

ABC Southeast: New Vistas in Business Communication



Association for Business Communication Southeast Regional Conference

Columbia, South Carolina

March 13-15
2008

Conference Chair: Shirley Kuiper

Published Proceedings Editor: Bobbie Krapels

Program Chair: John Sutton

Program Assistant: Meredith Love

Special thanks to **The Moore School of Business** at USC
for providing all AV equipment, without charge,
thanks to the efforts of Dorinda Clippinger.

Thursday, March 13, 2008

3:00 PM - 5:30 PM in Lobby

Optional tour by reservation. Meet in Lobby of the Inn at USC at 2:50

Trinity Cathedral Tour**6:00 PM - 8:00 PM in Gallery**

Come find old friends and welcome some new ones

Reception

Reception Sponsored by Mike Aliscad (Cengage Learning) and Shirley Kuiper

Friday, March 14, 2008

6:00 AM - 9:00 AM in Palmetto Room**Breakfast**

- | | | | |
|------------|---|---|---|
| FC0 | Carolina A
8:30 AM -
8:55 AM | Communication Competencies:
Business Communication
Instructors' and Business
Communication Students' Perceived
Value

Donald English
<i>Texas A&M University-Commerce, USA</i>

Edgar Manton
<i>Texas A&M University-Commerce, USA</i>

Janet Walker
<i>Texas A&M University-Commerce, USA</i> | <p>A questionnaire was developed and mailed to business communication instructors. The questionnaire was also given to students enrolled in business communication classes. Do instructors and students agree on the importance of selected business communication competencies? This presentation will present the differences in opinion between instructors and students.</p> |
| FC1 | Carolina B
8:30 AM -
8:55 AM | Business Communication Instructors
as Consultants in First-Year Writing
Programs: Preparing for a New
Challenge in University Writing
Instruction

Donald Samson
<i>Radford University, USA</i> | <p>As university administrators face increased pressure to develop students' writing skills for careers in business and government, business communication instructors will increasingly be called on to help develop course objectives and assignments. This presentation examines the future role of business communication instructors as consultants and collaborators in the redesign of writing courses across the university, not just in business programs.</p> |
| FD0 | Carolina A
9:00 AM -
9:25 AM | Ethical Decision Making in Business
Communication

Betsy Stevens
<i>Elon University, USA</i> | <p>The DUTY model is an ethical decision-making framework which I created to help students look at different perspectives of an ethical dilemma and arrive at a right decision. It is an easy way for students to remember the basic philosophical terminology that ethics professors would like them to remember. This session will explain the DUTY model and how it can be used in business communication classes.</p> |

- FD1 Carolina B**
9:00 AM - 9:25 AM
The Language of Leadership: How to Motivate Your Followers
William Sharbrough
The Citadel, USA
- This presentation reviews Motivating Language Theory (MLT) and proposes MLT as a tool leaders may use to motivate followers. Message types used to increase productivity, satisfaction, etc. are presented. An extended instrument is proposed for diagnosing leader training needs. Limitations to the theory and instruments as well as suggestions for further research and development will be discussed
- FE0 Carolina A**
9:30 AM - 9:55 AM
Developing Interviewing Skills Via InterviewStream
Tena Crews
University of South Carolina, USA
Alexa North
University of West Georgia, USA
- Interviews are among the most challenging and rewarding part of the employment process. An interview is a communication between interviewee and interviewer. Although interviews are usually conducted face-to-face, they can be conducted electronically via interactive video or computer. InterviewStream will be discussed and demonstrated as a means to help prepare students for the employment process.
- FE1 Carolina B**
9:30 AM - 9:55 AM
Improving Student Comprehension of Instructional Materials
Lisa Gueldenzoph
North Carolina A&T State University, USA
- Most students are visual learners; less than 25% think exclusively in words, yet most instructional materials rely heavily on words. Blending text and graphics can meet the needs of a wider variety of learning style. Therefore, this presentation will focus on creating effective visual representations of information by focusing on layout and design aspects as well as graphic tools.

10:00 AM - 10:25 AM in Lobby**Break**

Sponsored by Clark Ford and Clarice Brantley

- FG0 Carolina A**
10:30 AM - 10:55 AM
Communication Matters. . . Lessons From the Insurance Profession
Barbara Davis
The University of Memphis, USA
Emmanuel Nwajiaku
MetLife Insurance Company, USA
- A top insurance producer for a major insurance company in the Columbia area will discuss how the communication theories, principles, and concepts taught in business communication courses are manifested in insurance client communication exchanges. Actual case examples will be discussed. Business communication educators can use the information provided as a platform for teaching 'plain language' to students.

