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COMMUNICATION
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A Preliminary Bibliography

Department of Communication
Michigan State University
East Lansing, Michigan
February, 1966

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How to Use the Bibliography

The following information is provided for each item:

1. The publication's identification number(s): First, the reference number corresponding to the alphabetical position of the publication, and second, the categories of the bibliography outline into which the publication has been coded. A publication may have more than one number which indicates that it contains material relevant to more than one category.
2. All items are entered alphabetically under the first author's name, followed by
3. The title of the publication, and
4. The book or periodical where the article may be found, the date, volume, number, and page range, or the place of publication and the publisher in the case of books, reports, and other documents.

Example:

- 2.(2A) Abu-Lughod, K. "International News in the Arabic Press: A Comparative Content Analysis," P O Q , Vol. 26, No. 4, pp. 600-612.

Bibliography Outline

Description of the Communication Situation

- I. Communication Systems: Media and Oral
 - A. Mass Media Systems
 - 1. Structure, Operation of a National Media System
 - a. System Personnel
 - 2. Cross-National Comparisons of Media Systems
 - B. Oral Systems
- II. Communication Content: Mass Media and Oral
 - A. Mass Media Content
 - B. Oral Content

Research Evidence

- III. Communication and Individual Change
 - A. Research on the Effects of Communication Exposure
 - B. Guides to Assessing Communication Effects

Theoretic Discussions

- IV. Communication, Education and National Development
 - A. Communication and Development
 - 1. In China and Russia
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 - 3. In More Developed Countries
 - B. Education and Development
- V. Other Contributors to National Development
 - A. Socio-Cultural
 - B. Political Change
 - C. Economic Development
 - 1. Technical Assistance

Classification of References by Outline Categories

I. Communication Systems: Media and Oral

A. Mass Media Systems

1. Structure, Operation of a National Media System

1, 6, 7, 8, 9, 20, 22, 29, 46, 50, 76, 78, 94, 95, 111,
125, 131, 147, 200, 219, 220, 221, 222, 237, 246, 256,
277, 281, 284, 285, 290, 307, 309, 312, 344, 359, 406,
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13, 85, 88, 90, 141, 172, 202, 266, 281, 329, 389.

2. Cross National Comparisons of Media Systems

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342, 354, 365, 374, 386, 387, 388, 389, 390, 391, 402.

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267, 272, 281, 284, 299, 312, 332, 364, 385, 399, 402, 411,
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256, 265, 275, 306, 343.

III. Communication and Individual Change**A. Research on the Effects of Communication Exposure**

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1. Technical Assistance

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313, 407.

Journals Searched

<u>Title</u>	<u>Abbreviation</u>
Audio-visual Communication Review	AV Comm R
African Abstracts	African Abstracts
Agitator	Agitator
Agricultural Leaders Digest	Ag Lead Dig
American Academy of Political and Social Science: Annals	Ann Am Acad
American Affairs Pamphlets	Am Affairs Pams
American Anthropologist	Am Anthropologist
American Behavioral Scientist	Am Behav Sci
American Education Research Journal	Am Ed Res J
American Economic Review	Am Econ R
American Institute of Planners	Am Inst Planners
American Journal of Economics and Sociology	Am J Econ and Sociol
American Journal of Psychology	Am J Psychol
American Journal of Sociology	Am J Sociol
American Political Science Review	Am Pol Sci R
American Psychologist	Am Psychologist
American Quarterly	Am Q
American Scholar	Am Scholar
American Sociological Review	Am Sociol R
American Speech	Am Speech
Anthropological Quarterly	Anth Q
Anthropology Tomorrow	Anthro Tomorrow
Antioch Review	Antioch R
Approach	Approach
Australian Journal of Politics and History	Australian J Pol and History

<u>Title</u>	<u>Abbreviation</u>
Author and Journalist	Author and Journalist
Behavioral Science	Behav Sci
Behaviour	Behaviour
British Journal of Psychology	Brit J Psych
British Journal of Sociology	Brit J Sociol
Broadcasting Magazine	Broadcasting
Canadian Education and Research Digest	Can Ed Res Dig
Canadian Journal of Economics and Political Science	Can J Econ
Canadian Journal of Psychology	Can J Psychol
Canadian Linguistic Association Journal	Can Linguistic Assn J
Canadian Psychologist	Can Psych
Columbia Journalism Review	Columbia Journalism R
Community Development Bulletin	Community Dev Bull
Comparative Education Review	Comp Ed R
Co-operative Digest	Co-op Dig
Current Anthropology	Cur Anthropology
Doors to Latin America	Doors to Latin America
European Broadcasting Union Review	E B U Review
Economic Abstracts	Econ Abst
Economic Development and Cultural Change	Econ Dev and Cult Change
Education Digest	Educ Dig
Educational Research	Educ Research
Farm Economist	Farm Econ
Foreign Affairs	For Affairs

<u>Title</u>	<u>Abbreviation</u>
Foreign Projects Newsletter	For Proj
Foreign Service Journal	For Service J
Gazette	Gazette
Habitat	Habitat
Harvard Educational Review	Harv Ed R
Harvard Journal Asiatic Studies	Harv J Asiatic Studies
Human Events	Hum Events
Human Factors	Hum Factors
Human Organization	Hum Organization
Human Relations	Hum Relations
International Anthropological and Linguistics Review	Int Anthropological and Linguistics R
International Conciliation	Int Conciliation
International Development Review	Int Dev R
International Economic Review	Int Econ R
International Index	Int Index
International Journal	Int J
International Journal Comparative Sociology	Int J Comp Sociol
International Organization	Int Org
International Philosophy Quarterly	Int Phil Q
International Political Science Abstracts	Int Pol Sci Abst
International Review of Agricultural Economics	Int R Ag Econ
International Social Science Journal	Int Soc Sci J
International Social Work	Int Soc Work
International Studies	Int Studies
International Trade Review	Int Trade R
Japanese Psychological Research	Jap Psychol Res

<u>Title</u>	<u>Abbreviation</u>
Journal of Abnormal and Social Psychology	J Abnorm Soc Psychol
Journal of Advertising Research	J Adv Res
Journal Asiatique	J Asiatique
Journal of Asian Studies	J Asian Stud
Journal of Broadcasting	J Broadcasting
Journal of Business Education	J Bus Educ
Journal of Communication	J Comm
Journal of Conflict Resolution	J Conflict Resolution
Journal of East Asiatic Studies	J E Asiatic Stud
Journal of Economic Abstracts	J Econ Abst
Journal of Educational Research	J Ed Res
Journal of Experimental Analysis of Behavior	J Exp An Behav
Journal of Experimental Education	J Exp Educ
Journal of Farm Economics	J Fm Econ
Journal of General Education	J Gen Ed
Journal of General Psychology	J Gen Psychol
Journal of Health and Human Behavior	J Health and Hum Behav
Journal of Human Relations	J Hum Rel
Journal of Individual Psychology	J Indiv Psychol
Journal of International Affairs	J Int Affairs
Journal of Marketing	J Marketing
Journal of Near Eastern Studies	J Near E Studies
Journal of Oriental Studies	J Oriental Stud
Journal of Politics	J Pol
Journal of Regional Science	J Reg Sci
Journal of Retailing	J Retail
Journal of Social Psychology	J Soc Psychol

<u>Title</u>	<u>Abbreviation</u>
Journal of Social Sciences	J Soc Sci
Journalism Educator	Journ Educ
Journalism Quarterly	J Q
Law and Contemporary Problems	Law and Contemp Prob
Middle East Journal	Mid East J
National Association of Educational Broadcasters	NAEB J
National Education of the U.S. Journal	Nat Ed Assn J
New Outlook-Middle East Monthly	New Outlook
Nigerian Journal of Economic and Social Studies	Nig J Econ Soc Stud
Pacific Affairs	Pacific Affairs
Pacific Sociological Review	Pacific Sociol R
Personnel Journal	Pers J
Philippine Social Sciences and Humanities Review	Philippine Soc Sci and Humanities R
Philippine Sociological Review	Philippine Sociol R
PROD	PROD
Political Science Quarterly	Pol Sci Q
Psychological Bulletin	Psychol Bull
Psychological Review	Psychol R
Public Opinion Quarterly	P O Q
Review of Economic Studies	R Econ Stud
Review of Educational Studies	R Educ Stud
Review of International Co-operation	R Int Co-op
Review of Politics	R Pol
Review of Social Economy	R Soc Econ
Rural India	Rural India
Rural Sociology	Rural Sociol
Scientific American	Sci Am

<u>Title</u>	<u>Abbreviation</u>
Scientific Business	Sci Bus
Social and Economic Studies	Soc and Econ Stud
Social Education	Soc Educ
Social Forces	Soc Forces
Social Problems	Soc Prob
Social Research	Soc Res
Social Science	Soc Sci
Social Science Research Items	Soc Sci Res Items
Sociologia	Sociologia
Sociological Abstracts	Sociol Abst
Sociological Quarterly	Sociol Q
Sociologus	Sociologus
Sociology and Social Research	Sociol and Soc Res
Sociology of Education	Sociol Educ
Sociology Review	Sociol R
Sociometry	Sociometry
Southwestern Social Science Quarterly	SW Soc Sci Q
Soviet Sociology	Soviet Sociol
Speech Monographs	Speech Monogr
Studies of Broadcasting	Stud Broadcasting
Telecommunication Journal	Telecom J
Television Quarterly	TV Q
UNESCO (Educational Abstracts)	UNESCO--Ed Abs
Western Political Quarterly	West Pol Q
World Agricultural Economics and Rural Sociology Abstracts	World Ag Econ and Rur Sociol Abst
World Politics	World Pol

General Abbreviations

American	Am
Association	Assn
Audio-visual	AV
Behavioral	Behav
British	Brit
Bulletin	Bull
Canadian	Can
Communication	Comm
Current	Cur
Economics	Econ
Foreign	For
Individual	Indiv
International	Int
Japanese	Jap
Journal	J
Political, Politics	Pol
Psychology, Psychological	Psychol
Public	Pub
Quarterly	Q
Research	Res
Review	R
Science	Sci
Social	Soc
Sociological, Sociology	Sociol
Western	West

Bibliography

1. (1A1) Abrams, P. "Radio and Television (British Broadcasting)," in Thompson, D., ed., Discrimination and Popular Culture. Baltimore: Penguin Books, 1964, pp. 198.

The hypothesis of this book is that the shortcomings of popular culture are with us because the mass media have become the expression and mouthpiece of a particular type of civilization. The book attempts to throw light upon the social role of the media. The mass media must continue where education at its best leaves off. Topics discussed by seven authors are: advertising, radio and television, the press, film, magazines, recorded music and design as they relate to influence upon popular culture; suggested remedies for the situation are several.

2. (2A) Abu-Lughod, K. "International News in the Arabic Press: A Comparative Content Analysis," P O Q, 1962, Vol. 26, No. 4, pp. 600-612.

Using frequencies and percentages, this study provides an interesting picture of news content in the Arabic press. A central finding, among others, is that within the Arab world itself, countries more deeply involved in governmental programs of internal reconstruction have newspapers that devote somewhat less space to international events than countries whose economic and political future is seen as more dependent upon the West.

3. (3A, 5A) Adams, R. "Personnel in Cultural Change: A Test of a Hypothesis," Soc Forces, 1951-52, Vol. 30, pp. 185-189.

Test of Barnett (1941) hypothesis in a Peruvian town; that the presence of personal conflicts in certain individuals is a determining factor in their disposition to introduce changes into a culture. Indicates that the application is restricted to those cases in which the change is rapid and violent.

4. (5A) Ahumada, J. "Hypothesis for the Diagnosis of a Situation of Social Change," Int Soc Sci J, 1964, Vol. 16, No. 2, pp. 192-202.

Notes prepared as the basis of a research program in Venezuela on the process of social transformation, including economic development.

5. (5A) Alers-Montalvo, M. "Cultural Change in a Costa Rican Village," Hum Org, Vol. 15, pp. 2-7.

Study held in the Village of San Juan Norte with the attempt to investigate the totality of the process involved in accepting new items to

become aware of the different types of variables involved in such a process.

Finding is that the apparently simple act of deciding whether to accept or reject an item is conditioned not only by psychological, but also by structural and cultural variables.

6. (1A) Alisky, M. "The Peruvian Press and the Nixon Incident," J Q, 1958, Vol. 35, pp. 411-419.

A descriptive article about Peruvian newspapers, magazines, and radio stations and government-press relations during the last 30 years. Comments on the mass media and U.S.-Peruvian relations.

7. (1A1) Alisky, M. "Growth of Newspapers in Mexico's Provinces," J Q, 1960, Vol. 37, pp. 75-82.

Detailed description of Mexican newspaper activities including journalism education, press association, newspaper chains and weeklies; mostly anecdotal.

8. (1A1, 4A2) Alisky, M. "Radio's Role in Mexico: A First Hand Survey," J Q, 1954, Vol. 31, pp. 66-72.

Mexico is mostly rural; distribution of communication is quite different from what it is in the United States, and thus the relative importance of various mass media differs. Radio plays a highly important role in Mexico. Radios are found not only among the wealthy, but also where they can serve as sources of entertainment and information for many residents. Radios in Mexico serve as newspaper and novel for the illiterate, and help to compensate the workers for the increased commercialization of the handicrafts.

9. (1A1) Alisky, M. "Spain's Press and Broadcasting: Conformity and Censorship," J Q, 1962, Vol. 39, pp. 63-70.

Brief descriptions of Spanish journalism education, newspapers, magazines, radio and television facilities, press associations and the Ministry of Information, plus comments on politics, regionalism and government control of mass media.

10. (1A2) Alisky, M. "The Mass Media in Central America," J Q, 1955, Vol. 32, pp. 479-486.

Description of both print and electronic media in the five Central American countries in 1955.

11. (4A) Allen, R. K. "Mass Media in Intercultural Communication," J Comm, 1955, Vol. 5, No. 2, pp. 65-76.

A proposal for the creation of an international agency or commission which would employ the mass media interculturally to promote intellectual freedom and the dissemination of ideas. Agency would be geared to the movement of world events as well as to the historical-repetitive life of the national state. It would assure the settlement of international differences by conciliation and discussion.

12. (3A) Almond, G. "Public Opinion and the Development of Space Technology," P O Q, 1960, Vol. 24, pp. 553-573.

An examination of the effects of the development of space satellites upon public opinion in the United States and some European countries, and an assessment of the attitudinal effects of U.S.-Russian space competition upon the NATO alliance.

13. (4A2,5B, Almond, G. A. "Public Opinion and National Security Policy," P O Q, 1956, Vol. 20, No. 2, pp. 371-378.

Critique of the then-current relationships between national security policy and public opinion as the "weakest" part of the American political process; suggests four lines of action: (1) Introduction of problems of military policy into university curricula; (2) Development of "soundly trained" military specialists in communication media; (3) Training of specialists in problems of military policy in "the major interest groups;" and, (4) Development of scholarship in political and military affairs among the military leadership.

14. (5B) Almond, G. S., and Coleman, J. S., eds. The Politics of the Developing Areas. Princeton, N.J.: Princeton University Press, 1960.

Almond constructs a theoretical framework for the comparative analysis of political systems. Coleman examines empirical data from underdeveloped countries in terms of the theoretical framework--especially the competitive to authoritarian dimension of political systems. Political communication is considered as an input function in any political system.

15. (5C1) Amuzegar, J. N. "Point Four: Performance and Prospect," Pol Sci Q, 1958, Vol. 73, No. 4, pp. 530-546.

Former President Truman's Point Four program of technical assistance to developing countries receives critical acclaim from Amuzegar in his discussion of the difficulties likely to be met by any assistance program of this sort.

16. (1B, 5B) Anderson, B. "Opinion Influences and Political Opinion Formation in Four Swedish Communities," Int Soc Sci J, 1962, Vol. 15, No. 2, pp. 320-336.

The two-step hypothesis is considered applicable in this study of four Swedish communities.

17. (3A) Anderson, N., and Reigotski, E., "National Stereotypes and Foreign Contacts," P O Q, 1959, Vol. 23, No. 4, pp. 515-528.

Research on stereotypes of Frenchmen and Germans indicate that stereotypes appear to be modified through education and contact; the effect of the stereotype on the stereotyped group was also studied.

18. (4B, 4A,) Anderson, T. Breaking the Language Barrier, U.S. National Commission for UNESCO, 1955.

Methods of breaking the language barrier in order to get full understanding of other countries; stresses mass media in language teaching.

19. (5B) Apter, D. E. "The Role of Traditionalism in the Political Modernization of Ghana and Uganda," World Pol, 1960, Vol. 13, No. 1, pp. 45-68.

Comparison of recent political events in Ghana and Uganda, with speculations on how they have been shaped by the nature of traditionalism.

20. (1A1) Argudin, A. "Mexican Press is Attaining Influence and Stability," J Q, 1947, Vol. 24, pp. 135-138.

A brief description of the newspapers of Mexico City followed by a capsule history of Mexican journalism.

21. (3B) Argyris, C. "A Note on Research Technique: the Flow Chart," Hum Org, 1951, Vol. 10, No. 4, pp. 37-38.

Suggests a means by which one variety of flow chart can be used to describe a sequence of communication events in a work situation.

22. (4A, 4B, 1A1) Arms, G. "Diary from Nigeria--The Third Year," NAEB J, March-April, 1964, Vol. 23, No. 2, pp. 25-32.

Summary of the various components of the educational communications situation in Nigeria. Points out that TV programs have been aired only

on the television stations of the North and West. Lack of recording facilities has made any program interchange impossible, and no effective plan for exchanging educational films or working out common orders has been developed. Also, many organizations in Nigeria such as the Center for Educational Television Overseas, the Overseas Audio Visual Center, and UNESCO are introduced.

23. (4A2, 1B,3A) Armstrong, L. "A Socio-economic Poll in Beirut, Lebanon," P O Q, 1959, Vol. 23, No. 1, pp. 18-27.

Report of a "man-in-the-street opinion poll." Respondents answered specific questions on their opinions of careers, their values for consumption and investment, their attitudes on social problems and conditions, and some of their thoughts regarding the proper location of responsibility for socio-economic development. The author contends that the result reflects a lack of personal involvement of feelings of responsibility for socio-economic development but a sound understanding of what some of the basic problems are.

24. (5A) Ausubel, D. P. "The Maori: A Study in Resistive Acculturation," Soc Forces, 1960-61, Vol. 39, 218-227.

The phases followed by the Maori nation in resisting European acculturation. After being defeated by British colonists, they withdrew into reservation-like areas and villages and practiced an attenuated version of their traditional culture for seventy years. Emergency was facilitated by the gradual weakening of resentment and suspicion of the European, by Government paternalism, and by the effect of new highways, schools, radio and cinema in reducing the isolation of the Maori village.

25. (3B) Back, K. W. "Social Research as a Communication System," Soc Forces, 1962, Vol. 41, pp. 61-68.

Philosophical-methodological paper discussing several corollaries of Back's definition of the research process as a communication system with applications to the specific research processes of questionnaire design, interviewing, analysis, and theory. General idea: Map: Territory: Research: Reality.

26. (3A) Back, K. W. "The Change-Prone Person in Puerto Rico," P O Q, Vol. 22, pp. 330-340.

Study conducted in the lower economic strata, predominantly urban, shows that personality tests and attitude indices distinguished individuals favorable to all kinds of changes. Also shows that the key ingredient in modernism is orientation toward the future. Concludes that attitude toward change is based on a somewhat general personality disposition.

27. (4A) Bakonyi, S. "Divergence and Convergency in Culture and Communication," J Comm, 1958, Vol. 8, pp. 24-30.

In an attempt to solve the world's problems through improved cross-cultural communication, Bakonyi undertakes "an empirical inquiry into the genesis of emotional values and concepts in past and present cultures"--then finishes by suggesting an international language, as "a driving force in the process of intercultural convergence itself."

28. (5C) Balandier, G. "Comparative Study of Economic Motivations and Incentives in a Traditional and a Modern Environment," Int Soc Sci Bull, 1954, Vol. 6, pp. 372-387.

Report on the round table organized by the International Research Office on The Social Implications of Technological Change, Paris, 1954. In the meeting two types of problems were discussed: the concept of motivation and the problem arising out of economic development and in particular, out of the process of industrialization. A list of research projects to serve as a guide for further investigations was prepared. It covered three types of problems: study of motivations and their characteristics, study of processes, and study of groups (vocational and co-operative).

29. (1A1) Barber, R. B. "The European Broadcasting Union," J Broadcasting, 1962, Vol. 6, No. 2, pp. 111.

This international organization, coordinates Western European efforts at international cooperation in broadcasting (radio, television and film). Its most notable function is the operation of Eurovision, the relaying of television programs across national boundaries in Western Europe. As communication satellites bring global television closer to reality, E.B.U. will grow in importance because of its vital experience in international broadcasting. The organization is described under the following headings: Definition and Origin, Objectives and Means, Membership and Organization, Financing, Activities, and Principles.

30. (5B, 1A2) Barkocy, M. A. "Censorship Against 'Time' and 'Life' International Editions," J Q, 1963, Vol. 40, pp. 517-524.

Using data compiled primarily from Time-Life, Barkocy's findings "strongly suggest" a relationship between a military leader's rise to political power, totalitarianism, and censorship. About 94 percent of all censorship is attributed to political causes. 14 percent of all censoring countries account for 65 percent of all censorship actions. (For the most part, these figures do not include Communist bloc countries.)

31. (5A) Barnabas, A. P. "Social Change in a North Indian Village," Dissertation Abstracts, 1960-1961, XXI, pp. 3543.

A village in North India was studied with a view toward (1) understanding the changes and the process of change taking place in the village, (2) using the multiple factor theory of directive factors in social action in relation to the changes taking place in the village as a sensitizing theory. Five factors: opportunity, ability, support, force, and institutionalized were used to analyze the characteristics (caste, age, income, education, size of land holdings, and status of the occupation) of the people.

32. (5A) Barnett, H. G. Innovation: The Basis of Cultural Change. N.Y.: McGraw-Hill, 1953.

A general theory of the nature of the innovation and analysis of conditions for, and the immediate social consequences of, the appearance of novel ideas.

33. (3B) Barth, E. A. T. "The Language Behavior of Negroes and Whites," Pacific Soc R, 1961-62, pp. 69-72.

