

WILBUR SCHRAMM, *Mass Media and National Development—The Role of Information in the Developing Countries—*, Stanford, California. Stanford University Press, 1964; UNESCO, Paris, 1966 xi+333 pp.

1. Recently in Japan sociology and psychology are showing a growing tendency to develop into pure sciences. It seems to me that this tendency is more apparent in Japan rather than in the USA, where it originated. Communication research shows no exception to this tendency.

Of course, one should not emphasize the negative side of the above-mentioned tendency, since social science cannot develop except along scientific lines. However, we must give searching to the neglect of the fundamental concepts of social science and the transformation of the social sciences into mere techniques, both of which tend to accompany the above development in the direction of pure science. This point may well be emphasized in the field of communication research with reference to mass communication research in Japan.

Professor Schramm's *Mass Media and National Development* is very illuminating on this point. This book, which concerns the role of information in the developing countries, is an excellent study which covers both theory and its application, and poses questions within a macroscopic framework. As stated in the UNESCO foreword: "His study will, it is hoped, enhance the scholarly understanding of a relatively unexplored subject and also help the developing countries in the practical application of this knowledge for the welfare of their peoples."

2. This book is composed of the preface, eight chapters of text, and the appendix and a seventeen-page bibliography.

Chapters I to III of the text can be termed the theoretical part of this study. They set forth the fundamental theory of mass communication, namely, the function of communication centring on the flow of communication or information which is the prerequisite to determining its function in the developing countries, the structural theory of communication as a system, and the interactive analysis between the communication system and other social systems.

Chapters IV to VII cover the application of the theory given in the preceding chapters to actual conditions in the developing countries. The problems involved in the effective use of mass communication for national development are pointed out. In particular, campaign effects of mass media in the four realms of agriculture, health, literacy, and formal education are analysed. The necessity of communication research to make more effective the functioning of mass communication is emphasized.

The VIIIth and last chapter contains the summary of the preceding chapters and fifteen recommendations by Professor Schramm directed to the developing countries, and to their friends and helpers, the advanced countries as well.

The appendix covers the fundamental data of mass media in the develop-

ing countries, gives a stereotype for a basic mass communication inventory, and includes a treatise on the meaning of communication satellites in the development of mass communication in these countries. Thus, while this book is, as its title implies, a popular introduction to a subject which is extremely new, it is also practical, containing examples of its theories applied to actual problems. It is also a work of research, complete in itself, throughout which these above two aspects are fitted into the framework of Professor Schramm's theory of communication.

I would like to direct his attention mainly to the theoretical part of the book and to explain his views, pointing out the problems related with it.

3. Let us summarize the fundamental theoretical premises on which this book is based.

First, there is the idea that there exists a powerful interaction between socio-economic development and the development of the communications system in a given country. For example, in the first chapter entitled "The Role of Information in National Development," Professor Schramm formulates this as follows:

"Undoubtedly there is a powerful interaction: New developments in communication affect society, and new developments elsewhere in society affect communication. The important thing is that a certain level and stage of communication development have to accompany a certain stage and level of social development generally" (p. 41).

The second premise is that such an interaction between developments of communication and of society rests upon an appearance of a "mobile personality" as a social participant who, as Professor Lerner has already pointed out, can consciously adjust himself to various aspects of the social process in the developing countries. The key socio-psychological mechanism of such a personality is termed "empathy," which Professor Lerner explains as follows:

"These mechanisms for enlarging man's identity operate in two ways. Projection facilitates identification by assigning to the object certain preferred attributes of the self—others are "incorporated" because they are like me. Introjection enlarges identity by attributing to the self certain desirable attributes of the object—others are "incorporated" because I am like them or want to be like them." (D. Lerner, *The Passing of Traditional Society: Modernizing the Middle East*, Glencoe, Ill., Free Press, 1958, p. 49.)

Professor Schramm holds that a person with such a personality is required first of all for correcting unbalance in various fields of social development in the developing countries, and that the appearance of such a person depends to some extent upon the effective use of mass media. This is the third premise.

