

CALL FOR PAPERS: JOURNAL OF COMMUNICATION

"New Communications Technologies: The Haves and the Have-Nots"

New communications technologies have become a symbol of U.S. affluence and export in the twentieth century. Their role in the international marketplace, their patterns of adoption, and their potential effects have been the subjects of many investigations and speculations. But because of the capital investment and education required for access, many of these new technologies are not available to a number of groups--the poor, the elderly, minorities--even as they are being hailed as the harbingers of greater diversity, choice, and abundance of information and services.

The JOURNAL OF COMMUNICATION is planning to publish a special double issue, funded by the Markle Foundation, which is devoted to studies of the social impact of new technologies and how they might differentially affect various social groups.

How has the technological transformation of information work affected women, minorities, and the elderly? Has telecommuting enhanced the work environment? For whom? Are those who have been bypassed by new developments inhibited in the desire or confidence to learn or to seek new information?

Who is learning to use the computer and where is this learning taking place? What is the social distribution of information hardware and resources, and what are its implications? How is the "knowledge gap" affected by the "technological gap" in the workplace, in the schools? Is there a subtle bias (even in the academy) against those whose skills are not computer-compatible?

How has deregulation affected access to services like cable television and telephone service? Will public information increasingly become privatized and proprietary, as public libraries are charged for more expensive services? How will language skills affect access to information networks, and what is the future for nondominant languages?

These suggest the kinds of questions that the symposium will address. We are seeking systematic studies that go beyond speculation and forecasting to document what we now know about the social distribution of effects of the new communications technologies and our options for the future.

The deadline for submissions is March 1, 1989. Inquiries (with abstracts) about the appropriateness of various topics for submission are encouraged before the end of the year. The text can run from 15 to 25 pages, exclusive of tables, figures, and references and should include works cited in an alphabetical listing. All manuscripts will be reviewed upon submission and should be submitted in triplicate to The Editors, "New Communications Technologies," JOURNAL OF COMMUNICATION, 3620 Walnut Street, Philadelphia, PA 19104.

Journal
of

Communication

N I C A T I O N

Featured Symposia in Recent Issues

Cultural Exchange—or Invasion? 24:1

The most persuasive form of international communication is the world trade in canned images and sounds. The three articles in this symposium—each from a different area and perspective—touch upon some key issues that global traffic poses for all nations.

Women: Nine Reports on Role, Image and Message 24:2

Despite the changes brought about by the women's movement of the recent past, the media surveyed in these reports have not promoted or even fully reflected change. If anything, they have tended to cultivate resistance.

Due Process: Studies in Legislative and Judicial Communication 24:3

The articles in this symposium illustrate some types of contributions that research on communications can make to the understanding of urgent problems in the making of laws and the reaching of judicial decisions.

The Myths of Old Age Are the Myths of the Young 24:4

The best time to learn growing old with decency and grace is in youth, and the best place is in the everyday cultural environment. This symposium investigates some codes of communication and conduct that define age roles in American culture.

Paranormal Communication 25:1

A dimension of research never before systematically exposed or intensively examined in the context of communication studies is the subject of this symposium. It is presented by some of its most distinguished scholars and researchers.

Forms of Cultural Dependency 25:2

The articles in this symposium look at countries deeply under the influence of values and images either totally extraneous to them or not representative of the needs of their majorities.

Media and Medicine 25:3

The ten studies in this symposium explore principal directions of theory and research that relate communications to the art of healing.

The Effects of Television on Children and Adolescents 25:4

In most fundamentals of human development, the first few years of life have not changed much for perhaps 40,000 years—until 30 years ago. This group of articles takes an in-depth look at how television has affected growing up in America.

Gossip as Social Communication 27:1

The value of gossip in the marketplace of social exchange derives from its many functions—to inform, to manipulate, or to comfort and conserve the status quo.

Explicit Sex—Liberation or Exploitation? 26:1

Today there is much talk—and evidence—of changing standards in the public acceptability of sexually explicit and erotic materials. The studies in this symposium trace some of these changes and attempt to illuminate their limits, meanings, and consequences.

Setting the Political Agenda: Government by Media? 26:2

More than a dozen studies in this symposium explain and explore and ponder "agenda-setting" by media and what we might do about it.

Nonverbal Communication 26:3

This group of studies demonstrates that the codes and modes of interpersonal communications form a complex and intricate context whose study is still fragmented into traditional compartments.

Laughing Matter? A Symposium of Studies on Humor as Communication 26:3

From general theories and models to specific investigations of jokes and joking, the studies in this symposium show how humor can help manage conflict, integrate novelty, and cope with—or administer—abuse and hurt.

What Is News? 26:4

This series of studies explores the process of news-making from the ethnographic, quantitative, philosophical, and political points of view, and offers some alternatives.

The Rhetoric of Revolt 26:4

This symposium deals with protest rock and drugs, the language of Ho Chi Minh, the Waltons, and research on dissent in small groups.

How TV Sells Children 27:1

This symposium looks at the two ways that TV sells children: how television draws children into the audience and "sells" them to advertisers and how through programs and commercials television sells the sponsors' products or more correctly the styles of life and behavior into which the products naturally fit.

When Cultures Clash 27:2

New technologies, products, and systems of communication flow from "centers" of power to the "peripheries." The flow appears to some observers as a clash between mass-mediated and "authentic" cultures. This symposium focuses on "authenticity" as these cultures clash.

Sex, Violence, and the Rules of the Game 27:2

Erotic television (if any), family viewing (if any), and self-regulation (if any) are explored in the six studies contained in this first of a two-part symposium on the effects of television.



Gossip and Marketplace Psychology

by Ralph L. Rosnow

The value of gossip in the marketplace of social exchange derives from its many functions—to inform, to manipulate, or to comfort and conserve the status quo.

The marketplace metaphor that characterizes human interaction as a bartering of primary and representational resources (a recurrent theme in psychology and sociology) has been applied to the nature of gossip. Gossip is not merely "idle chatter" (the common definition), but small talk with social purpose. Indeed, as evidenced by the multitude of purposes elucidated in this symposium, it is easy to understand why gossip is a valuable social commodity. Drawing upon this economic analog, gossiping can be defined as an instrumental transaction in which A and B trade small talk about C for something in return—more gossip, status, fun, money, social control, or any material or psychological stimulus

Ralph Rosnow is Professor of Psychology at Temple University and co-author of *Rumor and Gossip: The Social Psychology of Hearsay* (Elsevier, 1976).

The author expresses his appreciation to Temple University for a summer research fellowship which facilitated preparation of this article.

The Meaning of Retirement

by Robert C. Atchley

*Benchmark study finds
four stable dimensions and
generally favorable ratings.*

Numerous studies have been done of attitudes toward retirement. Riley and Foner (3) reported the results of several of these and concluded that attitudes toward retirement are usually favorable. However, attitudes toward retirement are less favorable among those with a poor retirement financial outlook and those in professional and managerial occupations. Ash (1) found that from 1951 to 1960, attitudes toward retirement became more positive among steelworkers.

But apart from knowing that people are generally favorably disposed toward retirement, what do we know about the meaning of retirement? Ash (1) examined the meaning of retirement in terms of how retirement was justified. He found that among steelworkers the prevalent justification in 1951 was ill health. By 1960, however, retirement was being justified primarily by designating it as a reward for a lifetime of work. Yet what retirement means is more than simply how it is justified. The goal of the research herein reported was to investigate various dimensions of meaning associated with the concept of retirement in the United States.

Mail questionnaires were sent to a simple random sample of retired workers and current employees of a large midwestern insurance company. A total of 557 questionnaires were mailed out, and, after two waves, 418 (75 percent) completed questionnaires were received. Included in the questionnaire was a semantic differential on the meaning of retirement.

In addition to the usual instructions for completing the semantic differential, the following instructions were given: "This series of items is concerned with the meaning of retirement. Please make your judgments on the basis of what *you* think retirement means."

Robert C. Atchley is Director of the Scripps Foundation Gerontology Center and Associate Professor of Sociology at Miami University (Ohio). He is author of *The Social Forces in Later Life* and *The Sociology of Retirement*. The research reported in this paper was partially supported by Grant No. 93-P-57498/5-01 from the Administration on Aging.

Setting the Political Agenda

Participation or Escape?

by Ana Barbič

Yugoslav media study finds that moderate viewing and listening boosts political activity but that heavy radio/TV exposure may substitute for involvement.

The concept of self-management provides Yugoslav citizens with an opportunity for full participation in public decisions. My study focused on the relationship between citizen participation and exposure to communication media.

I related political participation to the amount of exposure to radio and television in terms of five participation modes: pre-election activities, membership on nominating committees, attendance at citizens' meetings, participation in the activities of local communities, and membership in workers' self-management groups. Using standard regression procedures, the exposure-participation relationship was found to be curvi-linear, i.e., exposure, *to a limited degree*, was found to be positively related to increased participation (see Figure 1).



Figure 1

Table I shows the means of the five participation modes according to the amount of media exposure.¹ As indicated by the highest means of participation shown in bold face type, those who listen to radio and watch TV approximately

¹ The means were calculated on the basis of numerical values attributed to different degrees of intensity within the analyzed modes of participation.

Ana Barbič is on the faculty of the Institute of Sociology and Philosophy of the University of Ljubljana, Yugoslavia. The data were taken from an international research study directed by Sidney Verba, Institute for International Affairs, Cambridge, Massachusetts, and Jan F. Triska, Institute of Political Studies, Stanford University. A longer version of this study containing all tabulations may be obtained from the author.

John Dewey's Concept of Communication

by Lary S. Belman

*Human intellect and the rise and decline
of community and democracy—as well as
their restoration—depend on empathy
and foresight through symbolic processes.*



The concept of communication is a central feature in much of John Dewey's social thought. Ideas about communication provide the interrelated basis (a) for Dewey's speculative views on the genesis of human intellect and human society, (b) for his socio-philosophical opinions about the ideal form of human association (subsumed under the term community) and (c) for his diagnosis of what he considered the primary malady of (early twentieth century) American democracy and its remedy.

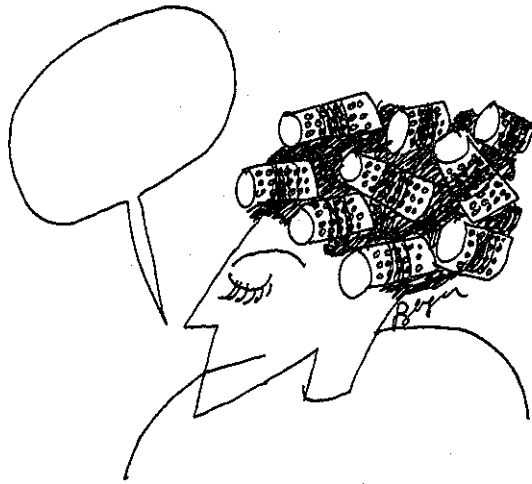
Two concepts stand out as being critical to an understanding of Dewey's perspective on both communication and society. These are the concepts of empathy and foresight. It is with them that Dewey weaves his vision of language, community, and democracy into an intricate social philosophy. He argues that empathy and foresight (which, he believes, arise as significant capacities through the advent of language) are the primary bases for community and, in their thwarting, the fundamental factors in the erosion of a democratic society.

Dewey, in speculating about the origins of human society, notes that it is not human aggregation that has to be explained but the transformation of that aggregation, at first physical and biological, into forms that are social and cultural, and thus unique. In human associations one finds social participation; that is, in human groups "purely organic behavior" has been transformed "into behavior marked by intellectual properties" (5, p. 43). In man, animal life has acquired culture.

Dewey attributes this acquisition of "intellectual properties" to the natural, emergent development of language which, he surmises, has its phylogenetic basis in the signaling reflexes of animals. "Signaling acts evidently form the basic *material* of language," but "they are not language nor yet are they its *sufficient* condition" (4, p. 177). For language to occur, cooperation and a

Conversations in Public Places

by Judith Beinstein



Casual customer talk with beauticians, barbers, and druggists helps define a complex set of mutual relations and expectations.

Characteristically urbanites meet one another in highly segmented roles. They are, to be sure, dependent upon more people for the satisfactions of their life-needs than are rural people and thus are associated with a greater number of organized groups, but they are less dependent upon particular persons, and their dependence upon others is confined to a highly fractionalized aspect of the other's round of activity. This is essentially what is meant by saying that the city is characterized by secondary rather than primary contacts. The contacts of the city may indeed be face to face, but they are nevertheless impersonal, superficial, transitory, and segmental. The reserve, the indifference, and the blasé outlook which urbanites manifest in their relationships may thus be regarded as devices of immunizing themselves against the personal claims and expectations of others.—Louis Wirth (7)

Although the implications of urbanism for social participation have been a focus of systematic study for more than a generation now, many of Wirth's early hypotheses about urban social participation (7) have been incompletely examined. Are the interpersonal relationships of the urbanite more segmental and transitory than those of his rural counterpart? Does he consequently develop a blasé attitude toward other people and an indifference to their problems and goals? Does he become increasingly self-seeking at the expense of neighborhood or community efforts—later regretting his loss of community (5)?

Judith Beinstein is on the faculty of the Department of Communications, Oberlin College, Oberlin, Ohio.

The Cable Fable: Will It Come True?

by Anne W. Branscomb

*Science fiction claims and "blue sky" promises
oversold an industry and tied it up
in red tape. A realistic assessment
finds its future a matter of public concern.*

The cable industry is slowly recovering from what can best be described as the TelePrompTer syndrome. This manifested itself in the crisis of September 1973, when two financial officers of the company blew the whistle at the Securities and Exchange Commission (SEC), precipitating the suspension of trading of TelePrompTer stock on the New York stock exchange for several weeks. The rest of the industry waited in a state of suspended animation.

There were massive dismissals of personnel; all regional offices were closed; program production stopped; management was reorganized; and marketing efforts were reoriented toward increasing subscribers in existing systems rather than expanding services. Franchising operations, which had been brisk and successful, ceased. Personnel assigned to franchising turned to work on rate increases.¹

The time to make systems "operational" (a euphemism for profitable) had proved far longer than predicted. The projected earnings per share of TelePrompTer stock was 12 cents for 1973 compared with 79 cents per share in 1972.² This news predictably precipitated much foreboding within

¹ Facts and figures cited in this article come from interviews with cable industry officials; from records of Federal Communications Commission proceedings and regulations and other legal sources; and from *Broadcasting*, *Cable News*, and other industry publications. Readers interested in detailed citations are asked to contact the author.

² It may be indicative of TelePrompTer's financial and accounting difficulties that these figures are in substantial discrepancy with figures reported later in the year. After adjusting its accounting practices, the company announced that net income for 1972 was only 56 cents, and there was a net loss of 6 cents per share in 1973.

Anne W. Branscomb is a communications lawyer. Formerly Communications Counsel for TelePrompTer, she is now Vice President of Kalba Bowen Associates, Inc. This paper was prepared with assistance from the Program on Information Technologies and Public Policy, Harvard University.

Public-Access Cable TV: Audiences

by Rudy Bretz

*When public-access channel staffs
outnumber the audiences, the channels
are providing access by the public,
but not to the public.*

Most people look on cable TV as though it were just another form of broadcasting—and so it is, for the first eight or ten channels. When a cable TV system operates up to 20 channels, however, as the FCC is presently requiring of all new systems in major market areas, the last five or ten channels each receive such a small audience share that they cannot reasonably be used in the same ways or for the same purposes as broadcasting channels are.

Cable television systems with their multiple channels are encouraged, and in some areas required, by the Federal Communications Commission to make transmission time available to anyone in the community who wants to use it. Local groups and individuals in dozens of communities are already actively producing TV programs on shoestring budgets. This "public access" possibility has been viewed by many, including the FCC, as a potentially important community force: an opportunity for common individuals or organizations to be heard, to do their thing, to present their point of view, to the end of a better informed American electorate. Whether public access will really amount to access *to* the public as the name implies, or only access *by* the public to the medium, is crucial. Many people expect it to be both. The FCC states the goal as "affording the public a low-cost means of television access" (1). That cable TV will provide access *by* the public to at least one channel is presently being required of cable TV systems within the 100 largest market areas. Access *to* the public, however, is a different matter. This will depend on such factors as the market penetration of the cable TV system and the share of audience enjoyed by the public-access channel.

