Concise Guide Technical Communication Edition

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information instructional narrative is chunked so that readable portions of text are combined with graphics this presentation facilitate learning and models the way today s technical documents should be designed additionally the chunked presentation integrates an awareness of how documents are read often raided by readers seeking the information they need by mirroring these processes in its content and structure technical communication today offers readers a higher level of accessibility

technical communication process and product 8e by sharon j gerson and steven m gerson provides a proven complete methodology that emphasizes the writing process and shows how it applies to both oral and written communication with an emphasis on real people and their technical communication it provides complete coverage of communication channels ethics and technological advances this edition includes information on dispersed teams collaboration tools listening skills and social networking using before after documents authentic writing samples and skill building assignments the book provides a balance of how to instruction with real world modeling to address the needs of an evolving workplace

this text is a clear concise and practical guide to effective technical communication in today s world divided into two parts the book begins with rhetorical principles that help students understand the contexts in which various types of documents will be read and used the second partexplains the major types of technical documents and offers checklists for students to use in preparing these documents

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in practical strategies for technical communication mike markel gives students the essentials they ll need to communicate successfully in today s workplace the book offers concise and accessible yet thorough coverage of audience and purpose research style and document design and strategies for designing all of the major document types for the second edition markel has worked with organizations to choose sample documents and annotate them with insights and advice from the employees who developed them throughout the text a new set of engaging graphics provides visual explanations of key concepts

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and a handbook of grammar mechanics and usage all descriptions of and instructions for creating technical documents are accompanied by clear annotated model documents in addition graphic illustrations appear throughout the book to make abstract concepts easy to understand checklists and projects provide plentiful opportunities to learn and reinforce chapter topics

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through clear advice and an accessible visual design mike markel s technical communication models the principles it teaches offering practical strategies that students can put to use right away using a student friendly voice mike markel shows writers how to tackle the major types of documents and writing situations they will encounter in their professional lives excellent and always fresh sample documents and examples demonstrate effective techniques and offer plenty of opportunities for analysis while interactive cases provide engaging scenarios for writing practice the new edition incorporates the latest workplace and technology trends offering new advice for how and why to use social media effectively in technical communication

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

technical communication in the twenty first century tctc will prepare students to be successful writers and readers of technical communication regardless of their career path this text features a wealth of interesting examples applications and cases that engage the student and demonstrate both effective and flawed communication an emphasis is placed on analyzing why something worked or did not work as well as on how to produce the appropriate communication tctc s problem solving approach asks students to think rhetorically about writing situations through detailed explanations and specific examples the problem solving approach psa provides students with a useful heuristic to guide them through the process of analyzing a variety of communication situations and solving workplace communication problems now available with mytechcommlab offering the best available online resources for technical writing mytechcommlab is a dynamic comprehensive site that engages as it helps to improve the skills that technical writers need most writing research and document design also included extensive review and practice opportunities for basic grammar and usage most activities in mytechcommlab report through grade tracker an easy to use feature that allows students and instructors to view student results on all of the site s exercises and activities the book specific coursecompass versions of mytechcommlab provide complete ebooks book specific resources and extensive course management tools learn more pearson s mytechcommlab has been completely reorganized with a wealth of new content specific to technical communication including a completely new section on document design and graphics a tutorial on writing formal reports and new model documents and activities new document design and graphics section including step by step tutorials on document design visual rhetoric and page design new more than 80 sample documents many interactive new document based case studies on usability new more than 65 document based activities new tutorial on writing formal reports and much much more

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