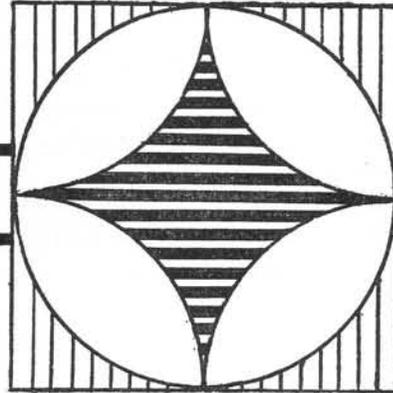


Abstracts



Consumer and Homemaking Education: A Case Study Approach. Camille G. Bell and Berlie J. Fallon. Danville, Illinois: Interstate Printers and Publishers, Inc., 1971. 208 pp. \$3.50 (paper).

Presented in the form of a series of case studies, this book is designed to be used in various ways to expand the concepts of students. Each case study is based on some type of family or individual problem requiring sound judgment for a solution.

The first case study in each group of case studies for each subject-matter area has been analyzed. A procedure for making intelligent decisions has been used to serve as an example for choosing suitable alternatives in other case studies. Each case analysis can be discussed to stimulate further thinking about the situation, and judgments can be made about the decisions. Users of the book can then make their own decisions for the remaining case studies.

Subject-matter areas include human development and the family, home management and the family, food and nutrition, clothing and textiles, and housing. Each area is treated in terms of values, management, and human development.

Handbook in Research and Evaluation. Stephen Isaac and William B. Michael. San Diego, California: R. R. Knapp, 1971. 186 pp. No price given (paper).

The authors describe this handbook as a collection of principles, methods, and strategies useful in the planning, design, and evaluation of studies in education and the behavioral sciences.

It's explained that many of the books on research design and statistics are sophisticated, in-depth treatments that require time and attention to detail. But, often the researcher only wants an overview, a summary of alternatives, an exhibit of models, or a listing of strengths and weaknesses.

This book was prepared to meet such needs for a wide range of people, including the busy project director, the occasional researcher, the proposal writer, the evaluator, the reviewer and consumer of research, the undergraduate student in beginning courses, the graduate student preparing for research, and a research staff or project team that needs a general reference.

Even though the greatest danger of such a book is oversimplification, it's understood that users will supplement it with more complete information from other sources.

Promoting Your Cause. Howard Bloomenthal. New York, New York: Funk and Wagnalls, 1971. 248 pp. \$7.95.

Using the basic theme that people with causes to promote, a product to sell, or an idea to put over must communicate with people to get them to do what you want, the author presents the nuts and bolts as well as the keys to effectiveness in communicating and promoting a cause.

He describes the techniques for setting forth your objective, knowing your audience, planning a campaign, providing motivation, being effective person-to-person, and using committees and meetings. He also explains how to be effective with mass media, write press releases, create publicity, use radio and television, and make displays and exhibits.

The author explains that the first chapter on "communicating" is the core of the book, with the remainder of the chapters being explanations of how it's used.

Reducing Social Tension and Conflict Through the Group Conversation Method. Rachel Davis DuBois and Mew-Soong Li. New York, New York: Association Press, 1971. 159 pp. \$5.95 (cloth), \$3.95 (paper).

This book is designed to be a practical manual for both laymen and professional group workers to use in diverse settings where social tension or conflict threatens or exists.

The authors say the techniques explained in this book are learned easily, mostly because they're so natural. They say: "Even in its minimal achievements, such as in single brief sessions without follow-up, Group Conversation has been found pragmatically to move groups forward in mutual understanding, compassion and communication . . . never backward, never leaving them at status quo."

Divided into three main sections, the book includes one section on the art of group conversation, one on the techniques, and a final section on applications. The concluding portion of the book is an annotated bibliography on group methods.

Sense and Nonsense: A Study in Human Communication. Alfred Fleishman. San Francisco, California: International Society for General Semantics, 1971. 79 pp. \$2.00 (paper).

The subtitle to this book is somewhat of a misnomer, but that shouldn't detract from its usefulness as a manual for the application of principles of effective human communication.

Divided into four sections, the first deals with the world of words and how they affect people and the relationships between people. It also discusses how communication breaks down because of the misuse of words.

The second part of the book explores how the things people think about other individuals can affect those persons or the institutions they represent. Included are discussions of human relations principles that work for or against a person, depending on how they are used. Leadership from a cooperative standpoint is dealt with in the third section. The final section is concerned with putting human relations and communication principles into practice for better human understanding.

. . . other current titles

Attitude Change: The Competing Views. Peter Suedfeld, ed. Chicago, Illinois: Aldine-Atherton Publishing Company, 1971. 259 pp. \$7.95 (cloth), \$2.95 (paper).

An Introduction to Mass Communications: Problems in Press and Broadcasting. Martin D. Carter. London, England: Macmillan, 1971. 142 pp. \$4.50 (cloth), \$2.00 (paper). [Order from Humanities Press, Inc., New York.]

Knowledge from What?: Theories and Methods in Social Research. Derek L. Phillips. Chicago, Illinois: Rand McNally and Co., 1971. 204 pp. \$3.50 (paper).

Nonverbal Communication. Abne M. Eisenberg and Ralph R. Smith, Jr. Indianapolis, Indiana: Bobbs-Merrill Co., Inc., 1971. 133 pp. \$1.75 (paper).

Understanding Drug Use: An Adult's Guide to Drugs and the Young. Peter Marin and Allan Y. Cohen. New York, New York: Harper & Row, Publishers, 1971. 163 pp. \$5.95.

NOTE: If you want any of the above publications, please send directly to the publisher—not to the *Journal of Extension*.