No one knows how many of the nation's cable TV homes tune in

Rudy Bretz is a researcher at the Rand Corporation, a specialist in communication media, and the author of *A Taxonomy of Communication Media* and of textbooks on television production. This article is based on a chapter from the forthcoming book *Do-It-Yourself Television*.

Setting the Political Agenda

Speechwriting in the Nixon Administration

by Gage William Chapel

*An interview with presidential
speechwriter Aram Bakshian*

Chapel: Mr. Bakshian, how did you become a presidential speechwriter and who were the others?

Bakshian: I had done the same sort of work for congressional staffs and for the chairman of the Republican National Committee. In addition, I had written for the *National Review* and other magazines, articles dealing with historical subjects and arts and letters as opposed to contemporary politics. I also wrote a number of Op Ed pieces for the *New York Times* that were noticed by people high in the Nixon Administration. They invited me to join the staff and I came on in June 1972.

Two people who were talked about a great deal at this time as Nixon speechwriters were not regularly writing much anymore: Pat Buchanan and Bill Safire. They were both senior and autonomous. They were not part of the day to day working staff, and they called their own shots. Safire would occasionally write speeches but essentially he was working on his book, *Before the Fall*, and doing liaison work with the news media. Buchanan had overall responsibility for the News Digest and acted as a conservative advisor to the President.

Ray Price was in charge of the speechwriting staff. He did some important speechwriting himself but was also editor, as it were. He had an assistant, Dave Gergen, who edited but did not write. Gergen later took over after Ray Price left the editorial operation. Dave stayed until the end of the Nixon Administration. Then there was Lee Huebner who had academic and Ripon Society credentials and was a fairly liberal type. Then a fellow named John Andrews who was about my age—we were both 29 at the time—and he'd been there a bit longer than I.

Aram Bakshian, a presidential speechwriter for Richard Nixon, is currently a Fellow at Harvard's Institute of Politics. Gage William Chapel is on the faculty of Speech and Drama at Occidental College. The interview took place in Mr. Bakshian's office at the Institute of Politics on September 18, 1975.

Forms of Cultural Dependency

Multinational Television

by Elizabeth de Cardona

In Colombia, foreign and multinational corporations dominate television, although programming remains nominally under the control of Colombians.

How can cultural dependency be measured in Colombian television? The effects of television programming are often cultural or ideological. But in a capitalist society this programming is sustained by advertising investment which reflects the industrial and commercial structure of the economy and its ties with the economies of other countries.

The nature of advertising means that it impinges on the cultural practices of the medium, both in terms of the products advertised and in terms of the type of programs the advertiser uses as a vehicle to reach his potential customers.

The following description of Colombian television attempts to examine it in terms of those elements that would reflect a situation of cultural dependency, either through direct investment or indirectly through advertising.

In 1953 General Rojas Pinilla assumed control of the Colombian government under military rule. He immediately organized a State Office of Information and Press under the auspices of the Presidency. One of the first steps of this Office was to set up an official Colombian television system.

In its first two years of operation, Colombian national television expanded its broadcast facilities from Bogota to other important population centers. Importers were given credit by the Banco Popular (national bank) in order to import TV receivers at cost. Ten thousand sets entered the country and were sold on easy payment plans with low interest rates.

Elizabeth de Cardona wrote this article as a researcher on the staff of the Instituto Colombiano de Desarrollo Social (ICODES) in Bogota.

The Rise of Communications Policy Research

by Ithiel de Sola Pool

Technological change transforms entire communications systems. Alternative ways of organizing systems confront societies with difficult choices. Hard knowledge is needed to make the policy decisions of the future.

Ten years ago few communications practitioners thought in terms of any overall communications policy, and few communications researchers would have recognized policy research as an established category. All that has changed. Communications policy has emerged as a field of research.

If we look back 10 or 20 years, we see that universities, research institutes, and research departments of the media themselves were studying audiences, the journalistic profession, and the contents of the media.

Most widespread were the audience studies. After radio came on the scene, audience surveys became the backbone of communications research, particularly where advertisers paid the bills. The surveys covered more than just the ratings. They told us about the tastes, habits, motivations, and responses of the audience, too, but only as a byproduct of the basic necessity of knowing how many were out there listening, reading, and viewing.

Political scientists were interested in themes and ideologies conveyed in the media and in other propaganda, and turned to content and propaganda analysis. Sociologists were also interested in the content of the media as reflections of mass culture and of the society's value system. Academic psychologists, while not much interested in the media as such, contributed a great deal to our understanding of the underlying processes of persuasion and attitude change.

Now an additional research interest is emerging, namely normative research about alternative ways of organizing and structuring society's communications system. Examples are research on such matters as cable television, satellite broadcasting, use of broadcasting in the political process, communications and economic development, or the communications needs of the United Nations.

What accounts for this new trend? One factor is the exponential growth in the rate of technological change. The point becomes apparent if one looks at the dates of the major innovations in communications technology.

Ithiel de Sola Pool is Professor of Political Science at the Massachusetts Institute of Technology. The most recent of his many publications are *Talking Back: Citizen Feedback and Cable Technology* and the *Handbook of Communications* (as co-editor). An earlier version of this paper was presented at the 1973 annual meeting of the International Broadcast Institute.

Of Philosophy, Love, and E. Y. Harburg

by Barrows Dunham

*"When the idle poor become the idle rich"; or,
social theory and poetry on the musical stage.*

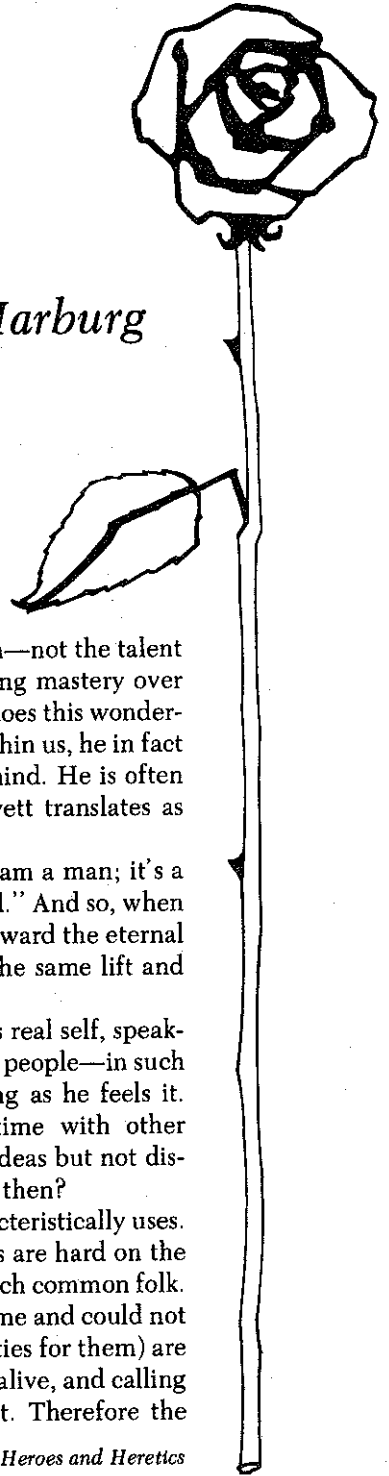
I have marveled all my life at the talent for vast communication—not the talent that swells and fattens upon devices, but the talent that, having mastery over devices, says what it has to say and commands listening. Plato does this wonderfully well. Although he speaks mistrustfully of the irrational within us, he in fact writes very boldly and even gaily from his own unconscious mind. He is often "iddy" and sometimes sexy, and he constantly felt what Jowett translates as "the flutter and ecstasy of creation."

Hence I infer that Plato is saying to us, from the start, "I am a man; it's a man you hear speaking to you; it's a man's writing you now read." And so, when that man begins soaring, as he so often does—rising in flight toward the eternal objects like cosmonauts among the stars—the rest of us feel the same lift and buoyancy.

Communication begins, then, with a real presence. But this real self, speaking, wants to say things to other people—perhaps to very many people—in such a way that they can recognize his meaning and feel the thing as he feels it. When a philosopher attempts this, he has a fairly easy time with other philosophers, who have agreed upon a jargon that will admit ideas but not disturbances. But suppose he wants to talk to everybody; what then?

Well, he will feel burdened by the kind of message he characteristically uses. He works in the area of largest generalizations. Generalizations are hard on the intellect, and it is supposed that messages about them won't reach common folk. This notion is plainly false, because people generalize all the time and could not survive if they didn't. Moreover, generalizations (or opportunities for them) are presented to all of us in just the same way: they are imbedded, alive, and calling out for recognition, in immediate, particular, and visible fact. Therefore the

Barrows Dunham is a philosopher and author. His most recent books are *Heroes and Heretics* and *Ethics Dead and Alive*.



Nonverbal Communication

Movements with Precise Meanings

by Paul Ekman

*Symbolic gestures, or "emblems,"
differ from all the other things
people do with their face and body.*

Our research on facial expression and body movement has been characterized by an attempt to distinguish among the very different activities which occur during conversation. The distinctions we have made (11,12) have been based on differences in the origins, coding, and usage of what we believe are fundamentally different actions. This article is concerned with one of the five types of actions we have studied, symbolic gestures, or what Efron (6) has called "emblems." It will be necessary to distinguish emblems from another type of movement which we have called "illustrators."

We have defined emblems as acts "(a) which have a direct verbal translation usually consisting of a word or two, or a phrase, (b) . . . this precise meaning is known by most or all members of a group, class, subculture, or culture, (c) which are most often deliberately used with the conscious intent to send a particular message to other person(s), (d) for which the person(s) who sees the emblem usually not only knows the emblem's message but also knows that it was deliberately sent to him, and (e) for which the sender usually takes responsibility for having made that communication. A further touchstone of an emblem

Paul Ekman is Professor of Psychology of the Human Interaction Laboratory, University of California, San Francisco, and is co-author of *Unmasking the Face* (Prentice-Hall, 1975).

Many of the ideas here arose in work with Wallace V. Friesen with whom the author has collaborated on this and other research. The research on emblems in Japan and New Guinea was supported by a Grant from ARPA, AF-AFOSR-1229-67. The research on emblems in the U.S. and support for writing this report was from a grant from the National Institute of Mental Health, MH-11976. Part of this material was reported at the Semiotics Kolloquium, Berlin, September 1975.

Television's Modes of Address

by Rose K. Goldsen

*Credentials, uniforms, and
guns merit deferential
treatment on prime-time
television programs.*

The modes of address we consider proper or customary in everyday usage are among the many dimensions of social structure embedded in language. Everybody knows about this, but almost nobody notices it. Just as the structure of language is internalized in the learning of it, so the social structure appropriate to language is simultaneously internalized.

Any form of address used repeatedly on popular television shows saturates the environment with information about how this society defines the social relations depicted on these shows. This occurs because television compared with other aspects of our public culture makes a massive contribution to our shared linguistic environment. In this paper, I shall analyze television's forms of address and the social relations implicit in them, concentrating on the programs which the three major television networks—ABC, CBS, and NBC—launched for prime-time showing (8 to 11 p.m.) beginning in September 1973.

In English, forms of address signal the intimacy or distance, equality or inequality of a relationship. We lost one of those linguistic signals when we gave up the *thee/thou* verb form; but we send out the same cues in the ways we combine first name, last name, title or credential.

Mr., *Mrs.*, or *Miss* prefacing the last name encodes the social distance and formality of a relationship when used by both parties in a conversation; they also signal social equals talking to each other. The same titles used by one party but not the other signal who is superior and who has inferior social status. The use of a credential as title (Doctor, Counsellor, Father, Reverend, and so on) contains the same sociological information about the relationship.¹

¹ Most English speakers would not wince to hear "Doctor," "Father," "Reverend," or "Counselor" without an accompanying name; but "Mr." or "Miss" used alone grates on

The Effects of Television on Children and Adolescents

Turned-on Toddlers

by Werner I. Halpern

*Can fast-paced TV bombardment
overwhelm the child's defenses
against sensory overload?*

Although childhood hyperactivity is caused by many things, some intrinsic to the child and some determined by personal environment, the role of cultural releasers as triggers of hyperactivity must not be overlooked. An anthropologic postulate holds that any given society tends to inculcate group characteristics early in the life of the young in order to perpetuate the predominant social types (1). In America, for example, an action-oriented and nonreflective outlook can be considered the hallmark of one major behavioral prototype (2). I believe that the electronic media reflect this quality of the national character and participate in a physiologic-psychologic "revving up" process of the very young in America.

Most urban and suburban children routinely become exposed to television during their second year of life, but the amount of time they actually spend watching is highly variable and limited by their lack of understanding, their short attention spans, and their distractibility. By the time they reach the second birthday, and begin to speak, there occurs a decided shift to greater attentiveness and echoic imitation which allows for a more receptive attitude toward the sound-picture machine. Moreover, young children receive praise and other rewards from parents for verbal and nonverbal imitation of the electronic messages. Quite naturally, they learn most easily those scraps of information to which they are most frequently and repetitiously exposed. Fragments from animated commercials are among the first vocal accomplishments of many toddlers.

Unlike previous ages, when parents indoctrinated their young by talking and reading to them, parents now depend more and more on television as a babysitter and as an instructor of their children in the ways of the world. When a parent reads to a child, there is the possibility of mediating the interaction and

Content Analysis and the Study of Sociopolitical Change

by Morris Janowitz

Revival of interest in large-scale and continuous monitoring serves new needs that survey research cannot quite meet.

I have very little taste for methodological assessments *per se*, especially discussions of methodology that are programmatic. However, I believe that at this point in the development of the social sciences it makes sense to examine the relevance of improved procedures of content analysis for the study of sociopolitical change.

Rapidly—and almost unexpectedly—the importance of content analysis has been enhanced. Of course, survey research is certain to remain a dominant technique for the study of mass attitudes and the influence of the mass media. However, a variety of intellectual, professional, and technical reservations have been made about sample surveys; not the least pressing is caused by the steep increase in costs as well as the escalation of nonresponse rates. On the other hand, as I shall explore here, the procedures and the logic of content analysis as they relate to the study of sociopolitical change have improved and sharpened.

The growth of interest in content analysis has come rather quickly, although it has been built on the longterm, gradual expansion of research work. As late as 1969, in the pages of the *Public Opinion Quarterly*, I was emphasizing the intellectual and organizational barriers to content analysis (8). Seven years later, the situation in research is noticeably different. Content analysis is more of a standard methodology of academic research and it has been used conspicuously in public policy investigations, such as that of the Kerner Commission (see 19).

There has been an increasing stream of articles in scholarly journals that make use of systematic content analysis. Thus, for example, in the *Journalism Quarterly* in 1960, six of 35 articles, or 17.3 percent, could be classified as using content analysis. However, it should be noted that only one used systematic and

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CBS and National Defense, 1972-73

by Ernest W. Lefever

A controversial study accused CBS News of bias in failing to present all sides on national security issues. The author summarizes the study's highlights.

The Institute for American Strategy (IAS), a tax-exempt educational organization, in late 1972 launched a major research effort to examine the performance of network TV news in the area of reporting and interpreting national defense and related issues.

We decided to focus on one network only. CBS-TV was chosen because it had the largest evening news audience and the largest number of affiliated stations. Initially, the study was designed to cover one full year, 1972, of CBS-TV Evening News, but it was extended to include 1973 in order to increase its validity. The videotapes and abstracts of the Evening News programs essential to the study were obtained from the Vanderbilt Television News Archive, Nashville, Tennessee. In addition to the Monday-through-Friday Evening News, relevant CBS-TV News Specials and *60 Minutes* programs for 1972 were examined.

