



International Journal of Business Communication Newsletter

July 2018

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***IJBC's* research impact**



In our last issue we announced that the Social Sciences Citation Index (SSCI) had started to include *IJBC*. As a follow-up on this good news, we recently found out that *IJBC* places in the second quartile in SSCI's communication category (rank 33 out of 84) and has an impact factor of 1.575. We expect this impact to increase in the future since an SSCI listing brings greater attention to a journal. Again, we appreciate all of the valuable contributions of those who made this possible especially Robyn Walker (former *IJBC* Editor), ABC Executive Director, Jim Dubinsky and the ABC Board, the Publications Board, Martha Avtandilian (our Sage Editor), our Associate Editors, reviewers, production team, and of course - our authors. Congratulations, you paved the way!

In related news about *IJBC's* research impact, the journal ranking website Scimago has updated *IJBC's* impact factor. We now have an H-impact factor of 44 (up from 41) and an SJR factor of 0.866. These impact factors place the journal at the 18th and the 17th percentile (respectively) for all business, management, and accounting journals listed

with Scimago. (In economics, econometrics and finance, the journal ranks at the 23rd and 18th percentiles.) If you want to further explore *IJBC*'s impacts, check them out at <https://www.scimagojr.com/journalsearch.php?q=21100852014&tip=sid&clean=0>. Until recently Scimago had not counted articles published in *IJBC* since our name change. Thanks to Martha Avtandilian, Scimago corrected this issue and backdated our impact factor. We greatly appreciate all of her commendable work on resolving this issue.

These impact factors help us to better understand how research in *IJBC* affects the wider research community and also improves our visibility, thus bringing in more and better submissions as well as more citations. Currently, over a two year period articles in *IJBC* received an average of 2.125 citations per article, which beats the previous record (in 2009) of 2.091.

We want to continue tracking how *IJBC* affects research, classroom, and real world applications, and will bring you more information as we uncover it. If you have any stories about how you have used an *IJBC* article, please let us know so we can spotlight your experience in future newsletters.

Reviewer spotlight

We are delighted to start a new feature in the *IJBC* newsletter – the reviewer spotlight. Every issue we hope to give recognition to an outstanding *IJBC* reviewer. Reviewers provide an invaluable but sometimes overlooked role in bringing out the best in submitted manuscripts and helping our authors develop their ideas. This month we recognize Dr. Hyejung Chang.



Hyejung Chang received her Ph.D. in Quantitative Psychology from the University of Illinois at Urbana-Champaign in 1993. Since then, she has been working in the United States and Korea as a researcher and a professor. Currently she serves as President of the Korean Association for Business Communication (KABC) and Editor-in-Chief of the Business Communication Research and Practice (BCRP) as well as a professor in the Department of Management at Kyung Hee University, Seoul, Korea.

Why I enjoy doing reviews for *IJBC*:

Having assigned the manuscripts to reviewers as an editor of an academic journal, I understand and appreciate reviewers for their effort and time. From the standpoint of consideration of other editors, I try to accept a request for review of a manuscript where my expertise may be helpful. More technically, I think that the approach of research design and data analysis greatly influences the quality of the paper, especially in quantitative research. And, only a constructive and insightful anonymous peer-review can improve a paper. Therefore, I would like to take part in

developing *IJBC* through reviewer comments which include my knowledge and experience in research methodology and statistical analysis. Of course, conducting the reviews also helps to confirm my knowledge and expand research collaboration.

The July 2018 Issue of *IJBC*

We are happy to announce the latest *IJBC* issue which concludes our two part special series on financial communication. As with our last issue, this one was capably edited by Drs. Marlies Whitehouse, Rudi Palmieri, and Daniel Perrin. To give you a peek into the contents we present the article abstracts and author biographies.

