programme (Gail Valaskakis, Jeff Bear). Guaranteed access to networks and regulations requiring aboriginal programme distribution are key areas of concern. Other papers in this group call for a clear legislative mandate to support multi-cultural programming.

The papers in this volume are presented in the form of briefs. They clearly are intended to advocate policy positions to the members of the Task Force. Their value lies in the exposure of a spectrum of views on resolutions to problems that plague the Canadian broadcasting sector. In most cases, the implications for other interest groups and realistic possibilities for implementation are not considered. Perhaps not surprisingly, problems confronting Canadian broadcasting policy are presented under the shadow of U.S. broadcasting, technical change and the inevitable clash of social, political and economic values. The Federal Task Force's synthesis of views reflects another attempt at reconciliation that may open possibilities for the survival of a distinctively Canadian broadcast environment.

Robin E. Mansell, Administrator
Committee for Information, Computers and Communication Organization for Economic Corporation and Development

The Media Society: Basic Issues and Controversies

Although Canadian scholars have made valuable contributions to communications research, few have turned their attention to the problems caused by the dearth of good introductory textbooks reflecting the Canadian experience. It is with particular joy, therefore, that we welcome Carleton University Professor Ross Eaman's new book, The Media Society.

It's compact, to be sure, but it packs into its 188 pages more than sufficient material to fuel most introductory courses in mass communication. And it is obvious that the material has been successfully test-driven in Eaman's own classes. Despite the need for a little sharper copy editing, the book is logically organized and clearly written, so that while everyone may not agree with his entire selection of topics or with his emphases, they are still likely to find the book more useful than anything else currently available.

Fortuitously, I was able to use Eaman's text, hot off the press, for a summer course I was teaching, and I can report that almost without exception, my students enthusiastically endorsed this opinion. For most of them, it was a new and thrilling experience to use a text with up-to-date Canadian references rather than the usual American or British data. Furthermore, they found particularly praiseworthy the extensive, and carefully selected bibliographies at the end of each chapter.

Receiving a rather more mixed reaction was the "double polarity" methodology Eaman employs in each chapter to highlight four major schools of thought of intellectual positions on each of the issues he raises. It is a rigid system, indeed, and sometimes openly shows the strain under which it is made to work. Most frequently, as though the author kept running out of gas, it is poor old Position D which gets short shrift, being left undeveloped or dismissed as a variation of one of the preceding three positions.

On the whole, however, the students did agree with Eaman that, used judiciously, the method can clarify sometimes abstruse distinctions and that it certainly stimulates discussion and debate.

One particularly noticeable lacuna results from the failure in Chapter One (What is Communication?) to develop the section on semiotics (Position D, of course). The subject is given a hurried overview and there is little to suggest that semiotics provides one of the two major ways of thinking about communications. This in turn precludes serious examination of this form of analysis in the discussion of news in the following chapter.

In Chapter Three, dealing with press-state relationships, Socialist theory (Position D, again!) suffers from a truncated presentation. In fact, there is throughout the book a seeming reluctance to deal more than cursorily with Marxist or other socialist critiques of media. And in this chapter, too, the
presentation of the Social Responsibility position curiously almost overlooks (apart from a brief mention of the Davey Report) Canadian contributions to the development of the theory, which has come a long way since the Hutchins Commission.

The chapter on concentration of media ownership, though well-handled on the whole, cries out for discussion of the problem of conglomeration—ownership of media by vast corporations whose major interests are NOT media. Conglomeration, after all, was singled out by Tom Kent himself as the single biggest threat to our newspaper industry.

Other comments and criticisms are possible (For example, my students though the chapter on technology was not quite satisfactory, lacking detailed information about new areas of development, and I myself would have liked to see an expanded treatment of culture (High, Low etc.) and of public policy issues such as censorship in relation to pornography, hate literature and violence, as well as a section on the New World Information Order.)

But these are only quibbles from someone who would like to see the text perfectly reflect his own particular course outline, and who is well aware that other teachers will have other equally valid interests and emphases. If I mention these things at all, it is only to encourage Prof. Eaman to expand his book in the subsequent edition it so richly deserves.

Enn Raudsepp
Concordia University

Progress in Communication Sciences, Volume VI

State of the art anthologies, often in the form of annual reviews, are found in most established disciplines. This volume is part of a biennial series that tries to carry this venerable tradition to the relatively new field of communication studies. Despite our reservations about the editor’s assumption that communication is a science — straddling the natural sciences, social sciences and humanities, it has the same epistemological flexibility that characterizes anthropology and geography — we are nonetheless pleased at the disciplinary and ideological openness of most of the contributions.

The authors have done their bibliographic homework. Extensive up-to-date citations make this book a valuable reference text regardless of whether the reader subscribes to the orientation of the particular contributors. Also, readers on this side of the border will no doubt be pleased to note that several articles make significant use of Canadian examples.

The volume opens with an overview of intercultural communication by William Gudykunst. This is an area first defined by Edward T. Hall. Gudykunst respectfully and systematically expands that legacy. He advocates drawing clear distinctions between the terms intercultural and cross-cultural, thereby highlighting the relevance that each has to the other. He also addresses the current state of theory and research, making necessary connections between the status of intercultural studies and the contributions of other disciplines, such as anthropology and psychology.

A major strength of Gudykunst’s approach is that it offers valuable background to the student first approaching this area by providing a point of entry whereby other related formulations can be linked to intercultural studies. For example, from a Canadian perspective, the reader might want to integrate Harold Innis’s notions about the centre/margin relationship in terms of where particular ethnic groups are situated in relation to the dominant culture and how this situation may effect the interactions between them. We would also add that his approach could be expanded to include possible connections between the modes of communication employed within ethnic groups, and their influence on intercultural interaction on both the interpersonal and institutional levels.

Gudykunst’s approach is complemented by the subsequent article dealing with communication, ethnicity and stratification, by K. Kyoon Hur and Leo W. Jeffres. They offer a review of the literature linking mass media and ethnicity, which accentuates the use of such media by particular ethnic groups. They