

## B O O K R E V I E W S

## BOOKS OF INTEREST

Reviewed by Dean Tudor

## Reference Books for Journalists

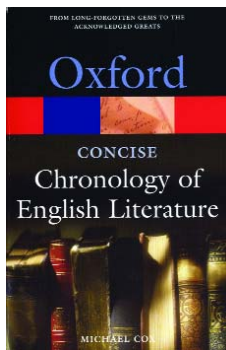
## Oxford Concise Chronology of English Literature

Michael Cox, editor

Oxford University Press

2005, 830 pages, \$16.95,

ISBN 0-19-861054-8 paper covers.



Michael Cox was formerly Senior Commissioning Editor for Reference Books at OUP. This book is based on the *Oxford Chronology of English Literature* (2002) which listed 30,000 works by 4,000 authors in a timeframe. It was originally published in 2004, with an updating in 2005. The “Concise” lists half the works of the mother set (15,000) by 3,000 authors. These significant works are arranged in chronological order by publication date (1474 through 2003), and placed in a cultural context. Much of this cultural context is not in the two volume set itself. For each year we get a list of some people who were born and others who died (but no actual month and date – except now and again, e.g. “Death of Mary I (17 Nov)” in 1558. Events are noted, as well as film titles. Timelines then are being stressed, to tell you what was being published, when, and by whom, and its “chronological neighbours”. Works of the imagination dominate. The range is from William Caxton’s *The Recuyell of the Historyes of*

*Troye* (1473 or 1474) through Minette Walters *Disordered Minds* (2003). There is an author index and an anonymous title index, as well as an index to periodicals.

- ▶ *Audience or interest level*: students, libraries, literary historians.
- ▶ *Some interesting facts*: “Works of indisputable greatness will be found alongside others whose very ephemerality exemplifies the taste of the moment”.
- ▶ *What I don’t like about this resource (its shortcomings)*: paperback binding.
- ▶ *What I do like about this resource (its positives)*: the author index lists “flourished” dates, a listing of books, and a brief description of who he or she was. Modest price.

★ **Quality-to-Price Ratio: 90**

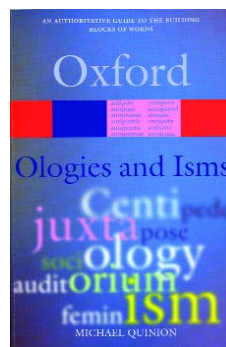
### Ologies and Isms: A dictionary of word beginnings and endings

Michael Quinion

Oxford University Press

2002, 2005, 280 pages, \$21.95,

ISBN 0-19-280640-8 paper covers.



Quinion has been a word researcher for the OED since 1992, and he has a WorldWideWords Web site. This book

was “first published 2002, reissued with new covers 2005”, and the author asserts both a 2002 and a 2005 copyright date. Not having the 2002 edition on hand, I cannot make a page by page comparison. And most of the entries have no dates anyway, dates when a prefix or suffix came into being. Here are endings and beginnings for 1250 words, with a total of 10,000 examples. Quinion thus identifies the major affixes, excluding place name and personal name affixes. He also tries to show the links between words, both grammatically and thematically. The most common prefix seems to be ante- or anti-, while the most common suffix is –ant or –ent. The book is arranged in dictionary format, with a description of the term followed by a definition, a root source, and a description. There are plenty of internal cross-references. His major sources have been the OED database and the Web. As he says, “the aim throughout has been to provide many examples, on the principle that it is easier to absorb the subtleties of the way such forms are used when they are seen in action”.

- ▶ *Audience or interest level*: crossword and word game lovers, libraries, word scholars.
- ▶ *Some interesting facts*: “uber. Superior [German uber=over] From 1980s on, a few short lived words began to be created, suggesting a superior version of a given personal type, but usually in a mildly derogatory way...The umlaut is often left off.”
- ▶ *What I don’t like about this resource (its shortcomings)*: scattered tables are not indexed, such as the words for multiples on p.127, -algia for pain on p.11, -pathy for disease on p.184, and others. Some, under different headings, are in the

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thematic index, but this is not enough.

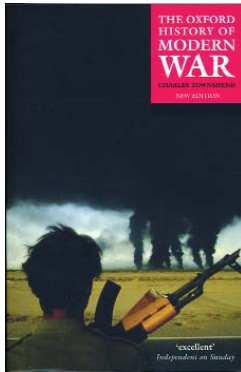
- *What I do like about this resource (its positives):* there is a Selective Thematic Index, in alphabetical order, dealing with biological classifications, the body, the elements, food and drink, culture and society, medicine, numbers, etc.

★ **Quality-to-Price Ratio: 94**

### Oxford History of Modern War. New updated edition

Charles Townshend, editor

Oxford University Press  
2005, 414 pages, \$21.95,  
ISBN 0-19-280645-9 paper covers.



This book was first published under a different title in 1997; here, Townshend, an international history professor at Keele University in the UK and a published author on military history, has provided additional commentary since the events of “9/11.” Eighteen essays have been written by fifteen individuals, all identified as contributors. The book is a military history, principally from the defeat of the Ottoman besiegers of Vienna in 1683. Since then, western Europe launched a course of global dominance. There are four major themes here: notes on military technology, description of combat experiences, discussion on the social impact of war, and material about the efforts to limit war’s destructiveness by various organizations. Since 1997, Townshend points out that there have been more genocides, a breakdown of states, a privatization of the military, and terrorism. Part One here features the historical approach (Seven Years War, Great War, Second World War, Cold War, and the like). Part Two deals with technology of sea warfare, air warfare, women and war, and other

such topics. There is a bibliography of further readings (arranged by chapter) and an index.

