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Preface

The ways in which members of the human species perceive and influence one another and envision their own roles in the scheme of things have been changed by a series of momentous innovations, which we now call a communications revolution. The revolution is clearly far from over.

But when did it begin? The revolution may be said to have begun when our ancestors started adding word-language to age-old repertoires of gesture, glance, body signal, touch, grunt, growl, moan, rhythm, intonation, melody. With the growth of word-language, humanity diverged increasingly from fellow species and acquired an oral tradition, tribal memory, and the beginnings of a history.

The revolution may be said to have moved through further phases as humans began to record on cave wall, stone tablet, bone, wood, bark, pottery, skin, and plant fibers messages that others might note. As such messages began to use symbol systems for conveying word-language, links with past and future were strengthened. The sense of community widened and deepened. Segments of humanity acquired their special recorded histories bolstered by artifacts, rituals, and sacred records. All this favored the complex evolution of societies and their hierarchies.

A further phase came with the devising of mechanisms for the mass production and distribution of words, images, and symbols through printing and paper and all their associated technologies. The reverberating effects have only gradually been perceived. The wider diffusion of information and ideas, sometimes circumventing those in power, could upset old orthodoxies and bring schisms and shifts in the social order. But it could also be used to consolidate power and extend hegemony. A growing deluge of messages embedded in multiplying languages, literary media, and works of art created larger social linkages as well as divisions.

Each of these phases brought great changes to the human experience. Most were spread over eons or centuries, so that few people felt they were living through anything that might be called a revolution. With the phases that followed, the situation has been different. The technologies of the past century, catapulting us from photography, film, telegraphy, telephone, and the broadcast media via video, cable, computer, satellite, and the laser beam into a telecommunications era, have set in motion such startling changes in our institutions and lives that the term *communications revolution* has become an ever-present reality to people everywhere. The resulting ferment has also generated a new and rapidly spreading field of academic study under the name *communications*, which takes as its domain the entire revolution, its social effects, and its meaning for the future.

The developments constituting the revolution, shaped largely by the human species itself, have at the same time reshaped it. Modern society is to an astonishing extent the constantly evolving product of this revolution. The centrality of communication in human history has become clear, explaining why such varied disciplines as anthropology, arts, education, ethology, history, journalism, law, linguistics, philosophy, political science, psychology, and sociology have all gravitated toward the study of communication processes and have collaborated in the creation of the new discipline.

The present work, a first effort to define the field in a comprehensive way, got its start in 1982 with a feasibility study under the leadership of George Gerbner of The Annenberg School of Communications, University of Pennsylvania. Within months Oxford University Press had joined the University of Pennsylvania as co-publisher. By the fall of 1983 a full-time staff was in place; supported by an international structure of editorial advisers and consultants, it began working its way toward an *International Encyclopedia of Communications*.

We include in communications all ways in which information, ideas, and attitudes pass among individuals, groups, nations, and generations. We offer entries on the histories and social roles of media from cuneiform tablets to communication satellites, from the genres of Nineveh to the genres of Hollywood. Other entries examine communication processes from psychological, sociological, anthropological, and other perspectives. Individuals who have enriched our understanding of these processes or who have made pioneering contributions to the evolution of media are discussed throughout the work, in some cases in separate "name entries." The role and influence of the arts, education, religion, commerce, journalism, politics, and other social activities in the diffusion of ideas are examined, as are the institutions that have grown up around them: libraries, museums, universities, broadcasting systems, advertising agencies, data banks, and telecommunications networks. Roadblocks to communication, psychological and societal, are analyzed. The historic communications impact of such developments as exploration, colonization, migration, revolution, and war are considered. A number of entries focus on forms of nonverbal communication—emphasizing that although each stage in communications history has added new ways of communicating, all have remained with us, in patterns of ever-growing complexity. Numerous types of animal communication, and the light they throw on human communication, are also examined. Special communications phenomena and problems in various parts of the world are analyzed, and the challenging tasks of intercultural communication form a pervasive theme in the work.

A communication system, like the human nervous system, sorts and distributes data and provides for their storage and retrieval. Its signals can evoke memories, rouse emotion, and trigger action. As in a nervous system, aberrations can cause deep disturbances in the organism. Communications scholars concern themselves with everything that may block, disrupt, poison, or distort communication. They strive to understand such aberrations and to further the quest for remedies.

In almost all our articles you will find cross-references to others, throwing light on related topics that may in turn lead you to still other topics, a process that should reflect and illuminate the fascinating ramifications of all communication. Following the trails of cross-references, we hope and trust that you will find what you are looking for, and more besides.

ERIK BARNOUW
Editor in Chief

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Foreword

Creating the *International Encyclopedia of Communications* has been a six-year journey of discovery, of worldwide recruitment and mobilization of talent, of many serendipitous finds and some misses—and, in general, a great intellectual adventure.

It began on a day in 1982 in my office as Dean of The Annenberg School of Communications, University of Pennsylvania, as I sat talking with Tobia Worth of our staff. She had long publishing experience, specializing in encyclopedias, and now wondered whether our field might be ready for an important new initiative. She did not have to say it twice.

Soon afterward I had an opportunity to mention the idea to Walter H. Annenberg, the founder of the Annenberg Schools of Communications. I did not have to say it twice either. Ambassador Annenberg replied instantly. I remember his words: "This is a big-league idea."