- FH0 Carolina A**
11:00 AM -
11:25 AM
Do Look Back: Business Communication Instruction in the Late Middle Ages and What It Teaches Us
Martha Thomas
University of South Carolina, USA
Thomas Sampson was a 14th-century scribe who taught business courses from his home near Oxford, England. This session will introduce participants to the innovative approach of Sampson's business writing textbook, *Modus Dictandi* (Method of Letter-Writing). By integrating theory and practice, he produced engaging model letters that also functioned as case studies, thus contributing to the origins of business communication as we know it.
- FH1 Carolina B**
11:00 AM -
11:25 AM
Lying on the Employment Résumé: Is it Illegal?
Sam DeKay
The Bank of New York Mellon Corporation, USA
Della DeKay
St. John's University, USA
The purpose of this study is to determine if, in view of current statutory and case law in the United States, misrepresentation of qualifications on an employment résumé or application form is an illegal act. Results of the examination may be useful to business communication instructors whose responsibilities include advising students concerning the writing of résumés.
- FI0 Carolina A**
11:30 AM -
11:55 AM
Teaching business communication through the analysis of transcripts of interaction
Jonathan Clifton
Antwerp University, Belgium
This paper demonstrates how conversation analysis can be used in the classroom to provide students with a facilitative and student centered approach to learning. More specifically, through reflecting on transcripts of their own interaction it is explained how students will be able to improve their communicative practices.
- FI1 Carolina B**
11:30 AM -
11:55 AM
Students as Consultants: An International Team Assignment
Bonnie Blake
Purdue University, USA
Teresa Sekine
Purdue University, USA
Looking for a team assignment that captures the consulting experience? An assignment that highlights your international students' cultural experience? An assignment that bonds international and domestic students in the team experience? Join us for a discussion of an assignment that does all three. We'll provide details, handouts, and tips to make this assignment a success in your own classroom.

12:05 PM - 1:55 PM in Palmetto Room

Door prizes provided by Dorinda Clippinger, Barbara Davis, Clark Ford, Martha Thomas, and Shirley Kuiper.

Lunch and Business Meeting

- FK0** Carolina A
2:00 PM -
2:25 PM
- An Assessment of Emotional Maturity as a Soft Skill for CBA Students: Preliminary Findings**
- Barbara Burgess
Winthrop University, USA
- This study seeks to assess the extent to which freshmen and sophomore CBA students gain an understanding of emotional maturity on four levels including: emotional responsibility, emotional honesty, emotional openness, and emotional assertiveness. The results of this study will serve as a pilot for further research and provide a framework for discussions regarding curriculum development.
- FK1** Carolina B
2:00 PM -
2:25 PM
- The Problem of Words at the Cutting Edge of Societal Change: A Marketing Communication Perspective on Social Network Research**
- David Testa
SUNY Orange, USA
- Shakespeare felt “the play’s the thing,” but in the Internet Age “the word’s the thing.” Learn how marketers, media companies, and advertisers are mining online conversations as a way of monitoring consumer attitudes. And find out how the words used to measure consumer attitudes and the words that are overlooked may be worth a King’s ransom.
- FL0** Carolina A
2:30 PM -
2:55 PM
- Ole Miss MBA Speech Competition: Speakers Edge**
- Bobbie Krapels
University of Mississippi, USA
- The Speakers Edge event is a one-of-kind training that provides students with confidence and improved speaking skill. This presentation will describe the program and explain how it has evolved over the years. Suggestions for implementing a similar program as well as names and email addresses of individuals with the greatest impact upon the Speakers Edge success will be provided.
- FL1** Carolina B
2:30 PM -
2:55 PM
- Impact of Instructor Feedback on Student Writing and Speaking Confidence**
- Peter Cardon
University of South Carolina, USA
- Cathy Norris
University of South Carolina, USA
- This paper focuses on the impact of instructor feedback on student confidence levels in performing the following tasks: writing business letters and reports, composing resumes, and delivering business presentations.
- FM0** Carolina A
3:00 PM -
3:25 PM
- Instructional Strategies for Integrating Critical Thinking Skills**
- Lisa Gueldenzoph
North Carolina A&T State University, USA
- Today’s students must be able to apply information to real-world scenarios, critically analyze options, and solve problems. They must critically think. This presentation will define critical thinking, discuss its relationship to instruction, outline barriers to critical thinking, provide instructional strategies for incorporating critical thinking instruction into the business communication classroom, and demonstrate questioning techniques that stimulate students’ critical thinking skills.