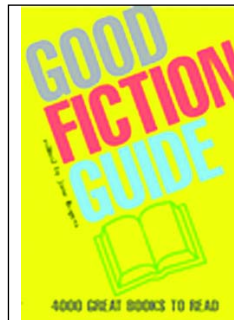
- *Audience or interest level:* students, libraries.
- *Some interesting facts:* “A complex of economic, social, and political modernization generated the phenomenon of the “nation in arms”, and, ultimately, in the twentieth century, of “total war””.
- *What I don’t like about this resource (its shortcomings):* there’s enough in this book to make you sing “ain’t gonna study war no more”.
- *What I do like about this resource (its positives):* there is a chronology from 1515 through 2003.

★ **Quality-to-Price Ratio: 88**

### Good Fiction Guide. Second edition

Jane Rogers, editor

Oxford University Press  
2005, 520 pages, \$22.95,  
ISBN 0-19-280647-5 paper covers



Jane Rogers is a professor of writing at Sheffield Hallam University in the UK. She has written seven novels and many TV dramatizations. This book was first published in 2001; this second edition is in paperback. The first 140 pages cover 34 subject overviews in four pages each, with top books indicated by a different contributor. For example, Aritha van Herk writes on “Canada” (actually, just English Canada). Her 12 top authors include Montgomery, Laurence, Cohen, Engel, Findley, Atwood, Ondaatje, et al. Thus, 1120 authors are covered throughout the book, with about 4000 books being cited. With the update, 74 new authors are sourced and other new titles have been added. The solid contributors – 76 of them – are all

writers. This highly selective guide even includes some personal details about the authors’ lives, mainly life dates and anniversaries. Some examples of subject groupings: Adventure, Classics, Family Saga, Science Fiction. Topics include Child-hood, Crime, and The Sea. Regions include Africa, Australia, and Caribbean. At the end of each section there is a list of the top titles that is covered by the essays. Prize winners are listed in a separate section, but only for three prizes in the UK and the Pulitzer. This reference work concludes with an index.

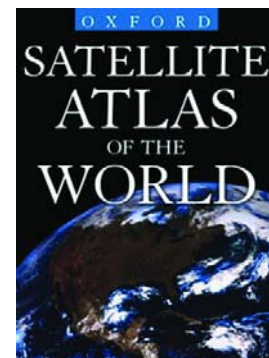
- *Audience or interest level:* inquisitive readers, libraries.
- *Some interesting facts:* This fiction guide covers popular and genre fiction as well as classics and contemporary fiction, plus foreign language writers in translation.
- *What I don’t like about this resource (its shortcomings):* puny prize winner selection. It could have included Commonwealth prizes.
- *What I do like about this resource (its positives):* Of the first edition, the *Globe and Mail* reviewer said: “A splendid book for browsing, argument-starting, and must-read lists”.

★ **Quality-to-Price Ratio: 92**

### Oxford Satellite Atlas of the World

NPA Satellite Mapping

Oxford University Press  
2004, 295 pages, \$50,  
ISBN 9-19-522204-0 hard covers



Here are 200 plus snapshots from outside the earth’s atmosphere, as stunningly clear and colourful images. Countries, seas, mountains, and lakes are covered, as well as urban areas: for all six continents. At the start of each

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continent, there are long shots of each region, narrowing in to countries and then landmarks (Victoria Falls, Mount Everest, Taj Mahal, and Mecca's Kaaba) and cities (London, Paris, Rome, Venice, etc.). The text describes the imaging techniques and the mapping scales; the captions provide historical and statistical data. The majority of the images were captured by Landsat Polar satellites orbiting 705 km above the earth, and traveling at 27,000 kph. They record 16 million measurements a second, and can survey 33,670 square km in less than 27 seconds. This survey usually occurs only between 9 and 11 AM everywhere. Canada, despite its land mass, doesn't get much display space: only Vancouver, the St. Lawrence River, and our northland are given. The book concludes with a place index.

- *Audience or interest level:* the curious, photographers, geographers, news libraries, reference libraries.
- *Some interesting facts:* Antarctica contains 87% of the world's ice.
- *What I don't like about this resource (its shortcomings):* the writers are not named, except for a pithy foreword by Sir Ranulph Fiennes. Some pictures are spread over the inner margin gutters, making them less appealing. This is a heavy and oversized book, but I guess that this is unavoidable. One carp: there are too many American spots in proportion to the landmass and global population
- *What I do like about this resource (its positives):* the detail is spectacular.

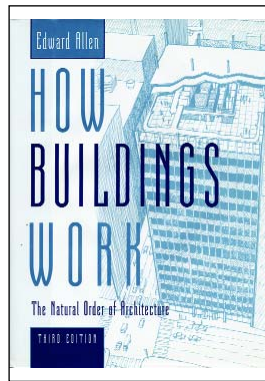
★ **Quality-to-Price Ratio: 90**

## How Buildings Work: the natural order of architecture. Third edition

Edward Allen

Oxford University Press  
2005, 270 pages, \$50,  
ISBN 0-19-516198-X hard covers

This book was originally published in 1980 and then 1995. Allen is an architect and a teacher (Oregon, Yale, MIT). The basic principles of a residential and office "building" are explained: how and why buildings stand up, how they age, why they die, internal designs. All with hundreds of



illustrations (mainly line drawings). Details include the role of the sun in heating and aging buildings, trusses vs. bearing walls, beams and vaults. He goes into problems as well: overheating, overcooling, leaky roofs and windows, fire safety, noise, and insulation. Since the 1995 edition there have been many environmental concerns. Allen addresses these issues with a copious amount of material on eco-designs and green architecture, sustainable construction, sick building syndrome, recycling and reusing, and new forms of building materials such as cloud gel and transparent ceramics. There is a section on why the World Trade Center collapsed in 2001. And it concludes with a useful glossary.

- *Audience or interest level:* the curious, reference collections.
- *Some interesting facts:* The LEED (Leadership in Energy and Environmental Design) system for evaluating the sustainability of a building involves sites, water efficiency, energy use, materials, indoor environmental quality.
- *What I don't like about this resource (its shortcomings):* any bibliography of other readings!
- *What I do like about this resource (its positives):* a book to play with, a fun read. Give it to your local architect...

