

TRADITIONAL CULTURES: AND THE IMPACT OF TECHNOLOGICAL CHANGE.

By GEORGE M. FOSTER. *New York: Harper & Brothers. 1962. 8½ x 5½ inches. xiii + 292 pages. \$6.50., Text Edition \$4.75, in quantity to schools and colleges only.*

Everyone who has lived or worked in the North must be, in some degree, concerned with the economic, social, and psychological, problems that the advent of a new technology has made in the traditional cultures of Eskimos and northern Indians. Although this book is chiefly concerned with tropical and sub-tropical situations it is a book that should be read by everyone in the North who has any connection, personal or administrative, with the problems of acculturation.

Dr. George Foster, Professor of Anthropology in the University of California, has directed his remarks especially to persons who are engaged in programs of technological development among people whose culture they do not understand. His many examples and his precepts are designed to remove the "ethnocentric blinders" that have prevented so many persons of good will—in the North and elsewhere—from accomplishing their tasks successfully.

The first part of the book is chiefly concerned with the effect of technological change on primitive peoples. The second part is devoted to the personal problems, methods, motives, and ethics, of the technologist or anthropologist concerned with the implementation of a program of change. The passage on "culture shock" will be read with interest by anyone who has felt compassion for the unhappy wife of a civil servant stationed in the North.

Professor Foster combines in his presentation of fact and theory an authoritative grasp of the field of cultural anthropology, the wisdom of long and varied experience in the field, and the practicality of common sense. Those persons who have read "The Ugly American" with concern will find in this thoughtful textbook of applied anthropology a fascinating analysis of the complex factors and conflicting values that produced the impossible and dangerous situations described so well by Lederer and Burdick. Professor Foster writes without jargon and with an ordered clarity that is as surprising among social science texts as it is refreshing.

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