

approaches to managing Antarctic fisheries and the prospects for more effective management in the future.

This section of the book is followed by three annexes reproducing the published conservation measures introduced by CCAMLR, the equivalent measures introduced for the peri-Antarctic islands and Antarctic territory administered by the French, and a statement to resolve potential resultant ambiguities. There are also a glossary of terms and acronyms, a useful index, and an extensive bibliography amounting to no fewer than 43 pages.

Kock has produced an informative and authoritative account about Antarctic fish that will serve as a general reference on the subject for years to come. It is gratifying to note that the book has been produced to a high standard, which is very necessary because this publication will inevitably have to withstand heavy use by specialist polar biologists and general readers alike, and may, in some part, justify the relatively high cost. (Martin G. White, British Antarctic Survey, High Cross, Madingley Road, Cambridge CB3 0ET.)

References

di Prisco, G., B. Maresca, and B. Tota (editors). 1991. *The biology of Antarctic fishes*. Berlin: Springer-Verlag.

THE MYTH OF THE EXPLORER: THE PRESS, SENSATIONALISM, AND GEOGRAPHICAL DISCOVERY. Beau Riffenburgh. 1993. London: Belhaven Press, in association with the Scott Polar Research Institute; New York: St Martin's Press. ix + 226 p, illustrated, hard cover. ISBN 1-85293-260-0. £39.50.

At a time when the news media increasingly are having to defend themselves against charges of purchasing, controlling, and trivializing the news, *The myth of the explorer* arrives to remind us that, while the technology of delivering news might have changed radically in the last century, the type of people who are in charge of the news business has not.

News is what sells. News is what people want to read. But mostly, news is what the people in charge of the news business say it is. And the wisest of these knew in the nineteenth century, just as they know now, that without an audience to buy the news, there is no news, or, at least, no commercially viable news industry.

Taking place primarily during the half-century between 1860 and 1910, and set against the Victorian motif of global exploration, *The myth of the explorer* is a valuable, and extremely readable, chronicle of an age before television and satellites, of a time when news could be and often was privately controlled by those wealthy enough to sponsor and, therefore, create it.

As the nineteenth century passed its midpoint, rival newsmen whetted the public's appetite for sensationalism by privately sponsoring explorer-correspondents in Africa. Later still, newspapers on both sides of the Atlantic bankrolled expeditions to the northern polar regions, the principal aim of which was getting a leg up on their journalistic competitors. To the extent that the public's knowledge of unknown places and conditions was ex-

panded as a result of this competition, so much the better, but such a happenstance was little more than a serendipitous by-product of what were fierce personal and business rivalries.

While nineteenth-century British and American explorers initially might have had the best of scientific intentions, as far as their newspaper sponsors were concerned, the *raison d'être* for all this charging off into subtropical jungles or frigid polar climes were those two old standbys — fame and fortune.

For the few directly involved, it was a game in which it appeared everyone could win. Newspaper owners used their hired explorers, and explorers used their wealthy patrons, each group outwardly espousing platitudes about increasing the world's understanding, but really, for the most part, viewing each other as little more than a means to an end: ego gratification and personal wealth, both, if possible, to be earned at the expense of those who would dare to challenge them.

As Riffenburgh rightly observes when describing the nastiness surrounding the issue of who really was the first man at the North Pole, 'the controversy was as much a competition between these newspapers [*The New York Herald* and *The New York Times*] as it was a feud between the rival explorers [Dr Frederick A. Cook and Robert E. Peary]' (page 1).

And what a competition it was!

Not only a contest among newspaper moguls and their paid champions, the frenzy surrounding this era of global exploration also was a nationalistic competition between the American and English media. Fortunately, in relating how this contest played out, *The myth of the explorer* describes well some of the personality differences between the world's two greatest English speaking peoples, at least as reflected by what they liked to read.

'The newspapers in the US presented more exciting accounts...the English built images based on overcoming appalling conditions that were, to a great extent, of their own making' (page 35), Riffenburgh writes. But after a while, when it became obvious that excitement and sensation sold more readily than did tales of bravely fighting the good fight only to come up short, some of the more commercially enlightened leaders of the English press succumbed, however grudgingly, to the American diet of self-promotion, scandal, and increasingly lurid reporting.

Not that this was a change that went over well in all quarters of a nation where newspaper readership largely had been confined to the habitués of the genteel parlors and smoking rooms of the upper classes. As a worried G.M. Trevelyan commented, 'The Philistines have captured the Ark of Covenant [the printing press] and have learnt to work their own miracles through its power. "The pen," as our grandfathers optimistically observed, "is mightier than the sword." Mightier indeed, but, as we now have learnt, no whit more likely to be in good hands' (page 46).

In no time, leading English journalists showed that they were every bit as adept as their American cousins in creating and then building up their heroes, only later to tear

them down. As the controversy involving the African explorations of John Hanning Speke and Richard Francis Burton clearly proved, while the media often act as mythmakers, they are likely as not also to act as mythbreakers.

