

COMMUNICATION POLICIES IN YUGOSLAVIA (A STUDY CARRIED OUT BY THE YUGOSLAV INSTITUTE OF JOURNALISM). By *Zdravko Leković* and *Mihalo Bjelica*. Paris: Unesco, 1976. 66 pp. \$3.95, paper. Distributed by Unipub, Box 433, Murray Hill Station, New York, N.Y. 10016.

Communication Policies in Yugoslavia, written by members of the Yugoslav Institute of Journalism, is part of a UNESCO series, the main purpose of which is to provide an analysis of communication policies in different countries. The study itself is a factual report of various aspects of Yugoslav communication policies, and its six chapters, appendix, and brief bibliography aim to present a picture of contemporary public, institutional, and professional policies in Yugoslavia. That aspects of mass communication, especially the mass media, play an important role in Yugoslavia is obvious, and its only constraint is that an average of 15 percent of Yugoslavia's population is still illiterate, with the rate increasing to 30 percent in some of the country's southern regions. The Yugoslav system of public communication is decisively influenced by its self-management decision-making system of "socialist democracy," but to comprehend fully its objectives, it is important to understand Yugoslavia's diverse culture and its novel social and political institutions.

The study itself discusses first the premise of the country's communication policy, the historical background of mass communication in Yugoslavia, public policy in the field of communication, social participation in the progress of the mass media, the position of the mass media, journalists' organizations, and research work. Many important features of the country's communication policies remain unmentioned in this study, even considering the space limitations. This reviewer, for example, would have appreciated a presentation of the background of the people who work in the various media—their social characteristics, their career patterns which obviously influence their professional behavior—as well as a discussion of the problem of establishing policies and specifically the relationship between the party and the media. Of considerable importance in a country of such ethnic diversity is the impact this leaves on the interpretation of key national and international issues. The whole nationality issue with its centrifugal impact and the relationship of the party and the government to the various ethnic groups obviously has an effect on communication policies. Nothing is said about the journalists' position and relationship to this explosive issue.

Research on communication policies and the communicator is of relatively recent origin in the United States. It is even more difficult in a country like Yugoslavia which has serious constraints in terms of available data and opinion research. This small publication of *Communication Policies in Yugoslavia* therefore must be considered only a first step on a topic which has serious policy implications for the entire field of political and social studies which will contribute to a better understanding of the Yugoslav scene.

GEORGE W. HOFFMAN
University of Texas, Austin

TITO'S MAVERICK MEDIA: THE POLITICS OF MASS COMMUNICATIONS IN YUGOSLAVIA. By *Gertrude Joch Robinson*. Urbana, Chicago, and London: University of Illinois Press, 1977. 263 pp. \$12.95.

Gertrude Joch Robinson's appraisal of the press and broadcasting in postwar Yugoslavia conjures up a drawing on the title page of Belgrade's satirical *Jež* (*The Hedgehog*) of August 21, 1970—a diminutive hedgehog slipping down the sharp edge of an enormous razor blade, with a tub of iodine presumably waiting at the bottom of this