

The Soviet research was based on responses collected in the town of Pskov in northwest Russia. American data were collected in Jackson, Michigan. This review reports only on Soviet-American differences. Soviet men and women spend the same amount of time at work as American men and women do. In Jackson people go to work by car, whereas in Pskov they walk. Americans watch television two and a half times as much as the Soviets. Russians read more. It is reported that Americans spend more time alone and that Soviet parents spend more time with their children. The Soviets take more physical exercise than Americans. American wives spend less time on the preparation of food, doing the laundry, and performing services for children, since up to 90 percent of such American services are pre-processed or automated. The labor force in Pskov was composed of 88 percent women.

Let us hope that more comparative studies, especially Soviet-American, will be undertaken in the future.

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MASS MEDIA IN THE SOVIET UNION. By *Mark W. Hopkins*. New York: Pegasus, 1970. xvi, 384 pp. Tables, charts, maps, and photographs. \$8.95.

Alex Inkeles wrote *Public Opinion in Soviet Russia: A Study in Mass Persuasion* at the start of the fifties. In the ensuing two decades surprisingly little has been published about the Soviet mass media. An up-to-date study of the subject was long overdue. Insofar as a descriptive work can meet this need, Mark W. Hopkins, Soviet affairs specialist for the *Milwaukee Journal*, has gone a long way toward filling the gap. His *Mass Media in the Soviet Union* is a useful survey, covering the growth of the media, their structure, controls, functions, and practices. Students setting out to deal with baffling source materials from the Soviet media will find this book a helpful introduction to their work. The solid factual data incorporated in the book gives it reference value, and the author's firsthand inquiries during his study and travels in the Soviet Union contribute much new and lively detail.

Such weaknesses as the book possesses stem from the very strengths of its conception. A broad survey ranging from Lenin's *Iskra* to today's television must inevitably slight some aspects. Much more needed to be said about the Soviet magazines, the lecture network, sociological research in the USSR in relation to the media and public opinion, and the impact of foreign broadcasting upon public and media. These topics deserved more space at the expense of some that are treated *in extenso*.

The author achieves his readable style in part by frequently finding American counterparts to Soviet practices and situations. The similarities which he notes are illuminating, but they can also be misleading. Even when he qualifies his comparison of Soviet and American practices by mentioning underlying societal dissimilarities or by pointing out that there are differences of degree (as in speaking of journalistic taboos in the two societies), he leaves an impression of greater likeness between the media of the two countries than he himself may have intended.

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