A feasibility study was launched. Its task was to probe every aspect of the proposed venture to make certain that, if undertaken, it would be on a sound intellectual foundation. A steering committee, consulting a diversity of scholars, began drafting a conceptual framework that might serve to generate ideas for topics and titles. This framework recognized three ways of approaching the study of communication. Although the reader would not guess it from reading the articles in these volumes, the feasibility study began with this three-phased survey of the field:

1. *Communication systems and organizations.* The history of communications; its institutions from library and school to data base and television network; public policy and technology related to communications and culture; the structure, regulation, and social functions of the mass media; theories of social communication systems.
2. *Communication modes, media, and codes.* Theories of communication content, information, semiotics, signs, symbols, and the strategies we use in the articulation and interpretation of meaning across modes, media, and codes. *Modes* comprises such systems as the visual-pictorial, the verbal-lexical, the musical, and the socio-gestural. *Media* refers to specific means of articulating within modes—such as film and video, painting and drawing, speaking and writing, piano and violin. *Codes* has to do with specific conventions by which messages are framed in specific media or their genres. These modes, media, and codes can be studied within and across aesthetic, social, cultural, political, and ideological contexts.
3. *Communication behavior and effects.* Study of the ways in which people learn and develop the ability to articulate and interpret symbolic behavior; how beliefs, attitudes, and public opinions are formed and maintained or changed by a variety of symbolic means ranging from interpersonal interaction to enculturation and socialization through the mass media. Research methods used in such studies.

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During the fall and winter of 1982–1983 three gatherings of noted communication scholars were convened, each focusing on one of the above approaches. Now could an encyclopedia of communications fulfill its demands? Each gathering also debated the general feasibility of the proposed encyclopedia, how it might serve the field, what form it should take (alphabetical or thematic), what its scope should be, what users it might seek to serve.

In each of these gatherings, the intense discussion was dominated by the following concerns: (1) to build a work of enduring value, (2) to make this work international in scope by virtue of both its contributors and its coverage, (3) to draw on the work of leading scholars and practitioners in their special areas of knowledge, (4) to draw from the arts and social sciences those interests that could best be seen, or reinterpreted, in the context of communications, and (5) to use the dimension of history, through both direct narrative and biography, to convey the solidity of the field at a time when technology is soaring and reintegration of knowledge seems vital.

Early in each of the meetings, words of caution were heard. Was this the time? In view of the momentous growth of the field, was the project practical—or quixotic? Was it premature? But during the hours and days of discussion, skepticism vanished and a broad consensus developed. Creation of an encyclopedia of communications was considered both feasible and timely.

By great good fortune, the leadership of our choice became enthusiastically committed to the project. Media historian Erik Barnouw joined as Editor in Chief; a founder of the field of communications study, the late Wilbur Schramm, as Consulting Editor; Larry Gross, whose truly encyclopedic scholarship infused many aspects of this work, as Associate Editor; and Tobia L. Worth, originator of the idea and manager of the project, as Editorial Director.

It was decided that concentrating on basic long-range trends and processes would be the best way to avoid early obsolescence in a rapidly changing, technology-driven field. It was also determined that the work should be addressed to college students, scholars, professionals, and educated laypersons. Physically it would be a four-volume set, printed in two colors, of about 1.2 million words, with approximately 1,200 illustrations. A tentative schedule envisioned a five-year timetable culminating in a 1988–1989 publication date. The work is being published on schedule.

The *International Encyclopedia of Communications* is an attempt to define, reflect, summarize, and explain the field in an accessible, comprehensive, and authoritative way. It signals a new stage in the development of the field of communications as an area of knowledge, study, practice, technique, and research, and as an academic discipline.

On behalf of the Editorial Board, I want to thank for their contributions and support Ambassadors Walter Annenberg and Lee Annenberg, the other Trustees and officers of The Annenberg School and the University of Pennsylvania, a very able editorial staff, our publishing partners at Oxford University Press, and the dedicated members of the feasibility study groups, almost all of whom subsequently participated as contributors, editors, or advisers, appearing in lists elsewhere in these volumes.

GEORGE GERBNER

Chair, Editorial Board

Directory of Contributors

YEHIA ABOUBAKR

President, International Information and Communications Consultants, Cairo, Egypt, and West Windsor, N.J.
ISLAMIC WORLD, TWENTIETH CENTURY

ROGER D. ABRAHAMS

Professor of Folklore and Folklife, University of Pennsylvania
INSULT

JAMES S. ACKERMAN

Arthur Kingsley Porter Professor of Fine Arts, Harvard University
RENAISSANCE

HAZARD ADAMS

Professor of English and Comparative Literature, University of Washington
LITERARY CRITICISM

JEANNE THOMAS ALLEN

Associate Professor of Communications, Temple University
SARNOFF, DAVID; ZWORYKIN, VLADIMIR K.

DUDLEY ANDREW

Professor of Comparative Literature and Director, Institute for Cinema and Culture, University of Iowa
FILM THEORY

PAUL A. V. ANSAH

Associate Professor and Director, School of Communication Studies, University of Ghana
AFRICA, TWENTIETH CENTURY

VALENTINE APPEL

Senior Vice-President, Backer Spielvogel Bates Inc., New York
MOTIVATION RESEARCH

MAHADEV L. APTE

Professor of Anthropology, Duke University
HUMOR

MICHAEL ARGYLE

Reader in Social Psychology and Fellow of Wolfson College, University of Oxford
SOCIAL SKILLS

RUDOLF ARNHEIM

Professor Emeritus of the Psychology of Art, Harvard University
SCULPTURE

CARROLL C. ARNOLD

Professor Emeritus of Speech Communication, Pennsylvania State University
RHETORIC

