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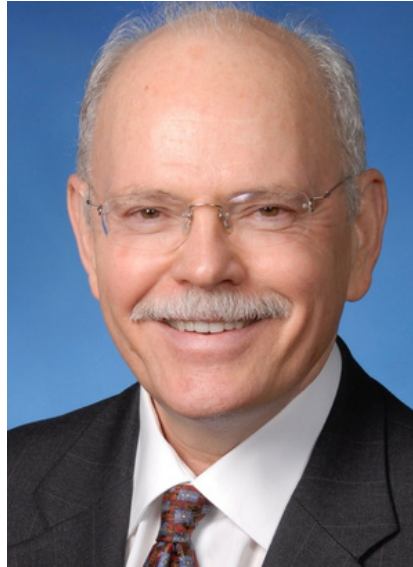
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## **From the President**

Do you agree that majority of business communication messages are denotative (object's nominal meaning, dollars, proportions, dates)? The largest component of the all-important decision-making communication is connotative

(complex meaning, risk, reward, right, wrong, efficiency, safety).

Experiments by Albert Mehrabian, University of California at Los Angeles demonstrated most of the meaning derived from connotative messages (his data estimates 93%+) comes from attitude-driven, nonverbal behaviors.

I've noticed that denotative messages are best delivered in writing. Connotative messages with their attitude-soaked meaning are best spoken. Do you agree?

It follows that if we seek to improve our student's managerial communication that we should focus on enhancing their attitudes manifested while speaking. Daryl Bem, Cornell University, showed us that attitude follows behavior, suggesting that we can design attitude shaping learning through behavioral exercises. Irving L. Janis, Yale University and later University of California, Berkeley, build insights into the power of group consensus behavior to shape an individual's attitude. His body of work suggests that our attitude-shaping exercises should be influenced by peer group.

Next time, let's think together about how human's unmediated anxiety response can pollute their attitudes during important communication, and what interventions we can give our students. I'll recommend insights gained recently by neurobiologists and psychologists.

Perhaps we can share our thoughts about this together in Tampa? Let's envision you at our October ABC Annual International Conference in Florida. Invigorate your intellectual engine as you attend dozens of presentations, panels, and workshops. Recharge your spirit with old and new ABC friends at the always fun conference breakfasts, lunches, and receptions.

I'll be looking for you in Tampa,  
Joel Whalen

## IJBC Special Issue Call for Papers



The *International Journal of Business Communication* is inviting papers for a special issue about **positive communication scholarship**. Positive communication scholarship (PCS) refers to the rigorous and systematic inquiry into the acts, mechanisms, and processes of social interaction that promote life-sustaining systems. The special issue aims to feature research that will exemplify PCS in the business sector. Contributions can come from all theoretical and methodological frameworks.

This special issue is being edited by ABC members and professors **Julien Mirivel & Ryan Fuller**. Submissions of a preliminary extended abstract of 1,000 words are due by December 2, 2022.

Read the full call [HERE](#)



# Executive Director's Message

Dear fellow ABC members,

A few weeks ago, I was watching a professional baseball game and the announcer commented on how a particular team member had evolved his skill set over the past two years. All individual parts of the player's game had shown tremendous improvement. I then

started to think about ways we as business communication teachers, scholars and practitioners can intentionally challenge ourselves to evolve and strengthen the totality of our work.

There is no better place to glean ideas and make meaningful connections with colleagues than attending the 2022 ABC International Conference. This year's theme of "Reconnecting and Reengaging our Research, Teaching and Networks" will help you to consider fresh ways to evolve the contributions you make to our discipline. Monday and Tuesday, October 3-4, will be offered as a virtual-only format. On Wednesday, October 5, we begin our in-person offerings in Tampa, Florida with workshops, and conference sessions starting on Thursday, October 6 through Saturday, October 8.

