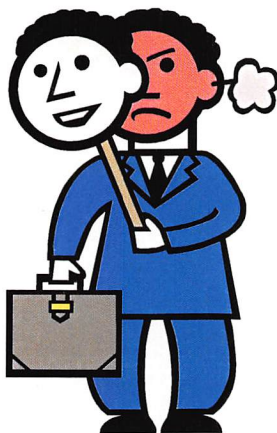# OUR EMOTIONS AT WORK!

Association for Business Communication
Southeast/East United States Conference
March 16-18, 2006

Tampa, Florida

Program Content

Conference Supported by

LEADERSHIP INSTITUTE
WINSTON SALEM STATE UNIVERSITY

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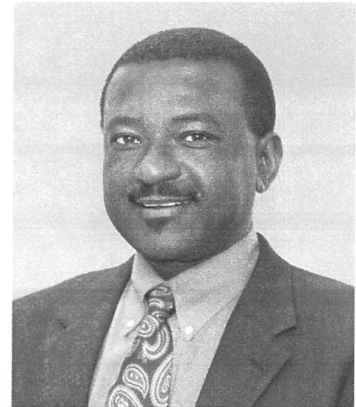
Welcome to Tampa!

Colleagues and Friends,

Welcome to ABC Southeast/East United States 2006 Conference! The theme, *Our Emotions at Work*, is an exciting one, and the presentations will be engaging and insightful.

Our theme is important in light of the evidence that emotions do affect business communication, group processes, and productivity. Thanks to the phenomenal success of Daniel Goleman's *Emotional Intelligence*, managers and employees all over the world began looking for ways to understand emotional expressions and improve (some would say manipulate) interpersonal behaviors.

Likewise, teachers, consultants, and researchers of business communication have tapped into this emotional stream. So over the next two days, we will have healthy exchanges on issues such as verbal abuse, sexual harassment, emotional intelligence, face loss, the grapevine, netiquette, negative news, blogging, schmoozing, love at work, and many more.
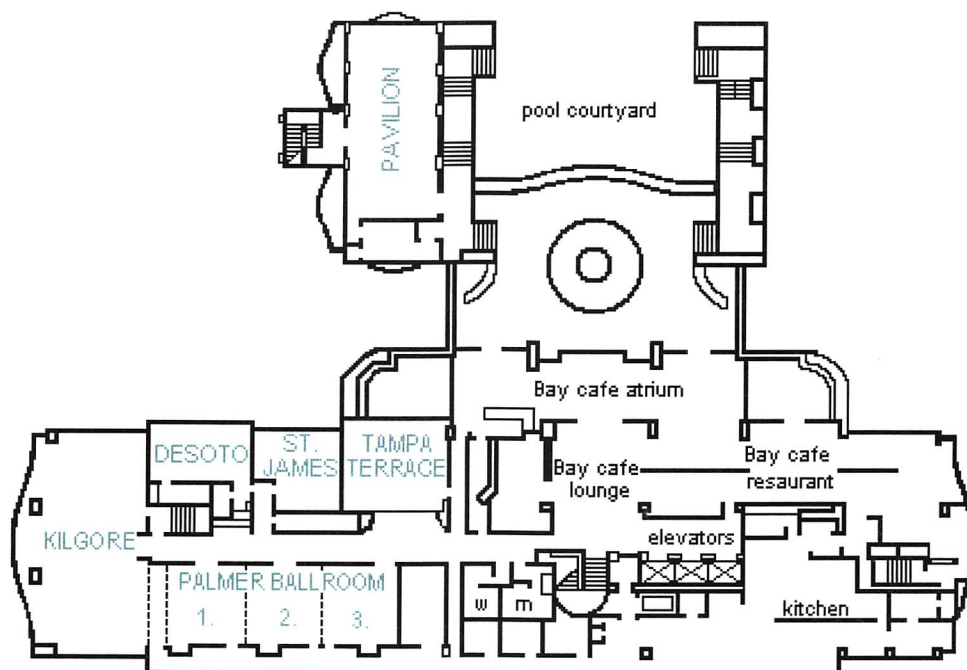
Away from the hotel, explore your wildly emotional side at Tampa Art Museum. Join us on Friday evening for "Art After Dark" from 9:00 PM until midnight! See the works of the "Picasso of children's books," Maurice Sendak, known for *Where the Wild Things Are*. And for Keith Haring fans, it's opening night for *Tribute to the Pop Shop*. Unfortunately, the NY Yankees will be in Palm Beach playing the Cardinals.

