COMMUNICATION’S ROLE IN DETERRING AND RESPONDING TO TERRORISM
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COMMUNICATION’S ROLE IN DETERRING AND RESPONDING TO TERRORISM

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ABOUT spectra

Spectra, the magazine of the National Communication Association (NCA), features articles on topics that are relevant to Communication scholars, teachers, and practitioners. Spectra is one means through which NCA works toward accomplishing its mission of advancing Communication as the discipline that studies all forms, modes, media, and consequences of communication through humanistic, social scientific, and aesthetic inquiry.

NCA serves its members by enabling and supporting their professional interests. Dedicated to fostering and promoting free and ethical communication, NCA promotes the widespread appreciation of the importance of communication in public and private life, the application of competent communication to improve the quality of human life and relationships, and the use of knowledge about communication to solve human problems. The views and opinions expressed in Spectra articles are those of the authors and do not necessarily reflect those of the National Communication Association.

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A new York City summer ended for me the Friday night before 9/11. A typically hot and hazy early September day, when the horizon and sky melt into a vast undifferentiated gray of stifling humidity, had given way to a lovely night of breezes wafting off the Bay and down the Hudson River, bringing sweet moments of reprieve as they danced along the elegant Avenues. I had dinner that night—fresh pasta from Piedmont Ravioli at Mulberry and Grand, cheeses and olives from Murray’s on Bleeker; fresh arugula and greens from the Farmer’s Market in Union Square—with friends in their 15th St. apartment in the giant marble-clad Stewart Building, named after A.T. Stewart, who in 1846 built the “Marble Palace,” what historian Stuart Blumin has called the nation’s first “large and elegant dry goods emporium.” From the 14th floor of Stewart’s namesake, with historic Grace Church across the street, we gazed out at the Empire State Building towering over the water tanks and rooftop gardens of midtown, the building’s festive lights casting colored shadows across the majestic skyline.

Four anguished days later, after frantic phone calls, I learned that Mark, my childhood friend who worked in the Towers, had left the building for a meeting uptown just minutes before the first plane hit. Who knew that his need for a second cup of coffee would save his life? Everyone in the city lost somebody or something—a neighbor, a friend, a mother, a lover, a son, a dream, a father, a vision, a sense of safety, a daughter, a sense of well-being. Even months later, walking around ground zero, the crowds were terrified, everyone crying, clinging to their loved ones as if life depended on it, holding tattered pictures of those who would never come back. And so, after the attacks, I walked around for weeks, bodies plunging to death etched into my heart, Allen Ginsberg chanting in my ears “Holy! Holy! Holy! Holy! Holy! Holy! Holy! Holy! Holy! Holy! Holy! Holy! Holy! Holy! Holy! Holy! Holy! Holy! Holy! Holy! Holy! Holy! Holy! Holy! Holy! Holy! Holy! Holy! Holy! Holy! Holy! Holy! Holy! Holy!”

September 2017 marks the 16th anniversary of 9/11. In those intervening years, I presume we have learned the hard way that bombing Afghanistan, Iraq, Yemen, and Somalia back into the Stone Age has neither provided relief for our collective 9/11 trauma nor stopped the deadly rage of fanatics. In fact, we now know in a definitive, non-controversial way that overreacting is precisely what the terrorists wanted us to do following 9/11. They wanted us to prove to the world that America is an imperialist, racist, heavy-handed murderer who rains bombs down on the impoverished. This point cannot be stressed enough: 9/11 was meant to trigger a wave of communicative escalation, a new age of infelicitous Otherving, a flood of speech and action meant, in the long run, to destabilize America on a course of action so shortsighted that the enemy could not have made a greater breach in our defenses.

But even more than this sense of worry about America’s “defenses,” I have come post-9/11 to worry about the very soul of the nation. As Susan Sontag observed in “On Regarding the Torture of Others,” an essay about the atrocities committed in the Abu Ghraib prison, we have become a culture that revels in cruelty:

“President George W. Bush has awoken the entire Islamic world. [He] are grateful to him.” Like Marianne Moore, a poetic voice of reason from another age of war, I feared in those first post-9/11 years that my President had launched America on a course of action so shortsighted that the whole world was watching, and that how the United States responded would set the tone for generations’ worth of choices. Do we cherish free speech more than order? Do we value privacy above national security? What will we invest in health care or weapons? Will we negotiate with those whose values clash with our own? Especially as terrorism goes viral, with individual agents or resilience, or healing, or vengeance. These are communicative questions at heart, for as I have noted, Al Qaeda launched 9/11 with full knowledge that the final outcomes of these questions will go a long way toward determining the final outcomes of 9/11.

The essays collected in this issue of Spectra speak to the broad issues addressed above, in particular the question of how our collective post-9/11 life has become enmeshed in discourses of fear, or preparedness, or resilience, or healing, or vengeance. These are communicative questions at heart, for as I have noted, Al Qaeda launched 9/11 with full knowledge that the whole world was watching, and that how the United States responded would set the tone for generations’ worth of choices. Do we cherish free speech more than order? Do we value privacy above national security? What will we invest in health care or weapons? Will we negotiate with those whose values clash with our own? Especially as terrorism goes viral, with individual agents...
Bachelor's Degrees Awarded by Discipline, 2015

Communication 24.4% (excluding professional)
English Language & Literature 20.8%
General Humanities/Liberal Studies 20.1%
History 13%
Languages & Literatures Other than English 7.1%
Linguistics 3.5%
Study of the Arts 3.4%
Other 7.8%
Philosophy 3.2%

Since 1987, Communication and English Language and Literature (ELL) have been the two disciplines producing the largest number of degrees in the humanities. However, as a share of the total humanities degrees conferred, Communication degrees increased by 44 percent from 1987 to 2015, while ELL degrees decreased by nearly one-third during that period.

Bachelor's Degrees Awarded in Communication, 2012–2015

- Bachelor's degrees were awarded in Communication that year.
- In 2015, Communication accounted for the largest share of humanities bachelor's degrees; nearly one-quarter of all humanities degrees.
- From 2012 to 2015, the number of bachelor's degrees awarded in Communication increased. In fact, Communication was the only humanities discipline to experience an increase in the number of degrees awarded from 2012 to 2015, with an 8 percent increase.
- The American Academy of Arts & Sciences' Humanities Indicators project recently released an analysis of bachelor's degrees in the humanities. However, as a share of the total humanities degrees conferred, Communication degrees increased by 30.1 percent from 2012 to 2015.

DATA ABOUT THE DISCIPLINE

Communication is Only Humanities Discipline to Experience Bachelor's Degree Completion Growth

The American Academy of Arts & Sciences' Humanities Indicators project recently released an analysis of bachelor's degrees in the humanities. The analysis found that while the overall number of bachelor's degrees in the humanities declined by 9.5 percent from 2012 to 2015, the number of bachelor's degrees awarded in Communication increased. In fact, Communication was the only humanities discipline to experience an increase in the number of degrees awarded from 2012 to 2015, with an 8 percent increase.

In 2015, Communication accounted for the largest share of humanities bachelor's degrees; nearly one-quarter of all humanities degrees were awarded in Communication that year.

