

intelligently in today's world.

Not Only English sums up a consensus within NCTE and the English teaching profession that wider and deeper knowledge of English and other languages, not language restriction, is the route to progress in education and society.

(*Not Only English: Affirming America's Multi-*

lingual Heritage, 1990, edited by Harvey A. Daniels. 135 pages, paperbound. Price: \$8.95; NCTE members, \$6.95. ISBN: 0-8141-3363-0. LC: 90-31354. Audience: National and state policymakers and education officials, school administrators and teachers. Available from NCTE, 1111 Kenyon Rd., Urbana, Illinois 61801. Stock No. 33630-0015.)

The economic clout of the US copyright industries

According to the conclusions of a recent study entitled 'Copyright Industries in the US Economy' (Economists Incorporated, Nov 90), commissioned by the US International Intellectual Property Alliance (IIPA), 'by virtue of the size and dramatic growth achieved by the US copyright industries in recent years, the continued health of these industries has become critical to the long term prospects of the US economy'.

With this study, IIPA, the anti-piracy alliance of the major US copyright industries – computer software, motion picture, music, record and book publishing industries aimed at quantifying the impact of their business in the US economy and hence justify lobbying for US government assistance to improve the protection of copyright, at both national and international levels.

The conclusions of this study reveal the amazing performance of the US copyright industries. These include not only the 'core' copyright industries (i.e. publishing-related industries, computer programming and software, radio and TV broadcasting, advertising, motion pictures, theatrical productions, records and tapes), but also the partial copyright industries (i.e., household and consumer durables, fabric, stationery, photography, business products and services), distribution industries (i.e., transportation, trade, cable TV and satellite), and copyright-related industries (i.e. computers and radio and TV receiving sets).

'The copyright industries now contribute 5.8 percent of US Gross National Product (GNP), and they employ . . . roughly 4.6 percent of the US work force. The copyright industries are now larger than either: US

agricultural and mining industries combined; the construction industry; the transportation industry; or the combined food, textile and apparel, chemical and oil and coal refining industries. Since 1977, the copyright industries have experienced annual growth of 6.7 percent per year; during the same period, the remaining sectors of the US economy grew at only 2.7 percent annually. Since 1977, copyright industry employment has increased at an annual rate of 5.0 percent, while total US employment rose at a rate of only 2.0 percent. Moreover, in a time of dramatic trade deficits, . . . the 'core' copyright industries generated (in 1989) revenues from foreign sales of at least \$22.3 billion'.

According to the study, these figures justify that 'maintaining the competitiveness of the US copyright industries must be among the highest government objectives in preserving America's place in the world economy'. The authors ask for 'far stronger bilateral and multilateral efforts to improve copyright protection around the world and to dismantle other barriers to trade in intellectual property products generally' – particularly within the GATT negotiations. □

Copies of this study can be ordered at the following address:

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(from the *International Publishers Bulletin*, Vol. 7, No. 1, 1991)