The Pragmatics of Financial Communication. Part 2: From Public Sphere to Investors by Marlies Whitehouse, Rudi Palmieri, and Daniel Perrin

Research in financial communication has long been dominated by scholars in accounting and finance, who largely focused on the extratextual aspects of financial disclosures, such as the choice (not) to reveal information or the impact of new regulatory standards. In contrast, the past decade and a half has witnessed a significant shift of attention toward the linguistic and textual elements of financial communication. Finance scholars have started to develop text analysis approaches to investigate, in particular, market sentiment and its impact on stock prices. At the same time, accounting scholars have engaged in the so-called narrative turn by investigating the rhetorical aspects of voluntary disclosure. Recent developments in the field, however, dig deeper and are beginning to shed light on the crucial functions of language use in financial communication. There is a growing interest throughout the disciplines to analyze the interplay of micro and macro structure in financial communication, which has been clearly reflected in academic initiatives and rapidly evolving subject areas in recent years. Bringing together these initiatives on a higher level, the AILA (International Association of Applied Linguistics) research network in financial communication, set up in early 2018, enables scholars from all over the world to strengthen and elaborate on their research and its dissemination. The two parts of the special issue “The Pragmatics of Financial Communication” aim to reflect these recent developments and to foster current and future initiatives in the field.

Rudi Palmieri is a senior lecturer in strategic communication at the University of Liverpool, where he leads the MSc program in Strategic Communication. His research focuses on the role of argumentation in strategic communication, with a peculiar interest in the discursive dynamics of financial communication. He is one of the main organizers of the International Conference on “Discourse Approaches to Financial Communication” (www.daafc.usi.ch).

Daniel Perrin is a professor of applied linguistics, director at Zurich University of Applied Sciences, president of the International Association of Applied Linguistics AILA, and editor of the *International Journal of Applied Linguistics* and the *de Gruyter Handbook of Applied Linguistics* series. His areas of research are media linguistics, methodology of applied linguistics, text production research, and analysis of language use in professional communication (www.danielperrin.net).

Marlies Whitehouse is a research associate at Zurich University of Applied Sciences, Treasurer of the International Association of Applied Linguistics AILA, and Associate Editor of the *International Journal of Business Communication*. She investigates text production and text reception with focus on intercultural, cross-domain, and intralingual aspects at the intersections of financial journalism, organizational communication, and financial analysis. She has more than 20 years of professional experience in the financial sector (www.zhaw.ch/=whit).

Persuasion in Earnings Calls: A Diachronic Pragmalinguistic Analysis
Belinda Crawford Camiciottoli

This study investigates persuasive language in earnings calls. These are routine events organized by companies to report their quarterly financial results. The analysis is based on the earnings calls of 10 companies in the third quarter of 2009, when financial markets were still suffering from the global financial crisis, and the third quarter of 2013 when markets had largely recovered. Earnings call transcripts were compiled in two parallel corpora (Crisis Corpus and Recovery Corpus), thus providing a diachronic perspective. Semantic annotation software was used to extract pragmalinguistic resources of persuasion. The Crisis Corpus had a higher frequency of persuasive items, as executives often emphasized progress and future hopes. However, the types of items were largely the same across the corpora. This suggests a well-consolidated linguistic protocol within this discourse community that transcends financial performance. The findings offer insights into how earnings call participants use persuasive language strategically to achieve their distinct professional objectives as responsible providers of information (executives) versus discerning seekers of information (analysts).

Belinda Crawford Camiciottoli is an associate professor of English language and linguistics at the University of Pisa. Her research focuses on corpus-assisted analysis of discourse in professional settings. She has published in leading journals, including *Business Communication Quarterly*, *Discourse & Communication*, *Text & Talk*, and *Management Decision*.

Formulations in Delicate Actions: A Study of Analyst Questions in Earnings Conference Calls

Maria do Carmo Leite de Oliveira and Silvia Maura Rodrigues Pereira

Many of the studies on Earnings Conference Calls have focused on the executive's discourse. In this article, we focus on the analysts' discourse, specifically how they handle delicate actions, such as formulating questions about a company's negative performance points. Considering that analysts' questions commonly present more than one version for a request, this study investigates the interactional function and linguistic differences realized in formulations used to identify or describe what analysts actually want to know. The methodological approach compares different formulations produced by the same analyst and by another analyst going back to a previously formulated question. Findings showed that request formulations gain strength when a speaker goes back to a question. Additionally, they showed that, in any case, variations in the degree of generality/specificity of each version of a question play a major role in managing the analyst's interactive goal, namely gaining information without compromising the relationship with the company.