All conference proposals have been reviewed and submitters notified, and we are in the process of developing what will be a robust schedule for both the virtual and in-person formats. The Tampa venue has many indoor and outdoor seating areas for you to informally meet with ABC colleagues in between sessions and at the end of the day. It's not too early to begin thinking about what you hope to gain by attending this year's conference that will help you evolve your work. What advice will you seek from colleagues? What insights do you want to garner from attending workshops and regular sessions? Whether virtual or in-person, you are being provided a tremendous opportunity to connect and engage with experts in your academic field. Be like that baseball player and create a plan to leverage your ABC conference experience to enhance the work you do.

Please don't hesitate to reach out to me with your questions and ideas ([krybka@illinois.edu](mailto:krybka@illinois.edu)).

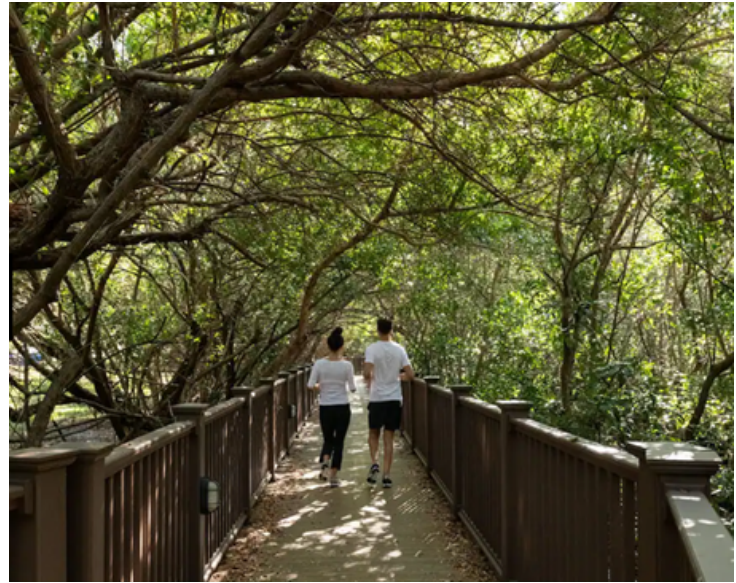
Warm wishes,  
**Kathryn Rybka**



# Annual International Conference

## Discover the site for the 87th Annual ABC Conference: Grand Hyatt Tampa Bay

Nestled on 35 acres of waterfront property is the elegant resort that will be the site for our annual international conference. In line with this year's conference theme which is all about "reengaging" and "reconnecting," the conference hotel offers numerous ways to "reenergize." Take your pick of activities offered at the hotel including tennis, cornhole, basketball, and pickleball. If watersports are more your style, you can rent paddleboards, kayaks, and jet skis right on the property. Need to cool off? Grand Hyatt hosts not one, but two beautiful pools for hotel guests.

