Business and Professional Communication Quarterly

Newsletter, December 2022

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 Special Issue on Rhetoric and Pedagogy in Business Communication

Rhetoric plays a central role in business communication pedagogy. Understanding basic principles of audience, context, and situation are essential for any student seeking to write or speak more effectively or to successfully persuade others. *Rhetorical Theory and Praxis in the Business Communication Classroom,* edited by Kristen M. Getchell and Paula J. Lentz, explores the connections between rhetorical theory and business communication in depth. For this special issue of *BPCQ* we are seeking papers that will extend that conversation to explore how rhetoric is essential to business communication and how rhetorical scholars draw on thousands of years of rhetorical theory to address modern problems in business writing and speaking. Today, the challenges of teaching business communication are growing as both the concepts of "business" and "communication" are evolving, based on new technologies, the global pandemic, and shifting social and cultural norms. Rhetorical principles, however, can provide a solid foundation that will allow students to nimbly adjust to changing situations while using time-tested techniques to write, speak, and communicate more effectively.

Papers for this special issue of *BPCQ* will explore the connection of rhetoric and business communication pedagogy through essays, case studies, quantitative studies, qualitative studies, or other appropriate research methods. Each study should clearly discuss implications for using rhetoric in teaching business communication.

Issue Editor
Jacob D. Rawlins is an associate professor in the Linguistics department at Brigham Young University, where he directs the editing and publishing undergraduate program. He earned his PhD in Rhetoric and Professional Communication from Iowa State University. He has served in several professional capacities within ABC, including as an associate editor for the *International Journal of Business Communication,* and as a reviewer for *IJBC, BPCQ, Journal of Business and Technical Communication,* and *English for Specific Purposes.* He has served on the C. R. Anderson Research Fund committee since 2015 and has been its chair since January 2018. Rawlins is also one of the organizers of the Applied Rhetoric Collaborative, which holds annual meetings focused on the application of rhetoric in research, pedagogy, and communities.

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Issue Timeline
Abstract: January 31, 2023
Full Papers: April 30, 2023
Peer Reviews: June 15, 2023
Revisions: June 30, 2023
Final manuscripts to BPCQ: July 2023
Please submit abstracts for this special issue to the editor, Jacob Rawlins at
jacob_rawlins@byu.edu by January 31, 2023.

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."

Call for New Associate Editor

BPCQ is looking for nominations for the position of Associate Editor. Self-nominations are welcome.

Associate Editors serve for a four-year term that can be renewed. The Associate Editor position is a volunteer role that may be a factor considered in the university review process for faculty who need to demonstrate scholarly/professional contributions to the field.

Ideal candidates will:

- be an active member of ABC
- have made significant scholarly contributions in the business communication field
- have substantive experience as a reviewer and/or editor of scholarly work
- be knowledgeable about and have respect for the variety of disciplinary and methodological perspectives in business communication
- be able to work constructively with authors and reviewers.
- be committed to advancing the reputation of BPCQ by publishing high-quality issues and promoting the journal to various stakeholders

Please submit a nomination package including:

- a letter of application
- a current CV
- 2 letters of support from published scholars familiar with the candidate's scholarly work, editing experience, and/or suitability for the task of journal editing

Please send your nomination package to Dr. Robyn Walker **at rcwalker@usc.edu**
. Review of packets will begin immediately and continue until the position is filled.

Upcoming Conferences

The **ABC Europe, Africa, and Middle East Regional Conference** will be held January 12-14, 2023 in Naples, Italy. The theme is **"**Re-thinking and Re-mediating Business Communication: Continuity and Evolution." Registration deadline is December 15, 2022. For more information, please visit https://www.businesscommunication.org/p/cm/ld/fid=1397

The **ABC Western Conference** will be held February 15-17, 2023 at Brigham Young University—Hawaii in Laie, Hawaii. For more information, please visit https://www.businesscommunication.org/p/cm/ld/fid=1142

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

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 from December 2022

Writing Apprehension in the Online Classroom: The Limits of Instructor Behaviors
Jorge Gaytan, Stephanie Kelly, and Wiley S. Brown

In response to COVID-19, educational stakeholders are transferring traditional, face-to-face instruction to the online learning environment. The purpose of this study was to determine if business instructors' use of immediate behaviors and clarity, which have been found to help business students overcome their writing apprehension in the face-to-face learning environment, can also be used to help business students to overcome their writing apprehension in an online learning environment. Findings indicated that instructor immediate behaviors and clarity are not interventions for writing apprehension in the online learning environment. The instructional strategies business instructors rely on in the face-to-face classroom did not have the same meaning or effect on the online classroom.

Teaching Professional Use of Social Media through a Service-Learning Business Communication Project
Daneshwar Sharma

Using social media communication (SMC) for personal and professional use represents two different skill sets. Though students often use SMC on a personal basis for fun and connecting with friends, they often fail to understand how SMC can be used effectively as a professional organizational/corporate communication tool. A service-learning project was conceptualized in a business and professional communication (BPC) course, where students ($n = 93$) used professional SMC skills to design social media campaigns for fulfilling nongovernmental organizations' needs of manpower, material, and/or money. Students' attitudes and efficacy toward SMC were recorded using a survey questionnaire. The need and obstacles in including SMC in BPC are also discussed in the article.

