



President Jimmy Carter

"Today, more than ever, the world needs leaders who are willing and able to listen with understanding and empathy to friend and foe alike. As we pause to remember the leadership of former US president Jimmy Carter who recently died at 100, it is notable to recognize his important contribution in bringing together Egyptian President Anwar Sadat and Israeli Prime Minister Menachem Begin at Camp David in Maryland in September 1978 to listen and negotiate the Camp David Accords."

Professor Andrew D. Wolvin, Distinguished Listening Scholar.

Listening in War & Peace



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TABLE OF CONTENTS

A Message from the Executive Editor	3	Science is Deep Listening	12
Articles:		Outstanding Listeners Interview	13-15
Listening for Peace: The Urgent Need for Active Listening in International Relations	4-6	Presenters Global Listening Festival 2024	16-19
Listening as an Antidote to Political Polarization	6-8	Honoring Our Member & Members News	20-21
Listening in Extremely Divisive Situations Such as War	9-10	Global Listening Centre Award Recipients 2024	22
Listening with War and Peace	11-12	Nominate Outstanding Women Listeners 2025	23



Narendra D. Modi, Prime Minister of India.

India's Prime Minister Narendra Modi had a face-to-face meeting with Russian President Vladimir Putin on the sidelines of the most recent Shanghai Cooperation Organisation summit, where he told President Putin that this should **not be an era of war**, but rather one of dialogue and diplomacy. Modi emphasized that we all must do what we can to stop all the bloodshed and human suffering. Most importantly, he said that dialogue, diplomacy and democracy depend on every participant listen with purpose; to avoid the cognitive biases that bend and twist words and threaten the use of diplomacy in bringing about democratic values.

By Sardool Singh, Chief Global Strategist, Global Listening Centre.



On November 20, 2024, the University of New Hampshire, (USA), Civil Discourse Lab launched a new series focused on listening between researchers and the communities their research serves. Eighty people convened including decision makers, faculty, students, and NH residents to discuss what we should do about climate change and lake health in the **Conversations at the Intersections of Research and Community Listening Exchange (CIRCLE)**. Ten table conversations were facilitated by students of the Civil Discourse Lab. Recorded data will inform the research of keynote speaker, Professor Mary Stampone, and other researchers.

By Professor Renee Guarriello Heath, Ph.D.
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GLC Workshops

The Global Listening Centre (GLC) offers world-class workshops and programs on effective listening skills. All GLC programs are conducted by our elite and distinguished professors and global leaders in the broad area of listening. Each program is designed to provide the participants with the skills necessary to listen more effectively and increase organizational productivity.

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A Message from the Executive Editor

Dear Listeners,

Listening plays a crucial role in shaping both peace and war, influencing how individuals, groups, and nations approach one another, conflict, and resolution. As a path to peace, effective listening can foster understanding and empathy. Tensions can be de-escalated, enabling negotiation, cooperation, and conflict resolution. Effective listening helps build trust which can engender and sustain long-term peace. In the context of war, a lack of listening or a distortion of listening processes result in a lack of empathy and an uncritical view of one's own perspectives and actions. The enemy becomes dehumanized and deserving of harm, and the needs and grievances of the opposition are ignored or discredited.

The Global Listening Centre is dedicated to changing lives through the power of listening. Political and military conflicts around the world have positioned listening as more fundamental and necessary than ever before. This special issue of *The Global Listener* is dedicated to exploring the central and essential position of listening in both peace and war.

In addition to updates and thought-provoking pieces throughout, in this issue, you will find insightful articles about listening in the context of peace and war by Professor Alexander V. Laskin, Professor Donna L. Halper, Professor Katherine van Wormer, and Professor Michael W. Purdy. It was my personal honor to interview Professor Steven Beebe, during which we examine peace and war through the lens of listening and communication.

You will also find links to the 2024 Global Listening Festival. The festival was a tremendous success, as a world-wide audience gathered in a celebration of listening. It truly was a special moment for the Global Listening Centre and all of its members. Special thanks to presenters who inspired us to consider the vital role of listening in enhancing our lives, improving our communities, and creating a vibrant and peaceful global community. Special gratitude is extended to Professor Gayle Pohl, who served as chairperson for the event, the University of Northern Iowa, who hosted the event, Sardool Singh for his continued commitment to the noble cause of listening, and all who participated. I also offer my appreciation to Dr. Smarajit Roy and his team for their extensive administrative work and logistic support to make the Festival a success.

Also included in this issue are a listing of Global Listening Centre Award Recipients and nomination information for the Top 25 Outstanding Women Listeners of the World 2025. Such awards and involvement of luminaries and leaders from around the world signify the expansive reach and influence of the Global Listening Centre.

Finally, I invite you to read a brief tribute to one of our distinguished members. Dr. Jagannatha Rao. His dedication to scientific and societal advancements exemplifies the global influence of our members and underscores the fundamental role of listening in all endeavors.

As always, I encourage you to share this newsletter and to share the work of the Global Listening Centre with your colleagues and friends. I also encourage you to submit an article for our upcoming newsletters. Articles are peer reviewed, highly regarded, and read at universities and institutions around the world. You can find the submission guidelines on our website.

Listening Transforms Lives!



David T. McMahan, Ph.D.

Executive Editor, *The Global Listener*
Executive Chair, Global Listening Centre.
Professor of Communication at
Missouri Western State University, US.



David T. McMahan, Ph.D.

Nominate



The Top 25
Outstanding Women Listeners
In The World 2025
Global Listening Centre

Page No. 23

Listening for Peace: The Urgent Need for Active Listening in International Relations



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Not a Birthday Balloon

In the current tense international landscape, the ability to accurately perceive and understand the perspectives of other nations has become paramount. An example of the perils of misperception can be found in the events surrounding the suspected Chinese surveillance balloon that traversed the US in February 2023.

The balloon's appearance sparked immediate outrage and suspicion among US officials and the public, with many assuming it was a deliberate act of espionage by the Chinese government. This perception fueled a diplomatic crisis, leading to the cancellation of a planned visit to China by US Secretary of State Antony Blinken and further straining of the already fraught relationship between the two superpowers.

However, the Chinese government offered a different narrative. They claimed the balloon was a civilian research airship that had been blown off course and expressed regret for its unintended entry into US airspace. While skepticism persisted within the US, the incident highlighted the dangers of hasty conclusions and the critical need for open communication channels.

Whether the balloon was a deliberate provocation or an innocent mishap, the incident fueled mistrust, escalated tensions, and hindered diplomatic efforts between the two nations. It served as a stark reminder of the importance of listening to and considering alternative perspectives, even amidst geopolitical rivalry and suspicion. In the absence of empathetic listening and a willingness to understand the other side's narrative, the potential for misunderstanding and conflict escalates dramatically. The Chinese balloon incident serves as a contemporary parable, underscoring the urgent need for nations to cultivate a culture of listening and understanding in their international relations.

Listening as the Foundation for Co-orientation

The US and China are not the only countries that

find themselves in disagreement, but disagreement may not be the worst possible situation in relations between countries. In a recent study, Laskin and Nesova (2024) delved into the perceptions of American and Russian youths regarding the possibility of a nuclear war between their respective countries. The authors emphasized the critical need to understand such perceptions, especially in the context of the ongoing conflict in Ukraine and the escalating tensions between the two nuclear superpowers. Relying on co-orientation theory, they analyzed the levels of agreement, congruency, and accuracy for people of both countries.

Co-orientation theory asks an important question—what if our perceptions of what the other person thinks are incorrect? What would be more important: “the reality of the other mind or what we imagine that other mind to be?” (Laskin et al, 2019, p. 169). Many co-orientation scholars concluded that our perceptions—where correct or not—would guide our actions (Chaffee & McLeod, 1968; Grunig & Stamm, 1973). In other words, we may be acting based on the incorrect assumptions!