A limited study which attempts to show that different patterns of social organization are systematically associated with different meanings for mutually used terms. Responses to key words by comparable Negro and white college students showed that words tended to have a more personalized and less abstract meanings for Negroes than for whites. These linguistic differences may constitute barriers to effective communication which result in cliquing behavior now attributed to racial differences.

34. (1B, 3A) Base, S. P. "Characteristics of Farmers Who Adopt Agricultural Practices in Indian Villages," Rural Sociol, 1961, Vol. 26, pp. 138-145.

Improved practices recommended by the extension service are not uniformly adopted by all farmers. In an investigation in ten villages to ascertain the characteristics of farmers who adopted improved practices, it was found that those who adopted more belonged to higher castes, were literate and had higher participation in community activities. There was some indication that those who owned their farms adopted slightly more than those who did not.

35. (2A) Bateson, G. "Cultural and Thematic Analysis of Fictional Films," Trans New York Acad Sci, 1943, Vol. 5, No. 4, Ser. 2, pp. 72-78.

This research on film was conducted to derive some notions of the psychological implications of Nazism from the study of Nazi propaganda films (made around 1933).

36. (2A) Banchard, P. "The Child Audience--A Report on Press, Film, and Radio for Children," Paris: UNESCO, 1952.

A report on press, film and radio for children of twelve countries that are characteristic of different civilizations--Belgium, France, the German Federal Republic, Great Britain, Italy, Japan, Mexico, Sweden, Switzerland, Turkey, the United States, and Uruguay. Up to 1952, production of children's film was still non-existent in the great majority of countries. Children's broadcasts, though harmless enough, were generally of such poor quality that they encouraged the child to listen to variety programs for adults. It was strongly urged that countries, first at the national then at the international level, wake up to the need for encouraging and creating a juvenile press, radio and cinema that will not only satisfy educators but will really constitute an influence on youth.

37. (5A,5C) Bauer, C. "The Pattern of Urban and Economic Development: Social Implication," Ann Am Acad, 1956, Vol. 305, pp. 60-69.

With the rapid urbanization in the next thirty years in developing countries, some economic problems threaten the people all over the world. However, author thinks that the pattern of economic development will determine the size and distribution of urban communities. People, in the long run, will move to the place where better economic opportunities are available.

38. (4A) Bauer, R. A., and Bauer, A. H. "America, 'Mass Society' and Mass Media," J Soc Issues, 1960, Vol. 16, No. 3, pp. 3-56.

The extensive development of the mass media for transmission of information and entertainment depends on a high level of technological advance and a great deal of wealth and social leisure. It is equally certain that there is also a determinate relationship in the other direction, that a society as complex and extensive as the United States requires a flow of information and ideas that could not be handled by more primitive means.

39. (4A2) Bauer, R. A. "The Communicator and the Audience," J Conflict Resolution, 1958, Vol. 2, No. 1, pp. 66-76.

Studies the relationship between the communicator and the audience according to the following propositions: (1) Effect of the audience on organization and retention of material. Images of audiences, both real and imaginary, external and internal, affect the way in which we organize and retain information and what we believe; (2) Communication as personal commitment: The audience often commits the speaker to a public position to which he may subsequently accommodate his private belief; (3) Reference groups as secondary audiences: One seldom has in mind a single audience, and secondary, reference-group audiences may often exert the determining influence in the organization and retention of information.

40. (2B, 1B) Bauer, R. A., and Gleicher, D. B. "Word of Mouth Communication in the Soviet Union," P O Q, 1953, Vol. 17, No. 3, pp. 297-310.

Explores the characteristics and functions of word-of-mouth communication in Soviet Union. Unofficial word-of-mouth communication provides a major news source. Class differences in the proportion of people who cite word-of-mouth as a regular source of information are not significant. However, the upper classes (intelligentsia) receive word-of-mouth information more frequently than do the lower classes (Peasant), though it is relatively less important for them.

41. (4A3) Beal, G. M., Roger, E. M., and Bohlen, J. M. "Validity of the Concept of Stages in the Adoption Process," Rural Sociol, 1957, Vol. 22, pp. 166-168.

This study concludes that most farmers are aware of going through five separate stages in adopting a new practice: (1) awareness, (2) information, (3) application, (4) trial, and (5) adoption. Different sources are important at different stages. (Refers only to U.S. data.)

42. (5A) Beals, R. L., and Humphrey, N. D. No Frontier to Learning: The Mexican Student in the United States. Minneapolis: University of Minnesota Press, 1957. (Sponsored by Committee on Cross-Cultural Education, Social Science Research Council.)

Mexican exchange students are used to further interests in the study of the mechanisms and consequences of exchange programs. Are certain objectives met, such as boosting international friendship and understanding, and transmission of skills essential to national development? To answer this question, 1177 Mexican students were interviewed on various university campuses. Interviews included Mexican image of Americans; rate of growth in friendship and understanding; length of delay before skills learned become useful in original country.

43. (4B) Becker, S. L. "Pattern of ITV Utilization in English Schools," NAEB J, May-June, 1965, Vol. 24, No. 3, pp. 69-83.

Observing the use of ITV in English schools, author indicates that more school TV programs should be "direct teaching," closely related to the syllabi. To use direct teaching series effectively, one must revise one's classroom course in order to integrate the TV programs properly. BBC and the commercial companies affiliated with the ITV have provided the leadership in English educational broadcasting development. In-school broadcasts are almost completely national network efforts with educators involved in their planning only to the degree that a few of them serve on the national educational advisory committees of the BBC and the ITV companies.

44. (5C1) Beckett, P.L. "Public Administration Training as Technical Assistance: Some Further Observations on Experience in Beirut," West Pol Q, 1956, Vol. 9, pp. 151-172.

This is a report on the "Point Four project" in Lebanon. Observations are presented on the problems that a development administrator faced, such as improvement in student interest and training, nature and scope of initial program, trainee selection, graduate work, communication problems, etc.

45. (5C1) Beckett, P. L. "Meditations on the Ecology of Technical Assistance Administration," West Pol Q, 1958, Vol. 11, pp. 437-453.

The difficulties in aiding underdeveloped countries are discussed from a practical point of view. The problems are divided into two parts: (1) internal or domestic problems within the aid organization as it attempts to interact with the underdeveloped country; (2) problems inherent in the foreign environment.

46. (4A2, Behrstock, J. "Free Flow of Information UNESCO's Worldwide
1A) Program," J Q, 1949, Vol. 26, pp. 453-460.

Projects launched by UNESCO to overcome barriers which now prevent the unhampered exchange of words and images are outlined while recent technical advances have provided the means of making the "one world" ideal a reality, communication among peoples is today more hampered than at any other period in modern history.

47. (3A) Belson, W. A. "Measuring the Effects of Television,"
P O Q, 1958, Vol. 22, No. 1, pp. 11-18.

Several hypotheses and a methodology are offered about the effects of TV in London from 1953-1958. Two main hypotheses: (1) there has been a loss through TV of identification with, or concern for, these interests about which viewers were formerly oriented. (2) TV's direct treatment in its programs of various interests has not made up the loss suggested in hypothesis 1. A good deal of space is devoted to the description of the design and measuring instrument. It is a longitudinal design with an experimental group of TV viewers and a control group of TV non-viewers. Concern is with keeping cost and effort down, and so before empirical matching of subjects is rejected in favor of after-data-collection statistical equalization. That is, a good deal of partial correlation is used to get rid of other differences between the two groups except those produced by TV. The results of the research found all hypotheses supported.

48. (4B, 5C) Benham, F. "Education and Economic Development in the Underdeveloped Countries," Int Affairs, 1959, pp. 181-187.

The relationship between illiteracy and poverty of underdeveloped countries and their relationship to other features such as health and industrialization are considered. Alternatives toward providing universal primary education were: long-term loans, external aid (grants), placement of greater responsibility for educational costs on local authorities, self-held programs--buildings, materials, etc., plus each pupil teaches someone else, teach outside where climate permits.

49. (5A) Bennett, J. W., and McKnight, R. K. "Approaches of the Japanese Innovator to Cultural and Technical Change," Ann Am Acad, 1956, Vol. 305, pp. 101-113.

Concentrates on a few specific items of technical skill, material property or ideology which have found their way to a small community, and to show the influence of these as a direct consequence of their inherent difference from the disintegrative effect on the traditional culture. Modernization contributed to the growth of a cultural medium in which highly educated people could assume purposes counter to conservative goals led to the direction of pro-western liberalism.

50. (1A1) Bent, S. "International Broadcasting," P O Q, 1937, Vol. 1, No. 3, pp. 117-121.

Mentions countries receiving and being received on radio; content of programs, nationalistic programs, folklore, folk culture, debates on current political issues, propaganda. Direct short-wave telephone, short-wave receivers are also mentioned. The development of a radio communication net-work in South America linked to the U.S. is described.

51. (4B) Berelson, B., et al. "Sample Surveys and Population Control," P O Q, 1964, Vol. 28, pp. 361-394.

Four Latin American studies deal with: How to do technically solid studies as foreign advisors, with few qualified nationals in a foreign language with largely illiterate people in an alien culture on a personally delicate matter that is difficult to measure and to do so in a way that will guide policy decisions.

52. (3A, 1B) Berger, M. "Patterns of Communication of Egyptian Civil Servants With the Public," P O Q, 1956, Vol. 20, pp. 292-298.

Combination of historical research and survey data on 249 Egyptian "higher civil servants" makes two points: Both older and Western-educated respondents are (1) less critical of the civil service, and (2) tend more to expect "proper" behavior from government officials than younger and non-Western-educated respondents.

53. (3B) Berrol, E., and Holmes, O. "Survey and Area Approaches to International Communications Research," P O Q, 1952, Vol. 16, No. 4, pp. 567-578.

Discusses separately the advantages and limitations of both survey approach and area studies approach when they apply to the problem of assessing the effect of American communications efforts in the Near and Middle East. Concludes that the relationship between area reporting and survey studies is a dual one. On a more superficial level they are parallel processes which are separately developing pictures of the same events. Therefore, they should be ideally integrated.

54. (5C) Black, E. The Diplomacy of Economic Development. Cambridge: Harvard University Press, 1960.

Speculative, but insightful, 72-page commentary outlining the problems and ideal purposes associated with the implementation of economic development programs, especially in the American context of "foreign aid." Heavy stress on diplomatic problems without making the function of communication explicit.

55. (4A2, 3A) Blair, T. L. "Social Structure and Information Exposure in Rural Brazil," Rural Sociol, 1960, Vol. 25, pp. 65-75.

In a rural town community there have developed patterns of information exposure related to status. Exposure did not occur equally or randomly in the community: (1) Office workers had the highest degree of exposure; they were all literate with high purchasing power; (2) Factory workers had a higher degree of potential exposure than agricultural workers. Some were literate and they tended to be exposed to the principal means of media communication; (3) Agricultural workers had a low degree of exposure, were illiterate and poor. They were not exposed to new information through social visiting since friends were unexposed, too.

56. (4A2,5C, 1A2) Bogart, L. "Changing Markets and Media in Latin America," P O Q, 1959, Vol. 23, No. 2, pp. 159-176.

Examination of the communication system in Latin America as one aspect of the region's marketing institutions. A growing influence, television differs from the other media not so much in kind as in degree. The situation in television is in striking contrast to the tradition of extreme competitiveness within media whose capital requirements are more modest. In the case of radio and the press, the major Latin American cities have a large number of media facilities (by U.S. standards). Peasant masses are being urbanized and becoming part of the effective market for mass-produced manufactured commodities. Their buying appetites are stimulated not only by constant contact with goods but also through increasing exposure to the mass media which through advertising, and entertainment content emphasize consumption values on the North American pattern.

57. (3A) Bogart, L. "Measuring the Effectiveness of an Overseas Information Campaign: A Case History," P O Q, 1957, Vol. 21, pp. 475-498.

Study of a paid newspaper advertising campaign in Greece. Significant findings are that readers accepted the ads and the booklet distributed at face value. The ads and the booklet were not directly perceived as 'Propaganda'. Parts of the readers' thinking even had been influenced by the booklets on the ads. Campaign confirmed already favorable opinion by giving it a support argument.

58. (5A) Bogart, L., and Orenstein, F. E. "Mass Media and Community Identity in an Interurban Setting," J Q, 1965, Vol. 42, No. 2, pp. 179-188.

Starts from the hypothesis that even in interurbia there is a middle range of identification and involvement between the local community of residence and the greater American society which all the mass media reflect and report. Assumes that people in an interurban zone have patterns of strong attraction to nearby cities. Findings show that in an area of interurban sprawl people seem to be able to think of different towns accessible to them as having differentiated function. Media serve complementary rather than competing function for the public in that area.

59. (2B) Bonilla, F. "Elites and Public Opinion in Areas of High Social Stratification," P O Q, 1958, Vol. 22, No. 3, pp. 349-356.

From a historical perspective of some cases the author emphasizes the danger of making generalizations regarding characteristics of elite groups and their typical behavior in the sphere of political communication. The changing relationship of particular elites to the mass public, as well as to other leadership groups, must be taken into account in any effort to understand the process of opinion formation in countries where the mass habitually expects and seeks guidance from select leadership groups.

60. (5C) Botting, D. C., Jr. "New Concepts in Economic Assistance for Underdeveloped Countries," West Pol Q, 1961, Vol. 14, pp. 496-516.

There are moral and political obligations for industrialized countries to aid in the material and social advancement of underdeveloped countries. The role and effects of various international organizations such as the development banks in mediating economic aid to underdeveloped areas are discussed.

61. (4A2) Boulding, K. G. "National Images and International Systems," J Conflict Resolution, 1959, Vol. 3, pp. 120-131.

Extending the conceptual framework set forth in The Image via a matrix-algebra model, Boulding discusses the probabilistic interplay of national images along a number of dimensions defining international relations, claiming that the failure of nations A and B to develop images of each other's images (rather than merely images of each other) has a bearing on the relative incompatibility of images in international relations.

62. (3A) Bower, R. T., and Sharpe, L. M. "The Use of Art in International Communication: A Case Study," P O Q, 1956, Vol. 20, pp. 221-229.

A study of the effectiveness of a Japanese art exhibit in changing attitudes and knowledge level regarding Japan; study done by interview of adults who had visited art exhibit.

63. (4B) Bowman, M. J. "Perspectives on Education and Development," Int Development. 1964, Vol. 6, No. 3, pp. 3-7.

The facts and fallacies of educational planning in many countries are discussed. First, the correlation between literacy and national income is analyzed and qualified. Education is considered as not being a panacea. Secondly, various cost-benefit models are compared dealing with the problem of allocating resources to schools. Thirdly, the suitability and complementarity of human competencies are discussed. Finally, two propositions about human education or skill development are offered.

64. (5C) Brand, W. The Struggle for a Higher Standard of Living. Glencoe, Ill.: Free Press, 1958.

Comprehensive review of the many aspects of the problem of development in the economically backward countries. The magnitude of differences in levels of living between industrial countries and underdeveloped countries can be reduced through the knowledge and wealth of advanced countries. No political and social feelings of underdeveloped countries toward the West can be changed until differences have been reduced to an acceptable minimum.

65. (4A) Brandner, L., and Kearl, B. "Evaluation for Congruence as a Factor in Adoption Rate of Innovations," Rural Sociol, 1964, Vol. 29, pp. 288-303.

Correlational study lends strong support to the hypothesis that persons who evaluate an innovation as congruent with a previous favorably evaluated practice will accept the innovation more rapidly than those

who fail to make such an evaluation. "In this study the congruency factor was stronger than age, education, income, economic importance of the innovation considered, and several other factors normally associated with rapid adoption."

66. (5B) Brody, R. A. "Simulation and the Nth Country Situation: Exploration of the Model," J Conflict Resolution, 1963, Vol. 7, pp. 713-736.

A simulation of a "cold-war" system was attempted. Is the international system different before and after the spread of nuclear weapons? The answer was yes. Four key variables were different afterward: (a) threat external to a bloc is reduced; (b) threat internal to a bloc is increased; (c) the between-cohesiveness of the blocs is reduced, and the within-cohesiveness is increased; (d) the bi-polarity is fragmented.

67. (4A,4B) Bronson, V. "Implications of Communication Satellites for Educational Television," NAEB J, Nov.-Dec., 1963, Vol. 22, No. 6, pp. 54-59.

Educators all over the world are concerned about the problem of educational communications, of making learning available to more people, more effectively. However, author points out that there is no royal road to learning, and no easy way to build a solid base of national literacy and educational development. Communications satellites are romantic. They grip the imagination, but they offer no swift, easy way to world literacy. Concludes that we must concentrate on understanding how to use own present communications technology, and on helping the underdeveloped areas of the world develop their own and local communications systems for education purposes. This is because educational communication is a two-way process.

68. (3B) Brouwer, M. "Mass Communication and the Social Sciences: Some Neglected Areas," Int Soc Sci J, 1962, Vol. 14, No. 2, pp. 303-319.

The domination of the study of mass communication by the social sciences has led to the neglect of some areas of study. By viewing audiences atomistically, i.e., separated units of a mass, there are adverse results on research results. Also, mass communication research today seems to be largely an American undertaking. Works of many classical and recent European writers have in many instances preceded the apparently innovative findings of American researchers.

69. (5A) Brown, G. G. "Some Problems of Culture Contact with Illustrations From East Africa and Samoa," Hum Organization, 1957, Vol. 16, No. 3, pp. 11-14.

Suggests a strong and elaborate social organization may resist economic penetration. In culture contacts now occurring, there is much material for the study of such forces within primitive cultures which will resist, accept or alter new elements of culture presented to them.

70. (4A,4B) Brown, T. H. "RFE Its Audience and Its Policies," NAEB J, July-August, 1960.

Radio Free Europe went on the air on July 4, 1950. It is a private broadcasting venture, supported by individual Americans and organizations through the Crusade for Freedom. RFE's basic mission is "to bring the truth to the people of five captive nations." Programs broadcast by Radio Free Europe cover a range of subjects comparable to any American radio station. The audience looks to Radio Free Europe not only for news and information, but also for mental nourishment plus practical advice on how to understand current development.

71. (5A) Brozen, Y. "Technological Change, Ideology and Productivity," Pol Sci Q, 1955, Vol. 70, pp. 522-542.

The importance of the value "continued progress" in Western ideology will influence the ways of aiding underdeveloped nations. Given many of the present methods that are used in sophisticated industrialized countries, their application in underdeveloped countries may not have any effects. Alternative methods are offered, such as decentralization of decision making, diffusion, income level, and local attitudes toward aspects of the methods.

72. (3A) Brunner, E. de S. "Rural Communications Behavior and Attitudes in the Middle East," Rural Sociol, 1953, Vol. 18, pp. 149-155.

Findings of a 1951 seven-nation Middle East study of radio listeners show the importance of radio listening as a social activity in rural areas. Listeners also read newspapers and attended movies, where possible. A high interest in national and international news was expressed, with the foreign broadcasts of the BBC, USA and Russian popular in that order. Egyptian listeners consider nationalism their biggest problem and tend to overlook local rural and agricultural problems.

72. (3A) Bryan, C. W. "Communist Advertising: Its Status and Function," J Q, 1962, Vol. 39, pp. 500-506.

Status: After ten years, still questionable, but promising. Function: An integral part of economic planning--a point which this commentary hints is true of any economy, with product differentiation a key factor.

74. (2A1) Buehes, P. "Present Policies and Recent Growth of Press of Union of South Africa," J Q, 1946, Vol. 23, pp. 390-395.

History of South African journalism from the first Dutch settlement at the Cape in 1652, to the Boer War, to 1946.

75. (5A) Bunker, R., and Adair, J. The First Look at Strangers. New Brunswick, N. J.: Rutgers University Press, 1959.

Describes student experiences and reactions resulting from a series of field seminars among the peoples of the Southwest U.S. The seminars attracted many foreign students as well as U.S. They were conducted with an anthropological emphasis on understanding, and each student wrote descriptions of his experiences in interacting with the various cultures and participating in group discussions about the insights achieved.

76. (1A1, Caldwell, W. S. "Public Opinion, Propaganda Focused in
4A3) Italian Journalism Institute," J Q, 1951, Vol. 28, pp.
494-495.

A description of the Italian Institute of Publicism, a leading educational effort to revitalize the field of journalism and advertising. The curriculum emphasizes the conventional forms of the mass media as well as propaganda, persuasion, and the importance of mass communication in a democratic society.

77. (3A) Campbell, D. T., and McCandless, B. R. "Ethnocentrism, Xenophobia and Personality," Hum Relations, 1951, Vol. 4, pp. 185-192.

Using the Frenkel-Brunswik, Levinson, and Sanford measures of ethnocentrism and authoritarian personality in conjunction with a complex of Likert-type measures of attitudes toward minority groups, the authors found evidence for the existence of a general factor among most, if not all, attitudes toward other ethnic groups plus a "substantial relationship" between the F scale measure of authoritarian personality trends and all measures of attitudes toward minority groups which were employed.

78. (1A1) Carr, D. E. B. "Radio English Lessons in Bugunda," Community Development Bull, 1959, Vol. 10, No. 2, pp. 44-46.

A community development officer reports on the suitability of a BBC series of Radio English lessons for adult education in an African village. Various aspects of the operation are discussed--advance publicity, program schedule, and effects.

79. (4A) Carter, F. A. "A Glance at the History of International Language," J Comm, 1955, Vol, 5, No. 2, pp. 77-80.

There have been many attempts at expanding natural languages or devising artificial languages to serve as international languages. Not much progress has been made to date. In this article, various significant attempts in past history are considered. The criteria and classification scheme that guided these attempts are briefly criticized. Various present day facts indicate that English is already the international language.

80. (3B) Carter, R. E., Jr. "Cross-cultural Application of Four Flesch Formulas," J Q, 1955, Vol. 32, pp. 487-489.

An experiment with Filipino students which tested whether readability formulas could be of help to the international communicator. The semantic differential ratings given to the tests pamphlets by subjects using English as their second language showed a significant correlation with Flesch scores in human interest and reading ease. The author suggests that the formulas have utility in international communications and should be applied to English language materials distributed abroad.

81. (3A) Carter, R. E., and Sepulveda, O. "Occupational Prestige in Santiago de Chile," Am Beh Sci, 1964, Vol. 13, No. 1, pp. 20.

Prestige ratings for 16 occupations were obtained. Rankings were almost identical ($r=.94$) with North-Hatt inquiry of 1947. Exposure to the mass media was to some extent negatively correlated with the assignment of high ranks.

