

## The Association for Business Communication Newsletter

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### From the Editor

The 79<sup>th</sup> ABC Annual International Conference, held in Philadelphia, was a great success! Thank you to all those who contributed their time and work, whether by presenting a paper or volunteering in the administration of the conference. Of course, a special thank you goes to Executive Director Jim Dubinsky, Marilyn Buerkens and our hosts Maryann and Andy Wysor for their hard work 'behind the scenes.'

In this issue we also have news of recent elections, a new section on research, information on upcoming conferences, and an article on a communication course in Brazil focusing on journalistic writing by Ana Lucia Magalhaes.

As usual, I would appreciate your feedback and comments. I am also looking forward to receiving your news about business communication developments, research results or grants, book publications and other ABC member achievements for the next issue.

Happy Holidays!  
Sky



Sky Marsen  
News Editor of ABC



View from the Hyatt Regency in Philadelphia  
Photo Marsha Bayless

# From the President

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Dear ABC friends:

If you haven't already, please consider attending an ABC regional conference in 2015. To see the most current information, please go to our [website](#).

Regional conferences give you a unique opportunity to mingle with other business communication scholars and instructors. Usually, you can count on roughly 40 to 100 attendees, so you get to interact far more with other attendees. Typically, regional conferences cost less because of lower registration fees and closer travel for most attendees (of course, you can attend any ABC conference regardless of which region you belong to).

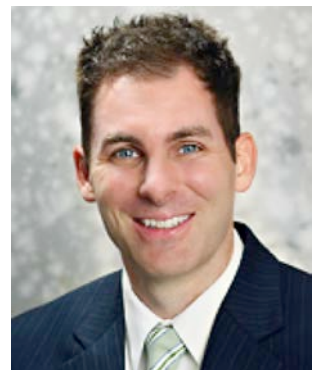
From March 11 to 14, the ABC Southwest Region is holding its conference in Houston, Texas. The ABC-SW region has a long history of holding a joint conference with the Federation of Business Disciplines. So, you can join with our amazing ABC-SW members for presentations about business communication but also venture to presentations on marketing, finance, and other business areas as well.

From May 20 to 22, the ABC Western region is holding its conference at the University of Southern California in Los Angeles, California. This is the first meeting of the ABC Western region in many years. The more attendees we get, the more likely this region will begin regularly holding conferences.

From May 27 to 30, the ABC Midwestern region is holding its conference in Ypsilanti, Michigan, in partnership with the Global Advances in Business Communication (GABC). GABC has been an excellent partner with ABC for many years. This conference allows you to participate in plenty of ABC sessions but also join GABC for presentations specifically focused on international/intercultural business communication.

Also, keep in mind other conferences that many of our ABC members regularly attend. For example, Corporate Communication International (CCI) holds its annual conference from June 2 to June 5 in New York City.

Hope to see you soon at one of our upcoming conferences!



Peter Cardon  
President of ABC

# ABC News

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## Awards

The 2014 Annual Conference was the focus of several awards recognizing diverse contributions to business communication. Awards include:

**Marty Baker Graham Research Award**, Sponsored by the C.R. Anderson Research Fund: **Danica Schieber**, Iowa State University

**ABC Rising Star Award**, Sponsored by SAGE Publications: **Jennifer Veltsos**, Minnesota State University, Mankato

**Fellow of the Association**, Sponsored by ABC: **Kathryn Rentz**, University of Cincinnati

**Bernadine P. Branchaw Spirit of ABC Award**, Sponsored by ABC: **Donna Kienzler**, Iowa State University

**Meada Gibbs Outstanding Teacher Award**, Sponsored by ABC: **Elizabeth Tuleja**, University of Notre Dame

**Distinguished Member Award**, Sponsored by ABC: **Randolph T. Barker**, Virginia Commonwealth University

**Kitty O. Locker Outstanding Researcher Award**, Sponsored by McGraw-Hill Higher Education and ABC: **Leena Louhiala-Salminen**, Aalto University