In the modern co-orientation model, the relations between the parties involved in the communication can be summarized by one of four co-orientation scenarios (Scheff, 1967). The first scenario is a monolithic consensus—both parties agree and are accurate in perceiving this agreement. The second is a state of dissensus—parties disagree but accurately perceive that the disagreement exists. The remaining two scenarios present situations when parties do not accurately evaluate each other's positions. The third is a pluralistic ignorance: both parties have an agreement about an issue under study, but they erroneously think that they disagree with each other. The fourth is a false consensus: both parties are under the impression that they agree on an issue, while disagreement exists. The parties involved may see the issue differently and have different approaches toward working with this issue, all without even realizing and acknowledging these disagreements.

Laskin and Nesova's (2024) findings revealed a concerning lack of alignment between the American and Russian respondents' perceptions. While there was a general agreement on the threat of nuclear war and the reluctance to use nuclear weapons offensively, significant discrepancies emerged in the Americans' understanding of the Russians' views.

The American respondents consistently misperceived the Russian stance, viewing them as more aggressive and willing to engage in nuclear conflict. This misperception, the authors argue, could lead to the American public supporting more aggressive actions against Russia, potentially escalating the current tensions into a global nuclear crisis. The authors attributed this misperception to the significant divide between the Russian people's actual views and the aggressive stance often portrayed by the Russian state media. They suggested that the US public diplomacy efforts should focus on gathering and disseminating accurate information about the Russian people's views to the American public, thereby correcting misperceptions and fostering a more nuanced understanding of the Russian perspective.

The study also highlighted the importance of active listening and understanding in international relations. The authors argued that effective communication goes beyond merely broadcasting information; it requires a genuine effort to understand the other side's narrative, motivations, and cultural context. In the absence of such understanding, misperceptions can fester, leading to mistrust and escalating tensions.

Laskin and Nesova's study underscored the critical role of accurate perception and understanding in international relations. The authors' findings emphasized the dangers of misperceptions, particularly in the context of nuclear threats, and highlighted the importance of active listening and understanding in preventing conflicts. The study serves as a timely reminder of the need for open communication channels and a nuanced understanding of different perspectives in navigating the complexities of international relations.

Listening as Reputation Management

The co-orientation approach also points to active listening as the key part of managing a country's reputation. Laskin (2024) defined reputation as "a long-term belief that sums up the images about the organization from various publics based on their relationships with the organization" (p. 12). The concept of reputation is distinguished from several related concepts such as identity and image. **Identity** is defined as how an organization wants to be perceived, shaped by its mission, communication, design, and actions. **Image** is how an organization is actually perceived by a specific public, influenced by factors like personal experiences and external infor-

mation. In other words, identity lives within the organization, but the image lives within the organization's stakeholders.

The connection between identity and image is shaped by the **relationships** between organizations and their stakeholders. These relationships are dynamic and vary in importance. Your relationship with the organizations influences how identity is reflected into the image. As a result, organizations must understand and prioritize building and maintaining relationships with various publics. Such relationships require organizations to understand correctly what image the publics have of them. This is the job of active listening—helping organizations understand what their publics think of them.

While it is common to analyze reputations of organizations—for-profit and non-profit—the same applies to the reputations of countries (Laskin, 2023). In this context of international relations, listening to and understanding the perspectives of other countries is crucial for building and maintaining reputations. The Chinese balloon incident serves as a prime example of how misperceptions and a lack of empathetic listening can escalate tensions and damage relationships between nations. Active listening goes beyond simply hearing the words of another; it involves striving to understand the underlying emotions, motivations, and cultural contexts that shape their perspectives. It requires empathy, a willingness to step into the shoes of the other, and a genuine effort to comprehend their narrative.

Laskin's (2024) book provides a comprehensive framework, F.O.C.U.S., for managing organizational reputation, emphasizing the importance of research, planning, implementation, evaluation, and stewardship. Within this framework, active listening plays a crucial role in each step:

- **Find the Facts:** Understanding the perspectives of other nations requires in-depth research and analysis of their culture, history, and values.
- **Outlive the Objectives:** Incorporating active listening into public diplomacy initiatives requires careful planning and the development of strategies that promote dialogue and mutual understanding.
- **Conduct the Campaign:** Active listening should be embedded in every communication and interaction with foreign publics.
- **Understand the Upshots:** Assessing the effectiveness of public diplomacy efforts requires

evaluating the extent to which active listening has been achieved and its impact on international relationships.

- **Steer Toward Stewardship:** Maintaining positive relationships with other nations requires ongoing active listening and a commitment to understanding their evolving perspectives.

As a result, active listening is not merely a diplomatic nicety; it is a crucial building block for managing reputation in the international arena. By cultivating a culture of empathetic listening, nations can bridge divides, build trust, and work towards a more peaceful and interconnected world.

Conclusions

In conclusion, this article aimed to emphasize the critical role of active listening and empathetic understanding in fostering peaceful international relations. It demonstrated how a lack of empathetic listening and a willingness to consider alternative perspectives can escalate tensions and hinder diplomatic efforts between nations. The misperceptions, particularly in the context of a sensitive issue like nuclear war, carry the potential for dangerous escalation and conflict. To bridge this divide and foster peaceful international relations, the authors

rightly call for improved communication strategies. However, beyond simply improving the accuracy of information, we urgently need to emphasize the role of empathetic listening. Empathetic listening is not a sign of weakness or concession; it is a tool of strength and strategic foresight. By truly listening to and understanding the perspectives of other nations, even amidst disagreements, we create the space for meaningful dialogue, compromise, and ultimately, the prevention of devastating conflicts, including the unthinkable: Nuclear war.

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Listening as an Antidote to Political Polarization



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I have a friend who is firmly convinced that she could never vote for a Democrat. In fact, she believes that Democrats are the main source of problems in America today. It is a message she hears constantly from the partisan media she consumes. The commentators she trusts give her endless examples of how terrible Democrats are, and since she isn't exposed to any opposing views, she believes what she is repeatedly told. Meanwhile, I have other friends who see things very differently: they know they could never vote for a Republican, and they are firmly convinced that it's Republicans who represent everything that is wrong with America today. After all, they have lots of evidence, and the commentators they prefer are always able to reinforce their views with endless examples of how

terrible Republicans are.

The belief that “our side” is good and “the other side” is evil permeates our politics. In a July 2024 survey conducted by YouGov, people who identified as Republicans said that folks on their side tend to exemplify such traits as being “patriotic,” “strong,” and “capable.” But when asked about what Democrats are like, Republican respondents said they associate Democrats with being “corrupt,” “dishonest,” and “out of touch.” Conversely, Democrats said that members of their party tend to be “open-minded,” “inclusive,” and “responsible.” And when asked the qualities they associate with Republicans, the answer was “corrupt,” “dishonest,” “hypocritical,” and “extreme.” Interestingly, some Democrats accused Republicans of being in a cult; and some Republicans accused Democrats of being anti-American.¹

And in case you think this kind of polarization is just an American phenomenon, surveys conducted in

other countries yield similar results. In fact, the assertion that a given country has never been more divided can be found all over the world. For example, a November 2022 survey from *Statista* showed that 88% of respondents from the Netherlands, 78% of respondents from Brazil, 70% of respondents from France, and 67% of respondents from Nigeria agreed with that belief.² It is also worth noting that in numerous countries, including Turkey, India, Poland, Brazil, and Bangladesh, autocratic governments have used polarization to their own advantage, staying in power by inflaming their country's divisions. There are many historical examples of leaders who demonized people from certain ethnic or religious or socioeconomic groups, telling the citizenry that the country's problems were the result of those people and claiming that only a vote for the leader will keep the country secure.³

So, what are some factors in political polarization? One is certainly the media. In many countries, the US among them, people can choose a diet of nothing but partisan, one-sided sources. Too many people don't know the difference between news reporting (which is based on facts) and commentary (which is based on opinion). In fact, too many people intentionally seek out sources that reinforce what they already believe—a phenomenon known as “confirmation bias.” If, like my friend who believes that all Democrats are evil because that is what she hears over and over, one selects TV channels, radio stations, social media platforms, or publications that only present a binary view, it's easy to assume that one side must be right and the other side is wrong.

