

FOREWORD

William Stephenson's "Conscience and Consciousness" is helpful preliminary reading in anticipation of his "Consciring: A General Theory for Subjective Communicability," which is scheduled for early summer publication in *Communication Yearbook 4* (ed. D. Nimmo, Transaction Books). Prior to consciousness as "knowledge of" (Descartes), which was private, there was consciring in the sense of "shared meaning," which makes possible a science of familiar things as opposed to the expert's knowledge of the uncommon, the latter being unshareable except following formal learning. Q methodology makes possible a science of consciring by replacing "I think" (Descartes' *Cogito*) with the common knowledge incorporated in Q samples drawn from concourses of shared communicability.

The theme of commonness, of what people "commonly think and feel and want," is picked up and given empirical and practical substance by Charles Mauldin in his paper on "Closing the Gap Between Communication Research and Communication," in which consensus statements from a Q study provide the basis for suggesting an advertising campaign. (The paper is based on his master's thesis, "The Image Study as a Basic Public Relations Study," University of Missouri, 1970.) Mauldin is currently a publishing company vice president responsible for business development for a suburban newspaper, and for agency and consulting services. Prior to his present position, he was an associate professor in the department of advertising, Michigan State University (1972-78) where he taught consumer behavior and research, marketing and communication strategy, and research methods and statistics. His paper with John Sutherland and John Hofmeister on "Operant Attitude Segmentation and Marketing Decisions" appeared in the January 1978 issue of *Operant Subjectivity* (vol. 1, no. 2).