The standards used to evaluate CBS-TV News are drawn from the Fairness Doctrine of the Federal Communications Commission. The Fairness Doctrine requires radio and TV broadcasters

—to provide an *accurate, full, and fair* picture of significant current events in a context that gives them meaning;

—to provide a *balanced picture of "conflicting views of public importance"*

Ernest W. Lefever is a senior foreign policy analyst at the Brookings Institution and the author of *Ethics and Foreign Policy* and *The CIA and the American Ethic*. He served as a consultant to the Institute for American Strategy, heading the research team that produced the study discussed in this article. The full report of the study is published under the title *TV and National Defense: An Analysis of CBS News, 1972-1973*. A review of that book by Robert S. Frank begins on page 186. The published study is available from the IAS, Boston, Virginia 22713.

The Blind Spot of U.S. Foreign Intelligence

by Anthony Marc Lewis

Vietnam case studies, based in part on newly declassified evidence, suggest that hidden cultural assumptions crippled the C.I.A.'s ability to perform its advisory functions.

The primary mission of the Central Intelligence Agency under the National Defense Act of 1947 is to provide the President and the National Security Council with "national" intelligence. The papers produced in this category of intelligence are intended for use at the highest levels of government and draw contributions from more than a single intelligence organization. I would like to advance a thesis that bears directly upon the Agency's performance of its major advisory function. It is that a critical vulnerability in hidden cultural assumptions exists in much of the national intelligence and has gone largely unnoticed. At least some of the factors responsible for a widespread lack of attention to this vulnerability in intercultural communications are identifiable and may be viewed as "a part of the problem."

My evidence has been compiled from intelligence reports—mostly in the national category—which were produced at two critical periods of America's involvement in Vietnam and were originally classified SECRET (27). The portions of classified documents which were used for this paper and do *not* appear in the Department of Defense's "G.P.O. Edition of the Pentagon Papers" were declassified at my request per the C.I.A.'s official notification to me dated July 22, 1974.

Extensive research on the human perception process has been carried out during recent decades by social scientists, social psychologists, cultural anthropologists, and linguists (2, 26). Their findings support a strong hypothesis that persons unconsciously construct their own "worlds of reality" on inferences based on their own selective perceptions (3, p. 21). These are shaped by the

Anthony Marc Lewis retired in 1973 from the Central Intelligence Agency, where he had served successively as foreign intelligence analyst, chief of a foreign area studies program, and developer of orientations for the application of intercultural communication themes to job requirements. This article is for the most part adapted from a classified paper begun in 1972 titled "Re-examining Our Perceptions on Vietnam," which was circulated among the intelligence units and to the White House in January 1974.



Country Music Lyrics

by George H. Lewis

*Nashville songwriters talk
about the rules for writing
"simple" country songs.*

*In this room the heat pipes just cough
The country music station plays soft
But there's nothing, really nothing to turn off.*

Bob Dylan, "Visions of Johanna"
© M66, Dwarf Music

The business of country music is booming. Once the folk music of the white rural South, country is now a billion dollar American industry, having grown from only 5 percent of total record and tape sales in America in 1963 to the largest proportion (excepting rock) of American sales by 1973. In that year, 51 percent of all single recordings sold in the United States were country records (1, p. 464).

Country music reaches far beyond American borders. There are Japanese bluegrass bands who sound, lick for lick, like the Country Gentlemen or the

George H. Lewis is Associate Professor of Sociology at the University of the Pacific and author of "Spy Fiction: American Style" in the Autumn 1975 issue of the *Journal*.

Data reported in this paper were collected in Nashville, Tennessee, in 1973-74. The author wishes to especially acknowledge Alice M. Gant, who did much of the actual interviewing reported and analyzed in this article, and John D. McCarthy and Richard A. Peterson, who assisted in interview schedule construction and data analysis.

Appeal for Cultural Equity

by Alan Lomax

A long-range research project has mapped the musical styles of the world and offers the basis for a global policy of cultural equity to halt pollution of the symbolic environment.

In our concern about the pollution of the biosphere we are overlooking what may be, in human terms, an even more serious problem. Man has a more indirect relation to nature than most other animals because his environmental tie is normally mediated by a cultural system. Since human adaptation has been largely cultural rather than biological, human sub-species are rather the product of shifts in learned culture patterns than in genetically inherited traits. It is the flexibility of these culture patterns—composed of technique, social organization, and communication—that has enabled the human species to flourish in every zone of the planet.

Man, the economist, has developed tools and techniques to exploit every environment. Man, the most sociable of animals, has proliferated endless schemes which nurture individuals from birth to old age. Man, the communicator, has improvised and elaborated system upon system of symboling to record, reinforce, and reify his inventions. Indeed, man's greatest achievement is in the sum of the lifestyles he has created to make this planet an agreeable and stimulating human habitat.

Today, this cultural variety lies under threat of extinction. A grey-out is in progress which, if it continues unchecked, will fill our human skies with the smog of the phoney and cut the families of men off from a vision of their own

Alan Lomax is Director of the Cantometrics project in the Anthropology Department at Columbia University and author of *Folk Song Style and Culture* (1968). Conrad Arensberg, Professor of Anthropology at Columbia, is co-director of the project and it is he who first suggested that the source of integration in expressive behavior could be discovered in everyday and measurable social relationships.

Who Writes Children's Books?

by W. Bernard Lukenbill

A study of authors' social characteristics shows a fairly homogeneous group: white, middle-class, mostly women.

In recent years, a great deal of criticism has been directed at books written for children and adolescents (4, 9). Much of this criticism focuses especially on the way in which minorities and women have been presented in this medium. With this criticism in mind, it seems appropriate to ask: "Who writes children's books?"

Kiefer (6) has discussed how American children's authors of the early and mid-1700s viewed themselves largely as teachers whose duty was to convey religious guidance and the theology of salvation to children. Even by the 1830s, writers still considered themselves teachers whose lessons were those of conventional moral conduct. Between 1825 and 1860, nationalism became an important attribute of American middle-class society, and this concept was likewise reflected in children's literature of the period (3).

Although alternative positions undoubtedly existed in some segments of society, rarely did an author who conveyed alternative ideas succeed. A case in point is Lydia Maria Child, founder and editor of the first children's magazine in America, *Juvenile Miscellany*. Child, an outspoken feminist and abolitionist, was forced to cease publication because of the unpopularity of her views.

Only in the late nineteenth century do we see evidence of a shift in the role orientation of some authors who wrote for children. During this period, significant American authors came to look upon what they wrote as a literary experience for children rather than a device for information and moral instruction. Louisa May Alcott, Howard Pyle, Thomas Bailey Aldrich, and Joseph Altscheler are examples (10).

Little analysis of the characteristics of contemporary authors of children's literature has been attempted, although sociologically oriented studies of in-

Inside on the Outside, or the Spaced-Out American

by Marshall McLuhan

*Probing the hidden element of space
behind such diverse phenomena as privacy,
group speech, television, facial behavior,
and literacy suggests that "simultaneous structures . . .
are eating out the heart of American institutions."*

North Americans may well be the only people in the world who go outside to be alone and inside to be social. This hidden *ground* of our corporate awareness surfaced for me when I was to give a talk to some British advertisers about the North American attitude to advertising. By way of illustrating the considerable difference between the two attitudes, I mentioned our resistance and rejection of ads in movies. For some years I had mentioned this attitude to graduate students who were quite aware that Europeans make no objection to advertising in theatres and movies, until one student volunteered the observation: "We take our dates to movies to be alone, and don't wish to have our privacy invaded." At that point I began to make more observations concerning our attitudes to space in domestic and public buildings, and also our attitudes to space as expressed in literature.

The North American quest for privacy out-of-doors, and our turning indoors to the home as a friendly group space, holds very firm in Thoreau and Whitman and in Henry James, and many others. Reading Lord Durham's 1839 *Report* (4, p. 91) I was struck by the following passage:

The provision which in Europe, the State makes for the protection of its citizens against foreign enemies, is in America required for what a French writer has beautifully and accurately called the "war with the wilderness." The defence of an important fortress, or the maintenance of a sufficient army

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Structuring Communication in a Working Group

by Peter Mears

Theories of task-oriented group communication have been tested mostly in the laboratory. Here is their application to industrial management, with some surprising results

An organization's effectiveness depends upon the performance of numerous small groups which function and interact within the overall organizational system. Because of this dependence, much emphasis has been placed on studies of subgroups, their cultures, status, and group needs, in an attempt to determine the factors which are most likely to encourage group effectiveness. Since the activity of a small group depends to a great extent upon its information flow, the communications act has been studied as a means of influencing efficiency. Thus, research on communication networks has become increasingly important and promises better understanding of the functioning of organizations.

One major criticism of past work in communication networks has been directed at its lack of applicability to a business organization; experiments have been conducted primarily in nonorganizational environments with student subjects. This kind of experimentation has resulted in a number of constraints which must be recognized in applying or "forcing" such findings to a practical application in a real business setting. The purpose of this article is to overcome these constraints by briefly presenting the major research findings regarding communication networks, and then to apply these research findings to a business situation.

A communication network is the interaction required by a group to accomplish a task

Working groups tend to be composed of four, five, or six people. Two people are not normally considered in a group; in a group of three there is a danger that two of the people will tend to "gang up" on the third person; and seven or more people in close proximity tend to split up into smaller, more manageable working units.

An organization may be composed of hundreds of such small working groups. This group idea is built into current management philosophy and is perhaps due to the notion that the managerial process involves the subdivision of brains as well as of labor. It is only natural for a business to try to increase the efficiency of these groups, and since the predominant

Peter Mears is Assistant Professor at the Business School at the University of Louisville, Kentucky.

Fighting Sexism on the Airwaves

by Kay Mills

In Washington, women take on Congress, the Federal Communications Commission, and the National Association of Broadcasters in their battle for fair treatment on the TV screen—and behind it.

When representatives of the National Organization for Women testified on broadcast license renewal legislation last year, House Communications Subcommittee chairman Torbert Macdonald (D-Mass.) asked what was the difference between sex and sexism.

"Sex," replied NOW's Whitney Adams, "is fun and sexism isn't." Sexism in broadcasting, about which the women are complaining, compares with racism, added Kathlee Bonk of Pittsburgh NOW: "Sexism is discrimination against a person because of sex."

In those hearings, in license challenges and brainstorming sessions at the Federal Communications Commission, in advisory committees of the Corporation for Public Broadcasting and at meetings with officials of the National Association of Broadcasters, women have been detailing their bill of particulars against sexist treatment by television and radio, in both employment and programming:

—Women comprise about 40 percent of the national work force, Ms. Adams testified, but represent only 22 percent of the employees of commercial television stations. Virtually all these women—75 percent—are employed in office and clerical jobs compared, with only 3 percent of male employees in similar positions.

—A study of FCC records by the Office of Communication of the United Church of Christ found that in noncommercial broadcasting, 30 percent of the employees are women, with 54 percent of them in clerical jobs. Ten of 127 stations—or 8 percent—had no women employees, while only two of 614 commercial stations had none.

—Content analysis of a composite week of TV programming revealed these statistics, Ms. Adams testified:

- In dramatic shows, only 21 percent of characters with paying jobs were women.
- Seventy-two percent of the lead characters in drama series were men.
- In soap operas, 90 percent of the male characters with jobs were doctors, lawyers, or businessmen.

Kay Mills is regularly covering federal regulatory agencies for the Newhouse News Service Washington bureau.

Fostering Creativity in Children

Does the Medium Matter?

by Caroline W. Meline

*Watching, reading, hearing
the message—which prompts
children to be more creative?*

Does the medium in which problem information is presented to children affect the way they use their creative thought processes in problem solving? To find the answer, I asked 120 sixth- and seventh-grade private school children to produce new ideas for solving four real social problems. An existing or proposed solution to each problem was presented to them in print, audiotape, or videotape form. The objective was to see how these different media would affect the children's ability to depart from (rather than conserve) the information given and to replace it with creative solutions of their own.

A consistent finding in past studies was that younger children performed better with more concrete presentations than older children. But the converse of this—that older children perform more creatively with abstract (verbal) presentations—is uncertain and remains to be demonstrated. Goodnow (6) found that kindergarten children could name a significantly greater number of *non-standard* uses¹ for three real objects when they could look at *and* hold the objects rather than just looking at them. Her explanation was that small children "have very little skill in imagining a change in the material or in planning a systematic analysis of the object's properties. Instead they rely heavily on suggestions offered by actual, perceivable changes in the look and feel of the object" (6, p. 209).

¹ This is a variation of the unusual uses task developed by Guilford (7) to test for one of the creativity factors, spontaneous flexibility, in his model of the intellect.

Caroline W. Meline is working as a media and public information specialist in Philadelphia. This article is based on a thesis written while the author was a graduate student at Temple University, Philadelphia.

World Language Without Words

by Rudolf Modley

A historian and designer of graphic symbols attempts to bring some order out of the chaos of our varied systems of communication through symbol.

The visitor to a medieval European city, frequently illiterate, was often guided to the shops he was looking for by the "public symbols" of the tradesmen—the barber's pole, the baker's pretzel, the pawnshop's three balls, the apothecary's mortar and pestle. Limited in number and often related to the image of the craftsmen's products or tools, these symbols became guides to those looking for guidance. Universally recognized, too, were the symbols of religious, political, and other institutions—the cross on the church steeple, the flags of friend and enemy, and the insignia and standards of the guilds of craftsmen and traders.

The pretzel did not stand for Baker Jones alone, the flag with the eagle for King Henry alone, or the cross for Bishop Harold alone. The pretzel represented all bakers, the flag King Henry and all his men and possibly his whole dynasty, and the cross stood for the Church itself. It is this characteristic of a comparatively simple geometric shape representing a concept—broad or narrow—which makes a graphic symbol and which differentiates it from a portrait or a photo of Baker Jones or King Henry and from any other effort to portray the Church.

The most widely used graphic symbols are simple geometric shapes.

While a few generally recognized graphic symbols—trade, religious, political, astrological—played an important role in the past, it is no exaggeration to say that modern Western civilization has rested, and still largely

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Who Covers America?

by Hamid Mowlana

The foreign correspondent corps stationed in the U.S. is large, sophisticated, unorthodox, and unevenly distributed, with more than half representing Western European media.



Reviewing the literature dealing with the foreign correspondent, one notices an intriguing imbalance. Most studies are directed toward journalists of a single country—the United States—who have been assigned abroad. Hohenberg's historical account of the times and lives of well-known U.S. foreign correspondents (5), Kruglak's (6) and Maxwell's (10, 11, 12) studies on the American correspondents in Western Europe and elsewhere, Bogart's profile study of the U.S. newsmen abroad (2), and Wilhelm's survey of the American correspondents working around the world (20) are examples.

There are also studies focusing on the roles of the foreign correspondent in the amount and quality of foreign news being transmitted. Adams's study of U.S. newspapers with and without their own foreign correspondents (1), McNelly's analysis of the role of journalists in the international flow of news (13), and Yu and Luter's essay describing the work of the foreign correspondent (21) are illustrative.

Studies like those of Manning (9), Reston (16), and Cohen (3, 4) have examined the role of the press in general—and foreign affairs writers in particular—in the conduct and process of United States foreign policy.

In contrast, very little research has been devoted to the question: Who covers America? Lambert's survey of the foreign correspondents covering the United States in 1956 (7) is one of the few articles dealing with demographic

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Probing Subjective Culture

Part I: Cross-linguistic Tool-making

by Charles E. Osgood

The senior scholar of a far-reaching research program explains how the semantic differential technique taps basic dimensions of affective meaning across the language barriers of 27 societies. The first of two parts

Recent developments in technology—in transportation, communication, and computerization, to say nothing of pollution and nuclear weaponry—are driving us willy-nilly into a state of global interdependence, either One World or No World. The same technology has made it possible to do social science research on a global scale that would have been inconceivable only a couple of decades ago. Certainly our own research into human semantic systems, involving now some 25 language-culture communities around the world and initiated about 13 years ago, would have been inconceivable without the parallel developments in speed of communication and transportation and, particularly, in computerized processing of masses of quantitative data. (I am also convinced that had our project been initiated circa 1980 rather than circa 1960—only 20 years later—much of the cultural uniqueness now evident in our data would have been obliterated in the sweeping tide of cultural homogeneity being created by this same technology.)

