

BOOK REVIEWS

RUŽIČKOVÁ, E.: *Picture Dictionary of Gestures. American, Slovak, Japanese and Chinese*. Bratislava, Comenius University Publishing House 2001. 196 pp. ISBN 80-223-1675-X.

The publication under review is an important contribution to the issues of non-verbal communication and intercultural communication. The author, Eva Ružičková (Department of the Languages and Cultures of the Countries of East Asia, Faculty of Arts, Comenius University, Bratislava, Slovakia), has focused her interest on the problem of non-verbal intercultural communication in the dichotomous Occidental-Oriental context. Her research results presented in this volume are interesting for both the sociolinguists, and Sinologists and Japanologists as the comparative perspective towards the scarcely discussed issue of the non-verbal communication in the intercultural context is very fruitful. In the introductory part (pp. 7-18) the author presents general information for the user of the dictionary and makes the reader acquainted with some technical details necessary for the usage of her publication. She also explains, why she has chosen exactly these four cultures (i.e. American, Slovak, Chinese, Japanese) to be included in the dictionary (pp. 9-10). The inclusion of two Occidental cultures (American and Slovak; though they have quite different cultural background) and two Asian cultures (Japanese and Chinese) has proven correct as they have provided the researcher with heterogeneous material (i.e. gestures) in order to illustrate the variety of this issue and possible misunderstandings in communication. However, I was not persuaded by the author's assertion that "intercultural miscommunication occurs mostly when communicating with Japanese and Chinese" (p. 8), I believe more comparative research should be done before one can come to such an unequivocal conclusion.

The second (pp. 19-36) and the third part (pp. 37-46) are devoted to key concepts of non-verbal communication and intercultural communication. It is a useful overview of some general issues related to these problems which are further elaborated in the context of the individual cultures included in the dictionary. The reader can make himself/herself acquainted with various channels of non-verbal non-vocal communication – namely kinesics, oculistics, proxemics, tactile communication, olfaction and chronemics. Some questions related to these channels are very illustratively discussed by the author (e.g. the space concept in individual cultures; the concept of the position of an individual in a given culture) and so the user of the dictionary approaches the main part of it with sufficient knowledge to fully understand the various subtle details which are part of the process of intercultural non-verbal communication.

The main part (pp. 47-179) of the publication under review comprises a picture dictionary of gestures. The topic is divided into four parts: gestures manifesting the physical body (e.g. bigness, depth, height, tiredness), gestures manifesting initiative contact (e.g. attention, directions, request, wait), gestures manifesting the emotional body (e.g. anger, apology, fear, sadness, threat) and gestures manifesting the mental body (e.g. disapproval, intelligence, pride). Altogether the dictionary covers 98 generic meanings and

324 gestures with variations. The structure of individual entries is identical throughout the dictionary: each entry comprises a table and a photo with the individual gesture under discussion. The table provides the reader with rich information: the generic meaning of the gesture, physical description, specific message (verbal context in individual cultures) and a detailed sociolinguistic context which presents information on the appropriate usage of the gesture (formality, gender, age, social status). Almost always there is also a short comment on the gesture. As shown in the individual entries, the author benefited from the insider knowledge of her numerous informants belonging to the four cultures (especially in the part which characterizes the social context of the gesture). Often the reader will find a number of variations of individual gesture (e.g. anger A to anger H; pp. 111-114) which illustrate the full range of this gesture in the cultures under discussion. I consider a little bit problematic the inclusion of the specific verbal message: there is quite a high level of homogeneity in the usage of a gesture in the context of the given culture, but I doubt whether the verbal message which accompanies individual gesture could also be squeezed into a unified pattern found in the dictionary. The four appendices (pp. 180-192) conclude the dictionary by a very helpful and illustrative presentation of common features of the gestures belonging to the four categories included in the dictionary. Especially the part dealing with the cultural variations shows that one can find gestures which are shared either by all the given cultures, or are exclusive for one culture or can be found in almost any combination of the four cultures included in the picture dictionary (e.g. gesture identical in Chinese and Slovak cultures; or in American, Slovak and Japanese cultures, etc.).

The author, Eva Ružičková, successfully and lucidly presented to the reader an intricate topic. She has stated (p. 10) that her dictionary is intended mainly for the global villager: diplomats, managers, businessmen, journalists and other professionals seeking to pursue their careers outside the convenient realm of their native culture where the danger of ill-communication (verbal or non-verbal) is not so strongly present. The publication under review provides them and other students of intercultural communication with a useful tool which helps to bridge the gap between East and West.

Martin Slobodník

FRAZIER, Mark: *The Making of the Chinese Industrial Workplace. State, Revolution, and Labor Management*. Cambridge, Cambridge University Press 2002. xvii + 286 pp. ISBN 0521 80021 8, hbk

Mark Frazier's study is a detailed analysis of modern history of Chinese enterprise management. The author focuses on a Chinese work unit (*danwei*) in the period from the 1920s (the beginning of experiments with the application of Western theories of scientific management in Chinese enterprises) until the 1990s. In the opinion of respected scientists, such as Tianjian Shi, William Parish, Martin Whyte and especially of Andrew Walder, the establishment of *danwei* as a basic unit of state workers' control was a unique product of the communist regime. Mark Frazier in his book argues why and how the key principles applied in a *danwei* developed already during the rule of the Guomindang. As he explains some researchers have already supposed this development but it has still not been complexly explained. The study is based on the analysis of four enterprises in the textile and shipbuilding industry in Shanghai and Guangzhou: namely of