★ **Quality-to-Price Ratio: 88**

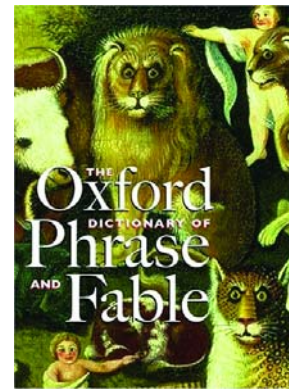
## Oxford Dictionary of Phrase and Fable. Second edition

Elizabeth Knowles, editor

Oxford University Press  
2005, 805 pages, \$50,  
ISBN 0-19-860981-7 hard covers

The first edition was published in 2000. These entries tell the story

behind words, names and sayings. The range is from short definitions to more detailed accounts; phrases are likely to be found subsumed under the main word. *Brewer's Dictionary of Phrase and Fable* was the first handbook of its type. Under "Golden Gate", Brewer says that it was the name given by Sir Francis Drake to the strait connecting San Francisco Bay with the Pacific. San Francisco was called "The City of the Golden Gate". Oxford merely says that it is a deep channel spanned by the Golden Gate suspension bridge completed in 1937, with no mention of Drake. Brewer's includes "soot suit";



Oxford does not. Brewer's has many more pages, and even a specific 20<sup>th</sup> century edition. This second edition has trimmed back on biographical entries; it has also extended coverage of the meaning and origins of figurative language. Politics and science are the now the main source of modern words. Words have been drawn from Oxford's amazing database of word resources.

- *Audience or interest level:* librarians and wordsmiths, news libraries.
- *Some interesting facts:* "The key purpose of the book is to provide the means whereby a reader can understand the full significance of a name or phrase, or decode as chance-met allusion or reference"
- *What I don't like about this resource (its shortcomings):* there is less explanation than in Brewer's. Anyway, you can always use Google and the Internet to find more material.
- *What I do like about this resource (its positives):* large typeface, good "see" and "see also" referencing.

★ **Quality-to-Price Ratio: 84**

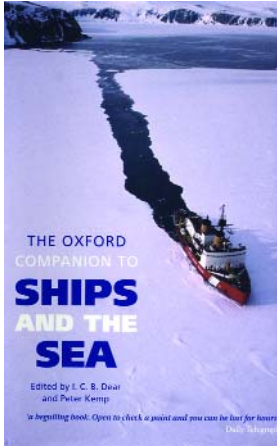
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## The Oxford Companion to Ships and the Sea Second edition

I.C.B. Dear and  
Peter Kemp, editors

Oxford University Press  
2005, 678 pages, \$70,

ISBN 0-19-860616-8 hard covers



This book was originally published in 1976, edited by the late P.K. Kemp. It has been brought forward to 2005 by I.C.B. Dear, who had nautical background when he became a full-time writer in 1979 specializing in maritime and military history. He has edited several other works for the Oxford family. This book covers aspects of life on and under the sea: terms, oceanography, shipwrecks, shanties, sailors, explorers, maritime inventors, steam, tidal power, marine wildlife, piracy, the East India Company, etc....To the tune of 2600 entries in dictionary arrangement, with appropriate asterisked cross-references. In the thirty years since it was originally published, there have been many maritime issues to be addressed: environmental changes and disasters, global warming, pollution, and recent scholarship. And the book covers them all, particularly global warming, with many contributions from Martin Angel. There are 250 appropriate illustrations (line drawings and photographs). The double-columned pages have larger articles signed by 19 contributors. For example, the section on “shipwrecks” has seven columns covering the environment of the shipwreck, legendary wrecks, warships, cargoes, a study of wrecks to learn about past construction methods and types of ships. There are

cross-references to important wrecks which have their own entry (almost two dozen of these). The article finishes with a bibliography. At the end, there is a select index from nouns to main entries, although there are no criteria listed for inclusion.

- *Audience or interest level:* libraries, sea buffs, reference areas.
- *Some interesting facts:* By 2004, there were 180 cruise ships in operation. The largest in 2004 was Queen Mary 2 (1,131 feet length). In 2002, the principal UK shipping magazine *Lloyd's List* decided to refer to all merchant ships as “it”, not “she”.
- *What I don't like about this resource (its shortcomings):* There is no entry for “tidal wave”, not even a cross-reference; you must use “tsunami”. Also, there is no over-arching bibliography. While there is a “see also” reference to “wreckers”, there are no references to other forms of “wrecks”.
- *What I do like about this resource (its positives):* seems pretty thorough

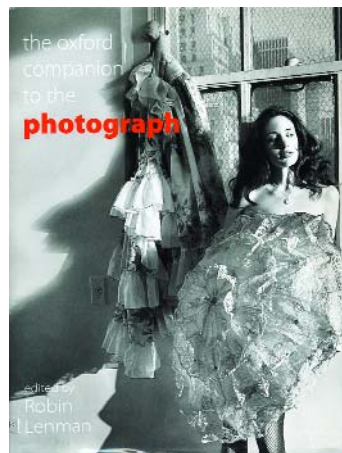
★ **Quality-to-Price Ratio: 88**

## The Oxford Companion to the Photograph

Robin Lenman, editor

Oxford University Press  
2005, 769 pages, \$80,

ISBN 0-19-866271-8 hard covers



Robin Lenman, who edited this tome, worked as a lecturer in history at Warwick University. This oversized book is one of a newish series of

Oxford Companions emphasizing popular culture; others have been published on Food, Wine, Music and Garden. Lenman has gathered together about 1600 entries from 142 contributors and editors (they are listed with their affiliations). The book, in dictionary arrangement with asterisked cross-references, comprises 800 biographies of photographers and inventors, and 800 entries on history, techniques, movements, styles, and fashion. It is, of course, illustrated with photographs: the iconic and classic, plus others – about 300 in all (50 in colour). The book celebrates the usage of photography in such areas as advertising, astronomy, medicine, sport, food, weddings, erotica, and human celebrations. There are larger features on particular aspects of photography, such as aerial photography, photojournalism, wildlife photography, Adobe Photoshop, optical transfer, and lens development. Throughout it all, there is an acknowledgement that digital imaging is dominating the field. The book concludes with a bibliography, a chronology, a list of Web sites, and an index to people and organizations.