There are many hypotheses about human nature that demand cross-cultural and cross-linguistic designs if what is common to the human species is to be disentangled from what is peculiar to certain segments of it. However, comparison across cultures is especially difficult when what anthropologists call *immaterial traits* are involved. It is one thing to compare skull shapes and count potsherds; it is quite another to compare values, feelings, and, most generally, meanings—what I have come to call “subjective culture.” Elements of objective culture leave their traces on and in the earth, but elements of subjective culture are as fleeting as the living brains of those who think and believe them. Even more important, subjective culture is most naturally and directly assessed through the medium of language, and in cross-cultural comparisons this means that what has been called “the language barrier” must somehow be pierced.

In the early studies using semantic differential technique (1950–1960),

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Sesame Street: Patterns of International Adaptation

by Edward L. Palmer, Milton Chen, and Gerald S. Lesser

An authoritative account of the history, economics, cultural politics and research directions of international adaptations.

Sesame Street has now been broadcast in its original English-language version in more than 40 countries and territories outside the United States including Canada, the Caribbean, Europe, Africa, the Far East, and Australia and New Zealand. In addition, eight foreign-language adaptations of the series now are broadcast in 19 countries. These foreign-language adaptations take various forms, but most of them follow one of two formats:

1. The "co-production" format, with approximately half of the material for the new series taken from the original U.S. program and the other half produced locally in the adapting country, or

2. The "Open Sesame" format, which consists of a continuous block of segments, usually running either about 13 or 27 minutes per program, all selected from the original U.S. version, and presented in the language of the adapting country. In this format, a locally produced film opening appears.

The first foreign-language adaptations created in the co-production format were *Plaza Sésamo*, produced in Mexico City, and *Vila Sésamo* in Brazil. Both were first aired in 1972. Others in this format are *Sesamstrasse* produced in Hamburg, Germany, and *Sesamstraat*, now being produced in The Netherlands. In addition, the English-language version of the CBC *Sesame Street* in Canada, while not a full-scale co-production, contains bilingual segments in French.

The current adaptations in the Open Sesame format are *Abrete! Sésamo*

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Milton Chen is a student of law at Harvard University and a frequent consultant to Children's Television Workshop.

Gerald S. Lesser is Bigelow Professor of Education and Developmental Psychology at Harvard University and Director of Harvard's Center for Research in Children's Television. He is also Chairman of the Board of Advisors of Children's Television Workshop and author of the book, *Children and Television: Lessons From Sesame Street* (Random House, 1974).

CETI: Idea Whose Time Has Come?

by Herbert Strentz

*Even so, communication with
extraterrestrial intelligence
poses many problems both for
the discipline and for society.*

In the development of ideas, there comes a time when those who have been considering the idea have mustered sufficient confidence, data, political clout, or allies that—at least for themselves—they can proclaim it as an idea whose time has come. So when astronomer and exobiologist Carl Sagan proclaims communication with extraterrestrial intelligence (CETI) as an idea whose time has come (14, pp. 191–198), he does so having mustered sufficient confidence and support in the relatively recent attention given an ancient theme: the notion of life on other planets and in other worlds as found in the fiction, legends, religions, and myths of mankind (2).

In *The Universe*, astronomer Otto Struve observed that, in a poll in the late 1940s or early 1950s, 50 or 60 leading astronomers were asked about future developments in technology and science. It was perplexing, he said, that “no one mentioned the problem of extraterrestrial life or the possibility of building a space vehicle telescope” (18, pp. 156–157).

In 1959, however, what many view as a watershed article was published. Philip Morrison and Guiseppe Cocconi published “Searching for Interstellar Communication” in the September 19 issue of the British journal *Nature*. Morrison and Cocconi argued for the logic of listening for extraterrestrial messages on the hydrogen line in the electromagnetic spectrum, the radio wavelength of 21 centimeters. That wavelength seemed a natural and predictable one for the transmission of interstellar beacons and messages.

They wrote: “Few will deny the profound importance, practical and philosophical, which the detection of interstellar communications would have . . . A discriminating search for signals deserves a considerable effort. The probability of success is difficult to estimate; but if we never search, the chance of success is zero” (19, p. 196).

In an almost parallel development, on April 8, 1960, after more than a year

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The Rhetoric of Revolt

Ho Chi Minh as Communicator

by Tran Van Dinh

Xấu hay làm tốt.

Dốt hay nói chữ.

Ugly people try to make themselves pretty,

Uneducated people try to speak literary language.

(Vietnamese proverb)

To understand Ho Chi Minh's power as a communicator, it is essential to grasp some characteristics of the history and development of the Vietnamese language. Throughout the 4000-year history of the Vietnamese society, there has existed a constant osmosis between the literary and the popular languages, between the old and the new languages, between the language of the elite and the language of the masses. This constant intermingling of the various forms and manners of expression has kept alive the color and poetry and simplicity of the everyday language and yet has allowed the language to mature with the society itself.

It is still the people who are the keepers of the popular oral literature, the Văn Học Nhân Dân. This literature bloomed in hundreds of forms, the most common being the Ca Dao (free songs), Tục Ngữ (sayings), and Vè (songs of social content). Commenting on love, marriage, religion, and war, including children's games and adult proverbs, the oral literature passes the folk wisdom from generation to generation.

The richness and beauty of the Ca Dao and Tục Ngữ (they are often interchangeable) derive from the nature of the Vietnamese language. Vietnamese words are each one syllable and as such lend themselves to internal and end-line rhymes within the verse forms. But, in addition, because Vietnamese is a tonal language, each syllable can be pronounced on six different tones to mean six different things so that there can be multiple harmonic combinations as well. It is enough to combine these tones and modulate certain words to turn a sentence into a verse and a plain speech into a song.

Tran Van Dinh, a former diplomat, teaches at the Institute of Pan African Studies, Temple University.

Paranormal Communication *The Role of Imagery*

by Montague Ullman

*The pictorial content of dreams
may convey telepathically and
precognitively apprehended information.*

The relationship of psi effects to altered states of consciousness has been under investigation at the Division of Parapsychology and Psychophysics, Maimonides Medical Center, for the past 13 years. The laboratory studies of telepathic intrusions into the dreaming state served as the starting point for these explorations for a number of reasons. Anecdotal accounts seem to agree that the most clear-cut and frequent reports of psi occurrences involve dreams or images associated with sudden awakenings from sleep.

The use of the all-night electroencephalographic rapid eye movement monitoring technique enabled us to bring the study of dreaming into the laboratory without sacrificing the quality of spontaneity and inviolability so characteristic of our dreams. We can thus (at least from the percipient or receiver's side of the psi equation) preserve the element of spontaneity which seems so much a part of the naturally occurring psi event.*

The ordinary manifestations of psi bring us information having some meaning for us. The meaning may be linked to a trivial event or to an event of considerable, not infrequently tragic, importance. Dreams also run the gamut as far as their content is concerned, from the trivial to the terrible. Regardless of the emotional charge it may carry, the content is always indissolubly linked in a meaningful way to some current pre-occupation of the dreamer. Our dreams not only seem to attract and incorporate relevant bits and pieces of information from our own past, but

* *Editor's note:* See also the articles by Rex Stanford (p. 153) and William Braud (p. 142) in this issue.

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Sex, Violence, and the Rules of the Game

Family Viewing: A Balancing of Interests

by Richard E. Wiley

Family Viewing may be one of the most controversial and least understood concepts of recent times.

To some, Family Viewing represents a panacea to the problem of excessive violence and sex on television; to others, it is an ineffective public relations gimmick; to still others, it stands as a symbol of government and private censorship and a threat to programming creativity. Finally, to United States District Court Judge Warren Ferguson, it is a plan induced by government coercion, one that must therefore be set aside.

With due respect to Judge Ferguson and to the welter of conflicting viewpoints set forth above, I do not believe that Family Viewing's origin, purpose, effect, and ultimate legality have been accurately expressed or understood by any of these observers. As an attorney, I do not feel that it is appropriate for me to detail in this article my strenuous disagreements with the court's decision—such comments should be expressed, more properly, in the appellate brief which the Department of Justice and the FCC will file in this case. Suffice it to say for now that I totally reject the court's findings. At no time were threats expressed or implied. Indeed, discussions involving FCC officials and broadcast industry leaders on the subject of television violence were conducted in a responsible manner and with appropriate sensitivity to the very important First Amendment values involved.

It would now be appropriate and instructive to trace the genesis of the Family Viewing plan, the legal and philosophical considerations that molded it, and its actual formulation. First, we must set the stage. In 1974, a thunderous chorus of discontent with television programming could be heard throughout the country. Episodes depicting violence and sex were becoming for many Americans much too frequent, too stark, and too explicit—generating widespread public and Congressional concern. Exhortations to the commission to “do something” became more frequent and more fervent. My response was, as

Richard E. Wiley is the Chairman of the Federal Communications Commission.

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Jerry D. Boucher and Paul Ekman

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Linda J. Busby

An overview and summary of research to date on how the mass media portray sex roles and influence our perceptions of them.

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Henry R. Cassirer

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John P. Robinson, Robert Pilskaln, and Paul Hirsch

National Panel study shows behavioral overlap, functional differences; "youth culture" may have accelerated but de-fused the radical movement.

Proxemics and Tactility in Latin America 26:3

Robert Shuter

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Telling Stories 26:4

Gaye Tuchman

Frame analysis may help in the study of the principles of organization that underlie the selection and definition of news events.

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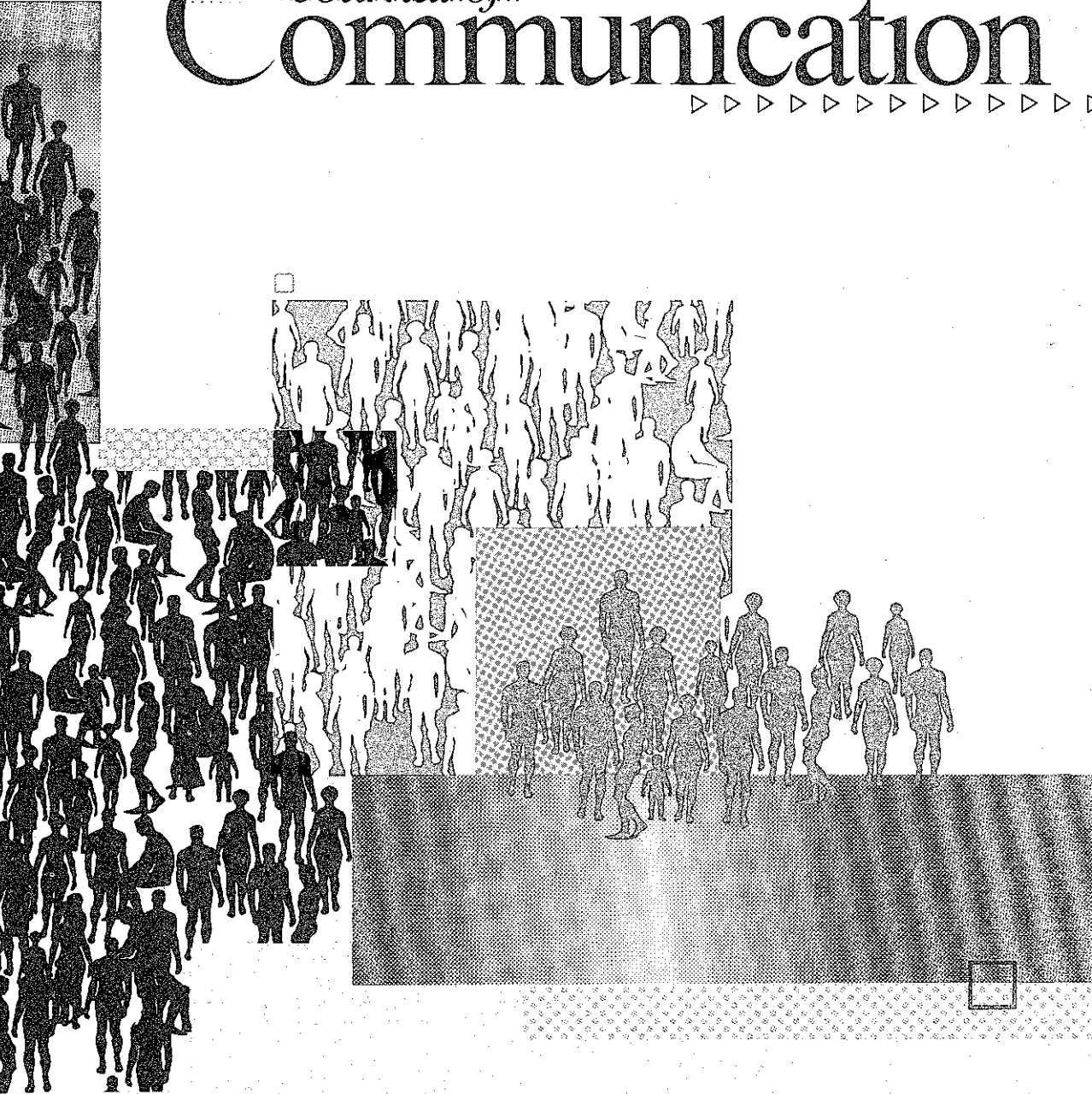
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The Effects of Television on Children and Adolescents *Autumn 1975*

These articles look at how television has affected growing up in America in the last thirty years.

The Medium Is the Stadium *Summer 1977*

Sports have changed in the last 20 years to become more marketable for television. This symposium looks at those changes and their economic and social effects.

Explicit Sex—Liberation or Exploitation? *Winter 1976*

Standards in the public acceptability of sexually explicit and erotic materials are changing. This symposium traces some of these changes and attempts to illuminate their limits, meanings and consequences.

Language Planning and Language Policy *Spring 1979*

Spanish in California, French in Quebec, English in the Philippines, and issues in bilingual education and foreign language instruction are considered.

The Rhetoric of Revolt *Autumn 1976*

Protest rock and drugs, the language of Ho Chi Minh, the Waltons, and research on dissent in small groups.

Citizen Action *Winter 1977*

This symposium characterizes the anatomy and efficacy of citizen action, particularly in the policy-making of the FCC.

Ethnic Studies in Black and White *Winter 1979*

Media images of immigrant groups, effects of TV on minority children, and characteristics of models in ads are some of the topics covered.

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Articles inquire into aspects of behavioral, conversational, kinesic and communicative interaction of the developing child.

Teleconferencing: A Status Report *Summer 1978*

Seven studies assess the strengths and weaknesses of teleconferencing by telephone, videophone, and computer and suggest future uses.

Media and Medicine *Summer 1975*

Ten studies explore principal directions of theory and research that relate communications to the art of healing.

The U.S. Faces WARC *Winter 1979*

The policy and political implications of U.S. preparation for the World Administrative Radio Conference in Geneva in the fall of 1979.

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The value of gossip in the marketplace of social exchange derives from its many functions—to inform, to manipulate, or to comfort and conserve the status quo.

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Conflict in marriage is explored in three studies.

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"Diversity" is the key that unlocked Pandora's Box. Which aspects of diversity are relevant to what types of human and societal goals?

Violence on the Screen *Summer 1978*

Film and TV violence in England and the United States is charted; Violence Profile No. 9 of the Cultural Indicators project is included.

How TV Sells Children *Winter 1977*

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These studies show how humor can help manage conflict, integrate novelty, and cope with—or administer—abuse and hurt.

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The flow and structure of international news; the character of foreign news coverage in countries representing the capitalist, socialist, and "third" worlds.

Nonverbal Communication *Summer 1976*

The codes and modes of interpersonal communications form an intricate context whose study is still fragmented into traditional "boxes."

Experiments in Interactive Cable TV *Spring 1978*

This series analyzes the uses and effects of interactive CATV and reports on programming, training, and policy issues.

Equality in Advertising *Autumn 1976*

Articles detail the presentation of women and blacks in TV advertising content.

Communication in Organizations *Winter 1978*

Methods and measures for analysis of informal communication and social coordination within modern organizations.



