Abstract

This paper argues that the selection of canons to form the core of our communication discipline would benefit from a reconceptualization, moving away from the traditional view of a canon as a durable authoritative text that new scholars should memorize. Instead, our canons should also include material that help to better understand the origins of the discipline, its current theoretical and methodological framework and controversies, and how to take the field forward. In a field as new and fluctuating as communication, our canons should be equally as fluid, able to respond to the changing context of both academics and reality beyond the campus, allowing us to create and depose our ‘heroes’ but also to rehabilitate ones we have cast aside. To illustrate this argument, this paper proposes the somewhat controversial figure of Herbert Schiller and his *Communication and Cultural Domination* for this new type of canon.