And if the most popular media sources in a country are biased, that can sometimes have deadly consequences. A good example occurred in Rwanda in the early 1990s. The country had been entangled in a civil war between the government and rebel forces, exacerbated by longstanding tensions between the country's two main ethnic groups, the Hutus and the Tutsis. A tenuous ceasefire began in August 1993, but then, in early April 1994, Rwandan president Juvénal Habyarimana, a Hutu, was killed when his plane was shot down. His supporters were certain the Tutsis had done it, even though there was no evidence to support that claim. But the president's supporters launched a campaign to hunt down Tutsis and punish them. Radio was a dominant mass medium in Rwanda, and pro-government radio stations were used to stir up the public and persuade them that the Tutsi were disloyal, dishonest, and dangerous. People who tuned in to Rwanda's

broadcasting stations, especially *Radio-Télévision Libre des Mille Collines (RTLM)*, did not hear accurate or unbiased information. Rather, they heard pro-Hutu propaganda, with demands for retribution against the Tutsis. Broadcasters relentlessly referred to Tutsis as sub-human, as vermin and cockroaches who deserved to be exterminated.⁴ Listeners heard numerous stories, many of which were invented, of Tutsi treachery. Hunting down Tutsis was presented as patriotic, work that everyone in the community should do. In a country where each side had long distrusted the other, it wasn't hard to convince people on one side to lash out at the other. And in the end, more 500,000 Tutsis were killed in what came to be known as the Rwandan genocide.

It would be easy for us to insist that something like this could never happen today. But it could. And it has, thanks in large part to the rise of social media. It's no longer just radio or television where angry and inflammatory rhetoric about “the other” can be found. The pervasiveness of social media has made it easier to disseminate myths and misinformation about those who are perceived as different, or to spread rumors about terrible things these “others” have allegedly done. Just as we saw in Rwanda with radio, it was now the online world where hatred and outrage flourished. For example, in 2016-2017, in Myanmar (formerly known as Burma), a majority Buddhist country, hate speech about the Muslim minority Rohingya had been escalating on social media for the past few years. It culminated in a civil war, as the government and Rohingya militias fought. Meanwhile, inflamed by online stories, especially on Facebook,⁵ that the Rohingya were “foreign” and had disrespected Buddhism, angry mobs, often aided by the Burmese military, rampaged through Rohingya villages, burning down buildings and homes, and attacking anyone in their path—whether armed or not, including women and children; numerous sexual assaults also occurred.⁶ In desperation, many Rohingya fled to neighboring countries, but about 25,000 were killed.

In addition to the polarizing discourses we encounter via the media, and the unethical political leaders who encourage their followers to hate anyone with the “wrong” views, one important factor in today's political polarization is that we no longer socialize with others as much as we used to. While it might be easy to attribute this to yet another consequence of the COVID Pandemic of 2020, sociologist Robert Putnam was already noting the phenomenon of increased social isolation back in the 1990s. He wrote about how people were no longer joining groups

like bowling leagues, or participating in volunteerism, or engaging in other activities that used to bring together people from divergent backgrounds. He subsequently observed that more people were staying home, engaging in individual pursuits—whether watching TV, or spending hours online—rather than going out and getting to know their neighbors, or making new friends.⁷ In a world where we seldom meet “the other,” it becomes much easier to believe the worst about them.

I wish I had a magic answer for all of this. I wish I could say that if everyone turned off their TV or stepped away from their computer, all our problems would be solved. Unfortunately, those problems have been around for a while, and it will take time to bring about change. But there is something we can do to make a start: We can start listening to each other. That might seem like an overly simplistic answer, but all over the world, there are examples of what happens when we don’t—that’s how prejudice and mistrust can take root and spread. If we can make the time to get to know what others believe, if we can find out what is important to them, it may become easier to discover what we have in common. Mahatma Gandhi once said, “If we could change ourselves, the tendencies in the world would also change.”⁸ I’ve found that to be true: if we begin to listen more to others, gradually, they begin to listen more to us, and the result is greater understanding.

That’s a theme that came up in a speech by former US President Barack Obama, who spoke at the Democratic National Convention in Chicago recently. As he discussed why he believed in democracy, he reminded the audience that, “Democracy isn’t just a bunch of abstract principles and dusty laws in some book somewhere. It’s the values we live by, and the way we treat each other—including those who don’t look like us or pray like us or see the world exactly like we do. That sense of mutual respect has to be part of our message.”⁹

And that brings me back to my friend who had only heard horrible things about Democrats. While I had met Republicans before, most came from big cities, just like I do, and they tended to have moderate views on most issues. My friend, however, is from a rural part of the deep South, and her perspectives tend to be very conservative. But somehow, for nearly three decades, she and I have found a way to communicate. It hasn’t always been easy—I don’t agree with many of her views, nor does she agree with many of mine. But we learned to listen, and we learned to respect how the other sees the world. She

has not changed her beliefs, but she has made room for mine, and I have done the same. It would be easy for either of us to just say something dismissive, or not communicate at all. What I’ve learned from the relationship is that she and I actually want many of the same things—we just see different pathways to achieving them. Imagine if more of us could sit down at a coffee shop, enjoy some pastry, and exchange ideas. Imagine if more of us could see “the other side” not as an enemy but as an opportunity to learn something new. I am firmly convinced that the way to end political polarization begins with respecting the other person’s views. And that first step is being willing to listen.

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- ⁸ There is little verifiable evidence that Gandhi said “Be the change you want to see in the world;” this quote is the closest to it we can find. Brian Morton, “Falser Words Were Never Spoken,” *New York Times*, August 29, 2011. <https://www.nytimes.com/2011/08/30/opinion/falser-words-were-never-spoken.html>
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Listening in Extremely Divisive Situations Such as War



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My aim in this article is, after some personal background, to discuss the relevance of listening skills to the situation of the Gaza-Israeli war.

Sometimes an event comes along of such magnitude that makes other situations seem trivial in contrast. As a sociologist with a background in social work, I have not only an interest in studying conflict as a universal trait, but also I am interested in studying relationships and what political disagreements do to these personal relationships. The brief articles I've written for the Global Listening Centre (GLC) all have to do with conflict of one sort or another—listening to the survivors of racism based on my co-authored *The Maid Narratives*, a collection of narratives from older African American women who had worked as maids in the Jim Crow South. My aim was to show how much we can learn from such storytellers who survived an atmosphere of injustice and daily discrimination. Other articles I wrote for the GLC were one on listening to the earth: our habitat damaged by pollution and pesticides. Next, I turned to another form of conflict—the abortion issue. My aim was to show how people on opposite sides of this issue could be brought together even if only one party to the discussion practices active listening. This issue was easy for me to address as I can empathize with both sides. This Israeli-Palestinian war offers a much greater challenge to me personally, because as a pacifist, I oppose all war. This means I must struggle to listen with empathy to supporters of any war or supporters of military spending, NATO, and so on.

