a committee of three immediate past presidents which was later expanded to five people in all to undertake, if necessary, the development of specific details in the arrangement between ICA and the Annenberg School Press. Naturally, I cannot short-circuit that committee, but I wholly agree with your statement in your letter of August 21 regarding the transfer of ownership of the Journal back to ICA if the School at any time wishes to discontinue the cooperative venture. As you indicate, ICA can discontinue the publication of the Journal only with the approval of the membership in accordance with the Bylaws.) ?

I believe that the committee headed by Wayne Pace may have three functions. One would be to get a statement of agreements signed by both the Annenberg School and the ICA. This may be the statement that was approved by the Board in Montreal. But the second thing this committee may have to do is to make one general adjustment in the Montreal statement, and that is to work out some mechanism or procedure for terminating the agreement if this ever becomes necessary in the future. The third thing this committee and the Annenberg School may need to work out are some smaller details regarding reprint rights, library subscriptions, and the relations between the subscribers to the Journal and membership in the ICA. * I asked for copy in H. in re case.

On the whole, I believe the Board gave you a green light to proceed with the Journal, effective last April. I am delighted that you have been able to assemble a large and distinguished Board of consulting

G. Gerbner

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August 27, 1973

and contributing editors from around the world, and that you have also invited contributions that are now coming in and are being processed. I know the Journal is in excellent hands and I am confident of its progress and future.

Wayne Pace and his committee are probably in contact with you, and I hope to hear from them how you all are working out the details.

I send you my warmest and best.

Sincerely yours,

Fred

Alfred G. Smith

AGS: ta

AIR MAIL

September 11, 1973

Dr. Alfred G. Smith
Department of Anthropology
University of Oregon
Eugene, Oregon 97401

Dear Fred:

Our telephone conversation of August 31, and your letter of August 27 (which I received after our talk), while most helpful, did not fully clarify the facts or settle the issues that have arisen.

The facts are that an agreement was freely proposed and fully discussed by ICA members and the Board of Directors. The final version was unanimously approved by the Board and presented to the ICA business meeting on April 28, 1973. Subsequently, it was approved by the ASC Trustees on April 30, 1973. With these two corporate actions, the Annenberg School of Communications became owner and publisher of the Journal of Communication. We proceeded to implement the terms of the agreement and prepared to publish the first issue under the new arrangement in early 1974. However, no concrete steps have been taken on the ICA side to carry out the decisions of the Montreal meetings. The announcement worked out and approved at Montreal has not been made public. The committee appointed to work out the details of the transfer has not done so. Instead, the validity of the Montreal agreement has been challenged on grounds that bear no relationship to its terms or purposes. Other comments revive issues that were discussed and resolved in Montreal, and propose to add further conditions to an already completed agreement.

The success of the ambitious project we have launched requires the full support of all parties. As I have made clear once before, I will not become party to any arrangement that creates dissent within ICA, and that is not seen by all members whose opinion I respect, such as Wayne Pace, as intended to benefit and build ICA.

In fairness to all those who shall invest much time, energy, money and good will in a strong central journal of the communications field, we must have a clean slate. The feeling I get from some correspondence and other sources such as the summer student workshop is more one of delay, obstruction and bickering. The momentum of Montreal has been allowed to dissipate. It seems that ICA cannot yet provide optimum conditions for the revitalization of its Journal.

September 11, 1973

We are, therefore, making alternative arrangements for the publication under another name. The some 100 leading scholars and practitioners from about 25 countries who have agreed to serve as Consulting and Contributing Editors and who have already begun to work for the Journal will be informed and will no doubt support the change. Since the Annenberg School is now the legal owner of the Journal, a notice from you cancelling the agreement and requesting waiver of the one-year notice is all we need to take care of formalities. Please let me know where I might send the correspondence with authors whose manuscripts have been forwarded to me.

I regret to have to come to this conclusion, but the tasks ahead demand frankness and clarity. I urge you and other ICA leaders I have invited to serve on the editorial board to remain with the new publication. I believe that in time ICA or some other organization will consider the new journal to be of sufficient interest to propose affiliation again. Then we shall again consider such a proposal very seriously. But now we must proceed free of the threat of legal and other constraints that have limited growth in the past. Our deadline for final decisions on name, format, and design for the journal is October 1.

Please convey my thanks to those who have guided and supported our attempt to work together for the advancement of our field. We have tried our best to bring ICA along in the process.

With best regards.