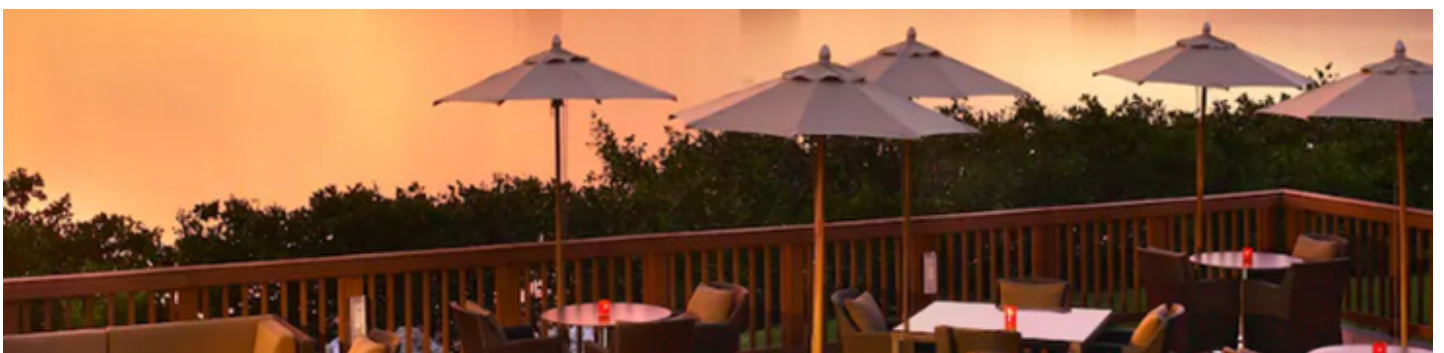


After invigorating days of conference panels and presentations though, perhaps you are looking more to "relax." The conference hotel can help. Stroll the long boardwalk as mangroves stretch to the sky to create an umbrella of leaves and limbs and enjoy some of the best bird watching in the Tampa area. After your walk, join friends at the beach firepit for cocktails and conversation.

When you're ready to "recharge," don't miss the award-winning seafood restaurant, *Oystercatchers*, on-site. Enjoy the view as every table has a

front-row seat of the sun setting over the water. Seating is available inside a beautifully appointed dining room or outside on a large, roomy deck.

**"Reimagine" what a conference hotel can be. Come join us for the 87th Annual ABC Conference at the Grand Hyatt Tampa Bay, October 5-8, 2022.**



**Nancy Mahon**, Pennsylvania State University and **Leslie Seawright**, Missouri State University  
Conference Co-Chairs



# Regional News



## Southwestern U.S. Regional Conference

You are invited to submit a proposal for the Association for Business Communication Southwestern U.S. Conference to be held in **Houston, Texas** from March 8 - 11, 2023. View the full call for proposals and submission details [HERE](#). Submissions are due October 1, 2022.

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## Europe, Africa, and Middle East Conference

You are invited to participate in ABC's Europe, Africa, and Middle East regional conference in **Naples, Italy** from January 12-14, 2023.

More information can be found [HERE](#)

Participation from PhD students, ABC members, and other academics is encouraged.



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## Western U.S. Regional Conference

Join your ABC colleagues in **Laie, Hawaii**, on February 15-17, 2023 for an exciting conference program. The conference fee (approximately \$1,200) is packaged with three nights at the Marriott Courtyard and will include admission to the Polynesian Cultural Center and most meals.

Learn more [HERE](#)

# Member News & Highlights

**H. Steve Leslie** received the 2021 Arkansas State University Tenure Track Faculty Award for Excellence in Teaching and completed the Association of College and University Educators (ACUE) 9-month course in effective college instruction and received ACUE certification.

**Veronica Rice McCray**, tenured track faculty at Western Michigan University, was promoted to Faculty Specialist II. She also won the Business Information System's 2022 - 2023 Faculty Service Award, which is awarded to department faculty for outstanding service to their program, department, college, and university.

**Prachi Gala** was selected for the Israel Faculty fellowship to go to Israel and meet various faculty and learn about their technology. Read more about this [here](#).

**James Archibald** was reappointed as a Visiting Assistant Professor in the Department of Foreign Languages, Literatures, and Modern Culture at the University of Turin.



H. Steve Leslie



Veronica Rice McCray



Prachi Gala

## Congrats to Heidi Schultz!

**Dr. Heidi Schultz** received a Fulbright Scholar Award to teach "Storytelling to Influence and Inspire" at the Technical University of Chemnitz in Saxony, Germany, during the 2022-23 academic year. The award work begins in April 2023.

Also, with teammates she launched **GradeOn** -- educational productivity software designed to support instructors who grade student writing. GradeOn is now available in Canvas's EduApp Center. The software integrates with Canvas assignments and works with Google Docs. Writing instructors can create and segment comments by category, highlight portions of a student's text, and insert comments with a click. GradeOn then calculates the number of comments per category and ranks categories from most to least thereby showing students where they have the most room to improve. Short explanatory videos are available at [gradeon.com](https://gradeon.com), and I'm available at [Heidi\\_Schultz@unc.edu](mailto:Heidi_Schultz@unc.edu) or [info@gradeon.com](mailto:info@gradeon.com) to answer any questions. A huge SHOUT-OUT to ABC for supporting this work as several conference presentations have come out of the benefits of segmenting feedback.