From my perspective, then, the strong emotions involved in the abortion debate pale alongside the issue of war and the Israeli-Gaza conflict, a conflict that does not seem to have a middle ground. I can't even begin to fathom how strong emotions are on both sides of this war. Tens of thousands of lives are at stake today from the bombing and many more from famine. There is a history here of hatred that goes back centuries, a history in which each side has been both victim and violator of the other. The depth of the conflict is compounded by religious beliefs of entitlement to the land and resources.

Religious hatred in the world is not new. In the late

1960s, at the beginning of the period later known as The Troubles, I was a teacher in Northern Ireland. As is the case with Israel, religion and politics were intertwined. My background was on one side, as a Protestant, and my sympathies were on the other side, as a protester with the Catholics. My Protestant friends were loyal to the Queen, and my Catholic friends identified with the South of Ireland. There were sectarian parades, rallies in the streets, and terrorism. I had friends on both sides, and there were no problems, but in my school, which was Protestant, I found myself saying all the wrong things, inflaming the staff, and sealing my fate to eventually lose the job. Using hindsight, I would handle the situation very differently today.

The situation in Northern Ireland pales in contrast to what is going on with the Israeli-Hamas conflict. In Northern Ireland, there was always the possibility of a solution and a road to peace. In the Israeli-Gaza war, there are no prospects for lasting peace, and the conflict has worldwide ramifications. At first, after October 7th, 2023, the world reacted to the horror of this terrorism, and Islamophobia was on the rise (De Rose, 2024), but as the media shifted focus to the revenge destruction and killings in Gaza, a wave of antisemitic rhetoric and hate crimes were reported in the US, France, and the UK (Gupta, 2023). This outbreak of such rhetoric was most noticeable on US college campuses where demonstrations against Israel were held. What is significant is the extent to which a war and political conflict in a far-away country can bring the issues home.

The divisiveness in the US as in Europe over this issue is very strong. A survey from the Pew Research Center (2024a) reveals that for Jews and Muslims living in the US, the level of distress over this Middle Eastern conflict is especially high. The survey of Muslims and Jews found that around one in four in each group say that they have stopped talking to someone or blocked someone online because of something that person said about the war. And the majority in these two groups say they have felt an increase in discrimination since the Israel-Hamas war broke out.

And other people too, apart from Muslims and Jews in the US have become very emotionally involved into what is happening in Gaza. And everywhere—in the bar or pub, in coffee shops, on the college campus, and at the dinner table among family and friends—angry arguments break out.

What if we, in discussing this conflict, listen to each

other? Would we then not feel the pain the other is feeling at the loss of life, the hostages dying in captivity, the children wounded or killed in the bombings, and the terrorism of Hamas? After a thorough investigation, the United Nations Commission states that both Hamas and Israel are guilty of war crimes. Right now, many members of our communities are in emotional pain because of the terrible violence that has harmed—and continues to harm—families and communities in Israel and/or Palestine.

Social work teaches listening skills drawing on the teachings of psychologist Carl Rogers (1980) who famously defined the three key components of listening as empathy, unconditional positive regard, and genuineness. The foremost of these is empathy. Empathy is about grasping the other person's feelings of anger and fear and responding to them with your body language. It's also about intellectually putting yourself in the place of the other and feeling even for a moment their pain. And, hopefully, the other person will respond accordingly.

Listening in times of war and especially in situations in which opinions are polarized requires a unique attention to what is said, the words that are used, and tone of voice. Use of "I" statements helps promote understanding. Coming out with bold political opinions can have the opposite effect. The goal is not to win the argument but to find common ground.

The opposite of empathy is dehumanization. To prepare soldiers for combat they are trained to see their enemies as less than human. Part of the process is to call them by derogatory names. The other side is doing the same thing. The result is many end up dead and hatred of the other spreads across the globe. The first casualty of war is said to be the truth. The second could be empathy.

A major pitfall in political conflict is in the choice of words. The connotations on one side of the conflict may be entirely different to the other side. Empathy comes into play here too in understanding how certain terms can trigger a psychological response that makes little sense without knowing the context. And the context may relate to a people's cultural history and their survival under horrific circumstances. A term's meaning may have historical implications and relate to intergenerational trauma. Both Palestinians and Jews are descended from people who endured the horrors of mass slaughter and ethnic cleansing. And historical trauma is a factor that drives extremist thoughts and politics on both sides of the Israeli-Gaza war. Examples of

terms and slogans that are emotionally laden and thoughtlessly uttered by activists are: "Free Palestine", "From the river to the sea", genocide, and Zionism. Equating Palestinians with terrorism also should be avoided as well. Each of these terms is capable of evoking demons from the collective past in the minds of later generations as well as from the survivors themselves.

To know which terms it is safe to use, the best policy is to listen to the terms the other person seems comfortable using. If the goal is to discuss the issues and in doing so, to offer support, then active listening is the best approach. And if the goal is to convince the other person or others in an audience, empathic listening still goes a long way. One of Rogers' teachings is how to use paraphrasing by focusing on the desired elements in a person's statement and ignoring remarks that are provocative. In this way two people on opposing sides of a controversy can feel they have reached some sort of agreement.

In summary, there is no greater challenge to advocates of empathic listening than in wartime when the stakes of winning or losing are so high, and the people are so divided. The Global Listening Centre is playing an important role, in its conferences and through its publications available on its website, to peacemaking. In fact, I was pleasantly surprised when I searched online to check to see if there was any research linking listening skills to peace in the Israeli-Palestinian conflict, and what popped up but an article on narrative listening between Palestinians and Jews from Israel, an article published by the Global Listening Centre by Rappeport and Wolvin. These authors describe a case study of New Story Leadership, an organization that brings together delegates from Israel and Palestine to Washington DC each summer to share personal narratives with each other and with US members of Congress. The stories invite empathy, but "only if we listen."

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Listening with War and Peace



Professor Michael W. Purdy, Ph.D.
Distinguished Listening Scholar,
Past Vice Chair, Global Listening Centre.
Professor Emeritus, Governors State University,
US.

It might shock the average person to learn that “Between 1946 and 2021, there were more than 500 wars world-wide. Just a quarter of those conflicts ended through peaceful negotiation, and 40% never ended at all.” War is reality, and it would seem that life on this earth has not advanced. However, some would argue that the world is a better place in late modern times, despite all the problemsⁱⁱ. Some argue, as I do too, that the world is better and worse at the same time. That rings true; especially if you are listening to the news, social media or other media outlets.ⁱⁱⁱ If war is reality, how do we cope with the chaos war invites into our lives?

Mohandas Karamchand Gandhi (1869-1948) is famously said:

“When I despair, I remember that all through history, the way of truth and love has always won. There have been murderers and tyrants, and for a time they can seem invincible. But in the end, they always fall. Think of it, always.”

Ghandi provides a certain relief, but only in a harsh and solemn world.

UN peacekeepers have at times worked to create a listening environment. In the real world we can look to those like UN Peacekeepers who are charged withstanding between warring parties; and when workable bringing sides and parties together to talk about common concerns rather than resorting to violence. If they can set the parties down when an issue arises and find a way to get them talking and telling them stories and listening to each other, instead of escalating towards a fight, there is hope of a different outcome. A recent outcome of interpersonal communication found that, nurturing the quality of relationships, even on an objectively small scale, had powerful implications for reducing large-scale tensions, even in situations of war.

There are many ways to start a conversation among participants in conflict. Listening circles, for instance, offer everyone a chance to express frustrations. In listening circles participants in con-

flict catch the breakdown of listening communication before it escalates—a helpful move. As Yuval Noah Harari writes in his new book *Nexus*,^{iv} (Pg 30) “since history is shaped by intersubjective stories, sometimes we can avert conflict and make peace by talking with people, changing the stories in which they and we believe, or coming up with a new story that everyone can accept.” And in a listening circle everyone is hopefully in some sense open and receptive. To change the story or create a new one, one must listen carefully to current stories to know what the new story might be.