Sincerely yours,

George Gerbner,
Professor of Communications
and Dean

GG:kas

CC: Nathan Maccoby
Mal McLean
Wayne Pace
Ron Smith

BCC: Mr. Mortimer Goldstein
Mrs. Dorothy Kerr
Ms. Susan Schmidt



INTERNATIONAL COMMUNICATION ASSOCIATION

Publishers of the Journal of Communication

PRESIDENT Alfred G. Smith

Department of Anthropology

University of Oregon

Eugene, Oregon 97403

September 11, 1973

Dr. R. Wayne Pace, Chairman
Department of Speech Communication
University of New Mexico
Albuquerque, New Mexico

Dear Wayne:

Many thanks for your August 27 report to the Ad Hoc Committee on ICA Publications.

You do ask that the publication of the September Newsletter be delayed. You believe that you could not provide a statement from the committee in time to get into the September issue. I would have two reservations about that.

First, I believe we should not delay any issue of any of our publications for one particular item. I think the days are past when we could say, "Stop the presses!". I also think the statement from the Ad Hoc Committee should first go to the Executive Committee, and to the editors of the publications, and perhaps to the Board. I think that statement might best describe the arrangements being made with George Gerbner and with Gerry Miller. I don't think the statement can yet include "Purposes, Objectives, A Format, etc."

I hope you agree with these two bits of feedback to a part of your report, but if you don't please let me know just as soon as possible. I would then touch base with Mal MacLean and Nathan Maccoby.

I think your division of the committee into two sub-committees is excellent. I also heartily agree with your point about keeping everyone informed. Many thanks for a fine report.

I hope you are in the pink, and that all is going swimmingly. With kindest regards,

Sincerely,

Alfred G. Smith
President

AGS:bw



INTERNATIONAL COMMUNICATION ASSOCIATION

Publishers of the Journal of Communication

PRESIDENT Alfred G. Smith

Department of Anthropology

University of Oregon

Eugene, Oregon 97403

MEMORANDUM

TO: Board of Directors
FROM: Fred Smith *ags*
SUBJECT: President's Report and Proposals
DATE: September 11, 1973

1. Report. I have been primarily concerned with organizing and tightening up internal operations of the Association. This has encompassed:

- a. Auditing the finances of the Association and problems of budgeting
- b. Arranging for nominations and elections
- c. Dealing with the complex problems of the transfer of the editorship of the Journal and of the Newsletter
- d. Helping the beginnings of the Human Communication Review
- e. Working on the student summer conferences
- f. And many other issues such as the annual conference site, reporting to the President-Elect on the procedures and pitfalls of these conferences, the various problems of the Divisions, and the review of the committee structure and of the administration of the Association.

This has involved a sizable correspondence, a good amount of telephoning, face-to-face meetings, and a series of memoranda.

I have made it a special point to get widespread participation in all these matters, and to provide equal opportunities for all members of the Association to participate in the operations and decision making.

In the immediate months ahead, I anticipate spending most time and energy on two issues. One is to complete the changes in the administration of our publications, changes that have been underway for a long time and with which many people have dealt most valiantly. The other is to implement the recommendations that the Committee on Committees and Administration will be making. Until the report of this committee has been voted on, I have avoided creating any committees or making any appointments other than those required by the Bylaws.

I welcome all suggestions.

2. Proposals. Looking a little further ahead, I propose emphasizing two specific responsibilities. One is liaison, and the other is planning.

- a. Liaison. The relations between the Association and other communication associations may become as knotty a problem in the near future as our publications have been in the past. The AAAS, SCA, AEJ, and the Council of Communication Associations have been talking among themselves, but not overtly with us, about such things as federation, consolidation, and even unification. I propose that we listen to what they have to say, without making any commitments for the ICA. For this and other issues, we need to establish more responsible and ef-

fective procedures for maintaining, coordinating, and reporting on our liaisons with other associations. Here again, I propose we get the widest participation establishing these procedures and carrying them out.

- b. Planning. General planning for the future is related to the problem of liaison. I believe one area of planning is most significant and necessary. We need a broad prospectus for research in the whole field of communication. The first thing such a prospectus would include is a specific set of goals and an ordering of priorities for that research. The second element of such a prospectus would be details of the means by which such goals can be achieved. ~~What kind of research organization will be necessary? What kind of research methods are needed?~~ The third and very important part of such a prospectus is the means by which plans and actual operations are related to one another. Everyone must be free to do his own thing, to pursue glory, fulfillment, and salvation in his own way. We need to reconcile the complete freedom of each researcher with the general need for a forward-looking conception of the field as a whole.

If the members of ICA don't do this planning, it will be done for them by other agencies. In the higher networks of granting agencies and private foundations, and in the various councils of higher education, broad and specific plans are developed. There are nationwide programs for cancer research, and for research on circulatory illnesses, comparable plans in many other fields. In anthropology I know that some sub-areas will be stimulated and others will be left twisting slowly in the wind. We need to develop our own understandings among our own fellow members about future developments in communication research.