Do enjoy the conference and let us know how me we can make future conferences even more stimulating. Thank you for participating in this experience.

Clive Muir
Program Chair

Meeting and Activity Map

EMBASSY SUITES HOTEL TAMPA-AIRPORT/WESTSHORE - MAIN LEVEL

PAVILION

pool courtyard

Bay cafe atrium

DESOTO

ST. JAMES

TAMPA TERRACE

Bay cafe lounge

Bay cafe resaurant

KILGORE

elevators

PALMER BALLROOM
1.   2.   3.

w   m

kitchen

"Art after Dark"

TAMPA MUSEUM OF ART

Friday, March 17 from 9:00 PM to Midnight!
Admission: $10 includes hors d'œuvre, live band, exhibits

Double Feature:
"Wild Things: The Art of Maurice Sendak"
"Keith Haring: Tribute to the Pop Shop"

WILD THINGS

THE ART OF
Maurice Sendak

JANUARY 29 – APRIL 23, 2006
http://www.tampagov.net/museum

http://www.tampagov.net/museum

Agenda and Abstracts

Thursday, March 16

5:30 PM – 7:00 PM	ABC Welcome Reception – Pavilion
5:30 PM – 7:30 PM	Hotel Manager's Cocktail Reception – Bay Café
8:00 PM	Bedtime – Long Day Ahead!

Agenda and Abstracts

Friday, March 17

8:00 AM - 08:25 AM

Palmer II

Online, Entry-Level Classified Ads and the Application Process
Alexa North, University of West Georgia, USA
William (Bill) Hargrave, University of West Georgia, USA
William (Bill) Worth

To provide insight into today's online employment process, we answer these three questions by analyzing 200 online U.S. entry-level classified advertisements: (1) What competencies and skills do employers seek? (2) Do the key terms match the skills and competencies described in the 1991 U.S. Labor Secretary's Commission on Achieving Necessary Skills? (3) What are the current application processes used by employers?

Palmer III

Macro-Awareness of Micromessages
Barbara Davis, University of Memphis, USA
Bobbie Krapels, University of Mississippi, USA

This presentation seeks to further analyze the nuances of micromessages. Are individuals really aware of the plethora of micromessages they give and receive everyday? This presentation examines numerous examples of how micromessages such as tokenism, coded messages, friendly harassment, occupational segregation, and subtle discrimination are communicated.

Friday, March 17

8:30 AM - 8:55 AM

Palmer II

Assessment: How Do Students Value Business Communication Course Components?
Marsha Bayless, Stephen F. Austin State University, USA

What value do students place on the components of the business communication course? As part of an assessment plan, students were asked to place values on course components. The presentation will review the findings and discuss their usefulness in the assessment process. A copy of the instrument will be available to those attending the session.

Palmer III

Fanning the Flames: How Time Pressures and Email Overload Affect Perception and Instigation of Flaming
Carolyn Meyer, Ryerson University, Canada

This paper explores how email reading habits and their situational determinants, among them time pressures and email overload, contribute to the perception of flaming. The difference between an innocuous message with no confrontational intent and an antagonistic flame or instigating 'flame bait' message is often in the eye of the beholder.

Friday, March 17

9:00 AM - 9:25 AM

Palmer II

Collaborative Learning with Computer Technology in Business Communication Classes
Xiaoli Li, Clemson University, USA

In the collaborative environment of a professional writing class: What old and new technologies should be considered? What teaching philosophy should be followed in using technology? I will share my experiences with technology integration in professional writing classes at four institutions in different parts of the world.

Palmer III

Using Emotions Strategically At Work
Lisa Sisco, Johnson and Wales University (RI), USA

Many times we have heard the argument that business professionals should keep emotions out of our work life. This argument is based on the assumption that emotions can interfere with our ability to think and act objectively and professionally. However, this presentation will argue that understanding and using emotions can be a potent strategic tool for business professionals.