Many people who knew Gandhi well said he was a very good listener; he listened to know how to respond, to know what action to take. He was master of both listening and strategy, working to change the story regarding colonial powers.

Sometimes peacekeepers, listening circles, and even culturally shared celebrations can dissolve conflicts, and we would all hope for that. But we know from history that humans repeatedly find their way to war or skirmishes instead of talking and listening. Still, there is hope; there are now more organizations and movements promoting listening than at any time in history. And then there is a major force in listening, The Global Listening Centre. This organization held the 2024 Global Listening Festival at the University of Northern Iowa. The announcement lauding the festival’s success, declared “the vital role of listening in enhancing our lives, improving our communities, and creating a vibrant and peaceful global community.”

But in the mayhem that continues to turn to war, the last and most important listening strategy is to “Be the change you want to see in the world” —a quote that’s often attributed to Mahatma Gandhi. This requires turning our listening inwards to find a peace and balance within ourselves.

We must do what we can in terms of peaceful resistance, active and constructive behavior, and then we must listen to self, the self which integrates the dark side, the shadow, as Carl Jung put it, in our civilization. We must listen to self, the whole self and find peace within.

Sri Aurobindo (1872-1950, yogi, seer, philosopher, poet) in *The Life Divine*, said the most important discovery of the listening self was found in listening to the silence, going within. Kirpal Singh (1894–1974)

Indian spiritual master, stressed listening as receptivity, and meditation-going within and advised seekers to “Know thyself.” Michel Foucault (1926-1984), French philosopher, said “Take care of thyself.” Such wisdom is universal. It can be found by listening in the silence of our everyday life. Listening within us become more stable and contribute in some small way to peace in the world.

There is much more to be appreciated with regards

the listening self and listening with silence but that is another article for another day.

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- ⁱ *Bloomberg Weekend Edition*, 11/16/2024
- ⁱⁱⁱ <https://ourworldindata.org/much-better-awful-can-be-better>
- ⁱⁱⁱ See <https://theconversation.com/seven-charts-that-show-the-world-is-actually-becoming-a-better-place-109307>
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Science is Deep Listening



Professor George Perry, Ph.D., HonD

Professor of Neuroscience, Developmental and Regenerative Biology and Chemistry, University of Texas, San Antonio, US.

All areas of life benefit from **listening**, defined as developing opinions and actions based on evidence, but none more than science. Science is subject to evidence developed by listening to all senses, community and history. The scientific method formalizes listening to the existing evidence to develop the right question to capture nature’s answer: **Deep Listening**. Through that process centuries of progress have transformed our world at an ever-increasing rate. Yet this process is fragile to the historical, insight of the questioner (scientist), integrity of the evidence (data) collected and appreciation of the limitation of questions that can be answered. Events that cannot be reproduced or are not observable are usually not approachable by the scientific method, although they are often the most important aspects to our life.

Heightened concern over data integrity and bias is a clear violation of deep listening. It breaks the continuity of opinion and action with history, community, and observation and charts a future devoid of reality. Promoting the essential link between science and listening is critical.

Deep listening is essential to the scientific method and safeguards its integrity.

By Professor George Perry, Ph.D., HonD

George Perry, PhD, HonD, is one of the top 3 scientists in the world in the field of Alzheimer research and is Semmes Foundation Distinguished University Chair in Neurobiology at the University of Texas at San Antonio. In studies spanning over 40 years, he has revealed the biological abnormalities underlying Alzheimer disease. His work was the first to suggest that removing the pathology of Alzheimer disease will not benefit patients because both senile plaques and neurofibrillary tangles are antioxidant responses critical to normal aging. This interpretation underlies the decades of failure to find effective therapies. Professor Perry founded the *Journal of Alzheimer’s Disease* and won numerous awards, fellowships and honors including membership in the Academies of Science of Mexico, Portugal and Spain. Perry has been cited over 126,000 times and is recognized as an ISI highly cited researcher (H=177).

Echoes of Peace: The Transformative Power of Listening. An Interview with Steven Beebe



Professor Steven Beebe, Ph.D.
Regents' and University Distinguished Professor
Emeritus at Texas State University, US.



Interviewer
Professor David T. McMahan, Ph.D.
Professor at Missouri Western State University, US.

David: Dr. Steven Beebe is a truly remarkable scholar and an even more remarkable human being. We are so fortunate to be able to talk with him about concerns and issues around the world and the impact that communication, and listening specifically, might have in addressing them.

Across the globe, longstanding hatreds and disputes have erupted into war. As a communication scholar, what might be done to disrupt old narratives and replace them with something better?

Steven: Well, I think your question is intriguing because, when I hear that question, I focus on the role of narrative and the role of story. I think stories are so important and the stories we tell ourselves, whether as cultures or nations or communities. We each have our narratives. So, we watch the news and shake our heads and lament at war and destruction and pain and suffering. From a communication perspective, I wonder if having conversations about sharing our narratives, and finding where those overlap might be helpful. We may identify ourselves as in this family or that family, or in this group or that group, or that tribe or this tribe, but can we discover that we're part of a larger tribe as opposed to individual tribes. I research C.S. Lewis. He has a lot to say about narratives. And, I also read a book by Christopher Booker called *Seven Basic Plots*. Booker suggests that of all the stories ever told, of all the narratives that have ever been written, there are only seven basic plots that have ever existed. Of the plots, he said their is the quest, vo-

yage and return, overcoming the monster, rags to riches, and rebirth; comedies are problems that end up with solutions, and tragedies are solutions that devolve into problems. Booker claims those are the seven basic plots. But, from reading Lewis and from pondering on those seven plots, I propose a different narrative archetype. What I suggest is that all seven of those narratives have one thing in common—they are all about finding home. The quest for what? To find home, the voyage and the return home. What do we do when we win the lottery and have earned our riches? Well, we buy a house or build a house. Where do births and rebirths happen? They all happen at home. Each one of those classic narratives are about the quest for finding a home. Many of our conflicts, our world conflicts, are about the struggle for a homeland, of who belongs where. So, from a communication standpoint, I wonder if it's helpful for us to see ourselves as a part of a common community, that we're all trying to find home, that we're all part of a common story. From a communication standpoint, how can we tell that story? How can we find ourselves and others in that same story—that we're all really trying to find a homeland for ourselves, our family, and those who we love. I pose that as a question and not as a solution to all the world's problems, because I think that would be simplistic. But, I would offer that perspective as a way of looking at our narratives and what our narratives are attempting to do—help us find home, not only for us, but for all of humanity.

David: In what ways might we bring listening into

it? How might listening be fundamental in addressing global conflicts and bringing about a more peaceful and harmonious world?

Steven: Well, I think listening is integral to that. It's something that I've taught for over 50 years in my own classes and continue to do through research in classroom contexts and other situations. We have to listen to each other's stories. We need to listen to each other's narratives. And, I think it's through listening that we discover what it is we're all seeking—that we're all seeking home. Now, by home, I don't necessarily mean a literal place. Home could be a condition. Nor do I mean that every story ends with a happy ending, and everyone always finds home. Some stories end tragically before the protagonist finds their home. But, I think that narrative, that quest for finding home, and then having someone listen to us is important. There would not be stories around the campfire if there weren't someone there to listen to those stories. We would give our monologues to the fire, but we don't do that. We wait until there's someone there to share a story with us. So, listening is central, it is integral to helping us find the common ethos of our stories, what binds us together, and what helps us find home. Listening is a key skill.

