The Promise of Communication: A Presidential Address

H. Dan O'Hair, 2006 NCA President, revived the tradition of delivering a presidential address at the NCA Annual Convention in San Antonio, Texas. O'Hair's address centered on how the communication discipline is integral to addressing a host of emerging problems. O'Hair focuses on the growth and reach of the communication discipline and NCA. The following is the address text.

*   *   *

I made mention in the November issue of *Spectra* that San Antonio was the site of my first NCA (or SCA at the time) convention. That was 27 years ago and I was a first year doctoral student at the University of Oklahoma. The convention was larger than life and made good on the promises that were extolled by my mentors and more experienced graduate students. Never once did I think about the possibility of standing here before you tonight until three years ago when I received a call from the NCA office informing me that I had won the election for 2nd Vice President for the world's largest organization for the scholarly study of communication.

It was at the 1979 NCA convention that Jim McCroskey as respondent to the Top-5 papers in interpersonal communication responded to the panel theme, "Are you better off at the end of this decade in IPC research?" His mild and meek response was "Yes, but I hope we are better off at the end of the next decade." Some wonder today if we are better off after 27 years. How about an even longer time

frame? NCA began 1914 in Chicago as the National Association of Academic Teachers of Public Speaking. Are we better off today after 92 years? We usually assume that we are better

H. Dan O'Hair
2006 NCA President

off today although it is wise to remember a comment from George Orwell -- *"Each generation imagines itself to be more intelligent than the one that went before it, and wiser than the one that comes after it."*

The scholarship from the early years of our discipline was strongly and understandably pedagogically-based. However, there were some pioneering intellectual thoughts given to the scientific study of communication. In 1915 in the first publication year of the *Quarterly Journal of Speech* (then known as the *Quarterly Journal of Public Speaking*) J. A. Winans argued for a more scientific and practically relevant study of the speech discipline. "Problems enough of every sort. Some are large, some small. . . . We ought not to be led into dry-as-dust studies, and I do not fear that we shall be; we are too constantly confronted by the practical nature of our work.

Research Board Update: Advocating for Social and Behavioral Science Research

Dawn O. Braithwaite
Research Board Director

In times of increased questions about the value of research and decreased funding for research, NCA is committed to having a voice on the national scene and on Capitol Hill. NCA holds an institutional membership in the Consortium of Social Science Associations (COSSA). The organization's mission statement is as "an advocacy organization that promotes attention to and Federal funding for the social and behavioral sciences. It serves as a bridge between the academic research community and the Washington policymaking community. Its members consist of more than 100 professional associations, scientific societies, universities, and research centers and institutes."

Based in Washington, D.C., COSSA's goals are fourfold:
  • Represents the needs and interests of social and behavioral scientists

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Our difficulty will be in getting into a sufficiently scientific frame of mind…We should begin humbly and grow."[1]   In 90+ years have we delivered on the promise of communication research so eloquently advanced by Professor Winans?

Vice President Sproule, Vice President, Bouchner, Past President Watson, Executive Director Smitter, Board Directors, fellow members, honored guests; it is my genuine pleasure to take the opportunity to share some thoughts with you tonight. There are always so many people to thank and recognize at moments such as these. Mary John, Erica, Jonathan, Andres, my mother and late father, my colleagues and students at the University of Oklahoma, the list is endless.

My goal tonight is to comment on the virtues and vices entangled in "The Promise of Communication." We all have ideas about what constitutes communication and its essence. The theme, The Promise of Communication, serves as a nexus for my own view of communication. I have identified three essential elements that capture my notions for the promise of communication:

- Voice
- Community
- Responsibility

It is always a perplexing challenge to resolve in one's own mind whether conditions lead us down paths of promises that excite us or promises that frustrate us. Sometimes these promises are one and the same. Let me begin with Voice.