The Concept of "Mass"

by Robert Escarpit

*Born of the shock of rising numbers,
it is a double-edged creation obscuring newly
emerging group identities and rights.*

Byron was one of the first writers in history who sold more than 100,000 copies of a book in a comparatively short time. Only a few years before, sales of the current best sellers seldom exceeded 2,000 to 3,000 copies. Writers knew many of their readers and were comparatively at ease within the social group for whom they wrote and from whom they drew most of their inspiration and craft. Suddenly this reassuring interlocutor turned into a faceless, shapeless, and rather frightening monster which Vigny compared to the boundless ocean into which the poet throws the castaway's bottle. On receiving a letter from an Oregon reader, Byron wrote that it was "like receiving news from the country of the dead."

The "mass effect" seems to arise when an observer's channels of communication are inadequate to the number of people with whom he has to deal. The "mass effect" was used by the French Revolution's armies against the classical generals of the European Coalition. It backfired on Napoleon—himself a classical general—when he tried to handle the oversized Grande Armée and lost Waterloo, the experts say, for lack of proper channels of communication between his fighting units.

Loss of control through the institutional network of communication is what gives the person or group in charge the impression of recognized groups like an audience or a military unit turning into a crowd or a rabble, i.e., incipient masses. In fact, these are still groups with well-defined communication and interaction patterns, but those patterns are unidentifiable or unacceptable for the disconcerted observer.

Robert Escarpit teaches Theory of Communication at the University of Bordeaux, France, of which he is the President. His latest book is *Théorie générale de l'information et de la communication* (Paris: Hachette, 1976).

The Impact of Television on American Institutions

by George Comstock

A synthesis and interpretation of research bearing on family life and socialization, religion, laws and norms, leisure time, public security, and politics.

About 700 television stations operated as privately-owned profit-seeking ventures annually broadcast 4 million hours of programming. In addition, about 250 "public" and educational stations supported by contributions and subsidies annually broadcast an additional 1.4 million hours.¹

Almost every American home has one or more television sets, and 70 percent have color sets. The set in the average television household is on almost seven hours each day. On a typical evening between 8 and 9 p.m., the audience is 98 million persons, about half the population of the country. Such spectacular presentations as the championship game that concludes the professional football season, Super Bowl, and the eight-part dramatization of the black odyssey, Alex Haley's *Roots*, draw audiences of 75-80 million.²

The impact of this phenomenon on American institutions and the American public has engaged the attention of social critics, journalists, politicians, social and behavioral scientists, and citizens for the past 25 years. I will review television's influence on several major institutions:

- Family life and the socialization of children
- Church and religion
- Enforcement of laws and norms
- Mass media and leisure
- Public security
- Politics and public affairs

¹ Based on data from (79), with the assumption of an average broadcast day of 18 hours for commercial stations and 12 hours for public and educational stations.

² Data from (65) and Nielsen data published elsewhere. Audience size data represent viewing for each average minute of the time segment or program.

George Comstock is Professor of Communication at the S. I. Newhouse School of Public Communications, Syracuse University. Support for the preparation of this paper was provided by the East-West Communication Institute, The East-West Center, Honolulu, Hawaii.

Anatomy of the Joke

by Arthur Asa Berger

*Dissecting humor is an
interesting operation in which
the patient usually dies.*

When we laugh, we respond to messages given us—information of one sort or another, or, to be more specific, relationships which are established between persons, places, and things.

These relationships generate the humor. The difference between humor and other kinds of information is that humor establishes *incongruous* relationships (meaning) and presents them to us with a *suddenness* (timing) that leads us to laugh. Incongruity is defined here as “not harmonious, not conforming, inconsistent within itself and lacking propriety.”

If we take the term incongruity to involve the general matter of *shifts*, we can explain or unify a number of ways of looking at humor, or “definitions” of humor. Table 1 subsumes various approaches to humor under the general heading of incongruities by making use of bipolar oppositions to characterize these approaches.

Table 1: Theories of humor

<u>Theorist</u>	<u>Bipolar Opposition</u>
Berger	Code violations: Acceptable/Not acceptable
Hobbes	Superior/Inferior
Bateson	Paradoxes: Lies/Truth self-contradiction
Fry	Frames: Real/Unreal
Freud	Conscious/Unconscious
Bergson	Mechanical/Flexible

Arthur Asa Berger is Professor of Social Science at the California State University, San Francisco, and author of *The TV Guided American* (Walker, 1976).

Of Philosophy, Love, and E. Y. Harburg

by Barrows Dunham

*"When the idle poor become the idle rich"; or,
social theory and poetry on the musical stage.*

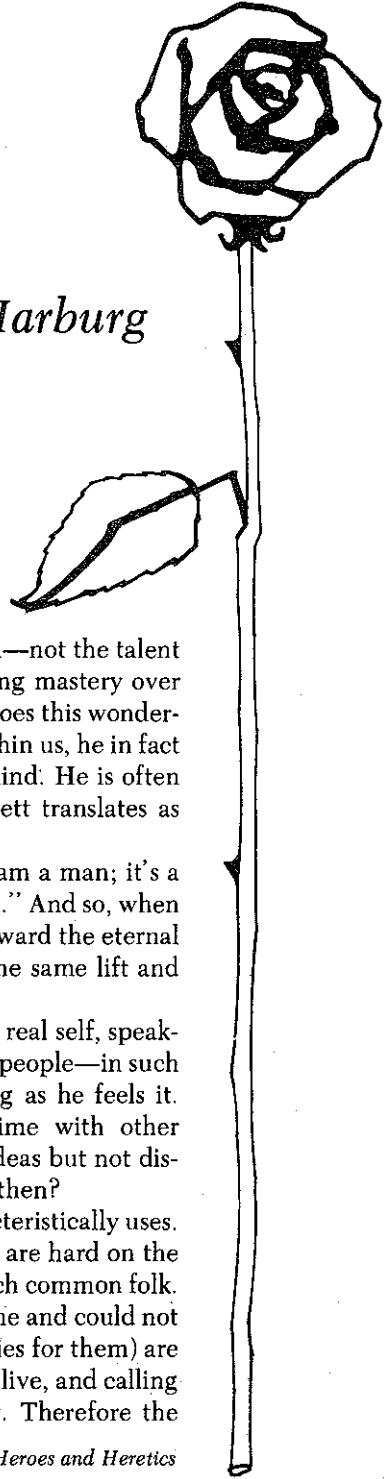
I have marveled all my life at the talent for vast communication—not the talent that swells and fattens upon devices, but the talent that, having mastery over devices, says what it has to say and commands listening. Plato does this wonderfully well. Although he speaks mistrustfully of the irrational within us, he in fact writes very boldly and even gaily from his own unconscious mind. He is often "iddy" and sometimes sexy, and he constantly felt what Jowett translates as "the flutter and ecstasy of creation."

Hence I infer that Plato is saying to us, from the start, "I am a man; it's a man you hear speaking to you; it's a man's writing you now read." And so, when that man begins soaring, as he so often does—rising in flight toward the eternal objects like cosmonauts among the stars—the rest of us feel the same lift and buoyancy.

Communication begins, then, with a real presence. But this real self, speaking, wants to say things to other people—perhaps to very many people—in such a way that they can recognize his meaning and feel the thing as he feels it. When a philosopher attempts this, he has a fairly easy time with other philosophers, who have agreed upon a jargon that will admit ideas but not disturbances. But suppose he wants to talk to everybody; what then?

Well, he will feel burdened by the kind of message he characteristically uses. He works in the area of largest generalizations. Generalizations are hard on the intellect, and it is supposed that messages about them won't reach common folk. This notion is plainly false, because people generalize all the time and could not survive if they didn't. Moreover, generalizations (or opportunities for them) are presented to all of us in just the same way: they are imbedded, alive, and calling out for recognition, in immediate, particular, and visible fact. Therefore the

Barrows Dunham is a philosopher and author. His most recent books are *Heroes and Heretics* and *Ethics Dead and Alive*.



Covering the Political Campaign

How Newsmakers Make the News

by George Bailey

*Credentials, schedules, mults,
and pools—aids to the press
or political agenda-setting?*

A year into Carter's presidency the Secret Service agreed to reform the way it clears local newspeople to cover visits of the president or presidential candidates. Security had been understandably tight in the campaign, but the arrangements caused particular troubles for broadcast reporters. Local television had the worst time. It had been required that a station's news director put together a list of any and all reporters, producers, or crew members who might be assigned to cover the presidential event. The list, which required dates and places of birth plus social security numbers, had to be forwarded for clearance several days before the event. If the Washington computer had no objection, word went out as to how the cleared newspeople were to present themselves and receive their credentials, nearly always at a time and place well removed from the newsmaker's appearance. Reporters and staff from all the broadcasting stations in town, plus the local print journalists, would line up at the hotel room, storefront, or station wagon where, if they had identification, each would get a cardboard tag and, sometimes, a length of string to hang the tag around the neck.

The novelty of this procedure soon wore off. A new clearance was needed for each appearance of each candidate, including the president. If there was a fish fry to last all day so that Carter, Udall, Wallace, and Harris could munch individually for the cameras, then the television news teams, though they might never leave the hall between candidates, needed four tags, one for each muncher. Further, no one, not even the news director or celebrity announcer, could

George Bailey was accredited as a radio newsman to cover the entire 1976 campaign, January to November, in Wisconsin. He is also Associate Professor of Mass Communication at the University of Wisconsin-Milwaukee.

The Social Potential of the Patient: An Alternative to the Sick Role

by Diana Crane

*Social and communicative capacities
of critically ill infants and adults
affect doctors' attitudes and treatment.*

While there is a sizeable literature on the factors affecting the patient's decision to seek medical care (3), there has been little research on the doctor's perception of the patient and on his decisions to treat patients. What has been lacking is a model which could predict the conditions under which individuals with different types of debilitating conditions will be likely to receive treatment.

The widely accepted sociological interpretation of illness which derives from the work of Talcott Parsons (4, 5) is that illness is a type of deviance. The sick person is considered deviant in the sense that he is incapable of performing his social roles and must be encouraged to seek help in order that he may return to a state of normalcy or health. While this model may be useful in explaining social responses to acute illness, it cannot be used to explain social reactions to chronic or terminal illness or the conditions under which attempts will be made to alleviate the symptoms of chronic illness so as to permit the patient, if only temporarily, to resume his or her social roles. In effect, Parsons's model assumes that all patients have the potential capacity to resume their social roles, and consequently it does not include the patient's capacity to resume his social roles as an element in the physician's decision to treat the patient. His model of the physician's role specifies that the physician will make a decision to treat on medical grounds without considering, for example, the patient's social background and without becoming emotionally involved in the patient's problems.

Diana Crane is Associate Professor of Sociology at the University of Pennsylvania. She is the author of *Invisible Colleges* and *The Sanctity of Social Life: Physicians' Treatment of Critically Ill Patients*. This article is a revised version of a paper presented at a meeting of the International Sociological Association in August 1974. The research reported here was sponsored by grants from the Russell Sage Foundation.

Media as Business: A Brief History

by Thomas C. Cochran

Technological advances and rising costs placed control of American media in the hands of large centralized organizations whose values are those of the marketplace.

The history of mass media in the last 150 years is an unusually interesting example of the interrelations of business, technology, and general culture. In the course of this history, business has become an ever more dominant influence in American culture, and technology has continuously vested greater control of the media in the hands of large private companies.

Newspapers and magazines, the earliest forms of true mass media, were more than a century old in North America when Napoleon made his famous statement that "three hostile newspapers are more to be feared than a thousand bayonets." The circulation of the old-style newspaper of Napoleonic times was limited by its high cost and the slowness of distribution beyond a very limited area. But the period of rapid technological change that followed moved the daily paper from a limited political weapon of the *haute bourgeoisie* to a widespread, less partisan inculcator of business values and acquisitive desires in the masses.

The fact that eighteenth- and early nineteenth-century newspapers were published on hand presses operated by many small printers with diverse political opinions did not prevent such papers from being means of general cultural reinforcement for the business values of their readers. Those whose ideas supported the mercantile or business interests prospered more from advertising than their opponents. If the local party supported by the newspaper was the one not favored by most businessmen, lack of commercial patronage might be partly compensated for by government advertising. In either case, the "independent," partisan journalist was reflecting the opinions of a section of the elite. Furthermore, in most developing communities beyond the Appalachian

Thomas C. Cochran is Emeritus Benjamin Franklin Professor of History at the University of Pennsylvania, and author of *American Business in the Twentieth Century*, *Basic History of American Business*, and other works on U.S. economic history.

The Effects of Television on Children and Adolescents

Turned-on Toddlers

by Werner I. Halpern

*Can fast-paced TV bombardment
overwhelm the child's defenses
against sensory overload?*

Although childhood hyperactivity is caused by many things, some intrinsic to the child and some determined by personal environment, the role of cultural releasers as triggers of hyperactivity must not be overlooked. An anthropologic postulate holds that any given society tends to inculcate group characteristics early in the life of the young in order to perpetuate the predominant social types (1). In America, for example, an action-oriented and nonreflective outlook can be considered the hallmark of one major behavioral prototype (2). I believe that the electronic media reflect this quality of the national character and participate in a physiologic-psychologic "revving up" process of the very young in America.

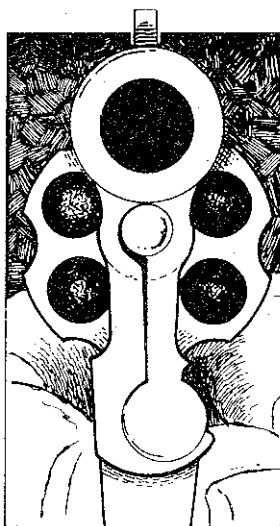
Most urban and suburban children routinely become exposed to television during their second year of life, but the amount of time they actually spend watching is highly variable and limited by their lack of understanding, their short attention spans, and their distractibility. By the time they reach the second birthday, and begin to speak, there occurs a decided shift to greater attentiveness and echoic imitation which allows for a more receptive attitude toward the sound-picture machine. Moreover, young children receive praise and other rewards from parents for verbal and nonverbal imitation of the electronic messages. Quite naturally, they learn most easily those scraps of information to which they are most frequently and repetitiously exposed. Fragments from animated commercials are among the first vocal accomplishments of many toddlers.

Unlike previous ages, when parents indoctrinated their young by talking and reading to them, parents now depend more and more on television as a babysitter and as an instructor of their children in the ways of the world. When a parent reads to a child, there is the possibility of mediating the interaction and

Why People Own Guns

by J. Sherwood Williams
and John H. McGrath, III

Aggressive attitudes rather than fear of neighborhood or victimization are the main correlates; guns symbolize "fundamental questions about the . . . social system."



The socialist promoters in Washington are going to try to take guns away from all Americans.

Those who defend the private ownership of guns by law abiding citizens stand on the bedrock of the Constitution of the United States.

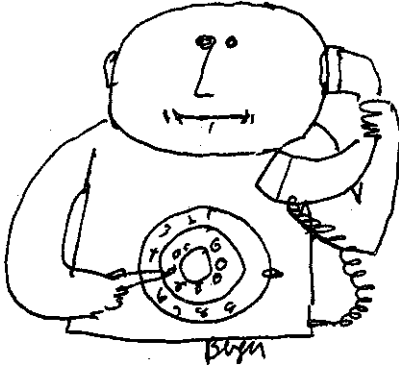
. . . The citizens have rights that come before the rights of government. Our rights come from God, and cannot be taken away by any human laws.

These excerpts are from Letters-to-the-Editor of a large southeastern metropolitan newspaper. They were chosen not because they are unusual but rather because they are typical of the issues associated with owning a gun, such as the right to bear arms and the supposed thwarting of socialistically-oriented government. And the United States is a gun-owning society. In fact, most recent estimates agree that there are over 90 million privately owned guns in the U.S. with approximately 24 million of these being small handguns (17).

It would appear that most social and behavioral scientists believe that the surface, political issue of gun control is related to a myriad of other issues, such as aggressive attitudes and behavior, liberal-conservative ideology, class and class consciousness, the rising rate of violent crime, and so forth. Underlying the political issue of whether or not the government can achieve meaningful gun regulation is a fundamental social question—who owns guns and why.