PETER D. ARNOTT

Professor of Drama, Tufts University
PUPPETRY

PERRY J. ASHLEY

Professor of Journalism, University of South Carolina
BENNETT, JAMES GORDON; GREELEY, HORACE

DEREK ATTRIDGE

Professor of English, Rutgers University, New Brunswick
POETRY

RALPH A. AUSTEN

Professor of African History, University of Chicago
AFRICA, PRECOLONIAL

BARBARA A. BABCOCK

Professor of English, University of Arizona
ARTIFACT

EUGEN BAER

Professor of Philosophy, Hobart and William Smith Colleges
COMMUNICATION, PHILOSOPHIES OF

BEN H. BAGDIKIAN

Dean, Graduate School of Journalism, University of California, Berkeley
MONOPOLY

RICHARD P. BAGOZZI

Dwight F. Benton Professor of Marketing and Professor of Behavioral Science in Management, University of Michigan, Ann Arbor
ATTITUDES

BISHARA A. BAHBAH

Adjunct Professor of Political Science, Brigham Young University; former Editor in Chief, *Al-Fajr*, Jerusalem
NEWSPAPER: TRENDS—TRENDS IN THE MIDDLE EAST

ROBERT BALAY

Reference Editor, *Choice Magazine*, New York
BABBAGE, CHARLES; KELLER, HELEN; LAND, EDWIN; MORSE, SAMUEL F. B.; OCHS, ADOLPH S.; WEBSTER, NOAH; ZENGER, JOHN PETER

TINO BALIO

Professor of Communication Arts, University of Wisconsin-Madison
HOLLYWOOD; ZUKOR, ADOLPH

ALBERT BANDURA

David Starr Jordan Professor of Social
Science in Psychology, Stanford
University

SOCIAL COGNITIVE THEORY

ALAN W. BARNETT

Professor of Humanities, San Jose State
University

MURAL

JOHN BARNICOAT

Pro-Rector, London Institute, and
Head, Chelsea School of Art, London

POSTER

ERIK BARNOUW

Professor Emeritus of Dramatic Arts,
Columbia University

DOCUMENTARY; ENTERTAINMENT;
LASKER, ALBERT; LUMIÈRE, LOUIS AND
AUGUSTE; MUSICAL, FILM—BOMBAY
GENRE; SOAP OPERA; SPONSOR;
SYNDICATION; TELEVISION HISTORY—
EARLY PERIOD; WELLES, ORSON

DENNIS BARON

Professor of English and Linguistics,
University of Illinois at Urbana-
Champaign

LANGUAGE REFERENCE BOOK

RICHARD BAUMAN

Professor of Folklore and Anthropology
and Chair, Folklore Institute, Indiana
University

FOLKLORE; PERFORMANCE

JOHN BAYLEY

Thomas Warton Professor of English
Literature, Saint Catherine's College,
University of Oxford

FICTION, PORTRAYAL OF CHARACTER IN

ALAN M. BECK

Director, Center for the Interaction of
Animals and Society, School of
Veterinary Medicine, University of
Pennsylvania

HUMAN-ANIMAL COMMUNICATION

HOWARD S. BECKER

MacArthur Professor of Arts and
Sciences, Northwestern University

ARTIST AND SOCIETY

KARIN E. BECKER

Associate Professor of Journalism and
Mass Communication, University of
Iowa

PHOTOJOURNALISM

COLIN G. BEER

Professor of Psychology, Institute of
Animal Behavior, Rutgers University,
Newark

DARWIN, CHARLES; ETHOLOGY

GERARD HENRI BÉHAGUE

Professor of Ethnomusicology and
Chair, Department of Music,
University of Texas at Austin

MUSIC PERFORMANCE

LUIS RAMIRO BELTRÁN S.

Bolivian communication specialist and
scholar, Quito

DEVELOPMENT COMMUNICATION—
ALTERNATIVE SYSTEMS

DAN BEN-AMOS

Professor of Folklore and Folklife,
University of Pennsylvania

FOLKTALE

ARTHUR ASA BERGER

Professor of Broadcast Communication
Arts, San Francisco State University

COMMERCIALS

NORMAND BERLIN

Professor of English, University of
Massachusetts at Amherst

TRAGEDY

JERRY J. BERMAN

Chief Legislative Counsel, American
Civil Liberties Union, Washington,
D.C.

PRIVACY

JACQUES BERTIN

Director, Laboratoire de Graphique,
École des Hautes Études en Sciences
Sociales

GRAPHICS

RAYMOND F. BETTS

Professor of History, University of
Kentucky

COLONIZATION

JOHN BLACKING

Professor of Social Anthropology,
Queen's University of Belfast

ETHNOMUSICOLOGY

STEPHEN BLUM

Professor of Ethnomusicology, Graduate
Center, City University of New York

MUSIC HISTORY

JAY G. BLUMLER

Director, Centre for Television
Research, University of Leeds;
Associate Director, Center for
Research in Public Communication,
University of Maryland at College
Park

PRESSURE GROUP

S. T. KWAME BOAFO

Lecturer, School of Communication
Studies, University of Ghana

KENYATTA, JOMO; NKRUMAH, KWAME

ARTHUR P. BOCHNER

Professor of Communication, University
of South Florida

INTERPERSONAL COMMUNICATION

LEO BOGART

Executive Vice-President and General
Manager, Newspaper Advertising
Bureau, New York

ADVERTISING—OVERVIEW

PETER BONDANELLA

Professor of Italian Studies, Indiana
University

NEOREALISM

GERALD BORDMAN

Writer, Nottingham, Pa.

