



A Concise Guide to Technical Communication

HEATHER GRAVES & ROGER GRAVES

Concise Guide Technical Communication

Emil B. Towner, Heidi L. Everett



Concise Guide Technical Communication:

A Concise Guide to Technical Communication Heather Graves, Roger Graves, 2020-11-06 This compact but complete guide shows that less is more with fewer extraneous details getting in the way of students trying to learn on the run it allows them to focus on the most important principles of effective technical communication The Concise Guide takes a rhetorical approach to technical communication instead of setting up a list of rules that should be applied uniformly to all writing situations it introduces students to the bigger picture of how the words they write can affect the people intended to read them Assignments and exercises are integrated throughout to reinforce and test knowledge

A Concise Guide to Technical Communication Laura J. Gurak, John M. Lannon, 2007 A Concise Guide to Technical Communication takes a situational approach emphasizing issues of audience and purpose for any technical communication task The first text of its kind to acknowledge that most technical communication today takes place electronically this Concise Guide offers a seamless connection between the new and old worlds of technical communication

A Concise Guide to Technical Communication Laura J. Gurak, John M. Lannon, Jana Seijts, 2012-02-15 Note If you are purchasing an electronic version MyWritingLab does not come automatically packaged with it To purchase MyWritingLab please visit www.mywritinglab.com or you can purchase a package of the physical text and MyWritingLab by searching for ISBN 10 0133995224 ISBN 13 9780133995220 A Concise Guide will teach you effective technical communication that is clear accurate organized and tailored for specific audiences and purposes Concise and convenient it focuses on the most critical topics copyright document design usability information technologies and online communication The Second Canadian Edition has been updated to reflect technological changes in communication research and the workplace environment include additional Canadian content and contain more reflective sample reports

A Concise Guide to Technical Writing Laura J. Gurak, John M. Lannon, Jana Seijts, 2012-02-15 A Concise Guide will teach you effective technical communication that is clear accurate organized and tailored for specific audiences and purposes Concise and convenient it focuses on the most critical topics copyright document design usability information technologies and online communication The Second Canadian Edition has been updated to reflect technological changes in communication research and the workplace environment include additional Canadian content and contain more reflective sample reports

Concise Guide to Technical Communication Gurak, 2001-11-01 **Technical Communication and the World Wide Web** Carol Lipson, Michael Day, 2005-05-06 Over the past decade the World Wide Web has dramatically changed the face of technical communication but the teaching of writing has thus far altered very little to accommodate this rapidly changing context Technical Communication and the World Wide Web offers substantial and broadly applicable strategies for teaching global communication issues affecting writing for the World Wide Web Editors Carol Lipson and Michael Day have brought together an exceptional group of experienced and well known teacher scholars to develop this unique volume addressing technical communication education The chapters here

focus specifically on curriculum issues and the teaching of technical writing for the World Wide Web contributing a blend of theory and practice in proposing changes in curriculum and pedagogy Contributors offer classroom examples that teachers at all levels of experience can adapt for their own classes The volume provides comprehensive coverage of the technical communication curriculum from the two year level to the graduate level from service courses to degree programs This volume is an important and indispensable resource for technical writing educators and it will serve as an essential reference for curriculum and pedagogy development in technical communication programs

Rethinking Post-Communist Rhetoric Kirk St.Amant,, Pavel Zemliansky,2016-04-08 This collection examines the forces and factors affecting rhetoric writing and communication expectations in the nations of the former Soviet Union and the Eastern Bloc The entries in this collection focus on four interconnected topics or contexts influencing rhetorical expectations and writing practices in these countries The four contexts are 1 the dynamics of the educational settings in which students learn about the relationships between rhetoric and writing 2 the professional environments in which students will apply their knowledge of rhetoric and writing upon completing their formal studies 3 the greater global context that affects the teaching of rhetoric and writing as connected to educational institutions becoming part of a larger and more integrated global community and 4 the factors and perceptions that affect how students apply and or expand their foundations in rhetoric and writing to communicate effectively across different forms of media By approaching ideas of rhetoric writing and communication from the perspective of these four areas this collection provides readers with a broad foundation for understanding the various overarching and interlocking contexts that affect perceptions of and practices involving communication practices and expectations in the former Eastern Bloc Additionally this approach provides researchers teachers and students with ideas and approaches that can be used to more effectively engage both with this topic area and with individuals from these nations