Voice

Our field is quick to engage the metaphor of voice to represent the freedom and empowerment to participate and express one self. Two common elements are often thought to comprise voice: Access and Agency. **Access** underlies the more basic of these phenomena and will be construed as permissible entrée to the expression of ideas and opinions. **Agency** is a qualitative different construct in that elements of empowerment stand ready to impose a privileging function in service of one's rights to expression and contribution.

Access

Access is more easily judged from a general perspective, although more elusive to assess from a local or contextual perspective. Most feel that access to participation is a worthwhile ideal. Perhaps the immigration debate stands as representative of that assumption. However, at a general level, too many of us offer lip service to the need for greater access to communication—including the challenge of the digital divide that we only conveniently assumed was a temporary and embarrassing blip on our moral radar screens.

Access has captured our attention in more subtle ways through the lure of transformative communication technology. Instant messaging and cell phone use have reconceptualized how we communicatively relate with others in very strategic ways. More specifically, communication technologies have created an assumption of what Katz and Aakus describe as *Perpetual Contact*. In their book by the same name, these authors argue "how the internal psychological feeling of being accessible or having access changes social relationships."[2]   Their position, situated among many others, is that cell phone use in particular is having a profound effect on normative communication patterns and that many of the unanticipated uses of this technology are proliferating.

We can first look to surveys as evidence of wide spread use. In a poll conducted by BBDO Worldwide in 2005, 75% of cell phone users reported that they had their devices turned on and within reach during waking hours, 59% would never loan their cell out, and 26% felt it was more important to drive back home to get their cell phone than their wallet.[3] Take for example the notion of *absent presence*. According to Kenneth Gergen "at times our presence may go completely unacknowledged. We are present but simultaneously rendered absent; we have been erased by an absent presence."[4]

James Rule illuminates a potential conundrum in understanding cell phone use. Rule wonders, "does the demand for mobile phones . . . more closely resemble the need for an appendectomy or that for a drug fix? To what extent do the needs for which people use mobile phones appear to have pre-dated the technology?" As

he points out, some needs are clearly important such as in emergencies; other needs more likely resemble an addiction model,[5] such as with my daughter Erica.

Another issue of access focuses on the strategic management of interaction. For some, communication technologies offer opportunities for strategic communication. Text messaging in particular is preferred when users are motivated to reduce cues in order to avoid emotional expression. Teenagers such as my 16-year old Jonathan, suggest that text messaging friends about their plans on Saturday night can appear innocuous instead of desperate—"so what's going on tonight?" Recipients can then strategically avoid the issue ("not sure yet") without implicating themselves and at the same time, helping the friend save face—an essential strategy in teen life.

Strategic management of interaction also implicates less talk altogether. There is often an assumption that more communication is better. That is, we should always communicate to fix our problems. My good friend and colleague Claude Miller and I have frequently agreed on the assumption that less talk is sometimes better. One of the hallmarks of conflict management techniques is avoidance in certain situations—cooling off periods. In other instances of strategic interaction management less talk and more action is a superior alternative. Walk the walk should not be discounted. Issues of access and responsible communication will continue to capture our attention.

Agency
Agency constitutes a fundamental issue in communication scholarship and will be no less important in advanced technologically embedded contexts. Broadly conceived agency starts with rights to free speech and exhortation of the 1st Amendment. For its part, the National Communication Association has dedicated itself to the ideals of free speech with several of its policy resolutions with the NCA Policy Platform promoting uninhibited but responsible expression. Some of these include:

- Credo for Free and Responsible Communication in a Democratic Society

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- Credo for Free and Responsible Use of Electronic Communication Networks
- Policy on Diversity
- Policy on Digital Divide

The mere fact that the Policy Platform contains a number of statements on free expression suggests that <u>Free Speech</u> continues to be temporally affected and socially constructed. Communication agency has always been at risk of compromise due to the interpretative lenses of those who find it not as a pure ideal but one that is managed in service of other ideals. The alternative is a position advanced by Daniel Gilbert, Psychologist, Harvard University who remarked --

We live in a world in which people are beheaded, imprisoned, demoted, and censured simply because they have opened their mouths, flapped their lips, and vibrated some air. Yes, those vibrations can make us feel sad or stupid or alienated. Tough shit. That's the price of admission to the marketplace of ideas. Hateful, blasphemous, prejudiced, vulgar, rude, or ignorant remarks are the music of a free society, and the relentless patter of idiots is how we know we're in one. When all the words in our public conversation are fair, good, and true, it's time to make a run for the fence.