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A nts of terrorism have periodically rocked our world for thousands of years. As terrorists’ methods and operations have evolved, so have the language and media used to help deter, perpetuate, respond to, communicate about, and recover from incidents of terror. The rise of cable news television, digital journalism, and social media networks have all served to increase global exposure to the ideologies of terrorist organizations and coverage of terrorist attacks—especially since the tragic events of 9/11. Thus, communication plays an ever-important role in how we perceive, talk about, disseminate, and respond to terrorism-related news and policies. In this issue of Spectra, five Communication scholars write about the ways in which our discipline can help others explain terrorist rhetoric, and use communication channels to share information smartly and safely, guide global leaders, and heal after traumatic and tragic experiences.

Leaders have always had the ear of their nations’ citizens, but their words (or tweets) now travel beyond borders to reach the far corners of the globe. As Carol Winkler explains in her opening article to the magazine, what global leaders say about terrorism matters in profound ways. Presidents and prime ministers’ words can provide fodder to terrorist organizations, guide public reaction to events at home and abroad, and/or sway support for policies aimed at deterring terrorism. “The speed and diffusion of today’s global media demands that U.S. presidents maintain a resilient, credible public posture that is backed by actions consistent with their public messaging,” she writes.

In their article, Hamilton Bean and Bryan Taylor argue that terrorism is ultimately a communicative act, because it is “commonly motivated by political ideology and grievance.” They describe how communication theory can help policymakers, officials, and citizens prepare for and respond to terrorism, by offering concepts such as grounded theory, network theory, cybernetic tradition, risk communication, and more. When it comes to communication by and about terrorists, “rather than perpetuating traditional concerns such as the transmission of information,” Bean and Taylor suggest focusing on how “communication constitutes particular kinds of identities and relationships.”

Not surprisingly, increasing numbers of Communication researchers are studying the use of social media to respond to and potentially prevent acts of terrorism. Stephanie Madden writes about how the proliferation of easily accessible digital platforms and communication channels has facilitated the spread of misinformation and hoaxes in the immediate aftermath of terrorist events. She also highlights the positive effects and uses of digital communication tools, which help survivors to check in with loved ones, and intelligence and government agencies to deter impending attacks and counter radicalization rhetoric.

Finally, Shane T. Moreman’s essay looks at Communication’s role in healing in the wake of terrorist events based on his personal experiences living as a Latinx and queer man. He offers recommendations on how to inquire into viewpoints that differ from our own, so that in the wake of terrorism, “we will heal through the formation of communities that are based on genuine interest outside of ourselves and within relation to our cultural surroundings.”

Whether we experience terrorism ourselves or are witnesses to it via Facebook, television news, or other media, it is nearly impossible to escape—terrorism has become a part of our daily lives. And, Communication will continue to play an increasingly prominent role in how we discuss and respond to terrorists and terrorism. Perhaps it also can play an even larger role in helping to deter future attacks. We hope this issue of Spectra provides some insight into that possibility.
Speaking of Terrorism...

How and Why Leaders’ Words Matter

By Carol Winkler, Ph.D.

Words matter. And when U.S. presidents publicly talk about terrorism, they matter in profound ways. In the contemporary era, they signal allies about the global priorities of the United States, help define the diplomatic standing of countries within the global community, model other international leaders’ own rhetorical choices about terrorism, and can shape intelligence-sharing or other security arrangements between allies in the fight against the terrorism threat.

At times, the words of presidents also function as fodder for extremist groups’ media campaigns. Edited and repurposed, presidential statements can and do serve as inflammatory components of recruitment materials that are designed to attract those sympathetic to terrorist causes. Because such groups now produce and package their own messages across multiple platforms—magazines, newsletters, and videos—the potential negative impact of presidential messaging is magnified. A 2015 International Centre for Counter-Terrorism—The Hague research paper by Alex P. Schmid noted that ISIS alone was sending out 90,000 tweets and other social media responses each day.

The rhetorical choices of U.S. leaders also help guide public reaction to violent events at home and abroad. The decision to label a violent attack an act of terrorism often heightens the public’s anxiety levels and helps narrow the range of what the public considers appropriate response options. In 1990, when George H. W. Bush was attempting to rally support for his Gulf War, for example, his internal polling showed that describing Saddam Hussein as a “terrorist dictator” moved the majority of the public from reluctant to supportive. Today, the former Obama administration continues to receive criticism for failing to act with due haste to publicly label the 2012 attacks in Benghazi as an act of terrorism.

In my book, In the Name of Terrorism: Presidents on Political Violence in the Post-World War II Era, I document how the term “terrorism” is particularly impactful because it serves as a key term for defining the boundaries of American culture. The flexible, adaptive meaning of the term unites disparate audiences in ways that empower U.S. presidents to carry out actions that the public might otherwise consider inappropriate, if not entirely unacceptable. Within this complex of competing interests, the central question becomes, “What should a president say about terrorism in public?”
DEFINING THE PROBLEM OF TERRORISM

When presidents publicly discuss terrorism, they immediately face a fateful choice. They can focus on the terrorists’ identities, ideologies, victims, or behaviors. If they emphasize identity, they might limit their public comments to states or groups listed on the U.S. State Department’s official list of State Sponsors of Terrorism or Designated Foreign Terrorist Organizations with proven patterns of conducting or supporting acts of politically motivated violence. Or, they might cast a wider net by labeling certain dangerous groups and individuals that have demonstrated terrorist’ identities, ideologies, victims, or behaviors. If simply put, no one terrorist ideology exists, as groups often interpret the defining values of their cultures in unique ways. Competition between perspectives often leads to aggressive, if not violent, confrontations between the groups, as the contemporary case of relations among ISIS, the PKK, and the al-Nusra Front in Iraq and Syria attest. Some groups have now pledged life-long allegiance (bay’ah) to al-Qaeda and ISIS; many others posing threats now and in the future, have not. Hence, presidents attempting to homogenize the ideology of all terrorist groups risk their own credibility, if not some of their capacity to enlist the international support needed to address the threat of terrorism. If other countries choose to support U.S. efforts despite the questionable veracity of the public stance, the ideological approach nonetheless bolsters the “clash of civilizations” narrative that groups such as al-Qaeda and ISIS repeatedly utilize in their media campaigns to attract an ongoing supply of recruits to their causes.

A further challenge looms in the ideological approach when groups listed by the State Department as terrorist organizations win elections in their own countries. Hamas, with its majority standing in the Palestinian National Authority, and ousted President Mohamed Morsi, Egypt’s first democratically elected leader backed by the Muslim Brotherhood in Egypt, serve as recent examples. Ideological slants on terrorism make the principle of honoring free and fair election choices in these cases particularly challenging, as they treat all designated groups, elected or not, as component parts of a homogenized terrorist threat that lacks distinction.

