

nication Policies in Yugoslavia in 1976, and more recently UNESCO's Reports and Papers on Mass Communication series (No. 81) provided a sophisticated and extensive examination of external radio broadcasting to Yugoslavia. The Robinson book, however, is unique in two respects: it is comprehensive and it is written by a Western scholar.

The publication is essentially divided into two sections. The first examines the print and electronic media (including, to a minor extent, film) as institutions. The second section deals with mass communication processes. Following an introduction are two chapters—"From Leninism to Titoism, 1945-61" and "Balkan Mavericks, 1962-75"—which examine recent political history and within this framework Yugoslavia's media growth and development. Chapter 4, "Tanjug: Yugoslavia's National News Agency," deals with the organization and scope of this important government news agency. The agency has received international attention because of its extensive involvement with the Third World News Pool—a subject which unfortunately is missing from the book. "Who Mans the Media?" profiles Yugoslavia's journalism corps; a good deal of the chapter provides a comparative analysis of journalists in Yugoslavia and in the United States. Chapter 6, "Journalists in Conflict," discusses Tito's media philosophy. There is a detailed comparison of Titoist and Leninist press theories. Chapters 7, 8, and 9—"News of the World," "A Picture of the World," and "Ethnicity and Political Communication"—comprise the second section of the book wherein Robinson analyzes the media's symbolic dimension. This section is for the reader who wants more than the descriptive background of the Yugoslavian media. The Tanjug agency figures prominently in the discussion. Finally, "Readers, Listeners, and Viewers" concludes the publication with an examination of the country's media audience.

Politics of Mass Communication in Yugoslavia is well documented and its numerous charts and tables help the reader draw his or her own interpretations and conclusions. The bibliography is clearly the most comprehensive available on Yugoslavian mass media. The only major fault is the omission of Tanjug's role in

the creation of the Third World News Pool. Its inclusion would have been an important addition to a very limited body of information available on this subject. This criticism does not, however, detract from the fact that the book is an important contribution to the growing body of information available on national media systems. It will be helpful to those who teach comparative media courses and could well serve as a model by which books on national systems should be judged.

DOUGLAS A. BOYD
University of Delaware

New tidbits

Mass Persuasion in History: An Historical Analysis of the Development of Propaganda Techniques by Oliver Thomson.
New York: Crane, Russak, 1977. 142 pages. 40 illustrations. \$13.50.

The author of this slender volume read history at Cambridge and subsequently worked for various advertising agencies. His work shows traces of both influences. The subtitle of the work, "An Historical Analysis of the Development of Propaganda Techniques" is quite apt. The book consists primarily of a series of minilectures on the use of propaganda in the Roman Empire, the Crusades, the Reformation, the French and American Revolutions, Fascist Italy, Maoist China, etc. The indebtedness to J. Walter Thompson appears in the form of what appears to be a residual fondness for jargon terms (e.g., "communicology," "octopoid," and "orientated") and for slogans devoid of content.

Throughout the book, the author affirms his devotion to a "social cybernetic" approach to the study of propaganda. As the term "cybernetic" is defined (p. 3), it refers to the use of "targeted communications." As this term is used (and it appears several dozen times), it is either a pompous substitute for the term "communication" or refers to nothing at all, and seems to be arbitrarily inserted in a sentence

World News Pool. Its
 an important addi-
 of information avail-
 its criticism does not
 e fact that the book is
 a to the growing body
 on national media sys-
 to those who teach
 ses and could well
 sh books on national

DOUGLAS A. BOYD
 iversity of Delaware

ry: *An Historical*
Development of Propa-
 Oliver Thomson.
 ussak, 1977. 142
 \$13.50.

r volume read his-
 esequently worked
 encies. His work
 es. The subtitle of
 ysis of the Devel-
 niques" is quite
 rily of a series of
 ropaganda in the
 es, the Reforma-
 can Revolutions,
 , etc. The in-
 pson appears in
 e a residual fond-
 mmmunicology,"
) and for slogans

uthor affirms his
 ic" approach to
 the term "cy-
 ers to the use of
 As this term is
 zen times), it is
 the term "com-
 ing at all, and
 in a sentence

whenever it strikes the author's fancy to do so: e.g., "chivalry, for instance, was a noble cybernetic concept . . ." (p. 35); "Sparta and early Rome had a lot in common; a very strong internal cybernetic image of selfless patriotism and asceticism . . ." (p. 55); "peace was to remain an important part of his (Augustus') cybernetic platform" (p. 61); "'*Dulce et eorum est pro patria mori*' (It is sweet and honorable to die for the country) can still be seen inscribed on 20th century war memorials, so perfectly does it crystallise the most extraordinary of all cybernetic demands made by absolute rulers" (p. 63), etc.

Thomson emphasizes that "symbols have been manipulated since the days of the Pharaohs. In terms of . . . skill the difference between Caesar or Urban II and Hitler or John F. Kennedy is one of detail rather than principle. Where a really major difference does lie is between states where there is a media monopoly . . . and states where there is, at least, some sort of choice." Thomson notes, correctly I believe, that historians have traditionally underestimated or neglected the role of propaganda as a stabilizing or destabilizing force. "Even when propaganda is mentioned, as it often is, in studies of Napoleon, or Lenin, Caesar, or Hitler, the treatment is usually cursory. . . . In many periods such as the Crusades, the Reformation, the second British Empire, propaganda is almost totally ignored" (p. 5).

Although Thomson's treatment is weak analytically (his terminology in the first part of the book is borrowed from that of other authors and involves a number of typologies whose relationships to one another are never specified, and are cosmetically grafted on to his case studies in the second part of the book), his detailed historical examples rebut the all too common presumption that successful propaganda campaigns require the "mass media" in their twentieth century form. Thomson is at his best in pointing out such propaganda coups as Roman coins with the picture of Julius Caesar, the Song of Roland as proCarolingian propaganda, and the Egyptian use of architectural monuments as highly visible and durable "success symbols" for the regime. Thomson stresses the historical importance of oral (e.g., ballads, fables, slo-

gans, etc.) and graphic (e.g., stamps, coins, symbols, monuments, massive pageantry, etc.) forms of propaganda.

Flaws of style and lack of analytic focus make it impossible for me to recommend this book unreservedly, but Thomson's treatment is so wide-ranging that even the most knowledgeable student of propaganda is apt to glean interesting new tidbits of information from it.

BERNARD GROFMAN
 University of California, Irvine

Baseline indicators

How Children Learn to Buy: The Development of Consumer Information-Processing Skills by Scott Ward, Daniel B. Wackman, and Ellen Wartella. Beverly Hills, Cal.: Sage Publications, 1977. 271 pages. \$15.95 (hard cover), \$6.95 (paper).

Ward, Wackman, and Wartella's book is an important and timely addition to the growing body of research on children's consumer socialization. This field has received increasing attention of late because of the alleged consumer socialization consequences of television advertising. The book is a report of a large-scale study which places television advertising alongside the context of another important socialization force, the family, and examines the effect of both factors according to children's individual developmental abilities.

I have mixed feelings about the study. Its main strength is its broad scope: not since an early pilot investigation by McNeal (1), has a study attempted to go beyond children's immediate reactions to television advertising and focus instead on the broader issue of how children learn the decision-making skills and economic values which constitute their socialization into consumer society at large. The study's main weaknesses lie in the methodology and the analysis. I have another quarrel, too, with Ward, *et al.*'s theoretical interpretation of their data, but this, to a large extent, is separate from the findings themselves.