These formulations of lines of future development require wide participation within the ICA, and also wide liaison with other associations. Different groups within the Association can do different things in this enterprise. One group can pursue a Delphi approach; other groups can conduct polls of what various sub-groups in the Association anticipate; and still other groups can take inventories of the available resources. The direct effects and the side effects of planning in the field of communication studies as a whole will at least broaden our understandings and make each of us more aware of his own place in the ongoing stream.

I welcome your suggestions.

November 2, 1973

AIR MAIL

Dr. Alfred G. Smith
Department of Anthropology
University of Oregon
Eugene, Oregon 97403

Dear Fred:

Thank you for your letter of October 25. I agree with your objectives on ICA appointments and would welcome two nominations to the roster of Consulting and Contributing Editors of the Journal of Communication. I request that the nominees be productive scholars, willing to contribute, and preferably from centers of activity not otherwise represented on the Journal list.


Regarding related matters, I need immediate clarification of the Board's action of September 28 (as per my memo of October 16), and Board approval of the editorial nominees as per my letter of October 19. Our copy deadline for the Winter issue (out in January) is November 15. Please call me if you foresee any problems.

Let me again express my concern over the name and address given for dues and subscription returns for 1973-74 in the December issue of the Journal. The uncertainties and apparent lack of security surrounding that arrangement presents ICA and the Journal with grave risks. Although the disposition of the matter is your responsibility, I have a corresponding duty to safeguard the Journal's financial integrity for both ICA and ASC. Therefore, I request that if possible for the December issue and in any case for the Winter issue (November 15 deadline!) you designate an ICA return mailing address either under your direct personal control or the same as the Journal's (in which case we can just forward all ICA mail to any address you give).

Hope to hear from you soon about these items.

With best regards.

Sincerely yours,


George Gerbner,
Editor
Journal of Communication

Journal of Communication

Editorial Office • The Annenberg School of Communications • University of Pennsylvania, 3620 Walnut Street C5, Philadelphia, PA. 19174

November 26, 1973
AIR MAIL

Telephone: 215-594-7041

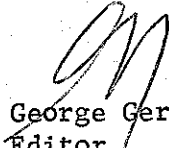
Dr. Alfred G. Smith
Department of Anthropology
University of Oregon
Eugene, Oregon 97401

Dear Fred:

November 15 has passed and I have not received from you the information requested by that date in my memo of October 16 (regarding ICA Board action) and in my letters of October 19 (regarding the JC Editorial Board) and November 2 (regarding a reliable name and address for dues payment in 1974. Unless you notify me to the contrary by Monday, December 4, I will assume, then, that the points made in my memo of October 16 have been implemented, and the nominations to the Editorial Board have been approved.

The name and address for returning dues payments is of vital concern to ICA. A wrong move on that could wipe out the organization financially and prevent us from mailing the Journal to ICA members. Our last chance for inserting a reliable return address is December 4 when we must mail corrected proofs to the printer. I hope to hear from you by then.

Sincerely yours,



George Gerbner,
Editor

GG:kas

CC: Dr. Nathan Maccoby



INTERNATIONAL COMMUNICATION ASSOCIATION

Publishers of the Journal of Communication

PRESIDENT Alford G. Smith

*Department of Anthropology
Center for Communication
Research (CMA 7.214)*

*University of Oregon
The University
of Texas*

*Box 97402
Austin, Texas
78712*

TO: Members of the Board
FROM: Fred Smith *af*
SUBJECT: Agreement between ICA and ASC about The Journal of Communication
DATE: January 23, 1974

I enclose a copy of the agreement of December 15, 1973, Arrangements to Implement the ICA-ASC Agreement Concerning Ownership Publication of The Journal of Communication.

In keeping with my understanding of the sense of the Board's deliberations in New Orleans last September, I authorized Marty Hurley by telephone last week to implement article four of the agreement, and for every renewal of a subscription to JOC beginning January 1, 1974, to give ASC \$8.



INTERNATIONAL COMMUNICATION ASSOCIATION

Publishers of the Journal of Communication

PRESIDENT Alfred G. Smith

Department of Anthropology
Center for Communication
Research (CNA 7.214)

University of Oregon
The University
of Texas

Englewood Cliffs, New Jersey 07632
Austin, Texas
78712

MEMORANDUM

TO: Members of the Board
FROM: Fred Smith *AFS*
SUBJECT: Dues
DATE: January 23, 1974

It is my understanding that at the Board meeting in New Orleans last September, we adopted the following dues schedule for 1974. Bob Goyer has the same understanding. Last week I gave Marty Hurley verbal assurance that the following fee structure is accurate, and that renewal notices could be sent to the membership a.s.a.p.