Maria do Carmo Leite de Oliveira is a professor at Pontifícia Universidade Católica do Rio de Janeiro and a researcher with CNPq (National Council of Technological and Scientific Development). Her research areas of interest are mainly language and social interaction at work, specifically in the business context. Conversely, she works as a corporate communications consultant. Her most recent publication has been a book on the contributions of talk-in-interaction research for teleservice practices, coedited with Ana Cristina Ostermann (*Você está entendendo? Contribuições do estudo de fala-em-interação para a prática do teleatendimento*. Campinas: Mercado de Letras, 2015).

Silvia Maura Rodrigues Pereira is a doctoral candidate at COPPEAD/UFRJ, Master in Linguistics from PUC—Rio; BSc Economics from the London School of Economics and Political Science. She is a lecturer at private colleges, as well as a corporate consultant specializing in business communication, capital markets, and corporate governance. Over the course of her career, she has amassed extensive experience in capital markets, as an corporate and investment banking executive.

Evaluation Markers and Mitigators in Analyst Reports in Light of Market Response to Stock Recommendations

Karol Marek Klimczak and Marta Dynel

Professionals and individuals who invest in equity markets rely on financial analysts' recommendations and reports to decide on what to invest in and when to trade. This

study examines the role of two groups of communication strategies, evaluation markers and mitigators, in establishing analysts' credibility. The sample consists of 80 reports written in Polish for companies listed on the Warsaw Stock Exchange in Poland. In this emerging market setting, where credibility is challenged by uncertainty, analysts deploy various strategies depending on the recommendation they make: "buy," "hold," or "sell" shares. The findings point toward a specific group of mitigators, namely subjectivization, as a means of communicating expert opinion. Regression results reveal that investors' reaction to the publication of a recommendation to "hold" or "sell" shares, measured based on the changes in share prices, is stronger when subjectivization is used in a report. The findings carry implications for research into analyst behavior and for the development of professional writing skills.

Karol Marek Klimczak is an assistant professor of finance at the School of Economics and Business, University of Navarra, Pamplona, Spain. He began to develop this article while working at Kozminski University (Warsaw, Poland). His research interests are in the interface between corporate finance and investors in financial markets, including accounting and financial reporting.

Marta Dynel is an associate professor in the Department of Pragmatics at the University of Lodz, Poland. Her research interests are in pragmatic and cognitive mechanisms of diversified linguistic phenomena, neo-Gricean pragmatics, and the pragmatics of interaction.

The Narrative Strategies of Winners and Losers: Analyzing Annual Reports of Publicly Traded Corporations

Alexander V. Laskin

This study focuses on the narrative strategies corporations utilize to communicate their annual results to investors and the financial community. Specifically, the study looks at the sample of overperforming and underperforming companies and analyzes how management shapes their performance results using a variety of narrative strategies in their annual reports. The study uses DICTION software in order to perform a computerized content analysis of annual reports of a purposive sample of Standard & Poor's 500 corporations and identify and compare the usage of the 35 narrative strategies.

Alexander V. Laskin, PhD, is a professor of strategic communication at Quinnipiac University, Hamden, Connecticut. He is an author of more than 50 publications, including 2 solo-authored books, book chapters, and journal articles focused primarily on investor relations, international communications, and measurement and evaluation.

He offers consulting services in research, evaluations, investor relations, and international communications.

The Epistemic Status of Predictions in Central Bank Reports: A Cross-Linguistic Study
Pierre Lejeune

This study aims to analyze the strategies of hedging in a prototypical speech act in economic communication—that is, predictions. The analyzed genre is that of central bank projections. We have used a parallel corpus of four reports (one European Central Bank report and three national bank reports) written in English, French, Spanish, and Portuguese. The analyzed documents are multimodal (having text, tables, and charts). At a global level, hedging arises from external assumptions that limit the validity of the predictions and from the fact that generally the text does not give direct predictions but rather reports projections without assuming or attributing explicit responsibility regarding their validity. At the microlinguistic level, the epistemic marking of predications about the future is extremely complex, due to the phenomenon of grammatical metaphor. The cross-language analysis shows that because of language idiosyncrasies, the degree of endorsement of the typical utterances about prediction/projection varies between the reports.

