

interventions. The narrative is incomplete, however, without the longer term analysis of the labour market outcomes.

The book is well written and the editorial work has been sound. An important deficiency, however, is the absence of a separate bibliography. An extensive use of references is indicated in the chapter notes and these should have been brought together for the interested reader/researcher.

## NOTES AND REFERENCES

1. S. Short, *Equal Pay — What Happened?*, Discussion Paper No. 9, Western Australian Labour Market Research Centre, Murdoch University, 1985.

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**Telecommunications Policy and Management** by John M. Harper

(Pinter Publishers, London, 1989) pp. XIV + 209, £28.00, ISBN 0-86187-798-5.

This is a book for readers with little or no prior knowledge of telecommunications. It is aimed at officials in telephone administrations in developing countries and draws on the author's experience in British Telecom and with the Maitland Commission.

Harper attempts to fill a gap in the market for books on telecommunications for developing countries. There are a number of studies of telecommunications for development but no practical advice on how to organise an effective telecommunications organisation on the ground. The author is well qualified to tackle this task. John Harper spent 30 years with the British Post Office and then British Telecom where he was Managing Director Inland Division and BT Board Member from 1981-1983. He then served as Chief of Staff to the Chairman of the Independent International Commission for World-Wide Telecoms Development from 1983-1984.

The first half of the book is devoted to administration and management issues while the second half of the book deals with available technologies and their applications.

As one must expect from a book which is so ambitious in its scope, some parts are a bit thin and this difficulty is compounded by trying to keep it simple. For example, the chapter on accounting and control systems is very simplistic. On the other hand, other chapters closer to the author's field of expertise are very good. For example, there is an extended discussion of the use of radio transmission and distribution which he sees as particularly appropriate for developing countries. Similarly, the early chapters on organisation and administration which draw on his experience at BT would be of considerable interest to developing countries.

Harper is very coy on policy matters, "The question of ownership and privatisation is a political matter, for decision by each country for itself, and therefore outside the scope of this book" (p. 9). But, he does reveal his opinion

on what he considers most appropriate for developing countries. For example, “... the telecommunications enterprise needs to be run as an independent high-technology business. In the present state of the technology it is also likely to be a practical monopoly across most of its operations” (p. 169).

The book succeeds in its aim to be a basic primer on managing telecommunications development and the tone and level of detail is pitched at this level. Readers unfamiliar with this territory looking for a gentle initiation into the complexities of telecommunications management will not be disappointed.

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**Human Communication as a Field of Study Selected Contemporary Views** *edited by Sarah Sanderson King*

(State University of New York Press, New York, 1989), pp. xiv + 282. ISBN 0-88706-986-X.

Any book which sets out to give an up-to-date, inclusive and definitive account of a field of study must soon run up against its limitations. This one admits to being less than contemporary before it starts: it was eight years in the making, and the 17 contributions range from recent state-of-the-art accounts of communication sub-fields back to an essay by the late Wilbur Schramm which circulated amongst his graduate students perhaps for decades before being revised for this book in 1980.

On the other hand, the views represented here are even more selected than might have been intended. The behaviourist paradigm of US social science is the taken-for-granted orthodoxy which unites the collection, shaped by the editor's conviction that communication is in essence the functional use of symbols to regulate consensus. There is scant recognition of the ‘Ferment in the Field’ which has ensued from the critical challenge mounted against the behaviourist/functionalist paradigm in the US over the last decade, nor of alien theoretical orientations from Europe or the Third World.<sup>1</sup>

Thus, the theoretical section begins with the Schramm article, which traces the emergence of the behaviourist paradigm and the ‘diversity of men’ which it attracted. An essay then follows by Becker on the ‘speech communication’ tradition, the more linguistic and rhetorical approach to communication which has developed in the US, with acknowledged European influences, while a further contribution from Troidahl traces how communication developed as a field within departments of journalism and behavioural science in US universities over this century.

Only with Olson's essay on the ‘bricolage’ of paradigms in the major sub-field of mass communications is there any acknowledgement of the native North American critical tradition, such as is represented by Schiller or Smythe, or any consideration of communication paradigms which exist beyond the shores of the US. Latin American dependency theory is discussed in the context of the New World Information and Communication Order debate, and there is a telescoped account of European semiotics, structuralism, deconstructionism and reception theory.