



OUR VISION

The field of communication studies is one of the most exciting disciplines to study. Many students agree with this assertion as communication is one of the most popular majors in college (Kramer, 2010). And many employers agree that this major equips students with a variety of competencies that are valued in the workplace including interpersonal skills, organizational skills, presentational skills, leadership, teamwork, critical thinking, reasoning, and cultural awareness (Myers et al., 2021). With research topics ranging from navigating online dating, to recognizing deception and lying, to playing videogames, communication research has produced findings that are relevant to, and may significantly enhance, our daily lives if we understand them. This textbook is designed to help you review some important communication research findings published in our peer-reviewed journals across major communication contexts (and intersections among these contexts). As Kramer (2010) noted, “unless we believe that students do not learn anything from our classes, then our research makes a difference in their personal and professional lives” (p. 435). We want to make a difference in your life with information you are likely to care about, because we, like many other scholars, believe communication scholarship does make a difference in helping people become more effective communicators (Hummert, 2009).

This edited volume is unique as our brief chapters translate research programs into simple real-life practices, suggestions, reflections, and applications across major communication contexts (computer-mediated, family, gender, health, intercultural, interpersonal, instructional, media, nonverbal, organizational, persuasion, political, science, and sport). As Frey (2009) noted, “because of its perceived lack of relevance and accessibility, to make a difference, scholarship typically has to be *translated* for use by other audiences” (p. 267). Petronio (1999) explained that “translating means that we take the knowledge discovered through research or theory and interpret it for everyday use. Translators develop pathways for converting research knowledge into practice” (p. 88). This book does precisely that it translates some of the best research findings into practice so you can be an effective communicator in a variety of real-life situations and contexts.

We believe that students who are introduced to our discipline should leave their introductory course with practical knowledge they can use in their daily lives. This perspective is rooted in the tradition of applied communication research. According to Wood (2000), applied communication scholarship adopts a pragmatic focus by “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” (p. 189). Therefore, this book provides research findings from programs of published studies that have practical implications, if not direct advice, on how to communicate more appropriately and effectively. Since we know how fun and exciting the field is, we believe that students should learn about research findings that are directly relevant to them.

We are very fortunate to publish 42 brief mini-chapters that highlight major programs of communication research across critical, rhetorical, and social science perspectives. And we are even more fortunate to feature chapters from the most published and prolific communication researchers in the field. Every chapter in this book is written by experts who are exceptional scholars with impressive research agendas. We are proud to say that we have the “all-star team” of communication researchers (and their awesome graduate students) writing and translating their own research in a conversational tone. Our approach is designed to provide undergraduate students with better “take-aways” from an introductory course, show them a diverse cross-section of the state-of-the-art communication research, help them recognize major programs of research and the prolific scholars who do this research, and ultimately give them practical real-life advice grounded in scholarship. We know that translational communication scholarship can make a difference in your lives if you apply the principles and findings featured in this book. It is also our hope that you enjoy what you learn and find this translational research to be helpful advice that can aid you in the meaningful practice of communication in life.

Cheers!

Alan K. Goodboy

Professor

Peggy Rardin McConnell Research Chair
West Virginia University

Kara Shultz

Vice Provost of Undergraduate Education

Dean of Honors College
Commonwealth University of Pennsylvania

REFERENCES

- Frey, L. R. (2009). What a difference more difference-making communication scholarship might make: Making a difference from and through communication research. *Journal of Applied Communication Research*, 37(2), 205–214. <https://doi.org/10.1080/00909880902792321>

- Hummert, M. L. (2009). Not just preaching to the choir: Communication scholarship does make a difference. *Journal of Applied Communication Research*, 37(2), 215–224. <https://doi.org/10.1080/00909880902792313>
- Kramer, M. W. (2010). It depends on your criteria. *Communication Monographs*, 77(4), 435–437. <https://doi.org/10.1080/03637751.2010.523594>
- Myers, S. A., Goodboy, A. K., Kromka, S. M., Shin, M., Pitts, S., & Bertelsen, D. A. (2021). A curricular view of communication course offerings of National Communication Association department members. *Communication Education*, 70(4), 421–434. <https://doi.org/10.1080/03634523.2021.1951313>
- Petronio, S. (1999). “Translating scholarship into practice”: An alternative metaphor. *Journal of Applied Communication Research*, 27(2), 87–91. <https://doi.org/10.1080/00909889909365527>
- Wood, J. T. (2000). Applied communication research: Unbounded and for good reason. *Journal of Applied Communication Research*, 28(2), 188–191. <https://doi.org/10.1080/00909880009365567>

ALL RIGHTS
RESERVED