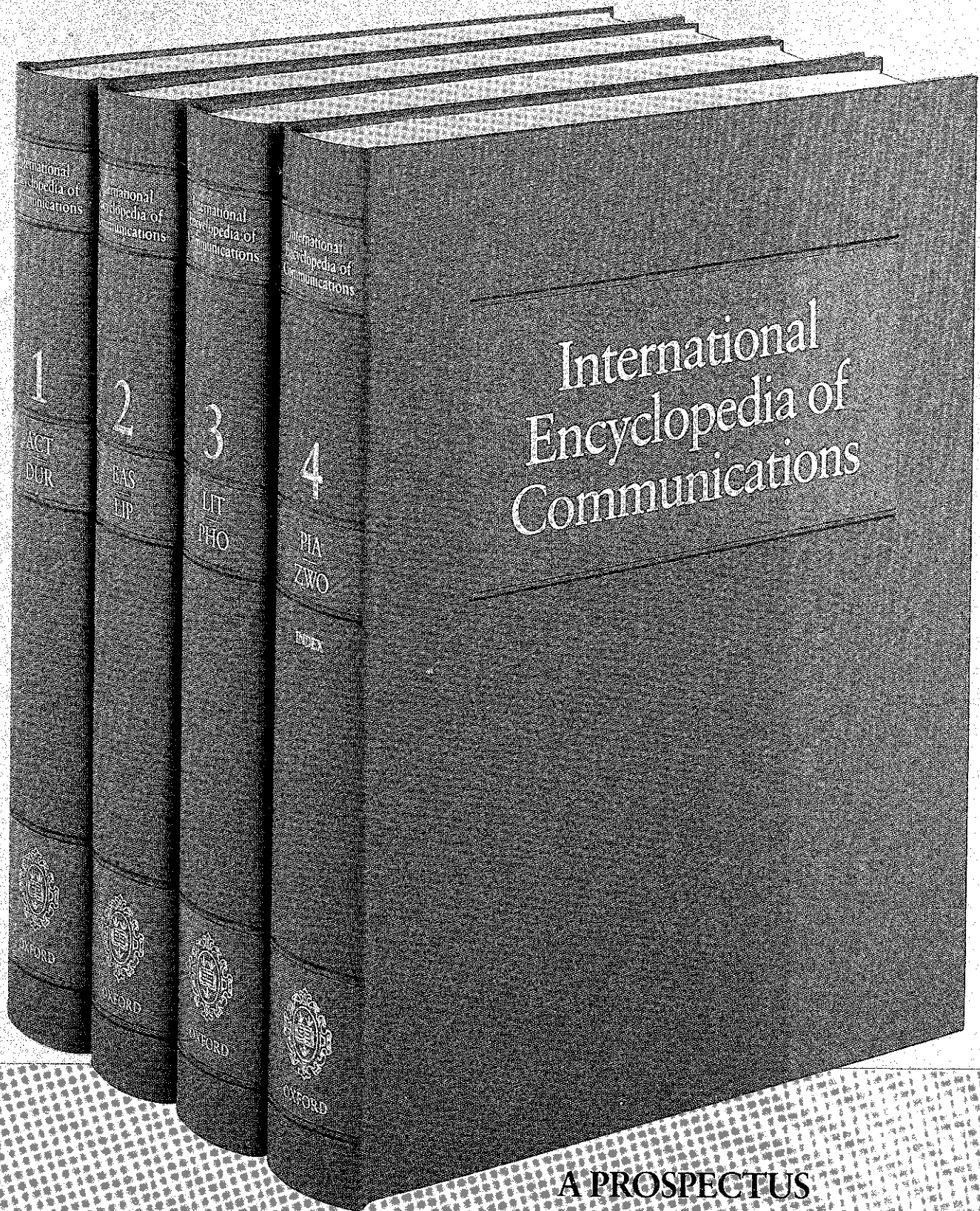


Introducing
the first comprehensive
reference to an exciting
new field



A PROSPECTUS

An Overview

Today we refer to the "communications revolution," one that is far from over. The term has become part of our everyday vocabulary; the phenomenon has become part of our everyday lives. But this revolution actually began thousands of years ago when sound and body language were joined by words, and today finds its form in telecommunications and other rapidly evolving technologies. In recent years, communications has emerged as a new field of study as scholars, students, and the general public seek to understand the myriad ways human beings influence and interact with one another.

An authoritative new reference to an expanding new field

To meet the need for a definitive reference to the burgeoning field of communications, the University of Pennsylvania and Oxford University Press are proud to present the four-volume *International Encyclopedia of Communications*.

The *International Encyclopedia of Communications* is a comprehensive, authoritative, and up-to-date reference covering all aspects of communication—individual and institutional, cultural and technological, practical and theoretical—in every part of the world. Broad in scope and interdisciplinary in coverage, the *Encyclopedia* contains more than 550 original articles written by a distinguished international group of contributors. These articles, which range in length from 500 to 4,000 words, are highlighted by 1,100 photographs, line drawings, maps, and tables. Together they present a complete visual and verbal panorama of the field of communications.