Friday, March 17

9:30 AM - 9:55 AM

Palmer II

Emotional Reactions to Face Loss Among Chinese Businesspersons
Peter W. Cardon, University of South Carolina, USA

Face is frequently mentioned as of utmost importance to the Chinese when doing business. However, scant research addresses the emotional reactions that Chinese experience due to face loss. Furthermore, no known research describes how Chinese react differently to face loss when operating with other Chinese as opposed to working with foreign businesspersons. This presentation describes recent research that addresses these issues.

Palmer III

Aggression at Work: Applying the Workplace Aggression Tolerance Questionnaire
W. Timothy Coombs, Eastern Illinois University, USA
Sherry Holladay, Eastern Illinois University, USA

In this presentation, the authors discuss the development and use of the Workplace Aggression Tolerance Questionnaire (WATQ). The WATQ is designed to assess attitudes about a wide array of aggressive behaviors at work. It can serve as one form of evaluation for workplace violence training, and help to identify if particular behaviors and/or departments in an organization have a high tolerance.

10:00 AM - 10:25 AM   Refreshment Break

Friday, March 17

10:30 AM - 10:55 AM

Palmer II

He Said, She Said in Online Communication Environments
Susan Evans Jennings, Stephen F. Austin State University, USA
Judith Biss, Stephen F. Austin State University, USA

E-mail, cell calls, text and voice messaging are considered the "traditional" modes of communication for current students. Online education has provided an electronic component that students in previous generations did not encounter. Study results will be presented on differences in the electronic communication quantity, as well as communication voice patterns, of male and female university students in their online and on-campus courses.

Palmer III

Analyzing Reflections: A Guide for Assessing Students' Service Learning Experiences
Linda Mahin, Towson University, USA

This session will interest those who seek a means of assessing student learning via written reflections in service learning. The scoring guide that will be presented in the session offers both quantitative and qualitative means of assessing learning in the areas of self-concept, interpersonal skills, critical thinking, knowledge, and tolerance. By encoding these concepts, the researcher can determine the number of students who record growth in these areas. This quantitative measure supplements the qualitative analysis of the anecdotal evidence presented in the written reflections.

Friday, March 17

11:00 AM - 11:25 AM

Palmer II

Handling Blatant Public Verbal Abuse in Higher Education Administrative
Settings
Paul Tuttle
Winston-Salem State University, USA

This paper explores the presenter's experience with handling blatant public
verbal abuse in prior administrative positions at public research universities.
The presenter will use anecdotal evidence to explain his responses to the
verbal abuse he received. Attendees will take away useful conceptual
frameworks that may provide some psychological protection as well as
strategies that may be utilized to respond to verbal abuse.

Palmer III

The Business Communication Teacher as Trickster
Kenneth Davis
Indiana U.-Purdue U. Indianapolis, USA

The teacher as trickster accompanies learners on their heroic journeys from
the familiar to the strange and back again, acting as both guide and obstacle
along the way. This presentation will give participants a new way of
envisioning their roles as teachers of business communication.

Friday, March 17

11:30 AM - 11:55 AM

Palmer II

L@@k! NWT/NIB: Mining E-Bay for Persuasive Communication
Rita Noel, Western Carolina University, USA
Barbara Jo White, Western Carolina University , USA

The world's largest on-line marketplace offers classroom assignments illustrating textbook theories and models. How much are buying behaviors influenced by word choice, verb usage, and visual affects? Find out secrets of E-bay sellers while gaining new ideas for classroom and research projects. Join us for a fascinating demonstration of words and their regional connotations with linguistic analysis of persuasive texts.

Palmer III

Communicating Negative News: Practical Guidelines and Pedagogical Strategies
Caroline Stern, Ferris State University, USA

Sending effective negative messages require audience-awareness, clear goals, proper organization, and appropriate medium. This interactive, humor-filled session will offer guidelines for communicating bad news, showcase online resources, analyze negative news "bloopers," and demonstrate practical strategies for teaching this business communication genre.

