

Reviews

"Discovering the Future; The Business of Paradigms," Joel Baker. Videotape, 33 minutes, available in 3/4" U-Matic or 1/2" VHS. Filmedia. 10740 Lundale Ave. So. Minneapolis, MN 55420. For information call 800-328-3789 (in Minnesota call 612-888-9231). \$400 new (rentals available).

In a now classic book, *The Structure of Scientific Revolutions*, Thomas Kuhn described paradigms as "... an accepted model or pattern..." Barker takes Kuhn's idea of paradigm and expands it. Paradigms are "a set of rules and regulations that defines boundaries." He puts paradigms in a context of change and provides concrete examples. He examines and demonstrates that our perceptions influence what we see, how we feel, and how we react to reality. So paradigms can limit our ability to "see" the future.

Baker, our host in this significant videotape, explains these far reaching ideas in three sections. He first exposes us to paradigms, what they are and how they function. By using stories, good videography, and well structured messages, he makes a potentially dry address on paradigms an intriguing lesson, in a short time.

He follows this with several case histories of paradigm shifts. He lets the audience draw implications from the examples—a psychological lab experiment, running, bicycle saddles, and the phrase "Made in Japan." Baker reveals how opportunities to anticipate and alter the future are all around us. Each individual has the power to change and develop new ways of seeing.

In the third section, Baker furnishes us with guidelines about change and paradigms. He elaborates on six ideas he feels will prove productive, including: "Sometimes *your* paradigm can become *the* paradigm. We need to guard against 'paradigm paralysis... a terminal disease of certainty,'" and this: "People who create new paradigms tend to be outsiders who have no investment in the old paradigm. You must learn to look beyond the center to the fringes of an organization if you want to see where the new rules are developing."

Tape Is Lively, Well Produced

This is not conventional videotape; not only are the concepts stimulating, but the tape itself is lively and well produced. Baker, a futurist and consultant to the business community, has a slick, well shaped message applicable to a variety of audiences. Any group interested in change and studying the future can profitably use this material, including chambers of commerce, community development groups, communication departments, and large scale agricultural organizations. A short study guide/leader's manual is included. There is preferential pricing for educational institutions.

Discovering the Future is a starting point for countless discussions on many communication concepts such as selective perception, feedback, open channels and multi-channel delivery systems as well as the process of communication itself. You may well question your own role in change and the future; your paradigm may shift.

Darcy Meeker
University of Florida-Gainesville

***Translate to Communicate: A Guide for Translators* by Mary M.F. Massoud. 1988. David C. Cook Foundation Monograph. Cook Square, Elgin, IL 60120. 88 pp. (\$9.95, discounts available in Third World nations.)**

Translation is hard and Mary Massoud's book certainly punctuates that fact. A Fulbright scholar, she heads the English Department at Ain Shams University, Cairo, Egypt. Her book reflects many years of experience in teaching and translation, as well as her expertise in training others.

Massoud's intent in this book "is to help translators—and organizations who work with them—to produce translations that communicate the intended message in an authentic style." She presents a blueprint and techniques to "create sound and effective translations . . . that exhibit sensitivity to culture, awareness or readership, and subtlety of language."

Throughout the book, the reader finds useful guidelines and effective checklists. Checklists cover a wide range of translation activities, such as determining the need for a translation, recruiting translators, translation problems, tests for a good translation, special problems related to the translator—and problems stemming from the text, the reader's background, interest, and reading level. Also included are a translation workshop design, a translator's model contract and translation exercises.

Massoud's experience is in the Middle East, so all the examples are in either Arabic (with transliteration) or English. While the book concentrates on print materials, the ideas are fundamental and seem applicable to other media as well. Translation of scientific content, particularly agricultural and human development materials, is not addressed. But, I suspect that Massoud's general principles would apply.

I'm not a translator but I found the book stimulating and well written. You will find it helpful in those situations where you are hiring translators or in communication workshops where translation issues are discussed. The book also will help you to examine the nuances of your own language and the expressed local culture embedded in your words and presentation style.

For ACE members involved in international consulting, centers and projects, "Translate to Communicate" will be a valuable addition to your reference materials.

James W. King
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***A Farmer's Primer on Growing Soybeans on Riceland* by R. K. Pandey, 1987. International Rice Research Institute (IRRI), P.O. Box 933, Manila, Philippines and the International Institute of Tropical Agriculture (IITA). 216 pp.**
***A Farmer's Primer on Growing Cowpeas on Riceland. Ibid.* 218 pp.**

These two excellent books are patterned after an earlier IRRI success, "A Farmer's Primer on Growing Rice."

Both books are designed for easy translation and co-publication, areas where IRRI's publications coordinator Thomas Hargrove* has led the way. The primers have well fashioned layouts with excellent line drawings. And both books are great examples of message design—they are stimulating, they provide the reader a well defined order and structure, and they present the reader a learning strategy for mastering their contents.

Information is compressed into small segments to make it easier for readers to learn and remember. Since illustrations carry the primary presentation, text is sparse.

That helps in co-publication. As IRRI puts it, [We] "blocked the English text off the line drawings and reprinted sets of the illustrations. Cooperators may translate and strip the text onto the artwork, then print non-English editions on local presses."

Simply, these primers are excellent examples of well designed communication products—multipurpose materials that are usable at different times for a variety of audiences in a number of locations.

IRRI also plans two other primers on growing upland rice, and on growing leguminous green manure crops and using organic wastes in rice farming.

IRRI's primer design is based on research on the earlier rice growing primer. V.L. Cabanila and Hargrove studied the 1986 primer's effectiveness with farmers, in terms of their design, packaging, and message content. They found several areas to improve forthcoming primers—distribution of materials, follow-up, translation, design and message content, visual literacy, adding questions, and covering women. (In the IRRI Research Paper Series, see No. 27).

The primers are an important, continuing contribution from IRRI and their new cooperator, IITA. A job well done!

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*Hargrove is recipient of the 1988 ACE Professional Award, and the ACE International Affairs Award of Excellence.