

YUGOSLAV ECONOMIC DEVELOPMENT AND POLITICAL CHANGE: THE RELATIONSHIP BETWEEN ECONOMIC MANAGERS AND POLICY-MAKING ELITES. By *Richard P. Farkas*. New York: Praeger Publishers, 1975. xii, 133 pp. \$13.50.

In this penetrating essay, Richard Farkas focuses upon enterprise "*direktors*" as a key to understanding the interrelationships between the political and economic systems in Yugoslavia. He begins by describing the role of the *direktor* in industrial relations within the firm and by describing the channels that business interests utilize for influencing political decision-making. The evolution of the politico-economic system is then explained in terms of ideological, organizational, and personnel changes. Finally, the implications of Yugoslavia's external economic relations for domestic policy are considered. Farkas's basic thesis is that, while a continuing tension exists between the political and economic sectors in Yugoslavia, the business elites, applying pragmatic economic criteria, have become most influential in the myriad micro-politicoeconomic decisions that shape everyday life. This trend is strongly supported, in turn, by the developmental requisites of managerial efficiency and technological sophistication and by the decision to integrate fully into the world-wide pattern of specialization.

On the theoretical plane, the analysis underscores the shortcomings of the common practice of viewing political or economic phenomena in isolation from each other, and makes a strong case for paying much more attention to the "micro" level of political and economic events because of their cumulative impact upon Communist societies. At a time when scholars are groping for concrete applications of the generalizations derived from the "pluralist" and "developmental" approaches to Soviet studies, the theoretical perspective articulated here is most propitious. In fact, perhaps the primary weakness of this volume is its brevity. More case studies and data from Farkas's interviews might have provided a better appreciation of the interface between politics and economics in Yugoslavia and of socioeconomic development's relationship to Communist politics. In sum, Professor Farkas has produced one of the most insightful and suggestive monographs on "Yugoslavia's way," and indicates the potential for making an even greater contribution to the analysis of East European affairs.

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THE USES OF COMMUNICATION IN DECISION-MAKING: A COMPARATIVE STUDY OF YUGOSLAVIA AND THE UNITED STATES. By *Alex S. Edelstein*. New York: Praeger Publishers, 1974. xiv, 270 pp. \$18.50.

This book surveys how citizens in two Yugoslav cities (Belgrade and Ljubljana) and in Seattle, Washington utilize the media to make decisions about local and world problems. The study fits into the promising new audience research tradition, focusing on media utilization rather than media effects. It contains six sections: a methodology, a discussion of the sociocultural context, discussions of how demographic, cognitive, and media variables affect the style of decision-making, and a brief conclusion.

The study contributes four important findings to the ongoing search for an encompassing human communication theory. The data reconfirm that audiences are selective in their needs and capacities to use information, and that this selectivity is linked to education, status, and availability. Moreover, media use in specific decision contexts reliably predicts general media behavior. There is also evidence that heavy media indulgence does not make people apathetic. Greater use stimulates more problem solutions. The data finally debunk the assumption that "credibility" is primary in media evaluation. Content and availability rank before credibility in choosing which message and medium receive attention.

Two points might have rounded out this wide ranging survey: a discussion of the relationship between the cognitive and affective uses of the media, and a more comprehensive evaluation of the evidence. Katz and others have begun to map media uses in Israel and Scandinavia, and it would have been interesting to learn whether media uses are similar in capitalist and socialist societies. Furthermore, the invaluable Yugoslav raw data would have benefited had it been compared with what is already known about how people use the media.

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I GRECI NEL BASSO DANUBIO. DALL'ETÀ ARCAICA ALLA CONQUISTA ROMANA. By *D. M. Pippidi*. Translated by *Gabriella Bordenache*. Biblioteca storica dell'antichità, 8. Milan: Il saggiatore, 1971. 342 pp. Illus. Lire 3000.

This book, by the director of the Rumanian Institute of Archaeology, is the Italian edition of Pippidi's contribution to *Geți și Greci la Dunărea-de-jos* (Bucharest, 1965), the first volume of the Rumanian Academy's history of the Dobruja. It is an account of the Greek West Pontic cities in Rumania (Histria, Tomis, Callatis) from the founding of Histria in the seventh century B.C. to the coming of the Romans. The new edition, though basically unchanged, does include some important recent discoveries from Histria, and a new appendix on the rural territories of the Pontic cities. The result is a significant new chapter in the history of the Hellenic frontier, which sometimes illumines other parts of the Greco-Roman world. Pippidi's scholarly synthesis was badly needed to organize the large accumulation of new information produced by the quarter century of Rumanian archaeological effort since World War II.

Pippidi's book illustrates well what can be done to reconstruct history from archaeology and epigraphy in the almost complete absence of literary sources. Evidence from the archaic level at Histria, for example, shows that city to be the prosperous rival of Olbia in the sixth century, and the archaeological record of destruction from the end of the century raises an intriguing question about what may have happened when Darius passed by on his Scythian expedition—a question which Pippidi, aware of the limitations as well as the value of archaeology, wisely refuses to answer (p. 47). In the fifth century, Pippidi believes, the Pontic cities were linked to metropolitan Greece through the Delian League, with Callatis, and possibly Histria, being members. He argues convincingly (p. 63) that Callatis is to be restored on the Athenian Tribute Lists (A9, IV, 165). The most revolutionary result of the postwar discoveries is a new view of the Pontic cities in the Hellenistic age. Prewar scholarship, lacking contrary evidence, had