- *Audience or interest level:* photographers, libraries, newspapers and magazines, art historians.
- *Some interesting facts:* “Several things set this Companion apart from most other reference books. One is the many national and regional entries it contains, including some on parts of the world, such as Africa, Oceania, and Scandinavia, that rarely feature in histories or encyclopedias of photography.”
- *What I don't like about this resource (its shortcomings):* There are no page references in the index – just a reference to the entry where the item appears. You must look up the entry. Because of the photographs, the book is very heavy, and this is unavoidable.
- *What I do like about this resource (its positives):* There is a thematic table of contents outlining topics on a regional/national basis, history basis, technical basis, and social aspects.

★ **Quality-to-Price Ratio: 91**

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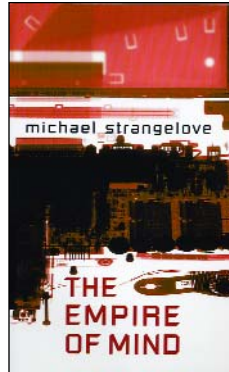
# Computer Books

## The Empire of Mind: digital piracy and the anti-capitalist movement

Michael Strangelove

University of Toronto Press  
2005, 337 pages, \$32.95,  
ISBN 0-8020-3818-2 paper covers

Strangelove is a lecturer in the Department of Communication at the University of Ottawa. According to the publisher's blurb, we all need to read this book in order to "Find out why Dr. Strangelove believes the Internet is a dire threat to capitalism" (who writes this copy?)...Anyway, he believes that digital piracy will not be eliminated and that branding and "brand value" is being eroded. His kernel chapter is "online journalism and the subversion of commercial news" which is a microcosm for the arc that the Internet has the potential to undermine the current economic order. Is the corporate news industry ready to be collapsed? Is he saying that news is a business on the right wing side of life? Everything I've read lately says that the media are full of left wing socialists, and the American establishment is out to kill the



news media because of this communistic pinkie approach. Mmmmm, why not let the Internet do it for them? Gotcha...

The Internet converts private property into public property (but hands up everybody out there who believes that this is "A Bad Thing"?). He presents two case studies which explore the destruction of commercial branding: McDonald's and Barbie. Some of his themes: content and audiences are not being controlled; commercial media is under attack; utopic thinking lies at the roots of Internet culture; blogging is balkanization and blogging is never fact-checked (uh, when was the last

time the (commercial-magazine-with-tens-of-ads) *New Yorker* was fact checked?). Read through the 225 pages of text and the 80 pages of end notes of bibliography and discover for yourself.

- ▶ *Audience or interest level:* reactionaries, lovers of polemics, satirists.
- ▶ *Some interesting facts:* "The future of the mass audience has never been more uncertain. Advertisers are scrambling to follow quickly changing viewing patters. New digital technologies are fragmenting audiences...There is a general sense throughout the corporate sector that control over the audience is slipping away"
- ▶ *What I don't like about this resource (its shortcomings):* Strangelove does not really show that any of this is necessarily bad for humanity – it is just bad for advertising but not for people. We'll survive.
- ▶ *What I do like about this resource (its positives):* emphasis on a strong social order.

★ **Quality-to-Price Ratio: 80**

# Media Books

## Canadian Newspaper Ownership in the Era of Convergence: rediscovering social responsibility

Walter C. Soderlund and  
Kai Hildebrandt, editors

University of Alberta Press  
2005, 194 pages, \$34.95,  
ISBN 0-88864-439-6 paper covers.

This is a strange book in authorship. While Soderlund and Hildebrandt are listed as editors, there is also written involvement with Walter Romanow and Ronald Wagenberg. All four did the writing, although Soderlund had a hand in every essay. All save Hildebrandt are now Professors Emeriti at University of Windsor. At one time they were active participants in the



Windsor Group, and known for their discourses on newspaper coverage of federal elections, beginning in 1972. Romanow and Soderlund wrote a text 1992/1996 entitled *Media Canada: an introductory analysis*. In many ways, this current book expands and updates

that theme, concentrating on concentration of media ownership. Parts of chapter one of this current book is based on that earlier work. By 1996, Conrad Black controlled over half of the major daily newspapers in Canada, eventually selling them all to CanWest Global Communications who immediately began exploring convergence as a business model in order to save money. Changes have been indicated by two case studies. In Part One of the book, the first case dealt with "ownership concentration" of the newspaper chains. In Part Two, the second case dealt with "convergence" which intensified concentration by consolidating different media types under one corporate umbrella. There are sections on the CanWest National Editorial Policy

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(two policies) and the firing of Russell Mills. The conclusion deals with ownership rights versus social responsibility. But still, newspapering is a business: the power of the press belongs to the person who owns one.

End notes are provided to supplement each chapter. Many tables are provided, on ownership, circulation, content analyses for coverage and evaluation, and the like. There is an extensive bibliography of references but for mainly newspaper articles with some books.

- *Audience or interest level:* journalism schools, scholars, students.
- *Some interesting facts:* “The past half century has clearly established the overwhelming importance of mass media ownership in the process of democratic governance, so compellingly identified in 1947 by the Commission on Freedom of the Press.”
- *What I don't like about this resource (its shortcomings):* academic in tone.
- *What I do like about this resource (its positives):* reasonably up-to-date, although there is nothing on the concept of income trusts. There is a separate name index.

