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People Profile: John Long

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The following is a guest review provided by **Brian McGee** and **Deborah Socha McGee** (Faculty, Department of Communication, College of Charleston, 66 George Street, Charleston, SC 2940; Phone: 843-953-7017; Fax: 843-953-7037) <mcgeeb@cofc.edu>, <mcgeed@cofc.edu>. We thank you both for your contribution. — **TG**

The *Encyclopedia of Communication Theory* (2009, 978-1-4129-5937-7, \$350) is a two-volume set, edited by **Stephen W. Littlejohn** and **Karen A. Foss**, two highly regarded communication scholars. This comprehensive work will be especially helpful for communication students, communication and other scholars looking for an introduction to unfamiliar theories, and lay readers.

Like some similar encyclopedia projects prepared in the past few decades, this work is the product of a large and diverse collection of individuals, with over 200 contributors from ten different countries. The editorial board also is international in scope. Many of the theorists represented in the present work are themselves authors for one or more entries. The entries are of between 1,000 and 3,000 words and include suggested readings for each entry.

This set is different from other communication encyclopedia projects in two important respects. First, the current project deliberately seeks to cover the range of communication theories produced by scholars working in multiple disciplinary traditions, from rhetoric and philosophy to anthropology, sociology, communication studies, psychology, political science, and journalism. In contrast, other encyclopedias have tended to feature only social scientific or mass communication theories, for example. While no two-volume effort will survey the field in a manner satisfying to all parties, the current project is eclectic and admirably even-handed in its attempt to represent a diverse array of theories and theorists.

Second, while other encyclopedias represent an array of communication topics, including explanations of communication history, communication practice, and the various communication industries, the current project is expressly focused on communication theory. This narrower emphasis will be especially useful for students who are completing introductory and advanced courses in communication theory and can turn to an encyclopedia resource that will meet their needs for theoretical content. For this project, while appropriately respectful of the histories and cultures contributing to the development of various theories, the major tenets of the theories themselves always are privileged in the individual entries, whether those theories and theorists are drawn from antiquity (e.g., **Aristotle**) or twentieth- and twenty-first century work (e.g., **Dale Brashers**, **Young Yun Kim**, **Sandra Petronio**).

The set provides added value with a reader's

against the grain people profile

John Long

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BORN AND LIVED: Philadelphia Navy Yard (my dad was a Marine Corps officer during WWII).

EARLY LIFE: Lived in Bayridge, Brooklyn, NY.

PROFESSIONAL CAREER AND ACTIVITIES: **Brown University Bookstore**, Buyer for medical and scientific books; graduate studies in English at **Brown** (no degree); many years in scientific/technical/medical publishing, **Springer-Verlag New York, Inc.** (Field Sales Mgr., & Library Sales Mgr.), **Institute of Physics Publishing**, **IOPP** (Sales Mgr. North America); and as a publishing consultant (**John Long Associates**).

FAMILY: My wife **Linda** and I have a wonderful son, **Tom**, and two terrific grandchildren (**Courtney** 11 and **Joey** 8).

IN MY SPARE TIME I LIKE: Reading; writing (poems, essays, short stories, occasional book review); fly-fishing; canoeing; swimming (laps, front crawl, "Save the Bay" 2002); carpentry and restoration of our circa 1889 home.

FAVORITE BOOKS: All of **Thoreau**, **Proust's Remembrance of Things Past**, all of **Faulkner**, the poet **Mary Oliver**, **Emily Dickinson**, **Borges**, **Pamuk**...too many favorites and not enough time.

PET PEEVES: Not worth being concerned about — life's too short.

PHILOSOPHY: "Use it or lose it."

MOST MEMORABLE CAREER ACHIEVEMENT: A presentation at **Association of American Publishers (AAP)**, NYC, November 1994, dealing with "The Sales Call and Sales Support" with savvy and valuable assistance from my first-rate **IOPP** friend, and former colleague, **Sharice Collins**.

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: Continue my work in the library community — make good things happen.

HOW DO YOU SEE THE INDUSTRY IN FIVE YEARS: Looking at eBooks along with traditional print books — I think they will be used concurrently as "tools" that help the reader acquire information; the individual reader will use the best "tool" available for his/her discipline while pursuing his/her educational/professional goals. I see a parallel, pragmatic universe with print and electronic media, and distinct preferences by applicable scholarly/scientific/professional disciplines. Just as a fine craftsman will use a specific tool for a definitive task (i.e., say using a Dozuki super fine cut saw to dovetail a cabinet drawer), so too the scholar/scientist will seek the most promising "tool" for achieving his/her goals.

I believe we will see U. S. research and development grow at a slow, but steady pace; which in a sense is a intangible result of higher social/political value placed on all levels of U. S. education; coupled with a reality of very strong international competitiveness, especially from China and India, but also the European community; I believe this is an "engine" that drives our industry, and it will have a positive effect on readers, students, authors, editors, libraries, publishers, and vendors. Perhaps it is premature to get excited about, but as I visit universities and colleges (as a benefit of my work at **Eastern Book Company**) I'm delighted to see a rising level of energy manifested by undergraduate and graduate students — I find myself thinking isn't this a harbinger of a positive, dynamic future! 🌱



guide, which puts all the encyclopedia entries into 17 general topical categories. In addition, a theorist index is supplied, as is a short and helpful chronology of the development of communication theories from the classical period to 2008. Not surprisingly, the majority of the chronology is taken up with theory development after 1950. There also is a selected

bibliography of major works by topic, which appears at the back of the second volume.

The articles in all cases are signed by the contributors. "See also" references are provided. In cases where different names exist for similar or overlapping theoretical concepts, cross-references are supplied, as when a list-

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