David: Beyond listening, what communication skills do you believe are most important for world leaders to implement when addressing global conflicts, both in terms of communicating to the people they lead and represent, and in terms of communicating and negotiating with other groups?

Steven: Well, I think that's an important question. We teach communication and we teach it in various countries around the world. What I wonder about is: Are there common ways as to how we approach and understand communication across cultures? From an intercultural or cross-cultural standpoint, some may say, "No, that culture is so powerful that we really don't have those commonalities." But, as I have thought and written about it, I suggest that there are five pan-cultural communication competencies or skills, regardless of culture, that deserve an emphasis. Those five are: Firstly, that you're effectively aware of your own communication and your communication with others. With some degree of self-awareness for every culture, that is an important concept. We often talk about being mindful, and mindful communication is really the same kind of idea—to be aware of our communication with ourselves and with others is a universal principle. A

second principle is that effective communicators use and interpret verbal messages effectively. We all use words. Now, of course, we speak different languages and we have different symbols and different ways of extracting meaning from those symbols. But using words effectively is key. So, every culture finds a way to use words; that's what we teach. The third principle is that we effectively use and interpret nonverbal messages. There again, we interpret those messages differently. We use space. I have reviewed the phenomenon that our literature informs us about nonverbal messages, which are different. I'm not saying that we all communicate the same way. But, I am suggesting that nonverbal messages, and attending to those cues are important in every context. So in terms of competencies, being aware of verbal messages and nonverbal messages are important to all cultures. The fourth skill that I discuss and spend some time talking about, not surprisingly, is listening and thoughtfully responding. Again, in all cultures, the role of listening is important. That's why I think the work of the Global Listening Centre is vital; throughout the world, there are listening competencies that can help us in the establishment of peace and mitigating conflict. Thus, listening and responding is key. The fifth skill that I raise, and again, I claim these apply to all cultures, is that effective communicators appropriately adapt their messages to one another. One person may tell a different story. The other person has a different view. We're all different from each other. We're all estranged from each other. We're all strangers to some degree. But, as we cross cultures and look at how we tell that common story, we make sure that it's not just only from our standpoint, but it's about the other person, and that's where the adapting principle comes in. Hence, those are five competencies or strategies that—and it may be controversial, I realize, to say—regardless of culture, these principles apply. But, I will be bold enough to suggest that these principles are pan-cultural human communication principles that can help us manage our differences and reach peace. All humans are aware, use and interpret verbal and nonverbal messages, listen and thoughtfully respond, and appropriately and ethically adapt messages to others.

David: How do you believe that social media has impacted the state of affairs in our contemporary world and what practices or policies might be put into place to enhance or improve communication taking place through social media?

Steven: Unquestionably, social media has transformed the way we think about communication and the way we do communication. If you look at a classic model of communication, source-message-channel-receiver-feedback, the kinds of models that we teach our students, applications of social media really suggest that now we have more channels of communication. We still have message sources and receivers, but we have more channels to connect those sources and receivers all the time. So, as we look at social media we find that we are immersed in more communication with more people constantly. That's both a good thing—or can be a good thing—and a challenging thing. The channel of communication is agnostic in terms of ethics. We, as senders and receivers, make decisions about what we do with the messages that we send and receive, but the fact that it comes from Facebook or X or TikTok, is irrelevant. But, we have access to many more channels and each other. So, I think that's both a good thing and a bad thing. In terms of what that means for communication, for those of us who are educators, especially those of us interested in listening, I think that's key. I think courses and studies in media literacy and listening literacy question how we process, how can we ethically process, all of these messages that we now have an opportunity to hear and interpret. Those are important questions we can ask and respond to as educators. Including our courses, in our curriculum, by helping others sort out real news from fake news, how do we know what's true? That's increasingly challenging, especially with AI technology, we often can't believe our eyes and ears based upon what we see and hear. I think we need education to help us sort that out, to help us make some of those decisions about what is real and what is fake. So, coupled with the increase in media, I would advocate for an increase in media literacy that includes thoughtfully listening, listening and thoughtfully responding to messages.

David: How does listening impact your work as a consultant and trainer, and what suggestions do you have for people who want to become better listeners in their personal and professional lives?

Steven: I appreciate that question as well. Listening and listening education has been central to what I do. It was over 50 years ago that I taught my first public speaking course. Included in that course, as it still is included today in the courses that I teach and books that I write, is listening. Teaching listening is

central to what I do. About 45 years ago or so, when I was president of the Florida Communication Association, I had the opportunity to invite a speaker—anyone I wanted—to our conference. Well, I realized that in Florida, not too far away from where the conference was being held, was Dr. Ralph Nichols. I didn't know Professor Nichols. He certainly had a classic recorded speech that I would play for my students. I called him, and he agreed to come to the conference, and I had a chance to interview him. It was fascinating. What a wonderful, personable, talented, and caring person. That ethos of Dr. Ralph Nichols has stayed with me and influenced what I do. In the books that I write, and if I have an opportunity to revise those books, the first chapter that I revise, regardless of whether it's a book about group communication, public speaking or interpersonal communication, the first chapter I always revise is the chapter on listening—because it's my favourite. It's the one skill that I find integral to everything else that we do. And, another reason it's my favourite is because I've worked very hard to identify not just what listening is, why listening is important, and to describe listening, or as a lot of resources do, identify the problems with listening—what I'm most interested in as an educator is what can we do or what can we say that helps us be better listeners. And so, that's been the focal point of what I have been doing during my 50-year career. Probably my most popular consulting program is called “A Leader's Skill in Listening.” I present this seminar to top executives emphasizing the importance and power of listening as a leadership skill. My seminar incorporates those five principles that I talked about earlier, but it often emphasizes what we should do to become better listeners. Most importantly, how do we improve listening? How do you do that? Well, because I don't have time to present all of those skills here you'll have to read my book! But, I'm interested in what helps us listen better, rather than just describing it or increasing our awareness of listening. How can we listen better? Linking back to that first question you asked me, I think those listening competencies can help us establish peace, whether that's with countries, between each other and our families, or even within ourselves as we understand and listen to our own needs and can respond thoughtfully to others, as well as ethically listen to ourselves. Listening can help us find home for ourselves and for others. Being at home is being at peace.

"Listen up - there's no war that will end all wars "

Haruki Murakami

Presenters Global Listening Festival 2024

(Page 16-19)



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Link: [GlobalListeningFestival2024\(UniversityofNorthernIowa\)](https://www.uni.edu/globallisteningfestival2024)

Thanks Professor Gayle Pohl!

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Associate Professor Gayle M. Pohl, Ph.D., APR
President (Academia) Global Listening Board.
Associate Professor at University of Northern Iowa, US.

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Alan Ehrlich, Past President, Global Listening Centre. Chair (Listening Disorders) Global Listening Centre.
Link: [GlobalListeningFestival2024\(AlanEhrlich\)](#)



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Dr. Alexander V. Laskin, Ph.D., Professor at Quinnipiac University, US.
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Dr. Annie Rappeport, Ph.D., Adjunct and PostDoc at University of Maryland College Park, US.
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An Imperitive: Why Listening Empathetically Matters

Dr. Carolyn Calloway-Thomas, Ph.D., Professor and Director, African American and African Diaspora Studies at Indiana University Bloomington, US.
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Active Listening for Language Learners in a Globalized World

Dr. Christine Chuen Meng Goh, Ph.D., Professor at Nanyang Technological University Singapore.
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Beyond Active Listening: Exploring Communication-Based and Relational Listening

Dr. David T. McMahan, Ph.D., Professor at Missouri Western State University, US.
Link: [GlobalListeningFestival2024\(DavidMcMahan\)](#)

Effective Strategies for Listening to Messages on Social Media Platforms

Dr. Gayle Pohl, Ph.D., APR, Professor at University of Northern Iowa, US.
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Listening Champions for a Better World

Dr. Judi Brownell, Ph.D., Professor Emeritus at Cornell University, School of Hotel Administration, US.
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Listening in Extremely Divisive Situations Such as War

Dr. Katherine van Wormer, Ph.D., Professor Emerita of Social Work at University of Northern Iowa, US.
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Leading Ethical Listening for Strategic Communication

Dr. Katie R. Place, Ph.D., APR, Professor at Quinnipiac University, US.