An astonishing range of information in four accessible volumes

Within the various entries, thousands of subjects are discussed: from physical gesture to speech, language, and alphabet; from fire signal to space satellite; from clay tablet to microchip.

The *Encyclopedia* describes the various vehicles by which humans communicate—film, theater, music, and literature; art and architecture, electronic and print

media; video and photography; advertising and journalism; sports and more—and the social settings in which they occur. It covers communication in the animal and insect worlds. It contains articles on alphabets, writing, speech, nonverbal language, and other diverse communication systems. It provides entries on dozens of people who have made their special mark in the field, from Plato and Confucius through Johannes Gutenberg and Alexander Graham Bell to Sigmund Freud, William Randolph Hearst, Harold Lasswell, and Marshall McLuhan. It explores communications milestones, such as the invention of the printing press, computerization, innovations in sound recording, laser and satellite technology, and advances in telecommunications. It examines the nature of communication across the globe and throughout history: in the Americas and Europe as well as in Africa, Asia, and Australia; in the Hellenic and Islamic worlds; from the Roman Empire to the present day. And it discusses communications research and scholarship as well as the links between communications and a host of other disciplines, including anthropology, art, education, history, journalism, law, linguistics, literature, mathematics, philosophy, political science, psychology, religion, science and technology, and sociology—all set within the unique context of the communications field.

To guide readers quickly and easily through this rich mine of information, the *Encyclopedia* is alphabetically arranged, contains abundant cross-references and blind entries, and concludes with an extensive Analytic Index. In addition, each article is followed by a bibliography that has been supplied by the contributor.

A monumental achievement with a wide range of appeal

When the *Encyclopedia* was first conceived in 1982, the editorial goal was an ambitious one: to embark on the first attempt to survey and define the communications field in a clear, comprehensive, and definitive way. Today, six years later, that lofty goal has been achieved. The result is a work that is destined to become an indispensable reference for students, scholars, educators, professionals, and general readers, and an essential resource for every library.

A PROSPECTUS

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From the Preface

“The ways in which members of the human species perceive and influence each other and envision their own role 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, roar, 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 entered another phase as humans began to record on cave wall, stone tablet, bone, wood, bark, pottery, skin, and plant fibers messages that others might note. 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 of words, images, and symbols through printing and paper and all their associated technologies. The reverberating effects have only gradually been glimpsed. 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 could 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, and the broadcast media via video, cable, computer, satellite, and the laser beam into a telecommunications era, have set into 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 and its social effects.

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

In 1982 sixty leading scholars representing communications and related fields were brought together at The Annenberg School of Communications, University of Pennsylvania, by Dean George Gerbner for a series of meetings to weigh the feasibility of a communications encyclopedia, a first attempt to survey and define the field in a comprehensive way. The participants came from various parts of the world. Some began by questioning the timing of the initiative. Was it perhaps premature? But searching discussion obliterated the doubts and a consensus developed. Now, it was felt, *was* the time. Some pointed out that, having come from varied fields, they wanted to know more about the perspectives that other disciplines had brought to the subject. All felt that the social reverberations of the communications revolution needed immediate and persistent study, with special concern for its newest and most explosive phases.

So the decision was made. Oxford University Press joined the University of Pennsylvania in sponsoring the project and became its publisher; an editorial board was formed....Four hundred and fifty writers in twenty-nine countries eventually contributed to the work. An international panel of editorial advisers, more than two hundred in number, provided valuable individual counsel whenever questioned on specific problems....

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 cave drawings to the computer. Other entries examine communication processes from psychological, sociological, anthropological, and other perspectives. Individuals who have enriched our understanding of these processes or 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, telecommunications networks, satellite systems. 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 while each stage in communications history has added new ways of communicating, all have remained in action, 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 communications 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 to the organism. Communications scholars concern themselves with everything that may block, disrupt, poison, or distort communications. They strive to understand such aberrations and further the quest for remedies....

In almost all our articles you will find cross-references to others, throwing light on related topics and subtopics, which 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-reference, we hope and trust you will find what you are looking for and much more besides.”

Erik Barnouw,
Editor in Chief

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Fiber Optics

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Fiction

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Film Editing

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Folklore

Richard Bauman, *Professor of Folklore and Chair, Folklore Institute, Indiana University*

Folktale

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Food

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Forgery, Art

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Chidananda Das Gupta, *Director of Communication, Indian National Trust for Art and Cultural Heritage, New Delhi*

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Gesture

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Goebbels, Joseph

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Government Regulation

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Minority Media

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Museum

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Music, Popular

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Music Performance

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2. Notations and Literacy

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