Mark D. Alleyne, **Anti-Racism and Multiculturalism: Studies in International Communication**, New Brunswick, NJ: Transaction Publishers, 2011, 253 pp., $29.95 (paperback).

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Anti-Racism and Multiculturalism: Studies in International Communication, edited by Mark D. Alleyne, is a collection of essays and case studies that analyze the effectiveness of anti-racism communication initiatives within international communication. This work would interest specialists in international relations, communications studies, and peace and conflict studies.

Alleyne, who served as professor of communication at the University of Georgia, proposed the work to the Todo Institute for Global Peace and sent out a call for papers on the topic of international anti-racism media. Alleyne's proposal was meant to "provide a sophisticated understanding of the relationship between new mass communication technologies and racist, or anti-racist, propaganda campaigns" (p. 10). The call for papers was predominantly responded to by communications scholars, including two sociology scholars, and one ethno-musicology scholar. The ensuing collection of essays and case studies interrogates forms of anti-racism in media, giving particular attention to the differing definitions of racism assumed by these campaigns.

Ultimately, this collection of reports seeks to answer the following questions: "How does the literature on anti-racism improve our understanding of conflict resolution? How does the analysis of the media's role in racist and anti-racist discourses improve the process of theorizing, writing, and arbitrating international law on hate and war propaganda? How can research on anti-racist discourse improve UN peacekeeping? What implications does the literature on anti-racist discourse have for theory-building and activism for 'cultural diversity' in international communication? How and why should the literature on anti-racism expand research in international relations?" (p. 16).

In addressing these questions, the book is divided into two parts: Part I interrogates the implicit racial assumptions made by certain campaigns with regard to their definitions of racism, and provides three articles that establish a theoretical basis of interrogating conceptualizations of racism. Part II critiques the campaigns themselves to establish what a truly effective campaign would comprise. In addition, Part II offers six case studies of anti-racism campaigns whose approaches are critiqued, given the previously established theoretical basis. The book then concludes with an article by its editor regarding the discourse of racism in international relations.

Hemant Shah's historical analysis of knowledge-building in communication begins Part one. His article critiques modernization theories and assumptions in nation-building, and in particular, regarding ideas of race: ". . . one implication (of modernization) is that it allowed guilt-free promotion of Western superiority, because cultural racism theory helped legitimize the claim by the West that 'everyone can be
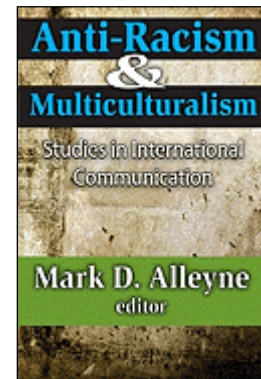
like us' " (p. 49). This observation is related to the wars in Afghanistan and Iraq and the nation-building attempts by the United States and the United Kingdom.

Sylvanna Falcón then provides a discussion of the conflict between the United States and the United Nations regarding the definition of racism. This article focuses on the 2001 ratification of the International Convention on the Elimination of Racial Discrimination (ICERD) and on the U.S. maneuvering to avoid its obligations to this treaty. The third article, by Floris Müller, Liesbet van Zoonen, and Laurens de Roode, then applies this discourse to football, discussing the roots of racism in football and broadening the definition of racism to include racialization, or the process by which race is categorized through relational discourse.

Jairo Lugo-Ocando begins Part I of *Anti-Racisim and Multiculturalism* with a discussion on anti-racism campaigns and their difficulty countering the media campaigns from other ideological groups. He explains how these media campaigns are used by political parties "to promote their ideologies that push further right-wing and neo-liberal political agendas" (p. 105).

Ingrid Lehmann follows with a discussion of the public information initiatives on anti-racism lead by the United Nations in Namibia between 1989 and 1990. The United Nations established the United Nations Transition Assistance Group (UNTAG) to both oversee the withdrawal of South African troops and supervise the election of a Namibian government.

Karina Horsti then discusses the Prix Europa (a renowned prize for multicultural programming) and the legitimacy of anti-racism groups that do not have the representation of the attacked racial group. Nakisha Nesmith formulates a more bottom-up approach compared with the book's earlier contributions and provides a case study of a black women's music group in Latin America and their successful anti-racism campaigns. Daniel Burdsey then returns to the United Kingdom and analyzes anti-racism slogans in football and the representation of Asian-Britons and Afro-Britons in the sport.

Finally, in the sixth case study of Part II, Alleyne relates anti-racism to ideas of nationalism and national identity, as well as discussing the limitations of this work. He underlines the interconnected relationship between language and action, citing the impact of national symbolism in culture. The book concludes with a statement by Alleyne on the findings from these case studies in relation to the central questions posed at the beginning of this book. In answering these questions, Alleyne suggests the need for further interdisciplinary research on racism, given the complexity of the topic.

This compilation of scholarly work provides a responsible analysis of the various definitions of racism, a strong argument for the history and maintenance factors that underpin racism, and a realistic analysis of what makes certain anti-racism campaigns ineffective. This work presents interesting ethical dilemmas regarding racial communication. The first describes the relationship between media censorship and freedom of speech. Alleyne provides a strong legal precedent for the restriction of propaganda meant to inspire hate, but admits that "media complicity in racially motivated violence, and even genocide, has been difficult to prove, and that is part of the reason why these types of prosecutions under international law have been rare" (p. 242). This dilemma is exemplified in Lehmann's article that analyzed the UN

information intervention in Namibia, which involved the monitoring and censorship of radio broadcasts to control societal racial hatred.

The second ethical dilemma describes the relationship between hate propaganda restriction and national sovereignty. Alleyne points out that the human rights convention confounds this discussion by reinforcing national sovereignty despite the historical observation that nation states have been the predominant perpetrators of racist communication. This work by no means resolved these dilemmas, but rather opens them to further research and discussion.

It is important to distinguish between the term *international communication* and communications used in different nations. While this book addresses the kinds of anti-racist communication happening within various nations, it does not comprehensively deal with anti-racist communication between nations. To that extent, the book does not fully meet my expectations as a student of global capacity development. Instead, it reads as a cursory review of communication initiatives designed to address racism in different nations.

In retrospect, this approach does not help Alleyne to fully address the original questions he proposed to answer through this work. A considerable amount of attention was spent addressing two of the original five questions about the media's role in racial discourse and advocacy for multiculturalism in communication. The remaining three questions regarding conflict resolution, UN peacekeeping operational efficiency, and international relations research are not comprehensively answered through the contributed literature. The focus of this work, as established in the topics covered by its contributors, does not seem to support Alleyne's intention to apply this work to international relations research. This work remains well founded as an analysis of anti-racism campaigns, but not in the international vein that Alleyne hoped to establish.

Alleyne provides a reflective conclusion, writing "it is best to characterize the conversation between anti-racist research and international relations as the start of a journey for unknown answers that is not confined to the terrain of just one academic discipline" (p. 247). This is perhaps the best way to read this book—as a primer for further interdisciplinary discussion on anti-racism in communication.