

Lessons About Engaged Communication Scholarship: I Heard It Through The Grapevine.

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Abstract:

Everything I know about engaged communication, I heard through the grapevine through a thicket of research about applied communication research that goes back to 1968 when Marvin Gaye released his hit single. The fact that communication research, which served as the roots of engaged scholarship, surfaced as a new form of communication in 1968 (Cissna, Eadie & Hickson, 2009), makes perfect sense-the events and social trends of 1968 match the principles of the newly emerged research discipline. Looking back at lessons from 1968 can provide exemplars for engaged communication scholarship, how it is practiced today, and how we can apply these principles in our own world to make a difference in the world. This article explores models, benefits, challenges, and the future of engaged communication. "People say believe half of what you see, son, and none of what you hear. But! can't help bein' confused. If it's true, it's dear."

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