This standpoint harkens back to earlier contests over absolute free speech, and this perspective may not suit the tastes of those holding more moderate viewpoints—hence the notion of responsibility. How do we in the discipline of communication promote the promise of free speech in a responsible manner? With the advancement of communication technologies, issues over free speech will grace our presence ever more so.

With access and agency come two critical issues: maintaining a comfortable level of privacy and disentangling the relationships between communication and terrorism.

Privacy
For some, agency necessarily entails the right to privacy and anonymity. Take recent examples of college professors being videotaped during class and finding their performance published on YouTube. Predictably many in the academy are disconcerted with such instances of privacy violations. The AAUP considers posting video of professors a violation of intellectual property rights.[6] In an online discussion of the issues faculty weigh in from multiple perspectives, with some suggesting that video content can be digitally manipulated characterizing professors as bumbling fools (some do not need any editorial help in this regard), others suggest that the issue can be addressed by videotaping all lectures with a time stamp to be used as incontrovertible evidence of what actually happened in class.

Privacy issues extend to general society in meaningful ways as well. Consider the perspective of Kevin Kelly, Editor-At-Large, Wired; and Author of *New Rules for the New Economy*

> *Fancy algorithms and cool technology make true anonymity in mediated environments more possible today than ever before. At the same time this techno-combo makes true anonymity in physical life much harder. For every step that masks us, we move two steps toward totally transparent unmasking. We have caller ID, but also caller ID Block, and then caller ID-only filters. Coming up: biometric monitoring and little place to hide. A world where everything about a person can be found and archived is a world with no privacy, and therefore many technologists are eager to maintain the option of easy anonymity as a refuge for the private.*

How do we unpack the baggage that surrounds privacy as a form of communication agency? Is anonymity an essential characteristic of agency?

An additional issue worthy of consideration is the pubic-privacy dilemma that has recently caught up with high school students who post online content from home. With MySpace and FaceBook reaching millions of high school students in increasing fashion, school administrators have entered the fray of what constitutes responsible communication agency. Note the following incidents:

- A student expelled at an Indianapolis-area school for posting sexually explicit remarks about a teacher on MySpace.
- A cheerleader in the Forth Worth-area was dismissed from the squad for allowing someone else to post content regarding other cheerleaders on her Blog.
- Pittsburgh school officials removed a student from the volleyball team for criticizing an art teacher on the Internet.[7]

School officials argue that issues of 1st Amendment rights have less applicability based on the two issues I raised earlier: temporal dynamics and socially constructed perspectives. To wit, Paul Houston, executive director of the American Association of School Administrators contends that school safety issues, especially in light of recent instances of school violence, are enough to trump freedom of expression. "The context of the times obviously adds a dimension of concern."[8]

Communication and Terrorism
One last point is worth consideration. Access and agency, through technology, create opportunities for communication of all types -- those that empower and those that intimidate. Thomas Friedman, in his best selling book, *The World is Flat* reminds us that a flat world is one where communication is convenient, seemless, real-time, inexpensive, and boundless. It is also important to understand that it is not only the computer geeks, elementary students, and grandmothers who become empowered with flat world communication; it is also al-Qaeda, cyber-terrorists, and netwar perpetrators."[9]

"Acts of terrorism are communicative—they symbolize the views of terrorists and elicit interpretive responses in audiences of terrorism. The rhetorical and symbolic significance of terrorism is prominently instantiated in the work of many scholars."

