

Book Notes

Tomaselli, Keyan. Tomaselli, Ruth. Muller, Johan. 1987. *Narrating the Crisis: Hegemony and the South African Press*. Richard Lyon & Co., Johannesburg. Prys R19,50.

Dié boek van 237 bladsye koppel kommunikasie-teorie met die praktyk van koerante. Dit gee aandag aan ideologie in die pers, die seleksie van nuus en persvryheid.

Verder behandel die skrywers resente persgeskiedenis, veral die stryd om beheer soos dit van toepassing is op die swart pers, die Engelstalige pers en die Afrikaanse pers. Die destydse stryd tussen Perskor se *Die Transvaler* en Nasionale Pers se *Beeld* word ook geanaliseer.

Sekere temas en hoe koerante daarvoor rapporteer, word ook opgesom, byvoorbeeld oor onderwys-hervorming, arbeidsaangeleenthede en swart behuising.

Een van die stellings wat op bladsye 33 en 34 in die boek uitgebou word, is:

“Racial capitalism as a social order in the South Africa of the 1980s is unable to withstand major critical disturbances either from within or without the system. To minimise the impact of such infringements, the state has had to strengthen its mechanisms of control. However, as we point out in Chapter 3, state opposition to English language newspapers has to be seen as a secondary consequence of the suppression of black opposition to apartheid. The coincidence of laws curtailing the freedom of the press should be seen as a secondary extension of legislation curbing black dissident activity. Such legislation is not aimed at silencing the English press per se, or because “30 years of executive and bureaucratic power has given the (National) party a peculiar view of its own status”, but rather to eliminate opposition, particularly black opposition. Insofar as the English press is prepared to articulate such sentiments, it will be subject to these laws.

These arguments point to a major contradiction in the state’s relationship with the press. It seems paradoxical that the state should attempt to silence or control the press when, as we have shown, all sectors of the established media support one or more fractions of the hegemonic alliance through the maintenance of consensual discourse. One explanation for this contradiction

is that the government misunderstands the socially stabilising role of the press within parliamentary democracies. A more likely explanation is that in South Africa the state underestimates the degree to which it has achieved hegemonic control over the English language press, making the enactment of excessively authoritarian laws redundant. Nevertheless, this over-reaction points at least to the state’s awareness of the precariousness of its hegemonic balance. Most of the chapters in this book reflect on the way in which this balance is constantly being threatened on the one hand, and reinforced on the other”.

Dié boek is ’n waardevolle toevoeging tot kontemporêre perssituasies in Suid-Afrika.

W.J. de Klerk

Atkinson, Max 1984. *Our Masters’ Voices*. Londen, Methuen.

Aan die hand van video, ondersoek die skrywer die suksesresepte wat politieke sprekers aanwend om beduidende applous van ’n gehoor te ontlok. Afgesien van die inhoud van die boodskap bevind hy in die navorsing dat spesifieke tegnieke gebruik word om applous te ontlok. Van die tegnieke is om afdelings van boodskappe af te rond met skerp teenstellings, samevattinge in drie punte, veralgemening en vereenvoudiging.

Ander kenmerke van charismatiese sprekers word ondersoek. Die eise wat televisie stel, word duidelik onderskei van openbare redevoering. Applousgedrag word ook aan die hand van videos ondersoek en (verbasend) is bevind dat duidelike veralgemenings voorkom.

Dit is ’n interessante boekie wat bevestig dat die styl van die lewering van politieke boodskappe ’n eie genre is.

W.J. de Klerk

Wilson, G.L., Goodall, H.L. (Jr.) and Waagen, C.L. (1986). *Organizational Communication*. Harper & Row, New York. ISBN 0-06-047164-6. Pp. 322.

The purpose and scope of this book is to provide careful treatments of the theoretical bases for communication activities in organizations, and at the same time demonstrate how to apply those theories

to real organizational settings. The book is aimed primarily at students who may not have a background in communication or organizational studies, but will also appeal to those persons who are interested in organizational or business communication, management, administrative communication and human resources development.

The book aims to provide insight into how several theoretical bases can be combined usefully when describing, analyzing and adapting to organizational settings, while at the same time attempting to explain clearly these theoretical perspectives. To this effect good use is made of examples and illustrations drawn from organizational experience.

Another objective of the text is to provide a synthesis of what previously had been competing, if not adversarial, theoretical paradigms. To achieve this objective the authors incorporate a holistic approach to organizational communication by including material drawn from recent advances in interpretive and experimental research.

Relevant organizational communication topics are approached systematically and comprehensively. Topics range from communication bases in organizations to topics such as organizational communication career development. A variety of diagnostic tools and instruments useful in examining and solving organizational communication problems are also discussed.

One of the strong points of the text is that though its treatment of topics is very comprehensive, it never becomes superficial. As such it is ideally suited for use in an upper-level undergraduate course.

On the whole this book is highly recommended for use at both undergraduate and post-graduate level. A great need exists in the organizational communication field for a relevant, theoretically sound, clearly written text like this.

S.V.

Wilmont, W. 1987. Dyadic Communication (Third Edition). Random House, New York. ISBN 394-35826-0. Pp. 290.

Die outeur van hierdie boek stel dit as oogmerk om vir die student 'n geïntegreerde blik op kommunikasiekonsepte te gee, beide as 'n intellektueel stimulerende idee en as praktiese insig op die daaglikse lewe. Die boek bied daarom 'n omvattende relationele blik op interpersoonlike kommunikasie vanuit 'n sterk pragmatiese perspektief.

Sedert die eerste uitgawe van hierdie boek in 1975 verskyn het, het die studie van menslike kommunikasie dramatiese vooruitgang gemaak. Hoewel hierdie uitgawe die transaksionele oriëntasie van die eerste uitgawe behou, word die nuttigste teorie en navorsing geïnkorporeer hierby, en bied die nuwe uitgawe ook 'n diepgaande bespreking van meta-kommunikasie en rasionele vaardigheid en verryking.

Die eerste hoofstuk gee 'n oorsig oor die aard van diadiese kommunikasie. Die tweede en derde hoofstuk illustreer die sentraliteit van kommunikasie in die persepsie van onself en andere. Hoofstuk vier ondersoek die wedersydse invloed tussen kommunikasiegedrag en die definisie van verhoudings, terwyl hoofstuk vyf na komplekse en boeiende aspekte van twee-persoons verhoudings kyk. In hoofstuk ses word die nuttigste navorsing oor die prosesse van verhoudingsontwikkeling en -ontbinding bygewerk en die laaste hoofstuk is uitgebrei om beide relationele vaardigheid en verryking in te sluit.

Lesers wat belang stel in die verwysings sal die uitgebreide outeur- en onderwerp-indeks baie nuttig vind.

Die outeur slaag daarin om 'n geïntegreerde blik te gee op kommunikasiekonsepte wat ter sprake kom by diadiese kommunikasie en die boek behoort met vrug gebruik te kan word in kursusse wat op interpersoonlike verhoudings fokus.

S.V.