Given the risks associated with identifying terrorists by affiliation or characterizing their core ideology, U.S. presidents should, instead, focus on the horrifically violent behaviors inflicted upon the victims of terrorists. Violent acts, such as the use of chemical, biological, or nuclear weapons and the intentional killing of innocent civilians, function as unifiers for the majority of the world’s nations and the populations living in those nations. To maintain needed global credibility, the featured behaviors should highlight unacceptable acts of violence where America lacks culpability or, at least, where clear evidence exists that U.S. actions are demonstrably distinct from and preferable to those of its opponents.

Presidents should characterize victims in ways that emphasize their innocence, where appropriate. Highlighting politically motivated, violent acts against humanitarian workers, journalists, ambassadors, and innocent women and children, for example, helps position the United States to appear, by contrast, as a nation that is committed to aiding those in need, embracing freedoms of the press, wanting to resolve problems through diplomatic channels, and fighting wars while respecting non-combatants.

COMMUNICATING ABOUT TERRORISM INCIDENTS

With thousands of terrorist attacks occurring each year, and annual deaths from those attacks numbering in the tens of thousands, presidential administrations must select which events to incorporate in their public discourse.

The mention of a terrorist incident, and its cumulative interaction with other incidents the president has previously mentioned, requires a thorough, strategic consideration.

With thousands of terrorist attacks occurring each year, and annual deaths from those attacks numbering in the tens of thousands, presidential administrations must select which events to incorporate in their public discourse.
Both Jimmy Carter and Ronald Reagan openly discussed their concern for U.S. citizens held as hostages. Both leaders suffered more than 20 point drops in their approval ratings when the public lost faith in their ability to bring a swift end to their respective crises. By choosing instead to publicly comment on acts of terrorism with identifiable endpoints such as bombings, chemical weapon use, vehicle attacks on pedestrians, etc., presidents maintain public focus on matters they can influence. Televised presidential addresses can publicly describe a punishing response the media documents or that the incident will come to a peaceful conclusion. By publicly discussing their concern for U.S. citizens held hostage, U.S. presidents can maintain a resilient, credible public posture, while continuing to respond to a problem likely to continue into the future. The speed and diffusion of today’s global media demands that U.S. presidents maintain a resilient, credible public posture that is backed by actions consistent with their public messaging. Maintaining the moral high ground is essential if the United States is to win the war of ideas that will help stem the steady flow of recruits to the terrorists’ cause.

COMMUNICATING THE U.S. RESPONSE
Viewed simply from a short-term, domestic political perspective, U.S. presidents have an obvious incentive to say they will win the fight against terrorism. Raising public expectations of success, however, may carry swift, if not immediate, political repercussions in the era of instant global communication. Consider the case of ISIS. Even as coalition forces escalate a successful military campaign causing the group to rapidly lose control of territory in Iraq and Syria, global media outlets and cellphones alike circulate evidence of ongoing, successful ISIS and ISIS-inspired attacks against Western democracies (e.g., Great Britain, France, Sweden, Germany, Australia, and the United States), and even more numerous attacks against the rest of the world (e.g., the Middle East, Africa, and Asia). A single attack by a shooter, driver, or airline passenger has the potential to dramatically undermine public confidence in a president’s ability to keep the nation safe.

Previously, U.S. presidents have relied upon war and crime narrative frames to guide their public statements about possible responses to terrorism. Declaring a war on terror, however, invites the American public to expect the unlikely, if not impossible, scenario of eventual surrender by the enemy. Even if the leadership stresses the prospect of a lengthy conflict ahead, the public will still anticipate celebrating victory someday. Similarly, focusing on bringing perpetrators to justice creates challenges for presidents, as a cellphone picture of a free, alleged perpetrator easily demonstrates the limits of the criminal prosecution model. While all presidents will continue to battle terrorist groups and work to incarcerate violent offenders, they also need to develop a revised communication strategy that reassures the public.

In speeches discussing ISIS, for example, presidents could articulate an achievable standard of winning by focusing exclusively and consistently on the goal of removing ISIS from the lands they control in Iraq and Syria. Such an approach would allow U.S. leaders to claim a credible, achievable victory in the foreseeable future, while simultaneously undermining the integrity of the oft-repeated ISIS message strategy of “remaining and expanding” articulated early on in Dabiq, the group’s online, English-language publication. Partitioning the politically useful concept of winning into a series of achievable outcomes positions U.S. presidents can maintain a credible, public posture, by splicing their words with vivid, engrossing pictures of ongoing attacks by the “defeated” groups. In speeches discussing ISIS, for example, presidents could articulate an achievable standard of winning by focusing exclusively and consistently on the goal of removing ISIS from the lands they control in Iraq and Syria. Such an approach would allow U.S. leaders to claim a credible, achievable victory in the foreseeable future, while simultaneously undermining the integrity of the oft-repeated ISIS message strategy of “remaining and expanding” articulated early on in Dabiq, the group’s online, English-language publication. Partitioning the politically useful concept of winning into a series of achievable outcomes positions U.S. presidents can maintain a credible, public posture, while continuing to respond to a problem likely to continue into the future.

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CAROL WINKLER is Professor of Communication at Georgia State University. She is a scholar of presidential foreign policy rhetoric, argumentation and debate, and visual communication. Her recent book, in The Name of Terrorism (IUP, 2006), won the outstanding book award in political communication from the National Communication Association.
In mainstream discussion, “terrorism” is typically defined as the unpredictable use of violence by non-state actors to injure and kill non-combatant civilians. However, because terrorism is commonly motivated by political ideology and grievance, it is also depicted as a fundamentally communicative act. In this view, terrorists design and enact violence as a message, one that is meant to express ruthless resolve, and to intimidate and coerce governments and their citizens (e.g., by undermining the faith of the latter in the ability of the former to secure their everyday existence). Indeed, terrorists typically calculate the form and content of their violence (e.g., its location and timing) to maximize both its media coverage and its congruence with related political and military strategies.

THE PROMISE OF COMMUNICATION THEORY?

These conventions suggest that communication theory might help policymakers, officials, and citizens prepare for and respond to terrorism. This assumption is challenged, however, by two contingencies. The first arises from theory’s status as a scholarly project that seeks to explain, predict, and influence communication through rigorous, empirical, and falsifiable investigation. While these values commonly establish the scientific legitimacy of theory, the activity of theorizing cannot transcend the ethical and political issues evoked by terrorism. That is, even though terrorism is commonly stigmatized (and with good reason), that status does not preclude the responsibility of scholars to explore underlying questions. Examples include why groups choose to violently express their grievances, how powerful actors (e.g., states) define and invoke this term to pursue their own interests (e.g., to maintain their monopoly on the legitimate use of force), and whether targeted groups should respond to terrorism by modifying their existing policies. In opening itself to these questions, the traditional value of objective theory yields to the values of reflexivity and accountability. Scholarly inquiry subsequently proceeds from alternate questions: “In whose interests do we seek to understand and control terrorism communication?” and “How do these interests alternately enable and constrain the questions we ask and the claims we argue?”

