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Jordi Casteleyn teaches business communication at the Department of Business Management at University College Arteveldehogeschool (Ghent, Belgium).

In addition, he is a teaching assistant at Ghent University. His research concentrates on visual rhetoric, the rhetorical approach of visualising communication.

His publications include articles for international scientific journals, course books on communication, and books for secondary education.

He is currently working on a PhD project called "New Media and the Rhetoric of Presentations: Explorations in Education".