

be interested in the exact membership of the long list of international organizations that Boyle contacted—too bad that list is not reproduced in this publication. The individual level of Boyle's methodology is approached through a study of the conflict between local and international institutions; no interviews with individuals are reported. Boyle commends the extant literature for its complete discussions of why individuals maintain the practice, how it affects them, and whether they are likely to change.

This work is superb in showing the influence of the international on national policy and individual rights. Messages that begin as global can become local—Boyle refers to this process as “glocalization” (p. 113). A few years ago an undergraduate student of mine, just back from Ghana, puzzled over how to understand the influence of the United Nations in shaping the women's movement in that country. As she saw it, Ghanaian women organized to bring about gender equality, but the United Nations articulated their agenda and strategies. Many Ghanaian women activists embraced the international discourse on gender, and they and others struggled to reframe their local concerns in the language of the United Nations. She wanted to understand what role local initiative played and how the United Nations held its sway. Boyle's work provides an intelligent framework for answering these questions.

Shaping Abortion Discourse: Democracy and the Public Sphere in Germany and the United States. By Myra Marx Ferree, William Anthony Gamson, Jürgen Gerhards, and Dieter Rucht. Cambridge: Cambridge University Press, 2002. Pp. vii+350. \$60.00 (cloth); \$23.00 (paper).

Suzanne Staggenborg
McGill University

Shaping Abortion Discourse is an outstanding empirical study of media coverage of abortion politics in the United States and Germany. Written by a team of four accomplished scholars, the book provides a methodological model for the comparative analysis of media discourse as well as important theoretical concepts that can be used in analyzing media discourse on issues other than abortion. The volume represents years of collaboration between the two American and two German authors in developing the coding instruments, collecting and analyzing the data, and organizing the manuscript. In view of the enormous difficulties involved in this enterprise, the end product is indeed impressive, and the work is likely to have an important impact on subsequent research on social movements, mass media, and democratic processes.

The authors employed multiple methods, including content analysis of newspaper stories and organizational documents, a survey of organiza-

tions, and in-depth interviews with a sample of German and American abortion activists and journalists. The main data collected for the study, quantitative data coded from two major newspapers in each country, allow the authors to track and compare changes in abortion discourse over three decades. In addition to supplementing this data with a survey and interviews, the authors go to extraordinary means to compensate for particular limitations of the data. For example, in showing that individual-rights claims prevailed over women's rights arguments, they supplemented their analysis of newspaper stories with an analysis of documents from leading abortion-rights organizations in the United States (p. 139). In another example, the authors conducted a small-scale study of two southern U.S. newspapers to see if they granted any greater standing to Christian Right themes than did the elite national papers used in the main analysis (p. 178). In short, this is an unusually careful empirical study, which could serve as an exemplar in methods courses.

Substantively, the book tells "two related stories," which might have been two separate books. The authors' first analytic goal is to explain how abortion discourse is shaped in each country by the framing strategies of key actors within the "discursive opportunity structure." The concept of a discursive opportunity structure, which Myra Marx Ferree and her coauthors see as "part of the broader political opportunity structure" (p. 62), encompasses elements of the German and American political systems, sociocultural contexts, and mass media norms. Although some social-movement theorists will be dismayed at the broad use of this term to include all sorts of institutional and cultural factors, the concept allows the authors to identify key differences in the two national contexts that shape abortion discourse. Within each country, various actors attempt to shape the meaning of abortion, and Ferree et al. measure their success in doing so by looking at two major outcomes: *standing* means "having a voice in the media" (p. 86), and *framing* involves contributing "central organizing ideas" (p. 105) to the public discourse. The authors find, for example, that state actors, political parties, and churches have higher standing in Germany, while social-movement organizations and individuals are more likely to receive standing in the United States. With regard to framing, the authors find that a "fetal life" frame dominates abortion discourse in Germany, whereas there is no such consensus in the United States, where a pro-abortion individual-rights frame conflicts strongly with an anti-abortion fetal-rights frame. Surprisingly, abortion is more likely to be framed specifically as a woman's right in Germany than it is in the United States, apparently reflecting a strategic choice on the part of American women's groups.

The second major analytic goal of the book is to evaluate the quality of abortion discourse in the two countries using criteria culled from democratic theory. After spending a chapter reviewing four theoretical traditions labeled representative liberal, participatory liberal, discursive, and constructionist, the authors attempt to measure the quality of abortion

discourse in the two countries. They find that German discourse best meets representative liberal criteria, while American discourse is more inclusive of a broader range of social groups. In an interesting chapter on “metatalk,” the authors employ their interviews with activists and journalists to discuss common and divergent journalistic norms and standards in the two countries and the ways in which activists experience them.

The book provides a wealth of comparative analysis of abortion discourse in Germany and the United States, demonstrating, as the authors conclude, the continuing importance of national context amid globalizing trends. The concept of a discursive opportunity structure points scholars toward important cultural and institutional factors that are likely to influence the shape and quality of discourse, and the methodological model provided by the book is exceptional. The book is less successful in offering potentially generalizable theoretical propositions, as those listed in the book are really findings specific to the comparison between Germany and the United States rather than more general hypotheses or arguments. The task of analyzing and organizing so much data in this study was clearly daunting, but now that this study has been done, it will be much easier for others to design less-extensive studies to explore the important ideas about public discourse introduced here.

The Company Doctor: Risk, Responsibility, and Corporate Professionalism. By Elaine Draper. New York: Russell Sage Foundation, 2003. Pp. xi+397. \$39.95.

Stefan Timmermans
Brandeis University

At the core of *The Company Doctor* lies a norm conflict; company doctors are medical professionals torn between their loyalty to the company and their allegiance to their patients. This conflict is not subtle but apparent in every aspect of company doctors' jobs: the patients they see, the reason they see them, what they will notice, how they will interpret the clinical signs, and what they will report. Corporate physicians are often distrusted by unions and workers as biased corporate mouthpieces and viewed with suspicion by employers as messengers of trouble. Elaine Draper shows that overwhelmingly, company doctors toe the company bottom line, expected to become corporate “team players.” They basically have one opportunity in their career to advocate on a worker's behalf, expose the release of toxins in the workforce or the community, or alert the press to injuries. After that, they are out of a job and likely blacklisted in the business world. Few, however, end up on the street.

The company doctor, then, constitutes an intense manifestation of a central dilemma in contemporary medical professionalization; in spite of