Link: [GlobalListeningFestival2024\(KatieRPlace\)](#)

Positive Listening in Coaching

Dr. Laura Dryjanska, Ph.D., Professor of Psychology, Asbury University, Wilmore, US.

Link: [GlobalListeningFestival2024\(LauraDryjanska\)](#)



Celebrate why Listening and Saying “Thank You” Transforms Lives

Dr. Lynette Louw, Ph.D., Deputy Dean and Professor at Rhodes University, South Africa.

Link: [GlobalListeningFestival2024\(LynetteLouw\)](#)

Se Aprende a Escuchar, Siendo Escuchado. Acompañamiento y Escucha en Estudiantes Adultos

Dr. Maribel Castañeda Muñoz, Ph.D., Escuela de Humanidades, Universidad Anáhuac Puebla, Mexico.

Link: [GlobalListeningFestival2024\(MaribelCastanadaMunoz\)](#)



(Re)Introducing Medu Nefer: Ancient Egypt’s Listening-Focused Rhetorical Art

Dr. Melba Velez Ortiz, Ph.D., Professor of Communication in Honors, Grand Vally State University, Allendale, MI, US.

Link: [GlobalListeningFestival2024\(MelbaVelezOrtiz\)](#)

Lessons from Ancient Masters of Listening

Dr. Peter A. Huff, Ph.D., Professor of Theology and Religious Studies, Director, Center for Benedictine Values, Benedictine University.

Link: [GlobalListeningFestivalFestival2024\(PeterAHuff\)](#)



Resolving Conflict in Personal Relationships Using Passive Aggressive and Assertive Listening Statements.

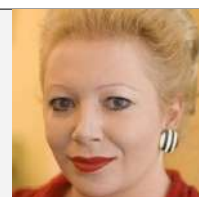
Dr. Steven Winer, Ph.D., Director Relationship Communication Institute.

Link: [GlobalListeningFestival2024\(StevenWiner\)](#)

Listening to the Silences

Dr. Tara Brabazon, Ph.D., Professor of Cultural Studies at Flinders University, Australia.

Link: [GlobalListeningFestival2024\(TaraBrabazon\)](#)



Listening During Combat: A Consideration of Multidirectional Communication Flow During War

Dr. William T. Howe, Ph.D., Assistant Professor, Texas Tech University, US.

Gregory Abel, M.A., Ph.D., Student, Texas Tech University, US.

Link: [GlobalListeningFestival2024\(WilliamTHowe\)](#)

Global Listening Festival 2024 Interviews

Echoes of Peace: The Transformative Power of Listening

L: Dr. Steven Beebe, Ph.D., Regents' and University Distinguished Professor Emeritus at Texas State University, US.

R: Interviewer, Dr. David T. McMahan, Ph.D. Professor at Missouri Western State University, US.

Link: [GlobalListeningFestival2024\(StevenBeebe&DavidMcMahan\)](#)



Elevating the Value of Listening in Suicide Research

L: Dr. Kairi Kølves, Ph.D., Professor at Australian Institute for Suicide Research and Prevention, Griffith University, Australia. WHO CCRTSP.

R: Interviewer, Dr. Luke Bayliss, Ph.D., Senior Research Assistant at Australian Institute of Suicide Research and Prevention.

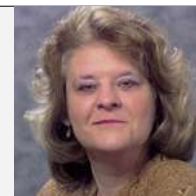
Link: [GlobalListeningFestival2024\(KairiKolves&LukeBayliss\)](#)

Interview with a Department Head

L: Dr. Ryan McGeough, Ph.D., Associate Professor, Communication Department Head, University of Northern Iowa, US.

R: Interviewer, Dr. Gayle M. Pohl, Ph.D., APR, Professor at University of Northern Iowa, US.

Link: [GlobalListeningFestival2024\(RyanMcGeough&GayleMPohl\)](#)



Listening in Alternative Healthcare

L: Valorie Prah, Ph.D., Alternative Medicine Practitioner

R: Interviewer, Dr. Gayle M. Pohl, Ph.D., APR, Professor at University of Northern Iowa, US.

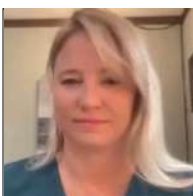
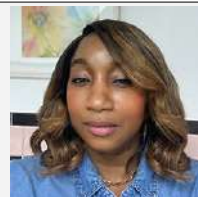
Link: [GlobalListeningFestival2024\(ValoriePrah&GayleMPohl\)](#)

Listening in Policing and Criminal Investigations

L: Dr. Ivar Fahsing, Ph.D., Detective Chief Superintendent and Associate Professor at the Norwegian Police University College, US.

R: Interviewer, Dr. Carlene Barnaby, Ph.D., Associate Professor at Criminal Justice Program, Kingsborough Community College (CUNY), New York, US.

Link: [GlobalListeningFestival2024\(IvarFahsing&CarleneBarnaby\)](#)



Listening to Animals

L: Dr. Jenna Wallace, Chief Veterinarian Officer, Veterinarians International

R: Interviewer, Lauren Steinberg, CEO Veterinarians International.

Link: [GlobalListeningFestival2024\(JennaWallace&LaurenSteinberg\)](#)

The Role of Listening in the Psychic World

L: Carol Ann Mauer, Psychic

R: Interviewer, Dr. Gayle M. Pohl, Ph.D., APR, Professor at University of Northern Iowa, US.

Link: [GlobalListeningFestival2024\(CarolAnnMauer&GayleMPohl\)](#)



Listening Panel Discussion



From l to r: Dr. Danielle McGeough; Director of Interpreter's Theatre, University of Northern Iowa, Joanne Wzontek, Director of Development, Cedar Rapids Museum, Joe Gorton, Professor Emeritus, Criminology, University of Northern Iowa, Martin Hansen, Director of Sales Program, University of Northern Iowa, Interviewer, Dr. Gayle M. Pohl, Ph.D., APR, Professor at University of Northern Iowa, US. President (Academia) Global Listening Centre.

Link: [GlobalListeningFestival2024\(DanielleMcGeough&JoanneWzontek&JoeGorton&MartinHansen&GayleMPohl\)](#)

Honoring Our Member

Carin-Isabel Knoop

Chairperson, Global Listening Board, Global Listening Centre.
Executive Director at Harvard Business School, Case Research and Writing Group, Harvard University, US. Co-Founder of HSIO.

Carin-Isabel Knoop is an internationally known expert in the fields of management and leadership. She currently is the founder and leader of the business case writing team at Harvard Business School and Executive Director of the Harvard Business School Case Research & Writing Group.

A Franco-German born in Mexico, raised in Africa, Europe, and the US, Carin has an outstanding background in which she developed her interest in a world of inter-connected people.



