rhetorical analysis along with the heavy emphasis on quantitative research. But in general, the efficacy of the research results demonstrates that quantitative methods of interethnic analysis face a decided challenge from the perspectives put forth in critical analysis and cultural studies. These approaches inform from different premises. But the focus they place on context and history and discourse contributes a vital perspective to the study of signification, intersubjectivity and interaction. Current research in interethnic communication is much more varied and insightful than this anthology suggests.

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Communication, Gender and Sex Roles in Diverse Interaction Contexts
Lea P. Stewart and Stella Ting-Toomey (eds.)
Ablex Publishing Corporation, 1987
Norwood, New Jersey

To those interested in communication and the sexes, the title of this book is both luring and exciting. It studies the complex interplay of language, non-verbal behaviour, gender and sex roles, and in so doing, contains promise of being at the "leading edge" of scholarly work in the area. Equally as enticing are the editors' goals for the volume which are to assemble a representative array of conceptual and methodological approaches used in the study of communication, gender, and sex roles and to display the wide range of scholarship pertaining to these issues. Fueling this initial interest and excitement is a brief but good introduction to the pragmatics of gender-related communication by one of the editors. In her description of the status of research in this area, Ting-Toomey raises some important issues such as the need for good descriptive studies, for the study of the same phenomenon across settings, and for sound conceptual frameworks and theories to understand current research and guide future investigations.

Unfortunately, this is where the excitement ends. In short, this book is disappointing for several reasons. First, those researchers interested in exposure to an array of methodological approaches will not find it here. For the most part, the chapters are either based on data derived from questionnaires, surveys, and/or interviews, or are descriptive essays. Second, and related to the first reason, there are very few direct measures of communicative behaviour. Those studies that are empirically-based have predominantly measured perceptions of communicative behaviour rather than the behaviour itself. Third, many of the studies do not have strong conceptual or theoretical bases and are seriously flawed methodologically. Fourth, there is simply not much that is new for people who are already familiar with the area.
The book is comprised of nineteen papers that are an outgrowth of the Sixth Annual Communication, Language, and Gender Conference held at Rutgers University in 1983. The papers are divided into four parts, each representing a different interactional context (interpersonal, organizational, cultural, and applied). The content ranges widely and includes topics such as gender differences in trait argumentativeness, in the management of conflicts, in intraorganizational negotiation ability, and in forensic participation and leadership; sex role portrayal in speech events, children's literature, comic strips, and song; perceptions of women as managers and as whistle blowers; and ethical considerations in divorce mediation, in the evaluation of women's communication, and in organizational research.

In each of the four parts, there are empirical studies and descriptive studies or descriptive essays. Generally, the empirical studies are the weakest. Some are based on simplistic notions and out-dated concepts; many suffer from a number of methodological problems (such as small sample sizes, use of intact groups, lack of independence in the data, use of multiple statistical tests) that make their results uninterpretable; and, in others, the presentation of the results is so confusing and the discussion so inadequate that the reader is left frustrated, disappointed, or both. The descriptive studies on the other hand fare somewhat better than the empirical ones. Their topics are often intrinsically interesting (e.g., sex role playing in song and literature), and some accounts are particularly detailed and perceptive (e.g., G.B. Ray's analysis of sex roles in the speech events in an Appalachian community). Unfortunately, others are quite limited in scope and not very complete or sophisticated in their analysis. When nominal data are reported in these studies, they usually lack statistical treatment of them and the coding systems are often quite simplistic. In general, the descriptive essays are concise and well-written. However, because of their brevity (an average of ten pages including references), they offer little more than an introduction to their specific topics.

Putting together a book from conference presentations is a tricky business. Often, papers given at conferences are necessarily brief and insufficiently detailed due to the time constraints of oral presentations. Perhaps more often than is desirable, work is presented in a less-than-final stage - empirical studies may still be in progress and conceptual papers may not be fully formulated. In addition, many conferences are forums for presentations by graduate students and junior faculty - people who are beginning their careers and who may not have published much. For a book comprised of this sort to have merit, selected papers should be complete and make significant contributions to the field. The majority of papers in this volume fail on both counts.

All of this raises the question of a suitable audience for the book. The editors' intention is to provide professional and students in the discipline of communication with a handy source of recent work in the area. However, researchers expecting
an exposure to a wide range of methodological and conceptual approaches will be disappointed by the narrowness of the range and the generally poor quality of the studies, and professionals anticipating material of practical value for use in education, industry, or organizations will find little more than cursory coverage of issues and approaches. If the book has any value it may be that it can provide students who are new to the field with a sampling of research topics. However, they might be well advised to terminate their reading after the Introduction and pursue additional study elsewhere.

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