

LETTERS

TO THE EDITOR:

I think Bogdan Denitch is in error when he says (*Slavic Review*, June 1971, p. 317, and footnote 12, p. 325) that *Eastern European Studies in Sociology and Anthropology* is or was a publication of International Arts and Sciences Press. They advertised it on the covers of other IASP journals for years, hoping by this rather passive method to attract subscriptions. As far as I know, they never got enough to warrant publication of such a journal. Finally, they decided to launch a journal called *International Journal of Sociology*. The heavy emphasis on Eastern Europe in the first and probably two succeeding issues is a reflection of the willingness of East European sociologists to have their works translated into English. The editorial board of *International Journal of Sociology* contains West Europeans, Asians, Israelis, a Canadian, a Russian, and Americans, as well as scholars from Eastern Europe. Denitch's failure to mention *Soviet Anthropology and Archeology* as one of "several [International Arts and Sciences Press] journals which are essential to anyone trying to follow the field" suggests at the very least that he is unaccustomed to assigning translations in his classes. Unfortunately, he is not exceptional. Many of my colleagues have privately excused themselves by complaining of the high cost of the journals under discussion—a point I am under no obligation to defend. The cost is high because the market is limited, and the market is limited, I suspect, because Sovietologists distrust the quality of translations from Russian or East European languages into English. The mistrust is not unfounded, but this is not the point. Students in the departments of anthropology and sociology in American universities rarely make the effort to learn Russian, since, after all, field work in the Soviet Union is not possible, and the relevance of Soviet data to the research of Western scholars has been demonstrated by very few Sovietologists. But who is intellectually slack in this regard—the student who insists on a body of literature in his mother tongue, or the professor who prefers to channel that literature through his own brain (and prejudices) to his students?

Denitch's article indicates personal interest. It remains to be seen whether he can pass it on.

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Mr. Denitch does not wish to reply.

TO THE EDITOR:

In my review of Antal's *Die Funktionen der Werbung im System der zentralen Wirtschaftslenkung* (*Slavic Review*, September 1971, p. 694), I quoted some figures on the cost of advertising in the COMECON countries. These figures can be found on page 152 of the book, not on page 52, as erroneously indicated. I might also add that the estimates (originally derived from a semiofficial Hungarian study) refer to a broad and ill-defined concept of promotional-outlays (*Werbeaufwendungen*) rather than advertising proper. Hence they would be hard to verify.

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