The second contingency involves the paucity of actual theorizing about terrorism-related communication. Curious stakeholders might reasonably begin their exploration here with the scholarly journal Communication Theory. Surprisingly, however, in a journal that has been publishing for more than two decades, the root term “terror” appears only three times in its article titles. A softer search for secondary use of this term in the journal’s archive yields 26 additional hits, with most connected to perennial concerns such as “media” and “networks.” Shifting to a broader search for the terms “communication theory” and “terrorism” in the database “Communication and Mass Media Complete,” we find 40 items—with only 10 published in the mainstream journals of either ICA (nine of ten) or NCA (one of ten). This pattern, of course, does not implicate the quality of existing theorizing—merely that this topic has not (yet) been extensively treated.

COMMUNICATION THEORIES AND TERRORISMS

Those seeking to cultivate this connection might usefully consider what Robert Craig calls communication’s meta-theoretical “traditions.” Craig’s scheme groups together specific communication theories that share similar philosophical commitments. One example is the “cybernetic” tradition, which emphasizes the classic sender-message-channel-receiver (SMCR) model. This model is routinely evoked in institutional and strategic discussions of terrorism. Indeed, Judith Times has identified more than 100 academic journals publishing terrorism-related studies, a good number of which draw upon information-related concepts, such as channel, transmission, and decoding. This perspective is further normalized as...
stakeholders fixate on the covert use by terrorist actors of communication technologies (e.g., encryption, the darknet, etc.). It is doubtful, however, whether any single tradition can theorize the complexities of terrorism. Such complexities include the need for distinguishing among various scales (e.g., domestic vs. international), degrees (e.g., nonlethal vs. lethal, discriminate vs. indiscriminate), forms (e.g., cyber- vs. eco-), motives (e.g., dissent, protest, insurgency, etc.), and sources (e.g., state-sponsored, externally radicalized, lone wolf, etc.) of political violence.

CONFLICTING VALUES, INTERESTS, AND OBJECTIVES

As noted, the value of any communication theory for engaging with terrorism varies because of the diverging interests of the groups involved (to say nothing of the internal diversity of their respective subgroups). For example, media framing and agenda-setting theory—which emphasize the role of mainstream news coverage in shaping audience understanding of public issues—can “help” different groups in different ways. Policymakers may use these theories to disseminate messages that seek news media and public support for proposed antiterrorism laws (e.g., by promoting threat reduction over the traditional value of privacy). Alternately, officials concerned with enacting those laws may use framing to construct messages that thwart terrorist recruitment efforts. Finally, as Mary Brinson and Michael Stohl’s work suggests, citizen groups might use framing to develop messages that resist official demonization of targeted ethnic groups. This example illustrates how the use of communication theory may contribute to both consensus and conflict among counter-terrorism officials and their stakeholders. Put another way, communication theories of terrorism are ethically and politically “promiscuous.” They serve multiple interests simultaneously, and spur complex, unpredictable interactions among policymakers, officials, and citizens. Such interactions influence the ability of these groups to imagine and enact terrorism-related policies.

IDENTIFYING USEFUL COMMUNICATION THEORIES

The discussion above regarding the cybernetic tradition indicates that, whether implicitly or explicitly, most counter-terrorism actors have assimilated some theoretical narratives of communication. In the case of policymakers, for example, this exposure is evident in the informational materials that they (and their staff) consume—for example, legal and budgetary analyses produced by the Congressional Research Service (CRS). However, despite the centrality of communication in these materials, they rarely mention specific theories. More explicit in this regard are the contributions of communication scholars who have testified before congressional committees on the role of theory in addressing terrorism-related issues. Dan O’Hair, for example, has urged policymakers to utilize risk communication theory to improve public preparedness and response. In providing such testimony, communication scholars can identify, critique, and transform policymakers’ lay and vernacular theories.

Elsewhere, communication theory appears more overtly in the discourse of counter-terrorism and community preparedness/response officials. Here, theory is informing efforts by those groups to conceptualize the process of “radicalization,” and to counter the narratives that undergird violent extremism. Randall Rogan, for example, has used grounded theory to analyze jihadi texts. Cynthia Stohl and Michael Stohl have leveraged network theory to clarify the communicative structure and process of terrorist organizing. Arizona State University’s Center for Strategic Communication has been at the forefront of providing officials with actionable insights about how to disrupt terrorist communication networks and improve counter-terrorism narratives. Similarly, Kurt Braddock and John Horgan have identified factors that make terrorist narratives persuasive for audiences. This work has helped counter-terrorism officials design theory-based counter-narratives that maintain source credibility, conceal persuasive intent, avoid sparking psychological reactance in audiences, and encourage non-violent behavior. And in their recent briefing of U.S. CENTCOM’s Strategic Multi-Layer Assessment team, Amanda Edgar and Hamilton urged those officials and analysts to supplement their work on narratives with attention to the genosonic qualities of extremist video messages. Such efforts help stakeholders better understand—in the words of H. L. “Bud” Goodall, Jr.—how terrorism moves from an online “storyline” to “the streets.” Finally, professionals from the Joint Special Operations University (JSOU), which educates military and civilian special operations personnel tasked with combatting terrorism, have collaborated with communication scholars. At NCAs 2016 Annual Convention, for example, a JSOU course director served as the respondent for the panel, “The ISIL Strategic Communication Campaign in Context: Developing Opportunities for Disrupting Online Extremist Discourse.”

Another way of assessing the utility of communication theory for counter-terrorism is to examine the publications of soldiers and civilians earning advanced degrees at military colleges. For example, recent theses completed in the U.S. Naval Postgraduate School have used the diffusion of innovation, SMCR models (e.g., those developed by Shannon, Weaver, Berlo, and Schramm), crisis communication theory, and interpersonal deception theory. Multiple governmental and quasi-governmental research initiatives also include the use of communication theory. For example, research exploring the role of media in the jihadi-Salafist movement is currently being funded by the U.S. Department of Defense’s Minerva Research Initiative. And work by Jonathan Matusitz on the symbolism of terrorism, which draws upon semiotic, cybernetic, and socio-psychological traditions, has been cited by international government agencies and multinational organizations. Elsewhere, officials are using theories associated with critical discourse analysis to thematically code terrorist messages.

The National Consortium for the Study of Terrorism and Responses to Terrorism (START) supports multiple agencies across the U.S. government with applied research, and its affiliated scholars have leveraged risk communication theory to help emergency managers in preparing their communities for—and responding to—terrorism. For example, the 2012 START report, Understanding Risk
Communication Best Practices: A Guide for Emergency Managers and Communicators, pinpointed useful communication theories for terrorism preparedness, response, and recovery phases. That report explained how acts of terrorism, with differing familiarity/dread characteristics and unique psychological and emotional entailments, require risk communication approaches that differ from those used in other types of disasters. The extended parallel process model can be helpful in considering probable public responses to different types of preparedness and response messages. Image restoration and repair theories, and the situational crisis communication theory, have also proven useful in designing messages for the response phase of a terrorist attack.

In a related example, Vicki Freimuth managed the communication response by the U.S. Centers for Disease Control and Prevention to the anthrax attacks of 2001. She has written about the helpfulness of chaos theory in explaining how the crisis led to changes in how the CDC organized communication. Those actors faced several challenges in this process, including uncertainty, the need to establish and maintain spokesperson credibility, the complexities of inter- and intra-organizational collaboration, and the need for speed and responsiveness. Chaos theory helped Freimuth see events in a new way and adjust the CDC’s communication practices accordingly.

