

Abstracts

Television and the Communication Process as Related to the Extension Program. James E. Lawrence. ETI Series No. 13, March, 1962. 20 pp. Available from Department of Extension Teaching and Information, New York State Colleges of Agriculture and Home Economics, Cornell University, Ithaca, N.Y. No charge.

The author discusses "some fundamentals about television and the communication process that could influence the potential effectiveness of all Extension workers around their particular area of concern." As a tool he says television is not the ultimate communication weapon—that to a degree it is still untried and unproved and that it poses a variety of problems for Extension. Unnatural reliance on technique and gimmickry often results in "technical success in an educational void." The problem of relying on untrained and unskilled communicators is suggested as a possible explanation why communication functions are often considered a service rather than a supporting arm to Extension objectives.

Extension workers who are involved in or who anticipate utilizing television in their program might find enlightenment in this matter-of-fact treatment of the subject.

Rural Youth: Their Needs and Interests. E. J. Tyler. *Agricultural Institute Review*, XVIII (March-April, 1963), 15-18. Available from Agricultural Institute Review, 176 Gloucester St., Ottawa 4, Ontario, Canada. Single copy 50 cents.

The main concern of this article, the author states, is to examine the basic developmental needs of rural youth, "the satisfactions of which may well prevent the development of exaggerations in the personal need pattern, and provide a basis for the growth and development of mature young men and women of integrity and responsibility." Introspection of fashionable concerns for "psychological needs," "emotional needs," "ego needs," etc., which are primarily therapeutic, is inherent in the satisfaction of the six basic needs, according to the author.

Needs identified are (1) for status as a significant and acceptable member of a group, a society, or culture, (2) for an education, (3) for opportunities to earn a living, (4) for recreation, (5) for spiritual growth, and (6) for developing and broadening interests and interest patterns. These needs are explored from a background discussion of the relationships between needs and interests in which the danger of treating them as inborn, sacred, immutable, psychological phenomena is expressed. Interests are viewed as by-products of needs.

Agdex: An Index and Filing System for Agricultural Publications. Howard L. Miller. 1962. Available from The Iowa State University Press, Ames, Iowa. \$4.95.

Agdex is a publication described by the publisher as a system for classifying, indexing, and filing agricultural publications. The system was developed for the National Project in Agricultural Communications in cooperation with the Department of Agricultural Education, The Ohio State University. It was designed for the general practitioner (county agent, agricultural teacher, etc.) as a filing system for semi-technical and popular agricultural literature and represents an effort to devise a system that can be used uniformly across the country. It is based on a numerical indexing and a subject classification scheme, with farm commodities constituting the basic subjects (field crops, horticultural crops, forests, and livestock). These are combined with four major related areas (soils, pests and hazards, engineering, and economics) and two others (a total of ten areas).

The publication includes a description of the system, how it works, how to classify, index, file, and cross-reference publications, a visual arrangement of the classification system (including color-coding and a split-page index format), and a set of labels.

3 *Survey of Selected Materials Pertaining to the Administrative Organization of the Cooperative Extension Service in the United States.* Hoyt M. Warren. 1963. 9 pp. (mimeographed). Available from The Cooperative Extension Service, Auburn University, Auburn, Alabama. No charge.

This mimeographed paper is a classification and annotation of literature dealing specifically with the organization and administration of the Cooperative Extension Service. Even though all possible references are not listed, "an attempt is made," according to the author, "to list a representative selection that should give the reader a grasp of the subject and the writings in the field." It is designed to provide Extension workers "with a guide to material needed to answer several rather basic questions."

References annotated are classified under (1) background material, (2) early Extension Service philosophy, (3) early organization, (4) the depression and recovery, (5) the 1940-1960 period, (6) foreign material, and (7) other types of sources. This listing could provide the student of Extension work and its organization and administration an excellent orientation to sources of specific information.

4 *Study of the Possibilities of Expanding the Understanding and Use of Science Through 4-H Club Work.* Karl S. Quisenberry and Gary L. Seevers. April, 1963. 116 pp. Available in limited numbers from the National 4-H Club Foundation, 7100 Connecticut Avenue, Washington 15, D.C., and from state Extension directors. No charge.