Miller, Matusitz, O'Hair, and Eckstein focus on a central question concerning the extent to which the essential nature of terrorism assembles from a trio of motivated players: The terrorist group, media, and the audience.[10] Moving beyond previous notions of the symbiotic

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relationship between terrorists and the media, Miller et al instead locate the relationship "in a more complex web involving terrorist groups, their symbolic messages, the co-dependency of media and the obligatory sense of the audience. "Such a codependency phenomenon goes beyond a simple dyadic relationship between eager, gullible, naïve viewers and enthusiastic, greedy, corrupt media corporations. The codependency is, at minimum, triadic, for it must of course include the terrorists themselves. Terrorists must trust in the media to accomplish one of their primary objectives: the spreading of fear and terror. . . . The media provide a means for social integration and social empathy by allowing audiences to gain insight into the circumstances of others—identifying, empathizing, and sympathizing with them in efforts to gain a sense of belonging. The public may feel obligated—even compelled—in their need to comprehend the destructiveness of a terrorist act or the impact it must have on its victims."[11] Both violence and terrorism are often subordinate objectives in service of larger communicative goals.

Communication is indiscriminate in its ability to empower. It is always well to remember the ideals of our profession for supporting the promise of voice. With freedom of speech comes responsible expression. Communication scholarship must stand ready to offer insights into this conundrum.

Community

Community is a term employed by multiple disciplines with the intent of characterizing patterns of interaction. Community can be conceived in a geographic sense, as composites of individuals who work, live, and play in close geographic proximity to one another such as local communities. "However, geographic convenience does not itself create a sense of community. Another way of thinking about communities is from a perceptual sense where proximity may or may not influence how a community is constituted."[12]

The promise of communication is frequently found in communities. "We know about communities of scholars and communities of practice; even spiritual groups and softball leagues think of themselves as communities (*a sense of community*). Key to concepts of communities is how they are fashioned and sustained through communication processes and shared meaning."[13] Within this section, I will take up several issues that are emerging as staples of community communication.

Marc Andreesen, founder of Mosaic later known as Netscape captures some important thoughts about how communities form. "People have an innate urge to connect with one another. And when you give people a new way to connect with other people, they will punch through any technical barrier, they learn new languages—people are wired to want to connect with other people and they find it objectionable not to be able to. That is what Netscape unlocked." It is through community participation that we are able to confirm the democratic vision espoused by Thomas Jefferson. Most importantly, citizen involvement increases government accountability.

Families as Reemerging Communities

After decades of surveys and polls lamenting the decline of the family as an important social unit in people's lives, perceiving families as communities is on the rise. In fact, some research suggests that families are enjoying a resurgence as a "site for communication and action" as Vice President Michael Sproule's convention theme indicates. Consider the following:[14]

• A poll by Newsweek found that 76% of parents claim they are closer with their children than they were with their own parents and 71% report more communication with their college offspring than with their parents at the same age.

• A generation ago parents were seen as obstacles to social interaction, today they are embraced as among their children's best friends.

• College surveys found that freshmen report over ten interactions per week with their parents using cell phones, email, and text messaging. Most reported broad satisfaction with this level of contact and 28% reported they would like even more interactions with their fathers.

• Many college students fully expect to move back in with their parents regardless of their financial situation.

Compare these data with a recent survey conducted by USA Weekend with 1,622 Americans that revealed 67% of respondents view "eating together as a family is a better way to instill good values in children than going to religious services regularly or volunteering regularly."[15] Or, consider an extensive study conducted by the Bureau of Labor Statistics reporting that parents now spend much more time with their children than in previous generations, with fathers reporting twice as much time communicating and caring for their children.[16]

Are we experiencing a "cocooning" effect alluded to by community scholars such as Putnam whereby families wrap themselves in each other and fail to engage the members of other communities? As we examine other community effects, we may find that only communication research will be able to tell us how family communication influences wider community participation.

