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In 1949 we published a book edited by Wilbur Schramm that was widely acknowledged to be a first-class introduction to a new and burgeoning field. Its title was Mass Communications. It is now out of print, but we are pleased to announce the publication of a new book, which is its successor.

In this volume there is a somewhat different approach and an entirely new set of articles. The purpose of the book is two-fold: to give the reader a basic understanding of the communication process and particular information on one of its aspects — international communication. The second goal is achieved by drawing many of the illustrations from international communication and by devoting the latter part of the book exclusively to that field.

The articles are arranged under the following subdivisions: the process of communication; the primary effect (attention); the effect of different channels; getting the meaning understood; modifying attitudes and opinions; effects in terms of groups; and special problems of achieving an effect with international communication.

There are thirty-eight articles. Among the authors are: Allport, Berelson, Cantril, Davison, Doob, Glack, Hovland, Janowitz, Klapper, Krech, Lasswell, Lazarsfeld, Leighton, Lerner, Lumsdaine, Merton Osgood, Riley, Selznick, and Speier.
Library Trends

Forthcoming numbers are as follows:


The numbers of LIBRARY TRENDS issued prior to the present one dealt successively with college and university libraries, special libraries, school libraries, public libraries, libraries of the United States government, cataloging and classification, scientific management in libraries, the availability of library research materials, personnel administration, and services to readers.