MUSIC THEATER—WESTERN TRADITIONS

DAVID BORDWELL

Professor of Communication Arts,
University of Wisconsin—Madison

CINEMATOGRAPHY

TOM BOTTOMORE

Professor Emeritus of Sociology,
University of Sussex

ADORNO, THEODOR; GRAMSCI,
ANTONIO; MARX, KARL; MARXIST
THEORIES OF COMMUNICATION—
ORIGINS AND DEVELOPMENT

(V4)

FAUBION BOWERS
 Writer, New York
 MUSIC THEATER—ASIAN TRADITIONS

DEIRDRE BOYLE
 Senior Faculty Member in Media
 Studies, New School for Social
 Research, New York; Adjunct
 Lecturer, Fordham University, College
 at Lincoln Center
 VIDEO

JOHN G. BRAINERD
 University Professor Emeritus and
 former Director, Moore School of
 Electrical Engineering, University of
 Pennsylvania
 FARADAY, MICHAEL; FARNSWORTH,
 PHILO; MAXWELL, JAMES

LEO BRAUDY
 Leo S. Bing Professor of English,
 University of Southern California
 SERIAL

ERNEST BRAUN
 Professor Emeritus, Aston University
 MICROELECTRONICS

MARTA BRAUN
 Professor of Film and Photography,
 Ryerson Polytechnical Institute
 MOTION PHOTOGRAPHY

JACK W. BREHM
 Professor of Psychology, University of
 Kansas
 COGNITIVE CONSISTENCY THEORIES

ERNST BREISACH
 Professor of History, Western Michigan
 University
 HISTORIOGRAPHY

DONALD BRENNEIS
 Professor of Anthropology, Pitzer
 College
 GOSSIP

ASA BRIGGS
 Provost, Worcester College, University
 of Oxford
 CULTURE; PUBLISHING—HISTORY OF
 PUBLISHING

GLEN DAVID BRIN
 Associate, California Space Institute and
 Scripps Institution of Oceanography,
 University of California, San Diego
 CETI

VIRGINIA L. BROOKS
 Associate Professor of Film, Brooklyn
 College, City University of New York
 PERCEPTION—STILL AND MOVING
 PICTURES

MARILYN A. BROWN
 Group Leader, Evaluation and
 Technology Transfer, Oak Ridge
 National Laboratory, Oak Ridge,
 Tenn.
 DIFFUSION

DONALD R. BROWNE
 Professor of Speech Communication,
 University of Minnesota, Twin Cities
 RADIO, INTERNATIONAL

EDWARD M. BRUNER
 Professor of Anthropology, University
 of Illinois at Urbana-Champaign
 TOURISM

DAYNA E. BUCK
 Assistant to the Director, Library
 Programs, Office of Educational
 Research and Improvement, U.S.
 Department of Education,
 Washington, D.C.
 LIBRARY—TRENDS

PETER BURKE
 Reader in Cultural History and Fellow
 of Emmanuel College, University of
 Cambridge
 PORTRAITURE

JOSEPH CADY
 Member of the Faculty, New School for
 Social Research, New York
 GALLAUDET, THOMAS; JAMES, WILLIAM;
 LUTHER, MARTIN; RICHARDS, I. A.

JAMES W. CAREY
 Dean, College of Communications,
 University of Illinois at Urbana-
 Champaign
 INNIS, HAROLD

JOHN CAREY
 Director, Greystone Communications,
 Dobbs Ferry, N.Y.
 INTERACTIVE MEDIA

MARVIN A. CARLSON
 Sidney E. Cohen Professor of Theatre
 Studies and Distinguished Professor
 of Theatre and Comparative
 Literature, Graduate Center, City
 University of New York
 THEATER

ROBERT OSKAR CARLSON
 Associate Professor of Management and
 Business Policy, Adelphi University
 PUBLIC RELATIONS

NOËL CARROLL
 Associate Professor of Philosophy,
 Cornell University
 FILM EDITING

JOHN G. CAWELTI
 Professor of English, University of
 Kentucky
 WESTERN, THE

COURTNEY BORDEN CAZDEN
 Professor of Education, Harvard
 University
 CLASSROOM

JANET SALTZMAN CHAFETZ
 Professor of Sociology, University of
 Houston
 SEXISM—OVERVIEW; SEXISM IN
 INTERPERSONAL COMMUNICATION

C. DAVID CHAFFEE
 Executive Editor, *Superconductor Week*,
 Atlantic Information Services, Inc.,
 Washington, D.C.
 FIBER OPTICS

STEVEN H. CHAFFEE
 Janet M. Peck Professor of International
 Communication and Chair,
 Department of Communication,
 Stanford University
 ELECTION

RICHARD M. CHALFEN
 Associate Professor of Anthropology,
 Temple University
 PHOTOGRAPHY, AMATEUR

BM.2
 Sexism in

U4

JEANNE S. CHALL

Professor of Education and Director,
Reading Laboratory, Harvard
University
READING

DAVID CHANEY

Senior Lecturer in Sociology, University
of Durham
MASS OBSERVATION

MAURICE CHARNEY

Distinguished Professor of English,
Rutgers University, New Brunswick
COMEDY

JACK CHEN (CHEN I-WAN)

President, The Pear Garden in the West,
San Francisco; former Consultant
Editor, *Peking Review*, Beijing
CONFUCIUS; SHIHUANG DI

MILTON CHEN

Director of Instructional Television,
KQED-San Francisco
COMPUTER: IMPACT—IMPACT ON
EDUCATION