Students	\$ 10
Regular	\$ 25
Sustaining	\$ 40
Patron	\$100
Life	\$500

To implement the life membership category, Marty Hurley has proposed that we invest whatever funds we obtain for this category of membership. These investments to be of a special form and the interest from these investments to be used to pay annual dues. Let me ask the members of the Finance Committee to consider this proposal.



INTERNATIONAL COMMUNICATION ASSOCIATION

Publishers of the Journal of Communication

BUSINESS MANAGER B. Martin Hurley

Business Office: Post Office Box 445 Flint, Michigan 48501

8 April 1974

Dear George,

I certainly agree with the basic thought of your letter of April 2, concerning the non-transfer of \$8 per renewing member (and \$12 for new members) to the Annenberg School Press.

And while I find no cause for charging you with overstatement or insensitivity in your language (except perhaps for the statement that "most ICA members...renewed their memberships in January or February," which could not have been true then and is not true even today), I would like to bring to your attention something that I think you have overlooked, and that is the share you hold in the responsibility for the problem.

You were a member of the board of directors for three years (or more?) and specifically were serving at the time I was hired as business manager at the Atlanta conference. As a member of the board it should have been your responsibility to know what was going on and to ascertain such information as was necessary to make proper judgments.

Let me give you the information which I think all board members either lacked or overlooked (both consciously and unconsciously) at that time.

1. The new business manager was hired to assume the tasks that were then being performed in the Athens, Ohio location;
2. Additionally, other tasks were to be added to the work load, and some areas were to be expanded (both by design and because it developed they were being performed inadequately);
3. One person was hired to do this work and was specifically told that he'd be the only one for whom funds would be made available to do it;

4. At Athens, the work was being performed by three people:
- a. The executive secretary, who was putting in, on the average, 25-30 hours a week on ICA matters;
 - b. a full-time (40 hours per week) clerical assistant;
 - c. and a half-time (20 hours per week) clerical assistant;
5. The half-time clerical assistant was a work-study student who did not cost ICA one cent.

I readily admit that I too share the blame for not checking out the information that was given me at the time. If I had known the above facts I would not have accepted the job. I do not believe that any individual was purposely deceitful at the time; but I think some people were engaging in wishful thinking.

(In answer to your possible query as to why hasn't something been done about it in the meantime, I can only say I've been trying for a year and a half.)

I hope you will accept this in the spirit of communication and the desire to promote understanding. We do have a problem, but I think we need to realize the background of the problem and accept the conclusions dictated thereby.

Cordially,



cc: Alfred Smith
Nathan Maccoby



June
F41 9

INTERNATIONAL COMMUNICATION ASSOCIATION

Publishers of the Journal of Communication

PAST PRESIDENT Alfred G. Smith Center for Communication Research University of Texas Austin, Texas 78712

23 JULY 74

GEORGE GERBNER, EDITOR

JOURNAL of COMMUNICATION

DEAR GEORGE:

JUST A NOTE TO SAY BULLY!—ON YOUR
THIRD ISSUE. THE BEST YET. FINE INTERNATIONAL
COVERAGE; FINE BALANCE BETWEEN ESSAYS AND
HARD NOSED RESEARCH; FINE SECTION ON COMMUNICA-
TION AND LAW; FINE BALANCE BETWEEN PROFESSORS
AND PRACTITIONERS; VALUABLE INTERCOM; AND
ALL TOGETHER, INFORMATIVE, ENJOYABLE, AND
SIGNIFICANT. TO REPEAT: BULLY!

Fred.

Rep. 8/13/74

Parallel Lives With Divergent Goals

Reviewed by ALFRED G. SMITH

Reprinted from *CONTEMPORARY PSYCHOLOGY*, Vol. 19, No. 11, 781-783, November 1974

THE second book, *Face to Face* by Gerard Egan, is a small volume which provides a refreshing experience in reading and a useful guide to understanding and improving interpersonal relations. Many will find exciting ways to facilitate growth in self and with others.

Egan established the depth of his knowledge and understanding in two recent publications: *Encounter: Group Processes for Interpersonal Growth* (Brooks/Cole, 1970) and *Encounter Groups: Basic Readings* (Brooks/Cole, 1971). *Face to Face* is a partial revision of the first of these publications.

