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Example:

Bibliography Outline

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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
      2. In Less Developed Countries
      3. In More Developed Countries
   B. Education and Development

V. Other Contributors to National Development
   A. Socio-Cultural
   B. Political Change
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Classification of References by Outline Categories

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A. Mass Media Systems

1. Structure, Operation of a National Media System

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The hypothesis of this book is that the shortcomings of popular culture are with us because the mass media have become the expression and mouth-piece 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.


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.


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.


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


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


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.


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


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.


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.


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

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.


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.-Soviet space competition upon the NATO alliance.


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.


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.


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.

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


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.


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


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


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


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


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.


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.


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.


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.


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.

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."


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).


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.


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.)

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.


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.


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.


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.


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

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.

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.

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.

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.


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.


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.

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.


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.


Projects launched by UNESCO to overcome barriers which now prevent the unhindered 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.


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.
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-help programs—buildings, materials, etc., plus each pupil teaches someone else, teach outside where climate permits.

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.

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.

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.

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.

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.


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.


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.


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.

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.


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.


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.


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.

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.


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.


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.


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.


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."


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.


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.


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.

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.


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.


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.


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


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.


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.


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.


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.
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.

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.

Prestige ratings for 16 occupations were obtained. Rankings were almost identical \( r=0.94 \) with North-Hatt inquiry of 1947. Exposure to the mass media was to some extent negatively correlated with the assignment of high ranks.

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.

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.
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.

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.

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.

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.

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.
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.

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.

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.

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.


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.


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


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.


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.

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.


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


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


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.


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."
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.

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.

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.

Discusses the problem of population growth, widespread poverty, and the implications for economic development.

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.
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.


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.


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.


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 productive gains from a given effort.


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.

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.


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.


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.


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."
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.

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.

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.

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 circula-
tion, and press freedom.

122. (1B, Deutschmann, P. J., McNelly, J., and Ellingsworth, H.
1A2) "Mass Media Use by Sub-elites in 11 Latin American Coun-

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
(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," 

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 iso-
lated village which, however, is quite receptive to the methods perfec-
ted by Communist agitators.

125. (1A1, Dieuzeide, H. "Notes on ETV in France," NAEB J, January-

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 struc-
tures.

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.

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.


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.


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.


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.


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

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.


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.


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.


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.


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.

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.


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


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.


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


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.

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.


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


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.


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.


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 Banieroux's form-point procedure are offered for a method of arriving at meaning equivalence.
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.

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.

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.

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.

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.
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.

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

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.

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

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.

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.


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.


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.


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.


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.

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.


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?"


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.


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.)


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."
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.

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.

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 Woviet youth.

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.

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,
Nepszabadság. 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.


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.


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.


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


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.


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.
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) Belligerance; and (c) Pacification.)

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.

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.

Although data show that literacy is an excellent index of a country's socioeconomic 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.

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).
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.

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.

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

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.

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

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.
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.

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.

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.

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."

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

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

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.

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.

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.

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.

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.


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.


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.


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.


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

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

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.

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

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.

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.


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.


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.


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


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.
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.

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.

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

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.

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.

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.


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.


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.


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 communicative content. Houn summarizes these facts as seven findings from which the main problems of Communist Chinese communications policy will emerge.


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.

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.


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.


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.


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.


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.

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


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.


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.


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


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


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.


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.


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.


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?
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.

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.

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.

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.

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.
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,
5. linked to specific channels of communication,
6. to a social structure,
7. and to a given system of values or culture.

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.

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.

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.
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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.


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.


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.


Three different processes of influence are compliance, identification, an 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 established 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.


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.
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.

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.

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.

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.
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.


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.


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.


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.


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.

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.


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.


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, specically, 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.


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.

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.


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.


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.


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.


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.


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.


(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 politicaly participation.


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.


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.

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.


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.


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


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

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. (IA1, 1AIA,2A) Liu, A. P. L. "Radio Broadcasting in Communist China," 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. (4AI) Liu, A. P. L. "The Use of Traditional Media for Modernization 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.


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.
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.

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.

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.

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

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

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

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

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

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 success. 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.

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.


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


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.


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

299. (1A2, 4A2) 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.

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.


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.


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 evolves some conclusions, later put into action, about the improvement of Anglo-American relations in war-time Britain of 1943.


Employes 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.


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.

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.


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 socio-economic prediction and planning. The communication "cement" of a U.S. metropolitan area of 5 million is compared with that of Addis Ababa, Ethiopia.


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.


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.


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.

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.


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.


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.


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.


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.
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.

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.

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

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.

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.

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.


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.


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.


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.


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 presuppositions that underlie communication with the Orient.
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.

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.

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.

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

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.

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.


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.


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.


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.

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.


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.


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.


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.
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.

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.

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

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.

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

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.

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.

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.

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.


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


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


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-statused 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.


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.

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.


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


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.


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


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.

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.


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.


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.


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.


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.

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.


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.


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.


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.

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.


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.


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.


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.


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

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 sociocultural level by status control."


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.


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.


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)


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 international 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.

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.


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.


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.


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.


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.

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.


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.


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.


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 communication content.
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.

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.

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.

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.

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.
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.


A survey of literacy in 26 countries, based on available census data since 1900. Evaluation is made of the types of data reported.


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.


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.


Two aspects of the communication field are commented upon. First, E. Illissi (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.
Vocuses 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.

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.

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.

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.'

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.


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.


Discusses problems and recommendations for U.S. propaganda and compares it with Soviet propaganda.


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.


A test of the hypothesis that the type of information transmitted about form 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%).
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.

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.

The proposed 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.

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.

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."
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, determine most of the variance of a seven item Guttman scale of economic contact.

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.

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.

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.