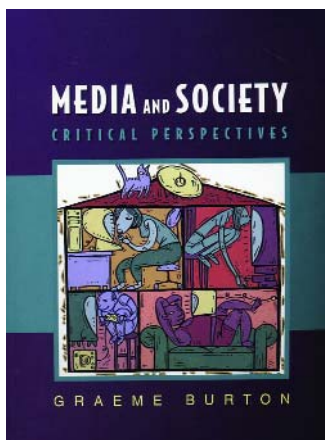
★ **Quality-to-Price Ratio: 90**

## Media and Society: critical perspectives

Graeme Burton.

Open University Press (McGraw-Hill)  
2005, 378 pages, \$46.95,  
ISBN 0-335-20880-0 paper covers.

Burton is a published author on broadcast journalism. He is an academic in Cultural Studies at the University of the West of England (Bristol). This is a student text for popular culture and media studies programmes. The topics include a basic introduction to “media” as found in advertising, film, soap operas, women’s magazines, sports, popular music, new technology, and globalization. For each topic, Burton presents key concepts and audience appeal, media influence, case studies, major questions for discussion. There is also a quotation from a commentator for discussion purposes (with questions posed by Burton). Everything here has a definition, a context, a relationship to other institutions, an audience, an alternative model, and a government regu-



lation (e.g. British popular music, quite similar to our CanCon). The work concludes with a glossary, a Web site listing (mostly UK), and a bibliography by author (not subject). Specific, additional further readings are at the end of each topic’s chapter.

- *Audience or interest level:* students, pop culture scholars.
- *Some interesting facts:* “It seems to me that the media exist in an evolving and difficult relationship with their audiences, and indeed with institutions of the state. The relationship is dynamic in that it is evolving and changing. I also believe that it is possible for different critical positions to coexist. It is possible to be skeptical about the motives and behaviours of economically powerful media institutions. At the same time, it is possible to be optimistic about the effects of regulatory control.”
- *What I don't like about this resource (its shortcomings):* there is a distinct UK orientation for popular culture.
- *What I do like about this resource (its positives):* food for thought.

★ **Quality-to-Price Ratio: 85**

## History of the Book in Canada, Volume Two 1840-1918

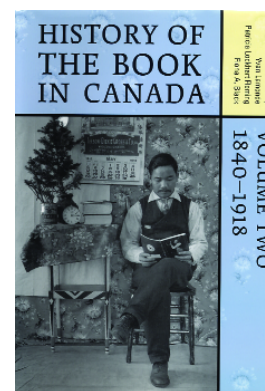
Yvan Lamonde, Patricia Lockhart  
Fleming, and Fiona A. Black,  
editors

University of Toronto Press  
2005, 659 pages, \$85,  
ISBN 0-8020-8012-X hard covers

This is the second of three volumes  
dealing with the history of publishing

in Canada. Volume One covered the period before 1840, and was indeed concerned more with “the book”; Volume Two goes to the end of the First World War and embraces more non-traditional forms such as the periodical press (the post office had improved) and catalogues. Volume Three, due out in a few more years, will see “the book” into the 21<sup>st</sup> century. This is, of course, a pioneering work which examines the role of print in the political, religious, intellectual, and cultural life of the colonies, the Canadian experience, and then the maturing nation. The general editors are all librarians and/or historians. Les Presses de l’Université de Montréal is simultaneously publishing French-language editions of the books.

Specific chapters are written by contributors: there are 87 signed chapters covering publishing and culture, the printing trades, authors and writers, distribution networks, all types of libraries, periodicals and newspapers, plus social essays on politics and print, religion and print, fiction and print.



And even smaller nuggets such as Liz Driver’s essay on cookbooks, Balfour Halevy’s essay on law books, Bruce Kidd on sports, and Michael Peterman’s essay on aspects of literary authorship. The book is complemented by many illustrations, end notes, an extensive bibliography of sources cited, notes about the contributors, and, of course, the huge index.

For more details about the project History of the Book in Canada, do check out the Web site [www.hbic.library.utoronto.ca](http://www.hbic.library.utoronto.ca).

- *Audience or interest level:* librarians and book scholars, literary historians.
- *Some interesting facts:* The first press west of Ontario marks the

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transitional year of 1840. Imported print assumed a larger magnitude with the spreading population of the country and the efficiency of delivery.

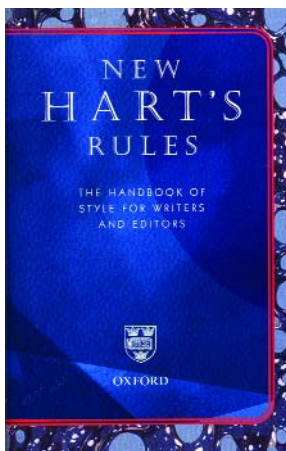
- *What I don't like about this resource (its shortcomings):* well, why is it called "history of the book"? It is actually about all aspects of printing. Unfortunately, the book is very heavy (physically) – this is not bedtime reading to prop up on your lap since it will crush you. And the writing style is a bit uneven, given that there are a lot of contributors writing entries longer than the usual "companion" entries.
- *What I do like about this resource (its positives):* there are some useful appendices of materials for Quebec and for the Prairies.

★ **Quality-to-Price Ratio: 87**

## New Hart's Rule: The handbook of style for writers and editors

R.M.Ritter

Oxford University Press  
2005, 417 pages, \$29.95,  
ISBN 0-19-861041-6 hard covers.



This is an adaptation of *The Oxford Guide to Style* authored by R.R. Ritter and published by Oxford in 2002. It was originally published in 1893 as *Hart's Rules for Compositors and Readers at the University Press*, and had gone through 39 editions. It is an essential handbook of style for editors, writers, and typesetters. You cannot

have too many style books. (Some even get turned into operas, such as Strunk and White in NYC October 2005). The *New Hart's Rules* is a return to the original name and small handbook format. It is part of a trio, which also includes *New Oxford Dictionary for Writers and Editors* and *New Oxford Spelling Dictionary*. Ritter has assembled basic information on publishing terms (parts of the book and copy preparation), punctuation and hyphenation, capitalization, headings and titles, quotations and titles for citations, and bibliographies-notes-indexes for accurate standard referencing. Detail extends to type and font treatments, abbreviations and symbols, languages and legal references, sci-tech terms, tables, lists and illustrations, and proofreading marks.

