

**NCA 110th Annual Convention
Call for Participation
“Communication for Greater Regard”
November 21-24, 2024
New Orleans, Louisiana**



As we celebrate the 110th anniversary of NCA annual conventions, the 2024 Convention theme calls us to convene around “Communication for Greater Regard.” Regard is a word of Old French origin and is connected historically to New Orleans by the city’s fertile French roots—making this remarkable city an ideal location for learning, discussing, and contemplating communication for greater regard. Greater regard is a process of cultivating care and concern; that which we regard is deemed important, granted value, and given consideration. To be a “regarder” is to be one who watches, takes notice, and is expressive, often by increasing with thoughtful intensity amid a climate where less use of regard is occurring.

Communication is both the conduit and manifestation for greater regard. For our 110th Annual Convention, we invite thought-provoking papers, panels, pre-conferences, posters, and programming that engage the three-fold nature of our collective, magnificent stewardship of communication for greater regard: (1) greater regard for what has been before us, (2) greater regard for what is presently around us, and (3) greater regard for what will be beyond us. A variety of questions and approaches, which are often both complementary and competing, exist for exploring this theme including: What does it seem the discipline has regarded for 100+ years? How does communication function in today’s climate to enrich greater regard, how has this shifted over the years, or does it need to shift in the future? How is greater regard currently exhibited in communication research, teaching, service, and practice? How are priorities and power structures shaped in the discipline and/or in human communication endeavors through greater regard or to create greater regard? What intentional contributions should we be actively undertaking to foster greater regard?

An extension of “Communication for Greater Regard” is examining when and how communication functions with disregard. Thus, this Call also invites conversations about what has been ignored, dismissed, or devalued in our discipline alongside investigating what should be given more consideration. The convention theme is inclusive of submissions designed to foster a steady, significant look at what has been/is being disregarded.

Thank you for the honor of serving you and our Association. I look forward to seeing you next year in New Orleans, which will be 30 years since my first NCA convention that was held in the same city. As communication scholars, educators, and practitioners, we must continue to be “regarders” who hold space for conversations that probe what greater regard and disregard look like in 2024 and beyond.

Jeanetta D. Sims
NCA Second Vice President

About the Convention Logo

Our 110th convention logo celebrates this year’s theme and NCA’s robust history with deep symbolism. The variety of colors represent calmness, intelligence, honesty, creativity, exploration, growth, adventure, power, hope, nobility, and optimism—all attributes of greater regard. NCA 2024 at the core acknowledges 109 years of past annual convention programming reaching out into the future as a reminder to advance the Association vision and avoid mission drift. The bold, bright shape of a sun reflects the broad array of Association and member diversity, influence and impact while depicting space for what has been disregarded, missed, or is yet to come. The pattern of the sun resembles our technologically networked world as a preview of future virtual learning opportunities that connect members and non-members to one another and to NCA.