

Jim Richstad and Michael McMillan. *Mass Communication and Journalism in the Pacific Islands: A Bibliography*. Honolulu: University Press of Hawaii, 1978. Pp. xxxiv, 299, index. \$15.00.

One's first effort on receiving a bibliography such as this (immediately after finding whether one's own references are all there) is to see "what they missed." Judgment: this bibliography deserves a superior rating as a pioneering effort to compile sources relating to Pacific island journalism. A trip through this volume, produced by two staff members of the East-West Communications Institute, was much like working along a reception line of old friends, each of which had been cultivated individually and in divers places. It was exciting to see them all in one place.

Textually, the compilers emphasize the deficiencies they found in literature dealing with this field, a field of alien institutions in the traditional cultures of the islands. Among these are the lack of research into and reports on cinema and its role in Pacific island societies, as well as a paucity of theoretical approaches and systematic research reports on communication in the Pacific.

It is pointed out, for example, that there is no history of the press in print, although at least one manuscript is noted as having been written. No further reference is given for that manuscript, though it seems such a break with formal bibliographical tradition might be justified, given the informal and laborious nature of information flow in the Pacific. With such vast distances to be covered, and with so few formal resources for gathering and disseminating information, one must take one's information where and when it surfaces. A volume on the history of the islands' press now in manuscript but published next year may have decades to wait before another bibliography is produced.

Nevertheless, by pointing to deficiencies in the literature they found, the compilers hope to stimulate formal exploration of the process and institutions in these islands to fill some of the gaps, an awesome task.

The bibliography itself is organized into geographical units, with twenty-four island groups (from American Samoa to Western Samoa, alphabetically) and preceded by a "Pacific Islands General" section. The 1975 separation of the Gilbert and Ellice Islands is accounted for by duplicate references where appropriate under the two groups (the Gilberts became Tuvalu), but the recency of changes in the Trust Territories of the Pacific (Micronesia) ruled against the same considerations there. As a result, references for all Micronesian Islands are included in a Trust Territories section. Guam, however, is treated separately. Within geographical units, items are arranged (generally chronologically) under nearly two dozen communication-related categories, though Hawai'i is the only island group which utilizes all twenty of the categories.

The relative scope is illustrated by a look at individual island group entries. Hawai'i, the home base of the East-West Center and the group with the most highly developed mass media system, contains 1196 references on eighty-three pages for the most comprehensive coverage (references are numbered serially throughout the volume). By contrast, six island groups require one page or less: Easter and Midway Islands have one reference each, Johnston and Ocean Islands have two references each, Wallis and Futuna (combined) has six references, and tiny Pitcairn an explosion of eight references on one page. Trailing Hawai'i in volume are Papua-New Guinea (379 references on thirty-one pages) and Fiji (280 references on twenty-one pages). The total bibliography is 3332 reference items (each newspaper, as a mention of its existence, serves as a single reference, though no published material describing the publication may be cited).

Unavoidably, perhaps, *Pacific Islands Monthly* (PIM) and the two major Honolulu daily newspapers (the *Advertiser* and the *Star-Bulletin*) find themselves the major citation sources. This, itself, is a bit of a bitter com-

mentary for scholars on the state of communication data on the South Pacific islands.

Not surprisingly, then, the two most thoroughly covered topics are the Honolulu Community-Media Council, a press council established in Honolulu in 1970, and the celebrated feud between Honolulu Mayor Frank Fasi and the *Star-Bulletin*, one with profound press freedom implication, which started in 1969 and erupted regularly through 1974. Access to printed sources made this coverage predictable. It would have been at least as helpful, in a Pacific islands context, however, to have had local citations (*PIM* was the primary source) chronicling the continuing press freedom dispute between Prime Minister Mata'afa and local newspapers almost from the moment of independence. The *PIM* entries are provocative, but stories in *Samoaana* and, later, *Samoa Times* are priceless literature of South Pacific press freedom. One missing citation, by the way, is an exploration of that problem and a profile of Bob Rankin, *Samoaana* editor, in the International Press Institute *Reports* in the mid-1960s, shortly before *Samoaana* died.

Collaborators could have enriched the book by collecting this type of material from holdings in the Mitchell Library of the Library of New South Wales in Sydney, the Central Archives and Sir Alfred Baker Memorial Library in Suva, Fiji, the Library of the Auckland Museum and Institute in Auckland, New Zealand, and even the Nelson Memorial Library in Apia, Western Samoa, to mention a few. One holding that was available, however, was an entrancing collection of newspapers covering the Mau rebellion in Western Samoa, with press freedom and published agitation as focal points, in the Bernice Pauahi Bishop Museum in Honolulu. No mention was made of this resource. Perhaps someone will begin collecting these publications in a central repository. It is in these publications that the battles for press and development are really fought, and from which these battles are reconstructed.

The scattered nature of the repositories is responsible for another major omission. These are the Japanese-language newspapers that proliferated during the administration of Micronesia under League of Nations mandate after World War I. The bibliography contains no reference to Micronesia publications prior to 1943.

Yet, this volume will lighten the chore of researchers, a chore that is almost impossible without resources, of finding some basic sources. It makes the trip from Square One to Square Two less exhausting, leaving more energy for the original explorations that Richstad and MacMillan find so scarce. In short, a research resource that is taken for granted in many fields and areas is now available to help facilitate journalism and

communication research in the Pacific. However, this bibliography by no means does it all. There is still plenty of room for scholarly discovery here.

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