

## Writing Today Richard Johnson Sheehan

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technical communication strategies for today offers students all of the topics and genres they need for their technical communication course in fewer pages and at a significantly lower price students want their textbooks to cost less and they want comprehensive topical coverage presented in a succinct and clear writing style technical communication strategies for today offers both and speaks to today s students instructional narrative is chunked so that portions of text are combined with graphics the chunked presentation also integrates an awareness of how documents are read often skimmed by readers seeking the information they need and it models the way today s technical documents should be designed the contemporary writing style is matched by an approach that accurately reflects the modern day computer centered technical workplace technical communication strategies for today presents computers as thinking tools that powerfully influence how we develop produce design and deliver technical documents and presentations

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words and images can harmonize to clarify meaning in a variety of texts this interdisciplinary work presents practitioners researchers creative artists and teachers discussing how we process and develop meaning from words and images this study is especially important for writers and designers working in electronic communication environments where the marriage of words and images challenges traditional training ranging from theory to practice chapters examine both cognitive issues and aesthetic concerns this book explores topics such as how human processing of images and text the roles of written language in project development in the arts uses of images and visual thinking by writers how the ways in which words and images convey meaning can be both different and complementary professionals teachers and students will be understand more effective uses of text and visual displays and today's writer or designer will learn to clarify complex ideas by controlling the intersections of words and images

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ancient non greek rhetorics contributes to the recovery and understanding of ancient rhetorics in non western cultures and other cultures that developed independently of classical greco roman models contributors analyze facets of the rhetorics as embedded within

the particular cultures of ancient china egypt mesopotamia the ancient near east more generally israel japan india and ancient ireland the ten essays examine rhetorics as broadly construed analyzing texts addressing silence as well as considering the placement and use of texts as part of multimedia cultural communication involving ritual along with oral visual sensual experiential and architectural elements and performances carol s lipson is professor of writing and rhetoric and immediate past chair of the writing program at syracuse university she received her phd in english at the university of california los angeles where she began the study of egyptology she has published on ancient egyptian medical rhetoric on the multimedia nature of ancient egyptian public texts and on the central egyptian value of maat in relation to the culture s rhetorical principles with roberta binkley she co edited rhetoric before and beyond the greeks suny press 2004 roberta binkley received her phd in rhetoric from the university of arizona subsequently she has taught at the university of tennessee at chattanooga and at arizona state university her research has focused on near eastern rhetoric in early mesopotamia with particular attention to the works of the priestess and poetess enheduanna with carol s lipson she co edited rhetoric before and beyond the greeks contributors include roberta binkley richard johnson sheehan carol s lipson yichun liu arabella lyon steven b katz marie lee mifsud scott r stroud james w watts xiaoye you and kathy wolfe

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this is the first collection of narratives by practicing technical communicators telling their own personal stories about the workplace and their lives on the job the authors portray a wide range of jobs writers editors interface designers marketing writers and trainers working in 9 different technical fields including software r d engineering medicine transportation and telecommunications the stories vividly demonstrate the unique power of narrative as a teaching and learning tool unlike fabricated cases these real life narratives show new and veteran technical writers at work on the job dealing with tasks clients and co workers and revealing their insights values and attitudes about their work the stories also show the skills required in the profession and the ethical and other issues raised in the course of the workday for anyone interested in technical communication and professional writing

this book provides the necessary preparation for the breakneck speed of technical marketing communications in today's internet economy a progressive approach first explains the role and responsibility of marketing communication in a technology filled world then

on that foundation the book progressively introduces the concepts of needs analysis audience analysis strategy development media choices tactics and continuous evaluation a first person scenario opens each chapter giving readers a glimpse of real world experiences as told by professionals in the field a summing it up section at the end of every chapter provides a quick reference guide to the most important material covered in the chapter an applying what you ve learned section at the end of every chapter includes exercises and discussion starters for those interested in expanding their skills in technical marketing communication

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