- *Audience or interest level:* academics, students, libraries, word-smiths, almost everyone with an interest in writing.
- *Some interesting facts:* "Orphans" are the first line of a paragraph at the bottom of a page or column; "widows" are the last line of a paragraph at the top of a new page or column. If you cannot keep them straight, then you are not alone...Just say "widows and orphans", and you will have covered the issue.
- *What I don't like about this resource (its shortcomings):* it is meant for Oxford Press and it has a strong British orientation. Examples are sourced from the Oxford English Corpus database.
- *What I do like about this resource (its positives):* "Recommended by SFEP Society for Editors and Proofreaders". There is an extensive index, of course.

★ **Quality-to-Price Ratio: 94**

## Journalism: A very short introduction

Ian Hargreaves

Oxford University Press  
2005, 160 pages, \$12.95,  
ISBN 0-19-280656-4 paper covers.

This book was first published in 2003 as *Journalism; Truth or Dare*, and it has been reintroduced into the



Very Short Introductions series. Hargreaves is a professor of journalism at Cardiff University. Before that he had extensive senior experience in both print and broadcast journalism. This title is all about gatekeeping in journalism, yet he doesn't even mention that word (nor "Mr. Gates"). His material covers accountability, ethics, regulation, trust, commercialization, advertising, corporate ownerships, branding, PR, dumbing down, celebrities, readership and audience, conscience, free expression and censorship, electronic publishing, and cultural identity. He believes that journalism has now moved from being the "first draft of history" to "cultural dumbing down".

Although he uses examples from everywhere, the book is British-based.

Convergence is not discussed; maybe it didn't hit the UK?

- *Audience or interest level:* communication students.
- *Some interesting facts:* Star journalists earn as much as celebrities.
- *What I don't like about this resource:* seems too slick, but maybe that's what the "Very Short Introductions" are all about.
- *What I do like about this resource:* touches all the bases, much to think about without the answers being given, a swift account.

★ **Quality-to-Price Ratio: 81**



## DEAN'S DIGITAL WORLD

By Dean Tudor

[www.deantudor.com](http://www.deantudor.com)

Journalism Professor Emeritus Ryerson University

# Shifting Alliances in the Web Wars

Thinking of each column I write in *Sources*, I am often bothered by the time lag in filing and publishing and (your) subsequent reading and data shelf-life. Whatever I write about may be inconsequential in a matter of months. Or even wrong....It has happened before, such as when the convergence issue became a business and commercial failure (but not a working model failure).

This time I'm playing it safe: the topic is Google, and whatever I say will still be current. Why? Because Google has a Web site called "Google Labs" where a bunch of new ideas are in beta (or even earlier), and they are bound to stick around ([labs.google.com](http://labs.google.com)).

Google has been on my mind lately because of the strong IPO (no, I did not buy any stock) and because of the pressures of the marketplace as the big companies fight for market share. There is a squaring off between Google and its competitors for your eyeballs: Yahoo, AOL, and Microsoft. Principally, it is Google vs. Yahoo, but if either one can bring in AOL or Microsoft, then it could be declared a winner.

It has all come about because of three things: one, more users have broadband; two, data storage is at an all time low; and three, there are stronger Web infrastructure systems, such as the coming Web 2.0.

Lately, Microsoft and Yahoo made their respective consumer instant messaging (IM) networks partly interoperable in 2006. An AOL assets sale may mean partnerships: AOL Instant Messenger, MapQuest, Moviefone, Warner Brothers entertainment, and the like. Google, as of November 2005, still supplies AOL with search technology and shares the related advertising revenue, but this may change.

In the Web wars, Yahoo has about 350 million visitors monthly, while Google has 85 million visitors monthly. Yet Yahoo's stock is down 10% in value (since the Google IPO) while Google's stock is up 61% since its IPO. Google has publicly announced that it plans to spend up to 30 percent of



its earnings on new product development. That certainly cannot hurt their operations, or their bottom line. AOL, meanwhile, has discarded its proprietary information. By making its content freely available, it has welcomed about 112 million visitors a month. Also, though, it has lost 2 million dial-up customer subscribers a year since the Time Warner merger.

In November 2005, Microsoft unveiled another push to make software that better suits the Internet. Its existing Windows and Office will have more bells and whistles (also known as features and services) that can be accessed through the Internet. Some will be free; others will be available only by subscription. Some services

will be merged, such as Messenger with MSN. Some names being booted about are Windows Presentation Foundation, Windows Communications Foundations, and Windows Vista. Windows Live and Office Live are Microsoft's first major foray into Web services, largely based on AJAX (Asynchronous JavaScript and XML technologies). Alliances will be formed with other companies, all in the name of advertising dollars.

In related news, Sun Microsystems in October 2005 made a deal with Google to distribute Google's search toolbar bundled with Java on the desktop. Sun, of course, is offering its "free" version of Office, the relaunched Star, as an application for the forthcoming Web 2.0.

Web 2.0 is the major reason for these alliances and configurations (actually, money is the main reason, but Web 2.0 will generate tons of money). Web 2.0 is the next level, after the HTML text of Lynx and the HTML graphics of Mosaic/IE/Netscape. Web 2.0 will take advantage of higher bandwidth, faster processing, better graphics, and remixing (combining two or more information or applications together).

Google is taking on Yahoo and Microsoft with its version of an RSS feed: a free program called Sidebar which fetches



weather, stock quotes, headlines, text feeds from your favourite Web sites, image slideshows, your Google E-mail alerts, and the like. It sits on the right side of your screen while you are online. And it works. Early reaction is that it is very comfortable and more user-friendly than RSS news aggregator programs.