This is a report of a one-year study, conducted by the National 4-H Club Foundation, which grew out of common concerns for and interests in having the 4-H Club program reach its optimum in science education. The publication includes a discussion of findings in relation to conventional projects as well as a look at other possible approaches. It is pointed out that the project makes 4-H an educational program rather than just another youth organization. However, it is recognized that, traditionally, 4-H projects have been focussed on how-to-do rather than why.

Recommendations deal with the relationship of 4-H and school instruction, types of projects, role of specialists, recognition and awards, age to include science, topics for emphasis, and how to proceed. Findings regarding individual projects are discussed under six general headings: agricultural, conservation and protection, engineering, home economics, art and hobby, and behavior.

Toward an Operational Definition of Community. Morris Freilich. *Rural Sociology*, XXVIII (June, 1963), 117-27. Available from Secretary-Treasurer, Rural Sociology Society, Department of Rural Sociology, South Dakota State College, Brookings, South Dakota. \$8.00 per year.

The purpose of this article, as stated by the author, is to work toward a definition of community which could have wide acceptability and utility, which would be operational, and which would include people in interaction in a given area. The *essential ingredients* of such a definition he identifies as "people in relatively high-frequency interaction, exchanging information at a set of related centers, and practicing and developing local-interaction culture based on past information shared."

An isolated village in East Trinidad is used as the basis for exploring his concepts of community. However, the utility of his conception is illustrated also in the more complicated culture of the city. Such a definition is needed, the author argues, because of the inadequacy of presently available definitions which rely principally on geographic identity. Educators whose work involves a concern for community structure may well find his ideas useful.

The Place of Public Relations in Modern Management. Anthony G. De Lorenzo. *Michigan Business Review*, XV (January, 1963), 1-4. Available from the Graduate School of Business Administration, The University of Michigan, Ann Arbor, Michigan. Free on request.

The two most important ways by which the public stature of a company is enhanced or diminished, according to the author, are (1) through products that are what they are represented to be and that do what they are said to do, and (2) through people who are what they claim to be and that do what they purport to do. Other factors identified that influence public standing include the company's actions and statements, what others do and say, and the world we live in.

Ten rules of thumb are suggested as guides for succeeding at public relations. The idea that images can be fabricated is refuted, as is the idea that a company has a single profile or image. It is contended that every organization is many things to many people. Even though discussed in terms of industrial organizations, the ideas may be equally appropriate to educational institutions.

Problem-Solving and Executiveship Can Improve Leadership. Roger Gray. *Adult Leadership*, XII (June, 1963), 42-45. Available from Adult Education Association of the U.S.A., 743 N. Wabash Ave., Chicago 11, Ill. \$5.00 per year, domestic.

"Almost no adult American can make a *quick* decision requiring a specific commitment of time—or effort—or money," according to the author. On the basis of this contention he discusses the need for the kind of leadership that will enable groups to reach decisions that generate voluntary cooperation, a kind of cooperation requiring individual, personal commitments that lead to action. He describes this kind of leadership as *executiveship*—the kind which involves determining and leading courses of action rather than merely leading an activity or action. Such leadership is different from that required for *presiding* at a meeting or over a committee or conference. A five step formula for use in problem solving is elaborated. It includes concern, consideration, conviction, commitment, and cooperation. Training for such leadership is needed, he maintains.

The Screening Process: Selection or Rejection. Glenn A. Bassett. *Personnel*, XXXIX (July/August, 1962), 31-37. Available from American Management Association, Inc., 1515 Broadway, N.Y. 36, N.Y. Single copy \$1.75.

"There is more room for argument and error in the education of human beings than in any other activity one can think of," the author asserts. Seeking a balanced, practical, and defensible program of personnel selection is not easy but deserves some of our best thought and effort he says. This recommendation is based on contentions that most procedures for selecting personnel are actually procedures for rejecting applicants. The author describes a specific situation to illustrate the point.

Rejection and selection are characterized as representing opposite poles. "We have no grounds for assuming that success and failure on the job can be ascribed to the presence and absence of the same quality or aptitude." By emphasizing rejection standards only as a basis for selection, an organization may well end up employing people who will not fail in their jobs but who will not necessarily succeed either. In situations where the success of the organizational venture depends largely on personnel, these ideas may well be worth noting.