Carin-Isabel's team at Harvard partners with distinguished HBS faculty members to develop course materials on decision-makers in private and public sector organizations (over 2,000 case studies to date around the world). Her first-hand experience with, and research on, executive challenges inspired her 2018 book *Compassionate Management of Mental Health in the Modern Workplace* (Springer) with Professor John A. Quelch. This body of knowledge combined with interdisciplinary collaborations with athletes, psychologists, and others form the cornerstone of her keynotes, executive team workshops, and other speaking and publishing endeavors. Carin-Isabel is a pragmatic idealist on a mission to promote the humanization of the workplace.

Carin-Isabel is concerned about the rate that non-listening skills are increasing in the corporate sector. Carin aims to promote diversity of thought, adaptability, and human sustainability at work through active and effective listening. She has been working closely with GLC's Chief Global Strategist Sardool Singh and Professor David McMahan, Executive Chair, Global Listening Centre, Past President National Communication Association, and a broad-based, concerned team in developing best listening modules for corporate entities. GLC is honored to have this elite scholar as a member of our organization. An additional note: Carin likes to connect people and ideas, eat soft-serve ice cream, and write postcards in French, German, Spanish, and English.



Members News

Listening Transforms Lives in Malawi:

Report by Jennifer Gröner, Director Global Engagement.

I would like to report the good work being done by Mr. Brown Masingati, in Malawi. Mr. Brown Masingati social worker, a holder of a B.A. degree (humanities) obtained at the University of Malawi, is an expert in counseling and listening. He put his skills to work in Malawi helping couples with communication problems. Malawi is a small South African country that is poverty stricken due to drought caused by climate change. In rural parts of Malawi these economic problems have led to depression and even suicide in some families. The economic situation led to serious family relationship problems, including separation in many rural marriages. Brown set up a counseling center where couples could learn to listen and also find counseling staff ready to listen. Counseling support was also available to youth in the community who were having problems. Overall, some 50 families were helped and their relationships saved from separation and suicide. Finally, Brown in his own words: "I am advocating for teaching, and practicing, the 'art of listening,' because it can be a transformative force, not only in Malawi but globally." Our GLC strategy department stays in touch with Brown to provide ongoing support. Thank you Mr. Brown Masingati, B.A., for promoting the mission of GLC in Malawi and other African countries.



Members News



Professor Steven Beebe, Ph.D.
Regents' and University Distinguished Professor Emeritus at Texas State University, US.

Congratulations!

Professor Steven Beebe, Ph.D., Listening Legend, received the Wallace A. Bacon Lifetime Teaching Excellence Award which is presented by the National Communication Association (NCA) to recognize a lifetime of outstanding teaching.

Professor David T. McMahan, Ph.D.
Professor at Missouri Western State University, US.



Professor David T. McMahan, Ph.D., received the Samuel L. Becker Distinguished Service Award, which is presented by NCA to recognize a lifetime of outstanding service to the profession.

The awards were formally presented at NCA's award ceremony during the NCA 110th Annual Convention on Saturday, November 23, in New Orleans, Louisiana.

Environmental Listening

Listening creates community, it brings us together. However, the community of listening is more than human; in the fulness of listening, we integrate all of nature into our lives. Thanks to Professor Marzia for her important contribution towards environmental listening.



Professor Marzia Traverso, Ph.D.
Chair (Environmental Listening) Global Listening Centre.
Professor and Head of Institute of Sustainability in Civil Engineering, RWTH Aachen, Germany.



"Listening carefully is the first step to be successful! Without a proper partnership, it is not possible to succeed." Marzia



Professor Marzia (middle) with her Senegal students.

Global Listening Centre Award Recipients 2024

Distinguished Listening Scholar Award



Judi Lee Brownell, Ph.D.
Professor Emerita of Organizational Communication, School of Hotel Administration at Cornell University, US.



Gayle M. Pohl, Ph.D., APR
President (Academic) Global Listening Centre. Associate Professor of Communication Studies at University of Northern Iowa, US.



Melissa Beall, Ph.D., CLP
Past Executive Chair, Global Listening Centre. Professor Emerita of Communication at University of Northern Iowa, US.

Leadership in Listening Award



Carin-Isabel Knoop
Chairperson, Global Listening Board, Global Listening Centre. Executive Director at Harvard Business School, Case Research and Writing Group, Harvard University, US. Co-Founder of HSI0.



Lance Strate Ph.D.
Senior Vice President (Academic Affairs), Global Listening Centre. Professor of Communication and Media Studies at Fordham University in New York City, US.



Gayle M. Pohl, Ph.D., APR
President (Academic) Global Listening Centre. Associate Professor of Communication Studies at University of Northern Iowa, US.

Outstanding Article Award



Claude-Hélène Mayer
(Dr. habil., Ph.D., Ph.D.)
Chair (Academia Division), Global Listening Centre. Professor in Industrial and Organizational Psychology at University of South Africa, Johannesburg, South Africa.

Significant Contribution Award



Ryan McGeough, Ph.D.
Associate Professor, Communication Department Head, University of Northern Iowa, US.



Jennifer Gröner
Coordinator 25 OWL 2023
Director (Global Engagement) Operations Incharge, Global Listening Centre. Germany.

Nominate The Top Outstanding Women Listeners for 2025

Dear GLC Members,

In the year 2023, the Global Listening Centre presented "The Top 25 Outstanding Women Listeners in the World 2023" (25OWL2023) awards on Cayman Islands. It was an incredibly successful program that highlighted the importance of listening and the Global Listening Centre to a truly global audience. As people deeply involved in the academics and practices of listening, we know just how important a skill it is. It is therefore our job to highlight listening's importance in the lives of every individual and every community across the globe. Poor listening has real costs-poorer relationships, lower academic achievement, lower earning potential, in addition to the social impacts of polarization and the inability to have productive conversations around approaches to climate change. "The Top 25 Outstanding Women Listeners in the World-2023" was just the first as we embark on making this extraordinary program even better in 2025 as we honor the women of 2025. But we can't do it without you! Who would you nominate for this high honor? Please, over the next few weeks, think of someone that you consider an Outstanding Woman Listener in the year 2025. We will be sending out nomination forms for 25OWL2025 and program details over the next few weeks. Please watch your email and be prepared with the nominations of your choice. We are looking forward to a very successful "The Top 25 Outstanding Women Listeners in the World-2025" program in 2025.

Yours Respectfully,

Jo-ann Rolle

Jo-Ann Rolle, Ph.D.

Vice Chair, GLC .

Past President of the National,

HBCU Business Deans Roundtable,

Past Dean at School of Business Medgar

Ever College, City University of New York, US.



The Top 25
Outstanding Women Listeners
In The World 2025
Global Listening Centre

Celebrating our Member!



K. S. Jagannatha Rao,

Ph.D., FNASc, FABAP, FABS, FLS (UK), FRSB (UK), FRSC (UK), FAPAS, FTWAS

Senior Vice President (Listening in Science) Global Listening Centre.

Pro Chancellor, KL Deemed to be University, India. Distinguished Professor, National Science System, Panama. Adjunct Faculty, UTHS, Houston, US.

Dr. Jaganatha Rao is a distinguished neuroscientist renowned for his groundbreaking research on neurodegenerative disorders and his deep commitment to impactful scientific and societal advancements. He emphasizes the power of listening as a fundamental element in research and innovation. Prior to his current position as Pro Chancellor of KL Deemed to be University in India, where he focuses on advancing higher education and research initiatives, Dr. Rao was the Director and distinguished Professor at the Institute for Scientific Research and Technological Services in Panama, where he played a pivotal role in establishing it as a leading biomedical research center in Central America. His extraordinary insights and efforts have led to significant advancements in disease prevention and eradication, as well as the development of innovative research and education models. Dr. Rao's work exemplifies the transformative impact of effective listening, shaping both scientific progress and societal well-being.

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For more on listening visit : www.globallisteningcentre.org

Contact : info@globallisteningcentre.org