12:00 PM - 12:55 PM   Lunch   Kilgore Room

Friday, March 17

1:00 PM - 1:25 PM

Palmer II

Expressing Emotion in Online Business Communication: The Case of the Electronic Cover Letter
Sam DeKay
St. John's University and The Bank of New York, USA

Although students are familiar with e-mail as a communication medium, they may have difficulties writing a carefully structured electronic (or email) cover letter requesting a job interview. This presentation describes the results of a recent experiment intended to identify specific methods for controlling the expression of emotion in order to compose an effective electronic cover letter.

Palmer III

Using a Blog to Enhance Students' Writing: An Assessment of Effectiveness
Marie Flatley, San Diego State University, USA

Using a blog to improve instruction of writing summaries and reactions will be discussed. Results of both student and instructor assessments of this use will be presented along with recommendations for other uses of blogs.

Friday, March 17

1:30 PM - 1:55 PM

Palmer II
The Emotional Impact of E-mail at Work
Betsy Stevens, Elon University, USA

Does using e-mail frustrate you at times? E-mail can be incredibly useful, yet counterproductive. Misuses of e-mail have caused some critics to declare it a nuisance in the workplace that consumes workers' time. This presentation examines some of the problems with email communication and suggests a few solutions.

Palmer III

Teaching Students Netiquette Based on Industry Practice
Gretchen Vik, San Diego State University, USA

Do student e-mails look more like IM every day? This presentation will make suggestions on improving student-professor e-mail. The presentation will also discuss industry e-mail policies, and advantages and disadvantages of wireless in the classroom. Another side of this communication is engaging students in the classroom (where they may be sending instant messages, playing games and shopping on-line during class).

Friday, March 17

2:00 PM - 2:25 PM

Palmer II

Integrating Technical and Interpersonal Skill Sets in an Introductory Information Systems Course
Sharon D. White, Winston-Salem State University, USA

Business programs are evolving from curricula designed from functional areas to programs that embrace cross-disciplinary skills and abilities such as creativity, critical thinking, communication, and the ability to analyze and synthesize complex information. This paper discusses efforts to provide such an integrative approach in an introductory course that teaches business and information systems concepts, uses technology for analysis and presentation, and incorporates interpersonal skills for effective communication.

Palmer III

Overcoming Interpersonal Obstacles at Work: Notes from a Retired Professor
Clark Ford, Retired Professor, USA

Are you looking for ways to overcome negative interpersonal situations at work? Are you an administrator seeking tips on enhancing relationships with faculty and staff? Come to this presentation and hear from a retired professor with over 40 years worth of higher education experience.

Friday, March 17

2:30 PM - 2:55 PM

Palmer II

Emotional Intelligence: Communication in Action
Betty Johnson, Stephen F. Austin State University, USA
S. Ann Wilson, Stephen F. Austin State University, USA

Learn how to use existing class activities to incorporate emotional intelligence skill development in your business communication classes. Integrate traits such as developing positive outlooks, showing empathy, listening attentively, and analyzing the emotional level of audiences without adding assignments. Reinforce skills in conflict resolution, rapport building, and problem solving that are also essential for student success in effective business communication.

Palmer III

From Flyting to Flaming: A Brief Survey of Literary and Online Invective
Carolyn Meyer, Ryerson University, Canada

Rants, raves, insults—this is the familiar verbal terrain of the flame message, the scourge of computer-mediated communication. However socially undesirable the practice of flaming has proven to be, it shares key stylistic conventions and rhetorical elements with a much older and venerable literary tradition known as invective. This paper explores the literary and oratorical precedents to contemporary email rage as a means of addressing the function and broader implications of flaming.

3:00 PM - 3:25 PM   Refreshment Break

Friday, March 17

3:30 PM - 3:55 PM

Palmer II

Smile, Schmooze, and Get That Job!
Clive Muir, Winston-Salem State University, USA

Interpersonal skills play a critical role in face-to-face job interviews. Consequently, students preparing to enter the workplace are taught to use techniques such as smiling and schmoozing in order to impress potential employers. This presentation examines why some students, particularly minorities, may find it difficult to employ such techniques in the interview process.