While Riffenburgh has done an admirable job of depicting the most notable personalities — both journalists and explorers — during a period replete with such larger than life figures, if this thoroughly researched book has one principal character it is James Gordon Bennett Jr, the proprietor of *The New York Herald* and its European twin, the Paris edition of *The New York Herald* (today known as the *International Herald Tribune*). As *The myth of the explorer* makes abundantly clear, Bennett, who was as shrewd a judge of talent as any who ever owned a newspaper, became the godfather of sponsored exploration. In the process, seemingly interchangeable *Herald* correspondents, such as Henry Morton Stanley, Januarius A. MacGahan, and William Henry Gilder, became household names, and Bennett, who already enjoyed the benefits of his father's wealth, became even wealthier.

The author correctly credits Bennett with feeding the public's appetite for adventure and exploration, be it sub-Saharan or polar, a fact that led to the birth of a great many Bennett-like clones throughout America and England. Such success, of course, engendered a great deal of jealousy from his competitors, who, besides personally attacking Bennett and his explorer champions, frequently wound up sponsoring their own explorers — often the very same ones. (Realizing what valuable commodities their bylines were, many explorers, taking their lead from the inconstant Bennett and his colleagues, were not above selling their services to the highest bidder.) Once this cycle began, it became difficult to stop. Indeed, scant years after attacking his first expedition, London's *Daily Telegraph* found the intrepid Stanley in its own employ, feeding it 'the same kind of thrilling accounts he had become famous for at *The New York Herald*' (page 68). As a consequence, says Riffenburgh, newspaper sensationalism became 'an active part of the English press' (page 68).

And so it remains.

The principal virtue of *The myth of the explorer* is that in providing its readers with an understanding of how this journey to the present unfolded, it manages to be both fun and scholarly at the same time. Given its time frame and a focus that appears far more narrow than reality proves it to be, this is quite an accomplishment. (Jonathan Kotler, School of Journalism, University of Southern California, Los Angeles, CA 90089-1695, USA.)

CONFRONTING CLIMATE CHANGE: RISKS, IMPLICATIONS AND RESPONSES. Irving M. Mintzer (Editor). 1992. Cambridge: Cambridge University Press. xiv + 381 p, illustrated, soft cover. ISBN 0-521-42109-8. £19.95, US\$34.95.

The recent discovery of greater than expected ozone depletion over mid-northern latitudes has once again demonstrated that we still have much to learn concerning the

behaviour of ozone and polluting gases in the atmosphere. This should act as a warning that there will be surprises to come as the much more complex story of greenhouse-gas-induced climate change unfolds. If we are to be prepared for these surprises, then we need a thorough understanding of the underlying science and the political implications. *Confronting climate change* attempts to provide some of this understanding.

Mintzer has assembled 23 papers by scientists, economists, politicians, and diplomats stemming from a conference organised by the Stockholm Environment Institute. With more than 350 A4 pages, the book is a solid read, and I doubt if many individuals will manage to read it in its entirety. The book is divided into five sections, beginning with an overview by the Editor. The first section looks at the observations and models that provide a framework for attempting to detect the signal of a change in the world's climate in the morass of noise created by the weather. Papers in the next section assess some of the likely consequences and impacts of climate change, often focusing on the problems that will affect the Third World. The middle section looks at energy and ways to use it more efficiently in order to reduce greenhouse-gas emissions. The concluding sections look at some of the economics and politics that will be involved in taking any significant action and the necessary dialogue and cooperation that must take place between the developed world and the Third World. A final chapter gives a glossary of some of the terms encountered in the book. The editor begins each chapter with a laudatory overview and introduction of the author.

I was initially rather put off from treating the book seriously, because the first chapter includes remarks such as '...nothing definite can yet be proven about future climate change — but something makes the changes feel different this time.' Not very scientific. However, the following chapters not only provide a sound overview of the doubts and uncertainties in observing and detecting any change in climate, but also make it quite clear that change will come. It is up to us to decide if we want to adopt the 'wait and see' policy, and hope that any change is not too bad, or to take up a 'no regrets' policy that may actually bring economic benefit even if any change is small.

The chapters focusing on the political implications of climate change often give a very different viewpoint to those of the scientist working in the field. Burning a gallon of petrol to give 19 lb of CO₂ seems very much worse than a 0.5% per annum rise in atmospheric CO₂ concentration. Maybe this is how the NGOs should focus attention on the problems of climate change — by putting them into a human context. For many Third World countries, even those likely to be adversely affected by climate change, it is more important to address the issue of expanding population than a rising sea-level. The developed world must also show that it is taking the issues seriously. A casual look from space at the brightly lit cities on the nightside of our planet shows that so far there is little real interest in energy conservation.