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The Process

and Effects of

Mass Communication

Edited by **WILBUR SCHRAMM**

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, Glock, Hovland, Janowitz, Klapper, Krech, Lasswell, Lazarsfeld, Leighton, Lerner, Lumsdaine, Merton Osgood, Riley, Selznick, and Speier.

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Library Trends

Forthcoming numbers are as follows:

April, 1955, *Current Trends in Acquisitions*. Editor: Robert Vosper, Director of Libraries, University of Kansas.

July, 1955, *Current Trends in National Libraries*. Editor: David C. Mearns, Assistant Librarian for American Collections, The Library of Congress.

October, 1955, *Special Materials and Services*. Editor: Andrew H. Horn, Librarian, University of North Carolina.

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