Palmer III

Sexual Harassment: Trends and Solutions
Rita Rone, Organizational Consultant, USA
Clarice Brantley, Innovative Training Team, USA

Sexual harassment continues as a challenge in the workplace, media, legal profession, academia, and the public. In this session, we will discuss sexual harassment topics, including key events, legislation and court decisions, e-mail as evidence, and prevention as solution.

Friday, March 17

4:00 PM - 4:25 PM

Palmer II

The Rhetoric to Succeed: Maggie Walker's Contribution to Business Communication
Bennis Blue, Virginia State University, USA

How could an African American woman rise to commercial success in the segregated South at the end of the 1800s? This presentation analyzes the rhetoric of Maggie Walker, and assesses how her contributions can increase our understanding of the use of business communication within the African American context and the larger business community.

Palmer III

Sexual Harassment Victims and Harassers: Developing Self-Compassion
Conchita Franco Serri, Santa Clara University, USA

Have you ever wondered what happens behind closed doors during a workplace sexual harassment investigation? How do the emotions of those involved play out? This presentation examines the emotional labor and internal struggles experienced by the three persons who are ordinarily involved such an investigation: the victim, the alleged harasser, and the investigator.

Friday, March 17

4:30 PM - 4:55 PM

Palmer II

"A Bunch of Broads" in a "Man's World"
Angie Corbo, Cabrini College, USA

Despite severe verbal abuse and sexual intimidation, 100 women became Philadelphia police officers in mid-1970s. This was the first time that women held a policing position comparable to men in the force, and they created a space for themselves and future generations of policewomen. This presentation examines the gendered environment of the PPD and coping strategies that the women used to manage their professional interactions with their male colleagues.

Palmer III

Performance Review: The Tool Managers Love to Hate
Fiona Barnes, University of Florida, USA
Dorothy McCawley, University of Florida, USA

As important and pervasive as performance reviews are, we have discovered through class discussions, written assignments, and course surveys, that formal performance reviews present challenges for our MBA students. Over the past year, we have surveyed 157 MBA students about their attitudes to performance evaluations, and developed some techniques to help them through this emotional minefield.

9:00 PM – Midnight   "Art After Dark"   Tampa Art Museum

Saturday, March 18

8:00 AM - 8:25 AM

Palmer II

Love at Work: Possibilities and Pitfalls
Frank Arnold, Saint Leo University (FL), USA

The workplace seems a natural and convenient place in which to begin a romantic relationship, but there are both possibilities and pitfalls associated with entering into a romantic relationship at work. This presentation will examine "The Top 12 Possibilities" and "The Top 12 Pitfalls" from a recent survey of working adult MBA students.

Palmer III

Dimensions and Levels of Organizational Trust
Slavica Kodish, Arkansas Tech University, USA

This presentation explores the dimensions and levels of organizational trust. Research shows how (a) trust is a multidimensional construct; (b) trusting relationships differ in their depth; (c) organizational trust is primarily a form of general trust; and (d) a managers' role in promoting trust carries additional weight.

Saturday, March 18

8:30 AM - 8:55 AM

Palmer II

Assertiveness Skills Training: A Win-Win Solution
Frank Arnold, Saint Leo University (FL), USA

Too many persons see conflict as a win-lose proposition. However, the assertive person believes that open and honest communication can lead to understanding for everyone. This presentation will present assertiveness as a communications skill that can be learned and, subsequently, implemented successfully in the work place.

Palmer III

Pathos in Pictures
Paul Dombrowski, University of Central Florida, USA

This presentation describes how pathos-laden photographs of people can be persuasive in technical discourse when the technology is invisible, unapparent, or distant in time. I will focus on three examples: the "greening" of the national laboratories; Tredici's famous photographic book on the nuclear industry; and photographic advertisements by the Canadian government depicting diseased tobacco users.

Saturday, March 18

9:00 AM - 9:25 AM

Palmer II

It's Your Fault: Discursive Strategies of Students' Email Messages to Teachers
Shirlan A. Williams, University of South Florida, USA
Angela M. Day, University of South Florida, USA

Teachers often experience conflict, negotiation, and emotional bullying at their jobs, particularly from students. This paper explores the relationship between student/teacher correspondence and emotional bullying through the use of emails.