Virtual Communities

One of those communities is of the virtual type. Research investigating online communication has provided insights into how individuals interact in a virtual fashion for the purpose of sharing information and opinions and thus cooperating to form social systems.[17] A rather poignant position was advanced by Katz, Rice and colleagues which dismantles the arbitrary chasm between online and physical communities promulgated by others.[18] Instead of insisting on distinctions, they argue for a bridging or progression of these communities that serve human kind in similar ways.

Take for example the phenomenon known as *smart mobs*. "Smart mobs consist of people who are able to act in concert even if they don't know each other."[19] Instantiations of this sort are numerous as evidenced by the following examples:[20]

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- The "People Power II" smart mobs in Manila who overthrew the presidency of President Estrada in 2001 organized demonstrations by forwarding text messages via cell phones.

- The website, http://www.upoc.com, enables fans to stalk their favorite celebrities in real time through Internet-organized mobile networks and provides similar channels for journalists to organize citizen-reporters on the fly.

- Cell phones relieve teens from temporal restrictions, allowing them to sustain communities without regard to time. "For teens, if you have a cell phone you can be late."

- Muslim parents have become distraught at the idea that once disallowed social relationships between boys and girls now flourish through cellular technology. In Syria, community building among teenage girls has disrupted a once-paternalistic and restrictive family structure.

Virtual communities should be examined from an opportunistic perspective, offering instances for understanding how people choose to form social bonds.

Community Resilience
Community involvement is not a new phenomenon; recently a National Research Council committee recommended that deliberative and participative community processes should be engaged to inform public policy choices.[21] The committee argued that these processes lead to a more informed public and more support for decisions. Even community members who do not directly participate in the planning and deliberating process have more positive views of policy decisions based on their perception that the process was fair and inclusive of community members' viewpoints.[22]

Regardless of physical or virtual means, increasing community involvement and participation spawns positive civic and social effects often referred to as **resilience**. *Resilience* is a "community building idea promulgated by Grotberg

(2002). Resilient communities are those that enjoy strong relationships within and outside the family, understand the need for vibrant community services (such as education, health, social, welfare), and are energetic in developing a community climate that is compassionate, empathic, respectful, and communicative. Building resilient socially networked communities, where stores of communication capital reside, offer greater comfort and security than disconnected communities."[23]

Communities have offered up the promise of communication for centuries. Community is a convenient but essential element of how societies function. It is within communities where we find out what people are thinking and how they are relating to one another. According to Rebecca Townsend in a recent review essay in QJS, it is within communities we develop "an appreciation for how knowledge, identity and agency are related."[24]

Responsibility

The third promise of communication involves responsibility. I am the first to acknowledge that communication is not the answer to all of the maladies facing society. However, when conditions present themselves, we do have fundamental responsibilities in addressing humankind problems and missteps. Two ideas seem important: (a) responsibility to the human condition and (b) advancing meaningful contributions.

Responsibility to the Human Condition
As Vitousek and colleagues suggest, "We are changing Earth more rapidly than we are understanding it."[25] Isn't <u>understanding</u> an essential element of the "promise of communication?" Our understanding of others must come from both investigations as we have been doing but also from monitoring conditions and trends. This year, the IBM Center for The Business of Government published a report entitled "Six Trends Transforming Government. The report identifies key drivers for change:

- The aging population
- The continued rapid development of technology
- Globalization of economies and services
- The lack of confidence in government

- External threats—terrorism, disasters, etc.

To these trends we must add income inequality. The Economic Policy Institute reports data that between 1979 and 2000 household income in the lowest fifth grew by 6.4% while income from households in the highest fifth grew by 70%. Historically, we know that income disparity is a fundamental source of societal distrust and unrest. How do we in communication respond to these trends and challenges?