**Francis W. Weeks Award of Merit**, Sponsored by ABC: **Sam DeKay**, BNY Mellon Corporation

**Distinguished Publication on Business Communication**, Sponsored by ABC: **Craig R. Scott**, Rutgers University

**Outstanding Article of the Year BPCQ**, Sponsored by Mary Ellen Guffey and Dana Lowey, **Daphne Jameson**, Cornell University

**Outstanding Article of the Year IJBC**, Sponsored by Paula Lentz and Kathy Rent: **Jennifer Mize Smith**, Western Kentucky University

**Outstanding Dissertation Award**, Sponsored by Special Friend of ABC: **Ewa Kusmierczyk**, Victoria University of Wellington

## ABC Elections

**Peter Cardon** is the new ABC President having succeeded **Kathy Rentz**. We thank Kathy for her hard work and welcome Pete in his new role.

**Bertha Du-Babcock** is the First Vice President succeeding **Gina Poncini**.

**Deborah Roebuck** is the new ABC Second Vice President.

**Yunxia Zhu** is the new Asia-Pacific Regional Vice President. She replaces Bertha Du-Babcock.

**Pearson Award for Innovation in Teaching with Technology**, Sponsored by Pearson: **Abram Anders**, University of Minnesota, Duluth.

**Business Communication Impact Award**, Sponsored by Marshall School of Business, USC: **Timothy Coombs**, University of Central Florida

**Outstanding Student Writer**, Sponsored by Jim Dubinsky, Mary Munter, and Barbara Shwom:

1<sup>st</sup> place: **Shannon Nolan**, Temple University

2<sup>nd</sup> place: **Katelyn Standley**, Stephen F. Austin State University

3<sup>rd</sup> place: **Joshua Maier**, University of Cincinnati

**Student Case Writer**, Sponsored by ABC: **Lucia Sigmar**, Sam Houston State University



Jim Dubinsky and Kathy Rentz at the Awards ceremony

## **From Bertha Du-Babcock, First Vice-President**

Dear Asia-Pacific Members,

I would like to take this opportunity to express my sincere gratitude for your support during the period that I served as the Vice President of the Asia-Pacific Region for the Association. Reflecting back, I am very proud of what we were able to accomplish. With your unparalleled support and the assistance of hosting universities, we were able to hold Asia-Pacific annual

conferences. My special thanks go to the conference organizers and the hosting universities. See the following list:

| Year | Hosting University   | Conference Chairs          |
|------|--|----------------------------|
| 2010 | Chuo University, Tokyo, Japan  | H. Hayashida & S. Nakasako |
| 2011 | University of International Business and Economics, Beijing, PRC           | L.P. Wang & H.Y. Feng      |
| 2012 | Kyung Hee University, Seoul, Korea   | H. Chang & Y. Suh          |
| 2013 | Doshisha University, Kyoto, Japan  | N. Kameda & M. Takeda      |
| 2014 | Shanghai University of International Business and Economics, Shanghai, PRC | G.L. Wang & Y.L. Si        |



Bertha Du-Babcock

Three special features of the Asia-Pacific conference programs were pre-conference workshops, company visits, and culture nights. Pre-conference workshops fostered and strengthened members' research and teaching skills. We were able to visit the following companies: Beijing Yanjing Brewery Co. Ltd, LG Display Co. Ltd., Hakutsuru Sake Brewery Co., Ltd., and Shanghai Volkswagen. The lively, entertaining culture nights allowed participants to appreciate the uniqueness of local cultures.

Now that the baton has been passed to Dr. Yunxia Zhu, our newly elected vice president, I am confident that you all will help her in moving our Region to a higher level of the accomplishment. Together, let's build upon our traditions and grow the Asia-Pacific Region.

Sincerely yours,  
Bertha Du-Babcock

## Conferences

**ABC in Milan:** Several ABC members participated in the 2014 Clavier Conference, which was held in Milan on 20 and 21 November under the able leadership of long-time ABC member, **Giuliana Garzone**. Several ABC members, including **James Archibald**, **Paola Catenaccio**, **Belinda Crawford**, and **Walter Giordano** presented papers. James Archibald, former Vice President - Canada Region, gave one of the plenary talks, and chaired the panel session on translation, interpreting and contrastive analysis.