In *Face to Face* the author is concerned with several major issues: learning, needs and goals, leadership support, confrontation, self-disclosure, and the expression of feeling and emotion. The most provocative discussions are devoted to considerations of self-disclosure, the expression of feeling and emotion, the active support mode, and confrontation. The reader will find the ideas, perspective, and documentation meaningful and helpful. New and useful approaches are provided for developing awareness and for the utilization of such information in the facilitation of the growth of human potential. The chapters devoted to these issues deserve special commendation because they clarify often ambiguously presented concepts and propose concrete ways for coping with the manifestation of these aspects of human encounter in groups. These chapters will be especially helpful in reducing some of the uncertainty in attempts to facilitate growth in groups.

The opening chapter on human potential gives promise of being a new statement of why man should enrich and extend interpersonal relations. Unfortunately the presentation is so concentrated that the ideas it contains remain somewhat undeveloped and certainly are never quite fully utilized or integrated with the subsequent chapters of the book.

The discussion of three types of needs—development (D), self-actualization (B), and maintenance (M), is provocative and firmly established in previous thought and research by distinguished social scientists. Many read-

ers may wish that the author had developed and utilized these concepts more explicitly and concretely in the considerations of self-disclosure, of the expression of feeling and emotion, and especially of their relevance to flight phenomena. The separate treatment of needs and goals did not facilitate the realization of a natural continuity. It was difficult to follow the primary cognitive 'path' in the chapter on goals because so many and varied concepts were touched upon but not fully integrated with a central theme.

The treatment of the role and functions of leadership in the fourth chapter is focused on those aspects of the "facilitator." It is a fine introduction but again, one desires further elaboration and clarification. For example, how may the presented functions of facilitation be encouraged or reinforced in emergent group member leadership behavior? Other writers have applied the concept of "leadership" to both counselor behavior and to the behavior of significant group members. It would be useful to

have the knowledge and wisdom of an author of Egan's stature approach the processes of growth facilitation and directionality in operational and behavioral terms.

EGAN has the ability to express complex ideas in a readable and exciting manner. The psychological and sociological foundations which his ideas are established are solid and readily apparent. He uses theory and research without having them clutter up what he has to say. Each chapter is focused on a practical issue, and each issue may be examined in the context of laboratory-type training. More obvious and sufficient bridges are needed between chapters. A final integrating chapter would be helpful. The book seems to end rather abruptly. Nevertheless, this is a very helpful little book. It is often provocative in its presentation of important aspects of the face-to-face experiences of persons in groups.

Parallel Lives With Divergent Goals

Gregory Bateson

Steps to an Ecology of Mind: Collected Essays in Anthropology, Psychiatry, Evolution, and Epistemology. San Francisco: Chandler, 1972. Pp. xxviii + 545. \$12.50.

Jurgen Ruesch

Semiotic Approaches to Human Relations. The Hague: Mouton, 1972. Pp. 804. 140.—Dutch Guilders.

Reviewed by ALFRED G. SMITH

Gregory Bateson, author of the first book under review, did his earliest work with his father, geneticist William Bateson. His first anthropological work was among the Baining of New Britain, next the Iatmul of New Guinea, and then the Balinese. He participated in the Macy Conferences on Cybernetics, and during 1949-62, was "ethnologist" in the VA Hospital, Palo Alto, Calif. He later be-

came Director of Lilly's dolphin laboratory in the Virgin Islands, and was in Hawaii with the Oceanic Institute until 1971. Bateson is now with the University of California at Santa Cruz. He is author of *Naven*, and producer of eight ethnological films. Jurgen Ruesch, author of the second book, is Professor of Psychiatry at the University of California Medical School, San Francisco.

Earlier at the Langley Porter Institute, he organized clinical services with an emphasis on social rehabilitation, rather than symptomatic treatment. Ruesch received the first Hofheimer Award of the American Psychiatric Association for studies of social mobility and acculturation in chronic disease. He is also author of *Disturbed Communication, Nonverbal Communication, and Therapeutic Communication*.

Reviewer Alfred G. Smith is Professor and Director of the Center for Communication Research at the University of Texas at Austin. Smith, a PhD of the University of Wisconsin, is an anthropologist specializing in communication. In OSS, the Departments of State and Interior, and the Trust Territory of the Pacific Islands, he analyzed the languages and cultures of Indonesia, Micronesia, and Polynesia. During the past 15 years, he has been concerned with communication in general. Smith is a past President of the International Communication Association.

TWENTY-FIVE years ago, Bateson the anthropologist, and Ruesch the psychiatrist collaborated to produce *Communication: The Social Matrix of Psychiatry*. This book was among the first to recognize the human relations relevance of the work of Wiener, Shannon, and other cyberneticists and information theorists. Their book was a milestone in the development of a unified theory of human communication.

