

**Deanna D. Sellnow**, professor of strategic communication, is Assistant Director of the Nicholson School of Communication and Media [Chair of the Department of Communication] at the University of Central Florida. Dr. Sellnow's research focuses on strategic instructional communication in a variety of contexts including risk, crisis, health, and online settings. She has conducted funded research for the United States Geological Survey, Department of Homeland Security, and Centers for Disease Control and Protection. She has also collaborated with agencies such as the International Food Information Council about food security across the globe. She has published her work in numerous refereed articles in national and international journals, as well as authored or co-authored several textbooks including *Effective Speaking in a Digital Age*, *Communicate!*, and *The Rhetorical Power of Popular Culture*.

**Göran Sonesson** is Professor emeritus of semiotics at the Division for Cognitive Semiotics at Lund University. He obtained his doctorate in general linguistics from Lund University in 1978, and, in the same year, in semiotics from École des Hautes Études en Sciences Sociales. His dissertations were concerned with situating language and gesture, respectively, within a wider semiotic framework, building on phenomenology and the psychology of perception. The major part of his research has been concerned with the semiotic study of pictures, which he has treated from a theoretical standpoint, starting out from a phenomenological perspective, and empirically, at first involving the generalization of a model from the study of a series of pictures, but more recently also taking an experimental form. In his book *Pictorial concepts* (1989), he has presented the only full refutation extant of the critique of iconicity, as formulated by Eco, Bierman, and Goodman, while also reviewing critically the work on the plastic and iconic layers of the picture, due, notably, to the Greimas school and the Liege group of semiotical rhetoric. His minor speciality, since the last decade of the 20th century, has been a reinterpretation of the semiotic of culture as understood by the Tartu school, connecting it to the phenomenological distinction between the Homeworld and the Alienworld. In recent years, he has been involved with the theory of cultural evolution, in the guise of a critique of socio-biology, and as an extension of cultural semiotics, as well as with the epistemological and methodological foundations of cognitive semiotics, which aims to bring together the advantages of semiotics and cognitive science, critically uniting their concepts and methods. He has written numerous articles in well-known semiotic journals and anthologies, and he has also published papers in psychological and sociological journals. He was a founding member of the International Association for Visual Semiotics and of the International Association for Cognitive Semiotics.

**W. Timothy Coombs** (PhD Purdue University in Public Affairs and Issues Management) is the George T and Gladys H Abell Professor in Liberal Arts in Department of Communication at Texas A&M University and an honorary professor in the Department of Business Communication at Aarhus University. His primary areas of research are crisis communication and CSR. He is the current editor for *Corporation Communication: An International Journal*. His research has appeared in *Management Communication Quarterly*, *Public Relations Review*, *Corporate Reputation Review*, *Journal of Public Relations Research*, *Journal of Communication Management*, *Business Horizons*, and the *Journal of Business Communication*.