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Arch Puddington. *Broadcasting Freedom: The Cold War Triumph of Radio Free
    Europe and Radio Liberty*. Lexington: University of Kentucky Press,
    2000. 288pp. Cloth $27.50, paper $19.95.

Puddington worked as a writer and administrator for Radio Free Europe-
Radio Liberty, and he served as deputy director of the New York Bureau
of the radio stations from 1985 to 1993. He interviewed over 100 individ-
uals associated with those radio stations and utilized the archival records of
those stations to write this history, which begins with the formation of Radio
Free Europe in 1951 and ends in the 1990s after the fall of communism.
Both stations broadcast news, political commentary and analysis, and cul-
tural programs (including rock and roll music) to Eastern Bloc countries
(through Radio Free Europe) and the Soviet Union (through Radio Lib-
erty). The intent was to "stir matters up in Moscow's backyard" (p. 36), as
Puddington frequently notes, and was part of the United States' efforts to
bring about the end of communism and to liberate the satellite nations with-
in the Eastern Bloc. Puddington characterizes the radio stations as broad-
cast networks supplying news to those behind the Iron Curtain, as well as
research bureaus that provided information to the United States govern-
ment, typically through the work of the stations' staff members, most of
whom were exiles from communist countries. Puddington places the sta-
tions in relationship to state and geopolitics and United States policy, dis-
playing a depth of knowledge of American foreign policy. Throughout the
text, Puddington argues that the radio stations actually operated quite inde-
pendently of United States government intrusion, even though the stations
were housed organizationally under the CIA. He notes that the stations
suffered much more government intrusion and a tightened budget once
they fell under Congressional authority. Puddington claims that Radio Free
Europe and Radio Liberty were "one of the most successful institutions of
America's Cold War effort" and that they "made an important contribu-
tion to the peaceful nature of communism's demise" (p. 313). Even con-
sidering the sparse references, *Broadcasting Freedom* is a detailed and informative
text.

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Slava Gerovitch. *From Newspeak to Cyberspeak: A History of Soviet Cybernet-
    ics*. Cambridge: Massachusetts Institute of Technology, 2002. 383pp.
    Cloth $40.00.

Gerovitch provides a richly detailed analysis and account of the history of
Soviet cybernetics during the Cold War. He defines cybernetics in a vari-
ety of ways: as an "intellectual trend"; a "social movement for radical reform

in science and in society"; as something "which transcended the boundaries of any particular discipline"; as having "a new revolutionary language . . . of objectivity and truth"; and as a challenge to "the existing order of things not only in the conceptual foundations of science but also in economics and politics [i.e., an alternative to Soviet ideology]" (p. 1). He also states that "cybernetics comprises an assortment of analogies between humans and self-regulating machines . . . [and] unifies diverse mathematical models, explanatory frameworks, and appealing metaphors from various disciplines by means of a common language" he calls "cyberspeak" (p. 2). In a time when Soviet newspeak circumscribed the use of language as a means to maintain political control over all aspects of life, Gerovitch argues, Soviet scientists developed cybernetics as a method of problem-solving and a language based on objectivity and truth. Gerovitch sees this use of cybernetics and cyberspeak as a discursive strategy, a way by which Soviet scientists could find freedom from Soviet ideology in the use of a highly precise and technical language and method, just as poets find freedom within the confines of poetic structures and rules. Accordingly, Gerovitch places it within political, cultural, and ideological contexts, and he argues that scientists developed cybernetics to balance the military and ideological uses of science by the Soviet establishment and to be a form of opposition and resistance. However, cyberspeak, the language of cybernetics, "was as much an ideological language as it was a language of science" (p. 3) and began to control its users just as newspeak did. Gerovitch follows the history of cybernetics from the Soviet establishment's labeling of it as a pseudoscience in the early 1950s, while cyberneticians believed it would transform a wide range of scientific disciplines, to its acceptance and use by the Soviet establishment in the early 1970s and its "concurrent fall to the depths of intellectual shallowness" (p. 9).

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Terhi Rantanen. *The Global and the National: Media and Communications in Post-Communist Russia*. Lanham, MD: Rowman and Littlefield Publishers, Inc., 2002. 176pp. Cloth $69, paper $24.95.

In *The Global and the National*, Rantanen examines communication theory and its application—or more precisely, the inability to apply it—to post-communist Russia. This book uses four case studies of Russian media and communications (communications technologies, news agencies, television, and advertising) to illustrate "the junctures of the global and the national, the new and the old, media and communications, and production and consumption" (p. 17). According to Rantanen, current notions of globalization, imperialism, and nationalism do not easily fit with the Russian examples.