82. (3A,2A) Carter, R. E., Jr., and Sepulveda, O. "Some Patterns of Mass Media Use in Santiago de Chile," J Q, 1964, Vol. 41, pp. 216-224.

This exploratory study in urban Chile included questions about radio listening, movie attendance, and newspaper, magazine and book reading. Opinion leaders in this setting were found not to have greater mass media exposure than other people in the sample. Literacy was found to be positively related to the extent to which opinions were expressed. Exposure to one medium tended to be correlated with other media--as in the U.S., but no cumulative scale pattern, as found by Deutschmann and Fals Borda in Colombia, was encountered.

82. (5A) Cartwright, D. "Achieving Change in People: Some Applications of Group Dynamics Theory," Hum Relations, 1951, Vol. 4, pp. 381-392.

Using Lewin as the primary source, Cartwright explains eight basic propositions emerging from research in group dynamics and finds it useful to view the group in at least three different ways--as a medium, target, or agent of change.

84. (4A) Cartwright, D. "Some Principles of Mass Persuasion," Hum Relations, 1949, Vol. 2, pp. 253-267.

The potentialities of mobilizing mass social action through the mass media seem unlimited, but studies show that significant changes brought about are the exception rather than the rule. Using the massive War Bond campaign for examples the author reviews the chain of processes which create in the public structures of cognition, motivation and behavior which induce changes.

85. (1A1A) Casey, R. D. "UNESCO's Role in Advancing Education for Journalism," J Q, 1948, Vol. 25, pp. 386-390.

A report of meetings held in 1947 and 1948 by UNESCO to deal with the post-World War II-related problems of international journalism. Recommendations emphasized professional training in journalism, patterned on American practices.

86. (5C) Caso, A. "Ideals of an Action Program," Hum Organization, 1958, Vol. 17, No. 1, pp. 27-28.

Summary of basic ideals fundamental to the indigenist program of the Mexican government; concerned with (a) the protection of the Indian, and (b) the integration of indigenous communities into the economic and political life of the nation.

87. (4A2, 1A2, 1B) Cassirer, H. R. "Audience Participation, New Style," P O Q, 1959, Vol. 23, No. 4, pp. 529-537.

Reviews methods used in different countries attempting to make communication a two-way (rather than one-way) process in radio-TV broadcasting. The predominant method is group listening or viewing, where a group of people share the same receiver. Some implications for educational television.

88. (1A1A, 1A2, 4A3, 4A2) Cassirer, H. R. Television Teaching Today. Paris: UNESCO, 1960.

Describes commercial and educational TV in many developed countries to give advice and direction to the development of mass communication in underdeveloped nations. The first part of the book focuses on the U.S. Here both the internal structure of the medium and its function as an educational force are considered. Specific headings are: use of TV in secondary schools; relation of TV to the teacher and other media toward education of the student; use of TV in universities; training media personnel. The second part of the book describes the present state of television in countries such as Canada, France, Italy, Japan, USSR, and Great Britain.

89. (4A,4B) Cassirer, H. R. "Television in Developing Countries. Its Problems and Potential Contributions," Telecom J, 1963, Vol. 30, No. 12, p. 374.

Rarely is the employment of television to solve the major tasks (social and economic development, advance education, combat mass illiteracy) faced by society the dominant motive for its introduction into the less developed countries. Problems: (1) how will receivers be supplied and the question of drain on foreign exchange, (2) will television be restricted to the higher income groups or made available for community reception, (3) range of television limits non-urban viewing, (4) trained personnel are needed for station operation as well as receiver maintenance, (5) problems of government support, control, or lack of. Television appeals more powerfully to the illiterate than any other medium of communication but may be used to teach literacy, coupled with the production of teaching and reading materials catering to the interests or vocabulary of the new literate. Effectiveness calls for conscious group viewing and utilization, deliberate planning of form and content to the needs. Attention to cultural expression and communication with others as well as direct instruction is important, too.

90. (1A1A, 3A) Castleberry, H. P. "The Arab's View of Postwar American Foreign Policy," West Pol Q, 1959, Vol. 12, pp. 9-36.

American interests have been subject to recurrent crises in the Arab Middle East since World War II and they are likely to continue. The reality of the chaos in this area deserves examination. This examination is based on interviews in 1955 with 39 newspaper publishers and 42 heads of political parties in 5 Arab states. Interview questions fall into three categories--(1) tension producing aspects of American policy; (2) the management of various between-country interactions; (3) the Middle East image of America.

91. (5A) Champion, J. R. "A Study in Culture Persistence: The Tarahumaras of North-Western Mexico," Dissertation Abstracts, 1963-1964, XXIV, pp. 463.

Anthropological attention to the phenomenon of culture persistence cannot only serve to sharpen thinking on culture change but will also provide a better understanding of culture dynamics which comprises both the processes of change and persistence, in counterbalance with each other.

92. (5A) Cheema, A. S. "Community Development in India with Particular Reference to the Bhadson Project," Dissertation Abstracts, 1960-1961, XXI, pp. 3188.

The author undertook this study to determine the effect of a program of Community Development in India on the economic and social conditions of villages. The study seems to show that a Community Development program can transpose rural people from a static and traditional stage into a dynamic, choice-making stage.

93. (2B) Child, I. L. "The Background of Public Opinion in Costa Rica," P O Q, 1943, Vol. 7, pp. 242-257.

Report of the general content of Costa Rican public opinion with respect to crucial issues at the time the article was written. Description of certain general tendencies that characterize the reactions of Costa Ricans to world affairs and their relationship with people from other nationalities.

94. (1A1) Ching, J. C. "Mass Communication in the Republic of Congo (Leopoldville)," J Q, 1942, Vol. 41, pp. 237-244.

Confronted with meager mass communication facilities, low educational levels and political instability, the Congolese Government has found that a "managed information" policy is the only practical solution.

95. (1A1) Chu, A. F. "The Study of Journalism in Free China," J Q, 1956, Vol. 33, pp. 357-358.

A brief historical survey of journalism education in China and, since 1949, in Formosa.

96. (5A) Cleband, W. W. "Social Conditions and Social Change," J Int Affairs, 1952, Vol. 6, No. 1, pp. 7-20.

This is the lead article in a special issue on "The Middle East at Mid-Century," and refers only to social conditions in the Middle East. It includes information about health, population, illiteracy, group loyalty and minorities. At the time of writing this, Cleland was with the Office of Intelligence Research of the U.S. Department of State.

97. (5B,2A, 2B) Cohen, B. C. "Political Communication on the Japanese Peace Settlement," P O Q, 1956, Vol. 20, No. 1, pp. 27-38.

Political relations are frequently made more difficult because of the selective process of perception and evaluation. The author points out as a further fact of distortion of communication the exposure to divergent kinds of communication. In the case of Japanese Peace Settlement, the Executive and the Congress received somewhat different images of "public opinion" on the treaty, because different groups and individuals communicated different things to them at different times. The article first considers how communication on the settlement differed at points of origin, and then how it differed at its point of reception on the government level.

98. (2A) Cole, R. "European Radio Drama Still Lives," NAEB J, January-February, 1965, Vol. 24, No. 1, pp. 3ff.

In Europe, radio dramaturgy has had time to develop. In America we have had radio plays yet no formal dramaturgy; the radio drama was not generally accepted as a literary art form in this country. In America, aural education has been neglected since the advent of television. Europeans are better-trained listeners, unimpaired by the necessity for visual supplement.

99. (3B) Coleman, J. S. "Relational Analysis: The Study of Social Organizations with Survey Methods," Hum Organization, 1958, Vol. 17, No. 4, pp. 28-36.

Suggested procedures in the study of social organizations include contextual analysis, boundaries of homogeneity, pair analysis and partitioning into cliques.

100. (5C) Comhire, J. L. "Economic Change and the Extended Family," Ann Am Acad, 1956, Vol. 305, pp. 45-52.

The dissolution of the family system as a consequence of economic change in underdeveloped societies.

101. (5B, 4A) Coste, B. "Propaganda to Eastern Europe," P O Q, 1950, Vol. 14, No. 4, pp. 639-666.

Description of political premises which underlie Western propaganda to Eastern Europe. Suggests specific means by which short-wave radio can be used with maximum efficiency as an instrument of this propaganda. The author emphasizes the importance of demonstrating that, because of its moral and material strength, the West is bound to defeat communism.

102. (4A) Crawford, R. W. "Cultural Change and Communications in Morocco," Hum Organization, 1956, Vol. 24, No. 1, pp. 73-77.

Suggests that empirical communication studies such as those of Lerner are "not essentially valid and do not give a real understanding of the impact or of the actual potential contribution of media to change in an area such as Morocco."

104. (5C1) Crown, S. A. "Technical Assistance and Economic Aid,"
J Int Affairs, 1952, Vol. 6, No. 1, pp. 58-64.

Technical assistance in the Middle East is limited in effectiveness by underlying social and political problems. This kind of aid brings excellent returns for the amount expended and offers a hope for stability and progress. The UN, Point Four, private investments and non-governmental institutions must all greatly extend their activities in the area to meet the urgent needs.

105. (1A2) Cutright, P. "National Political Development: Measurement and Analysis," Am Sociol R, 1963, Vol. 28, pp. 253-264.

Data from 77 countries during 1940-60 demonstrate that the level of political development is highly correlated with the level of communications, economic development, education and urbanization.

106. (2B, 3A) Damle, Y. B. "Communication of Modern Ideas and Knowledge in Indian Villages," P O Q, 1956, Vol. 20, pp. 257-270.

Study designed to test if distance and other relations to urban centers increase the communicability in Indian Villages. Intranational and international items were analyzed. It was concluded that it is not merely the distance or nearness to a city that facilitates the communication of ideas and knowledge. The social structure also determines the qualitative and quantitative content of communication that are assimilated.

107. (5A, 5C) Davis, K. "The Unpredicted Pattern of Population Change,"
Ann Am Acad, 1956, Vol. 305, pp. 53-59.

Discusses the problem of population growth, wide-spread poverty, and the implications for economic development.

108. (5B, 4A) Davison, W. P. "Political Significance of Recognition Via Mass Media," P O Q, 1956, Vol. 20, No. 1, pp. 327-333.

The role that the mass media played in conferring recognition on Berliners during the blockade was one which established a link between the Berlin population and a tremendous reference group or "significant other" outside the city. Mass communications helped create a wider community in which the behavior of the Berliners was determined in part by the attitudes and expectations of people throughout the world. Recognition from the outside made it easier for them to resist the threats and endure the hardships to which they were exposed during the eleven months of blockade.

- 109 (3B, 5B) Davison, W. P. "The Role of Research in Political Warfare," J Q, 1952, Vol. 29, pp. 18-30.

A structuring of the field of psychological warfare research. Suggests that psychological warfare, "A process for solving specified problems," should look at past experience, apply scientific concepts and techniques and study its audiences.

110. (3B) Davison, W. P., and George, A. L. "An Outline for the Study of International Political Communications," P O Q, 1952, Vol. 16, No. 4, pp. 501-511.

Suggests several directions which the study of international political communication can take: relationships between communication and national policy; communication behavior, including consideration of the machinery by which policy is transformed into content, and the study of the personnel and the techniques which they use; effectiveness of communication in influencing behavior, including the circumstances under which communications are sent and received; and audience characteristics.

111. (1A1) DeBoer, J. and Cameron, P. "Dutch Radio: The Third Way," J Q, 1955, Vol. 32, pp. 62-69.

A short historical survey of the development of Dutch radio. Efforts to develop a national system have been blocked by group interests, although the advent of television (1955) in such a small country will probably hasten basic centralization of broadcasting.

112. (5C) DeForest, J. D. "Obstacles to Economic Development in Underdeveloped Countries: A Survey," Dissertation Abstracts, 1961-1962, Vol. XXII, pp. 2609.

Studies the phenomena which represent the "key" barriers to self-sustained economic growth, so remedial policies can be translated into action. It is absolutely imperative that the limited resources in the underdeveloped countries be utilized in an optimum fashion, thereby insuring maximum productibe gains from a given effort.

113. (1A2, 4A2) Dempsey, W. C. "Communication Problems of UNESCO Television," J Comm, 1956, Vol. 6, pp. 103-107.

Study of telecasts in the United States, United Kingdom, Italy, and Russia. Four basic principles of telecasts are concluded as: (1) keep telecasts in close touch with the audience; (2) television must lead its community to better programming standards, but it is more important that the viewer not be out-distanced; (3) concept of "raising the cultural level" should not be misused; (4) should encourage the use of good television programs in classrooms and should encourage healthy criticism of television offerings.

114. (4B) Deutsch, K. W. "Innovation Curves in Politics and Economics," PROD, 1957-1958, Vol. 1, No. 1, pp. 4-7.

Suggests that the technique of plotting "innovation curves"--which has been used in diffusion studies--can profitably be applied to the study of changes in opinions on political and economic matters.

115. (4B, 5C1) Deshmukh, C.D. "Tensions of Economic and Social Development in Southeast Asia," in Council on World Tensions, Restless Nations. New York: Dodd, Mead, 1962.

The former Indian Minister of Finance outlines the prospects for democracy in Asia. He relates education and economics to the amounts and kinds of technical assistance, and makes suggestions in this area of international cooperation.

116. (4A, 3B) Deutsch, K. W. "Mass Communication and the Loss of Freedom in National Decision Making: A Possible Research Approach to Interstate Conflicts," J Conflict Resolution, 1957, Vol. 1, pp. 200-211.

Suggests a program of research based on previous work in attitude change, public opinion, mass communication, political science, international conflict resolution and law. Develops techniques to do three things: (1) Identify conflict-situations and states which are likely to lead to war; (2) Evaluate particular conflict situations and the probable lines along which they are likely to develop if left to themselves; and (3) Suggest further possible techniques for controlling or containing such conflict situations so as to prevent them from breaking out into war: (a) an early warning system regarding mass-communication as aspects of interstate conflicts, (b) study memories, attitudes, and "mental sets" of political decision-makers and ways these are produced and preserved, and (c) research the role of media and particularly the press and radio in this process.

117. (5B) Deutsch, K. W. Nationalism and Social Communication: An Enquiry into the Foundations of Nationality. New York: Wiley, 1953.

Describes in detail a theory of nationalism and national growth in which the basic processes are assimilation and mobilization. Chapter 4 is entitled "People, Nations and Communication;" Chapter 5, "Nationality and Social Learning: Problems of Testing and Problems of Change."

118. (3A,4A, 3B) Deutsch, K. W. "Shifts and Balance of Communication Flows: A Problem of Measurement in International Relations," P O Q, 1956, Vol. 20, No. 1, pp. 143-160.

Deutsch demonstrates basically how intake-output ratios for various kinds of communication flow may be indicative of the degree of integration or consolidation of communities or countries. Intake-output ratios on a number of communication variables are constructed and countries are ordered on these indices. To be used most effectively, this kind of ratio implies the availability of repeated measures over time of the communication variable under study. As Deutsch notes, the relation of the size of a region to its relevant environment must be taken into account in interpreting the ratio. The meaning of such a scale also differs for different kinds of communication and transactions.

119. (3A,2A) Deutschmann, P. J. "The Mass Media in an Underdeveloped Village," J Q, 1963, Vol. 40, pp. 27-35.

Study of the process of media audience building in a Colombian village. Main findings are: (1) individuals with higher media exposure opportunities show higher knowledge and attitudes more consistent with the inferred messages. (2) Media exposure is related to adoption when education is held constant, or, rather, eliminated as a factor. (3) Conceive of the family unit as the "receiver" if we hope to understand the knowledge and behavior of individuals within it. Conclusion: Media exposure is the cause for change of attitude or opinion. We can point to mass communication as the carrier of diverse messages and provide support for the assumption that the media are changing not only the face of the towns, but even the remotest of the countryside.

120. (4A,3B) Deutschmann, P. J., and Borda, O. F. Communication and Adoption Patterns in an Andean Village. Programa Interamericano de Informacion Popular and Facultad de Sociologia, Universidad Nacional de Colombia. San Jose, Costa Rica, 1962.

Concerned with the spread of information about, and the adoption of, six farm practices in a rural Andean village of Colombia. Compares findings in this setting with similar studies in the U.S. to test a theoretical conception relating to sources of information and the role of the mass media in the dissemination process, and to apply multivariate analysis techniques to a number of variables shown by past studies to be related to adoption.

121. (1A2,4A2) Deutschmann, P. J., and McNelly, J. T. "Characteristics of Latin American Countries," Am Behav Sci, 1964, Vol. 8, No. 1, pp. 25.

Factor analysis of communication, population, economic and other indices of 20 Latin American countries produced three central indices--size,

development level, and imports to the U.S.A.--and linkage factors for 16 national characteristics and correlations with income, newspaper circulation, and press freedom.

122. (1B, Deutchmann, P. J., McNelly, J., and Ellingsworth, H.
1A2) "Mass Media Use by Sub-elites in 11 Latin American Countries," J Q, 1961, Vol. 38, pp. 460-473.

214 Latin American "sub-elites", mainly government employees, of whom 54% had been to the U.S. on I.C.A. scholarships, were interviewed to determine the extent of their media use. In general, they were found to use media to about the same extent as do professional and managerial persons in the U.S.; however, the Latins showed greater use of books and radio.

123. (3A,4) Dexter, L. W., and White, D. M., eds. People, Society and Mass Communication. New York: Free Press of Glencoe, 1964. (Contributors: Berelson, Pool, Bauer, Geiber, Katz, Riesman.)

The 28 readings are grouped under 8 headings. Part VII consists of 6 articles on "The Frontiers of Communication Research." Ithiel de Sola Pool is the author of an article on "The Mass Media and Their Interpersonal Social Functions in the Process of Modernization." The book ends with a bibliographic essay on mass communication by White.

124. (1B,4A1, Deyoung, J. E., and Hunt, C. L. "Communication Channels
4A2) and Functional Illiteracy in the Philippine Barrio,"
J Asian Stud, 1962, Vol. 22, pp. 67-77.

A study of a folk society within a country with a high literacy rate. The movies, press, radio and educators have little to do with the isolated village which, however, is quite receptive to the methods perfected by Communist agitators.

125. (1A1, Dieuzeide, H. "Notes on ETV in France," NAEB J, January-
4A,4B) February, 1965, pp. 26-30.

Notes the use of television in France for teaching purposes. School television in France is trying to meet three challenges: (1) a generalized propagation of audiovisual documents to schools; (2) the improvement of teaching efficiency; (3) the direct dissemination of courses of partial or complete instruction, complementary to the existing educational structures.

126. (3B) Dodd, S. C. "Strengthening Technical Aid by Social Research,"
PROD, 1958, Vol. 2, pp. 3-8. (PROD today The American Behavioral Scientist)

Proposals to measure technical aid achievement in part by polling the knowledge and satisfaction of the relevant people and their leaders. A worldwide continuous system is visualized.

127. (1B,3A, Doob, L. W. Becoming More Civilized: A Psychological
4A) Exploration. New Haven: Yale University Press, 1960.

First efforts at providing a psychological theory of how people become civilized. Stress is placed upon the use of quantitative data--mostly from Africa. An appendix lists 27 hypotheses which are studied during the course of the book. Focus is upon attitudinal rather than communication variables.

128. (1A2, Doob, L. W. Communication in Africa: A Search for Boun-
4A2,3A) daries. New Haven: Yale University Press, 1961.

Analyzes twelve critical variables that affect communication in Africa: the communicator; his goal; the basic and extended media; the site; the restrictions; the communication itself; the mood, perception, reaction, and behavior changes of the audience; and the effect of the communication as perceived by the communicator. The variables are illustrated by reports and first hand observations of Sub-Saharan African societies. All levels of communication, including verbal and non-verbal, interpersonal and mass media are examined.

129. (1A2, Doob, L. W. "International Information Service in Central
4A2) Africa," P O Q, 1953, Vol. 17, No. 1, pp. 7-19.

The sudden emergence of a "new" colonial Africa has inevitably changed and extended the role of the mass media in this area. Against the background of a pastoral society being torn up by the roots, the author describes the nature and problems of the mass media in Central Africa as instruments of rapid acculturation.

130. (5A) Doughty, P. L. "Peruvian Highlanders in a Changing World: Social Integration and Cultural Change in an Andean District," Dissertation Abstracts, 1963-1964, Vol. XXIV, pp. 463.

Studies conducted in Peru, which is experiencing many changes in its traditional culture as it attempts to incorporate the Quechua-speaking peasant population of the Andes into the active life of the nation, have focused upon the subordinate "half" of the population in areas where the rigid social structure prevails and studied the demand of social and cultural adjustments of major dimensions.

131. (1A1, Dube, S. C. "Some Problems of Communication in Rural
4A2) Community Development," Econ Development and Cultural Change, 1956, Vol. 5, pp. 129-146.

Examination of some of the problems confronted by the Rural Community Development Program in India; refers particularly to the Project developed in Uttar Pradesh.

132. (3B) Duijker, H. C. J., and Rokkan, S. "Organizational Aspects of Cross-National Social Research," J Soc Issues, 1955, Vol. 10, No. 4, pp. 8-24.

Cross-national social research is here defined as "research undertaken for comparative purposes on the same categories of data across several different national populations or equivalent sections of different national populations." The authors describe the genesis, formation and organization of the Organization for Comparative Social Research by West European social scientists.

133. (4A2, 2A,3A) Dumazedier, J. Television and Rural Adult Education. Paris: UNESCO, 1956.

Sociological study of the tele-club movement in certain small villages of France which may serve as a guide for development of television in other less developed countries.

134. (5A,5C) Eggan, F. "The Philippines and the Bell Report," Hum Organization, 1951, Vol. 10, pp. 16-21.

An analysis of the Bell report of the Economic Mission to the Philippines. After sketching in the economic and social background up to the 1964 crisis, the author details the recommendations of the Mission--financial reform, agricultural improvements, industrial development, trade controls, social reforms and government administration. Despite the large amounts of economic and technical aid, the avoidance of the concurrent social and cultural problems is considered short-sighted.

135. (1B,3A) Eisenstadt, S. N. "Communication Processes Among Immigrants in Israel," P O Q, 1952, Vol. 16, No. 1, pp. 42-58.

As one phase of a research project on the absorption of new immigrants in Israel, 250 families were studied to determine the process of communications within the social structure and the conditions under which the process is effective or ineffective. The position of communication leaders in different immigrant groups and the effectiveness of different types of communications are discussed.

