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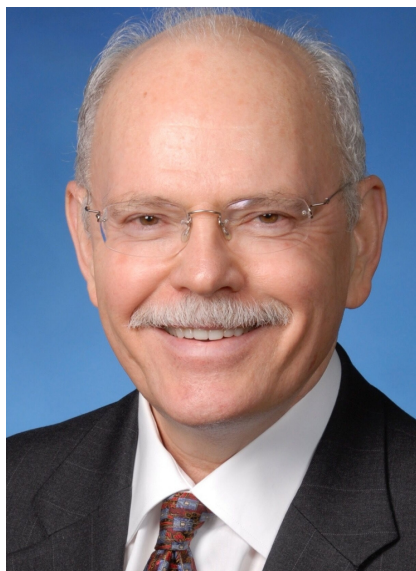
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## **From the President**

You and our ABC colleagues have been navigating through difficult waters: war in Europe, the global pandemic, and changing political landscapes at our universities. This message is a time capsule to you.

I am writing in mid-March - we are worrying about our ABC colleagues in Ukraine, and our friends and loved ones suffering from Covid variants. I hope that the news is better as you're reading this.

Your ABC has thrived in early 2022. We welcomed 3 new Regional Vice Presidents: **Ana Lúcia Magalhães** (RVP Caribbean, Mexico, Central & South America), **Ursula Lutzky** (RVP Europe, Africa, and Middle East), and **Paula Lentz** (RVP Midwestern U.S.). **Stephanie Smith** is laboring hard and well for ABC members as Communication and Technology Coordinator and as our new Newsletter Editor. **Sky Marsen** steps away from her editor's chair having brilliantly produced this newsletter like clockwork for years. No easy task. Sky will continue serving you as Research Committee Chair (with her co-chair **Clive Muir**). ABC operations are zinging along under your new Interim Executive Director, **Kathryn Rybka**, and long-time ABC Office Manager, **Marilyn Buerkens**. As you probably know, ABC's long-serving Executive Director, **Jim Dubinsky**, retired from the position in December 2021.

Please mark your calendar to join your ABC friends at our 87th Annual International Conference held in Tampa, Florida, USA, and virtually online around the globe October 3 - 8, 2022. If you've not attended an ABC conference, get ready to be warmly welcomed. First-timers all say: "I can't believe how friendly everyone is;" "It's so easy to meet and talk with people." Conference Co-chairs **Nancy Mahon** and **Leslie Seawright** are planning an enriching, festive meeting for you. *A splendid time is guaranteed for all* (Sgt. Pepper's Lonely Hearts Club Band).

You've probably noticed that ABC members are trained in a dazzling array of academic specialties: linguistics, technical communication, ESL, journalism, communication, business management, marketing, English, and many more. Maybe you're not dazzled, but I am. I've observed that most ABC folks apply an arts perspective. A few of us use a scientific frame: psychology and neurobiology. Consider this wonderful communication discovery from neurobiology. When you are looking out at your surroundings, dogs, trees, your office, friends - you are not seeing what you think you are. What we think is *reality* is a fabricated construction. **Reason why:** our eyes can't deliver enough visual information for our brains to build a picture in our heads. So, your brain blends prior memories stored in your visual cortex to supplement the live streaming information coming from your eyes. The ratio is 80% from your memory and 20% live from your eyes. This is especially true when you're looking at something new. These discoveries were made by **David Eagleton** using fMRI scans. You may have seen his Public Broadcasting Service (PBS - United States) specials sharing his stunning discoveries on human perception. Have you noticed how our students seem to think that whatever they are describing to someone else magically appears in the other person's head? You can help them understand that only 20% of what their listeners are getting comes from what they are seeing, the majority comes from listeners' prior life experiences. That's why the typical outcome of any communication is, to some real degree, miscommunication. That's my excuse and I'm sticking with it.