For citizens, communication theories can be useful in preparing for and responding to terrorism. Understandably, however, public audiences are even less concerned than policymakers with formal theory; they need scholars and officials to provide effective translation.

Distance among the citizens of a community affected by terrorism. Theories such as the coordinated management of meaning and uses and gratifications also help to explain and influence public behavior in the aftermath of terrorism—for example, by promoting communicative practices of resilience. Laura Black has explored dialogue theory in the context of online discussions about how to rebuild the former World Trade Center site. However, these communication theories have (so far) mostly addressed preparedness or response in the aftermath of terrorism, rather than providing resources to help citizens prevent or reduce terrorism through political participation, activism, or other forms of civic agency. For this to change, communication theory must confront the powerful barriers erected by security states to containing—and neutralizing—such agency.

THE RISK OF INSTRUMENTALIZING COMMUNICATION THEORY

Limiting the use of communication theory to helping with preparedness and response efforts risks instrumentalizing this resource. This term suggests how, even when related operations are framed as conforming to values of “helping,” “effectiveness,” and “efficiency,” they may serve to maintain the top-down, unilateral power of security providers. Communication theory may thus encourage policymakers, officials, and citizens to reflect on in whose interests the terms “terrorism” and “terrorist” are defined, and attributed to particular events and actors. Critical and cultural theories may surface important issues for such reflection. For example, while far-right extremists commit the bulk of violent attacks in the United States, the Trump administration has selectively invoked the threat of “international” and “Islamic” terrorism to limit immigration and travel from several Muslim majority countries. Similarly, news coverage of events such as the murder by avowed white supremacist Dylan Roof of 12 African-American parishioners in South Carolina indicates that some journalists are reluctant to label such violence “terrorism.”

Such examples suggest that we must remain aware of how instrumentalized theory shapes the explanation of communication by and about “terrorists.” They suggest that, rather than perpetuating traditional concerns such as the transmission of information, we might focus instead on how communication constitutes particular kinds of identities and relationships. In other words, the “problem” of communication and terrorism appears differently if it is framed by non-instrumental questions. Examples would include “What type of people—and what type of world—do we create by communicating in this fashion?” and “How might we communicate differently to enact our ideals in a world shaped by the interaction of terrorism and counter-terrorism?”

We do not maintain that answering such questions is easy. Only that it is urgent.

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BRYAN C. TAYLOR is Professor of Communication and Director of the Peace, Conflict, and Security (PACS) program at the University of Colorado—Boulder. Taylor has investigated the communication-security relationship for more than 25 years. He has published more than 25 academic studies of nuclear weapons discourse, including the award-winning edited volume, Nuclear Legacies: Communication, Controversy, and the U.S. Nuclear Weapons Complex (Lexington Books, 2007).
Responding to Terrorism in the Digital Age

By Stephanie Madden, Ph.D.

Boston, Paris. San Bernardino. Orlando. Manchester. In the aftermath of any terrorist event, people often ask what can be done to stop another tragedy in the future. Communication scholarship has started to delve into these challenges, but at this point there are more questions than answers for the role that social media can and should play in terrorism prevention and response. Social media should not be viewed as a panacea for rooting out radicalization, but it does offer innovative approaches to responding to terrorist attacks, identifying potential threats, and conducting strategic counterterrorism communication.

The Double-Edged Sword of Social Media

The use of social media increases during terrorist attacks as people seek immediate information, and the speed at which this is shared through digital platforms can be a double-edged sword. Although terrorist attacks are still relatively infrequent in Western countries, social media are making them more visible. This feeds into the goal of terrorists to incite fear and get their message out to a large audience.

In an ongoing crisis situation, new information is constantly emerging. Government officials and emergency management organizations use social media to provide updates about the situation, but given the need for official verification regarding the threat, oftentimes this response can seem too slow. Journalists and the public may provide their own updates from the scene by disseminating information, using social media as a tip line, seeking or providing information about loved ones and family, and filling the inevitable information gap.

There is also a voyeuristic quality that allows an international audience to follow along and insert itself into the crisis narrative through tweets, hashtags, information sharing, profile picture filters, and more.

Because of the ease by which information can be shared, we have seen the proliferation of misinformation in the wake of terrorist incidents. For example, during the manhunt that followed the Boston Marathon bombings in April 2013, the image and name of missing Brown University student Sunil Tripathi wrongly circulated as a suspect. Social media can quickly and easily influence mainstream discourse. Thus, even if information is later proven to be false, that misinformation has still become part of the narrative and has real ramifications on human lives.

Not all misinformation shared after a terrorist event is well-intentioned. Some social media users perpetuate deliberate hoaxes. After the attack in Manchester, reports of people creating fake profiles of victims of the attack emerged. Photos of people nowhere near the attacks were taken from social media pages and posted with captions saying they were missing. In the report “Social Media Use during Disasters: A Review of the Knowledge Base Gaps,” issued by the National Consortium for the Study of Terrorism and Responses to Terrorism (START), Fraustino, Liu, and Jin note that humor can motivate online communication during disaster situations. While humor can serve as a coping mechanism for dealing with crises, misplaced attempts at humor in these situations can lead to dissonance and confusion. The perception of humorous behavior, the anonymity of online spaces, and the culture of internet trolling can all contribute to the propagation of hoaxes. Unfortunately, such hoaxes and misinformation must be taken seriously and investigated, slowing down the process for finding potential perpetrators, rescuing victims, and rebuilding after a disaster.

However, social media undoubtedly can have positive effects because of their speed of communication and network of users around the globe. In recent terrorist incidents, good Samaritans have used hashtags such as #RoomForManchester and #porteouverte (“open door” in French) to offer their homes as shelter for victims. This behavior is an example of the well-documented function
As early as 1999, the research community recognized the internet’s increasingly important role in how extremist groups communicate because of its enhanced interconnectivity, anonymity, access to new audiences, and affordability.

Social media can also help people check in on their family and friends. A 2010 survey conducted by the American Red Cross found that nearly half of respondents would use social media in a disaster to let loved ones know they were safe. Facebook Safety Check, which launched in 2014 but was activated for the first time for a terrorism-related crisis after the November 2015 Paris attacks, allows users to identify that they are safe, which is then reported to their followers. For those in crisis-stricken areas, the platform offers a place to share information about resources—food, transportation, shelter, etc.—through a Community Help section, further fulfilling one of people’s primary motivations to use social media during a crisis situation.

**NEEDLE IN A HAYSTACK**

While socially mediated responses to terrorist situations are becoming more visible, online tools are also being used behind the scenes to understand the radicalization process in hopes of deterring future attacks. As early as 1999, the research community recognized the internet’s increasingly important role in how extremist groups communicate because of its enhanced interconnectivity, anonymity, access to new audiences, and affordability.