We discern at least six related issues: the changing way of life, fear for personal safety, the gun as a symbol, the phenomenon of loss, trust versus mistrust, and violence in society (7).

J. Sherwood Williams and John H. McGrath, III are at the Survey Research Center of Virginia Commonwealth University. A version of this paper was presented at the 1975 annual meeting of the American Society of Criminology in Toronto.



Teleconferencing

Designing for the Participants

by Mavis K. Monson

*Humanization, participation, presentation style,
and feedback are four areas to consider
in planning for a group's effective use of the telephone.*

Teleconferencing, distant two-way telephone discussion between two or more groups, is a relative newcomer to communications media. Growing interest in teleconferencing on the part of business and education is being fostered by the need to develop easy, fast, and effective ways to communicate with others, and by the growing scarcity of resources, particularly those related to travel (16). Increasing use of teleconferencing has created a need to develop guidelines for the "software" that is to be used and to design a program that will be effective as well as satisfying to the participants.

To develop guidelines for software design, a survey was made of the literature in teleconferencing and in related fields in the social sciences and education. Using this as a base, extensive interviews were conducted with experienced "programmers" (individuals who had used teleconferencing as an instructional or training medium) who had planned, implemented, and evaluated programs over a period of years. From a comparison of accepted theory and current practice, we were able to isolate four separate areas which appeared to relate to

Mavis Monson is the Instructional Design Coordinator for the teleconference networks administered by Instructional Communications Systems, University of Wisconsin-Extension, assisting faculty in program design and evaluation.

Can Democracy Survive Television?

by Jarol B. Manheim

Research findings from several disciplines suggest a fundamental shift in the cultural bases of American politics. A critique of trends and how to counter them.

For some time now, scholars, educators, and others have been worried about a diminution of the conceptual and operational foundations upon which rests the American culture. One need look no further than the morning newspaper for evidences and expressions of this concern, as in the recent controversies over declining scores on Scholastic Aptitude Tests, the decline noted in the writing skills of young Americans, the inability of a substantial proportion of the American population to perform even the rudimentary mathematical tasks required for comparison shopping or maintaining a checkbook, or the overvaluing of contemporaneity at the expense of history recently noted by the Association of American Historians. And while there may be disagreement over the validity of the instruments used to measure these various skills and attributes, there can be little disagreement that, *whatever* it might be that social scientists are in fact measuring with these tests, that capability is somehow lower for the present cohort than it was for earlier cohorts.

One is thus led to the conclusion that some systematic difference may exist between the experiences (learning environments) of today's adolescents and young adults and those of earlier generations. Indeed, a number of obvious possibilities suggest themselves including, among others, nuclear proliferation, space age technology, unparalleled economic growth, or even the Vietnam War. More compelling than these, however, principally because it relates much more

Jarol B. Manheim is a political scientist on the faculty of the Virginia Polytechnic Institute and State University and author of *The Politics Within: A Primer in Political Attitudes and Behavior* (Prentice Hall, 1975) and *Déjà Vu: American Political Problems in Historical Perspective* (St. Martin's, 1976).

Global Implications of the Information Society

by Marc Uri Porat

*"As with life itself, the prognosis
for an information society is mixed,
the remedy inconclusive."*

The U.S. is now an information-based economy. By 1967, 25 percent of GNP originated in the production, processing, and distribution of information goods and services. In addition, over 21 percent of GNP originated in the production of information services by the private and public bureaucracies for purely internal uses. By 1970, close to half of the U.S. workforce was classified as "information workers," holding a job where the production, processing or distribution of symbols is the main activity. This group of workers earned over 53 percent of all labor income.¹

In this article, I shall discuss some of the many international implications flowing from this transformation of the U.S. economy: How do exports of information goods and services fit into foreign policy? What is "cultural exportation," and how is it viewed internationally? What about human rights issues and the use of information technologies? How important is the export of technological and scientific information?

The group of industries which produce, process, or transmit knowledge, communication and information goods or services are termed the "primary information sector."

On the service side, these industries include the electronic and print media, advertising, education, telecommunications services, components of finance and

¹ A complete exposition of the definitions, sources, methods, and findings is available in (6).

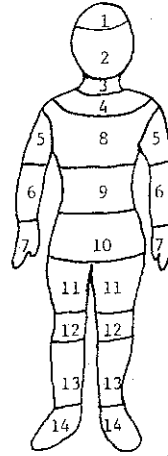
Marc Uri Porat is a Fellow of the Aspen Institute's Program on Communication and Society. The author wishes to express appreciation for helpful suggestions from Glen O. Robinson (Aspen Institute), Frederick T. C. Yu (Columbia University), Morris Crawford (Department of State), Francesca Jessup (Amnesty International), and Elizabeth Vermilye (Department of Commerce).

This article is based on a paper commissioned for the United States Information Agency entitled "The U.S. as an Information Society: International Implications," July 1, 1977.

Nonverbal Communication

Body Accessibility Revisited

by Lawrence B. Rosenfeld, Sallie Kartus,
and Chett Ray



*Replication of an early study
shows a dramatic shift in the touch
behavior of opposite-sex friends.*

Physical contact with other human beings is essential for healthy development. Touch is also an important clue to liking and acceptance. "Even when it contradicts postures, positions and words, it still determines the total impact of a message" wrote Mehrabian (2, p. 6).

A recent study by Nguyen, Heslin, and Nguyen (3) attempted to determine what meanings were associated with several different kinds of touch applied to different areas of the body. Focusing on the relationship between opposite-sex friends (unmarried), they looked at four different kinds of touch behavior (pat, stroke, squeeze, and brush) applied to eleven parts of the body (top and back of head, face, shoulders and top of back, chest, back, arms, stomach, genital area, thighs and buttocks, legs, and hands). They found that, in general, touch is pleasant and conveys warmth and love. More specifically, strokes generally communicate sexual desire and warmth; pats communicate playfulness and friendship; and squeezes and brushes are ambiguous.

The part of the body touched affected people's interpretations. For example, areas normally associated with sexual activity received low ratings on playfulness, no matter how they were touched. Similarly, all touching of the hands was seen as pleasant, warm, and not sexual, whereas all touching in the pelvic area was seen as sexual.

Males and females differed in their responses. Females, it was found, discriminated among parts of their bodies more so than males. Touching of the breasts, for example, was not seen as either playful or friendly, regardless of the type of touch; squeezing of the hands indicated love and friendliness. The male body was more uniform. Almost any meaning was conjured by touching

Lawrence B. Rosenfeld is Associate Professor of Speech Communication and Sallie Kartus and Chett Ray are students at the University of New Mexico.



Selling Women, Selling Blacks

by James D. Culley and Rex Bennett

Update of benchmark studies of women and blacks in mass media advertising shows that, in general, negative stereotyping still holds.

Advertising has come under increasing attack regarding the negative "stereotyped" roles in which women are portrayed in the mass media (1, 5, 10, 12, 16, 17, 19, 20, 22). The industry has also been pressured by civil rights leaders to improve the image of blacks by portraying them in non-derogatory situations (15). Our article updates several of the important research studies in these two areas to evaluate the current portrayal of women and blacks in consumer magazine, newspaper, and

James D. Culley is Assistant Professor in the Department of Business Administration, University of Delaware. Rex Bennett is Associate Professor in the College of Business, University of Colorado.

The authors are indebted to students who helped in data collection and data analyses. They also thank Rita Beasley of the Bureau of Economic and Business Research, University of Delaware, for her help in typing the many drafts of this article.

The Rhetoric of Revolt

Ho Chi Minh as Communicator

by Tran Van Dinh

*Xấu hay làm tốt.
Dối hay nói chữ.*

Ugly people try to make themselves pretty,
Uneducated people try to speak literary language.

(Vietnamese proverb)

To understand Ho Chi Minh's power as a communicator, it is essential to grasp some characteristics of the history and development of the Vietnamese language. Throughout the 4000-year history of the Vietnamese society, there has existed a constant osmosis between the literary and the popular languages, between the old and the new languages, between the language of the elite and the language of the masses. This constant intermingling of the various forms and manners of expression has kept alive the color and poetry and simplicity of the everyday language and yet has allowed the language to mature with the society itself.

It is still the people who are the keepers of the popular oral literature, the Văn Học Nhân Dân. This literature bloomed in hundreds of forms, the most common being the Ca Dao (free songs), Tục Ngữ (sayings), and Vè (songs of social content). Commenting on love, marriage, religion, and war, including children's games and adult proverbs, the oral literature passes the folk wisdom from generation to generation.

The richness and beauty of the Ca Dao and Tục Ngữ (they are often interchangeable) derive from the nature of the Vietnamese language. Vietnamese words are each one syllable and as such lend themselves to internal and end-line rhymes within the verse forms. But, in addition, because Vietnamese is a tonal language, each syllable can be pronounced on six different tones to mean six different things so that there can be multiple harmonic combinations as well. It is enough to combine these tones and modulate certain words to turn a sentence into a verse and a plain speech into a song.

Tran Van Dinh, a former diplomat, teaches at the Institute of Pan African Studies, Temple University.

The Many Worlds of the World's Press

by George Gerbner and George Marvanyi

A benchmark study of foreign news coverage in nine countries representing the capitalist, socialist, and "third" worlds.

Distinctive standards of reporting reflect conditions of industrial investment (including the manufacture of news), national security, and popular support. Studies of newsroom decision making (represented in the bibliography) illustrate various aspects of newsroom climate resting on the real or assumed interests (or actual interventions) of publishers, stockholders, advertisers, parties, and other private or public organizations that set the terms of employment.

When the subject is foreign news, the process is even more variable; there is no effective reality check. Many different versions of the day's "world news" can be equally true and significant when judged by different standards of relevance.

This is the report of a multinational comparative study of foreign news coverage designed to explore the similarities and differences in the images of the "outside world" that each type of society projects for its members. The study included 60 daily papers published in nine countries of the capitalist, socialist and "third" worlds. The countries were the United States, Great Britain, the

George Gerbner is Professor of Communications and Dean of The Annenberg School of Communications, University of Pennsylvania, and editor of the *Journal of Communication*. George Marvanyi is a program director for public affairs of the Hungarian Television, and served on the staff of the Mass Communication Research Center in Budapest. Research assistance was provided by Robert Adels, Virginia Eaton, Doug Goldschmidt, Adrian Guidotti, Terry Hustedt, Tim McInerny, Walter Lupan, Robin Niemann, Willard Roland, and Majory Vandenberg. The authors gratefully acknowledge the grant of the International Research and Exchanges Board of New York and the support of their home institutions that made the study possible.

This article is taken from a longer report that includes other findings, detailed country-by-country tabulations, and methodological appendixes. Copies may be requested from the first author for the cost of duplication, \$12.50 (checks to be made payable to the Trustees of the University of Pennsylvania).

A bibliography of studies on world news flow, compiled by the authors, follows this article.

Computer Systems: Power for Whom and for What?

by Herbert I. Schiller

*Is what's good for IBM good for
the world? The answer may depend
on the kind of world that's envisaged.*

A very large amount of data about all sorts of matters—individual and national, social, commercial, economic, and military—are now being processed and transmitted between international super-corporations, national governmental bureaucracies, and scientific and academic institutions. Already, institutional patterns have developed to facilitate these activities. An examination of the structures and relationships now in place may help to create a realistic assessment of the present world information order. Unless the social forces underlying and determining current computer communications¹ are revealed and understood, ground gained in overcoming information dependency in traditional areas may be retaken by those who dominate the new terrain (see 18).

In attempting such an examination, it must be admitted at the outset that the complexity of the new information technology is beyond simple exposition. The developments are difficult to ascertain because of the private nature of most of the arrangements and the technical sheath that conceals many of the socioeconomic factors. Additionally, the field is new, changing rapidly, and has

¹ As defined by Pool, computer communication is "any communication in which, at at least one point, the message is stored in computer memory and then processed or transmitted under computer control. This definition includes computer-to-computer communication, as in computer networks, man-to-computer or computer-to-man (as when a person works on a computer from a remote terminal) communication, and man-to-man communication if computers that store, address, and forward the message are placed between the men, as in message-switched communication systems" (see 12, p. 33).

Herbert I. Schiller is Professor of Communications at the University of California, San Diego. *National Sovereignty and International Communications*, edited by Schiller and Nordenstreng, has just been published (Norwood, N.J.: Ablex, 1978).

Citizen Action

*The Anatomy
of a License Challenge*

by Jorge Reina Schement and Félix
Frank Gutiérrez with Oscar Gandy,
Tim Haight, and M. Esteban Soriano

*Bitter dispute in San Antonio case
shows need to improve communication
between station and community as
alternative to confrontation.*



In early 1971, a group of Chicanos interested in the role of the media in San Antonio, Texas, met with the idea of forming an organization to address this problem. The Bilingual Bicultural Coalition on the Mass Media (BBC) was the result of this first organizing effort. From 1971 to 1974 they were involved in a petition to deny the license of television station WOAI (since changed to KMOL). Issues related to this challenge were eventually carried to the United States Court of Appeals. It was a struggle characterized by bitterness and inflexible attitudes and it held San Antonio's attention for three years.

Jorge Reina Schement is Assistant Professor at the University of Texas at Austin. Félix Frank Gutiérrez is Assistant Professor at California State University, Northridge. Oscar Gandy, Tim Haight, and M. Esteban Soriano are all advanced Ph.D. students at the Institute for Communication Research at Stanford University. This case study is one in a series of studies focusing on the role of citizens' groups in broadcasting.

The authors wish to extend their gratitude to the Office of Chicano Affairs and the Chicano Fellows Program at Stanford University for the financial assistance that supported this study.

Social Learning Theory of Aggression

by Albert Bandura

"The massive threats to human welfare are generally brought about by deliberate acts. . . . It is the principled resort to aggression that is of greatest social concern but most ignored in psychological theorizing and research."

Differing conceptions of what constitutes aggression produce different lines of theorizing and research. Psychological theories of aggression have been largely concerned with individual physically injurious acts that are aversively motivated. In most of these accounts aggression is not only attributed to a narrow set of instigators, but the purposes it presumably serves are limited. Inflicting injury and destruction is considered to be satisfying in its own right and hence is the major aim of aggressive behavior.

In actuality, aggression is a multifaceted phenomenon that has many determinants and serves diverse purposes. Therefore, theoretical formulations couched in terms of frustrating instigators and injurious aims have limited explanatory power (5). A complete theory of aggression must be sufficiently broad in scope to encompass a large set of variables governing diverse facets of aggression, whether individual or collective, personal or institutionally sanctioned.

Aggression is generally defined as behavior that results in personal injury and physical destruction. Not all injurious and destructive acts are judged aggressive, however. Whether injurious behavior will be perceived as aggressive or not depends on subjective judgments of intentions and causality. The greater the attribution of personal responsibility and injurious intent to the harm-doer, the higher the likelihood that the behavior will be judged as aggressive (5, 53).

Albert Bandura is Professor of Psychology at Stanford University. He was President of the American Psychological Association in 1974. His book on *Social Learning Theory* was published by Prentice-Hall in 1977.

This article was extracted from a longer paper presented at the Werner-Reimers-Stiftung Conference on *Human Ethology: Claims and Limits of a New Discipline*, Bad Homburg, West Germany, October 1977.

Appeal for Cultural Equity

by Alan Lomax

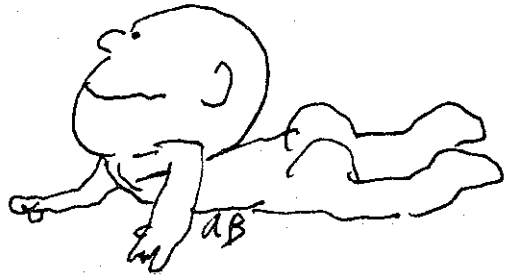
A long-range research project has mapped the musical styles of the world and offers the basis for a global policy of cultural equity to halt pollution of the symbolic environment.