One answer lies in taking advantage of funding opportunities meant to address societal problems. The success and dissemination of social science models has led to a shift in government funding priorities. More specifically, communication and related disciplines are now seen as integral to addressing a host of emerging practical problems. For example, disciplines such as ours are expected to play a key role in reforms in health care. We are expected to make substantial contributions to homeland security initiatives ranging from surveillance, interdiction, community preparation, and violence mitigation. We will also be expected to contribute to the identification and communication of meteorological risks. These new initiatives reflect a shift in government priorities to problem-based funding. Ask Dawn Braithwaite and her colleagues on the Research Board. Opportunities for improving quality of life through funded communication research seems to hold great promise.

Advancing Meaningful Contributions
How will communication scholars respond to these and other challenges facing the human condition? Many in the academy consider communication to be an inherently applied discipline. This was a roadblock in our field attempting to gain access to the National Research Council's assessment of doctoral programs that are reported in US News and World Report. It is ironic that many in the field of communication thought just the opposite --that the only practical or applied aspects of communication were instructional practices, pedagogy, and controlling communication apprehension.

More applied research has been graced

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with an ever-expanding exposure to methods. Post-positivists, humanists, interpretivists, and critical theorists find applied research an enterprise that more easily accommodates their ideas and questions. Moreover, communication scholars have become active in addressing significant social problems such as the following:

Child abuse, domestic violence, sexual harassment, smoking cessation, skin cancer prevention, workplace diversity, stay-at-home moms, juror deliberations, globalism, organ donation, hospice care, gender equality, cockpit crises, safe sex messages, media treatment of same-sex adoption, shelter-in-place (terrorism), direct-to-consumer drug advertising, community building, terrorism.

NCA, has pursed practically relevant contributions for some time. Article II of the constitution states "The purpose of the association shall be to promote criticism, teaching, research, and **application** of the artistic, humanistic, and scientific principles of communication." NCA's strategic plan ratified by the Legislative Assembly in 2003 specifically states, "NCA will engage in selected projects that extend and apply communication scholarship to other academic, professional, and civic communities." A second stipulation states that "NCA will promote its publications to a wide audience of scholars and practitioners."

Of course I am in step with my close colleague Michael Pfau where we believe that theory should always play an indispensable role in applied research. I am always reminded of Kurt Lewin's famous statement -- There is nothing more practical than a good theory. In a complimentary fashion, Gary Kreps, Larry Frey, and I have argued that there is nothing more theoretical than good practice. Theory and practice are mutually informing and recursive practices. Julia Wood appropriately argued that, "applied communication research is not bounded by domain. Its nature cannot be demarcated usefully by context." "What defines and distinguishes applied communication research is its insistence on putting theory and research into the service of practice,

and equally, of studying practices to refine theory in order to gain new understandings of how communication functions and how it might function differently, or better."[27]

Accelerating Knowledge Transfer
Who is communication research intended for? Simply put, an academic discipline's ability to transfer knowledge to those who need and support it comes with a price. That price is time. Thanks to David Zarefsky and his colleagues on the Publications Board, NCA now sponsors ten research journals, ICA sponsors three, AEJMC sponsors a half dozen and BEA publishes almost that many. The regional associations weigh in at about a half dozen as well. How long does it take to get these valuable research findings into the hands of those who can benefit? Textbooks and instructional strategies help, but they target such a small portion of the population.

Anil Gupta identifies a separate consideration involving those who we study. The essential question is, how often and to what extent do we return the results of our scholarship to those who we study? She argues that we should "challenge the unaccountable nature of this discourse by insisting that we should share everything we learn from people back with them in their language before sharing it with outsiders, and acknowledge them just as we cite our peers in science. They should be made partners in the process and get a fair share out of any economic or other gains made in the process."[28]

Applied communication research offers a unique opportunity for accelerating this process by demonstrating to potential stakeholders the practical and economic value of what we study. Demonstrating value is a precipitating motivation for why the National Cancer Institute requires each grant proposal to explicitly demonstrate the **"transference"** of the proposal for end users (patients, families, and physicians). NSF has an equally stringent requirement termed "broad impact."