136. (3A,1B) Eisenstadt, S. N. "Communication Systems and Social Structure: An Exploratory Comparative Study," P O Q, 1955, Vol. 19, pp. 153-167.

Analyzes the patterns of communication in several immigrant communities in Israel and proposes hypotheses relating patterns of communication and the social structure of society. A study of different cultural groups of immigrants reveals a unique pattern for each group.

137. (4A) Eisenstadt, S. N. "Conditions of Communicative Receptivity," P O Q, 1953, Vol. 17, No. 3, pp. 363-374.

The author describes the general characteristics of "low communicants" and poses several research problems which must be examined before the conditions of receptivity can be adequately understood. Social participation, advice seeking, relations with leaders, aspirations and satisfactions, status aspirations, the relation between status-image and communication behavior, and communication behavior and cultural differences among low communicants were studied.

138. (5C) Eisenstadt, S. N. "Israel: Traditional and Modern Values and Economic Development," Ann Am Acad, 1956, No. 305, pp. 145-156.

Background of the economic development of the country, economic problems, and consequences of development.

139. (3A,1B) Eisenstadt, S. N. "Some Problems in Communication Research in Israel," Int Soc Sci J, 1962, Vol. 14, No. 2, pp. 337-348.

Research in communication done among Israeli immigrants in 1950-52 produced several hypotheses and findings. A comparative study was made of the differing patterns of receptivity to technical, cognitive and normative communications in modern and traditional communities. The effectiveness of the messages was dependent on the mediation of special elites. The elites and their ability to fulfill their roles affected the communicability, integration and assimilation of the villagers.

140. (3B) Elder, R. E. "Public Studies Division of the Department of State: Public Opinion Analysts in the Formulation and Conduct of American Foreign Policy," West Pol Q, 1957, Vol. 10, pp. 783-792.

Discusses the organization, personnel, and methods used by the Department of State to assess American public opinion on U.S. foreign policy.

141. (1A1a, 5C1) Ellison, J. "Journalism's Role in Technical Cooperation," J Q, 1956, Vol. 33, pp. 513-516.

Calls to journalists to take a more active part in international technical cooperation. Cites the low interest and participation in global matters; the author provides a specific program for journalism's involvement in technical assistance.

142. (4A) Entwhistle, A. R. "Literacy by Radio," Community Development Bull, 1955, Vol. 6, No. 4, 86-90.

Report of a limited success in using radio to teach literacy in Malaya. The main obstacles to achieving better results were the use of texts originally written for classroom instruction, work demands on listeners' time, and general skepticism about the efficiency of radio. The results have encouraged education authorities enough to continue further planning.

143. (5A) Erasmus, C. J. "Agricultural Changes in Haiti," Hum Organization, 1952, Vol. 11, No. 4, pp. 20-26.

Patterns of resistance and acceptance in attempts to change agricultural practices of Haitian farmers.

144. (5A) Erasmus, C. J. Man Takes Control. Minneapolis: University of Minnesota Press, 1961.

Contends that man's cognitive symbolizing ability, stimulated mainly by the desire for social recognition, accounts for the dynamic quality of progressive cultural development through the growth and spread of cultural capital. The third section of the book is devoted to a case study of cultural development in northwest Mexico.

145. (1B,3A) Erbe, W. "Gregariousness, Group Membership and the Flow of Information," Am J Sociol, 1962, Vol. 67, pp. 502-516.

A study of the effects of interpersonal relations on the flow of information. Finds that high density of group interaction is an important variable at the group level; and that high gregariousness and integration with a peer group are conducive to the possession of information among individuals. Subjects were graduate students in the United States.

146. (3B) Ervin, S., and Bower, R. T. "Translation Problems in International Surveys," P O Q, 1952, Vol. 16, pp. 595-604.

Systematizes some of the experience of those who have worked on international surveys. Indicates that the complexity of the problems involved in cross-languages surveys increase the importance of checks on reliability and validity of translation. Max Banioux's form-point procedure are offered for a method of arriving at meaning equivalence.

147. (1A1, 2A) Evans, F. B., ed. Worldwide Communist Propaganda Activities. New York: The MacMillan Company, 1955, pp. 222.

This report provides an account of Communist propaganda activities during 1954, in all parts of the world. The account is presented within the framework of the historical development of Communist propaganda, theory and practice. Describes the worldwide organizational network through which the propaganda is disseminated, and by relating the strictly propaganda and ideological aspects of the Communist program to broader Communist objectives and strategies in the Cold War. Chapters III, IV, and V examine the volume, themes and media of Communist propaganda during 1954 on a worldwide basis. The report is limited to a description of overt Communist propaganda against the Free World; largely descriptive and expository rather than analytical and evaluative.

148. (4A2) Eyde, K. "Satellites and International Television," NAEB J, March-April, 1965, Vol. 24, No. 2, pp. 51-60.

Developing a satellite TV system could allow maximum international television exchange, transporting news events and other TV programs to any point on the globe for immediate or delayed presentations. It could also promote international understanding among people and hopefully make them feel more a part of the human family.

149. (5B) Fagen, R. R. "Some Assessments and Uses of Public Opinion in Diplomacy," P O Q, 1960, Vol. 24, No. 3, pp. 448-457.

In his research, the author approaches public opinion from the political practitioner's point of view and suggests that it is of primary importance to attempt to look through the eyes of decision-makers and political leaders to understand what public opinion means to them and how they use it. The author analyzed documents from a specific period of World War I.

150. (4A2, 1A2) Fagen, R. R. "Relation of Communication Growth to National Political Systems in Less Developed Countries," J Q, 1964, Vol. 41, pp. 87-94.

A study of communication development in 50 nations concludes that a country may grow rapidly in either the newspaper or radio sector without necessarily enjoying a similar growth in the other. In certain socio-economic sectors some underdeveloped nations are growing more vigorously than others and this growth is attributable in part to differences in initial level of income or other sources.

151. (2B) Fanelli, A. A. "Extensiveness of Communication Contacts and Perceptions of the Community," Am Sociol R, 1956, Vol. 21, pp. 439-445.

A study of a Mississippi town of 5,000; who talks to whom about specific community problems and projects, and how persons who report a variety of communication contacts differ from those who report few or no contacts.

152. (1A2, 4A) Farace, V., and Donohew, L. "Mass Communication in National Social Systems: A Study of 43 Variables in 115 Countries," J Q, 1965, Vol. 42, No. 2, pp. 253-261.

Attempts to identify and explore some of the major variables which account for the vast differences between countries varying in press freedom, and newspaper, radio, and television facilities. Forty-three variables are investigated, grouped into: religion, population characteristics, income, education, political characteristics, cultural characteristics, climate and location, and communications. Outcomes show that subsets of 3-8 variables nearly equivalent predictively to 40 variables can be obtained for three communications indices--press control, radio receivers, and newspaper circulation per 100 persons for 115 countries.

153. (4A) Fegiz, P. L. "Italian Public Opinion," P O Q, 1947, Vol. 11, No. 1, pp. 92-96.

Analysis of Italian public opinion re prevalent attitude toward the United States, Socialist-Communist relations, and toward military weakening of United States.

154. (5B,4A) Feld, M. D. "Political Policy and Persuasion: The Role of Communications from Political Leaders," J Conflict Resolution, 1958, Vol. 2, No. 1, pp. 77-88.

Persuasion is the heart of the relationship between the political personality and his public. Once the essential political public has been defined, the speeches and writings of the politician not only serve as his means of contact with it but are an essential feature of the compound process of manipulation, assurance, and control through which he maintains himself in office.

155. (2A,3A) Fine, S. "The USIS Motion Picture Service," J Comm, 1954, Vol. 4, No. 1, pp. 35-41.

A description of the film program and discussion of the impact of U.S. films on foreign audiences.

156. (3B) Fink, R. "Interviewer Training and Supervision in a Survey of Laos," Int Soc Sci J, 1963, Vol. 15, No. 1, pp. 21-34.

This paper is an account of some of the field problems encountered by a researcher entering a newly developing country where research had never been conducted previously on political information and attitudes.

157. (3B) Fiske, M., and Lowenthal, L. "Some Problems in the Administration of International Communications Research," P O Q, 1952, Vol. 16, No. 2, pp. 149-159.

A general discussion of problems in international communication research, particularly those related to an activity like The Voice of America. Domestically developed methods of analysis are difficult to apply to international communication research because of policy problems, sheer distance, inadequate human and material resources and competing communications.

158. (3A,3B) Fliegel, F. C. "Differences in Prestige Standards and Orientation to Change in a Traditional Agricultural Setting," Rural Sociol., 1965, Vol. 30, No. 3, pp. 278-282.

Centers on an index of prestige standards which differentiates between an orientation to ownership and consumption of goods and services, and an orientation to giving of time, resources, and energy. Analysis indicates that prestige orientation based on giving inhibits the seeking of information about new ideas and this, in turn, results in non-adoption of modern farm practices.

159. (4A) Foundation for Research on Human Behavior. Training Foreign Nationals in the United States, Ann Arbor, Michigan, 1956.

Return home for a foreign national, after a period of training in the United States, may result in frustration because of (1) difficulty in adjusting to his home culture and (2) difficulty in using in the home situation the training he gained here.

160. (1B) Freeman, S. A. "A New Idea in International Cooperation," Education, 1952, Vol. 72, No. 10, pp. 684-692.

Describes the maintenance of graduate schools abroad by Middlebury College and indicates that academic cooperation between institutions in different countries is possible and can be made effective.

161. (3A) Freidson, E. "The Relation of Social Situation of Contact to the Media in Mass Communication," P O Q, 1953, Vol. 17, No. 2, pp. 230-238.

Findings of this study indicate that the social situation of contact with mass media is a significant factor in experiencing mass media communication. The three kinds of social situation studies were (1) alone, (2) with friends, and (3) with family. Subjects were boys in primary school. The social situation may reduce or increase learning responses and raise or lower emotional responses.

162. (4B) Frey, F. W. "Surveying Peasant Attitudes in Turkey," P O Q, 1963, Vol. 27, pp. 335-355.

Describes some of the "mechanical" problems of survey research among peasants and how those problems may be overcome. Such problems are training interviewers, accessibility of interviewers, language barriers in constructing measuring instruments, etc.

163. (5B) Froman, L. A. "Learning Political Attitudes," West Pol Q, 1962, Vol. 15, pp. 304-313.

Fashioning a theory of political socialization from a web of propositions on attitude, Froman focuses his attention on "the primary question in political socialization... 'How do children learn politically relevant attitudes and behaviors?'"

164. (2A,3A) Furu, T. "Research on 'Television and the Child' in Japan," Stud Broadcasting, 1965, No. 3, pp. 51-81.

Surveys and studies are classified as follows: I. Viewing time and program preference; II. Influence of television on children and their leisure time activities; III. Mental and physical effects of television viewing on children, (a) Cognitive effects, (b) Emotional effects, (c) Behavioral effects, (d) Physical effects; and IV. Discussion on methodology. The author summarizes only the data related to viewing time and program preference.

165. (5C) Galbraith, J. K. Economic Development. Cambridge: Harvard University Press, 1964.

The nine chapters of this book were originally published as separate articles--most of them in newspapers in India while the author was American ambassador there. There is some emphasis on the role of literacy and education in economic development. (This is a revised edition of the 1962 book.)

166. (4A2, 1A2) Gardner, G. H. "Cross-cultural Communication," J Soc Psychol, 1962, Vol. 58, pp. 241-256.

The author proposes that in the field of technical assistance, cross-cultural misunderstandings impair many programs. The "asymmetric" culture of the U.S. and the "symmetrical" cultural of the Middle East are used to illustrate the difficulties of cross-cultural communication and of identifying the "universal communicator."

167. (2A) Gardner, L. W. "Content Analysis of Japanese and American Television," J Broadcasting, Winter 1961-62, Vol. 6, No. 1, pp. 45-52.

Possibly no other television broadcasting system has so developed along lines familiar to American broadcasters than Japan. Both the general outlines of Japanese television and specific programs would fit readily into familiar patterns. This article presents quantitative information on the similarities and differences between the two systems based on analysis of the published program schedules in Tokyo and Minneapolis-St. Paul. Analysis was carried out through 13 categories, e.g., music, variety, public affairs. Results suggest a deliberate effort on the part of the Japanese government, television industry, or educators to foster culturally traditional art forms. The Japanese allocate more time to sports coverage, educational, and women's categories.

168. (4A) Garver, R. A. "Communication Problems of Underdevelopment: Chejudo, Korea, 1962," P O Q, 1962, Vol. 26, No. 4, pp. 613-625.

The dispersion of rural populations is an obvious impediment to rapid and frequent communication. This is a report of observations from an underdeveloped area (Chejudo, Korea) in which recent historical events and current conditions make difficult the efforts of the national government to accelerate social and political change.

169. (5B,4B) Geiger, K. "Changing Political Attitudes in Totalitarian Society: A Case Study in the Role of the Family," World Pol, 1956, Vol. 8, No. 2, pp. 187-205.

Soviet political refugees, a predominately open-ended questionnaire, content analysis, and frequency-percentage data are used to answer the broad question of whether the family has been a significant force in resisting the ideological indoctrination of Soviet youth.

170. (4B) George, A. L. "Prediction of Political Action by Means of Propaganda Analysis," P O Q, 1956, Vol. 20, No. 1, pp. 334-345.

The author studied the problems of predicting the initiatives of an opponent, through analysis of his propaganda, for its methodological and theoretical implications. The study was based on the work done by the Federal Communications Commission on Nazi communications during World War Two.

171. (2A) Gerbner, G. "Press Perspectives in World Communication: A Pilot Study," J Q, 1961, Vol. 28, pp. 313-322.

An analysis made in the autumn of 1960 of the headline coverage of the U.N. Assembly by the New York Times and Hungary's leading Communist daily,

Nepszabadsag. The study discloses major differences in the extent to which the Times emphasized procedural and conflict-oriented issues and the Hungarian daily, substantive and agreement-oriented issues. Our perspectives of emphasis thus appears to world news readers to run counter to world aspirations, with the communist press apparently riding the wave of world approval.

172. (1A1a) Gill, R. "Journalists in Israel: A Statistical Portrait," J Q, 1959, Vol. 36, pp. 57-62.

Analysis of the Israel press corps shows that its members are predominantly men who are "old-timers" in the country, have had little formal journalistic education, come largely from Europe and thus do not represent the Asian and African immigrants.

173. (5A) Gillin, J. "Parallel Cultures and the Inhibitions to Acculturation in a Guatemalan Community," Soc Forces, 1945-46, Vol. 24, pp. 1-14.

Discusses forces inhibiting the acculturation of the Indian culture into the Ladino culture and why these two cultures have retained their distinctiveness although existing side by side in the same community for hundreds of years.

174. (3B) Girard, A. "Introduction to a Series of Articles on Opinion Surveys in Developing Countries," Int Soc Sci J, 1963, Vol. 15, No. 1, pp. 7-20.

The problems of bringing modern techniques into countries are not only material and psychological, but also cultural and social in character.

175. (3B) Girard, A. "The First Opinion Research in Uruguay and Chile," P O Q, 1958, Vol. 22, No. 3, pp. 251-260.

Description of two investigations carried out in both countries. In Uruguay it was sponsored by UNESCO and conducted by l'Institut Francais de'Opinion Publique. UNESCO, having decided to hold its 1954 general assembly in Montevideo, was interested in measuring the degree of knowledge of the organization and attitudes with respect to it, and in appraising the effect on the public of its momentary presence.

176. (2B) Gist, N. P. "Mate Selection and Mass Communication in India," P O Q, 1953, Vol. 17, No. 4, pp. 481-495.

Traditionally, India's social system has restricted the range of choice in the selection of mates, but newspapers seem to be providing channels through which a wider range of marital choice may be made. In this article, the author describes and analyzes the results of a content analysis of matrimonial advertisements in four leading English-language papers.

177. (3A) Gladstone, A. I., and Taylor, M. A. "Threat Related Attitudes and Reactions to Communications about International Events," J Conflict Resolution, 1958, Vol. 2, No. 1, pp. 17-27.

Based on the assumptions that many international events serve as threats or provocations and that individuals have different and consistent ways of reacting to such threats. Authors construct a set of five attitude scales dealing with attitudes toward other nations and ways of dealing with them. (Five scales are studies under three aspects: (a) Tendency to feel threatened; (b) Belligerence; and (c) Pacification.)

178. (2A) Glazer, W. A. "Semantics of the Cold War," P O Q, 1956, Vol. 20, No. 4, pp. 691-716.

Presentation of the results of a systematic analysis of the statements of Soviet and American leaders. The author discusses the implications of the similarities and differences between the statements of the two groups and suggests several devices which he believes will improve America's effectiveness in the propaganda war.

179. (2B) Glick, E.B. "Zionist and Israeli Efforts to Influence Latin America: A Case Study in Diplomatic Persuasion," West Pol Q, 1956. Vol. 9, pp. 329-343.

Reports on how one of the disputants in the Palestine affair sought to win the support of the Latin American block in the U.N.

180. (1A2, 4B) Golden, H. H. "Literacy and Social Change in Underdeveloped Countries," Rural Sociol, 1955, Vol. 20, pp. 1-7.

Although data show that literacy is an excellent index of a country's socio-economic development, they further show that countries may be more or less literate than their industrial development would suggest. Countries which are more advanced educationally than industrially are shown to be making faster economic than social progress and vice versa.

181. (4A2) Goldsen, R., and Ralis, M. Factors Related to Acceptance of Innovations in Bang Chan, Thailand. Ithaca, N.Y.: Cornell University, 1957.

This study covers only two facets of the process of adoption of innovations: the initial adoption or trial of innovation by one or more persons of a group, and the continued use of the innovation. It examines the incidence of use of each of several innovations among community groups who differ from each other in acceptance, or non-acceptance, of the innovation, positive or negative attitude toward it; exposure or non-exposure to influences, differences of age of the people. The study was undertaken within the large context of a rural community in contemporary Thailand (1957).

182. (5C1 5A) Gomez, M.A. "The Role of International and Technical Cooperation in the Inter-regional Development of Peru," Dissertation Abstracts, 1962-1963, Vol. XXIII, pp. 3183.

This study is concerned with the part to be played by an international program of technical cooperation in resolving the fundamental condition of socio-economic disintegration in an underdeveloped country experiencing rapid change and expansion.

183. (5C) Gordon, L. A New Deal for Latin America: The Alliance for Progress. Cambridge, Mass.: Harvard University Press, 1963.

Seven speeches made before Brazilian audiences during 1961-62 for the purpose of explaining the philosophy, purposes and methods of the Alliance for Progress. Three of the titles are "Development and the Democratic Revolution," "Rebuilding the Educational Foundations," and "Productive Tensions in the Development of the Western Hemisphere." Gordon was a professor of international economics at Harvard before becoming U.S. Ambassador to Brazil.

184. (3A) Graham, M. D. "An Experiment in International Attitudes Research," Int Soc Sci J, 1951, Vol. 3, No. 3, pp. 529-539.

An exploratory investigation of the "American stereotype" held by Britons. Five techniques were used. Americans as types were viewed as more favorable than unfavorable.

185. (5A,1B) Graham, S. "Class and Conservatism in the Adoption of Innovation," Hum Relations, 1956, Vol. 9, pp. 91-100.

An examination of the relation between stratification and change. The acceptance of innovations by a social class depends upon the interaction between innovational features and class characteristics and equipment.

186. (5C1) Green, J. W. "Success and Failure in Technical Assistance: A Case Study," Hum Organization, 1961, Vol. 20, pp. 2-10.

Description of an attempt by technical assistance personnel to bring about a basic change in a national program of community development in Pakistan.

187. (1A2) Greenberg, B. S. "Additional Data on Variables Related to Press Freedom," J Q, 1961, Vol. 38, pp. 76-78.

The development of various press systems has been systematically related to the economic and cultural variables of literacy, per capita income, daily circulation/1000 and number of dailies. This study replicates an earlier one (Nixon, 1960) and corroborates the findings. The level of press freedom in several nations was found to be highly correlated with these variables.

188. (4A) Guetzkow, H., Chadwick, F. A., Brody, R. F., Noel, R. F., and Snyder, R. C. Simulation in International Events. Prentice-Hall, 1963, pp. vii & 248.

A series of essays on the development of inter-disciplinary methodology in the social sciences. The book describes the development and use, in teaching and research, of a mixed model, part computer and part human. The model is used as a method for teaching and for testing hypothesis about international relations, and for predicting future events. Appendices contain illustrative material from actual runs of the Inter-Nation Simulation.

189. (3A,1B) Gullahorn, J., and Gullahorn, J. "Visiting Fulbright Professors as Agents of Cross-Cultural Communication," Sociol and Soc Res, 1962, Vol. 46, pp. 282-293.

Theoretical considerations concerning interaction among group members of relatively high and equal status, as well as the conditions accompanying the role of the stranger, lead to the conclusion that visiting professors in the international exchange program have a uniquely favorable opportunity to become agents of cross-cultural communications.

190. (5A) Hagen, E. E. On the Theory of Social Change. Homewood, Ill.: The Dorsey Press, Inc., 1962.

The author examines differences in personality formation and the social conditions affecting these differences. He suggests that an analysis which comprehends both social or cultural theory and personality theory may contribute insight that may escape the separate analysis of any one of the three. He thinks that it is likely that the major flow of benefit will be from psychology to the other disciplines.

191. (2B) Hall, E. T. The Silent Language. New York: Doubleday, 1959.

Hall develops a schematic definition of culture based on the major idea that culture and human expression are one and the same, i.e., "Culture is communication and communication is culture."

192. (4A) Hall, E. T., and Whyte, W. F. "Inter-cultural Communication: A Guide to Communication: A Guide to Men of Action," Hum Organization, 1960, Vol. 19, pp. 5-12.

Discusses the value that anthropological knowledge has for a man of action in another culture. Considers problems of cross cultural communication in terms of language, meaning, personality, contact, time, space, actions, etc. (Similar to the Silent Language.)

193. (1B) Hammond, P. B. "Mossi Joking," Ethnology, July 1964, Vol. 3.

Types of joking observed to fit into universal functions of maintaining communications, discharging hostilities harmlessly.

194. (2B,4B) Hanks, L. M., Jr. "Indifference to Modern Education in a Thai Farming Community," Hum Organization, 1958, Vol. 17, No. 2, pp. 9-14.

