

junior and community colleges. A more conceptual approach is found in Jon Lindgren's provocative paper on colleges. He draws implications for a persuasive rhetoric and teaching methods from the parallel between library instruction and the teaching of composition.

Of course, some topics a reader might want to see are not covered. I missed discussions of library instruction in special and federal libraries, the use of statistics, and programs for teaching faculty and on-line data base users. Lubans makes the cogent suggestion that schools should look to "faculty development" programs as a way to change attitudes, but this is not expanded upon.

Chapter and final bibliographies and a list of library instruction clearinghouses, directories, and newsletters make this well-presented volume more valuable. The index was a good idea but unfortunately is too incomplete to be very useful. This book is highly recommended to all who found the 1974 volume useful and to all academic librarians and faculty.—*Robert J. Merikan-gas, University of Maryland, College Park.*

***Beyond Media: New Approaches to Mass Communication.*** Edited by Richard W. Budd and Brent D. Ruben. Rochelle Park, N.J.: Hayden Book Co., 1979. 262p. \$10.95 paper. LC 78-12432. ISBN 0-8104-5644-5.

The central thesis of this book is that the concept of mass communication and mass communication institutions should be broadened beyond the more traditional mass media such as radio, television, newspapers, magazines, and film to include such nontraditional media as architecture, art, libraries, museums, political image-making, religion, restaurants, and theater. Taking a McLuhanesque posture, the authors put forth their broadened perspective as a bridge toward interinstitutional interaction, suggesting that the application of the mass communication model of one to many might cast new light on how to handle problems familiar to the more traditional mass media institutions.

This book should be required reading for all librarians. The authors pronounce that libraries could well become the most out-

standing mass medium of our information-rich age. But they point out libraries can just as easily go out of business! Comparing the library to any of the classic mass media, they point to a reversal of the mass communication process, for, instead of having the source (librarian) communicating to a receiver (library user), the library user becomes the communicator and the librarian becomes the receiver. It is the user who has the message that he or she attempts to articulate to the librarian—and unless that user "communicates," the library might remain nothing more than a storehouse of materials with all communication going one way. To assume a leadership role, the library must take a pro-active stance, rather than be reactive. It must be a client-centered, information-disseminating agency. The librarian must be an information agent, who actively initiates the message process. The library's governance structure must be democratic with dynamic leadership directing it on a broad, worldly course, with an outward focus on information networks.

In summary, to compete with the traditional mass media, libraries must become more convenient to access for greater numbers.—*Mary B. Cassata, State University of New York at Buffalo.*

Downs, Robert B. ***Books That Changed the World.*** 2d ed. Chicago: American Library Assn., 1978. 400p. \$15. LC 78-13371. ISBN 0-8389-0270-7.

Downs, Robert B. ***In Search of New Horizons: Epic Tales of Travel and Exploration.*** Chicago: American Library Assn., 1978. 290p. \$15. LC 78-13656. ISBN 0-8389-0269-3.

Robert B. Downs has done it again, or—rather—done it again twice. He has produced the second edition of his *Books That Changed the World*, and he has ventured into a companion piece that, in capsule form, recounts the narratives of twenty-four eminent explorers.

*Books That Changed the World* has been greatly expanded. Its two sections deal with books that changed the world of humanity and books that changed the world of science. The former extends from the Bible and Homer to *Mein Kampf* and the latter from Hippocrates to Einstein and Rachel