



Communication Centers and Oral Communication Programs in Higher Education: Advantages, Challenges, and New Directions

Eunhyong Lee Yook, Wendy Atkins-Sayre

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Communication Centers and Oral Communication Programs in Higher Education, edited by EunKyong L. Yook and Wendy Atkins-Sayre, is a collection that examines the centers that support communication departments or across-the-curriculum programs as higher education focuses more attention on the communication field. The authors in this text address theoretical issues covering topics such as the importance of communication centers to higher education, the effects of communication centers on retention, critical thinking in the center, ethics, and more. These essays also explore ideas about center's set-up and use of space, staff training, technology applications, and campus advertising and outreach. *Communication Centers* organizes cutting-edge knowledge of the theory and empirical research so as to serve practical use to peer tutors and directors, those who are new to the study of communication centers and to those who are seasoned experts. Furthermore, this collection introduces administrators and those interested in higher education to the potential value of communication centers to higher education.

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