Source of indifference to modern education attributed to the failure of a school to conform to traditional assumptions concerning education.

195. (5B,4A) Hannon, S. "The Challenges of Political Communication," J Q, 1963, Vol. 40, pp. 476-482.

The assistant to the president of the Free Europe Committee calls for the recognition of communication as an essential tool in the ideological conflict between freedom and Communism.

196. (5C) Harbison, F. H., and Ibrahim, I. A. "Some Labor Problems of Industrialization in Egypt," Ann Am Acad, 1956, No. 305, pp. 114-124.

The advantageous situation of Egypt's industrialization with respect to other countries if the country gets the necessary capital resources and learns how to better use its manpower resources.

197. (5C1) Harner, M. J. "Machetes, Shotguns and Society: An Inquiry into the Social Impact of Technological Change among Jivaro Indians," Dissertation Abstracts, 1963-1964, Vol. XXIV, pp. 3497.

The Jivaro Indians of eastern Ecuador provide an almost laboratory-like situation for the study of the major problem, the nature of the impact of technological change on society and culture. The major impact of the introduction of a more efficient technology may not be to increase production. It is suggested that theories of the effects of technological change should take into consideration pre-existing demands within societies and also the social role of new technology as an item of ownership.

198. (2A) Hard, D. V. "Southeast Asia: Problems of Information Retrieval," Am Behav Sci, 1962, Vol. 5, No. 10, pp. 58-62.

Indicates some problems of information retrieval for Southeast Asia, with special attention to the novel. General comments on the uses of the novel in studying Southeast Asian cultures are offered.

199. (5A) Harwood, R. "An Experiment in Community Development in El Salvador," Dissertation Abstracts, 1963-1964, Vol. XXIV, pp. 3050.

This study and analysis was undertaken to show the type of patterns of cooperation established in community development projects in Latin America. Community programs should follow customary forms of cooperation.

200. (1A1) Hatcher, W. A. "The Press in a One-Party State: Kenya Since Independent," J Q, Spring 1965, Vol. 42, No. 2, pp. 262-266.

Divided into 40 different tribes, most Kenyans live not in cities or villages but in their tribal districts. Few of Kenya's nine million Africans are touched by the mass media except for radio. This nation has characteristics of both "free" and "authoritarian system." The Kenya News Agency represents the most authoritarian aspect of government information policy. Since it is the sole source of news for the voice of Kenya. The news programs on the government-owned radio and television system suffer from monotony and dullness that comes with long reading of government pronouncements. Real freedom of expression and of the press will probably only be established after the massive problems of illiteracy and poverty are to some extent overcome.

- 201 (5A) Hauser, P. M. "Cultural and Personal Obstacles to Economic Development in the Less Developed Areas," Hum Organization, 1959, Vol. 18, No. 2, pp. 78-84.

Cultural and personal obstacles to the achievement of national aspiration to raise levels of living may be considered in two categories--namely, as elements of the colonial heritage of a number of the countries, and as elements of their indigenous culture. The observations suggest the need for more widespread and intensive studies of the cultures and population characteristics of the less developed areas.

202. (1A1A) Head, S. W. "Can a Journalist be a 'Professional' in Developing Countries?" J Q, 1963, Vol. 40, pp. 594-598.

Developing countries lack freedom of the press, and journalists are advised to accept this condition. The journalist will be a professional to the extent that he conceives himself employed by the public to serve the public. There is no situation where a newsman does not have some freedom.

203. (5C) Heilbroner, R. L. The Great Ascent: The Struggle for Economic Development in Our Time. New York: Harper and Row, 1963.

Although primarily concerned with economics, this book includes sections on social attitudes (56-67), resentments and aspirations (83-88), and social tensions (151-156).

204. (4A2, Hennessey, D. "Political Communication: An Analysis,"
5B) Wiseman R, 1962-63, Vol. 236, pp. 327-338.

In very broad terms, discusses the communication process as it relates to politics; looks at the message, the means of transmission, the intended effect, and the ability to persuade.

205. (1B,3A) Hill, R., Bach, K., and Stycos, M. J. "Intrafamily Communication and Fertility Planning in Puerto Rico," Rural Sociol, 1955, Vol. 20, pp. 258-271.

Field experiment testing hypotheses relating to interspousal communication and use of birth-control methods. High interpersonal communication increases the likelihood of birth-control implementation.

206. (3A) Hiniker, P. "Chinese Attitudinal Reactions to Forced Compliance: A Cross Cultural Experiment in the Theory of Cognitive Dissonance," Center for International Studies, M.I.T., 1965, c/65-18, pp. 66. (mimeo)

This paper is a report of an experiment on Chinese psychological reactions to forced compliance; it attempts to resolve a question posed by two mutually contradictory theories, Cognitive Dissonance and Characterological Theory: "What is the attitudinal effect on Chinese of making a public statement contrary to private opinion under inducement by an authority figure?" Concludes there is a real cross-cultural difference between Americans and Chinese in their attitudinal reactions to forced compliance; that the subjective definition of the self-concept among Chinese is in terms of family and group loyalties rather than in universalistic principles of identification; and the ingrained Chinese habit of exhibiting extreme submission before figures of authority; and an accepted practice of maintaining a cognitive distinction between one's overt formal behavior in a situation and one's emotional feelings.

207. (4A2, Hirabayashi, G. K., and El Khatib, M. F. "Communication
5B) and Political Awareness in the Villages of Egypt," P O Q, 1958, Vol. 22, pp. 357-363.

An examination of the extent to which Egyptian villagers are becoming aware of their local, national and international environment via the mass media.

208. (3B) Hoffman, M. "Research on Opinions and Attitudes in West Africa," Int Soc Sci J, 1963, Vol. 15, No. 1, pp. 59-69.

The younger generation of Africa is beginning to question traditional structures; new modes of behavior and new ways of life and thought are developing. Limiting research are the language problem and the attitude of political authorities toward surveys.

209. (5A) Holmberg, A. R. "Changing Community Attitudes and Values in Peru: A Case Study in Guided Change," in Council on Foreign Relations, Social Change in Latin America Today. New York: Harper, 1960.

Describes problems of socio-economic change in terms of the history, and socio-cultural traditions of Peru; looks at problems of land ownership, health, education, caste system, community leadership, and population distribution. Reports changes taking place, the effects of the Vicos project, and the role U.S. policy has played in the past, and can play in the future development of Peru.

210. (5A,3B) Holmberg, A. R. "Participant Intervention in the Field," Hum Organization, 1955, Vol. 14, No. 1, pp. 23-26.

Discussion of the study of change from the perspective of an anthropologist involved as an activator as well as being a designer of socio-cultural change; looks at the Vicos experiment in Peru.

211. (2B,3A) Holsti, O. R. "The Belief System and National Images: A Case Study," J Conflict Resolution, 1962, Vol. 6, pp. 244-252.

Using Osgood's "evaluative assertion analysis," Holsti quantifies more than 3500 statements about the U.S.S.R. by former Secretary of State John Foster Dulles in a study of the function of personal belief systems in international politics. The general conclusion is that Dulles interpreted the very data which would lead one to change one's belief system in such a way as to preserve that system.

212. (4A,3B) Holsti, O. R. "The Value of International Tension Measurements," J Conflict Resolution, 1963, Vol. 7, pp. 608-617.

Points out the crucial role of international tension on national security policy and suggests a framework within which the tensions may be measured.

213. (3B,3A, 2A) Hori, M. "Multi-dimensional Analysis of Radio and TV Program Category Preferences," Tokyo: Public Opinion Research Institute, Japan Broadcasting Corp. (NHK), 1965. (multilith)

An analysis of program category preferences for radio and TV, with an attempt to relate preferences to audience types, and to examine changes in preference over time.

214. (5C) Horowitz, D. "Economic Development and Democracy," J Int Affairs, 1962, Vol. 16, No. 2, pp. 183-190.

Author sees a relationship between economic development and democracy. Many underdeveloped nations, newly freed from colonialism, are unable to enforce capital investment and savings because of economic, political or social reasons. Only drastic measures like massive capital imports from the "demonstration" countries which are democratic, or ventures like the Marshall Plan will provide the necessary resource to foster development and reduce the pressures for totalitarianism.

215. (4A) Hoselitz, B. F. "Problems of Adapting and Communicating Modern Techniques to Less Developed Areas," Econ Dev and Cult Change, 1954, Vol. 2, pp. 249-268.

Analysis of the failures of several projects suggests the need for a thorough study of economic, cultural and social factors before attempting to introduce changes. A summary of principles for the introduction of new techniques is included.

216. (5A,5C) Hoselitz, B. F. "Noneconomic Barriers to Economic Development," Econ Dev and Cult Change, 1952, Vol. 1, pp. 8-21.

Speculation on some practical, non-theoretical barriers to economic development, with little reference to the role of communication.

217. (4B,1B) Hoselitz, B. F., ed. Progress of Underdeveloped Areas. Chicago: University of Chicago Press, 1952.

A series of lectures to elucidate the issues which lead to fuller and better communication between specialists in several social science fields and between social scientists and public policy-makers. The book has three sections: (1) historical approach to economic growth, (2) cultural aspects of economic growth, and (3) problems of economic growth.

218. (5A) Hoselitz, B. F. Sociological Aspects of Economic Growth. Glencoe, Ill.: Free Press, 1960.

The nine papers brought together in this volume focus on the integration of economic and non-economic variables for achieving more adequate explanations of development. Among the non-economic topics included as relevant to development are innovating behavior, the role of the entrepreneur, anomie, the role of cities, and the "pattern variables" of Talcott Parsons.

- 219 (4A1, Houn, F. W. "Motion Pictures and Propaganda in Communist
2A,1A1) China," J Q, 1957, Vol. 34, pp. 481-492.

A descriptive-historical study of the government take-over and control of film production in China and the use of film for the promotion of the needs and interests of the regime.

220. (1A1, Houn, F. W. "Radio Broadcasting and Propaganda in Communist
2A,4A1) China," J Q, 1957, Vol. 34, pp. 366-377.

A descriptive-historical study of the control and use of the radio in China as a propaganda device. Discusses different types of programming and how they are used to spread communist ideology. Considers the technical problems in reaching the populace with local and national broadcasts and the ban on listening to the Voice of America.

221. (2A, Houn, F. W. "The Press in Communist China: Its Structure
1A1,4A1) and Operation," J Q, 1956, Vol. 33, pp. 502-512.

Describes the structure and operation of the Communist press in its capacity as a political tool of the government. Considers four tasks of the press: 1. propaganda work, 2. agitation work, 3. press as a medium of public information, 4. press as an instrument of social control; also notes close patterning of Chinese press after Soviet model.

222. (1A1, Houn, F. W. To Change a Nation. Blencoe, Ill.: Free
1B,4A1) Press, 1961.

A description of policies and practices of Chinese Communism regarding communication of ideas in the country. Two conflicts of policy appear: (1) efficient utilization of specialists and intellectual elites vs. insistence on political loyalty and dedication, and (2) expansion of audience through circulation of meaningful materials vs. alienation of same audience through insistence on political utility and acceptability of communication content. Houn summarizes these facts as seven findings from which the main problems of Communist Chinese communications policy will emerge.

223. (2B,1B, Houn, F.W. "The Stage as a Medium of Propaganda in Communist
4A1) China," P O Q, 1959, Vol. 23, No. 2, pp. 223-235.

The mobilization of the arts for political purposes is illustrated by the exploitation of the Chinese stage by the Communist regime. It has improved Chinese opera in order to suit its political purposes and has attempted to revamp the spoken drama as another vehicle for disseminating Communist ideology, publicizing Communist policies, and mobilizing popular support.

214. (3B) Hudson, B. B., Barakat, M., and LaForge, R. "Problems and Methods of Cross-Cultural Research," J Soc Issues, 1959, Vol. 15, No. 3, pp. 5-19.

The methodology underlying several studies involving young Americans and Arabs. The equivalence and comparability of procedures across sub-samples in five problem areas are listed. Noted is the danger of using, in the reporting stage, summarizing terms which have Western connotations.

215. (5C1) Huffnagle, J. D. "Competition and Technical Change," Dissertation Abstracts, 1964, Vol. XXIV, pp. 924.

Technological change is of the utmost importance to the firm. Technical change is defined as including changed in the knowledge available and changes in productive arrangements when applying existing knowledge. The changes which are being considered are process changes or changes in the method of production. When contemplating such changes, the firm is faced by two prominent barriers. First, the technical feasibility of any effort may be such that further progress is prohibited. Secondly, the adaptation of the new process may be commercially unfeasible.

216. (5C) Huhne, L. H. "Financing Economic Development through National and International Organizations," Dissertation Abstracts, 1962-1963, Vol. XXIII, pp. 3177.

The thesis was undertaken to show the performance of some of the more important American and international lending institutions during the fifties and early sixties. The issue of soft currency loans is discussed at some length. The conclusion reached is that such loans are in reality so similar to grants that they should be abandoned in favor of the latter.

217. (4A,4B) Hurlbert, R. D. "Japan Uses ETV," NAEB J, 1962, Vol. 21, No. 5, pp. 3-5.

Comments on the studio and field operation of NHK, the government agency for radio and television broadcasting in Japan. The development of ETV in Japan has been somewhat parallel to that of the U.S. In 1948, the NHK established a second network system called the "educational network." At present, eleven TV stations are distributing an average of nine hours a day in school, to young adults after school, and to adults. Subject content of ETV lessons are in many ways similar to those used on U.S. ETV.

218. (4A, 5C1) Huth, A. G. "Communications and Economic Development," Int Conciliation, 1952, No. 477, pp. 3-42.

Research is needed on the audience and public opinion in technical assistance projects and the media which are most suitable for the specific purpose. Technical assistance provides the opportunity to experiment with new communication techniques.

219. (1A2) Huth, A. G. "The Problem of Communications," J Int Affairs, 1952, Vol. 6, No. 1, pp. 65-75.

General survey of mass media facilities in the Middle East; discusses the use of, and the need for, media in the area.

230. (5B) Hyman, H. "Mass Media and Political Socialization: The Role of Patterns of Communication," in Pye, L. W., ed. Communications and Political Development. Princeton, N.J.: Princeton University Press, 1963, pp. 128-148.

A defense of the exportation of U.S. popular culture for developing nations in terms of its value as latent socialization into a modern view of life, particularly into a modern, western political orientation.

231. (2A,3B, 1A2) International Press Institute. The Flow of the News. Zurich, 1953.

A study by the I.P.I. in cooperation with editors, news agency executives and foreign correspondents in ten countries. It focuses on foreign news in daily newspapers in the United States, Western Europe and India; and the material concerning these areas is presented in three sub-studies. One appendix described the execution of the study, and three others present data from the three areas studied.

232. (5A) Isaacs, H. R. Emergent Americans: A Report on "Crossroads Africa." New York: John Day Co., 1961.

An evaluative report on the experiences of young U.S. personnel who spent time in West Africa on an international work camp project.

233. (4A) Isaacs, H. R. Scratches on Our Minds. New York: John Day Co., 1958.

Through interviewing 181 prominent individuals, ranging in experience from primary involvement to peripheral interest in Asia, Isaacs attempted to find out what impressions, opinions, attitudes and knowledge Americans had about Asia and what the source of these mental pictures were.

- 234 (3A) Jacobson, E., Kumata, H., and Gullahorn, J. E. "Cross-cultural Contributions to Attitude Research," P O Q, 1960, Vol. 24, No. 2, pp. 205-223.

From a selective review of cross-cultural research studies the authors see the emergence of cross-cultural research as an important contributor to the understanding of attitudes. The most progress made by those cross-cultural

studies have been using three basic approaches: (1) delineating aspects of national character as well as fundamental psychological characteristics that determine attitude formation and change; (2) discovering the effects of intercultural contacts upon attitudes; and (3) investigating the ways in which language and culture determine the dimensions of attitudes.

235. (4A) Janowitz, M. "Mass Persuasion and International Relations," P O Q, 1961, Vol. 25, No. 4, pp. 560-570.

In the great international developments of this decade, the brute force of modern weapons is flanked by the subtle influences of mass persuasion. This article reviews three "recent" studies of Soviet and American psychological operations. The books reflect a growing interest in mass persuasion as macroscopic systems. They reject the stimulus-response approach, which may be appropriate for market research. They see mass communication, domestic and international as instruments of long-term social control.

236. (4A2, 4A3) Jobim, D. "French and U.S. Influences Upon the Latin American Press," J Q, 1954, Vol. 31, pp. 61-66.

Essay on the world press speculates on different aspects of the role of newspapers in the U.S., France and Brazil, stacking the style-bookish accuracy-and-objectivity formula of U.S. journalists against the semi-paternal reader-wants-his-paper-to-be-a-friend-who-talks-to-him" role assumed by their French and Latin American counterparts.

237. (1A1, 4A2) Jolliffe, H. R. "Developing Journalism in an Emergent Nation--Afganistan," J Q, 1962, Vol. 39, pp. 355-362.

Discusses the successes and frustrations in establishing a program of journalism education in the capital of Afganistan. Describes the geography, society, language problems, etc.; urges AEJ to take an active role in the development of journalism in the emergent nations.

238. (4A2) Jones, D. B. "The Portrayal of China and India on the American Screen, 1896-1955; The Evolution of Chinese and Indian Themes, Locales, and Characters as Portrayed on the American Screen," Center for International Studies, M.I.T., 1955.

The role of the film as a purveyor of American ideas has never been carefully examined, nor its significance fully assessed. To what degree have Hollywood films shaped existing world attitudes toward this country? To what extent have Hollywood films about other countries influenced the attitudes of nations toward one another?

239. (3B) Jones, E. L. "The Courtesy Bias in Southeast Asian Surveys," Int Soc Sci J, 1963, Vol. 15, No. 1, pp. 70-76.

Suggestions for removing the courtesy bias in surveys include (1) careful matching of interviewer and subject, (2) the use of small groups in highly structured societies, (3) the use of mail questionnaires, and (4) the use of informal depth interviews as a check on quantitative data.

240. (5A) Jones, G. N. "Strategies and Tactics of Planned Organizational Change: Case Examples in the Modernization Process of Traditional Societies," Hum Organization, 1965, Vol. 24, pp. 192-201.

This concept of change is opposed to natural change, which refers to change brought about without apparent deliberateness and with no apparent goal-setting upon the part of those involved in it. The role of the social scientist is not only to observe, record, and interpret social phenomena, but also to develop and apply theories of social action to influence society.

241. (5A) Kahl, J. A. "Some Social Concomitants of Industrialization and Urbanization," Hum Organization, 1959, Vol. 18, No. 2, pp. 53-74.

Discusses the changes that take place in the family, career, education, class structure, and labor organization when a society is transformed through industrialization and urbanization. Looks at the process of change in a general overview as opposed to what applies to a particular culture or society, reviews and cites major research in the area.

242. (3B) Kato, H. "Trends in Communication Research in Japan," Int Soc Sci J, 1962, Vol. 14, No. 2, pp. 257-268.

Communication research in Japan is still in the stage of being an "important technique." The training of communication research workers is not organized and is poor.

243. (3A,4B) Katz, E. "The Social Itinerary of Technical Change: Two Studies of the Diffusion," Hum Organization, 1961, Vol. 20, pp. 70-82.

Compares and contrasts designs and findings of two studies on the diffusion of innovations (a "mirical" drug and hybrid corn seed), tracing the movement of (1) a given practice, (2) over time, (3) through specific channels of communication, (4) within a social structure.

244. (4A) Katz, E., Levin, L., and Hamilton, H. "Traditions of Research on the Diffusion of Innovation," Am Sociol R, 1963, Vol. 28, pp. 237-252.

Outline of the process of diffusion and the contributions made to its study by various disciplines. A plan for needed research is outlined for each of the seven components of diffusion. The process of innovation is defined as: (1) acceptance, (2) over time, (3) of some specific item, (4) by individuals, groups or other adopting units, linked to (5) specific channels of communication to (6) a social structure and to (7) a given system of values or culture.

245. (3A,3B) Kaufmann, J. "Implications of Domestic Research for International Communications Research," POQ, 1952, Vol. 16, No. 4, pp. 552-560.

This article deals with the possibilities of translating the findings of domestic American research into hypotheses for international mass communication research. Four American attitude and opinion studies are examined in this light and their findings are re-evaluated as possible points of departure for the international public opinion and communication research.

246. (2B,1A1, 4A1,1B) Kecskemeti, P. "The Soviet Approach to International Political Communication," POQ, 1956, Vol. 20, pp. 299-307.

The Soviet political communication networks operate differently within and without the country. For domestic audiences, the degree-of-source-control-over-receiver allows authoritarian communication. The communist commentator's relationship to a non-communist audience is different; his communication will be manipulative, rather than authoritarian.

247. (2A,4A) Kecskemeti, P. "Totalitarian Communications as a Means of Control: A Note on the Sociology of Propaganda," POQ, 1950, Vol. 14, No. 2, pp. 224-234.

No "public opinion" as we understand it, exists in totalitarian countries. Its place is taken by an official image of the world expressed through the controlled mass media. Although the individual may distrust the messages and its source, he is forced to accept them in lieu of anything else because of the power behind them, and because it provides the model of conformity he needs for his existence in the state.

248. (2B) Keller, S. "Diplomacy and Communication," P O Q, 1956, Vol. 20, No. 1, pp. 176-181.

Examines those aspects of diplomatic communication which derive not from conscious operational codes but from social factors of which the individual diplomat is either unaware or over which he has no control. Two aspects of communication are distinguished: (1) one refers to the technical side of knowing the symbols used by others (2) The other refers to the emotional reaction to what has been said or written to agreement not on what the symbols are but on what feelings they evoke.

249. (4A3) Kelley, S. "Elections and the Mass Media," Law and Contemp Prob, 1962, Vol. 27, pp. 307-326.

Essay on the impact and consequences of the mass media in the electoral process. Includes citation of the voting literature through 1961. Discusses the differences between ward politics and mass media politics. The selective processes in the transmission of political propaganda are noted. References are to recent U.S. elections.

250. (4A) Kelman, H. C. "Changing Attitudes through International Activities," J Soc Issues, 1962, Vol. 18, No. 1, pp. 68-87.

Analysis of the barriers to change that international activities have to overcome, and a suggestion of the sources of conditions that might make these activities more effective, particularly in producing changes of a durable kind.

251. (4A) Kelman, H. C. "Compliance, Identification, and Internalization--Three Processes of Attitude Change," J Conflict Resolution, 1958, Vol. 2, No. 1, pp. 51-60.