Sidebar is also important because it offers a text-editor function (Scratch Pad) which allows you to type and save notes, using something simple and similar to Notepad. There is room for expansion in Sidebar, for “add-ins” as they are called, which could make the system look a lot like Microsoft’s Office. One in development now is a “to do” listing, already include in Microsoft’s Outlook package.

Google wants to do more of these desktop software application programs, to seamlessly mesh the PC with the Internet. And to stave off competition by monopolizing your PC’s hard drive.

Google began to up the ante with its Gmail “free E-mail” program. Why bother with the measly 2 or 4 megabytes offered by Hotmail and Yahoo...It went directly to one gigabyte which allowed for storage of images and video. Then, when the others bumped up their storage capacity (for free, mind you) it moved up to 2.5 gigs. You never know when you might need a message again, so deleting is discouraged by Google, except for spam, of course.

Gmail (gmail.google.com) can also group threads easier than Hotmail or Yahoo can, and display them in a more flexible filing system through which you can impose several labels or subject tags. All the mail goes into “All Mail” and is archived, to be retrieved at any time. It’s the same kind of searching as for the original Google Web search, and for the Desktop search. In fact, Google is trying to maximize its search tools geared to bloggers and mobile users.

Desktop (desktop.google.com) is useful because it is exceedingly swift, a lot faster in searching for texts, images, filenames, E-mails, and Web pages on your PC than Windows Explorer. It can also be integrated with a Web search if you are online.

Google Reader (reader.google.com) is another advancement on RSS. By accessing your Gmail Account (it’s the same login ID and password) you can also get to the Google Reader. You can automatically get the latest news and updates from all your important Web sites, and search by relevance. This is a great way to get to blogs and news sites. Since you are already in Gmail, you can forward what you find to other people. Or print it out, etc. This is a nifty web-based feed reader news aggregator. It was through Google Reader that I found a marvelous TV news blog of what was happening in New Orleans during the hurricanes; material was put up every five minutes or so, based on news accounts from the region (www.wvltv.com/local/stories/wvblog.ac3fcea.html). This was a boon to me because I didn’t have broadband and thus I was unable to get those video and audio accounts which were being piped into the Web. But I could read the blog which had extremely local stories and national wire stories.

Other new items include Google Video (searching for TV programs and videos, on a par with its search for Images) at video.google.com. The technology may blend in with SimonSays Voice Technologies, which believes that has the solution to indexing videos by speech recognition. This company claims 98 per cent accuracy.

Google’s attack on Microsoft continues with its extensions for Mozilla’s Firefox as add-ins (toolbar.google.com/firefox/extensions/index.html), and a Google Web

Accelerator (webaccelerator.google.com) to save time online by loading Web pages faster (this only works with broadband). Try also: “My Search History” (www.google.com/searchhistory) for access to your Google search history, from any computer; the Google Ride Finder (labs.google.com/ridefinder) to find a taxi, limousine or shuttle using real time position of vehicles; Google Suggest (www.google.com/webhp?complete=1&hl=en): as you type your search, it will suggest keywords; and Site-Flavored Google Search Box (www.google.com/services/siteflavored.html) for a search box that customizes results based on your Web site.

Up-and-running Google software programs include search refinements, such as “Search By Location” or Google Local (local.google.com — restricting your search to a particular geographic area), “Glossary” (www.google.com/search?q=define+clew) for definitions to words, phrases and acronyms, “Maps” (maps.google.com) to view maps, get driving directions, and search for local businesses and services, Deskbar (toolbar.google.com/deskbar/index.html) to search the Web through the Google Toolbar without opening your browser. Plus the alerts such as “Web Alerts” (www.google.com/webalerts) for finding out about new subject Web pages and “News Alerts” (www.google.com/newsalerts) for getting E-mail updates when news breaks on any subject you specify.

Of the basic services already offered, Google Answers (answers.google.com) deals with paying for a question’s answers — you ask a question, set a price, and then get an answer from a Google real person researcher. “Blog Search” (www.google.ca/blogsearch?hl=en) enables you to find blogs on your favourite topics; while “Blogger” (www.blogger.com/start?hl=en) actually lets you express yourself online. Picasa (picasa.google.ca) is a program to find, edit and share your photos. Toolbar (toolbar.google.com) is a built-in search box add-in to IE. “Translate” (www.google.ca/language\_tools?hl=en) lets you view web pages in other languages. “Catalogs” (catalogs.google.com) will search and browse mail-order catalogues.

“Directory” (www.google.ca/dirhp?hl=en) lets you browse the Web by topic, almost the same searching mechanism as the Yahoo drill. Froogle (froogle.google.com) is for shopping, with hits ranked by price. Google Groups (www.google.ca/grphp?hl=en) is for employing mailing lists and searching discussion groups (the former Usenet and DejaNews index). “Images” (www.google.ca/imghp?hl=en) searches for photos and maps and cartoons on the Web (essentially scouring for terms plus jpg or gif).

“Earth” is fun (earth.google.com), for it allows you to use satellite technology plus maps and a search engine to produce 3D images and graphics about any place on the planet. You must have broadband, and the package costs money. There is a free but limited version.

For academics, there is the valuable “Scholar” (scholar.google.com) which searches scholarly journals. It allows users to search collections of proprietary electronic journals plus other, similar etexts. Items are arranged in order of the number of times they have been cited. This has proved a boon for undergraduates who wish a quick-and-dirty search with a common and recognizable user-interface. This will be competition for Thomson and Elsevier. “University Search” (www.google.ca/intl/en/options/universities.html) allows you to search a specific school’s Web site, which might also include offerings at the library.

