

Technical Communication Markel

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cross cultural communication is a collection of essays that examines how practitioners can improve the acceptance of their documentation when communicating to cultures other than their own the essays begin by examining the cross cultural issues

relating to quality in documentation from there the essays look at examples of common documents analysing them from several perspectives specifically the author uses communication theories such as bernstein s elaborated and restricted code theory and marwell and schmidt s compliance gaining theory to show how documents used by readers who are not native speakers of english can be written and organized to increase their effectiveness the principal assumption about how practitioners create their documents is that while large organizations can afford to write translate and then localize small to medium size organizations produce many documents that are used directly by people in other cultures often without translating and localizing the advantage the writer gains from these essays is in understanding the strategies and knowing the kinds of strategies to apply in specific situations in addition the essays can serve as a valuable resource for students and teachers alike as they determine ways to understand how cross cultural communication is different and why it makes a difference not only do students need to be aware of the various strategies they may apply when creating documents for cross cultural settings they also need to see how research can apply theories from different areas in the case of these essays communication and rhetorical theories another value of the essays is to show the students the role standards play in cross cultural communication standards are written by committees that follow style rules developed by the international standardization organization in geneva thus both students and practitioners can find valuable cross cultural communication advice in these essays

this book provides an in depth study of controlled languages used in technical documents from both a theoretical and practical perspective it first explores the history of controlled languages employed by the manufacturing industry to shape and constrain the information in technical documents the author then offers a comparative analysis of existing controlled languages and distills the best practice features of those language systems he concludes by offering innovative models that can be used to develop and trial a new controlled language this book will be of interest to linguists working in technical and professional communication as well as writers and practitioners involved in the production of technical documents for companies in multiple industries and geographical locations

plain language and ethical action examines and evaluates principles and practices of plain language that technical content producers can apply to meet their audiences needs in an ethical way applying the buroc framework bureaucratic unfamiliar rights oriented and critical to identify situations in which audiences will benefit from plain language this work offers in depth profiles show how six organizations produce effective plain language content the profiles show plain language projects done by organizations ranging from grassroots volunteers on a shoe string budget to small nonprofits to consultants completing significant federal contacts end of chapter questions and exercises provide tools for students and practitioners to reflect on

and apply insights from the book reflecting global commitments to plain language this volume includes a case study of a european group based in sweden along with results from interviews with plain language experts around the world including canada england south africa portugal australia and new zealand this work is intended for use in courses in information design technical and professional communication health communication and other areas producing plain language communication it is also a crucial resource for practitioners developing plain language technical content and content strategists in a variety of fields including health literacy technical communication and information design

this brief version of mike markel s bestselling technical communication gives students clear advice and practical strategies for writing and designing all the major types of documents they will encounter in their professional lives retaining markel s trademark student friendly tone the book offers concise yet thorough coverage of audience and purpose research style and document design user friendly features to guide students in the writing process and a wealth of annotated examples and sample documents to serve as models integrated coverage of social media and new technologies gives students the most up to date advice about technology in the context of specific tasks and documents the print text is now integrated with e pages for practical strategies for technical communication designed to take advantage of what the can do

the fourth estate

the chapters in this volume recognize that different contexts sites and institutional goals will raise different sets of questions and judgements about what constitutes ethical writing instruction ethical response to written texts and ethical evaluation of a writers process and products they do not aim to resolve all the ethical questions that might arise in and about composition classrooms but they present a panoply of views arguments and perspectives on what it means to talk about ethics in the writing classroom and thereby encourage writing teachers to consider the ethical dimensions of their own instructional practices

this volume provides students with accessible and easy to follow strategies for tackling the major types of documents from writing reports to job applications interactive exercises are included to provide engaging scenarios for writing practice

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