

FOREWORD

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This prolific issue of the *Philippines Communication Society (PCS) Review*, with nine research articles and four critical essays, is testament to the coming of age of communication studies in the Philippines.

The issue captures the role of communication in a society in transition—having come out from the pandemic and facing various emergent challenges and issues, including age-old issues of people’s struggles from oppression, poverty, and in pursuit of development goals.

Communication studies have indeed blossomed and come together with their different persuasions with Robert Craig (1999) having opened up seven traditions of communication theory (rhetorical, semiotic, phenomenological, cybernetic, sociopsychological, sociocultural, and critical theory) asserting the intimacy between communication practice and theory. The research articles here are no longer confined to the traditions of scientific research privileging surveys and experiments with rigorous statistical analyses.

This expanded view of communication theory and research blurs divisions in philosophy, research, and practice among separate units of communication studies right within or across universities and fosters respect for each other’s approaches to communication knowledge, acknowledging the credibility of their respective contributions.

Congratulations to the Philippines Communication Society for actively nurturing communication scholarship and faithfully coming out with the *PCS Review*!