



Echoes of Gabriel Tarde: What We Know Better or Different 100 Years Later

Elihu Katz, Christopher Ali, Joohan Kim

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ECHOES OF GABRIEL TARDE: WHAT WE KNOW BETTER OR DIFFERENT 100 YEARS LATER by Elihu Katz, Christopher Ali and Joohan Kim is based on Gabriel Tarde's essay of 1898 "L' Opinion et la Conversation" or "Opinion and Conversation," analyzing the applicability of Tarde's theories of communication some 100 years later. For communication scholars, it will become apparent immediately that Tarde may be read as an anticipation of contemporary concerns with issues such as agenda setting, public opinion formation, the diffusion of innovation, the two-step flow of communication, the role of the press in nation-building, new media technologies, the normative role of the press in a democracy, media events, and the public sphere. In *Echoes of Gabriel Tarde* we map these connections to demonstrate Tarde's value for scholars of communication theory, political communication and deliberative democracy. As such, not only is this book an updating of Tarde's work, but it is also a review of current academic thought regarding the role of media, conversation, opinion, and action in public space and deliberative democracy. Katz, Ali and Kim review current academic thought regarding the interaction of media, conversation, opinion, and action in public space and deliberative democracy. Exploring these themes in a "dialogue" with Tarde, the authors ask what we know better or different 100 years later. The aim is not only to reawaken attention to Tarde's work, but to assess the progress of communications research in its light. The book offers a series of propositions — foreshadowing contemporary concerns with issues such as agenda setting, public opinion formation, the diffusion of innovation, the two-step flow of communication, the role of the press in nation-building, new media technologies, the normative role of media in a democracy, media events, and the like. The book includes the first full English translation of Tarde's essay. Long overlooked, "Opinion and Conversation" deserves to be canonized as foundational for theories that link mass and interpersonal communication, especially in the age of social media. Authors are Elihu Katz, Distinguished Trustee Professor of the Annenberg School for Communication at the University of Pennsylvania, Christopher Ali, Assistant Professor of Communication at the University of Virginia, and Joohan Kim, Professor of Communication at Yonsei University in South Korea. Louise Salmon of the Sorbonne (Paris 1) contributed the biographical note. Published by USC Annenberg Press.

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