In our concern about the pollution of the biosphere we are overlooking what may be, in human terms, an even more serious problem. Man has a more indirect relation to nature than most other animals because his environmental tie is normally mediated by a cultural system. Since human adaptation has been largely cultural rather than biological, human sub-species are rather the product of shifts in learned culture patterns than in genetically inherited traits. It is the flexibility of these culture patterns—composed of technique, social organization, and communication—that has enabled the human species to flourish in every zone of the planet.

Man, the economist, has developed tools and techniques to exploit every environment. Man, the most sociable of animals, has proliferated endless schemes which nurture individuals from birth to old age. Man, the communicator, has improvised and elaborated system upon system of symboling to record, reinforce, and reify his inventions. Indeed, man's greatest achievement is in the sum of the lifestyles he has created to make this planet an agreeable and stimulating human habitat.

Today, this cultural variety lies under threat of extinction. A grey-out is in progress which, if it continues unchecked, will fill our human skies with the smog of the phoney and cut the families of men off from a vision of their own

Alan Lomax is Director of the Cantometrics project in the Anthropology Department at Columbia University and author of *Folk Song Style and Culture* (1968). Conrad Arensberg, Professor of Anthropology at Columbia, is co-director of the project and it is he who first suggested that the source of integration in expressive behavior could be discovered in everyday and measurable social relationships.



Communication in Infancy and Early Childhood

The Newborn Communicates

by Heidelise Als

*Already in the first days of life,
the infant is able to elicit and
respond to the mother's behaviors.*

The adaptive matrix of the human newborn shows characteristics common to all those mammals who carry their infants in ventro-ventral fashion and feed them continuously (4). For instance, human breastmilk is of a consistency comparable to that of other mammals which feed their young very frequently for short periods and carry them continuously, making the breast available at all times (3). Thermoregulation in these mammals is also comparable. The density of the dark lipid cells which prevent heat loss is much higher on the back of the human

Heidelise Als is an Associate in Pediatrics in the Child Development Unit at the Children's Hospital Medical Center and Harvard Medical School. This work is based on the author's doctoral thesis, University of Pennsylvania, 1975, and was in part supported by grant #7634-4 from the Grant Foundation, New York. Special thanks are given to Marsha Tucker for her invaluable assistance throughout this work and to Prof. Dr. Solomon H. Katz for his excellent advice and support.

Audience Mail: Letters to an Anchorman

by Herbert J. Gans

John Chancellor's mail reveals a variety of motivations and functions. The ideological tendency of writers reflects fear of change and perhaps a belief that "liberal" media promote change.

This report analyzes all letters sent to John Chancellor and NBC's Nightly News during October 1975. I sought to identify the characteristics of the writers, the types of letters they wrote, the stories and issues to which they reacted, and as far as possible, the reasons why they wrote.

Altogether there were 351 letters, written by 285 viewers.¹ Nine people wrote more than one letter (two wrote over 20) and these nine wrote 19 percent of the letters. Of the 317 letters in which the sex and life-cycle status of the writers could be identified, 43 percent were written by men, 50 percent by women, two percent by couples, and five percent by children or adolescents. The majority (53 percent) of the letters were handwritten, and most of the others were typed. Judging from the handwritten letters, many writers were older people, their spelling mistakes often suggesting that they had been poorly educated. Far more writers seemed to live in rural areas and small towns than in large cities and their suburbs.

Eighteen percent of all letters I classified as "difficult to understand," i.e., either partly or totally incomprehensible, and half of these were totally in-

¹ This number includes all but a handful of letters sent to Chancellor by personal friends. In addition, NBC Information Services informed me about 24 other letters, sent either to NBC or to local stations, and nine additional letters about entertainment programs which also included some comment on the Nightly News.

Herbert J. Gans is Professor of Sociology, Columbia University, and Senior Research Associate, Center for Policy Research, New York. His most recent book is *Popular Culture and High Culture*, just reissued as a paperback by Basic Books.

The author wishes to thank Les Crystal and John Chancellor for making the letters available, Arax Kazanjian for assembling them, Sally McGraw for data about letters sent to NBC Information Services, and Margolit Berlin for assistance with the tabulations.

Facial Areas and Emotional Information

by Jerry D. Boucher
and Paul Ekman



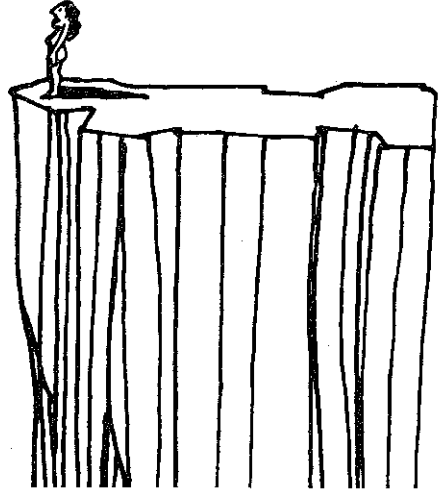
*An experiment supports the theory
that judgment of emotions differs
across different areas of the face.*

After two decades of scattered research, there has been a resurgence of interest in the predictability and measurement of facial expressions of emotion. Current studies and reanalysis of older experiments have clearly shown that facial expressions can provide accurate information about emotion (10, Chapter 15). Recently consistent evidence also has been obtained to show that the morphology of facial expressions is pan-cultural for at least five or six emotions (cf. 5; 6, p. 7; 16).

Coincident with and partly in response to these findings on accuracy and universality, there has been a renewed interest in the question of just where in the face one should look to find such information about emotion. There are two ways to ask this question; indeed, there have been two ways in which prior research on this matter has been conducted. The question can be asked in terms of which facial *area* to scrutinize (top or bottom, for example). Or the question can be put in terms of which particular muscular movement or facial *component* should be examined. (For example, within the top area there are a number of components, such as raised brow, lowered brow, drawn together brow, horizontal or vertical forehead wrinkles.) Researchers asking the question in terms of facial areas have

Jerry D. Boucher is a Research Associate in the Culture Learning Institute of the East-West Center, Honolulu, Hawaii, and specializes in cross-cultural studies of emotional behavior. Paul Ekman is Professor of Psychology at the University of California, San Francisco, and Director of the Laboratory for the Study of Human Interaction; he is author or co-author of a number of recent books on facial expression, including *Emotion in the Human Face*, *Darwin and Facial Expression*, and *Unmasking the Face*.

The research for this article is based upon Boucher's doctoral dissertation. Photographs copyright © Jerry Boucher, Paul Ekman, and Wallace Friesen.



What Does 'He' Mean?

Use of the Generic Masculine

by Wendy Martyna

"Those defenders of the generic masculine who are alternately amused and outraged by demands for nonsexist language seem to echo Humpty Dumpty's famous retort: 'When I use a word, it means just what I choose it to mean. . . .'"

Nearly a century ago, a lawyer named Charles Crozat Converse (4) proposed that we do away with the generic 'he' and substitute a word of his own invention: 'thon' (contracted from 'that one'). In his work with the law, Converse had experienced "the imperative need" for a new pronoun, so that we "might communicate our thoughts accurately . . . and with dispatch." His concern was with clarity. The concern today is with equity as well.

The pronoun 'he' has traditionally been asked to do double semantic duty, serving both as a specifically male and a generically human term. Increasing numbers of people are urging that 'he' be retired from its generic function. This use of 'he' to refer to both sexes is faulted on three counts: (1) *ambiguity*—the difficulty of determining whether a particular 'he' is meant to include or exclude

Wendy Martyna is a doctoral candidate in the Department of Psychology at Stanford University and co-editor of *Women and Men: Changing Roles, Relationships and Perceptions* (Praeger, 1977).

Sex, Violence, and the Rules of the Game

Family Viewing: A Balancing of Interests

by Richard E. Wiley

Family Viewing may be one of the most controversial and least understood concepts of recent times.

To some, Family Viewing represents a panacea to the problem of excessive violence and sex on television; to others, it is an ineffective public relations gimmick; to still others, it stands as a symbol of government and private censorship and a threat to programming creativity. Finally, to United States District Court Judge Warren Ferguson, it is a plan induced by government coercion, one that must therefore be set aside.

With due respect to Judge Ferguson and to the welter of conflicting viewpoints set forth above, I do not believe that Family Viewing's origin, purpose, effect, and ultimate legality have been accurately expressed or understood by any of these observers. As an attorney, I do not feel that it is appropriate for me to detail in this article my strenuous disagreements with the court's decision—such comments should be expressed, more properly, in the appellate brief which the Department of Justice and the FCC will file in this case. Suffice it to say for now that I totally reject the court's findings. At no time were threats expressed or implied. Indeed, discussions involving FCC officials and broadcast industry leaders on the subject of television violence were conducted in a responsible manner and with appropriate sensitivity to the very important First Amendment values involved.

It would now be appropriate and instructive to trace the genesis of the Family Viewing plan, the legal and philosophical considerations that molded it, and its actual formulation. First, we must set the stage. In 1974, a thunderous chorus of discontent with television programming could be heard throughout the country. Episodes depicting violence and sex were becoming for many Americans much too frequent, too stark, and too explicit—generating widespread public and Congressional concern. Exhortations to the commission to "do something" became more frequent and more fervent. My response was, as

Richard E. Wiley is the Chairman of the Federal Communications Commission.

Oral and Written Language and the Cognitive Processes of Children

by David R. Olson

The bias and structure of the two modes of discourse define two types of knowledge and competence.

It is widely agreed that direct, personal experience results in the acquisition of knowledge which may, in turn, be represented in language. I shall consider the possibility that the knowledge that children acquire bears a direct relation to several different "languages of experience," each of which has a biasing effect on the cultures that use them and on the cognitive processes of the children who master them. Two of these languages are considered in detail: the oral language of ordinary commonsense experience and the written language of objective knowledge and formal schooling.

Oral language, the "mother tongue," is a universal human device for representing, communicating, formulating, and exploring the knowledge appropriate to the regulation of practical actions directed to the achievement of personally and socially valued ends. Oral language is a flexible, unspecialized, all-purpose instrument with a low degree of conventionalization in which the meanings of sentences must be "negotiated" in terms of the social relations, the context and the prior world knowledge of the participants. The coding of knowledge in a form compatible with oral language and practical action may be called "commonsense." It is the picture of reality and the use of language which the child brings to school.

Written language, on the other hand, is a specialized tool of a literate, schooled culture. The significance of written language is often overlooked by

David Richard Olson is Professor of Applied Psychology at the Ontario Institute for Studies in Education. He is the author of *Cognitive Development: the child's acquisition of diagonality* (Academic Press, 1970) and editor of *Media and Symbols: The forms of expression, communication and education* (NSSE, University of Chicago Press, 1974). A version of this article will also appear in the Proceedings of the Symposium on Physics, Biology, and Mathematics entitled *Cognitive Approaches in an Integrated Curriculum for the Primary School*, Accademia Nazionale Dei Lincei, Rome, January 1976. An earlier version of this paper appeared in the *Bulletin of the British Psychological Society* 28, 1975, pp. 363-373. Nancy Nickerson assisted in the revision of this paper.

The Future of the Metropolitan Daily

by Leo Bogart

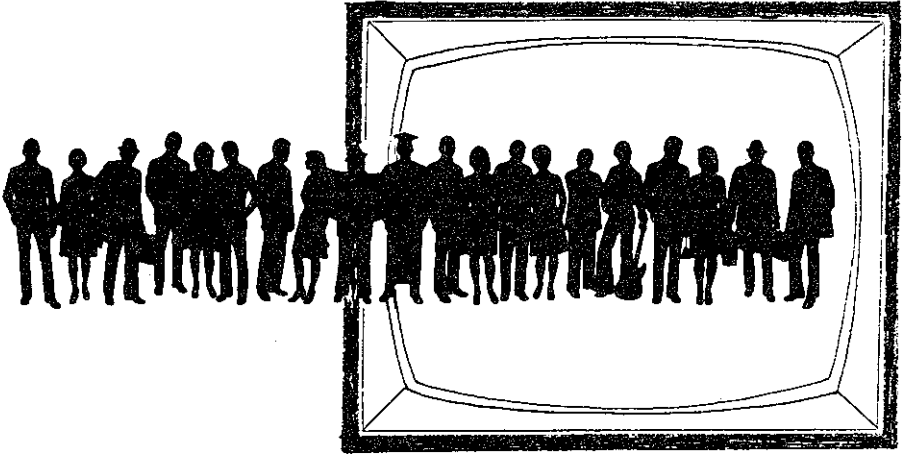
Patterns of social change and some unexpected research findings pose a challenge to American newspapers.

In the age of television, American daily newspapers have prospered, retaining their position as the biggest advertising medium and continuing to register yearly gains in circulation, which hit a record 63 million in 1974. There are more daily newspapers being published now than there have been in several decades, and they are published in more different cities than ever before. The economics of the press are very different from those of broadcasting, since newspapers are a huge manufacturing business (the nation's fifth largest, in number of employees) consuming vast quantities of ever more costly paper and ink. They must strike a delicate balance between their ability to win readers at a given price per copy and their ability to attract advertisers on the strength of their readership.

When newspapers gain readers, their advertising rates normally become more attractive in comparison with other competing advertising media. But competitive constraints also make publishers think twice before raising those rates in response to increases in production costs. Thus, in the case of both newspapers and magazines there is a natural tendency to raise the price to the reader first, even though the advertiser continues to carry most of the load. The problem of maintaining readership in the face of price increases is therefore critical to the economic security of the press.

Leo Bogart is executive vice president and general manager of the Newspaper Advertising Bureau, but this article reflects his personal views. His most recent books are *Silent Politics: Polls and the Awareness of Public Opinion* and *Social Research and the Desegregation of the U.S. Army*. He was the first living recipient of the Sidney Goldish Award for outstanding contributions to newspaper research.

The article is adapted from an address to the International Circulation Managers Association in New Orleans on July 2, 1974. The author is indebted to Joseph Wallis for much of the statistical computation and to Ilse Zeisel for analysis of the ICMA survey.



Can People Affect Television?

Mother vs. Commercial

by V. Kanti Prasad, T. R. Rao, and Anees A. Sheikh

Reasoning is better than ordering, but "when the product in question appears highly attractive in a commercial. . . all forms of counter-influence fail."

The influence of TV advertising on the purchase-related behavior of children and parents has been the focus of some study (4, 6, 9), and two explanations of its possible effects on family relationships have resulted. On one hand, it has

V. Kanti Prasad and T. R. Rao are Associate Professors of Marketing, University of Wisconsin of Milwaukee. Anees A. Sheikh is Associate Professor and Director of the Child Development Laboratory, Department of Psychology, Marquette University. The names are listed in alphabetical order; all authors made equal contribution to this project.

This study was supported by Grant MH26348 from the National Institute of Mental Health. Partial support from the Urban Research Center, University of Wisconsin of Milwaukee is also gratefully acknowledged. The writers thank their graduate research assistants, Martin Moleski and Thomas Dragon, for their valuable help in conducting the experiment. A slightly different version of this paper was presented at the Canadian Psychological Association Convention, Vancouver, June 1977.

The Rise and Fall of Nature

by Marshall McLuhan

“At the speed of light, minus his physical body, man is discarnate, and discarnate man is not related to ‘Natural Law’.”

A basic principle in all media observation concerns the effect of putting one medium inside another. Siegfried Giedion pointed out the origin of visual space as occurring when the arch is put inside a rectangle, cf., the *Arc de Triomphe*. When any medium becomes the content of another, that which is contained becomes an art form. When the movie became the content of TV, the movie was at once elevated to the status of an art form. Prior to that, the movie had been common, or popular, entertainment. When Sputnik (1957) went around the planet, the planet became programmable content, and thus became an art form. Ecology was born, and Nature was obsolesced.