- FM1 Carolina B**
3:00 PM -
3:25 PM
- Is Being Politically Correct OverRated?**
- Barbara Davis**
The University of Memphis, USA
- This presentation will examine a number of selected offensive language statements and comments in relation to the perceived offender and his or her status, the offense, and the consequences of the language use. Information from this presentation can be used to supplement and enhance classroom instruction on workplace communication.
- FO0 Carolina A**
4:00 PM -
4:25 PM
- "Real-Life" Instruction in Business and Professional Communication Classrooms: An Application of Newspapers and Current Events**
- Paula Wood**
Fayetteville State University, USA
- Pedagogically, concepts taught within the classroom or online setting have a greater possibility of being internalized if the material is relevant or particularly meaningful to the students. This study focuses on business and professional communication current events to provide enhanced learning experiences and outcomes in Business Communication classes.
- FO1 Carolina B**
4:00 PM -
4:25 PM
- What's in a Name? The Implications of Departmental and Program Designations and Name-Changes in the Field of Business Communication**
- Carolyn Meyer**
Ryerson University, Canada
- The affiliated service departments and degree-granting programs in the interdisciplinary field of business communication go by both traditional and more trend-attuned names. Through a survey of business communication and professional communication programs in North America, this presentation explores the relationship between a program's name and the nature of its curriculum.
- FP1 Carolina B**
4:30 PM -
4:55 PM
- Open Discussion: Enhancing ABC's Brand Identity**
- Rebecca Pope-Ruark**
Elon University, USA
- Gary Jones**
Western Carolina University, USA
- What's in a name? The Future of ABC Task Force is developing a new strategic vision and guiding plan for the organization. As part of that effort, please join us for an open discussion of the name of our organization and how it reflects our brand identity to members, potential members, our academic departments, and the world.

7:30 PM - 12:00 PM**Jazz, Blues, and BBQ**

Optional dinner and entertainment (by reservation) at Mac's on Main

Saturday, March 15, 2008

7:00 AM - 10:00 AM in Palmetto Room**Breakfast**

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| SB0 | Carolina A
8:00 AM -
8:25 AM | Impact of Role Definitions on Groupwork in Business Communication Courses

Lynn B. Keane
<i>University of South Carolina, USA</i>

Cathy Norris
<i>University of South Carolina, USA</i>

Kate Ainslie
<i>University of South Carolina, USA</i> | Implementing groupwork in college courses can be challenging. Students either do little work or all the work. This presentation will share the effectiveness of defining specific roles such as team leader, writer, editor, and graphic artists for students' performance. |
| SB1 | Carolina B
8:00 AM -
8:25 AM | Whad'Ya Know (About New Vistas in Teaching Research Methods for Business Communication)?

James Laux
<i>Slippery Rock University, USA</i>

David Keppel
<i>Slippery Rock University, USA</i> | "Whad'Ya Know"? It's a whole new organizational world out there, a new vista of business communication. The "New Organizational Order" is characterized by technology, globalization, knowledge leveraging, unprecedented competitiveness etc. This presentation outlines an approach to teaching a course in research methods designed to help students explore this new vista, and a sample student research project entitled, "Adverse Advertising." |
| SC0 | Carolina A
8:30 AM -
8:55 AM | Winning the Battle Against Plagiarism

Maryann Wysor
<i>Georgia State University, USA</i> | Teaching ESL students can be very challenging. We help our students absorb local culture and understand political issues, while improving their fluency in spoken and written English. Some cultures do not recognize plagiarism as unethical, yet our students must learn what is appropriate in U.S. culture. Learn how to address the ramifications of plagiarism and how to be proactive in our battle against plagiarism. |
| SC1 | Carolina B
8:30 AM -
8:55 AM | Students' Perceptions of Collaborative Projects

Lisa Gueldenzoph
<i>North Carolina A&T State University, USA</i> | To be competitive in today's collaborative world of work, students must develop effective teamwork skills. Although most business courses integrate team projects to provide students with opportunities to practice collaborative skills, these experiences are not always positive or successful. This study sought to determine the best practices for preparing students for effective team projects that led to improved collaborative skills. |

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|-------------------------------------|---|--|--|
| SD0 | Carolina A
9:00 AM -
9:25 AM | Job References as a Career
Networking Challenge