Pierre Lejeune has degrees in economics and geography and a PhD in linguistics. Currently, he teaches discourse analysis and specialized translation at Lisbon University's Arts Faculty.

Financial Innovation and Institutional Voices in the Canadian Press: A Look at the Roaring 2000s
Pier-Pascale Boulanger and Chantal Gagnon

This corpus-assisted analysis examines seven Canadian newspapers from 2001 to 2008 in English and in French. It focuses on the speech that journalists reported when covering new financial instruments, namely collateralized debt obligations, credit default swaps, and asset-backed commercial paper. Eight years of news were surveyed with a concordancer and the data were analyzed using critical discourse analysis. The data show a wider range of voices in the English subcorpus when compared with the French. In both subcorpora, however, journalistic attitude was neutral and critical voices were deselected, while institutional voices such as those of banks were foregrounded. If polyphony is understood as the inclusion of an array of voices from the community, our study shows that the press was monophonic. Concurrently, our investigation of the Canadian press reveals that financial innovations were not covered until 2007, when credit derivatives started to falter.

Pier-Pascale Boulanger is a professor of financial, economic, and literary translation at Concordia University. She has coauthored several papers on the financial discourse in the Canadian press and chairs the Observatory of Financial Discourse in Translation.

Chantal Gagnon is associate professor at Université de Montréal, where she teaches business and economic translation. She has published several articles on power issues in translation, dealing mainly with Canadian politics, the news, and institutions.

The Use of English-Language Business and Finance Terms in European Languages
Linnéa Anglemark and Andrew John

Although it is generally accepted that English is becoming the lingua franca of international business, the details of this process are not well understood. This article uses the Google Books corpus to provide both a quantitative and a qualitative investigation of the ways in which specific English business terms are penetrating major European languages. Some English business terms now appear to be firmly established in other languages, and can be classified as lexical borrowings, while the use of other terms is better described as code-switching.

Linnéa Anglemark is a senior lecturer in English at Uppsala University. She received her PhD in linguistics from Uppsala University. Her research interests included corpus linguistics, the pragmatics of computer-mediated communication, and historical sociolinguistics.

Andrew John is an associate professor of economics at Melbourne Business School, University of Melbourne. He received his PhD in economics from Yale University. His research interests include the economics of language, coordination games, consumer boycotts, and pricing in macroeconomic models.

Welcome our new Associate Editor

We welcome Dr. Bertha Du-Babcock to our editorial team. She brings a wealth of varied experience and insights to our team.



Dr. Bertha Du-Babcock is Associate Professor and Associate Head in the Department of English at City University of Hong Kong. She served as the President from October 2015 to December 2016, on the Board of Directors-At-Large from 2007 to 2009, and as the Regional Vice President for the Asia and the Pacific Region from 2009 to 2014. She received the Fellow of the Association for Business Communication in 2016, the Distinguished Member Award in 2010, the Kitty O Locker Outstanding Researcher in 2008, the Meada Gibbs Outstanding Teaching Award in 2004, the Outstanding Article Award in the *International Journal of Business Communication* in 2007, and the Outstanding Article Award in the *Business & Professional Communication Quarterly* in 2001.

Du-Babcock's research has been directed towards theory development and teaching innovations in intercultural business communication. She has authored or co-authored 39 journal articles, 5 books, 12 book chapters, and 35 refereed conference proceedings. She also has been a plenary/keynote speaker at 11 international conferences, conducted workshops at 15 international conferences, and made 87 conference presentations. Her articles have appeared in: *Journal of English for Specific Purposes*, *Journal of Business and Technical Communication*, *Management Communication Quarterly*, *Discourse & Communication*, *Iberica*, *International Journal of Business Communication*, *Business & Professional Communication Quarterly*, *Journal of Asia-Pacific Business*, *Journal of Asia-Pacific Communication*, and *Intercultural Communication Studies*. She is a co-author (with M. E. Guffey and D. Loewy) of the 3rd Asian Edition of *Essentials of Business Communication*. She co-edited a special issue on Business and Professional Communication in Asia for the *Journal of Business and Technical Communication*.

