

FROMM, Erich & Michael Maccoby.  
*Social Character in a Mexican Village:  
a Sociopschoanalytic Study.* 303p.  
bibliog. index. Prentice-Hall. 1970.  
\$8.95. LC 77-129337.

PSYCH/ANTHROPOLOGY

Over a period of 13 years Fromm and Maccoby did a study of a small Mexican village that had virtually no cultural ties with the past. The purpose was to test a method of applying psychoanalysis to the study of a social group rather than individuals. Their investigations were guided by a theory of dynamic character orientations (essentially, that the individual's mode of orientation to the rest of the world constitutes the core of his character). Their study convinced them that traditional values are often destroyed by the march of modern technology, and the villager is left with a longing for the "good life" of the city. These longings remain unfulfilled, making him feel backward; he remains as poor as before, but with his culture destroyed. All attempts to improve him and his way of life reinforce the process. All of this, of course, has important implications for peasant societies elsewhere. The authors feel that the future of the peasant depends upon a better understanding of his character and its interaction with the socioeconomic conditions in which he lives.

This is a very technical but stimulating book which, I feel, will make a great contribution to any attempt to integrate peasant society into the technological age. Due to its specialized nature, only larger university and college libraries need consider it, but no anthropology or sociology collection should be without it.—*Mary Gormly, California State College at Los Angeles Library*

Gormly, M., 1971: Review Fromm, E. and M. Maccoby: *Social Character in a Mexican Village. A Sociopschoanalytic Study* (1970b, English), In: *Library Journal*, New York, Vol. 96 (1. 3. 1971), pp. 854.