Intergroup communication theory offers insights into why virtual spaces are adept at bringing together and edifying radical views for online users. Research suggests that extremist groups are especially adept at providing individuals with certainty about themselves and the world around them, making the groups especially appealing to people experiencing threat from an outside group—whether this is from the government, Western ideologues, the media, or elsewhere. Virtual communities of support work to validate otherwise stigmatized expressions, as it is difficult to discern when extreme viewpoints may lead to extreme, and even violent, actions.

Politicians such as British Prime Minister Teresa May have called for greater internet regulation to deny terrorists and extremist sympathizers digital communication tools, yet face future questions about the specifics of implementation and the expansion of government surveillance. Furthermore, cracking down on extremist accounts on social media often pushes the conversations off public sites and onto encrypted messaging platforms. Because of this, there is a growing market for predictive analysis that would mine big data for patterns of suspicious behavior to help predict crimes and terrorist attacks before they happen. Computer scientists at Binghampton University have developed the Networked Pattern Recognition (NEPAR) Framework, which focuses less on individual terrorist behavior and more on the comparative modeling of characteristics (e.g., attack time, weapon type) associated with past attacks. This can help determine what factors are going to be important in predicting future behavior and reducing the risk of a terrorist attack.

**SOCIAL MEDIA AND COUNTERTERRORISM**

Extremists—both international and domestic—have become remarkably adept at using social media to recruit, radicalize, fundraise, and amplify their message. For example, ISIS utilizes an Arabic-language Twitter app called Dawn of Glad Tidings that posts tweets to user accounts that are deemed persuadable by ISIS's social media operation. Additionally, ISIS enlists hundreds and sometimes thousands of users to repeatedly tweet hashtags to make their messages trend and project an image of strength.

While extremists have learned to take advantage of the social media system, government communicators often struggle with effective counter-messaging, in part because of issues of credibility and authenticity when there is a misalignment in foreign policy practices. Historically, public diplomacy campaigns from the U.S. government have often missed the mark in “winning hearts and minds” around the globe. The U.S. Department of State elevated its counterterrorism office to a Bureau of Counterterrorism and Countering Violent Extremism in January 2012. The bureau has been a proponent of “counterterrorism diplomacy,” which focuses on ensuring that foreign countries have the capacity and motivation to deal with extremism within their own borders. A major challenge, though, is when extremism spills across borders through social media.

There is increasing usage of state-sponsored social media to confront online radicalization, although this approach has created its own set of challenges. When social media efforts do not consider the makeup of audiences, who they trust, and their communicative context, those efforts will never be effective in achieving the goals of the organization.
The role that social media can play in responding to terrorism, and ultimately in deterring terrorism, is just beginning to be understood. It is clear, though, that there is no silver social media bullet for confronting terrorism and violent extremism.

of Muslim persecution abroad, religious duty, and the prospect of adventure. While designed in the same vein as attack ads for political campaigns, many saw this a shocking embrace of the adversary’s communication strategy that offered no clear evidence of discouraging would-be militants from traveling to Syria.

According to the State Department website, the Global Engagement Center (GEC) took the place of the CSCC in 2016 “to be more effective in the information space and... focused on partner-driven messaging and data analytics.” Partnerships play a key role, as social media posts and videos with a U.S. Department of State label will always face issues of credibility and authenticity. For this reason, the GEC is working to develop a global network of local partners to develop messages that resonate with at-risk populations, which is necessary in developing effective counterterrorism messages. Additionally, while the details are still vague, the GEC is also focused on using data analytics from both the public and private sectors to better understand and target susceptible audiences.

NO SILVER SOCIAL MEDIA BULLET
The role that social media can play in responding to terrorism, and ultimately in deterring terrorism, is just beginning to be understood. It is clear, though, that there is no silver social media bullet for confronting terrorism and violent extremism. Addressing threats of radicalization requires both online and offline efforts that consider both international and homegrown terrorism. Communication scholars, government communicators, law enforcement officials, and the private sector must work together to confront these current and future challenges.

Communication’s Role in Healing:
When You’re Different from the Others

By Shane T. Moreman, Ph.D.

When I received the invitation to write this essay, I was on the Big Island of Hawai‘i, commonly called The Healing Island. Coming to Hawai‘i as part of a sabbatical retreat, I was also invited to speak to the LGBTQ+ Center at the University of Hawai‘i, Hilo (UH Hilo). A fledgling group of determined students with an under-staffed but resolute coordinator, the striving LGBTQ+ Center had programmed a Social Justice Film Series addressing gender and sexuality across various cultural identities. My charge was to lead a discussion on the self-billed first-ever gay film, Different from the Others. I contextualized my talk out of my own positionality as a queer of color (Latino) and in relation to the center’s interest to “embrace, promote, and support our cultural diversity regardless of identity and sexual orientation.” My experiences during that talk informed my understanding of Communication’s role in healing in cultures and communities in the wake of terrorism.
Communication offers us multiple methods of inquiry that move us toward healing when those inquiries are borne out of and in relation to the goal of communing. In one of the most diverse counties in the nation, the ethnic and racial composition supports the center’s mission. In one of those moments with inquiry into intent.

Wars, terrorism, hate crimes—where do you learn that I am an Intercultural Communication scholar, considered narratives so that macro-cultural realities can be re-imagined and re-configured. When people understand cultural realities through the stories that everyone inside would feel safe from being outted or shamed by a stranger at the door. As a Communication scholar, my preference is to address those moments with inquiry into intent.

The coordinator dimmed the lights and we all watched the film together. A silent film created in Germany in 1919, Different from theOthers is scored with piano music and cast with actors who vamp and thrash. Having seen the film multiple times, I took the opportunity to scan the room. From our introductions, I knew that my fellow moviegoers were a small and wonderfully complicated crowd. There were four students. Two were enrolled at UH Hilo; one was a non-traditionally aged student, and the other was in her late teens. A third was a university-aged student who was not currently enrolled; and the fourth was a high school student. There were two middle-aged faculty—one was my friend, and one the other was from a social science department. There were three staff members, including the coordinator, ranging in ages from 20 to 40. There was also an elderly, retiree community member who had shown up late to a door that was invitingly propped open. I explained that living one’s story of addiction: alcohol addiction, drug addiction, and sex addiction. The LGBTQ+ students and faculty who were too often also spaces of addiction; alcohol addiction, drug addiction, and sex addiction. The LGBTQ+ Center at UH Hilo was providing an additional space and, in many ways, a healthier space than glamorized queer nightlife provides.

After the movie, when the lights came up, I spoke of how I had lived on the Big Island 20 years earlier for a short six months. Back then, I was a 26-something, single gay man with my M.A. in Communication and the goal of travel. In 2017, I was returning as a 46-something, married, gay man with a Communication Ph.D. and with the same goal to travel. I launched into a story of having been an undergraduate English major/Communication minor at the University of Texas at San Antonio. I had joined M.E.Ch.A. and took part in other campus clubs. The one club I’d always been too terrified to join was the Gay/Lesbian Club. I feared that my attendance to the club meeting would be the beginning of my widespread outing to my friends and then, eventually, to my family. I wasn’t ready. However, one time, I had built up the gumption to attend a meeting. Ten minutes too late, I tried to turn the knob to go in, but the door was locked. Protecting club members’ identities, club leaders had locked the door so that everyone inside would feel safe from being outted or shamed by a stranger at the door.