CLIFFORD G. CHRISTIANS

Research Professor of Communications,
University of Illinois at Urbana-
Champaign
ETHICS, MEDIA

GODWIN C. CHU

Assistant Director, Institute of Culture
and Communication, East-West
Center, Honolulu
SCHRAMM, WILBUR

T. MATTHEW CIOLEK

Programmer, Computing Services Unit,
Research School of Social Sciences,
Australian National University
PROXEMICS; SPATIAL ORGANIZATION

JAY J. COAKLEY

Professor of Sociology, University of
Colorado at Colorado Springs
SPORTS—SPORTS AND THE MEDIA

JEREMY COHEN

Assistant Professor of Communication,
Stanford University
LIBEL

TED COHEN

Professor of Philosophy, University of
Chicago
REPRESENTATION, PICTORIAL AND
PHOTOGRAPHIC

GEORGE COMSTOCK

S. I. Newhouse Professor of Public
Communication, Syracuse University
VIOLENCE

JOHN CONDON

Professor of Communication, University
of New Mexico
SEMANTICS, GENERAL

DAVID A. COOK

Professor of Theater and Film Studies,
Emory University
MOTION PICTURES—SOUND FILM

JERROLD S. COOPER

Professor of Near Eastern Studies, Johns
Hopkins University
CUNEIFORM; NINEVEH; WRITING

IRVING CRESPI

Consultant, Irving Crespi and
Associates, Princeton, N.J.
POLL

JAMES STEVENS CURL

Architectural historian, School of
Architecture, Leicester Polytechnic
ART, FUNERARY

ALEXANDER CUTHBERT

Assistant Professor of Education,
Virginia Polytechnic Institute
EDUCATION

R. P. CUZZORT

Professor of Sociology, University of
Colorado at Boulder
DURKHEIM, ÉMILE; SCHUTZ, ALFRED;
TARDE, JEAN-GABRIEL DE; WEBER, MAX

DANIEL J. CZITROM

Associate Professor of History, Mount
Holyoke College
DEWEY, JOHN

JOHN H. D'ARMS

G. F. Else Professor of Classical Studies,
Professor of History, and Dean, H.
H. Rackham School of Graduate
Studies, University of Michigan, Ann
Arbor
ROMAN EMPIRE

REGNA DARNELL

Professor of Anthropology, University
of Alberta
SAPIR, EDWARD; WHORF, BENJAMIN LEE

CHIDANANDA DAS GUPTA

Arts Editor, *The Telegraph*, Calcutta
ASOKA; GANDHI, MOHANDAS; PHALKE,
DHUNDIRAJ GOVIND

DENNIS K. DAVIS

Professor of Speech Communication,
Southern Illinois University at
Carbondale
OPINION LEADER

LENNARD J. DAVIS

Associate Professor of English, Brandeis
University
FICTION

W. PHILLIPS DAVISON

Professor Emeritus of Journalism and
Sociology, Columbia University
CANTRIL, HADLEY; LIPPMANN, WALTER;
PUBLIC OPINION

ROBERT DE BEAUGRANDE

Professor of Linguistics and English,
Institute for the Psychological Study
of the Arts, University of Florida
TRANSLATION, LITERARY

JACK DENNIS

Hawkins Professor of Political Science,
University of Wisconsin—Madison
POLITICAL SOCIALIZATION

DIANA DEUTSCH

Research Psychologist, University of
California, San Diego
PERCEPTION—MUSIC

WILSON P. DIZARD

Senior Fellow, Center for Strategic and
International Studies, Washington,
D.C.
TELEVISION HISTORY—GLOBAL
DEVELOPMENT

LUBOMIR DOLEŽEL
Professor of Slavic and Comparative
Literature, University of Toronto
POETICS

ZOLTAN DOMOTOR
Professor of Philosophy, University of
Pennsylvania
SYMBOLIC LOGIC

LEONARD W. DOOB
Sterling Professor Emeritus of
Psychology, Yale University
PROPAGANDA

MARGARET ANNE DOODY
Professor of English, Princeton
University
REALISM

R. G. DOTY
Curator, National Numismatic
Collection, National Museum of
American History, Smithsonian
Institution, Washington, D.C.
COINS

RICHARD B. DU BOFF
Professor of Economics, Bryn Mawr
College
TELEGRAPHY

STARKEY DUNCAN, JR.
Professor of Behavioral Sciences,
University of Chicago
INTERACTION, FACE-TO-FACE

DONALD A. DUNN
Professor of Engineering-Economic
Systems, Stanford University
COMPUTER: HISTORY

ALESSANDRO DURANTI
Assistant Professor of Anthropology,
University of California, Los Angeles
ORATORY

RAYMOND DURGNAT
Tutor in Cultural History, Royal
College of Art, London
SPY FICTION—HISTORY

WILLIAM H. DUTTON
Associate Professor of Communications
and Public Administration, University
of Southern California
COMPUTER: IMPACT—IMPACT ON
GOVERNMENT; POLITICAL
COMMUNICATION—IMPACT OF NEW
MEDIA

RICHARD DYER
Senior Lecturer in Film Studies,
University of Warwick
STARS—THE STAR PHENOMENON

TERRY EAGLETON
Fellow and Tutor in English, Wadham
College, University of Oxford
BARTHES, ROLAND; BENJAMIN, WALTER;
FOUCAULT, MICHEL; READING THEORY;
STRUCTURALISM

VICTORIA EBIN
Équipe de Recherche en Anthropologie
Urbaine et Industrielle, École des
Hautes Études en Sciences Sociales
BODY DECORATION