Best to all for a grand Spring. I wish you peace and health,

**Joel Whalen**

## Want to be more involved in ABC?

The Graduate Studies Committee is looking for new members. The Graduate Studies Committee selects grad student proposals for inclusion in the Grad Studies Panel during the annual conference. We also work to support grad student members of ABC and their research. Grad students are welcome to join. If you are interested, please contact Abby Koenig ([abigail.koenig@louisville.edu](mailto:abigail.koenig@louisville.edu))

**More info about all ABC committees can be found [HERE](#)**



# Executive Director's Message

Dear fellow ABC members,

No matter where you live in the world, the March equinox signals not only an upcoming change in the seasons but can also serve as a prompt for personal reflection. I am hopeful the pandemic caused by the Coronavirus will soon take a distant backseat in our

professional and personal lives. Like many of you, in 2020 my world quickly adapted to being a remote one. While we crave to be physically together we have also learned to leverage the benefits of virtual engagement. The 2022 ABC Annual International Conference strives to take advantage of the strengths both meeting formats offer.

This year's conference theme is "Reconnecting and Reengaging our Research, Teaching, and Networks" and will be held October 3-8. Our current plan is that the first two days, Monday and Tuesday, October 3-4, will be offered in a virtual-only format. On Wednesday, October 5, we begin our in-person offerings in Tampa, Florida U.S. with workshops; and conference sessions will be held on Thursday, October 6 through Saturday, October 8.

The proposal submissions we have received as of March 14 are roughly divided by 1/4 of submitters requesting virtual-only; 1/4 in-person only; and about half have indicated they are willing to present in-person or virtually. (See the message below from our conference co-chairs with more details about how to submit a conference proposal.)

In my part of the world, the remnants of snow melted yesterday and we are heading into spring. I am optimistic that 2022 will offer us the opportunity to reconnect safely in person. Much as the changing of the seasons can be a time to shape fresh expectations, I invite all of you to reflect on how you can more deeply engage with your ABC community. Joining a committee, being a conference proposal reviewer, a session chair, submitting an article to one of our journals, running for a leadership position are just a few of the many ways for you to further connect with ABC. Please don't hesitate to reach out to me with your questions and ideas ([krybka@illinois.edu](mailto:krybka@illinois.edu)).

Warm wishes,  
**Kathryn Rybka**

# Annual International Conference

## Land Ho!

We look forward to Reconnecting and Reengaging our Research, Teaching, and Networks virtually October 3-4 and onsite in **Tampa, Florida** October 5-8 during our 87th Annual International Conference.

**Avast ye!** Submit your presentation, panel, or poster by March 30. Find Submission Guidelines with samples and the submission link on the conference page.



Gasparilla Pirate Festival - Tampa, FL

To further support you, ABC continues to offer the opportunity for your extended abstract to be considered in the citable conference proceedings.

**And yo, ho, ho!** Soon we will hook you with details of the popular My Favorite Assignment and the thoughtful How Do You Teach Diversity, Equity, and Inclusion?, along with particulars of these invited workshops:

**Engaging Cultural Differences for Empowering**  
*Diversity, Equity, and Inclusion*

**Escape the Mundane with Active Learning and Gamification: Using**  
**Free Interactive Online Tools to Increase Engagement**  
*Innovative Instructional Methods*

**Locked Down and Looking to Escape: Implementing Digital Escape**  
**Rooms in your Curriculum**  
*Innovative Instructional Methods*