Three different processes of influence are compliance, identification, and internalization. (1) Compliance is defined as accepting influence on the basis of specific rewards or approval. (2) Identification occurs when an individual accepts influence because he wants to establish or maintain a satisfying self-defining relationship to another person or a group. (3) Internalization occurs when an individual accepts influence because the content of the induced behavior is intrinsically rewarding.

252. (4A,3A) Kelman, H. C. "Effects of Cross-Cultural Experience on National Images: A Study of Scandinavian Students in America," Proceedings of the Sixteenth International Congress of Psychology, Bonn, 1960. Amsterdam: North-Holland Publishing Co., pp. 621-622. (AC&A Psychologia, 1961, Vol. 19)

Study of the effects of a year in the U.S. on the national images held by Danes, Norwegians and Swedes. Focused on 3 elements of self imagery: One's nationality, one's profession, and the structure of one's personal relations.

253. (3A) Kelman, H. C., and Bailyn, L. "Effects of Cross-Cultural Experience on National Images: A Case Study of Scandinavian Students in America," J Conflict Resolution, 1962, Vol. 6, pp. 319-334.

Lengthy analysis of percentage data from the before-after administration of an open-ended questionnaire suggests generally that (1) the motivations and expectations the student brings to his foreign stay; (2) the way he adjusts to life abroad, and (3) the way he relates to the new cultural patterns and the new people he meets, all have a bearing on the way his image of his own country changes.

254. (5A) Khane, R. S. "Folk Medicine in a North Indian Village," Hum Organization, 1963, Vol. 22, No. 1, pp. 36-40.

Recently several anthropologists have written about the cultural factor in medicine. Such an exploration of the nature of folk-medicine might be useful in determining what factors militate against the implementation of modern medicine in Indian villages. In this paper the general characteristics of folk medicine and the conceptualization of illness are considered. The observations are based on material collected in Indian villages.

255. (3B,4A) Kim, C. I. E. "A Critique of 'Communication Problems of Development: Chejudo, Korea 1962'," P O Q, 1963, Vol. 27, pp. 487-489.

Author states that the area studied by Carver (1962) is not typical of Korea. He would like a better conceptual framework in order to gauge the "conversion effects" of government's propagandizing activities with other villages, and a recognition of the community power structure. He objects to the assumption which underrates opinion and opinion research in underdeveloped countries.

256. (1A1,1B, 2A,2B) King, V. V. S. "A General Study of the Channels of Communication between Communist China and the Western World," Center for International Studies, M.I.T., 1964-5, pp. 94.

Channels described are the press, periodicals, radio broadcasts, cultural exchange with foreign countries, foreign trade, diplomatic envoys and overseas Chinese. The best informed people are party and government officials, then journalists and a limited number of people who obtain information from foreign broadcasts and publications, etc. Comments on the spread of outside information, "rumor spreading," group listening, and belief in news from foreign sources.

257. (3B,3A) Kittermaster, A. M. "Northern Rhodesia--Listener Research," Community Dev Bull, 1954, Vol. 5, No. 2, pp. 42-45.

Review of results recounts (in frequencies and percentages) some of the difficulties of assessing the value of different types of programs designed for African listeners. Major dependent variables are comprehension and retention.

258. (4A) Klapper, J. T. "Mass Media and the Engineering of Consent," Am Scholar, 1948, Vol. 17, pp. 419-429.

It is apparently generally felt, even among social scientists, that a behemoth is upon us." Taking a more moderate position on the role of mass media in society, Klapper delves into big business, machine politics, socialization, and popular demand as he reviews various suggestions for controlling media propaganda potential.

259. (3A,4A) Klapper, J. T. The Effects of Mass Communication. Glencoe, Ill.: Free Press, 1960.

Includes chapters on "Reinforcement, Minor Change and Related Phenomena," "The Creation of Opinion on New Issues," and "Conversion." Practically all material is from the United States.

260. (3A,4A) Klonglan, G. E. "Role of a Free Sample Offer in the Adoption of a Technological Innovation," Dissertation Abstracts, 1963-1964, Vol. XXIV, pp. 4307.

The central problem of this study is how to efficiently and effectively communicate scientific information from its source of origin to the potential users of that information. This thesis examines a communication situation in which one "change agent" attempted to speed up the adoption of a new scientific farm practice. The three specific objectives of the thesis are (1) to describe one specific communication situation, (2) to construct a possible rationale or logic for the use of the communication technique used in the communication situation, and (3) to test the validity of the constructed rationale by analyzing results of the use of the specific communication technique. Three general hypotheses were derived and tested.

261. (5A,3A) Kluckhohn, F. R., and Strodtbeck, F. L. Variations in Value Orientations. Evanston, Ill.: Row, Peterson and Co., 1961.

A study of five small communities in New Mexico where variations in value orientations (1) from one culture to another, (2) within a given culture, and (3) through time, were measured. Assuming a common need for problem-solving solutions in society in its five problem areas, the conceptual framework is developed by the authors allowed them to predict and explain variations in value orientation.

262. (5A) Kodama, H. "Study of Interests of Japanese Men with Special Preference to Development Aspects," Jap Psychol Res, 1962, Vol. 4, pp. 119-128.

Reports studies about changes and development of interests of Japanese men from first years of high school through 50 years of age. Also considers whether interest of college students differ from each other as a result of their course of study. A third area looked at was the interests of certain occupational groups as contrasted with senior high school students.

263. (4B) Lambert, R. D., and Bressler, M. Indian Students on an American Campus. Minneapolis: University of Minnesota Press, 1956.

A study of the values of a U.S. education, stereotypes toward the American educational system, images of the U.S., areas of sensitivity and ego-protecting mechanisms.

264. (4A2, 2A) Landay, J. M. "Portable Radios Bring Light to the Dark Continent," Broadcasting, December 17, 1962, pp. 84-85.

The battery-powered portable offers leaders of Africa's newly independent countries the only practical means of reaching much of their people most of the time. Programs from the Voice of America, Radio Moscow, Radio Peiping, and Nasser's Radio Cairo may be heard. The radio commands an empathy, a fascination, an excited wonder from the African audience, his first exposure to any medium of mass communication. To his leaders, the radio is the only way of tying the citizen, speedily, and quickly into national policies, decisions and issues, of breaking down tribal barriers, of creating cohesive national consciousness and patriotism necessary to consolidate the independence. In some villages the one radio is the social center.

265. (2B,1B) Lane, R. E. "Elite Communication and the Governmental Process: Samoa and the United States," World Pol, 1958, Vol. 10, No. 3, pp. 430-437.

A book review of Keesing, F. M., and Keesing, M. M. Elite Communications in Samoa: A Study of Leadership. (Stanford Anthropology series, No. 3) Stanford: Stanford University Press, 1956. Compares elite communications behavior in Samoa with communications behavior on the same level in the U.S. government.

266. (1A1A) Lassalle, E. "Problems in International Public Relations," Hum Organization, 1957, Vol. 16, No. 3, pp. 24-27.

A criticism of the way public relations personnel operate internationally, illustrated with several case histories. In his position as interpreter between community and management he must respect cultural differences and similarities to be effective.

267. (4A,2A) Lasswell, H. D. "The Theory of Political Propaganda," in Berelson, B., and Janowitz, M., eds. Reader in Public Opinion and Communication. Glencoe, Ill.: Free Press, 1953, pp. 176-180.

A general discussion of the theory of propaganda and attitude change. Discusses the manipulation of symbols, strategy of propaganda in cultural terms, the choice of propaganda and other general notions.

268. (3B) Lazarsfeld, P. F. "The Prognosis for International Communications Research," P O Q, 1952, Vol. 17, No. 4, pp. 481-490.

A combination of evaluation research methods with the activities of agencies which actually introduce new habits or new institutions into more remote countries should open up a wide area for social research experimentation.

269. (3A,3B) Lazarsfeld, P. F., and Knupfer, G. "Communication Research and International Cooperation," in Linton, R., ed. The Science of Man in the World Crisis. New York: Columbia University Press, 1945.

A review of techniques used and results obtained in communications research before 1945, with implications for international communication research after World War II. The field is divided into four sections: (a) audience analysis, (b) content analysis, (c) response analysis, and (d) analysis of social control.

270. (4A) Lazarsfeld, P. F., and Merton, R. K. "Mass Communication, Popular Taste, and Organized Social Action," in Schramm, W., ed. Mass Communications. Urbana, Ill.: University of Illinois Press, 1949, pp. 492-512.

Discusses the social consequences of mass media communications; effects on popular taste, social control, social norms, the status conferral function, conformity, and problems of monopoly.

271. (1A2) Lerch, J. H. "Diverse Techniques in International Broadcasting," J Broadcasting, 1958, Vol. 2, No. 3, pp. 213.

We now have the media, the web of instrumentation required for broadcasting. Do we have the message? Propaganda (planned persuasion) is directly related to policy and is not an independent force let loose on the air waves. At best, propaganda by radio is a rather strenuous form of advertising which can highlight our good points, and further weaken the opposition's vulnerabilities. The extreme technique (black propaganda) of spurious appeals, definite slanting of news, quoting out of context, use of one statement to imply something different to be used as the "all-out" technique in the constant needling and relentless hammering at the opposition. It is

important to recognize language, religion and cultural differences when planning a message. Strategic propaganda, and desirable propaganda, are parts of psychological warfare, a modern form more inclusive and less naive than old-fashioned political propaganda. Three important elements for effectiveness: (1) a positive policy to sell, (2) imaginative and creative spokesmen (3) know the audience and its aspirations. A resume of constant Soviet themes is presented along with examples of denunciation programs used by the U.S.

272. (5B,2A) Lerner, D. "International Coalitions and Communication Content: A Case of Neutralism," P O Q, 1952, Vol. 16, No. 4, pp. 681-687.

The theory of international coalitions leaves neutrals without a logical position. European neutralism as it is expressed in international communications is analyzed here. Research in this area can discover what common purposes Americans share with the rest of the world and what the U.S. should be saying to the neutralists in order to draw them into the America-centered coalition.

273. (3A,4A) Lerner, D. The Passing of Traditional Society. Glencoe, Ill.: The Free Press, 1958.

(Annotation is limited primarily to Chapter II, "Modernizing Styles of Life: A Theory.") Modernization is the unifying principle of this study of the Middle East. Central to this change is a shift in modes of communicating ideas and attitudes. There is a globally observable direction of this change: urbanization first increases, which stimulates literacy; literacy stimulates mass media exposure; with increased media exposure comes wider economic and political participation.

274. (3B) Lewis, R., and Crossley, H. M. "Opinion Surveying in Korea," P O Q, 1964, Vol. 28, No. 2, pp. 257-272.

Most public opinion research in Korea is done by the government, universities and the newspapers. Despite the handicaps of poor economic development, underdeveloped communications, authoritarian regimes and a lack of experienced survey personnel, many Korean surveys have already yielded significant findings which have helped the country's political, social and economic growth.

275. (4A2, 2B) Lewis, R., and Rovin, J. Television and Teleclubs in Rural Communities. Paris: UNESCO, 1955.

Describes the role of television and teleclubs in adult education in rural France. The problems of organizing the clubs, purchasing the television set, conducting group discussions, producing programs for the rural populace, and the effects of these activities on the participants are considered.

276. (4B,5C) Lewis, W. "Education and Economic Development," Int Soc Sci J, 1962, Vol. 14, pp. 685-699.

Discusses the cost of education in underdeveloped countries in relation to the ability of the country to absorb its educational products and the return in terms of increased output derived through education. Considers primary, secondary, adult and university education.

277. (1A1,4A) Lezzi, F. "Teaching by TV in Italy," NAEB J, March-April, 1960, pp. 15.

Describes the educational problem Italy faces, the author's proposed solution and the progress achieved thus far. (1) the problem: unemployment--the consequence of overpopulation; (2) proposed solution: teaching by television in a "crash program" while the new schools are being built; (3) progress of Telescuola Project--teaching by television is enthusiastically welcomed by both students and their parents because of financial or geographic reasons that would deprive most of them of the opportunity for education were it not for television.

278. (4B) Lindstrom, D. E. "Diffusion of Agriculture and Home Economic Practices in a Japanese Rural Community," Rural Sociol, 1958, Vol. 23, pp. 171-183.

Study of acceptance and non-acceptance of farming and homemaking practices, using a manual of survey methods issued by the FAO; designed to determine the effectiveness of extension teaching in the community.

279. (5A,3A) Lionberger, H. Adoption of New Ideas and Practices. Ames, Iowa: Iowa State University Press, 1960.

A summary of the research dealing with acceptance of technological change in agriculture, with implications of action in facilitating such change.

280. (4B) "Literacy and Village Development," Community Dev Bull, 1955, Vol. 6, No. 3, pp. 55-57.

Extracts from the annual report of the Department of Social Welfare and Community Development, Gold Coast, 1953. The article refers to the type of literacy campaigns organized in the Gold Coast, the achievement of them and types of rewards given to the learners. Also describes methods used to maintain literacy.

281. (1A1, Liu, A. P. L. "Book Publishing in Communist China," Center
4A1) for International Studies, M.I.T., 1965, c-65-25, pp. 92.
 (mimeo)

A comprehensive study on the state of publishing in Communist China. The subject is treated under Background, Publishing Under the Communist Regime, Types of Books Published, Translation of Foreign Books and Readership. In both the Soviet Union and Communist China, people hold on to the traditional books. The nature of the new literature contributes to the persistence of the traditional. Peking is expected to continue its trend toward publishing large amounts of political and technological books.

282. (1A1, Liu, A. P. L. "Radio Broadcasting in Communist China,"
1A1A,2A) Center for International Studies, M.I.T., 1964, c/64-8,
 pp. 71. (mimeo)

Describes China's radio broadcasting monitoring system, its patterns, the administration of monitoring teams, the wired broadcasting system, and its growth. Broadcasting for minority nationalities, the growth of radio stations, control of radio equipment and personnel are also described. Content, audience feedback and listening behavior is described.

283. (4A1) Liu, A. P. L. "The Use of Traditional Media for Moderni-
 zation in Communist China," Center for International Studies,
 M.I.T., c/65-24, pp. 95. (mimeo)

Three major channels of communication are discussed: theater, story-telling and ballad singing. The traditional media were popular and influential among the people. The Communist Chinese modernization effort hit hardest at the traditional media's strong point--as a people's art--and became "the Party's art." The revised traditional media do not satisfy the psychic need of the common people. The traditional media can be successfully modernized and constructive modern values can be skillfully introduced without eliminating their nature as a people's art.

284. (2A,1A1, Loney, G. M. "Radio Sweden--Education and Entertainment,"
4B) NAEB J, 1964, Vol. 23, No. 4, pp. 18-23.

According to the Press Officer for Radio Sweden, it is known that the general offerings of Swedish broadcasting are at least 50 percent informational or cultural. However, in recent years, there has been more and more entertainment programming, usually in response to listener demands. Radio Sweden's planners are doing what seems to be a fine job of combining education with entertainment.

285. (1A1, 4A,4B) Loney, G. M. "Swedish School Broadcasts," NAEB J, 1964, Vol. 23, No. 1, pp. 3-9.

Introduces the school broadcasting since 1956 in Sweden. Subjects broadcast for grades 1-9 include history, geography, art, Danish music, physical education, current events, sex hygiene and Bible study. High school programs embrace history, economics, literature, theatre, psychology, English, German, French, and Spanish. The purpose of school broadcasts is to provide different sections of a certain class with the same material in one way or another.

286. (4A) Lottich, K. U. "The Power of Mass Communication," Int J Comp Soc, 1964, Vol. 4, No. 1, pp. 57-63.

Discusses the development of the mass media and their impact on society; suggests that government regulation or supervision of some form is needed due to the immense "power" of the media.

287. (5A) Luschinsky, M. S. "Problems of Culture Change in the Indian Village," Hum Organization, 1963, Vol. 22, pp. 66-74.

Exploration of cultural factors influencing the acceptance of innovations in the fields of health, education, land reform and village government, by the population of an Indian Village. Comparison of the intent of the planners and legislators with the actual impact of the plans at the village level.

288. (1A2) Maheu, R. "The Work of UNESCO in the Field of Mass Communication," J Q, 1948, Vol. 25, pp. 157-162.

Provides a summary of UNESCO's activities with press, radio, and other mass media up to 1948.

289. (3A) Mann, F., and Likert, R. "The Need for Research on the Communication of Research Results," Hum Organization, 1952, Vol. 11, No. 4, pp. 15-19.

Summarizes results of research designed to explore different techniques for communicating findings of human relations research and for translating research findings into administrative action.

290. (1A1) Martin, L. K. "Mimeographed Village Papers Prove Value in Liberia," J Q, 1964, Vol. 41, No. 1, pp. 245-246.

Description of the communication role performed by a mimeographed newspaper in Liberia. The author was a Peace Corps member assigned in Monrovia.

291. (3A) Mason, R. "The Use of Information Sources by Influentials in the Adoption Process," P O Q, 1963, Vol. 27, pp. 455-466.

Examination of the relationship between use of information sources and relative influence over stages of the adoption process. Those high in relative influence appear to use more information from all sources--not just the mass media--when the new practice is introduced. After the practice has been evaluated and adopted by these influentials, the relative use they make of mass media sources is alternated. The relationship between the use of information sources and stages of the adoption was significant for all types of sources and for all the practices studied, with one exception of positive relationship. The results of this study suggest that the two-step hypothesis needs to be qualified by whether or not an influential has adopted a new product or practice.

292. (5A) Mayo, S. C. "An Approach to the Understanding of Rural Community Development," Soc Forces, 1958-59, Vol. 37, pp. 95-101.

Examination of the concept of "community development as a Social Movement," utilizing data from secondary sources, personal observations, data supplied by community development leaders.

293. (4A) McClelland, C. A. "A Classification of International Relations Theory," PROD, 1959, Vol. 2, No. 2, pp. 32-34.

The author proposes a six-class system of international relations theory. He states that these six general classes of theory, overlapping and inter-acring as they may be, do not constitute a structure too complex to handle.

294. (3A,4A, 5A) McClelland, D. C. The Achieving Society. Princeton, N.J.: Van Nostrand, 1961.

Study of the psychological factors affecting the economic growth of countries. The findings of this study provide a basis for suggestions on how to accelerate economic growth in underdeveloped countries when development plans focus on increasing the motivation needed for successs. This book shows in particular how one human motive, the need for achievement, appears with great regularity in the imaginative thinking of men and nations before periods of rapid economic growth.

295. (4B) McCormack, W. G. "Mysore Villagers' View of Change," Econ Dev and Cult Change, 1957, Vol. 5, pp. 257-262.

Factors limiting change in an Indian village and some of their implications for India's program of village development. The article has three sections: (1) discusses the two major factors limiting the possibility of village

improvement (the "ideal of a village unit" and the presence of "factionalism"); (2) outlines the role of these factors in blocking the introduction of a school; and (3) derives some practical implications from the foregoing.

296. (4A2) McDermott, W., Deuschle, K., Fulmer, J., and Loughlin, B. "Introducing Modern Medicine in a Navajo Community," *Science*, 1960, Vol. 131, pp. 197-205, 280-288.

Anthropologists and physicians cooperate in the study of changing patterns of culture and disease.

297. (4A) McLuhan, M. Understanding Media: the Extensions of Man, New York: McGraw-Hill, 1964.

A view of the influence of the mass media on modern society based on the premise that the form of any medium, rather than its content, determines the message. The medium shapes and controls the scale and form of human association and action. Communication technologies are seen as extensions of the human organism and central nervous system.

298. (4A) McNelly, J. T. "Intermediary Communication in the International Flow of News," J Q, 1959, Vol. 36, pp. 23-26.

The author offers a model describing the flow of international news from its occurrence to the reader and suggests research focussing upon the roles of the relatively unpublicized "gatekeepers," who operate on an international scale.

299. (1A2,4A2 2A,3A) McNelly, J. T. "Mass Communication and the Climate for Modernization in Latin America," Paper presented before the Association for Education in Journalism, Austin, Texas, August, 1964.

Mass communication is viewed as a highly complex, multi-stage, multi-directional process, with possibilities for indirect and direct effects. Mass communication may be at its most effective level when it is connected with interpersonal communication channels, but there remain the opportunities for direct mass media effects on informational levels and attitudes. Mass communication not only complements other factors in development, such as the economic, political, educational and cultural, but interacts with these other factors in accelerating their development programs. Evidence from the area of mass media availability, attention, content and effects is surveyed.

300. (5B4A2, 3A) McNelly, J. T., and Fonseca, E. "Media Use and Political Interest at the University of Costa Rica," J Q, 1964, Vol. 41, pp. 225-231.

A political area of special importance in Latin America is the university campus. Students have traditionally been involved in the rise and fall of national governments. The authors explore possible relationships among mass media use and socio-economic status, knowledge of international affairs and participation in politics.

301. (3B, 4) McPhee, W. N., and Coleman. "A Program of Research in 'Mass Dynamics'," PROD, 1958, Vol. 1, No. 7, pp. 6-10.

They briefly set forth theoretical and measurement problems of "mass dynamics." In this category they include voting and mass media studies. Central concern is with the problems of analysis arising when large numbers of free, unorganized individuals form mass social patterns. There is a brief discussion of the difficulties of developing analytical and calculating schemes for dealing with these emergent phenomena with modern standards of evidence.

302. (3B) Mead, M. "A Case History in Cross-National Communication," in Bryson, L., The Communication of Ideas, New York: Harper, 1948, pp. 209-229.

A report of an attempt to use the methods of anthropology to strengthen the relationship between people of two contemporary cultures. Using theoretical formulations about attitudes, cultures and behaviors, the author evolved some conclusions, later put into action, about the improvement of Anglo-American relations in war-time Britain of 1943.

303. (4A) Meier, R. L. A Communications Theory of Urban Growth, Cambridge: M.I.T. Press, 1962.

Employs information theory and cybernetic concepts to examine the relations between urban growth and increased capacity for communication. Views the city as an open system that, to remain viable, must conserve negative entropy (information). Has chapters on growth in developing areas, socio-cultural growth and urban communication systems.

304. (4A) Meier, R. L. "Communication and Social Change," Am Behav Sci, 1956, Vol. 1, pp. 43-58.

An outline of the possible ways communication advances may alter such diverse aspects of social behavior as the flow of traffic, the use of mass media, and the development of personal values and esthetic standards.