Since then, Bateson and Ruesch have continued to develop this field, but separately. Now each has published his collected papers. These two volumes present fascinating material for a Plutarch of the history of science. They present parallel lives with divergent goals in the study of man and society.

Stylistically the two men present a conspicuous contrast. Bateson is informal and autobiographical while Ruesch is impersonal and didactic. Bateson is an explorer while Ruesch puts everything in its place. Bateson presents himself most characteristically in his metalogues: conversations between father and daughter about the nature of nonverbal communication, about the nature of the rules of behavior, and about

other topics that involve sticky questions they cannot answer completely.

Ruesch seldom formulates problems. In one early paper he does propound: "What, we may ask, is the degree of health a patient must have to profit from insight producing, content oriented theory?" It is rare, however, for Ruesch to ask questions. His mood is declarative rather than interrogative. Instead of metalogues he most characteristically drafts tables: "The Order of Abstractions from Physics to Psychoanalysis," "Social Stratification and Control of Communication," and any psychocultural traits that can be tabulated. He is primarily a taxonomist of concepts.

I THINK Bateson is primarily a philosopher. He is an epistemologist and a logician, a dualist and a realist. At the same time he is so systems oriented he approaches mysticism.

He seeks the order of the universe by looking for the categories of perception. He is invariably concerned with the way we look at the world through ideas and how ideas interact, among themselves and with nature itself. This is his ecology of mind. This emphasis on the knowing mind makes him an epistemologist more than an empirical observer of nature.

He is also a logician. He looks for the logic of New Guinea tribes, of alcoholics, of schizophrenics. He bases his explanations of behavior on logic rather than on cultural tradition, social conditioning, or biological inheritance. Bateson tries to dig the different kinds of order and randomness that exist in different peoples' universes. His own most persistent principle of logical analysis is undoubtedly the theory of types: the distinction between signs and what they stand for, between things and propositions about things, between communication and meta-communication. Apparently his second principle of logic is that cybernetic explanation is always negative. He always looks for alternatives and asks why they did not occur. This negative principle of explanation reveals the constraints on any system.

He is an inveterate dualist, seeing dichotomies and alternatives every-

where: communication and meta-communication, verbal and nonverbal communication, the digital and the analogic, primary learning and deuterio-learning, the logic of the mind and algorithms of the heart, physical determinism and mental determinism, the double bind, and schismogenesis.

Even in the echoing emptiness of redundancy Bateson continues to cut things in two. At one point he defines communication as "the creation of redundancy or patterning." If a sender has a set of letters before him and transmits them to a receiver so that that receiver gets the same set of letters in front of him, there is redundancy between sender and receiver. At another point, which is suggestive but undeveloped, Bateson regards redundancy as any kind of meaning. If we have any aggregate of events in front of us, and if it is patterned or redundant, and it is cut by a slash, whatever is perceived on one side of that slash can give us a better than random guess of what is on the other side of that slash. The slash can measure the amount of meaning, the extent to which we can infer one thing from another. These slashed redundancies, these dualisms, are perhaps analogs of the bilateral symmetries that William Bateson studied in plants and animals some 80 years ago.

The logical and epistemological dualist also appears to be a philosophical realist. Although each group of people may have its own logic because it lives in special circumstances, Bateson implies that the logic of science itself must go beyond such simple adaptations. Researchers cannot merely cope with problems, look for positive feedback, and seek confirmations of hunches. When scientists seek a solution to a problem and find it, as Salk did for polio, they generally move on to solve the next problem, say cancer. Bateson believes this leaves science ending with only a bag of tricks and little systematic understanding of the human body as a whole. For himself pragmatism is not enough. I think he wants to find basic truth.

Bateson applies his philosophy to the examination of the overall systems of cultures, schizophrenics, and any communicating group. He is always con-

cerned with the relations between parts and wholes. This concern for systems leads him to cybernetics and ecology. And also to mysticism: to view the whole, the alpha and omega, and grasp it symbolically, nonverbally, artistically, and even lyrically, with insight and imagination. The dust jacket of his book features on the front a drawing by William Blake, and on the back a photo of father Gregory and daughter Nora in a metalogue.

RUESCH is a psychiatrist of wide reading who discusses all disciplines from anthropology to ethology, and from linguistics to zoology. He readily refers to events of a thousand or a million years ago, and to Celsus and Cervantes, Eddington and Galen, Whitehead and Znaniecki. His basic conception is that these fields and authors all contribute to a unification of behavioral theories. In general he regard systems and information theories to be cornerstones for such a unification, and feedback to be "the single most productive concept introduced into the behavioral sciences in the 20th century." His papers of the last 20 years are theoretical with a general recognition of studies rather than more detailed analyses of them. (His earlier papers are often more empirical, collaborative works on personality and culture, psychosomatic medicine, and culture change, topics that were particularly lively shortly after World War II.)

