

# The Communication Manifesto



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Contemporary societies demand clear-minded, evidence-based ideas to address complex social issues. Communication scholarship has a rich trove of knowledge and experiences to help address such problems. In this passionately argued manifesto, Silvio Waisbord examines public scholarship in communication studies and its potential for contributing to the common good. He discusses the various ways scholars seek to serve the public as practitioners, experts, advocates, activists and critics, and underscores their significant contribution which has not, to date, been properly supported or recognized. Only by tackling academic institutional politics, he argues, will it be possible to strengthen public scholarship as central to the mission of communication studies. The Communication Manifesto is a roadmap to action and will inspire communication scholars and students to be public citizens, thereby connecting their work and expertise to the causes of solidarity, humanity and social justice.

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Silvio Waisbord is Professor of Media and Public Affairs at George Washington University.

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