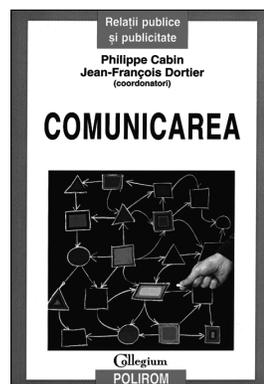


## Reviews

**Philippe CABIN, Jean-Francois DORTIER (Coord.)**

*Communication*

Polirom Publishing House



The collective volume aims to present the current situation concerning communication with references to the past and also to new media, which develop very fast and change the values and rules in communication. It offers a wide perspective of facts and studies that will help the reader to understand not only the changes that influence the efficiency of interpersonal and group communication, but also the ones that are connected to the flow of information in general.

The book covers a lot of areas in the science of communication, starting with the objectives and models of communication, introducing the interpersonal and group communication; it refers also to mass-media and information, presenting new technologies of the informational society.

The book is structured into five parts and contains scientific essays about communication from several authors (professors and journalists in different areas). The book begins with an introduction and describes different types of communication: face to face communication, the nonverbal and animal communication.

The first chapter deals with goals and collective communication patterns. In this part five authors contribute with their works. Edward Morin's study is about the objectives of human communication and the key words of his article are human comprehension, its instruments and incomprehension. Jacques Goldberg explores animal communication, an interdisciplinary area, bringing linguists, psychologists, sociologists, endocrinologist and chemists together. It is an essay that speaks about the language of each species; the author comes with a number of examples to highlight the importance of this study. It isn't a theme of daily concern, but communication between animals exists and is linked with communication between people.

Edmond Marc is professor of psychology at the University of Paris-X Nanterre and handles the psychology of communication that articulates at three levels: the first level is the subjects with all of its motivations, cognitive and affective activities, the second level is the interaction of its relational dynamics, and the third refers to the social context, the rules, rituals and roles. Professor Marc also writes about the psychosocial objectives of communication, and about its physiological processes. Alex Muchielli, professor of information sciences and communication at the University of Montpellier-III describes positivist, systemic and constructivist models and also refers to their use, emphasizing that these models do not cover all issues, only the most important part. The first part ends with Karine Philippe's article, entitled "Information and Communication Sciences", the article introducing terms like "cybernetics", "information theory" etc. Another item described in this article refers to the technical innovation and the social and cultural mutations.

The main theme of the second part of the collective volume is the interpersonal communication. In this part nine authors contribute with their articles. Starting with Edmond Marc who describes direct communication and its purpose, other points such as "Invisible college", written by Yves Winkin, professor of sociology; "Interaction rituals" by Dominique Picard, "Conversation analysis" a study written by Catherine Kerbrat-Orecchioni are also published. Both Jean-Baptiste Fages and Xavier de la Vega talk about Gregory Bateson, an anthropologist who investigated "learning" and auto correction and covers in his books various areas such as anthropology, psychotherapy, ecology or biology.

Jean-Baptiste Fages talks about the concept double bind and paradoxical communication, both introduced by Gregory Bateson. Xavier de la Vega's starting point is Gregory Bateson's "Steps to Ecology of Mind", in which the author of the book develops a thinking that comes to enlighten the problem of dynamic organization of societies.

What role mimics, gestures, facial expressions and body positions have in the conduct of the conversation, are explained in Jacques Cosnier's article entitled "Dialogue gestures". The "Conversation analysis" written by Catherine Kerbrat-Orecchioni speaks about the rules followed in everyday conversations, the series of negotiations and the cultural variety that supports information exchange.

Part three faces communication within groups. Philippe Cabin focuses on communication and organization, reflecting on internal and external communication and symbolic and cultural dimensions. Furthermore, Michel Augendre analyzes the formal communication presenting both good parts and malfunctions in internal communication. Gustave-Nicolas Fischer, professor of social psychology at the University of Montreal and University of Metz explains terms like: space, hierarchy, "automatic" and "computerized" processes and possession. Also in the third part, readers can learn about transactional analysis.

Those interested in media and information can find some answers in the fourth part of the collective volume. Starting with the information and who produces it, through what channels it is sent, by whom it is perceived, is accurately explained in this chapter of the book. Daniel Bounoux elaborates an essay on mediologists. What and who is actually using mediologists and mediology? This new term is a method that aims to highlight the interactions between technology and culture. Are mediologists needed to better understand the connection between these concepts?

Because advertising is so effective and present in everyday life, it occupies a place in the pages of this volume too, but rather seen as cultural art form. If we talk about the media, we cannot omit the Internet, which tends to be one of the strongest mediums. Marc Lits writes about “Public space and opinion. From print to Internet”. How and why newspapers decline and fall and how information is treated in the printed and the audiovisual system is also explained in this article.

The last part contains scientific papers that have the theme “New technologies of information society”. Starting with the first article, in which Bernard Miege talks about developing information and communication technologies (ICT), journalist Sylvain Allemand, elaborates an essay on the book written by Manuel Castells, “The Internet Galaxy”. The Communication technology and its relation to the private life is also a theme discussed in this last part of the book, because it has changed profoundly since the nineteenth century.

The authors of the studies give not only theoretical background to their article, but also come with examples which support the understanding of the concept being written about. This book was not written only for students and lecturers, but also for specialists in communication, and for everybody who is interested to find out more about the art of communication.

*Julia ZSAMBOLICS*

**Abrudan Mirela CODRUȚA**

*The economic crisis and its reflection  
in the mass-media 2008-2009<sup>1</sup>*

Tritonic Publishing House, 2010

The subject of the book is the quantitative and qualitative analysis of the economic crisis, as rendered in the Romanian publications, an approach from the perspective of one of the most recent theories on media effects, the *framing* theory.



1 Our translation. Original Romanian title: *Criza economică și reflectarea ei în mass-media 2008-2009*

Online editions of the most important daily newspapers and economic publications in Romanian and Hungarian are researched between January 2008 and January 2009, in order to analyze the frequency of the *economic crisis* issue in the media.

Thus, the evolution of the way the problem of the economical crisis is presented in publications in Romania from the time it had manifested in the United States alone is illustrated. The analysis continues until the problematization of the *crisis* in the Romanian parliamentary elections' campaign and the period before the elections for the European Parliament.

The author carried out a very interesting research; two opinion polls that reflect the agenda effect are developed from the perspective of the *agenda-setting* theory. A content analysis was also applied on relevant publications from the German press between January 2008 and November 2009 in order to introduce a space dimension regarding the media coverage of the economic crisis.

The book deals with a current theme, the economic crisis, an intense subject in this period.

The material is a useful one for every person interested in this subject.

*Ioana LEPĂDATU*