The Clavier Group brings together teachers and researchers from several Italian universities interested in business and professional communication.

**2015 ABC-SWUS Conference in Houston, Texas:** All accepted papers may be submitted for inclusion in the Conference Proceedings. Submissions will go through blind peer review by a panel of ABC-SWUS officers.

All manuscripts should be sent to Kelly Grant at [kgrant@tulane.edu](mailto:kgrant@tulane.edu) no later than January 15, 2015, and should be formatted according to APA (6<sup>th</sup> edition).

**ABC Western Division Conference, May 20-22 – Marshall School of Business, University of Southern California, Los Angeles, California**

Theme: “Business Communication in 2020”

Forces such as globalization and technology are dramatically altering the nature of business communication. We invite proposals for presentations about business communication research and pedagogy with a *special focus on implications for the future of business communication*. We encourage presenters to use their research to suggest answers to questions such as the following: What will be the most essential business communication skills in 2020 and beyond? How can business communication instructors prepare students for the communication needs of 2020 and beyond? What are the most intriguing avenues of research that will strengthen the business communication field for 2020 and beyond?

Submit proposals to the ABC website by February 16.

**ABC Mid -Western Regional Conference:** This will meet in conjunction with Global Advances in Business Communication (GABC), at the Eagle Crest Hotel, Golf & Conference Center Hotel in Ann Arbor/Ypsilanti, Michigan, May 27-30, 2015. Proposals due by January 30, at the ABC website.



## Member News

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### Communication Expert Discussion Series begins at USC

USC's [Center for Management Communication](#) is starting a series of talks by distinguished researchers and scholars in the field of business communication. This initiative is launched as part of the Center's 35<sup>th</sup> anniversary. The series consists of presentations by internationally acclaimed speakers on current 'hot' topics, followed by panel discussions.

The series takes off in Spring 2015 with talks by **Stanley Deetz**, Professor Emeritus at the University of Colorado at Boulder, and **François Cooren**, Professor and Chair of Communication at the University of Montreal. Stanley Deetz's presentation is scheduled for February 19 and François Cooren's for April 23. The presentations are open to everyone. If you are interested in attending, please contact [buco@marshall.usc.edu](mailto:buco@marshall.usc.edu)

### Members' Books

**Erika Darics'** edited book *Digital Business Discourse* (Palgrave) is in production. It is the first dedicated publication to address how computer-mediated communication technologies affect institutional discourse practices, bringing together scholarship from a range of disciplinary backgrounds, including organisational and management studies, rhetorical and communication studies, communication training and discourse analysis. The editor is looking for readers to evaluate the manuscript, who agree for their recommendation to be published on the cover. Contact [e.darics@aston.ac.uk](mailto:e.darics@aston.ac.uk)

*Writing and Speaking for Business* (4<sup>th</sup> edition, BYU Academic Publishing, by **William H. Baker and Matthew J. Baker** is due in Fall 2015. This is a concise and inexpensive book which takes a minimalist approach to teaching about writing and speaking for business, without sacrificing the essential content expected in a general business communication course. The book also includes a rhetorical perspective, plus several unique heuristic processes found in no other books. Strategic acronyms help students transfer classroom learning to the workplace. (For more information, email [williamhbaker@byu.net](mailto:williamhbaker@byu.net).)

# Research News

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## Research Support

We would like to remind members of funds dedicated to research in the field of business communication. These include:

### The C.R. Anderson Research Fund

The support offered is in the form of grants of US \$1,000 to US \$5,500 to be spent on equipment, hard- and software, travel and accommodation expenses, and/or research support-staff compensation within the course of a research project of up to 12 months.

### The Center for Intercultural Dialogue (CID) Micro Grants

The support offered is for intercultural dialogue projects and provides funds of up to US \$5000.

More information on [research grants](#) can be found at

**Camilla Vasquez** has published a research monograph, *The Discourse of Consumer Online Reviews* (Bloomsbury 2014), which provides an account of the discursive, pragmatic and rhetorical features of this form of technologically-mediated communication. Vasquez examined a corpus of over 1,000 consumer reviews, and explored discourse features that are characteristic of this new genre. The book was praised in an [article](#) in *The New York Times*.

