

Book Review

Charles Howard, Editor

Kory Floyd, *COMMUNICATING AFFECTION: INTERPERSONAL BEHAVIOR AND SOCIAL CONTEXT*. Cambridge, England: Cambridge University Press, 2006; pp. 222, 6 tables, \$80.00 hardcover, ISBN: 0521832055.

Affection is often regarded as one of the most essential human needs and is also considered an important aspect of interpersonal relationships. Communicating affection is a key element in relationship maintenance, development, and sometimes termination. The ability to communicate affection has an impact that can affect perceptions concerning the relationship partner, the relationship, and/or both.

The objective of this text is to investigate affectionate communication and its effects as well as the experience and expression of affection. The distinctive feature of this text is the incorporation of research from various disciplines. Moreover, the author provides several variables involved with the expression of affection, such as individual differences, sex, relationship type, and contextual characteristics, which appears to be a novel approach to examining affection.

The first chapter provides an introduction to affection and affectionate communication, while chapter two examines sociocultural and bioevolutionary theories related to affection. Chapter three explains how affectionate messages are encoded. Chapter four reviews research on how individuals' decode and respond to affection. Chapter five looks at the benefits of receiving and expressing affection. Chapter six looks at the risks related to communicating affection, and chapter seven offers analyses of theories related to communicating affection. Chapter eight presents several theories regarding the study of affection and also provides an explanation of affection exchange theory.

Professor Floyd provides several insightful discussions on communicating affection by offering several perspectives on how it is perceived or may be perceived. The book gives comprehensive and exhaustive explanations for how researchers have studied affection across disciplines and the implications of these studies. Moreover, the text offers many descriptions of how affection can be studied, and the author provides explanations and examples throughout the book. Even as this book presents many variables and theories related to affection, it also makes a larger contribution to the knowledge of affection. Based on a comprehensive amount of research, the author has proposed several conclusions for the understanding and employment of

affection in relationships. The propositions in the text offer researchers the ability to further advance our understanding of communicating affection.

The major strength of this text is that it provides readers with many different ways to conceptualize affectionate communication. The text does not simply summarize past research; it also provides new directions for research on communicating affection. Interpersonal communication students and scholars will find this book both valuable and rewarding. The text provides several significant theoretical, methodological, and conceptual contributions and, thus, should be a required reading for any serious researcher interested in affection.

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