305. (5C4B) Meier, R. L. "Information, Resource Use and Economic Growth," in Spengler, J.J., ed., Nat Res and Econ Growth, Washington, D. C.: Resources for the Future, Inc., 1961, pp. 98-119.

Major points are: (1) knowledge must accumulate in order to bring new resources into existence; (2) expansion of information flow is a necessary, but not sufficient, condition for economic growth three to ten years later; and (3) the state of knowledge is not at a stage where the combinations of natural resources that previously served as stimulants to economic growth are no longer necessary for progress.

306. (2B, 3B Meier, R. L. "Measuring Social and Cultural Change in Urban 4A2, 1A2) Regions," J Am Inst Planners, 1959, Vol. 25, pp. 180-190.

Suggests that cultural growth and development can best be measured by sampling the flow of social communication. Such a sample of messages would accurately portray the composition of the culture. Samples over time would discriminate robust organizations and institutions from declining ones, and thus aid socioeconomic prediction and planning. The communication "cement" of a U.S. metropolitan area of 5 million is compared with that of Addis Ababa, Ethiopia.

307. (1A1, Meyer, R. J., "SKOL-TV - Sweden's TV," 1964, Vol. 23, No. 1, 4A, 4B) pp. 2-9.

Introduce SKOL-TV--television used in the classroom in Sweden. The television section of Sveriges Radio is divided into four groups: cultural, entertainment, news, and drama. School television is placed under the cultural department, which also produces political, religious and women's programs. Television for the schools was introduced in Sweden for the spring term of 1961. The acceptance of in-school television in Sweden, in some ways, closely follows that of the United States.

308. (4A) Metraux, R. "International Communication of Scientific Information," J Q, 1963, Vol. 40, pp. 332-338.

Suggests that given a world frame of reference instead of a parochial viewpoint, new ways may be found to formulate and present knowledge, using the modern systems of communications effectively among peoples of all cultures.

309. (1A1) Mitchell, J. D. "Thailand's Unexamined Media: Nondaily Newspapers and Radio - TV," J Q, Vol. 42, pp. ---.

Description of Thailand's 5 nondaily newspapers, 64 radio stations and five television stations. Few newspapers in Thailand sell their own space to advertisers, but instead to one of the Bangkok advertising agencies for a flat amount of money. Few of the nondailies were self-sufficient.

310. (4B) Millikan, M. F. "Education for Innovation," in Council on World Tensions, Restless Nations, New York: Dodd, Mead, 1962.

Technology alone is insufficient to foster economic development. Nations must be willing to invest in the stock of human capital by spending more for education. Some suggested guidelines are more imaginative educational methods, a purposive intent to change attitudes toward the nature of the world, and to foster problem-solving.

311. (3A, 5A) Morris, C. Varieties of Human Value, Chicago: University of Chicago Press, 1956.

An attempt to quantify and empirically measure human values, or "ways of life." Explores the social, psychological and the biological determinants of values and compares values East and West. Concludes that there are predictable patterns and structures which science can utilize as a basis for action.

312. (2A, 1A1, 4A2) Mosel, James N. "Communication Patterns and Political Socialization in Transitional Thailand," in Pye, L. W., ed., Communication and Political Development. Princeton, N. J.: Princeton Univ. Press, 1963, 184-228.

The mass media could be the great socializers in developing nations, by virtue of their content and, more importantly, their style of media participation in terms of habits for using, and relating to, information. However, in Thailand the mass media are largely perpetuating traditional ways of doing and viewing things and reinforce the Thais' spectator-role orientation to the world. The mass communication system tends to encourage traditional political culture by providing new ways for playing old roles.

313. (5C1) Mutar, A. W. "The Introduction of Technology into Traditional Societies and Economics." Dissertation Abstracts, No. 24, 1963-1964, 4028.

The study is a historical theoretical interpretation of the introduction of technology into a traditional society in the process of economic development, using Iraq as a case study. Particular consideration has been given to the possibilities and limitations of the gradual introduction of technology. The study concludes that one of the major problems which has remained unsolved in Iraq in providing the foundation for a continuous national development policy has been the lack of achievement of adequate levels of public and economic order. Freedom is possible only within a reasonably secure order.

314. (4A, 5A) Myrdal, G. "Psychological Impediments to Effective International Co-operation," J Soc Issues, 1952, Supplement Series No. 6.

Discusses certain aspects of attitudes, beliefs, opinions, and national vs. international disintegration, opportunism and instability, cultural isolation, personnel of institutions concerned with international affairs, and the international organizations.

315. (5C) Myrdal, G. Rich Lands and Poor: The Road to World Prosperity. New York: Harper, 1958.

Central theme is that economic life is subject at all times to circular causation. In simple terms, men are subject to benign circles that make things better, or to vicious ones that make them worse. In wealthy countries circles are benign and, in poor lands, vicious. As a result of circular differences, differences in living standards between poor and rich nations will widen. In rich countries, personal inequality generally diminishes and in poor countries it becomes extreme.

316. (5A) Nash, M. "Social Prerequisites to Economic Growth in Latin-America and South-East Asia." Econ. Dev. and Cult. Change, 1964, Vol. 12, pp. 225-242.

Comparative study between a modernizing nation in Latin America and a newly independent nation of South-East Asia. Asian problems are those of building; the nation, the firm, integrated markets, technical traditions, social stability.

317. (5A,5C) Nash, M. "The Recruitment of Wage Labor and Development of New Skills," Ann Am Acad, 1956, No. 305, pp. 23-31.

Inquiry into the process of transformation of peasants and primitives into members of an industrial labor force.

318. (5A) Nelson, C. "The Waiting Village: Social Change in a Mexican Peasant Community," Dissertation Abstracts, 1963-1964, Vol. XXIV, pp. 4908.

The people in the "waiting village" are ready for change, but they are helpless to break out of their status quo social system because their own motivational system prevents it.

319. (3A,4A2) Neurath, P. M. "Radio Farm Forum as a Tool of Change in Indian Villages," Econ Dev and Cult Change, 1961-62, Vol. 10, pp. 275-283.

A report on an experiment carried out by the all-India Radio Station in Poona to determine the effects of a radio farm forum as a tool of change in Indian villages. The results showed the forums to be very effective; programs have been continued and developed further.

320. (4A2,5A) Niehoff, A. H., and Anderson, J. C. "The Process of Cross-Cultural Innovation," Int Dev Rev, 1964, Vol. 2, pp. 5-11.

Suggestions of a cultural anthropologist and a Latin American area specialist for a general theory of change; segments the behavior of the innovator into the categories, one of which is communication.

321. (3B) Nixon, R. B. "Journalism Research Around the World," J Q, 1958, Vol. 35, pp. 3-14.

A descriptive study of developing research institutions in 25 countries of Asia, North Africa, and Western Europe. Discusses the use of research findings by a number of leading daily newspapers in adapting their news and editorial product to new conditions. Also considers the importance of these new centers for journalism education and developing a body of basic knowledge.

322. (5A) Norris, T. L. "Decision Making Activity Sequences in a Hacienda Community," Hum Organization, 1953, Vol. 12, No. 3, pp. 26-30.

Focus of attention is on the decision-making process in a type of Hacienda Community. With the description of three decision-making sequences is illustrated the dynamics of the decision-making process in relation to the general structural characteristics of a community organization.

323. (3A) Okabe, K. "Broadcasting Research in Post-war Japan," Stud Broadcasting, March, 1963, No. 1, pp. 7-48.

Research on radio and television broadcasting in Japan since the end of the Second World War. Concludes that little was found that could be labelled as the influence of television. That is to say that the general fear that children who watch violent programs fall easily into delinquency and that television is having an evil effect is not necessarily a valid one.

324. (5B,4A1) Oliver, R. T. Culture and Communication: The Problem of Penetrating National and Cultural Boundaries. Springfield, Ill.: Charles C. Thomas, 1962.

Includes: (1) a discussion of conditions and constraints involved in international diplomatic negotiation and in the diplomat's role as a communicator; (2) an elucidation of the communication strategy of the communist powers, both on a government-to-government basis and on a government-to-people basis; and (3) a discussion of major Oriental philosophies or religions and their relevance to the rhetorical assumptions and pre-suppositions that underlie communication with the Orient.

325. (5A,5C, 5B) Opler, M. E., and Singh, R. D. "Economic, Political and Social Change in a Village of North Central India," Hum Organization, 1952, Vol. 11, No. 2, pp. 5-12.

A compilation of information in regard to the countless economical, political, and social changes that have been taking place progressively in a typical Indian Village. The authors attempt to demonstrate that India is not, as is often believed, a changeless country with timeless and changeless villages. No important aspects of life have been static in India.

326. (4A) Ornstein, J. "Africa Seeks a Common Language," R Pol, 1964, Vol. 26, pp. 205-214.

Description of the social and political problems resulting from the barriers of 300 distinct languages and countless dialects south of the Sahara, such as the emotionalism surrounding language issues.

327. (4A) Osgood, C. E. Alternative to War or Surrender. Urbana, Ill.: University of Illinois Press, 1962.

A program approach to international relations, Graduated Reciprocation in Tension Reduction (GRIT), provides that the U.S. take the initiative in reversing the arms race by reducing and controlling international tension levels and gradually creating an atmosphere of mutual trust through which political and military issues might have a better chance to succeed.

328. (3A,4A2) Ozdil, I. "A Causative Diagnostic Analysis of Turkey's Major Problems and a Communicative Approach to Their Solution," Dissertation Abstracts, 1960, Vol. XX, No. 8, pp. 3128-3131.

A study of Turkish agriculture, industry, public health, politics and education, and how effective use of mass media can contribute to their development.

329. (4A2, 1A1A) Passin, H. "Writer and Journalist in the Transitional Society," in Pye, L. W., ed. Communications and Political Development. Princeton, N.J.: Princeton University Press, 1963, pp. 82-123.

A discussion and review of the problems of language in modernization and of the politicization of writers and journalists in developing nations... how language chosen for discourse in a given area becomes a political issue, and, consequently, how the writer and journalist are drawn unavoidably into partisan political positions.

330. (3B,5A) Pedersen, H. A. "The Emerging Culture Concept: An Approach to the Study of Cultural Change," Soc Forces, 1950-51, Vol. 29, pp. 131-135.

Discussion of the advantages and disadvantages of circumventing one of the unsolved methodological problems in cultural change studies. The problem: how to measure the changes which take place when people of divergent backgrounds interact.

331. (5C) Peter, H. W. "Using Technical and Social Knowledge in Economic Development," Dissertation Abstracts, 1961-1962, Vol. XXII, pp. 462.

The study shows how the creation and use of technical and social knowledge contributes in a major way to increasing productivity and to economic development. The importance of relatively intangible factors, embodying technology and social knowledge in the social production function is shown by the fact that approximately 90 percent of the increase in per capita output in the United States over the past half century has come from intangible factors contributing to increasing productivity, while only about 10 percent has come from increased inputs of tangible physical capital.

332. (4A,2A) Peterson, T. "Why the Mass Media Are That Way," Antioch R, 1963-1964, Vol. 23, pp. 405-424.

The communication industries have, like other industries, been affected by social and economic forces. They have changed from personal craft industries to impersonal mass-production enterprises. Thus, they show today many of the characteristics of other mass-production industries.

333. (3A) Pettigrew, T. F. "Personality and Socio-Cultural Factors in Intergroup Attitudes: A Cross-National Comparison," J Conflict Resolution, 1958, Vol. 2, No. 1, pp. 29-60.

Study the racial prejudice in both the Union of South Africa and the southern United States. Externalization factors such as authoritarianism are associated with prejudice in both the South African and the southern samples at levels roughly comparable with other areas. The extensive racial prejudice of the South African and southern groups seems directly linked with the anti-black dictates of the two cultures. Socio-cultural factors (such as place of birth, political party preference in the South African data, and sex, church attendance in the southern data) reflect the moves consistently related to prejudice.

- 334.(5A) Petty, E. A. "Directed Change and Culture Adhesion: A Study of Functional Integration in the Police Administration in Japan," Dissertation Abstracts, 1961-1962, Vol. XXII, pp. 1707.

The purpose of this study is to analyze directed social change in Japan under the special conditions of a military occupation and the process of cultural adhesion which made it possible for the Japanese to markedly modify aspects of the new system after the occupation had ended. The specific subject of the study is police service and administration. It focuses on the efforts of the American occupying forces in Japan to adapt the police system of one culture to another culture.

335. (4B,5C) Pierson, G. K. "An Investigation of the Contribution of Education to Economic Growth," Dissertation Abstracts, 1963-1964, Vol. XXIV, pp. 1000.

This study is an attempt to measure the relative contribution of education to economic growth. By estimating the elasticity of income with respect to physical capital, and also investment in formal education, and then examining the rates of return which these elasticities imply, it was possible to estimate the relative importance of education to output.

336. (3A) Pool, I. Communication and Values in Relation to War and Peace. New York: The Institute for International Order, 1960.

Contains 44 proposals for research projects related to public opinion and international politics. (Examples: A study of the role of the military in the modernization process; a study of awareness of the foreign in the modernization process.) Includes a bibliography and an appendix on current research on attitude formation and communication bearing on the prevention of war.

337. (4A2,
1A2) Pool, I. "The Mass Media and Politics in the Modernization Process," in Pye, L. W., ed. Communications and Political Development. Princeton, N.J.: Princeton University Press, 1963, pp. 234-253.

Pool argues that mass media can be a far more potent instrument of development than has yet been recognized in non-Communist countries, but that this requires linkage with effective grass-roots political organization. Includes a discussion of the Communist theory of media use, and an examination of decisions developing countries must make concerning mass media use.

338. (3B) "Proceedings of the Committee on International Communications Research," P O Q, 1952, Vol. 16, No. 4, pp. 703-708.

Description of the committee's first meeting at which a central contention was: despite socio-cultural differences, certain established principles of effective domestic communication, and certain domestic research procedures, are apparently validly applicable to international practice.

339. (4A,5B) Pye, L. W. "Communication Patterns and the Problem of Representative Government in Non-Western Societies," P O Q, 1956, Vol. 20, pp. 249-257.

Examines the relationship between the communication process and the political process in non-Western societies. Communication patterns exist at two levels: urban or elite, and village or mass. But mass media usually reflect the urban frame of reference. The national political scene reflects little of the village interests which may be the dominant way of life for the country. Communication networks in non-Western societies may not be organized to differentiate "political" from other kinds of communication. Political groupings tend to be along personal rather than policy lines, i.e., effects of communication tend to be the result of source orientation rather than message orientation.

340. (5A) Pye, L. W. The Policy Implications of Social Change in Non-Western Societies. Center for International Studies, M.I.T., 1957.

Stresses the importance of relationships with the leaders of non-Western societies and the necessity of working through their governments.

341. (1A2) Outierrez, L. B. "Television in Latin America," Telecom J, Nov. 1961, pp. 711-715.

342. (1A2) Ragsdale, W. "A Program for Developing the Media of South-east Asia," J Q, 1960, Vol. 37, pp. 275-279.

Reviews the UNESCO (Bangkok) Conference Report on Mass Media, which saw Thailand's Prime Minister Thanerat welcome UNESCO delegates "to encourage the free flow of information," being certain that this meeting will greatly contribute to this," then close one of the oldest newspapers in Bangkok the following day for questioning government policies.

343. (1B,2B, 3A,4A2) Rahim, S. Diffusion and Adoption of Agricultural Practices. Comilla, East Pakistan: Pakistan Academy for Village Development, 1961, Technical Publication No. 7.

Study of the pattern of communication, diffusion and adoption of improved agricultural practices in a village in East Pakistan.

344. (4A, 1A1) Rainsberry, F. B. "Educational TV in Canada," NAEB J, July-Aug. 1960.

Points out that television and radio are two of the most powerful media in the pursuit of the goals of Canadian identity. National interest and national purpose have been the responsibility of radio and television in Canada. Also thinks that too much emphasis cannot be placed on the part that radio and television can play in building up in the northern half of the continent a distinct, cohesive, self-reliant, national personality.

345. (3B) Ralis, M., Suchman, E. A., and Goldsen, R. K. "Applicability of Survey Techniques in Northern India," P O Q, 1958, Vol. 22, No. 3, pp. 245-250.

To determine the extent to which the survey method may be valid in other countries, the Cornell Methodology Project conducted a series of cross-cultural surveys. The results obtained from the use of one survey method in India are presented in this article. (1) An internal reliability check between two similar items in the instrument show a high correlation and leaves little doubt about the degree of similarity and consistency of the measure; (2) Two validity checks examined the internal consistency of relationships among the variables measured by the instrument; high internal consistency was obtained; (3) There was some interviewer bias; the affiliation bias in rating of respondents' background characteristics was considerable.

346. (4B) Ramazani, R. K. "Modernization and Social Research in Iran," Am Behav Sci, 1962, Vol. 5, No. 7, pp. 17-20.

Discusses the "drags" on the social system of Iran and the adverse effect on the process of modernization caused by inattention to, and misunderstanding of, the role of social science and social science research.

347. (3B) Ramsey, C. E., and Callazo, J. "Some Problems of Cross-cultural Measurement," Rural Sociol, 1960, Vol. 25, pp. 91-106.

A model for cross-cultural measurement was studied. The analysis and consequent problems were based on data from Puerto Rico and New York. The first problem is encountered in trying to obtain a sufficient number of items for study in both cultures. There may be "clusters" of nations for which a sufficient number of items can be found. Additional problems are encountered in testing the validity of items. The need to control culture in these tests is demonstrated. The range of levels of living is great from one culture to another. Therefore, cutting points for possession of an item cannot always be the same for every culture.

348. (3A) Ramsey, G. V., and Hodge, B. "Anglo-Latin Problems as Perceived by Public Service Personnel," Soc Forces, 1958-59, Vol. 37, pp. 339-348.

Examination of some of the Anglo-Latin problems and issues existing in a Texan community with a minority group of Spanish-speaking people; aimed at finding the basis for a better understanding and relationship between the two groups. The conclusions were drawn from two workshops with the participation of public service personnel representative of the two cultures.

349. (4A2) Rao, Y.V.L. "Communication and Development: A Study of Two Indian Villages," Dissertation Abstracts, 1964, Vol. XXV, pp. 2484.

Role of communication in developing communities and the importance of information programs in the total context of economic, social and political change.

350. (5C) Riggs, F. W. "Public Administration: A Neglected Factor in Economic Development," Ann Am Acad, 1956, No. 305, pp. 70-80.

Analysis of some of the administrative obstacles which hamper economic development abroad.

351. (3A) Riley, M. W., Riley, J. W., and Lipshitz, M. "Working Outline of a Communications Research Program," Sociometry, 1951, Vol. 14, pp. 11-19.

Attempting to obtain a better understanding of the influence of communication, the authors have introduced in the Communication Research Program a new element based on the fact that individuals of the audience may be analyzed with reference to their differential relations to the social structure, hypothesizing that like-stated or similarly integrated individuals would tend also toward certain similarities in their communication behavior. Three field survey projects among children are summarized in the article.

352. (5B) Rirger, B. E., and Sills, D. L. "Political Extremists in Iran: A Secondary Analysis of Communication Data," P O Q, 1952, Vol. 16, No. 4, pp. 689-701.

A secondary analysis of survey data originally gathered for a large-scale inquiry into communications behavior in the Near and Middle East produced interesting material about political extremists in Iran. Although the Revolutionary Left and the Nationalist Right are in attitudinal disagreement, they share many social and behavioral characteristics.

353. (5A,5C) Robock, S. H. Brazil's Developing Northeast. Washington, D.C.: Brookings, 1963.

A study of this area of Brazil, evaluated by the author against its own situation rather than in relation to other more fortunate areas. The book explains the stages of the development process taking place, regional patterns of economy and trends, problems confronted, perspectives of the region and the role of the foreign aid. The author feels this study will enlarge the understanding of this area, and will provide valuable material for the use of policy-makers and development technicians in other underdeveloped areas.

354. (1A2, 4A2) Rogers, C. E. "New Communication Techniques Studies in FOA Workshop," J Q, 1952, Vol. 29, pp. 59-61.

A summary of principles of successful information programs in rural underdeveloped areas.

355. (5B) Rolnick, P. J. R. "Socialist Ideology in Peasant Society: The Case of India," Dissertation Abstracts, 1965, Vol. XXV, No. 12, Part I, pp. 7359.

Socialist ideology, although formulated in a manner which appears to cater to the interests of the Indian peasantry, in fact, has been ineffective in eliciting response from this group. In the process of communicating socialist ideas to the peasantry, the politician must confront resistance to his effort. (1) His ideology originates outside the peasants' world, and (2) so does he.

356. (5B) Rosen, L. "The Language of Politics in Indonesia," Anthro Tomorrow, 1964, Vol. 10, No. 1, pp. 37-49.

Discusses political terminology in Indonesia in terms of Moslem, Sanskrit and other influences, and problems of rendering Western political ideas in Indonesian languages.

357. (3B) Rudolph, L., and Rudolph, S. H. "Surveys in India: Field Experience in Madras State," P O Q, 1958, Vol. 22, No. 3, pp. 235-244.

The purpose of the authors is to examine six familiar assumptions of doing public opinion research in India in the light of their field experience. They suggest some useful methods and objectives in planning and administration of research in underdeveloped countries.

358. (1B) Ruechelle, R. C. "Communication and the Peace Corps,"
J Comm, 1962, Vol. 12, pp. 135-142.

Discussion of the need for an understanding of basic communication theory and techniques by members of the Peace Corps to aid them in their work overseas.

359. (1A1) Sakiyama, S. "The International Broadcasting of Japan,"
Stud Broadcasting, 1965, No. 3, pp. 5-32.

Provides the details of the history of the broadcasting system in Japan, and indicates the procedure and reason of the service change from "overseas" to "international." Detailed development of NHK--Japan Broadcasting Corporation--and its standard overseas broadcast programs are illustrated as an example.

360. (4B) Sandford, T. N. "Literacy Follow-up," Community Dev Bull,
1956, Vol. 7, No. 4, pp. 74-75.

Makes two points in summarizing his literacy follow-up investigations in Ghana: (1) those who had learned to write had fully retained their literate ability over time, whereas those who had learned only to read had great difficulty in maintaining any ability without constant practice; (2) a majority of literates attempt to improve their own homes and to make use of literacy in improving their standards.