For all of these reasons I have joined with others in promoting our research with stakeholders who can help with the transfer of knowledge -- new media, publicists, federal agencies, and with the publication of a new lay person's publications from NCA similar

to *Psychology Today*. It is entitled **Communication Currents** and was rolled out by the founding editor Joann Keyton this month. We must become more actively involved in knowledge transfer and in moving our research, both basic and applied research, into usable and sustainable knowledge for those who need it.

How do we leverage voice, community, and responsibility for enhancing society?

Delivering on the Promise of Communication

Let me conclude by stating that while we may be taking small steps toward full legitimization as an academic discipline, they are nonetheless important and positive strides that will position the discipline and its members as leaders among those who study human behavior. We have and will continue to position the discipline in important ways. Consider the following:

Classic Articles. Past President Judy Pearson and her committee have embarked on a critical mission of enriching our disciplinary heritage and at the same time transferring knowledge through publication of "Classic Articles" to be published by Taylor and Francis.

Public Relations and Marketing Initiative. The newly established area in the NCA national office for marketing and public relations will go a long way toward getting exposure for NCA members' research – exposure in the hands of individuals, students, media outlets, and government officials.

Replenish Our Stock. The US Bureau of Labor Statistics predicts that postsecondary teachers will emerge as the number one ranked occupation in job growth by 2014. Many of these positions will be in communication. We have seen this year and the last the start of this growth period. With enrollments down in graduate schools how do we respond to this challenge? Richard West and his colleagues on the Educational Policies Board are developing strategies for addressing this very real concern.

In closing, I am persuaded by Martin E.P. Seligman, Psychologist, University

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of Pennsylvania, Author, *Authentic Happiness* who argues that the greatest achievements "occur in cultures that believe in absolute truth, beauty, and goodness."[29]

Let us resolve that the Promise of Communication serves humanity in meaningful ways. With NCA now on solid financial footing through the efforts of Kate Hawkins and her colleagues on the Finance Board, we are better positioned to take on meaningful projects that can make a difference in our society.

As Professor Winans identified almost a century ago, "Problems enough of every sort. Some are large, some small." We have never been positioned so strongly to deliver on the promise of communication. Promises of voice, community, and responsibility.

I join with Thomas Friedman when he argues for promoting dreams instead of memories. The promise of Communication lies not only in celebrating our past, but in honoring our obligation and commitment to the human condition. We have come a long way in 92 years--we have much to accomplish in the next 92! We can do so through the **promise of communication**.[30]

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Call for Papers: *Communication Monographs*

Mike Allen, editor-elect for *Communication Monographs*, announces a call for submissions. Papers sent to *Communication Monographs* should be submitted to Manuscript Central (http://mc.manuscriptcentral.com/rcmm) starting on January 15, 2007. As of that date, Alan Sillars, current editor of *Communication Monographs*, will have enough manuscripts to fill remaining issues.

Communication Monographs publishes original manuscripts providing some empirical analysis, theoretical argument, or review of the process of human communication. Any methodological or theoretical perspective will be considered as long as the subject/object of the manuscript is human communication. The journal serves the entire community and therefore articles must be written in a manner that is accessible to scholars across the discipline. Emphasis will be placed on readability and completeness of explanation as well as the contribution to our understanding of human communication.

All articles using quantitative data must provide the means, standard deviations, and reliability for each variable as well as a complete correlation matrix. All non-quantitative empirical manuscripts must provide information about the accessibility to the raw information used in the analysis.

All questions and queries should be directed to the editor-elect at: mikealle@uwm.edu

Dale Hample will serve as the Issues Forum editor. Dale welcomes questions and suggestions about this biannual contribution to the journal. Dale Hample can be contacted at d-hample@wiu.edu.