HEYWARD EHRLICH
Associate Professor of English, Rutgers
University, Newark
ROPER, ELMO

ELIZABETH L. EISENSTEIN
Alice Freeman Palmer Professor of
History, University of Michigan, Ann
Arbor
PRINTING—CULTURAL IMPACT OF
PRINTING

PAUL EKMAN
Professor of Psychology, University of
California, San Francisco
FACIAL EXPRESSION

JAVIER A. ELGUEA S.
Associate Professor of Sociology,
Colegio de México
WITTGENSTEIN, LUDWIG

PHOEBE C. ELLSWORTH
Professor of Psychology and Professor
of Law, University of Michigan, Ann
Arbor
EYES

WERNER ENNINGER
Professor of English (Linguistics),
Universität Essen
CLOTHING

MARTIN L. ERNST
Vice-President, Arthur D. Little, Inc.,
Cambridge, Mass.
COMPUTER: IMPACT—IMPACT ON
COMMERCE

DEBORAH L. ESTRIN
Assistant Professor of Computer
Science, University of Southern
California
STANDARDS

FRANK B. EVANS
Deputy Assistant Archivist for Records
Administration, National Archives
and Records Administration,
Washington, D.C.
ARCHIVES

STUART B. EWEN
Professor of Media Studies and Chair,
Communications Department, Hunter
College; Professor of Sociology,
Graduate Center, City University of
New York
ADVERTISING—HISTORY OF
ADVERTISING

BRENDA FARNELL
Research Assistant, American Indian
Studies Research Institute, Indiana
University
BODY MOVEMENT NOTATION

STEVEN FELD
Associate Professor of Anthropology
and Music and Director, Center for
Intercultural Studies in Folklore and
Ethnomusicology, University of Texas
at Austin
MUSIC THEORIES—TUNING SYSTEMS;
SOUND

JOHN L. FELL
Professor Emeritus of Film, San
Francisco State University
MOTION PICTURES—PREHISTORY

GARY D. FENSTERMACHER
Dean, College of Education, University
of Arizona
EDUCATION

(14)

JANE FEUER

Associate Professor of English,
University of Pittsburgh
MUSICAL, FILM—HOLLYWOOD GENRE

RAYMOND FIELDING

Professor of Communication, University
of Houston
NEWSREEL; SPECIAL EFFECTS

GARY ALAN FINE

Professor of Sociology, University of
Minnesota, Twin Cities
FORGERY, ART

MOSES I. FINLEY

Professor Emeritus of Ancient History
and Honorary Fellow of Darwin
College, University of Cambridge
HELLENIC WORLD

RUTH FINNEGAN

Reader in Comparative Social
Institutions, Open University, Milton
Keynes, England
ORAL POETRY

CHARLES M. FIRESTONE

Adjunct Professor of Law, University of
California, Los Angeles; attorney,
Mitchell, Silberberg & Knupp, Los
Angeles
MILTON, JOHN

B. AUBREY FISHER

Professor of Communication, University
of Utah
GROUP COMMUNICATION

PHILIP FISHER

Professor of English and American
Literature, Brandeis University
MUSEUM

JOHN FISKE

Professor of Communication Arts,
University of Wisconsin—Madison
CODE

JOHN M. FLETCHER

Reader in the History of European
Universities, Aston University
UNIVERSITY

CORNELIA BUTLER FLORA

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Director, Suomen Äänitearkisto (Finnish
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RECORDING—INDUSTRY

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Professor of Sociology and
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MASS MEDIA EFFECTS

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Anthropologist
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Communications, University of
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Professor of Social Psychology, École
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Librarian Emeritus, National Library
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Pursglove College, Guisborough,
England
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Professor of Political Science, Duke
University
POLITICIZATION

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Senior Research Fellow, Children's
Television Workshop, New York
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Instructor in Theater, Baltimore School
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Purdue University
ORGANIZATIONAL COMMUNICATION

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Director of Communication Research,
Instituto Latinoamericano de Estudios
Transnacionales, Santiago
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AMERICA

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Associate Professor of Music, University
of Toronto
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Film historian, Tokyo
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Freie Universität Berlin
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Merton Professor of the English
Language, Merton College, University
of Oxford
LANGUAGE VARIETIES

RAFAEL RONCAGLILO
Director, Centro de Estudios sobre
Cultura Transnacional, Lima; Vice-
President, International Association
for Mass Communication Research,
Lima
LATIN AMERICA, TWENTIETH CENTURY

CATHY ROOT
Researcher, American Film Institute,
Los Angeles
STARS—THE STAR SYSTEM

KARL ERIK ROSENGREN
Professor of Sociology, Lunds
Universitet
CULTURAL INDICATORS

ALAN ROSENTHAL
Filmmaker; Communications Institute,
Hebrew University of Jerusalem
CINÉMA VÉRITÉ

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Sterling Professor Emeritus of Near
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Temple University
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Communication, Tel-Aviv University
and the University of Arizona
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Filmmaker, Calcutta
VERTOV, DZIGA

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Theological Seminary, Lexington, Ky.
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School of the Arts, New York
University
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*International Encyclopedia of the
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Calif.
ANIMATION