**Teaching Business Writing: A Discourse Analysis Approach**  
*Scholarship of Teaching and Learning*

**Assignments for Teaching Ethics, Values, and Character**  
*Scholarship of Teaching and Learning*

**Creating Effective Slide Decks**  
*Visual Communication*

**AARRRRR Matey, escape with us to Tampa!** Conference Co-chairs,

**Nancy Mahon**, Pennsylvania State University and **Leslie Seawright**, Missouri State University



# Member News & Highlights

## Congrats to Melinda Knight



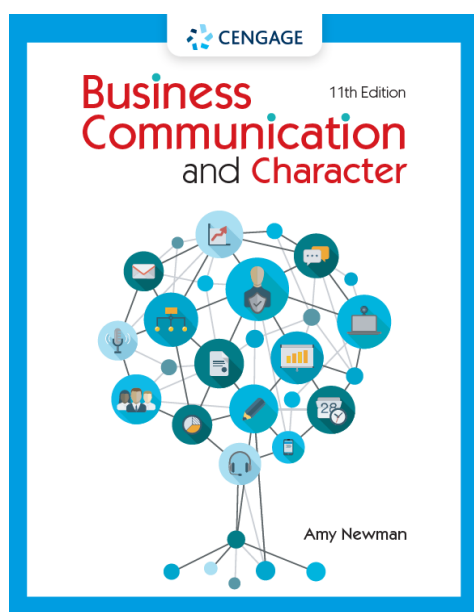
Melinda Knight, Professor of English and Director of the Center of Writing Excellence at Montclair State University and Editor of *Business and Professional Communication Quarterly*, has been awarded a **National Endowment for the Humanities American Rescue Plan grant of \$500,000**. She will lead a project entitled, “Rediscovering American Democracy: Teaching the Humanities in the Time of COVID”- a year-long initiative that will create a network of 4 new postdoctoral scholars, a core faculty group, and visiting scholars to create a new major in American cultural studies. The project will culminate in an interdisciplinary public conference.

## New *IJBC* Book Review Editor

Please join us in welcoming Dr. Robyn C. Walker as the new *IJBC* Book Review Editor. Robyn brings considerable expertise to this role. She is *IJBC*’s former Editor-in-Chief who accomplished such goals as significantly improving the journal’s quality and ranking during her tenure. Going further, Robyn is has authored several valuable scholarly contributions including many books. You may contact Robyn with your book review proposals directly at [rcwalker@usc.edu](mailto:rcwalker@usc.edu)



# Book Announcements



This book, by member **Amy Newman**, introduces a fresh approach—a character lens to help students think more critically about how their communication reflects on them and affects others. Dozens of examples from well-known companies illustrate core communication concepts, and a new, dedicated chapter guides students in communicating across differences. Based on the latest research, students learn practical approaches to current challenges at work: meeting and presenting virtually, working through conflict, creating PowerPoint report decks, developing an online presence, managing automated interviews, negotiating job offers, and more.

ABC member **Giuliana Elena Garzone** has co-edited a new volume on the pragmatic and cultural aspects of translating orality. This collection of papers follows up on the conference which Prof. Garzone organized in the spring of 2021.

Conference speakers focused on the pragmatic and cultural aspects of assorted forms of orality in different languages. Papers highlighted contextual variables in terms of genre, language, and local.

The fifteen papers written in English and Italian and published in the online revue – *mediAzioni* – pick-up on the conference theme and explain orality and its uses from various cultural perspectives. Readers of this special issue of *mediAzioni* will have the signal opportunity of exploring and understanding orality in its myriad manifestations as well as the intricate relationship between oral and written texts. This volume is a reflection of ABC's commitment to internationalization.



# Research News



In conducting a recent project on the terminology of ecologically sustainable development (ESD), the research group from the Association for Business Communication (ABC), under the leadership of Prof. **Marcel Robles** from Eastern Kentucky University, soon realized that there was a cognitive divide between what official organizations had to say and what real people on the ground talk about. Concrete examples were found of the difference between the semi-specialized and specialized terminology used by government agencies and regulators and the work of people on the ground who are on the front lines defending real ecosystems. Click the photo to read the article by **James Archibald**.

Member **Prachi Gala** recently published an article entitled, "Dark-Triad Consumer Behavior Relationship: The Mediating Role of Consumer Self-Confidence and Aggressive Interpersonal Orientation" in the *Journal of Consumer Marketing*. Find and read the article [here](#).



## Invitation to Participate in a Study Regarding Courtesy Titles in the Era of Non-Gender Specific Identities

For more information about the research study or to participate, please contact ABC member, Dr. Virginia Hemby  
[virginia.hemby-grubb@mtsu.edu](mailto:virginia.hemby-grubb@mtsu.edu) | (615) 962-0944



**Got News?**

**Submit *anytime* online right  
HERE**

News can include but is not limited  
to: awards, publications, research  
studies, and projects



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