Comments by Criteria



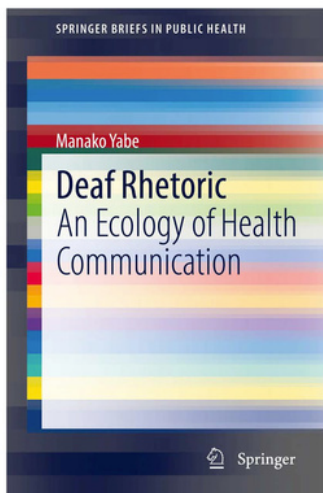


# Book Announcement

## Member Manako Yabe has published a new book



springer.com



2022. XXV, 55 p. 3 illus., 1 illus. in color.

### Printed book

Softcover

€ 39,99 | £ 34,99 | \$ 49.99  
€ (D) 42,79 | € (A) 43,99 | CHF 47.50

### eBook

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M. Yabe

## Deaf Rhetoric

An Ecology of Health Communication

- Fills a gap in the literature as few books have been published related to video remote interpreting topics
- Offers a new theoretical framework, an ecology of health communication
- Is written by an author who is an international deaf patient as well as researcher

This book guides healthcare professionals, hospital administrators, and medical interpreters in the United States (and internationally) in ways to better communicate with Deaf and Hard of Hearing (D/HH) patients and sign language interpreters in healthcare settings. It also provides an overview of the healthcare communication issues with healthcare professionals and D/HH patients, and the advantages and disadvantages of using in-person interpreters vs. video remote interpreting (VRI). Due to technology development, hospital administrators have popularized the use of VRI and reduced the number of in-person interpreting services, which have negatively affected the quality of medical interpreting services and patient-provider communication. The COVID-19 pandemic also has accelerated the move toward more VRI, particularly in the US. The book addresses an understudied aspect of access and is written by an international deaf researcher from Japan who uses American Sign Language (ASL) and English as non-native languages. In order to identify appropriate interpreting services for specific treatments, the author focuses on healthcare professionals' and D/HH patients' interpreting preferences for critical and non-critical care in the US, and offers a new theoretical framework, an Ecology of Health Communication, to contextualize and analyze these preferences. The ecological matrix and its five analytical dimensions (i.e., physical-material, psychological, social, spatial, and temporal) allow readers to understand how these dimensions influence healthcare professionals' and D/HH patients' interpreting preferences as well as the treatment outcomes. This book concludes by prioritizing the use of an appropriate [...]

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Lifelong 40% discount for authors



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# Opportunities for Involvement

## 2022 Member & Publication Awards Submission Deadlines

click any item for more info

June 15

- Outstanding Teacher-Scholar Award in Memory of Meada Gibbs

June 17

- Outstanding Doctoral Dissertation on Business Communication

June 24

- Outstanding Researcher Award in Memory of Kitty O. Locker

June 30

- ABC Rising Star Award
- Award of Merit in Memory of Francis W. Weeks
- Distinction in the Practice of Diversity & Inclusion Award
- Distinguished Member Award
- Fellow of the Association
- Distinguished Publication on Business Communication
- Outstanding Article in the *International Journal of Business Communication*
- Outstanding Article in *Business and Professional Communication Quarterly*
- Marty Baker Graham Research Awards

July 1

- Spirit of ABC Award in Memory of Bernadine P. Branchaw

July 8

- Innovation in Teaching with Technology



The fall semester dates of **VBP (virtual Business Professional) project** will be October 3- November 21, 2022. If you want your students to learn virtual global collaboration skills, work on company projects involving Google, Amazon, Netflix, Samsung (companies will be confirmed later), and use new communication media, email us at [vbp@marshall.usc.edu](mailto:vbp@marshall.usc.edu)



ABC is on YouTube and has a new playlist entitled: "**BizComm Research Showcase**" and is featuring member research. The first video is by **Kim Sydow Campbell** about conducting high-quality integrative literature reviews. Subscribe to ABC's YouTube [HERE](#)





**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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