Technical Marketing Communication Emil B. Towner,Heidi L. Everett,2016-04-15 Toothpaste disposable razors security systems farm equipment Those products have one thing in com mon Their marketing messages emphasize technical features to drive sales This book not only explains how technical product marketing is unique but also how to write and design promotional materials using The benefit of the benefit to tell a marketing story 3 As every headline must achieve 5 call to action options Focal and emotional integration Grids to design effective layouts Icons indexes and symbols for images And much more After reading this book you ll be prepared for every aspect of technical marketing whether you want to oversee marketing creatives or earn extra money as a freelancer

Guide to Research Projects for Engineering Students Eng Choon Leong,Carmel Lee-Hsia Heah,Kenneth Keng Wee Ong,2015-07-28 Presents an Integrated Approach Providing Clear and Practical GuidelinesAre you a student facing your first serious research project If you are it is likely that you ll be firstly overwhelmed by the magnitude of the task and secondly lost as to how to go about it What you really need is a guide to walk you through all aspects of the research

Technical Communication for Readers and Writers Brenda R.

Sims,2002-09-24 Sims Technical Communication for Readers and Writers Second Edition guides students in planning writing and designing effective documents to meet the needs of users and readers Thoroughly revised expanded and redesigned in full color this edition gives students the tools they need to create appropriate technical documents for a multitude of writing situations and audiences The text takes a process approach rather than the model based approach of older tech writing texts

Style Guide for Business and Technical Communication Franklin Covey Company,1998 This guide provides tips for making your message accessible easy to understand and relevant In the sections on writing and revising organization emphasis page layout and online documentation you will find both process and format suggestions You will also find new and colorful sections on graphics for documents graphics for presentations color charts maps and photographs to prepare visually effective documents

The Engineer's Guide to Better Communication Richard Arthur,Volkmar Reichert,1984

Engineers' Guide to Technical Writing Kenneth G. Budinski,2001 The ability to write clearly is essential for career advancement in any technical field This book provides easy to follow guidelines methods and rules that will make you a more efficient technical writer Whether you re an experienced writer or a reluctant one you will benefit from the many insights and tips presented in this book Describes how to write clearly and concisely by presenting the essential attributes methods and objectives of good technical writing Provides an easy to follow writing strategy that will help you arrange and prioritize your thinking before you actually start to write Includes techniques that make good writing less of a challenge Features checklists and step by step procedures that will help even the most reluctant writer The author is a practicing engineer who understands the need for writing in a practical no nonsense style Through numerous examples tips and rules you will learn how to write effective memos documents and technical reports that will get results and help you advance your career

Research in Technical Communication Michael G. Moran,Debra Journet,1985 This sourcebook demonstrates the vigorous work being done in the field of technical and scientific communication Collectively the essays offer researchers a basis from which to begin constructing the theoretical framework necessary for the study of technical communication The book begins with general concerns and progresses to particular applications The chapters comprising Part I outline larger theoretical perspectives from which to examine technical communication humanistic approaches to technical communication the history of technical communication communication theory and technical writing and the teaching of technical writing Part II examines the relationship of technical communication to traditional rhetorical concerns such as invention audience modes of organization and style Specific types of technical communication proposals reports and business correspondence among others are discussed in Part III The use of the computer oral presentations and specialized forms of technical communication are examined in Part IV The appendixes offer guides to textbooks and style manuals and an overview of the technical writing profession

Strategies for Business and Technical Writing Kevin J. Harty,1985

Resources in Education ,1996-04

Effective Communication for the Technical Professions Jennifer MacLennan,2010-09 Effective Communication for

the Technical Professions is a core text aimed at the first through third year university and college levels Using a theoretical and practical approach this text is a concise guide to technical communication that helps students practise critical reading and analysis skills technical writing as well as develop communication skills employers value By approaching communication as a human process that requires not only clarity of purpose but also a strong sense of audience the text is based on the premise that an understanding of basic rhetorical theory can enhance one's practical communication skills

Practical Strategies for Technical Communication Mike Markel, Stuart A. Selber, 2018-10-05 In today's constantly changing workplace it's important to keep up with strategies for successful communication whether it happens through email websites presentations social media or cover letters Practical Strategies for Technical Communication helps get students up to speed with a concise accessible guide to everything they need to know about audience and purpose document design research style and more In the third edition noted scholar and teacher Stuart A Selber joins the author team The new edition features expanded coverage of nontraditional resume formats such as infographics and videos a new discussion of usability testing and an array of revised and updated Tech Tips Practical Strategies for Technical Communication is available with LaunchPad a customizable course space featuring an ebook and an exciting array of digital resources including a test bank adaptive quizzing multimedia Document Analysis Activities and more To order or purchase the print book packaged with LaunchPad use ISBN 978 1 319 22438 7

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