361. (3A,4B) Satadal, D. "Communication and Innovation in Indian Village,"
Soc Forces, 1965, Vol. 43, pp. 330-337.

Sources of information vary with this farmer's socio-economic status and type of practice for which information is sought. Farmers are divided into three groups--innovators, early adopters, and late adopters--according to immediacy of response to an innovation. The innovators utilize institutionalized sources (i.e., mass media), while late adopters rely more upon noninstitutionalized sources (i.e., interpersonal). The position of early adopters is intermediate. This relationship was tested by interviewing 246 farm families in India.

362. (5C) Sayigh, Y. A. "Development: The Visible or the Invisible Hand?" World Pol, 1961, Vol. 13, No. 4, pp. 561-583.

An essay on the options of unindustrialized countries concludes that circumstances push them toward political and economic policies which lie between free enterprise--which assumes perfect competition regulated by an Invisible Hand--and socialism, in which the Visible Hand of the state imposes constraints upon the national economy.

363. (4A) Schneider, M. "International Propaganda in Recent Decades," Gazette, 1961, Vol. 7, No. 2, pp. 199-210.

Study of international propaganda in Peace Time. Propaganda as an official instrument of international relations in peace time was introduced by the Soviet government in 1940. Two kinds of political propaganda are: (1) The Publicity type propaganda familiar enough in election campaigns wherein certain persons with the help of certain processes, propagate ideas. (2) The totalitarian type of propaganda. In addition, information services of the United States in other countries and broadcasting system of the United Kingdom to foreign nations are detailed. Purpose is to make informational activities abroad an integral part of the conduct of our foreign affairs.

364. (4A,4B, 3A,2A,3B) Schramm, W. Mass Media and National Development: The Role of Information in Developing Countries. Stanford: Stanford University Press, and Paris: UNESCO, 1964, pp. 333.

Analysis of the role of information in economic and social development and an identification of what the mass media can do directly and what it can only help to do. Data and the assessments of the flow of information, the distribution of communication facilities in the world, and the costs and requirements of mass media systems. Includes a section on institutional and legal problems of mass media in new countries. Contains comprehensive appendices on media development, procedures for media analysis in developing countries, and 15 recommendations for decision-makers in developing countries.

365. (1A2, 4A2,3B) Schramm, W., and Carter, R. F. "Scales for Describing National Communication Systems," Stanford, California: Institute for Communication Research, 1959. (mimeo)

Four Guttman scales are suggested: R, mass media development, reception; P, mass media development, propagation; E, economic development, and; C, government control of media. Two additional indices, Po (population), and De (density), are examined. E is strongly related to R and P. High hopes are expressed for the future usefulness of the E and C scales.

366. (3A) Scott, W. A. "Rationality and Non-Rationality of International Attitudes," J Conflict Resolution, 1958, Vol. 2, No. 1, pp. 8-16.

Examines the problem of rationality and non-rationality of international attitudes within the frame-work of a general cognitive interpretation of attitudes. Rationality of an attitude structure implies both cognitive consistency and empirical validity. It is assumed that a valid attitude structure must be consistent but not vice versa. It is pointed out that international attitudes are likely to be maintained in a context which does not compel either rationality or cognitive consistency. Therefore, searching outside the cognitive system for determinants is important.

367. (4A2) Scott, W. "The Information Meeting as an Instrument of Social Change in Japan," P O Q, 1952, Vol. 16, No. 2, pp. 160-178.

The author draws upon his experience as a civil information officer in occupied Japan to describe a systematic program of information meetings as a part of the reorientation of the Japanese people toward democratic values and procedures. "Audience-centered" meetings and the use of behavioral (instead of attitudinal) criteria in their evaluation are recommended.

368. (3B) Seminar in International Communications. Proposals for International Communication. East Lansing: Michigan State University, 1958.

A set of 23 proposals to increase research and documentation in international communications. Proposals are presented in the areas of community development, mass media effects, values and communication, and graduate studies. Bibliographies in each area are included.

369. (3A,3B, 4A) Shannon, L. W., ed. Underdeveloped Areas: A Book of Readings and Research. New York: Harper, 1957.

Included are writings on: (a) the conditions and social economic processes that have resulted in some areas developing their resources more fully than others; (b) how those that are underdeveloped may be stimulated to fuller development and a higher level of living. Some of the study areas covered are: definition and distribution of the underdeveloped areas, politics, demographic characteristics, communications, finance problems, technical assistance, and introduction of change in underdeveloped areas.

370. (3A) Shibuya, Y. "A Study in the Relationship between Cognitive Similarity and Communication Effectiveness," Jap Psychol Res, 1962, Vol. 4, No. 4, pp. 173-177.

Description of two experiments to test the hypothesis that interpersonal similarity (cognitive and communication) lead to greater communication effectiveness. The author concludes that when two persons communicate with each other, they must, in order to communicate effectively, agree with, or at least stand close to each other, not only as to the dimensions they use for communication, but also in their rating positions along those dimensions.

371. (5C,3B) Shils, E. "The Intellectuals, Public Opinion, and Economic Development," Econ Dev and Cult Change, 1957-58, Vol. 6, pp. 55-62.

Commentary on the need for "sympathetic criticism" from intellectuals concerning government-sponsored development programs in developing countries.

372. (5A) Siegel, B. J. "The Role of Perception in Urban-Rural Change: A Brazilian Case Study," Econ Dev and Cult Change, 1956, Vol. 5, 244-256.

Analysis of the perception of new opportunities occasioned by changing environmental situations in a community close to Sao Paulo. The central proposition of the author is that "other things being equal, the perception of available choice behavior will be directly affected at the socio-cultural level by status control."

372. (4A2,5B) Smith, B. L. "Communications Research on Non-industrial Countries," P O Q, 1952, Vol. 16, No. 4, pp. 527-538.

Effective communication of Western political philosophy to the majorities in non-Western non-industrial countries has been limited by their social systems. The different cultural patterns of these societies may make the meaning of our values of little pertinence. The need is to produce more messages to non-industrial countries within those countries and to redefine our political philosophy in terms meaningful to them.

374. (3B,1A2) Smith, B. L. "Trends in Research on International Communication and Opinion, 1945-55," P O Q, 1956, Vol. 20, No. 1, pp. 182-195.

Studies of cultural differences are lacking an instrument for the comparative cross-national and cross-cultural description and analysis of values. The studies are of attitudes or images; but these are often inexplicable except in the light of the values in pursuit of which they develop.

375. (4A) Smith, B. L., Lasswell, H. D., and Casey, R. D. Propaganda, Communication and Public Opinion. A comprehensive reference guide. Princeton: Princeton University Press, 1946.

Four introductory essays and an annotated bibliography surveying some aspects of the then available scientific knowledge concerning the effects on world society of communication and particularly of deliberate propaganda. (1934-1943)

376. (3A) Smith, D. "Is There a U.S. Audience for International Broadcasts?" J Q, 1962, Vol. 39, No. 1, pp. 86-87.

Study concludes that 5-10% of the samples appeared to listen at least once a week to programs broadcast directly to this country, that listening increased generally with economic status; and that the listeners appeared to be intelligent, articulate and interested in national and interantional affairs. Author also suggests that the need for careful distinction between "kinds" of short wave audiences such as "hams", "listeners" and "international broadcast listeners"--each with different goals and motivations.

377. (5A) Snyder, J. "Group Relations and Social Change in an Andean Village," Dissertation Abstracts, No. 21, 1960-1961, 2857.

This study deals with the Westernization of a Peruvian highland village based on field research in the community in 1951 and 1952. It is about the process of assimilation of the village and the involvement in the process of acculturation of the members of the other villages.

378. (3A, 4A) Spector, P., Torres, A., Lichtenstein, S., and Preston, H. O. Communication and Motivation in Community Development: An Experiment. Washington, D. C.: Institute for International Services, November, 1963.

This study was conducted in northern Ecuador to determine, under realistic field conditions, the relative effectiveness of radio, certain audio-visual media, and a combination of the two in inducing people to undertake certain new practices. The audio-visual media included movies, demonstrations, posters, slides and exhibits. The experiment was carried out in six towns: three for the experimental treatments plus three control towns.

379. (3A) Spencer, G. E. "Value Orientation and the Adoption of Farm Practices," Dissertation Abstracts, No. 18, 1957-1958, 1384.

This study was designed to identify, define and measure the relative influence of certain socio-cultural factors hypothesized as contributing to the differential adoption of selected farm practices. It was assumed that the differential adoption of farm practices was a particular functional aspect of cultural change that influence integration within the sub-society concerned.

380. (5C) Spicer, E. H., ed. Human Problems in Technological Change. New York: Russell Sage Foundation, 1952.

Through the description of cases of cultural changes the author attempts to give support to the following propositions: (1) people resist change that appears to threaten basic securities; (2) they resist proposed changes they do not understand; (3) they resist being forced to change.

381. (5A, 5C) Staley, E. The Future of Underdeveloped Countries: Political Implications of Economic Development. New York: Harper and Bros., 1954.

This book treats (1) specification of the objectives of economic development, (2) an examination of "the Communist path to development," and (3) an examination of the key factors involved in democratic development.

382. (5A) Steward, J. H. Theory of Cultural Change, Urbana, Ill: University of Illinois Press, 1955.

Twelve essays, the first five on the conceptual scheme that Steward suggests as being most efficient for cross-cultural research; the remaining being empirical studies. The key-theoretical concept is multi-linear evolution, by which is meant a concern with similarities between cultures in stages of cultural development over time with the chief emphasis on the extent to which a number of growth patterns must be recognized rather than any single pattern.

383. (3B) Strauss, A. and Schatzmen, L. "Cross-class Interviewing: An Analysis of Interaction and Communicative Styles," Hum Organization, 1955, Vol. 14, No. 2, pp. 28-31.

A study of "cross-class" communication was made after a tornado disaster. Middle-class interviewers obtained accounts of the experience from middle and lower class inhabitants of a rural Arkansas area. The results showed, for instance, that various probes were needed much more frequently with lower than middle class respondents. Also, questions which required abstraction, such as listing or grouping things into sets were more difficult for the lower class respondent. Finally, the middle class respondent used many more non-verbal cues.

384. (3A, 4B, 5B) Streib, G. F. "An Attempt to Unionize a Semiliterate Navajo Group," Hum Organization, 1952, Vol. 11, pp. 23-31.

An "experimental" attempt to unionize a Navajo group involved five interacting groups - the Navajos, government personnel, the company, the union and the traders. This article contains the story of this complex system of interacting events that took place and which contributed to the failure to unionize the Navajos. Two factors are pulled out as producing the failure (1) "recipients": illiteracy, low economic status of Navajo, etc; (2) innovator: failure to organize at grass roots level, inadequate contact with formal and informal and informal group leaders, etc.

385. (3A, 2A, 1B) Stycos, J. M. "Patterns of Communication in a Rural Greek Village," P O Q, 1952, Vol. 16, No. 1, pp. 58-70.

In this study of a rural Greek village, which is short of mass media, vehicles, and has a high rate of illiteracy, "opinion leader" importance is greatly magnified due to his monopoly on certain scarce skills. His effect may be limited, however, due to status difference between him and audience. Additionally, we must add to the "opinion leader" concept the category of "information controller," who, by his monopoly of scarce communication goods, can control mass communications content.

386. (1A2) Takayanagi, K. "Television in Asia," Telecom J, 1961, Vol. 28, No. 12, pp. 775.

Many countries have started television broadcasting on either an experimental or regular basis. The rapid advances of TV in Japan has given a stimulus to the other Asian countries. General features, power supply is notably insufficient causing problems for networks between countries or within the countries. A chart listing 25 countries provide data regarding, date of start, type of system, number of stations and power, future plans re: number of stations and an estimate of the number of sets in use.

387. (1A2) Tedros, G. "Television in Africa," Telecom J; 1961, Vol. 28, No. 9, pp. 595-596.

There are three public TV services operating; United Arab Republic, Nigeria and Southern Rhodesia. Two private services have operated since 1954, seldom viewed by Africans. TV projects are in various stages of preparation or implementation in seven other African countries programming, financing, expectations and education are discussed briefly.

388. (1A1) Todorov, D. "Press and Broadcasting in Present-day Bulgaria," J Q, 1962, Vol. 39, No. 2, pp. 212-215.

Introduces briefly four district dailies in Bulgaria and five broadcasting stations. Broadcasts are transmitted from Bulgaria in 12 foreign languages. Up to 1962, television was only two years old, but has become a favorite with Sofia residents. Concludes that press still plays an important role in Bulgaria.

389. (4A2, UNESCO. Developing Mass Media in Asia. Paris, 1960,
1A2,1A1A,3B) No. 30.

Deals with a UNESCO program for the development of information media in Southeast Asia. Papers were given in: newspapers and periodicals; news agencies and telecommunications; radio broadcasting, film, and television; training in journalism and mass communications research.

390. (4A2, UNESCO. Mass Media in the Developing Countries. Paris,
1A2) 1961.

Considers the problems of developing mass media for the dissemination of information, and education in the underdeveloped nations. Discusses the problems in terms of economic and cultural development in a broad overview; also considers regional needs of: South East Asia, Latin America, Africa, the Middle East, and other areas.

391. (4A2, 1A2) "UNESCO Plans to Develop Mass Media in Africa," J Q, 1962, Vol. 39, pp. 215.

A framework of long-range plans for developing press, radio, film and television in Africa was approved at the conclusion of a two-week meeting convened by UNESCO on the problem of helping the less-developed countries to build up their information media at its Paris headquarters.

392. (4B,3B) UNESCO. Progress of Literacy in Various Countries. Monograph on Fundamental Education No. VI. Paris: UNESCO, 1953.

A survey of literacy in 26 countries, based on available census data since 1900. Evaluation is made of the types of data reported.

393. (4B) UNESCO. World Campaign for Universal Literacy. Document submitted by UNESCO to the 16th session of the United Nations General Assembly, May 10, 1963.

The report estimates that illiterates total 700 million and that literacy training will cost from \$5.25 to \$7.35 per person. Proposals are made for a worldwide program with international support.

394. (4B) UNESCO. World Illiteracy at Mid-Century. Paris, 1957.

A presentation of descriptive statistics concerning illiteracy throughout the world, and its relationship to school enrollment, national income and urban industrialization. Problems created by differing methods of counting illiterates are examined. The latest data presented is for 1950, or the year nearest 1950 when a census was taken.

395. (3B) Vander Kroef, J. M. "Communications Research," Am Behav Sci, 1961, Vol. 5, No. 2, pp. 34.

Two aspects of the communication field are commented upon. First, E. Illassi (ed. of "Studies in Public Communication") pleads for more broad communication research designs, e.g., long term effects of communication in a society; more linkage to psychological theories; more willingness to talk about variables that are not as yet quantifiable. Secondly, doctoral theses at Stanford are cited as good examples of what should be done, particularly with reference to the linkage to psychological theory.

396. (4A2) Waines, W. J. "The Role of Education in the Development of Underdeveloped Countries," Can J Econ, 1963, Vol. 29, pp. 437-445.

Vocues on "the production of human capital" by education, including training to produce skills as well as the development of ability to "comprehend new problems and situations and deal with them in an imaginative fashion." Includes both descriptive data relating education and national income, and suggestions for optimum strategies for utilizing education in the process of development.

397. (4B) Warren, R. L. "The Conflict Intersystem and the Change Agent," J Conflict Resolution, 1964, Vol. 8, pp. 231-241.

Analyzes the process by which two diametrically opposed belief-action systems sustain themselves respectively in adaptive response to continuing new developments and in hostile interaction with each other; considers the implications of this analysis for the role of the mediating change agent.

398. (3A) Watson, J., and Lippitt, R. "Cross-Cultural Experience as a Source of Attitude Change," J Conflict Resolution, 1958, Vol. 2, No. 1, pp. 61-65.

Study was concerned with twenty-nine Germans who visited the United States for periods of six months or a year during 1949-51. Suggest that foreign visitors approach a new culture from the point of view of the old. Conclude that cross-cultural experience does generate predictable kinds of attitude change. Strong support is given to cosmopolitan values and to the salient values of the host country.

399. (2A) Wayne, I. "American and Soviet Themes and Values: A Content Analysis of Pictures in Popular Magazines," P O Q, 1956, Vol. 20, pp. 314-320.

A comparison of the values expressed in the content of two major 'picture weekly' magazines--'Ogonek' (USSR) and 'Life' (USA). Analysis was limited to photos categorized in 9 classes. Overall, 'Ogonek' presents as reality the 'ideal' Soviet citizen, conforming to all of society's norms. 'Life' presents permissible deviations from norms which are sanctioned by American values for 'individuality' and 'inalienable rights.'

400. (4A) Weilenmann, A. "Communications Theory in International Relations," West Pol Q, 1962, (Supplement), pp. 47-48.

An attempt to study the processes of international relations based on communication and control. International relations are seen as a network of communication channels between international entities. The flow of

information determines international interaction, so that we deal in action in terms of information, not in terms of energy and power. These information terms are more easily observed and studied and may open up new insights into the problems of cooperation and conflict.

401. (4A1) Weinberg, E. A. "Soviet Sociology 1960-1963," Center for International Studies, M.I.T., 1964, c/64-30, No. 14, 110 pp. (mimeo)

This essay attempts to investigate and analyze the theoretical and empirical components of contemporary soviet sociology; no attempt has been made to criticize their general theory. The empirical examination consists of both description and criticism. Soviet sociologists are increasing theoretical works and stressing the importance of research. Description and discussion is presented on Public Opinion Polls and Time Use studies. The soviets consider the influence of public opinion more important in socialist countries than in capitalist countries. The problem of ascertaining how workers are utilizing their free time has become one of the Soviets' most voiced practical problems; free time must become socially useful time, a time for increasing the productivity of labor and reproducing labor power. The free-time problem has led to extensive "Time Budget" research.

402. (2A,1A2) White, R. K. "The New Resistance to International Propaganda," P O Q, 1952, Vol. 16, pp. 539-551.

Discusses problems and recommendations for U.S. propaganda and compares it with Soviet propaganda.

403. (5A) Whyte, W. F., and Holmberg, A. R. "Human Problems of U.S. Enterprise in Latin America," Hum Organization, 1956, Vol. 15, No. 3, pp. 1-40.

Special issue on the mutual need of both Latin America and U.S. Industry. The paper is based upon research and upon discussion with management people who participated in a seminar in the New York School of Industrial and Labor Relations.

404. (3A) Wilkening, E. A. "Roles of Communicating Agents in Technological Change in Agriculture," Soc Forces, 1956, Vol. 34, pp. 361-367.

A test of the hypothesis that the type of information transmitted about farm technology is related to the characteristic and functions of the transmitting agent. Source usually first learns about new ideas in farming: farm papers, farm magazines and newspapers (62.7%), and other farmers (11%).

405. (3A,1B) Wilson, J. "Aboriginal Community Leadership: An Interaction Analysis," Hum Organization, 1962, Vol. 21, pp. 290-294.

Defining interaction as "any face-to-face contact between two or more people," Wilson found generally that: (1) leaders interact more with their groups than non-leaders, and (2) both leaders and non-leaders interact less with their groups as group size increases.

406. (1A1) Yamamoto, T. "The Growth of Television in Japan," Stud Broadcasting, March 1964, No. 2, pp. 81-126.

Studies the growth of television in Japan according to the following four stages: (1) 1st period (pre-broadcast stage)--up to January, 1953; (2) 2nd (initial stage)--1953-1956; (3) 3rd (rapid progress stage)--1957-1959; (4) 4th (popularization stage)--1960 to date. With at least 14 million sets, Japan has easily bypassed Britain and become the world's second largest TV country.

407. (5C1) Yang, H. P. "Guideposts for the Point Four Program," Hum Organization, 1950, Vol. 9, pp. 22-26.

The proper use of science and technology in the Technical Assistance (Point IV) Program depends on extensive planning, a comprehensive approach and considerations of the human aspect of change. Agricultural improvement, for instance, is not only a technical challenge, but must also involve transportation, marketing, and rural credit.

408. (1B,3A) Young, F. W. "Location and Reputation in a Mexican Intervillage Network," Hum Organization, 1964, Vol. 23, No. 1, pp. 36-41.

An attempt to get a scientific understanding of small communities by the analysis of intervillage networks. The present study concerns the interaction of essentially two networks: social location or contact, and reputation, both positive and negative.

409. (5A,3A) Young, F. W., and Young, R. C. "Social Integration and Change in Twenty-four Mexican Villages," Econ Dev and Cult Change, 1959-60, Vol. 8, pp. 366-377.

The second step in a large study of community integration and its relation to the reception of industrialization, the amount and kind of subsequent group-level change, and the resultant effects on the individuals of the community. Four aspects are studied simultaneously: institutionalization, folk-urban differences, an interaction concept and a fourth aspect that the authors labeled as "lack of social pathology."

410. (3A,5C) Young, F. W., and Young, R. C. "Two Determinants of Community Reaction to Industrialization in Rural Mexico," Econ Dev and Cult Change, 1959-60, Vol. 8, pp. 257-264.

A key-informant structured survey of the 24 villages surrounding a five-year old industrial center in the Mexican control plateau indicates that two factors, population size and distance from the factory center, determines most of the variance of a seven item Guttman scale of economic contact.

411. (4A2,2A) Yu, F. T. C. "Communications and Politics in Communist China," in Pye, L. W., ed. Communications and Political Development. Princeton, N.J.: Princeton University Press, 1962, pp. 259-297.

Looks at communication in China as it relates to communist doctrine. Marxist-Leninist dogma, as it determines the theory and pattern of every policy and activity of the party, also determines the usage and content of the media. Discusses the press, radio, film, art and literature, as they are used by the government to determine "thought". Briefly considers the effectiveness of this program of media use.

412. (2A,1A1, Yu, F. T. C. "Mass Persuasion in Communist China,"
4A1) New York: Fred A. Praeger, 1965, pp. 189.

Explores the conception, development and manipulation of mass persuasion techniques of the Chinese Communists as an instrument of power and method of control. Analysis based on almost exclusively Chinese Communist publications.

413. (3A,4A2, Ziebarth, E. W. "The Mass Media in International Communi-
1A2) cation," J Comm, 1952, Vol. 2, No. 1, pp. 24-28.

A view of radio as an instrument of national policy, the international activities of the BBC, the Voice of America and other national broadcasting services. The author states that changes in attitudes on substantive issues, are not at all related to what happens in radio advertising, and that to be effective internationally the mass media must greatly expand their efforts.