Engaging Students in Writing Data Requests: A Role-Playing Writing Exercise
Julie Ann Stuart Williams, Philip E. Billings, Joshua Estep, and Ashanae D. Pinder

Despite organizations increasingly seeking talent to identify data to make better business decisions, many assignments provide the data for the students. This article encourages curriculum to introduce data and information request dimensions, identify data sources, write data and information requests, and reflect on da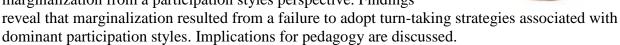ta request examples. The authors propose a three-step writing exercise with a data and information request rubric. A pilot study for an operations management data and information request revealed that participants struggled to specify four data request dimensions: an appropriate recipient, adequate data, a data format, and an information security level.

Note: Photos of Philip E. Billings and Joshua Estep not available

Participation Styles, Turn-Taking Strategies, and Marginalization in Intercultural Decision-Making Discourse

Josef Williamson

Marginalization in decision-making discourse results in disempowerment of the marginalized and detracts from the efficacy of participatory decision making. In ESL contexts, it is usually associated with English proficiency. But this view ignores the influence of preferences for different participation styles, an understanding of which is essential for the development of effective pedagogical remedies to the problem of marginalization. The present study addresses this gap by investigating discourse participation and marginalization from a participation styles perspective. Findings reveal that marginalization resulted from a failure to adopt turn-taking strategies associated with dominant participation styles. Implications for pedagogy are discussed.

Assessing Critical Listening Skills in Accounting Community College Students: An Exploratory Inquiry of How Exercising Listening Skills Positively Impacts Students' Test Performance

Franca Ferrari-Bridgers and Sebastian Murolo

Although several studies have demonstrated the importance of listening skills in the classroom and in the workplace, business administration college programs seldom include teaching listening as part of their curriculum because of content saturation and credit hours constraints. In this pilot study, the authors describe how integrating simple listening activities in the classroom, without

making major modifications to the curriculum, improves students' comprehension and test performance. The study demonstrates how exercising critical listening skills while taking a test has a positive effect on students' retention of information and test scores.

Upcoming Articles in March 2023

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

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

Communication Apprehension in the Workplace: Focusing on Inclusion
Peter Cardon, Ephraim Okoro, Raigan Priest, and Greg Patton

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

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

My Favorite Assignment
D. Joel Whalen and Charlie Drehmer

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

BPCQ Editorial Review Board
Each newsletter profiles a selection of board members for our readers.

Daneshwar 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. Dr. Sharma is working with Jaipuria Institute of Management, which is among India's best management colleges for MBA education in Jaipur.

Dr. **Valerie Priscilla Goby** is a professor on the Dubai campus of the College of Communication and Media Sciences, United Arab Emirates. Before joining Zayed University, she taught at universities in Singapore, Cyprus, Australia, Ireland, Brunei, Samoa, South Africa, and as an invited visiting professor at the University of Bari, Italy.

She is a Senior Fellow of the Higher Education Academy (UK) and an editorial board member of *Journal of Business and Technical Communication* and *Business and Professional Communication Quarterly.* Dr. Goby has published across a range of disciplines, including business ethics, leadership, cross-cultural communication, gender studies, and CSR in journals such as *Journal of Business Ethics, Journal of Consumer Marketing, Leadership and Organisation Development, Cyberpsychology, Behavior, and Social Networking,* the *Journal of Small Business Management, Globalisation, Societies and Education,* and *Women's Studies International Forum.*

Nicole Amare is a professor of Technical Communication with the University of South Alabama, Mobile, AL, USA. Some of her research has appeared in *Business and Professional Communication Quarterly*, *IEEE Transactions on Professional Communication*, *Women & Language*, *Technical Communication*, and the *Journal of Technical Writing and Communication*. Her most recent book, with Alan Manning, is *A Unified Theory of Information Design: Visuals, Text & Ethics* (Baywood). Her research interests include text analysis, computer-mediated communication, gender issues, innovation management, social aspects of automation, professional communication, technical presentation, Web design, business graphics, cultural and socio-economic effects.

 Reginald Bell is a Professor of Management in the College of Business at Prairie View A&M University. Bell received his Ph.D. in Business Education from the University of Missouri at Columbia. Bell has several dozen articles published in peer-reviewed journals and proceedings and is a frequent contributor to Supervision. Bell serves as an ad hoc reviewer for the *International Journal of Business Communication* and *the Journal of Business and Technical Communication*; he serves on the Editorial Review Board for the *Business and Professional Communication Quarterly*. His research has also appeared in the *Business and Professional Communication Quarterly*, *Interdisciplinary Journal of E-Learning and Learning Objects*, *Journal of Applied Management and Entrepreneurship*, *Journal of Education for Business*, and the *Journal of Management Policy and Practice*. Bell is a recent author of two books, *Managerial Communication for Organizational Development* (2019) and *Managerial*

Communication for Professional Development (2019) both coauthored with Jeanette S. Martin, Professor Emerita with University of Mississippi.

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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 newsletter.

BPCQ is a publication of

Fostering Excellence in Business Communication

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