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Operations Officer, Academy for
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Washington, D.C.
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Center for Cybernetics Studies in
Complex Systems, Old Dominion
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University of Pennsylvania
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Institute of Technology
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Research Fellow, Fonds National de la
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University Computer Center
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University of New York at Buffalo
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Professor of Psychology, City College
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of New York
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KRISTIN THOMPSON
Honorary Fellow, Department of
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Professor of English, Duke University
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Senior Lecturer in Social Anthropology,
Centre of West African Studies,
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Distinguished Service Professor and
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The Annenberg School of
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Pennsylvania
PUBLISHING—INDUSTRY

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PRINTING—HISTORY

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des Hautes Études
EGYPTIAN HIEROGLYPHS

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Professor of English and Renaissance
Literature, Eidgenössische Technische
Hochschule Zürich
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TOKUGAWA ERA: SECLUSION POLICY

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of California, San Diego
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VYGOTSKY, LEV

DAVID MANNING WHITE

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Communication, Virginia
Commonwealth University
LOWENTHAL, LEO

PAUL WHITE

Senior Lecturer in Geography and Sub-
Dean, Faculty of Social Sciences,
University of Sheffield
MIGRATION

PETER B. WHITE

Senior Lecturer and Chair, Centre for
the Study of Educational
Communication and Media, La Trobe
University, Bundoora, Vic., Australia
AUSTRALASIA, TWENTIETH CENTURY

HARRY WIENER

Director of Professional Information,
Pfizer Pharmaceuticals, New York
SMELL

RONNIE B. WILBUR

Professor of Linguistics, Department of
Audiology and Speech Sciences,
Purdue University
SIGN LANGUAGE—MANUAL LANGUAGE
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R. HAVEN WILEY

Professor of Biology, University of
North Carolina at Chapel Hill
ANIMAL SIGNALS—AUDIBLE SIGNALS

ALAN WILLIAMS

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Cinema Studies, Rutgers University,
New Brunswick
NEW WAVE FILM

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University of Illinois at Urbana-
Champaign
DATA BASE

RAYMOND H. WILLIAMS

Professor Emeritus of Drama and
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FACT AND FICTION

MICHAEL WILLMORTH

Lecturer, The Annenberg School of
Communications, University of
Pennsylvania
SOUND EFFECTS

SVEN WINDAHL

Associate Professor of Information
Techniques, Lunds Universitet and
Högskolan i Växjö
MODELS OF COMMUNICATION

YVES WINKIN

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Université de l'État à Liège
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Dean, School of Communications,
Pennsylvania State University
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Professor of Education and Head,
Division of Educational Psychology,
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TEACHING

ROBERT WOODS

Senior Lecturer in Geography,
University of Sheffield
MIGRATION

ALAN N. WOOLFOLK

Assistant Professor of Sociology and
Anthropology, University of Southern
Mississippi
FREUD, SIGMUND; JUNG, CARL

CHARLES R. WRIGHT

Professor of Communications and
Sociology, The Annenberg School of
Communications, University of
Pennsylvania
FUNCTIONAL ANALYSIS; HYMAN,
HERBERT H.; MERTON, ROBERT K.

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International in the Encyclopedia of Communications

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- | | |
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 2. Development of Symbolization
Choreometrics
Clothing
Code
Dance
Darwin, Charles
Deception
Eyes
Face
Facial Expression
Food
Freud, Sigmund
Gallaudet, Thomas
Gandhi, Mohandas
Gesture
Goffman, Erving
Heraldry
Interaction, Face-to-Face
Interpersonal Distance
Keller, Helen
Kinesics
Mask
Mead, Margaret
Nonverbal Communication
Proxemics
Sign Language
Smell
Spatial Organization
Touch
Other relevant articles under ANIMAL COMMUNICATION; ARTS; COMMUNICATIONS RESEARCH; MUSIC

PHOTOGRAPHY

Art
Audiovisual Education
Bateson, Gregory
Choreometrics
Cinéma Vérité
Cinematography

Daguerre, Louis
Documentary
Eastman, George
Ethnographic Film
Fotonovela
Graphic Reproduction
Land, Edwin
Luce, Henry
Lumière, Louis and Auguste
Mead, Margaret
Morse, Samuel F. B.
Motion Photography
Motion Pictures
Niepce, Joseph-Nicéphore
Photography
Photography, Amateur
Photojournalism
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Portraiture
Representation, Pictorial and Photographic
Television News
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Visual Image

POLITICAL COMMUNICATION

Agenda-Setting
Bandwagon Effects
Bargaining
Citizen Access
Demonstration
Diplomacy
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Forensics
Goebbels, Joseph
Government-Media Relations
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Pamphlet
Plebiscite
Political Communication
Political Socialization
Political Symbols
Politicization
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Pressure Group
Propaganda
Revolution
Spectacle
Terrorism
Other relevant articles under ADVERTISING AND PUBLIC RELATIONS; INTERNATIONAL COMMUNICATION; SPEECH

PRINT MEDIA

Beaverbrook, 1st Baron
Bennett, James Gordon
Book
Caricature
Cartography
Caxton, William
Classified Advertising
Comics
Copyright
Day, Benjamin H.
Electronic Publishing
Encyclopedia
Fotonovela
Graphic Reproduction
Graphics
Greeley, Horace
Gutenberg, Johannes
Hearst, William Randolph
Lippmann, Walter
Luce, Henry
Magazine
Mergenthaler, Ottmar
Minorities in the Media
Minority Media
News Agencies
Newsletter
Newsmagazine
Newspaper: History
Newspaper: Trends
Northcliffe, Alfred
Ochs, Adolph S.
Pamphlet
Park, Robert
Photojournalism
Print-Audience Measurement
Printing
Publishing
Pulitzer, Joseph
Scripps, E. W.
Textbook
Typography