Google Print is still in its formative stages: it has announced a partnership with the New York Public Library,

Harvard, Stanford, Oxford, and Michigan University libraries to digitize millions of their books. For obvious reasons, they are beginning with public domain material to avoid the copyright issue. Project Gutenberg ([www.gutenberg.com/catalog](http://www.gutenberg.com/catalog)) already has thousands of public domain books in digital form, but these are not yet Web searchable (you must download them to your PC and use Google Desktop). But the economic benefits of scanning means that the company must use inexpensive labour to digitize whole shelves of older books. Thus, Google Print wants both the public domain materials and the out-of-print materials to be done at once, shelf-by-shelf. They figure that any in-print materials that they capture can either be negotiated separately with publishers or put to one side until later.

They suggest a partial solution would be to put up only bibliographic data and a selected portion of the text. Publishers are upset about the loss of royalties and sales for copyrighted materials, and rightly so, for scholarly publications don't sell many copies and every royalty obtained is a struggle. The Open Content Alliance have also chimed in (opposed), since they want to put up the contents of 150,000 books; they are being backed by Yahoo and Microsoft.

Microsoft also has its own book initiative, MSN Book Search. They will be scanning 100,000 books from the British Library in 2006. They claim 25 million pages in the project...Let the games begin!!

Wireless technology and applications are being embraced at [wap.google.com](http://wap.google.com). Also, try [www.google.ca/mobile](http://www.google.ca/mobile). Google Talk is moving its way into beta mode: Instant Messaging and VoIP are almost here via Google. Already there is "Froogle Mobile US" ([labs.google.com/frooglewml.html](http://labs.google.com/frooglewml.html)) to search for products from a mobile phone using Froogle, and "Google SMS US" ([sms.google.com](http://sms.google.com)) to get precise specialized answers to queries from a mobile device. Both of these are also available in the UK.

Google continues to deal with algorithms and artificial intelligence, while using data compression and robotics to find its material. But enough about Google. What about the future? Through the use of the many Google products and spin-offs to crawl through the Internet and bring us back "relevant" data, we have become the most-informed generation to have ever existed. This has implications for the news business.

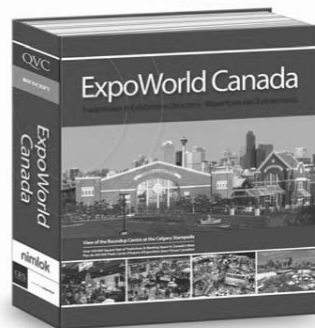
For one thing, there is a growing distrust of all media and news sources by the 18 to 34 demographic. Credibility is being equated with trust and agreement. Objectivity (as a term) is being replaced by transparency (as a term), both in the use of these words and in actual fact. For another, younger people are turning more and more to blogs as a source of "transparency": these are likely to be more trustworthy and agreeable than the Old White Males on the evening news. And there are more bloggers than ever before. Soon, there will be more bloggers than people reading them. Again, Google Blog Search comes to the rescue to find topics in blogs.

Popularity is also being equated with credibility, especially because Google ranks its searches by a combination which involves the number of links to a Web site. The more links, the higher the position in the search engine results. The higher the position, the more likely the searcher will click on that URL to find his information. Using Google Blog Search will show which blogs are popular via search rankings. If you use Yahoo News searches, you will find a listing of news stories by popularity and E-mail requests: you would be amazed at what the mob is reading! As I said, popularity here may be equated with credibility. I certainly hope that my column is VERY popular!

To sum up, if you want predictions: AOL (and/or its assets) will be sold off, Google will partner with Sun, and Yahoo will go with Microsoft. Trust me on this.

[www.ExpoWorldCanada.com](http://www.ExpoWorldCanada.com)

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*From the*  
PROFESSIONAL WRITERS ASSOCIATION OF CANADA (PWAC)

# PWAC – the ‘P’ becomes Professional after 30 years

## Gordon Graham – PWAC President

In 1976, a group of freelance writers started meeting to share information and stories about writing for Canada’s magazines and newspapers. From those meetings grew the Periodical Writers Association of Canada (PWAC), an organization with 22 chapters that serve over 560 freelance writers across Canada.

At the 2005 PWAC Annual General Meeting, held in Hamilton, Ontario, PWAC members made organizational history by voting overwhelmingly in favour of changing the association’s name to the Professional Writers Association of Canada. The new “P” in PWAC’ more accurately reflects the reality and diversity of the work that PWAC members do today, while still respecting the organization’s 30-year history.

At the same meeting members also voted to update PWAC’s membership application criteria and to make some reforms to streamline the association’s constitution. As a result the membership criteria for professional members were updated and simplified. A new category for student membership was passed and the on-hold option was eliminated, so that former members in good standing can rejoin without re-qualifying. These changes will help PWAC create what numerous people call a ‘bigger tent’ that welcomes more members. PWAC is currently awaiting final approval of the new membership criteria before the details can be actively promoted.

In keeping with our new name, PWAC is now leading the discussion surrounding the business of writing in Canada. We consult regularly will all levels of government, we reach out into the publishing industry through regular participation in industry events such as the Creating Canada symposium in

Ottawa last February, and the annual Magazines University conference every spring. We continue to represent the interests of freelance writers through our participation with Access Copy-right, the Canadian copyright licensing agency. Our daily blog, (<http://www.pwac.ca/blog.htm>) informs members and the general public alike on happenings and issues of key importance to Canadian culture and Canadian writers.

Looking beyond the association itself PWAC is currently undertaking a wide-ranging survey of professional writers in Canada, with the generous financial support of the Department of Canadian Heritage through the Canada Magazine Fund. The aim of the survey

is to collect data from the PWAC membership and the larger Canadian writing community on the business of writing in Canada, how it has changed in recent years and where it is heading in the future. PWAC will produce a full report on the survey results, to be published and released in time for our 30th Anniversary National Conference in May 2006.

Our 30th anniversary celebrations will be held in conjunction with our National Conference, in Ottawa. Anyone interested in the future of the writing business in Canada should attend. Details of the conference, including registration can be found on our website at: <http://www.pwac.ca/agm2006/default.htm>

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