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The Birth of Silences in Families of Addicts 163

Kris Acheson

Addiction's effects ripple far, touching the myriad lives of those who maintain relationships with addicts. Families of addicts, members of a co-cultural group who have developed specialized communicative techniques to cope with the dysfunctional family dynamics typical of the group, are often especially affected. This study interweaves the methodologies of autoethnography and cultural phenomenology to explore how silences about addiction are construed and performed by family members – what silences mean, and how and why they are used.

**Weaving a Rhetorical Web: Hillary Clinton's
Presidential Announcement Speech** 191

Nichola D. Gutgold

Hillary Rodham Clinton suffered a difficult relationship with the press as first lady, and though she successfully won a senate seat and re-election in New York, she had to re-introduce herself to a national audience. In a You-Tube style presentation that featured the first lady turned senator and aspiring presidential candidate comfortably seated in her well appointed living room, Clinton promised to "start a conversation" with voters. Hillary Clinton's announcement speech embodied the characteristics of feminine political rhetoric, combined with the use of electronic media to fashion an image of the candidate that was at once reminiscent, modern, and novel.

**Defining Family: Naming, Orientation, and
Redemption in the Case of Terri Schiavo** 199

M. Chad McBride, Karen L. Daas, Paige Toller

This paper undertakes a detailed analysis of the Terri Schiavo case as it was covered in popular media. Drawing on Burkean theory, we argue a critical issue in the case was a struggle between Terri's parents and husband to be seen as the more legitimate family in order to determine the duration and extent of Terri's medical care. We discuss how the private debate over Terri's health and the decision to remove her feeding tube entered into the public scenes of legal and political action. This shift to the public scene represented problems for the parties directly involved in the debate and turned Terri into a symbol of the larger right-to-die controversy.

**The Effect of Uncivil Behavior on Friendships:
An Exploration of Incivility as an Interpersonal
Construct**

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*Anna F. Carmon, Becky L. DeGreeff,
Ann Burnett, Julie L. Semlak, and Kelly L. Wolf*

Through the lens of politeness theory, this study examined the relationship between perceptions of homophily and individualized trust and uncivil behavior in college student friendships. Using an experimental survey design, research participants responded to one of four scenarios involving rude cell phone calls. Each represented a different combination of civility and the biological sex of the actor. Uncivil behavior was negatively related to perceptions of homophily and individualized trust. The biological sex of the actor did not significantly relate to perceptions of homophily or individualized trust.

**A Family Affair: A Study of a Family Owned and
Operated Business**

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Jessica Palmer

This research has focused on defining the family firm, what differentiates it from other businesses, and the importance of planning for succession. Informed by the research, this paper explores one small family-owned-and-operated wholesale plumbing business in the Midwest. Three family members were interviewed in order to understand how they came to work in the family business, how the family is viewed within the company, and how they plan for succession. The results indicate that planning for succession is difficult for family businesses, yet crucial to their survival and to carrying on the vision of the owning family.