and economic growth, led to new forms of cultural activity and consumer behaviour. Second, the limited resources of the Quebec market, competition from both the United States and France, and the fragmentation of audiences or publics because of the multiplication of cultural forms and institutions renders the stability of the cultural system precarious. Third, within the context of a system of cultural production that cannot be economically self-sustaining, state cultural policy and grants have been crucial. His analysis suggests that Quebec's cultural activity exists within a series of tensions and contradictions that cannot easily be overcome, but that indeed are the ground of Quebec's uniqueness.

While Baillargeon's collection of essays does not make for compelling reading, it has fundamental value as a reference work. The fascinating analysis that remains to be undertaken could not proceed without the knowledge that this volume offers. That analysis, presaged by the title of this book, would interpret the living culture of the Québécois, uncovering the sense, contradictions, and consequences of their practices. Such a study would complete the picture Baillargeon offers, particularly for the non-Québécois, making sense of that distinct society's cultural life.

Reviewed by: Maurice Charland Concordia University


If, as the shopworn Chinese adage has it, a journey of a thousand miles begins with one step, it would appear that political communication researchers have a great distance to travel towards uncertain destinations. The 15 articles making up this collection attest to the arguable view that political communication as a field of inquiry is desperately seeking definition. This, in part, is reflected in the editor's admission that the three general categories that
provide the subtitle, and under which the contributions are subsumed, are less than distinct.

Such a lukewarm summation should be not allowed to detract from several high-quality discussions in this set. Consisting mainly of articles, and papers first presented elsewhere, the book as a whole is uneven, both in its parts and its prose. Paletz favored an international flavor to collecting works from various countries, and this diversity may be responsible for "more serviceable than fluent" writing in several instances.

Carl Bybee's "Uses and Gratifications Research and the Study of Social Change" proffers the only definition of political communication in the book, the others apparently taking the commonsensical position that the obvious requires no explanation beyond juxtaposing something political with communication. Arguments against lock-step research methods or premature closure notwithstanding, some general discussion of the scope of political communication inquiry would have been helpful in distinguishing it from what it is not.

At the risk of appearing chauvinistic, two of the most provocative pieces are by Canadians. Graham Knight and Bruce Curtis offer a dense but riveting Marxist critique of biases embedded in the production and presentation of news. Rene Jean Ravault's "International Information: Bullet or Boomerang" criticizes application of the discredited bullet theory to explain media imperialism, offering in its place the boomerang effect as more productive in understanding global news flow imbalance. Revault faults no less an organization than UNESCO for basing the New World Information Order on the "magic" bullet idea, arguing the boomerang can better explain why Sandinistas, Cuba and the Ayatollah are not swayed by American messages.

Harvey Molotch, David L. Protes and Margaret T. Gordon take another swipe at the bullet theory, this time in its hypodermic guise, by showing how the interaction between journalists and policy-makers
results in "coalition journalism," hence "The Media-Policy Connection: Ecologies of News." The novelty of their approach is matched by the novelty of a couple empirical studies from West Germany. Barbara Baerns claims that two-thirds of news considered political derives from public relations, a sobering thought. At the same time, one could argue with her characterization of what is public relations. Hans M. Kepplinger and Michael Hachenberg show how the press contributed to transforming the unconventional into the conventional and the illegitimate into the legitimate, in their study of conscientious objection.

Differential development in the field inevitably has led to growth areas. Jay C. Blumler and David Weaver assay two of these—election coverage and agenda-setting. Media studies that qualify as traditional are provided by Daniel C. Hallin, who tries to show that the change in reportage style from Vietnam to El Salvador in the U.S. mass media is more apparent than real; Kuan-Hsing Chin's comparison of Chinese newspaper coverage of U.S. news between 1971 and 1981, where change has been real and toward less negativity. Also in this vein of tradition are: Gianpietro Mazzoleni's "The Role of Private TV Stations in Italian Elections," which examines the impact on a jurisdiction heretofore monopolized by state telecasting; and Keppliner and Wolfgang Donsbach who replicate a research genre pioneered in the United States that studies the effects of camera angles in electoral coverage.

National development dilemmas and communications processes, both in Third World and industrialized but poor countries, engage Celina R. Duarte ("The Press and Redemocratization in Brazil"), co-authors Joseph Rota and Tatiana Galvan ("Information Technology and National Development in Latin American"), and Jerzy Oledzki ("Toward the Democratization of Mass Communication: A Social Search for Equality"). These studies indicate the extent to which the press, not only in performing its dissemination function, but as a political institution in its own right, affects political processes in settings that are different and removed from North America or western Europe.
In 1981, Dan Nimmo and Keith Sanders chronicled the evolution of political communication over the previous quarter-century for *The Handbook of Political Communication*, itself a milestone and testimony to that evolution. They recounted the extent to which the inchoate, interdisciplinary beginnings solidified into a distinctive scholarly field, but then saw fit to pronounce the field as still in its infancy. It is this assessment that ultimately describes Paletz’s attempt to present "innovative and provocative" research. The book succeeds, by and large, in its research purpose; but, the pieces also leave one with the distinct feeling that as footprints in the field, they trail off in too many directions and cry out for a greater sense of unity.

Reviewed by: Akira Ichikawa
University of Lethbridge

Rogers, Everett M., and Francis Balle, eds.
The Media Revolution in America and Western Europe

This wide-ranging and informative volume has two purposes, according to its editors, (Intro XI). They are: To familiarize North American communication researchers with European work; and to further the intellectual merger of empirical and critical approaches to communication studies. While these are admirable goals, the volume contributes to the former, but it not as convincing in championing the latter. It seems safer to assume with Steven Chaffee and John Hochheimer that "empirical research findings need to be interpreted in the context of the historical time and place in which the data were gathered," (290), and these social contexts remain vastly different in Canada, the United States and Europe.

The book is divided into three parts: I. The Changing Nature of the Mass Media in Europe and America; II. The New Worlds of the Mass Media; and III. European and American Approaches to Communication Research. Each section contains a variety of articles by an equal number of writers from both sides of the Atlantic. In