

guistic, and symbolic anthropology. Yet it omits several Ph.D. theses by foreign anthropologists in almost all the categories the author mentions and others, such as gender, ethnomusicology, oral tradition, and ritual and medical anthropology. A very small number of these theses have been published in Spanish. That the rest remain almost unknown in Ecuador reveals some of the problems that Moreno himself mentions: the weakness of Ecuadoran institutions in gathering information about foreign researchers in the country and the poor commitment of some of those scholars to making their work known in Ecuador.

In the last section of the book, Moreno makes a final assessment of the strengths and weaknesses of current research in Ecuadoran anthropology. He thereby provides a useful summary of areas and topics that need to be the object of further research.

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*Soap Operas for Social Change: Toward a Methodology for Entertainment-Education Television.* By HEIDI NOEL NARIMAN. Westport: Praeger, 1993. Photographs. Tables. Figures. Notes. Bibliography. Index. xxii, 143 pp. Cloth. \$47.95.

In the early 1970s, Miguel Sabido created a new genre for the Mexican television conglomerate Televisa. It was the entertainment-education soap opera, a cross between the traditional Latin American melodrama and an educational program promoting social development. Between 1975 and 1981, Televisa broadcast six Sabido-designed entertainment soap operas in Mexico, and since 1984 Sabido's approach to their creation, content, and effectiveness has directly influenced similar efforts elsewhere in the Third World. Heidi Noel Nariman, the international information manager at Televisa, presents here the intellectual foundation of Sabido's ideas, the means by which others have evaluated those ideas, and the lessons learned from his entertainment-education strategy. The volume only briefly sketches the plots of the six programs and describes only in very general terms their genesis, casting, production, and broadcast history.

Sabido accepts the same production techniques used in conventional soap operas, but he transforms them into subtle vehicles for reformist educational messages, such as adult literacy and family planning, guided by quite different communication and behavior theories. Basically, he applies five theoretical doctrines: Claude Shannon's mathematical theory of communication, Eric Bentley's dramatic theory, Carl Jung's archetypes, Albert Bandura's ideas on social learning, and Paul MacLean's concept of the triune brain. In addition to these specialized theories, Sabido is guided by more pragmatic and immediate concerns that are essential for creating a successful television program: the nature of the message to be conveyed, the role of television in society, the available public infrastructure for realizing the advocated social goals, television's existing infrastructure, the formal require-

ments of a soap opera, the expected composition of the audience, the composition and commitment of the production team, the artistic and technical vision of the producer, the script-development process, and the need for effective epilogues.

How effective were the six programs? According to data assembled by Televisa's research department, the positive commercial, behavioral, and macrosocial effects of entertainment-educational soap operas can be demonstrated and are considerable. These programs can compete with traditional soaps, and in the same time slots. The audience perceives the incorporated reformist information, and many viewers positively alter their behavior.

Latin American serial television fiction has begun to receive serious scholarly attention. Nariman's volume is a useful addition to this emerging literature and the first in-depth look at entertainment-education soap operas. It will also provide a handy guide for many television producers in the Third World who have heard of Sabido's theories and opus and who may well wish to emulate him.

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*Changing Tropical Forests: Historical Perspectives on Today's Challenges in Central and South America.* Edited by HAROLD K. STEEN and RICHARD P. TUCKER. Proceedings of a Conference Sponsored by the Forest History Society and IUFRO Forest History Group. Durham: Forest History Society, 1992. Maps. Tables. Figures. Notes. Bibliographies. viii, 303 pp. Cloth, \$29.95. Paper, \$14.95.

*Tropical Rainforests: Latin American Nature and Society in Transition.* Edited by SUSAN E. PLACE. Wilmington: Jaguar Books, 1993. Notes. Bibliography. xxi, 229 pp. Cloth, \$40.00. Paper, \$14.95.

These two recently edited volumes focus on historical changes in the tropical forests of the New World. Both are useful, but for different audiences. The volume edited by Susan Place is part of a series of core texts for undergraduate courses in Latin American studies and history. It consists of 30 short selections from already published works, each introduced by a brief critical note. The collection by Harold Steen and Richard Tucker is a conference proceeding that presents a series of original research papers of uneven scope and quality.

Part 1 of Place's book presents a variety of "Perceptions of the Rainforest," including excerpts from the writings of novelists, naturalists, and anthropologists. The selections in part 2 ("Explanations for Deforestation in Latin America") describe some of the economic and political forces behind tropical deforestation, including population pressures, cattle ranching, oil drilling, industrialization, and U.S. foreign policy. In part 3 ("Why Save the Rainforests?") the articles discuss the impact of deforestation and arguments for reversing the loss of tropical forests. Part 4 ("Prospects for Development: Alternative Futures for the Rainforest") reviews viable areas, extractive reserves, debt-for-nature swaps, and ecotourism. A