Clive Muir
<i>Winston-Salem State University, USA</i> | <p>Why are job references important and how do students go about building their list of references? This presentation describes a set of activities that I use to help students learn how references can enhance their job search and career networking, where they might find references relevant to their career goals, and suitable formats they may use to list their references.</p> |
| SD1 | Carolina B
9:00 AM -
9:25 AM | Inner Vistas: Using Routine
Administrative Reports to Promote a
Business Communication Center
within a School of Business

Martha Thomas
<i>University of South Carolina, USA</i> | <p>Business communication center directors face a communicative challenge of their own: convincing faculty and administrators that communication instruction should be supported throughout the business curriculum. Participants in this session will learn how to use quantitative and qualitative research to prepare reports that also function as internal promotional tools to engage business "content" faculty in cross-disciplinary collaborations involving communication instruction.</p> |
| SE0 | Carolina A
9:30 AM -
9:55 AM | Bonding through Books and Coffee:
Reaching Our Female MBA Students

Teresa Sekine
<i>Purdue University, USA</i> | <p>Do you want to connect with your students outside of the classroom? Through an informal book and coffee event, female MBA students and faculty have utilized books as a jumping off point for discussion of a plethora of issues that are important to women in business. Join me to discuss starting your own group and receive tips for success.</p> |
| SE1 | Carolina B
9:30 AM -
9:55 AM | The Impact of Electronic Messaging
on Business Communication

Marcel Robles
<i>Eastern Kentucky University, USA</i> | <p>What effect does electronic messaging have on business communication? Whether writing a formal business letter, an inter-office memo, or an e-mail message, business professionals need to follow communication protocol. This session will address the use and effectiveness of professional communication when using an efficient electronic medium: texting, e-mailing, or instant messaging.</p> |
| 10:00 AM - 10:25 AM in Lobby | | | Break |
| SG0 | Carolina A
10:30 AM -
10:55 AM | "Embodying the Professional in
Interdisciplinary Experiential
Learning"

Meredith Love
<i>Francis Marion University, USA</i>
Lynn Hanson
<i>Francis Marion University, USA</i> | <p>Using examples from the classroom, this presentation argues that students can effectively learn how to play professional roles through engaging in experiential learning projects focused on the environment.</p> |

- SG1 Carolina B**
10:30 AM -
10:55 AM
- Globalization and Business Communication: Analysis of Intercultural, and Interracial communication**
- Ephraim Okoro**
*Howard University, School of Business,
Department of Marketing, USA*
- Globalization is a challenging trend as the twenty-first century evolves, and it has a tremendous impact on the nature and structure of communication in organizations. Therefore, organizations aspiring to achieve and sustain their growth in the competitive global business environments and to establish lasting relationships with their various stakeholders, need to create and encourage a climate that fosters intercultural and interracial communication. A culturally sensitive global organization will fully utilize its intellectual capital, increase productivity, and enhance collaborative efforts and high performance.
- SH0 Carolina A**
11:00 AM -
11:25 AM
- Much Silence Makes a Powerful Noise (African Proverb)**
- Tonya Riney**
Elon University, USA
- Listening is a skill we often encourage our students to utilize; however, giving students the opportunity to improve this skill is challenging. Those who use listening as a communication tool understand how it can be the most critical asset to improving relationships; emphasizing listening as a significant relationship builder is key to helping students mature. The "Listening Exercise" is a two-part in-class and experiential exercise to help students begin to appreciate the significance of listening. Fun, funny, surprising, and often enlightening - this is always the highlight of the semester.
- SH1 Carolina B**
11:00 AM -
11:25 AM
- InnerVistas: The Value of Reflective Writing to Presentation Skill Development**
- Dorinda Clippinger**
University of South Carolina, USA
- The main purpose of this session: to cite the values of reflective writing assignments. An assignment from the presenter's syllabus-- Presentation Self-Analysis--will serve as example.
- SI1 Carolina B**
11:30 AM -
11:55 AM
- Strategies to Mellow Down Student Behaviors**
- Ewuuk Lomo-David**
*North Carolina A&T State University,
U.S.A.*
- The purpose of this paper is to create a school of thought that indicates that business communication teachers have the capacity, by their profession, to contribute to gaining the confidence of students and thus avert anti-social behaviors that may lead to repetitions of Blacksburg and Columbine. A 12-point Business Communication Teacher's strategy is the key.

