

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.

GERTRUDE JOCH ROBINSON  
*McGill University*

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

seen them as quiet and prosperous. They now appear threatened from without by their barbarian neighbors and plagued within by various troubles, including (according to Pippidi, p. 132) social unrest. The Geto-Dacian kingdoms, on the other hand, now seem more impressive, particularly the empire of Burebista who, a recently discovered inscription confirms, destroyed Histria as well as other Pontic cities in the first century B.C.

Some of Pippidi's views have been questioned—for example, his support of the Eusebian date (657–656 B.C.) for the founding of Histria, or of the era of Lysimachus for that city's fourth century destruction layer. That so few of his conclusions have been successfully challenged, however, suggests the extent to which Pippidi dominates the field. This book will remain the standard for many years. Hopefully, there will be future editions to take account of new discoveries.

RICHARD A. TODD  
*Wichita State University*

MODERNIZATION IN ROMANIA SINCE WORLD WAR II. By *Trond Gilberg*. New York: Praeger Publishers, 1975. xiv, 261 pp. Tables.

Trond Gilberg's volume on modernization in Rumania is a masterful study. The author, after defining the variables of the concept of "modernization," focuses his analysis on testing the validity of Nicolae Ceausescu's theory, and practice, of modernization culminating in the attainment of the "multilaterally developed society."

The main body of the text consists of a well-argued and amply documented review of Rumanian achievements in the process of modernization. The topics discussed range from the character and effectiveness of the work of the agents of modernization, that is, the Communist Party and its affiliated organizations, to progress in such areas of modernization as education, industrialization, agriculture, communication and social services, and integration of ethnic minorities. The author's conclusions support the contentions of the Rumanian leadership regarding the inexorable progress of modernization and the inevitable achievement of a multilaterally developed society in Communist Rumania upon realization of the goals of the regime.

Gilberg's arguments are plausible, supported by the high quality of his data and analysis. Plausibility, however, is not synonymous with accuracy. At least two of Gilberg's basic premises are questionable. First, the author's appraisal of the relative degrees of development in pre-Communist and in Communist Rumania seems too heavily weighted in favor of the Communist. Second, and perhaps more fundamental, Gilberg's assessment of the aims and motivations of the rulers of contemporary Rumania seems distorted. Granted that Rumania was underdeveloped at the end of World War II, and that Ceausescu and his associates are committed to modernization, it may be claimed that Rumania in 1975 is only relatively, if not marginally, more modern than it was in 1945. Whereas this contention may be challenged in terms of comparative levels of industrial production, agricultural development, and socioeconomic services, it probably cannot be refuted in terms of advances in the political mentality of the leadership and of the relative proficiency of the technological, scientific, and cultural personnel concerned with moderniza-