Palmer III

Sharing the Keys: A Theoretical Exploration of Breeches of Psychological Contracts in Shared Office Spaces
Tammy Jeffries, University of South Florida, USA
Kristy Byrd , University of Tampa, USA

Taking a critical/cultural approach, this presentation explores the breeches of psychological contracts that occur in shared office spaces. To achieve this task we will analyze, isolate, and explore the breeches that occur within two case studies. In addition, we will discuss the role of power negotiation and the aftermath of maintaining an ongoing relationship with office mates once the breech has occurred.

Saturday, March 18

9:30 AM - 9:55 AM

Palmer II

Writing Effective Grant Proposals: A Workshop for Research Faculty
Paul Tuttle, Winston-Salem State University, USA

Research faculty are often more savvy about ideas in their field than they are about presenting those ideas to reviewers in grant proposals. As a result, university research administrators often walk a careful line between improving the faculty member's proposal and offending the faculty member. The presenter, a research program administrator, discusses his experiences with assisting in proposal development and offers ideas and strategies for writing more effective grant proposals without inadvertently giving offense.

Palmer III

"Let's Fake It": A Workshop on Building Confidence in Presentations and Interviews
Tonya Riney, Elon University, USA

Students can learn to harness the power of the emotions which may help or hinder them in a work environment. This workshop will show how the "Circle Question" exercise can help them overcome nervous behaviors, embrace their anxiety for positive energy, and practice those behaviors which lend themselves to "appearing confident," essentially, learning to "fake it."

10:00 AM - 10:25 AM   Refreshment Break

Saturday, March 18

10:30 AM - 10:55 AM

Palmer II

The Grapevine at Work: A Primer
Bruce Strom, University of Indianapolis, USA

The grapevine is a reality in workplaces. This presentation examines the nature of and roles that the grapevine plays in organizational communication. The paper is a primer on education and training techniques suitable for business communication classrooms and corporate training rooms.

Palmer III

Using Databases to Measure Improvement in Business Communication Courses
Peter W. Cardon, University of South Carolina, USA

Are you frustrated that your business communication students repeat the same errors over the course of an entire semester? This presentation describes how a simple Access database can help track student improvement in writing and motivate students to eliminate frequently repeated errors.

Saturday, March 18

11:00 AM - 11:25 AM

Palmer II

"People Get Emotional About Money": Stockholder Discourse Online
Andrew Herrmann, University of South Florida, USA

For publicly traded companies, one of the most important external publics is the company stockholder. Stockholders certainly read company annual reports and related informative items. However, the discourses stockholders use to talk among themselves are often overlooked. Computer-mediated communication allows us to analyze how stockholders create and maintain identities, defend their investing style, and socialize or shun newcomers.

Palmer III

Helping Minority Students Make the Emotional Transition to Majority Workplaces (ends at 11:55 AM)
Kathy Stitts, Winston-Salem State University, USA
Clive Muir, Winston-Salem State University, USA
Sharon White, Winston-Salem State University, USA

How much attention should we give to the socioemotional preparation of minority students as they set to enter the business world? This workshop examines the types of interpersonal challenges that minorities, especially African Americans, face in the workplace, and how faculty can help students to make the transition.

Saturday, March 18

11:30 AM - 11:55 AM

Palmer II

Foul Language in the Workplace
Barbara Davis, University of Memphis, USA

This presentation focuses on foul language in the workplace and its effect on employees and the organization. Current research associates workplace violence, bullying, and harassment with bad language issues. Interesting information on foul language use, users, HR policies and considerations will be provided. The impact of language use on an organization's internal and external customers will also be addressed.

Palmer III

Helping Minority Students Make the Emotional Transition to Majority Workplaces (starts at 11:00 AM)
Kathy Stitts, Winston-Salem State University, USA
Clive Muir, Winston-Salem State University, USA
Sharon White, Winston-Salem State University, USA

How much attention should we give to the socioemotional preparation of minority students as they set to enter the business world? This workshop examines the types of interpersonal challenges that minorities, especially African Americans, face in the workplace, and how faculty can help students to make the transition.

Special Thanks

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Conference Notes