

COMMUNICATION YEARBOOK 8

edited by
ROBERT N. BOSTROM
Associate Editor
Bruce H. Westley

an Annual Review Published for the
International Communication Association



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Communication Yearbook is an annual review. The series is sponsored by the International Communication Association, one of several major scholarly organizations in the communication field. It is composed of 2,500 communication scholars, teachers, and practitioners.

Throughout its 35-year history, the Association has been particularly important to those in the field of communication who have sought a forum where the behavioral science perspective was predominant. The International Communication Association has also been attractive to a number of individuals from a variety of disciplines who hold communication to be central to work within their primary fields of endeavor. The Association has been an important stimulant to the infusion of behavioral concepts in communication study and teaching, and has played a significant role in defining a broadened set of boundaries of the discipline as a whole.

The International Communication Association is a pluralist organization composed of eight subdivisions: information systems, interpersonal communication, mass communication, organizational communication, intercultural and international communication, political communication, instructional and developmental communication, and health communication.

In addition to *Communication Yearbook*, the Association publishes *Human Communication Research*, the *ICA Newsletter*, and *ICA Directory*, and is affiliated with the *Journal of Communication*. Several divisions also publish newsletters and occasional papers.

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