As praise for the LGBTQ+ Center, I noted how many people had gotten up and left and come back during the showing of the movie, and how many people had shown up late to a door that was invitingly propped open. I explained that living one’s story of queer identity and queer community can be difficult. I applauded the students and the coordinator for nurturing the LGBTQ+ Center as a positive resource. Most importantly, I emphasized that it’s so important to have spaces for LGBTQ+ people that are not built around addiction. Coming into my queer identity as a young adult required me to navigate spaces of acceptance that were too often also spaces of addiction: alcohol addiction, drug addiction, and sex addiction. The LGBTQ+ Center at UH Hilo was providing an additional space and, in many ways, a healthier space than glamorized queer nightlife provides.

Then we talked about the film. A love story, Different from the Others ends in the death of one of the main characters. A male violin teacher and his male violin student defy societal judgment and fall in love during a time in Germany when homosexuality was a criminal offense under the German criminal code Paragraph 175. This code criminalized same-sex intimacy and encouraged a type of societal terrorism. In the Big Island politically contextualized the contemporary film viewing in multiple ways. As Roma Hihalani states, “Though Hawai‘i is the 50th U.S. state, Hawaiians view their homeland as an independent, sovereign nation that was illegally colonized and incorporated into the U.S.” Additionally, the geographical distance from the U.S. east coast often isolates Hawai‘i from U.S. national self-conceptualization. For example, while I was in Hawai‘i, the U.S. Attorney General made his diminishing “an island in the Pacific” comment. In discussing Paragraph 175, the LGBTQ+ Center audience was, of course, accustomed to public policies and legislation that directly affected their cultural belonging and frequently resulted in overt hostilities and/or microaggressions against their humanity. And, for the residents of Hawai‘i, these policies and laws are decided by institutions and people who are 4,500+ miles away.

In my own life, I have been confused and made pessimistic by legal decisions that remind me again and again that the value of my cultural body as a queer of color

A love story, Different from the Others ends in the death of one of the main characters. A male violin teacher and his male violin student defy societal judgment and fall in love during a time in Germany when homosexuality was a criminal offense under the German criminal code Paragraph 175. This code criminalized same-sex intimacy and encouraged a type of societal terrorism.
How could we reconfigure the same-sex romance film canon so that we would not be segregated or exterminated or euthanized? How could we resist the imagined and real societal terrorism that comes with being queer?

Latinx and queer continues to spin in court cases and on legislative floors, even affecting my attendance at NCA’s upcoming convention in Dallas, Texas.

I began to solicit discussion from the audience, asking people to try to imagine a different queer future. I explained that in so many of the films I had seen before and that I loved (e.g., Boys on the Side, Brokenback Mountain, Straight Outta Oz, and Moonlight), the same-sex relationship ends in the dissolution of the relationship, and often in the death of one of the lovers. I talked of looking for myself in Hollywood again and again and seeing myself being left without a fulfilled relationship or, worse, dying. (And, if you’re a queer of color, you are usually the one doomed to die [e.g., Milk].) In the first gay film, our relationship fails and one of us dies. In contemporary films that focus on same-sex lovers, our relationships still fail and one of us still usually dies. I asked the audience to take seriously the reiteration of the ending did not happen around them. Offering an upcoming legislative floors, even affecting my attendance at NCA’s convention in Dallas, Texas. After some other proposals, the high school student spoke up. S/he liked the original ending. S/he saw value in tragedy. I paused and then went on to another audience member, avoiding what I felt to be an insensitive offering. But then I stopped and came back to this student to ask, “What did you mean by that? What did you mean by what you offered?” S/he further explained that, if anything, this tragedy could be heightened in the film so that audience members would feel even worse about the situation and realize the terror being perpetrated on the two main characters. The audience would then be compelled to do something—to use their own particular agency—so that this sort of ending did not happen around them. Offering a single solution concretized a then-subvertible example. As s/he spoke, I began to shake my head, but then I recognized the beauty of it all and began to nod. Smiling, I spoke to the audience member proposed that the brother and sister could both have a romantic relationship with the teacher. The siblings would be separate from one another, but they could both be happy in their separate loving relationships.

But then I stopped and came back to this student to ask, “What did you mean by that?” It’s simple. Give the person the opportunity to clear up misunderstanding occurs, but it is an option that more people should pursue.

While on the Big Island, I thought a lot about how the Communication discipline can help us heal in the wake of terrorism. My thoughts were sometimes grand in scale, lofty in expression, and long in explanation. Time and again, I came back to the post-film discussion described above. There is no one way. However, as Communication practitioners, we need to inquire into viewpoints that differ from our own, with a focus on intent and with a commitment to understanding. Our discipline offers multiple methods of inquiry that can move us beyond connection and into community. In the wake of terrorism, we will heal through the formation of communities that are based on genuine interest outside of ourselves and within relation to our cultural surroundings. The actionable potentials are limitless.

SHANE T. MOREMAN is Professor of Communication at California State University, Fresno. He earned his Ph.D. from the University of South Florida under Dr. Elizabeth Bell. His research concerns Latinx communities but more generally it involves critical approaches to communicative and performative aspects of all cultural expression and interaction. In his 14th year at Fresno State, he has also taught Intercultural Communication in China, Costa Rica, and England. At Fresno State, he has served as Coordinator of Global Education and as Executive Director of the Center for Creativity and the Arts. He recently served on NCA’s Research Board. Pronouns: he/him/his.
Assistant Professor of Communication
San Diego State University

The School of Communication at San Diego State University invites applications for a tenure-track faculty position in Communication, at the rank of Assistant Professor, to begin in the Fall of 2018. The selected candidate will be responsible for teaching the senior Capstone course in Communication and other upper-division courses at the graduate and undergraduate level, as well as directing graduate student theses. The required senior Capstone course emphasizes competencies in the primary learning outcomes across both the generalist communication and health communication majors in the School. Preferred candidates will exhibit a strong record of, or the potential for, grants, publication, and teaching in their chosen areas of communication. All methodological approaches to research will be considered. A Ph.D. by date of hire is required; a doctorate in Communication is preferred (related degrees or areas of study considered). Salary is competitive. Application screening will begin September 4, 2017, and continue until the position is filled. Submission of application materials before September 4 is recommended to assure consideration in the first round of screening applications. Additional information and full application guidelines are available at http://apply.interfolio.com/42657.

Information about SDSU is available at www.sdsu.edu. SDSU is a Title IX equal opportunity employer. This institution offers benefits to same-sex and to different-sex domestic partners. This institution offers benefits to spouses.

Assistant Professor
Santa Clara University

The Communication Department at Santa Clara University, a Jesuit, Catholic University located in the Silicon Valley, seeks an Assistant Professor (tenure-track) in Digital Filmmaking and New Media. We value candidates whose creative projects and teaching address one or more of the following areas: film/TV production, virtual reality, fictional production, and screenwriting. The new faculty member will teach six courses over three quarters, including introductory courses in digital filmmaking, advanced courses in her/his area of specialty, a senior capstone course, and at least one of the following areas of departmental need: global, intercultural, or gender studies. Candidates must have either a Ph.D. or an MFA in film/television production or related area and relevant theoretical training.

