

Business and Professional Communication Quarterly

Newsletter, March 2023

In this newsletter, you will find news, announcements, upcoming conferences, and a summary of the articles found in this month's issue.

Announcements

Call for Submissions for New Features

BPCQ is looking for

- Guest editorials on topics of relevance to business communication pedagogy and instruction and corporate training.
- Features on trends in teaching and technology.
- Book reviews of texts on business communication pedagogy, teaching, and instruction as well as corporate training.
- "Spotlight on Thought Leaders" articles that review the contributions of thought leaders in business communication pedagogy and research and corporate training.
- Literature reviews of topics relevant to business communication technology and instruction and corporate training research.

If you wish to submit one of these features, please contact *BPCQ* Editor Robyn Walker at rcwalker@usc.edu with a short proposal that summarizes your idea.

New Associate Editors

BPCQ has appointed two new associate editors. They are William T. "Toby" Holmes, Assistant Professor in Educational Leadership in the Department of Teacher Education and Educational Leadership and Policy at the University of New Mexico College of Education and Human Sciences and Daneshwar Sharma of Jaipuria Institute of Management in Jaipur, India.

Holmes is a member of the Choctaw Nation of Oklahoma and focuses on research and scholarship in the areas of leadership communications, Motivating Language Theory, and Culturally Sustaining Instructional Leadership.



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Sharma is Dean (Student Affairs) and Associate Professor (Business Communication). He has 15 years of teaching experience in India and the Fiji Islands. He has taught and trained engineering and management professionals and students in varied aspects of Business Communication and Human Resource Development. He discusses various aspects of business like sales, personnel management, motivation, and business leadership through his YouTube channel: www.jaipuriatalks.com. His primary research interests are business and professional communication, Art Therapy, Communication, Brand Communication, Leadership, Language Teaching, Literature in Life, Sacred Texts, and Gender Studies.



Upcoming Conferences

The **ABC Southwestern U.S./FBD Regional Conference** will be held March 8-11, 2023 in Houston, Texas. For more information, please visit <https://www.businesscommunication.org/p/cm/ld/fid=1411>

The **2023 Annual International Conference: Reaching New Heights: The Future of Business Communication** will be held October 25-28 in Denver, CO. The virtual conference will be held October 18-20. The submission dates are January 30-April 3. For more information, please visit <https://www.businesscommunication.org/p/cm/ld/fid=1456>

BPCQ Notes

BPCQ's current average time from submission to first decision is 50 days. Its average time from submission to final decision is 105 days.

Scopus CiteScore 1.900 Arts and Humanities (miscellaneous) 143 out of 376, Business and International Management 224 of 423, Business, Management and Accounting (miscellaneous) 73 of 144, Economics, Econometrics and Finance (miscellaneous) 73 of 189

SCImago Journal Rank (SJR) 0.409 Arts and Humanities (miscellaneous) 152 of 495, Business and International Management 187 of 406, Business, Management and Accounting (miscellaneous) 153 of 319, Economics, Econometrics and Finance (miscellaneous) 134 of 404

Featured Articles for March 2023

Qualitative Oral-Presentation Feedback: Comparisons Among Business Professionals, Instructors, and Student Peers

Matthew Baker and William Baker



Previous studies compare quantitative feedback ratings of student peers and instructors, but new presentation-feedback technologies enable qualitative-feedback comparison. This study extends previous research by comparing qualitative feedback and business professionals' feedback. Compared to the professionals, the instructors provided similar feedback types and sentiment; students, however, de-emphasized message delivery and made fewer suggestions for improvement. The results suggest that

students may need additional practice in critiquing message delivery and in suggesting needed improvements in their peers' oral presentations. The study also provides a methodology using the new technologies for instructors to calibrate their own and their students' feedback with professionals' feedback.



Cognitive and Graphic Design Principles for Creating Well-organized, Visually Appealing Slide Decks

Thomas Cavanagh

Slide decks are a ubiquitous form of communication in both academia and business, and business communication instructors must be able to model and teach multimedia design principles. The literature regarding multimedia design has traditionally fallen into two camps: the cognitive school, focused on designing multimedia messages that accommodate human cognitive architecture, and the graphic design school, focused on using visual appeal as a tool for conceptual organization. This study synthesizes representative models from each school to provide theoretically derived and empirically supported principles for designing slide decks that are both well-organized and visually appealing.



Communication Apprehension in the Workplace: Focusing on Inclusion

Peter Cardon, Ephraim Okoro, Raigan Priest, and Greg Patton



Communication apprehension can lead to professional challenges for individuals, teams, and organizations. This is the first study of communication apprehension that involved a randomized national survey of working adults in the United States and captured broad representation in terms of age, gender, race/ethnicity, managerial status, and other factors. The study showed that communication apprehension is common, including in group discussions, meetings, interpersonal situations, and public speaking. It is significantly more common among early-career professionals, women, introverted professionals, and professionals with anxiety. Interpersonal situations appear to be the situations in which contemporary professionals are most likely to

experience high communication apprehension. This study suggests more attention is needed to address communication apprehension in interpersonal and group situations. It also frames communication apprehension as a matter of inclusion and team performance.



Rebuilding from the Ground Up: Employer & Alumni Perspectives for Course Redesign
Rachel Dolechek and Kruti Lehenbauer

Institutions rely on career-ready competencies developed by the National Association of Colleges and Employers (NACE) to understand the nationwide job outlook and labor market trends.



The purpose of this mixed-methods study is to inform a course redesign process in the business curriculum at a Midwestern university in the United States. Using an adapted NACE survey, the authors found that while Midwestern employers and alumni valued NACE core competencies and employability attributes similarly, there were certain elements that were overlooked in the previous curriculum. Thus, identification of

the locally relevant top competencies and attributes was a leading factor in the course redesign process.