RADIO

Advertising
Armstrong, Edwin H.
Cantril, Hadley
CETI
Citizen Access
Citizens Band Radio
Commercials
De Forest, Lee
Development Communication
 3. Projects
Faraday, Michael
Fessenden, Reginald
Grierson, John

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Innis, Harold
 Lasker, Albert
 Lazarsfeld, Paul F.
 Marconi, Guglielmo
 Maxwell, James
 Minority Media
 Paley, William
 Public Speaking
Radio
Radio, International
 Reith, John
 Religious Broadcasting
 Sarnoff, David
 Soap Opera
 Sound Effects
 Sound Recording
 2. Industry
 Welles, Orson
 Other relevant articles under COMMUNICATIONS RESEARCH; GOVERNMENT REGULATION; POLITICAL COMMUNICATION

RELIGION

Aśoka
 Calendar
 Censorship
 Colonization
 Confucius
 Crusades, The
 Culture
 Diaspora
 Festival
 Homiletics
 Islam, Classical and Medieval Eras
 Islamic World, Twentieth Century
 Judaism
 Luther, Martin
 Middle Ages
 Music History
 Mythological Film, Asian
 Phalke, Dhundiraj Govind
 Printing
 2. Cultural Impact of Printing
Religion
 Religious Broadcasting
 Renaissance
 Ritual
Scripture
 Sculpture
 Spectacle
 Other relevant articles under ARTS; FOLKLORE

SPEECH

Bell, Alexander Graham
 Conversation

Forensics
 Grammar
 Group Communication
 Homiletics
 Interpretation
 Oral Culture
 Oral History
 Oral Poetry
 Oratory
 Perception
 2. Speech
 Performance
 Persuasion
 Phonology
 Public Speaking
 Rhetoric
 Slips of the Tongue
 Sound
Sound Recording
 Speaking, Ethnography of
Speech
 Speech and Language Disorders
 Speech Anxiety
 Speech Play
 Telephone
 Testimony
 Other relevant articles under FOLKLORE; LANGUAGE AND LINGUISTICS; THEATER

TELEVISION

Cable Television
 Children
 3. Use of Media
 4. Media Effects
 Commercials
 Documentary
 Educational Television
 Entertainment
 Fact and Fiction
 Farnsworth, Philo
 Government-Media Relations
 Hollywood
 Interactive Media
 Quiz Show
 Rating Systems: Radio and Television
 Religious Broadcasting
 Sarnoff, David
 Satellite
 Schramm, Wilbur
 Soap Opera
 Sponsor
 Sports
 Stars
 Telecommunications Networks
Television History
 Television News

Video
 Zworykin, Vladimir K.
 Other relevant articles under ADVERTISING AND PUBLIC RELATIONS; COMMUNICATIONS RESEARCH; GOVERNMENT REGULATION; MOTION PICTURES; POLITICAL COMMUNICATION

THEATER

Acting
 Aristotle
 Choreometrics
 Comedy
 Dance
Drama
 Festival
 Mime
 Music Theater
 Opera
 Performance
 Puppetry
 Sound Effects
 Spectacle
Theater
 Tragedy
 Welles, Orson
 Other relevant articles under MOTION PICTURES; TELEVISION

THEORIES OF COMMUNICATION

Cognitive Consistency Theories
Communication, Philosophies of Communications, Study of
 Computer: Impact
 Cybernetics
 Development Communication
 1. History and Theories
 Ethics, Media
 Fact and Fiction
 Feminist Theories of Communication
 Gender
 Historiography
 Information Theory
 Marxist Theories of Communication
 Meaning
 Mode
Models of Communication
 Music Theories
 Poetics
 Psychoanalysis
 Reading Theory
 Sexism
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Sign System
 Social Cognitive Theory
 Structuralism
 Symbolic Logic
 Utopias
 Other relevant articles under COMMUNICATIONS RESEARCH; THEORISTS

THEORISTS

Adorno, Theodor
 Aristotle
 Babbage, Charles
 Bakhtin, Mikhail
 Barthes, Roland
 Bateson, Gregory
 Benjamin, Walter
 Boas, Franz
 Burke, Kenneth
 Cantril, Hadley
 Cherry, Colin
 Cooley, Charles Horton
 Darwin, Charles

Dewey, John
 Durkheim, Émile
 Foucault, Michel
 Freud, Sigmund
 Goffman, Erving
 Gramsci, Antonio
 Hovland, Carl
 Hyman, Herbert H.
 Innis, Harold
 Jakobson, Roman
 James, William
 Jung, Carl
 Lasswell, Harold D.
 Lazarsfeld, Paul F.
 Lévi-Strauss, Claude
 Lewin, Kurt
 Lippmann, Walter
 Locke, John
 Lowenthal, Leo
 Luria, Aleksandr
 McLuhan, Marshall
 Marx, Karl
 Mead, George Herbert
 Mead, Margaret

Merton, Robert K.
 Milton, John
 Morris, Charles
 Osgood, Charles
 Park, Robert
 Peirce, Charles S.
 Piaget, Jean
 Plato
 Richards, I. A.
 Sapir, Edward
 Saussure, Ferdinand de
 Schramm, Wilbur
 Schutz, Alfred
 Shannon, Claude
 Simmel, Georg
 Sullivan, Harry Stack
 Tarde, Jean-Gabriel de
 Von Neumann, John
 Vygotsky, Lev
 Weaver, Warren
 Weber, Max
 Whorf, Benjamin Lee
 Wiener, Norbert
 Wittgenstein, Ludwig

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