

Scholes, Robert. *Modernism in the magazines: an introduction*, by Robert Scholes and Clifford Wulfman. Yale, 2010. 340p index afp; ISBN 9780300142044 <<http://worldcatlibraries.org/wcpa/isbn/9780300142044>> , \$40.00. Reviewed in 2010dec CHOICE.

As a pedagogical guide, this book introduces readers to the field of periodical studies. Divided into eight chapters, plus an appendix, the volume defines modernism; demonstrates Ezra Pound's unparalleled role as a pioneer in the field of periodical studies; and offers guidance for archiving and researching modernist journals. Scholes (Brown) and Wulfman (Princeton) present modernism as a response to social conditions, such as technology, urbanization, consumerism, mass media, and changes in education. Arguing that magazines were central to the development of modernism, the authors demonstrate the interrelationship between the journals' content and their advertisements, using illustrations throughout as evidence. In chapter 6, the authors describe their methodology, offering a heuristic that researchers can use when analyzing magazines; in chapter 7, they explain their archival methods, focusing on magazines published in late 1910. Detailed charts throughout the book present information clearly and concisely, listing, for example, Pound's contributions to magazines, information needed to study journals, and criteria for preserving them. The authors make an intelligent call for the creation of digital databases that will allow students and scholars to search, read, and view journals as they appeared when published. Summing Up: Highly recommended. Lower-division undergraduates and above. -- R. Mulligan, Christopher Newport University © American Library Association. Contact [permissions@ala-choice.org](mailto:permissions@ala-choice.org) for permission to reproduce or redistribute.