Applications will be accepted online through the SJCU job portal until October 1, 2017. A complete job description, and the application, can be found at https://jobs.sjc.edu/postings/6082.

This institution offers benefits to same-sex and to different-sex domestic partners. This institution offers benefits to spouses.

Assistant/Associate Professor in Communication Arts and Sciences and Director of Effective Communication
The Pennsylvania State University

The Department of Communication Arts and Sciences at The Pennsylvania State University seeks to hire a tenure-track Assistant or tenured Associate Professor who will contribute to the department’s scholarly mission and also direct the university’s foundational communication courses, which encompass Public Speaking, Group Communication, and Message Analysis. Responsibilities as Director of Effective Speech Communication include administering the CAS 100 courses, supervising instruction, and training new instructors in Communication pedagogy. We welcome applications from individuals whose scholarship and teaching advance rhetorical theory, criticism, or history; who complement and strengthen core interests of the faculty in the department; and who are willing to collaborate with the broader university community, including the Center for Democratic Deliberation, the Center for Humanities and Information, and/or the McCourtney Institute for Democracy. In addition to conducting research and teaching undergraduate and graduate courses, responsibilities include course development in the area of specialty, supervision of theses and dissertations, and involvement in other departmental activities. An additional consideration in reviewing candidates is an appreciation for working alongside colleagues in both the humanities and the social sciences. The Ph.D. must be completed by the time of appointment, which is July 1, 2018. Candidates should provide clear evidence of scholarly and teaching excellence and service to the discipline. Please include a letter of application describing research, teaching, and effective mentoring experience, a CV, two representative publications; a one-page statement of teaching philosophy that addresses the applicant’s perspective on the role of the foundational Communication Course; and the names of three references who may be contacted to provide letters of recommendation. Inquiries may be sent to Jeremy Engels, Search Committee Chair, at jde13@psu.edu. Review of applications will begin immediately and continue until the position is filled. Apply online at https://psu.jobs/jobjob/72451.

CAMPUS SECURITY CRIME STATISTICS: For more information about safety at Penn State, and to review the Annual Security Report, which contains information about crime statistics and other safety and security matters, please go to http://www.police.psu.edu/clery/, which will also provide you with details on how to request a hard copy of the Annual Security Report. Penn State is an equal opportunity, affirmative action employer, and is committed to providing employment opportunities to all qualified applicants without regard to race, color, religion, age, sex, sexual orientation, gender identity, national origin, disability, or protected veteran status. This institution offers benefits to same-sex and to different-sex domestic partners. This institution offers benefits to spouses.

Assistant/Associate Professor in Communication Arts and Sciences
The Pennsylvania State University

The Department of Communication Arts and Sciences at The Pennsylvania State University seeks to hire a tenure-track Assistant or Associate Professor whose scholarship emphasizes interpersonal communication with expertise in technology and/or communication in social or personal relationships, broadly construed. We are particularly interested in those candidates who have a demonstrated interest in theory building with expertise in quantitative methods, and whose work complements departmental strengths. Candidates should provide clear evidence of scholarly and teaching excellence. In addition to conducting research and teaching undergraduate and graduate courses, responsibilities include course development in the area of specialty, supervision of theses and dissertations, and involvement in other departmental activities. Additional considerations in reviewing candidates may include experience with grant-based research, interest in trans-disciplinary research, and an appreciation of working alongside diverse colleagues in the social sciences and humanities. Successful candidate will have completed all of the requirements for a Ph.D. by the time of the August 2018 appointment. Applications must include a letter of application describing research, teaching, and any graduate mentoring experience, along with a CV, representative publications, and evidence of teaching excellence. Applicants should also identify three or more references, who may be contacted to provide letters of recommendation. Inquiries may be directed to Professor Jon Nussbaum, Chair of the search committee, at jonfnussbaum@gmail.com. Review of applications will begin immediately and continue until the position is filled. Apply online at https://psu.jobs/jobjob/72615.
CAREER OPPORTUNITIES (continued)

This institution chooses not to disclose its domestic EEO/AA Employer benefits policy.

Wayne State University
Chair, Department of Communication

Candidates should apply on-line at https://ut.edu/jobs, referring to posting #042759. Applications will remain open until the position is filled. Review of applications to begin on December 1, 2017; appointment effective August 1, 2018. Additional inquiries may be made to: John D. Vander Weg, Ph.D., Communication Chair Search Committee, College of Fine, Performing and Communication Arts, Wayne State University, 5104 Gullen Mall, Detroit, MI 48202; Email: jdvw@wayne.edu.

Wayne State University is a premier, public, urban research university located in the heart of Detroit where students from all backgrounds are offered opportunities, preparing students for success in a diverse, global society. WSU encourages applications from women, people of color, and other underrepresented people. Wayne State is an equal opportunity, affirmative action/equal opportunity employer.

This institution offers benefits to same-sex and to different-sex domestic partners. This institution offers benefits to spouses.

Assistant Professor of Communication
The University of Tampa

The Department of Communication within the College of Arts and Letters at The University of Tampa invites applications for tenure-track Assistant Professor positions in Communication, to primarily serve the Advertising and Public Relations (ADPR) major, with an emphasis in creative advertising, strategic social media, and digital media management, to begin August 2018. Candidates will have a terminal degree, such as a Ph.D. in Advertising, Public Relations, Mass Communications, or a related field. Review of applications will begin immediately. The submission deadline is November 24. Candidates should apply on-line at https://ut.edu/jobs.

EEO/AA Employer

This institution chooses not to disclose its domestic partner benefits policy. This institution chooses not to disclose its spousal benefits policy.

Chair, Department of Communication
Wayne State University

- 27 full-time and 40 part-time faculty serving approximately 600 undergraduate and 160 graduate students.
- BA, MA, Ph.D. programs in Communication Studies, Media Arts and Studies, Film, Journalism, and Public Relations.
- State of the art facilities in Media and Journalism.

- Offering professional internships with nationally affiliated broadcast media, national advertising and public relations firms, and major daily newspapers.
- Nationally ranked Forensics Program.
- Public Relations Program accredited by PRSA.

The college seeks candidates with a doctoral degree and experience in one or more program areas; significant publication and/or record of creative activity; and teaching and professional activity to warrant appointment to a tenured rank. Extensive experience administering academic programs in a research institution and qualifications sufficient for appointment as professor with tenure preferred.

APPLICATIONS: Full vita and contact information for at least five references should be submitted to the Wayne State Online Hiring System: https://jobs.wayne.edu. Applications will remain open until the position is filled. Review of applications to begin on December 1, 2017; appointment effective August 1, 2018. Additional inquiries may be made to: John D. Vander Weg, Ph.D., Communication Chair Search Committee, College of Fine, Performing and Communication Arts, Wayne State University, 5104 Gullen Mall, Detroit, MI 48202; Email: jdvw@wayne.edu.

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