The effective use of mass media takes place through the appropriate combination of this with other communication media, and therefore it aims

at the transformation of personality, that is, a revolutionary change in human capacities. This Professor Schramm looks for in the campaign effects of mass media in such major fields as agriculture, health, literacy, and formal education. Here it is thought that the educational effects of mass communication are rather more rational in terms of the development of human capacities as compared to those of other means or channels which the advanced countries experienced. In this respect Professor Schramm says: "It is intended to be faster than the measured rhythm of historical change, less violent than the process of enforced change" (p. 115), and he believes that such a transformation of personality could be performed through "persuasion" by using the communication media in various way.

I should like to raise the following questions with regard to the above-mentioned theoretical premises of Professor Schramm.

The first question concerns the organic concept of society which lies behind the idea of a powerful interaction between the development of society and the development of communications. As is generally known, the organic concept of society has functioned ideologically both as *social realism* and as *social nominalism* in accordance with the power relations existing in a given society when it was advocated. Hitherto, the problem of assigning predominance either to the whole society or to the individual has been solved not by the organic concept of society itself but by the relation of both to actual political power. The integration of the individual and the whole society—I refer to that of the communication system and social system as mentioned by Professor Schramm—even if it theoretically relies on a theory of functional integration as does the organic concept of society, should be developed practically by assigning predominance to one or the other. It seems to me that Professor Schramm is not deeply concerned with this point. His theories on the functional integration of the social system and the communication system, and the development of human capacities as its main factor—are somewhat simple and give an optimistic impression. In reality, the relation between the individual and society in the developing countries is more complicated than this. The relation between these two has, in fact not yet been established in the modern way, and only when it is grasped through a logic of contradiction can this subject be approached well, either theoretically or practically. This is my primary criticism and leads directly into my next point.

I think the idea of an individual with a high capacity for empathy is a model created by the Western rationalism of the eighteenth century, and is, in other words, a model of reasoning man in the Western world. It seems to be difficult to understand properly the new man who is appearing in the developing countries by applying such a Western model in the analysis of a rapidly changing society, and might prevent us from understanding the many aspects of the man on whom social developments rely. Likewise, I feel that Professor Schramm, despite his good will in using this Western concept and

its deductive application, looks down on the growing nations as backward, irrespective of his goodness.

In order to develop mutual communication between the persuader and the persuadee, a change of attitude must be achieved on both sides. This changing attitude on both sides is nothing other than a mutual relationship in the context of a process of interplaying contradiction which accelerates the new development of the communication system towards a much more advanced stage and level. In application of the methods of social scientific analysis derived from Western rationalism, we must always keep in mind the dynamic process of development worked out by the mechanism of mutual interplay; in other words, the logic of mutual change. (*Masaki Takizawa*)

HLA MYINT, *The Economics of Developing Countries*, London, Huchison, 1964, 192 pp.

1. This book criticizes the neo-Keynesian theory "for increasing international aid to underdeveloped countries," and explains theoretically "the fact that, even with generous aid which can ease their situation, the developing countries cannot ultimately escape having to make difficult and painful choices to promote economic development" (p. 198).

The author first levels his criticism at the method of applying to all backward countries monistic theoretical models which are based on a specific type of country; i. e., of over-populated countries. He adopts models under the separate headings of less-populated countries and over-populated countries, and of countries which are in the early stage (prior to "take-off") and countries which are in the later stage.

The framework of the author's theory may be described as follows:

First, the author elucidates the economic structure of the growing countries in Chapters 3, 4, and 5, after making a preliminary examination of the two elements, the enlargement of exports of primary products and the population pressure, which disturb the modernization of these countries. The economic structure is divided into the "subsistence sector" and the "mines and plantations sector."

It is pointed out that between these two sectors no dual structure exists in regard to productivity or wages—that they are of an overall low level—but that a marked dual structure exists in the financial aspect. In spite of the fact that large investments of capital have been made in the mines and plantations sector by foreign enterprises, this sector has been unable to become the leading sector in economic development. The author explains this as due to the pattern of "low productivity and low wages" of the seasonal and/or immigrant labour employed. It is stressed that a transition to a *wage economy* is necessary for economic development.

In Chapters 6, 7, and 8, criticism is levelled at the neo-Keynesian theory