Ruesch holds that communication is the basic organizing principle of nature. He also holds communication to be all procedures by which one mind may affect another. I think we need to analyze in greater detail how the organizing and the affecting approaches to communication can be adjusted to one another operationally. Perhaps it is through a third conception that provides the title for Ruesch's book. Semiotics is "the phenomenology of signs and their relationships to one another and to their human users." Perhaps unification is not yet at hand. He also holds that "communication always has to be conceived in dualistic terms." There is always a difference between information and action, content and instruction, intended

effect and actual codification. Such statements often resemble legislative laws more than scientific laws, but I regard them as hypotheses.

Ruesch's codifications of knowledge lead him to generalizations. One of his conclusions is that upper and lower classes have had the same proportionate sizes in western society for the last 800 years. The elite symbol-creating engineers, businessmen, politicians, and military men have been a small but constant proportion of the total population; the lower class, which maintains itself by force or passive resistance rather than communication, has been a constant but larger proportion. Ruesch also finds three basic traditions in western thought represented in contemporary psychiatry. One is Judeo-Christian, which is basically digital, verbal, abstract, anti-rationalistic, anti-consciousness, and represented by Marx and Freud. The second is Greco-Roman, which is constitutional and biological, emphasizing beauty and enjoyment, and represented by the rule ordered and balance theories of Kraepelin and Charcot. The third tradition is Anglo-Saxon, which is extraverted and pragmatic, and represented by child psychiatry, group therapy, and interpersonal communication theory.

BOOTH Bateson and Ruesch are theoreticians. Both are concerned with our general system of knowledge about human communication. Yet they are quite different. Bateson takes the first step by posing questions, while Ruesch takes the last step by making definitive statements. Bateson's explorations call for further development, while Ruesch's declarations ask to be revamped. I generally find Bateson more stimulating when I can give positive feedback, and Ruesch more stimulating when I can give negative feedback.

In the presence of startling ideas, the truly scientific attitude is neither the will to believe nor the will to disbelieve, but the will to investigate.

—ASHLEY MONTAGU
The Natural Superiority of Women

Mankind may not be a very good judge, but there is no better.

—SAMUEL BUTLER
Erewhon

Real Problems in a Real World

George D. Goldman and George Stricker (Eds.)

Practical Problems of a Private Psychotherapy Practice. Springfield, Ill.: Charles C Thomas, 1972. Pp. xiii + 285. \$11.50.

Reviewed by JOHN A. GORMAN

George D. Goldman is Clinical Professor of Psychology in the Institute of Advanced Psychological Studies at Adelphi University. There, he teaches a course on "The Practical Problems of a Private Therapeutic Practice," and his experiences in this course are reflected in the book under review. A PhD of New York University, Goldman has a continuing interest in psychoanalysis and psychotherapy, as well as in community mental health. George Stricker is Professor of Psychology and Assistant Dean of the Institute of Advanced Psychological Studies at Adelphi. A PhD of the University of Rochester, Stricker has an active interest in applied clinical research.

John A. Gorman, the reviewer, is in private practice and currently Visiting Associate Professor of Psychology in the clinical program at the University of North Carolina at Chapel Hill. A PhD of North Carolina, he earlier taught full-time there and was responsible for psychological services offered in a children's in-patient unit. He has an interest in the education of clinical students and has been involved in the Advanced Psychotherapy seminar at UNC for the past eight years.

THIS book probably is most important because of the positive, direct and above board stance that it takes toward psychologists engaging in private practice. It is not a topic often dealt with by university related psychologists. The book's aim according to the editors is to provide "practical details that are part and parcel of the day-to-day busi-

ness of being a private therapist." The significance of the book's publication is that in many ways it further legitimizes and gives credibility to the professional world of practicing psychologists.

Even though their aim was to "bring to readers the expertise of acknowledged leaders in each of the areas discussed," there is some unevenness within the chapters because of their relative emphasis on either the technical, theoretical, or financial problems involved in private practice. Judging from Goldman's chapter, it might have been a better book had he handled all of the technical and theoretical content areas. He deals very directly and openly with all aspects of a private psychotherapy practice. Even though he has an analytic bias, it is not a dogmatic presentation. His emphasis on recognizing one's own limitations and the inherent isolation of individual psychotherapy, coupled with his suggestions regarding a gradual introduction into private practice seems warranted, based on experiences in all parts of the country. Ginott's chapter contrasts greatly with Goldman's. He writes with his usual flair, but falls into a more technique oriented discussion of child therapy which is tied closer to theory than to reality. Missing are the many details that could be of value to the person anticipating the establishment of a child therapy practice. Other chapters on specific therapy techniques are varied in their thrusts and tend to be less useful than Goldman's regarding all of the 'nitty-gritty' aspects of their specific situations.