Thought Leader Feature: Training and Development in Argumentative and Aggressive Communication: Contributions of Dr. Andrew S. Rancer

Theodore A. Avtgis



This article discusses the work of Professor Andrew S. Rancer and his contributions to theory-building and application efforts of argumentative and aggressive communication. Germinal training efforts in constructive and destructive communication are presented, empirical efficacy and learning outcomes highlighted, and implications for training professionals are discussed. Finally, insights into argumentative and aggressive communication training are offered.

My Favorite Assignment: A Storm Surge of Teaching Innovations

D. Joel Whalen and Charlie Drehmer



This article presents a curated collection of 10 teaching innovations debuted at the Association for Business Communication's 87th annual meeting held in Tampa, Florida, USA, and online October 2022. This *My Favorite Assignment* 27th edition introduces readers to classroom-ready ideas to help students gain personal and professional development, and a host of fresh assignment topics designed to invigorate both classic and new assignments. Teaching support materials—instructions to students, stimulus materials, slides, grading rubrics, frequently asked questions,

Internet links, and sample student projects—are downloadable from the Association for Business Communication (<https://www.businesscommunication.org/>) and DePaul University Center for Sales Leadership websites.



Book Review of *Digital Writing: A Guide to Writing for Social Media and the Web*

Dorcus A. Anabire



Upcoming Articles for June 2023

Perpetuating Perceptions: Understanding “Chaining” of a Training Narrative Beyond the Classroom

Robin Mathis and Philip Aust

Professionals' Understanding of Accessibility Regarding Business Communication Materials

Stephanie Kelly, Sherrie Drye, and Thelma Woodard

Developing Self-efficacy in Public Speaking Using Video and Digital Oratory on YouTube

Daneshwar Sharma

Empathy Competencies and Behaviors in Professional Communication Interactions: Self Versus Client Assessments

Melissa Fuller, Menno de Jong, Elanor Kamans, Marca Wolfensberger, and Mark van Vuuren

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Feature on Teaching and Technology: Teaching MBA Students Business Report Writing Using Social Media Technologies

Payal Mehra

My Favorite Assignment: A Sunrise of Classroom Tested Pedagogy

D. Joel Whalen and Charles Drehmer

Book Review: *The Conflict Management Skills for Leaders Reader*

Robyn C. Walker

BPCQ Editorial Review Board

Each newsletter profiles a selection of board members for our readers.



Deborah C. Andrews is Professor of English, Emerita, and former director of the Center for Material Culture Studies at the University of Delaware. She has published several articles, book chapters, and textbooks on business, professional and technical communication, especially in an international context. These include *Technical Communication in the Global Community* and *Management Communication: A Guide*, in addition to *Designing Technical and Professional Communication: Strategies for the Global Community*. A researcher, consultant, and speaker, she is the former editor of *Business Communication Quarterly*. More recently, she has integrated her communications interests with research in material culture studies. She coordinated and edited an anthology, *Shopping: A Material Culture Perspective*, based on a colloquium series. Her latest research project, from which she has derived several articles and two book chapters, is a broad study of how the physical environment of 21st Century workplaces fosters or constrains collaborative communication.

Anne Kankaanranta is Senior University Lecturer, Organizational Communication, Department of Management Studies, Aalto University School of Economics, Finland. Her teaching focuses on the effects of the global operating environment on business professionals' communication at work. She also runs workshops targeted at business students starting their Master's studies as well as those in the process of writing their MSc thesis. Her research interests include the concept of 'corporate language' and multilingualism in the workplace, Englishization of global knowledge work from an individual's perspective, the use of English as shared language in business (English as Business Lingua Franca, BELF), communicative competence of internationally operating professionals, intercultural business communication, and email and electronic genres in the workplace. This work has resulted in multiple publications in a variety of journals.



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Menno D.T. de Jong is a full professor of technical and organizational communication in the Department of Communication Science at the University of Twente, the Netherlands. His research focuses on the role communication plays in societal and organizational challenges. Current topics include sustainability and corporate social responsibility, the energy transition, online privacy and security, globalization and cultural differences, competencies of communication professionals, corporate visual identity and corporate sensory identity, and usability, user experience, appropriation, and implementation of technology. Menno currently serves on the editorial boards of eight academic journals and has been editor-in-chief of *Technical Communication*. He has received many awards for his academic work, including two lifetime awards for research excellence (from the STC and the IEEE Professional Communication Society) and two Landmark Paper awards from the IEEE Professional Communication Society.

Jeremy Fyke is an assistant professor in Communication Studies at Belmont University. He teaches in the general education curriculum, as well as courses related to organizational communication, corporate social responsibility, training and development, and crisis communication. Fyke's research covers a variety of topics including organizational identity, corporate social responsibility, conscious capitalism, training and consulting, leadership development, and ethics. His work has been published in such venues as *International Journal of Strategic Communication*, *Place Branding and Public Diplomacy*, *Business and Society Review*, *Human Relations*, *The Review of Communication*, *The Journal for Nurse Practitioners*, and *Journal of Business Ethics* among others. He is also lead editor of *Cases in Organizational and Managerial Communication: Stretching Boundaries* (Routledge, 2016). In addition, he conducts training and continuing education programs for communication skills such as feedback, framing, interviewing, and listening.



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Contact Editor-in-Chief Robyn Walker at rcwalker@usc.edu with news or announcements that you would like included in the next *BPCQ* newsletter.

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The Association for Business Communication (ABC) is an international, interdisciplinary organization committed to advancing business communication research, education, and practice.