CONTENTS

		Page
AC:	KNOWLEDGMENTS	v
Cha	pter	
1	AN IMMODEST ATTEMPT TO SOLVE AN OLD PROBLEM	1
2	THE POWER OF THE MEDIA	8
3	THE PRIMARY AUDIENCES: DECISION-MAKERS AND THOSE WHO INFLUENCE THEM	15
	Mass Communication as a Source of Information The Media's Role in Shaping Public Opinion	16 19
4	SOME PEACE-KEEPING ASSIGNMENTS FOR THE MEDIA	25
	Increasing the Quantity of Information	26
	Improving the Quality of Communication	34
	Early Warning	39
	Conflict Resolution	40
	Creating a Mood Hospitable to Peaceful Solutions Mobilizing Those Concerned with International	44
	Understanding	48
5	POTENTIAL CONTRIBUTIONS BY THE MEDIA	51
	Constraints on the Press	53
	Increasing the Contributions of the Mass Media	62
6	PRIVATE ORGANIZATIONS AS PART OF THE PRESS INFRASTRUCTURE	70
	Groups Concerned with Advancing International	
	Understanding	71
	Area Research Institutes	74
	Communication Researchers	77

Chapter		Page
7	THE U.S. GOVERNMENT AS COMMUNICATOR	82
	Government Action to Achieve Communication Goals The Desirability of a National Information Posture	85 98
В	THE UNITED NATIONS: THE STILL, SMALL VOICE	107
	The Scope and Limitations of U.N. Public	
	Information	107
	Some Potential Contributions	110
	Mass Communication as a Natural Instrument for	
	the United Nations	117
9	COMMUNICATION IN THE MIDDLE EAST: AN	
	ILLUSTRATION	119
	Arab-Israeli Communication Prior to 1973 The Arab-Israeli Dialogue and the Role of Third	120
	Parties Some Goals for Mass Communication in the Middle	124
	East	128
	A Postscript	133
BIBLIOGRAPHY		135
INDEX		150

157

ABOUT THE AUTHOR