Halpern's chapter gives dignity to the often times downed and degraded practice of psychological diagnosis. Her style is reality oriented, open, and direct. She did become somewhat limited by dogma when she discussed report writing. This chapter, along with Goldman's, are very sound contributions to the area of clinical psychology. Stricker's chapter on research in private practice is an intriguing possibility for private practitioners trained in the scientist-professional model. Its length and conciseness seem suitable to its relevancy.

The last two chapters of the book are written by lawyers and an accountant respectively. The legal information is clear and relevant, which has often not

been the case in other presentations of forensic psychology and psychiatry. It is refreshing to see actual cases cited and the decisions involved. Greenspan's presentation is up-to-date in its presentation of available systems of tax accounting. The information that he offers is similar to that which the majority of people in private practice have paid considerably more than the cost of this volume for, and might be used as a guideline against which to judge their own tax information. The one weakness in the financial area, which could have been covered within other sections as well, has to do with third party payment.

This book would be useful in any mental health training program. It is not an elegant book, nor is it splashy and intriguing in its style. It certainly does deal with real issues, some of which are obviously more real than others. Although the examples (and the authors) are drawn from metropolitan experiences, the book presents many of the problems that the reviewer has encountered far away from any metropolitan area. This substantiates my belief that they truly are dealing with "real problems in the real world" for those interested in practicing psychotherapy as a profession.

Educational Sociolinguistics in Red, White, and Black

Courtney B. Cazden, Vera P. John, and Dell Hymes (Eds.)

Functions of Language in the Classroom. New York: Teachers College Press, 1972. Pp. lx + 394. \$9.50 cloth; \$5.95 paper.

Reviewed by JOHN B. CARROLL

Courtney B. Cazden is Professor of Education at the Harvard Graduate School of Education. She is a former public elementary school teacher and an EdD of Harvard. Cazden is also author of Child Language and Education. Her interests center on the various applications of linguistics and sociolinguistics to education. Vera P. John is Professor of Educational Foundations and Linguistics at the University of New Mexico. She is a University of Chicago PhD and former faculty member of UCLA, the University of Rochester, and Yeshiva University. She is coauthor (with Vivian M. Horner) of Early Childhood Bilingual Education. John has conducted research and published in psycholinguistics, developmental psychology, and the psychology of women. Dell Hymes is Professor of Folklore and Linguistics at the University of Pennsylvania. A PhD in linguistics of Indiana University, Hymes has also taught at Harvard and the University of California, Berkeley. He serves as Editor of Language in So-

ciety, and Hymes is editor of another book, Language in Culture and Society, and author of Foundations in Sociolinguistics.

Reviewer John B. Carroll is Kenan Professor of Psychology and Director of the L. L. Thurstone Psychometric Laboratory at the University of North Carolina, Chapel Hill. Carroll earned his PhD under B. F. Skinner at the University of Minnesota. He taught many years at Harvard Graduate School of Education and was most recently Senior Research Psychologist at the Educational Testing Service, Princeton, N.J. He is author of The Study of Language and Language and Thought.

TTEACHERS above all should hear the central message of this book, which is plain and well-taken: By the time he reaches school age, the child has already acquired a system of verbal and non-verbal communication that permits him to operate with substantial effectiveness in the culture that he has experienced

January 23, 1975

Dr. Alfred C. Smith
Professor and Director
Center for Communication Research
University of Texas
Austin, TX 78712

Dear Fred:

Suzie passed on your letter of January 17. We share editorial chores, but I did most of the work on yours and gave it the new title.

Your copy is fine -- except the title. First I try to avoid "communication" in titles; in the Journal of Communication that is redundant and displaces more distinctive words. Secondly, "economy" is misleading; this is not an economic treatise. However, perhaps "ultimate" is too much -- even if true.

I consider the title a thought-provoker, and the title and blurb a single unit of information. So let me suggest:

THE PRIMARY RESOURCE

Our post-industrial economy is based
largely on the allocation of information.
Projecting trends into the future
can reveal present alternatives.

I think this says it all. The piece is now going to press.

Thanks, also, for your kind words about the Journal.

With best regards.

Sincerely yours,

George Gerbner

GG:kas