In the 5th century B.C. the new phonetically literate Greeks had invented Nature by classifying various phenomena, and thus putting them inside the visual space of classification. It was this visually ordered “Nature” that was ended by the new environmental fact of Sputnik. The concept of planetary ecology came into play at once. “Spaceship Earth” was recognized as having no passengers, but only crew. Sputnik is an information environment, i.e., a software environment which transforms the old “external” Nature. In the same way, when man is “on the phone” or “on the air,” moving electrically at the speed of light, he has no physical body. He is translated into information, or an image. When man lives in an electric environment, his nature is transformed and his private identity is merged with the corporate whole. He becomes “Mass Man.” Mass man is a phenomenon of electric speed, not of physical quantity. Mass man was first noticed as a phenomenon in the age of radio, but he had come into existence, unnoticed, with the electric telegraph.

Marshall McLuhan is Director of the Centre for Culture and Technology at the University of Toronto.

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Towards a Sociology of the Press

by Max Weber

*The first comprehensive proposal
for an institutional approach to
research on modern media.*

Gentlemen, the first subject deemed suitable by the Society for a purely scientific treatment is a sociology of the press. Admittedly, this is an enormously comprehensive subject, which not only demands an extremely large amount of material support for the preliminary work, but which also requires the trust and goodwill of the leading circles of those interested in the press. . . . A committee will be formed which will try to gain the cooperation of press experts, the numerous theoreticians of the press—as you know, we already have some brilliant theoretical publications in this field (let me remind you of Löbl's book¹ because it deserves to be known better than it is)—and the practitioners of the press. There is some hope that after the preliminary talks when we turn, as expected, to the large press organizations and to the newspaper publishers' and editors' associations, we will be met with understanding. . . .

Gentlemen, it is useless to speak here of the magnitude of the overall importance of the press. . . . Erase the press from your memory and think about what modern life would be without the kind of publicity created by the press. Life in antiquity, gentlemen, also had its publicity. With horror did Jakob Burckhardt² face the publicness of Hellenistic life which encompassed the exis-

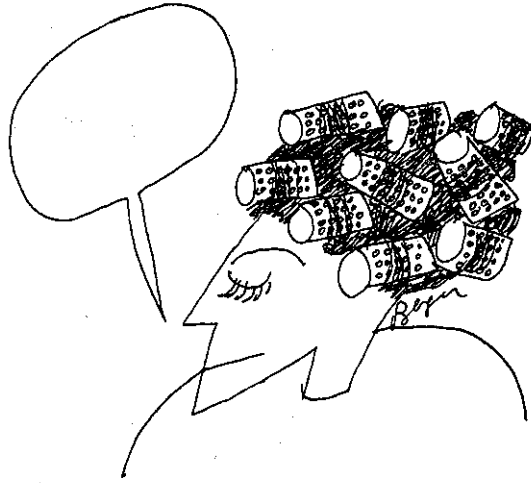
¹ Emil Löbl (1861–1935), Austrian writer and journalist. An editor of the *Wiener Zeitung*, he became managing editor of the *Neues Wiener Tageblatt* in 1917. Weber refers here to Löbl's *Kultur und Presse* (2).

² The mention of Jakob Burckhardt should be understood in the context of Burckhardt's work as a historian of ancient cultures (see 1).

This article has been taken from a speech delivered at the first Congress of Sociologists meeting in Frankfurt in 1910 (3). The translation and comments are by Hanno Hardt. For an account of the circumstances, see the preceding article on "The Rise and Problems of Media Research in Germany."

Conversations in Public Places

by Judith Beinstein



Casual customer talk with beauticians, barbers, and druggists helps define a complex set of mutual relations and expectations.

Characteristically urbanites meet one another in highly segmented roles. They are, to be sure, dependent upon more people for the satisfactions of their life-needs than are rural people and thus are associated with a greater number of organized groups, but they are less dependent upon particular persons, and their dependence upon others is confined to a highly fractionalized aspect of the other's round of activity. This is essentially what is meant by saying that the city is characterized by secondary rather than primary contacts. The contacts of the city may indeed be face to face, but they are nevertheless impersonal, superficial, transitory, and segmental. The reserve, the indifference, and the blasé outlook which urbanites manifest in their relationships may thus be regarded as devices of immunizing themselves against the personal claims and expectations of others.—Louis Wirth (7)

Although the implications of urbanism for social participation have been a focus of systematic study for more than a generation now, many of Wirth's early hypotheses about urban social participation (7) have been incompletely examined. Are the interpersonal relationships of the urbanite more segmental and transitory than those of his rural counterpart? Does he consequently develop a blasé attitude toward other people and an indifference to their problems and goals? Does he become increasingly self-seeking at the expense of neighborhood or community efforts—later regretting his loss of community (5)?

Judith Beinstein is on the faculty of the Department of Communications, Oberlin College, Oberlin, Ohio.



Honoré Daumier

Gossip and Marketplace Psychology

by Ralph L. Rosnow

The value of gossip in the marketplace of social exchange derives from its many functions—to inform, to manipulate, or to comfort and conserve the status quo.

The marketplace metaphor that characterizes human interaction as a bartering of primary and representational resources (a recurrent theme in psychology and sociology) has been applied to the nature of gossip. Gossip is not merely "idle chatter" (the common definition), but small talk with social purpose. Indeed, as evidenced by the multitude of purposes elucidated in this symposium, it is easy to understand why gossip is a valuable social commodity. Drawing upon this economic analog, gossiping can be defined as an instrumental transaction in which A and B trade small talk about C for something in return—more gossip, status, fun, money, social control, or any material or psychological stimulus

Ralph Rosnow is Professor of Psychology at Temple University and co-author of *Rumor and Gossip: The Social Psychology of Hearsay* (Elsevier, 1976).

The author expresses his appreciation to Temple University for a summer research fellowship which facilitated preparation of this article.

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Jacques Barzun

Good books need good readers—and both are in short supply.

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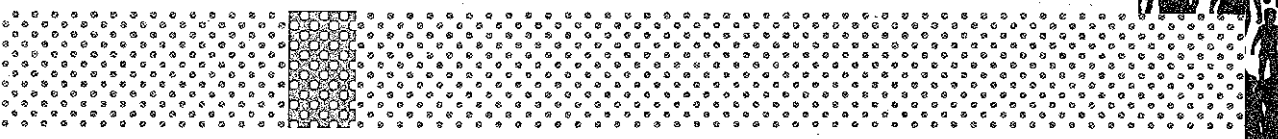
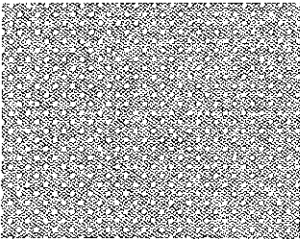
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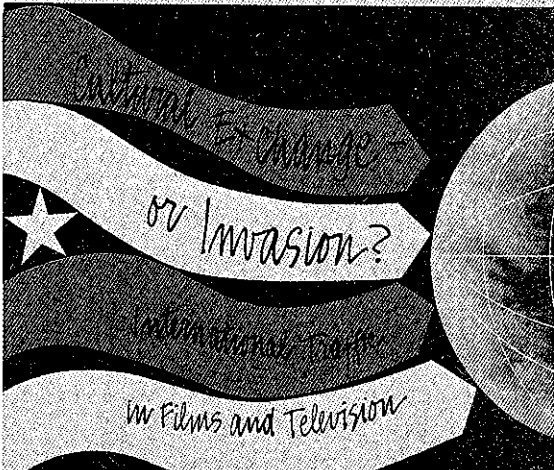
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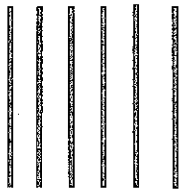
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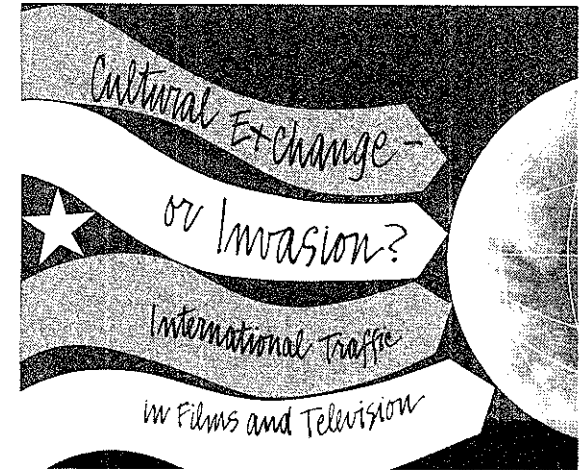
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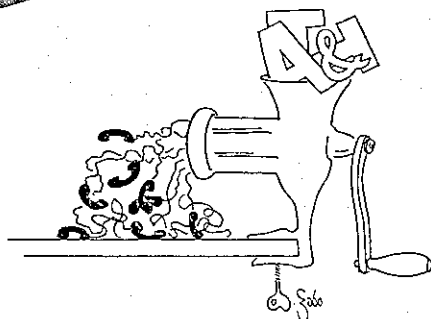
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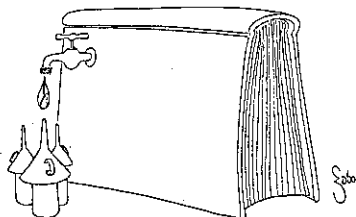
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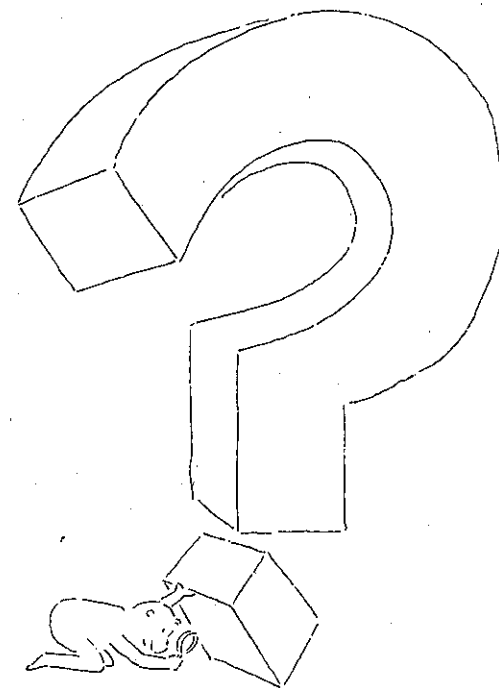
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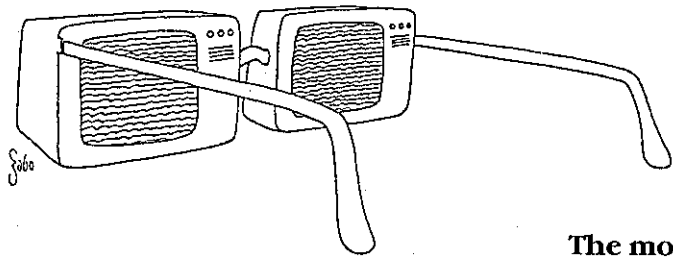
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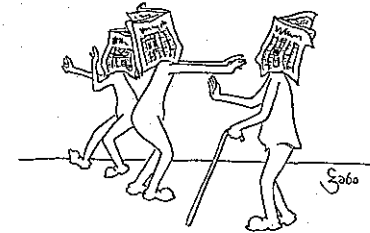
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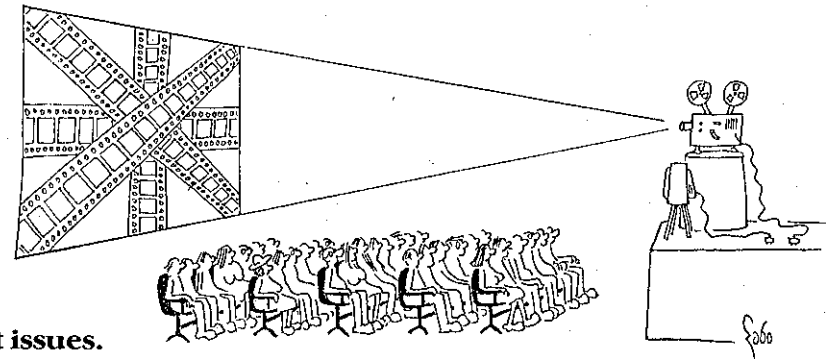
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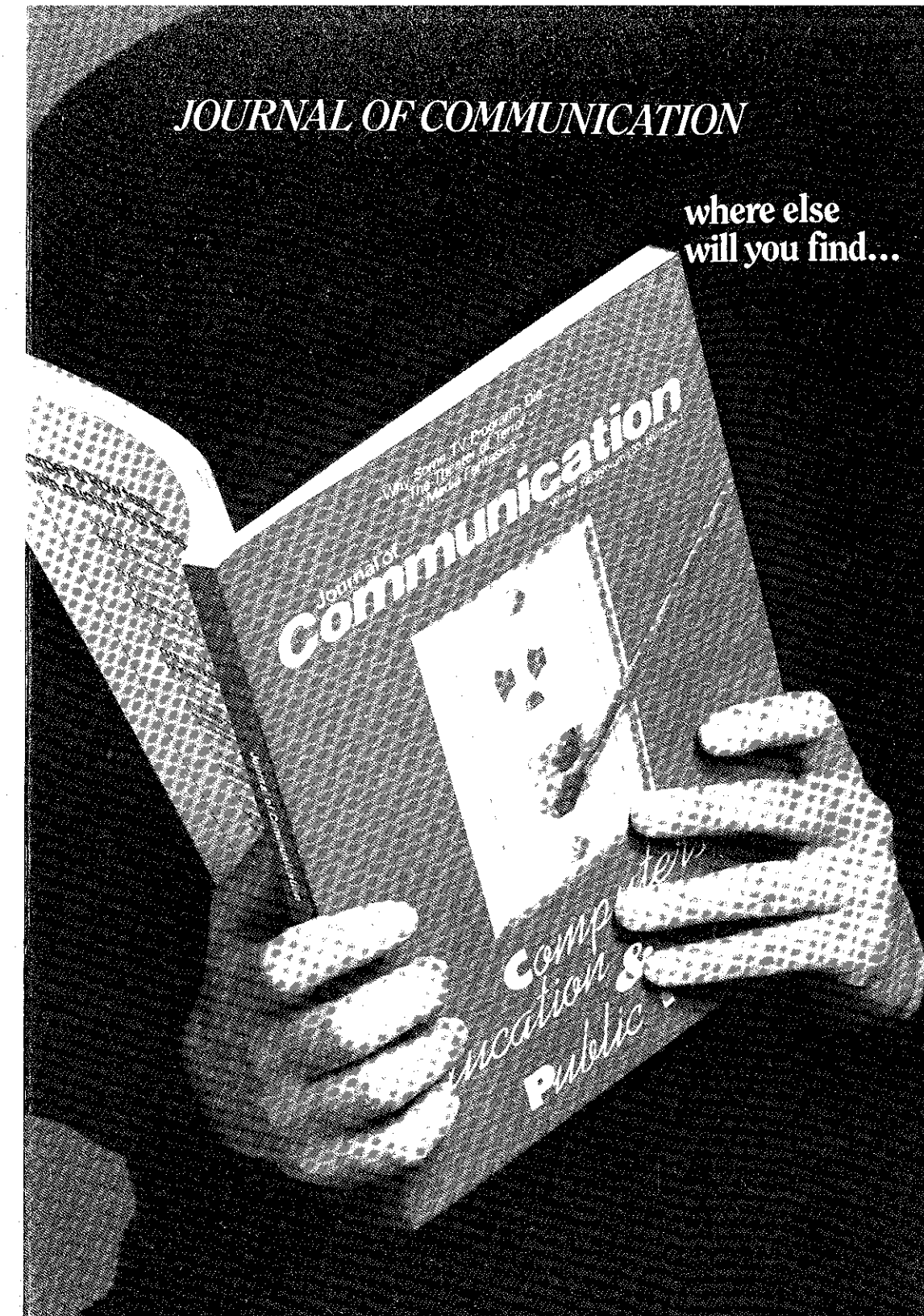
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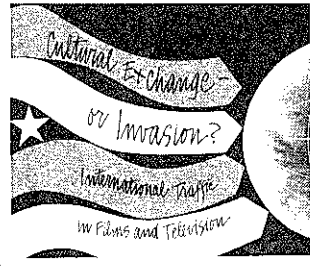
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