Du-Babcock has served as an editorial member for *IJBC*, *BPCQ*, *GABC*, *MCQ*, and *ATTW* book series, as well as serving as guest reviewer for five other international journals. She is a Research Proposal Assessor for Australian Research Council, PhD thesis External Examiner for universities in Australia, Hong Kong, and India, and course examiner for managerial communication for universities in Hong Kong.

Since her appointment at City University of Hong Kong in 1994, she has received funding for 50 research projects in the capacity of Principal Investigator, including Hong Kong SAR Government-funded Projects; Strategic Research Grants; Teaching Development Fund, just to name a few. The total amount of funding received in her capacity as Principal Investigator is approximately 6 million Hong Kong dollars.

Announcing an upcoming special issue on crisis communication

We are pleased to announce that Dr. Sky Marsen will edit an upcoming *IJBC* issue on crisis communication. *IJBC* has seen several manuscripts on this topic over the past few years and it continues to generate keen interest in academic and business circles. As a result, we look forward to this topic focused issue and know that it will bring new ideas

and discoveries to our understanding of this vital area. We present Dr. Marsen's call for papers below.

Crisis Communication

Special Issue of the International Journal of Business Communication

Call for Papers

The *International Journal of Business Communication* is inviting papers for a Special Issue in Crisis Communication. Crisis Communication is a growing area in business communication and public relations research. It was first recognized as a separate branch of public relations in the early 1980s. Major events that fuelled its emancipation and growth were the Tylenol crisis in 1982 in the US, followed by the Bhopal chemical leak in India in 1984, and the Chernobyl crisis in Europe in 1986. These events underscored the need for expertise in the prevention and management of crises in organizations. Sparked among practitioners, this interest quickly spread to the academic arena where relevant research emerged, supported by the growth of public relations models. Another major turning point in Crisis Communication research came with the advent of new technologies and social media, in the 2000s, which allowed organizations to directly communicate with stakeholders and vice versa.

The Special Issue aims to be an eclectic compilation of approaches, giving an overview of theories, approaches and contexts. Contributions can come from all theoretical and methodological frameworks. Suggested topics include:

- Issues in classifications and typologies of crises
- The role of leadership and authority in crisis management
- Cross-cultural approaches to image and reputation
- Celebrity crisis: crisis cases of high-profile individuals
- Discourses and linguistic aspects of crisis communication texts
- Trust and stakeholder issues in crisis communication
- (Mis-)communication issues as precursors to crisis
- Use of technologies in crisis communication
- Crisis prevention and crisis planning
- Emotions in crisis communication
- Ethical issues in crisis communication

Submission Requirements

Submit a preliminary extended abstract of 1,000 words by **October 31** to the Guest Editor, Sky Marsen, at skymarsen@gmail.com. Replies will be sent by November 30. Full papers of 8000-10000 words are due by **February 15, 2019**. The Special Issue is expected to appear in 2019.

The *International Journal of Business Communication* contributes to the knowledge and theory of business communication as a distinct, multifaceted and interdisciplinary field.

Sky Marsen, PhD

Editor of Special Issue

College of Humanities, Arts and Social Sciences

Flinders University, Australia

Our Associate Editors

Ryan S. Bisel, Jonathan Clifton, Bertha Du-Babcock, Paul Madlock, Sky Marsen, Amber N. W. Raile, Jacob D. Rawlins, Robyn Walker, Marlies Whitehouse, Rod Carveth, and Paola Catenaccio.

Contact Editors-in-Chief Jackie Mayfield and Milton Mayfield at jmayfield@tamiu.edu or mmayfield@tamiu.edu with research news or announcements that you would like included in the next newsletter.

IJBC 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.