**Erika Darics and Tom Van Hout** are organizing a panel at "i-mean 4 @ Warwick" 9-11 April 2015. The [panel](#) will explore the impact of language use in professional contexts.

Overview: Researchers and practitioners recognize the dual role of language as a technical skill in the workplace and as a saleable commodity in the marketplace. In fields such as marketing, translation, tourism, customer service and communication training, language work has now become central to economic globalization. In many other fields, demands for accountability require professionals to document their practices, resulting in the textualization of work. However, to expose (and exploit) the impact of language use in and as business, it is essential that we understand its added symbolic values, standardization, visionary myths, encoded power





struggles, group boundaries, regulations for the flow of people, goods and information, auguries of changes to come or engraved relics of changes past.

If you are interested in participating in the panel please get in touch with the organizers. They welcome abstracts at this point, but also tentative suggestions, or ideas for more specific themes or discussion formats.  
Contact

[e.darics@aston.ac.uk](mailto:e.darics@aston.ac.uk)  
[tom.vanhout@uantwerp.be](mailto:tom.vanhout@uantwerp.be)

## Article

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### House organ, old-fashioned way

**Ana Lucia Magalhães**  
**Sao Paulo State Technological College**

In Brazil, an emerging country with a strong economy (world's seventh GDP according to the International Monetary Fund), business environment is increasingly competitive. This is particularly true in times of economic crisis. Brazil, due mostly to demographic factors, is close to full employment. Corporations, large and small, have to be concerned with keeping their manpower, using the available tools.

The house organ, according to Johns Hopkins' Jo Anne Yates, "whether it be a single typewritten sheet or a 24-page magazine, offers an opportunity to bind personal interest close in the small shop and keep management from being mechanical in the large plant". The Business Communications course at the State of Sao Paulo Technological College recognizes this reality and dedicates classes to teaching the students how to develop in-company newspapers or magazines. There is a crash course in journalistic writing and classes in the mechanics of producing a house organ. The corresponding assignment is the production of one issue of a house organ for an existing company. It does not have to be official, but it must be developed after real data.

One student decided to take it further and convinced a small company, a network of eight drugstores with a total of 120 employees, to implement a grassroots newspaper. Previous research with the employees provided useful information, two topics standing out: one, employees did not actually know what the company wanted from them and were not informed of the reasons for management decisions; two, they strongly favored a printed,



Ana Lucia Magalhães is Professor of Corporate Communications with FATEC, a network of technical colleges, owned and funded by the State of Sao Paulo, where she also teaches language & literature and coordinates graduation projects. She also teaches language in MBA courses for computer science and business administration majors. She holds a Doctorate in Rhetoric from the Catholic University of Sao Paulo, Brazil.

real, old-fashioned house organ over a purely digital one. So, our student decided to produce an inexpensive printed house organ with emphasis on communication between management and employees. At that point, the in-house publication had become his graduation project.

The project comprised the publication of four issues of an eight-page tabloid (funded by the owner of the drugstore chain) and the training of volunteer company employees to continue the newspaper. After the first issue, more volunteers came out than needed. The editor, chosen by universal acclaim, was the manager of one of the stores.

After the third issue, another piece of research was carried out. The employees almost unanimously acknowledged that their relationship to management had improved substantially: after the house organ, they came to understand management decisions, felt that, after all, management cared about the employees and, most important, knew what was required from them — namely, being nice to customers beyond mere courtesy, promoting actively the sales of high-profit cosmetics and using the appropriate field in the Point-of-Sales software to make suggestions to management. Management quickly instituted a bonus program for accepted suggestions.

Criticism revealed interest on the publication — employees wanted more pages (73%) more interviews with employees (63%), more illustrations (26%) and more colors (21%).

In short, the results made apparent that a house organ, an affordable tool for small companies, can have a very attractive cost: benefit ratio, and the capacity to implement or edit a house organ is a definite plus for a student of business communications after graduation.