

# Technical Communication

FIFTEENTH EDITION

John M. Lannon

Laura J. Gurak



# List of Sample Documents and Forms

Fig. 1.2 Effective Technical Document 35	Fig. 15.6 Standard Workplace Letter 366		
Fig. 2.3 Technical Version of an Emergency Treatment	Fig. 15.8 Bad News Letter 377		
Report 47	Fig. 15.9 Unsolicited Inquiry Letter 379		
Fig. 2.4 Semitechnical Version of Figure 2.3 48	Fig. 15.10 Request for an Informative Interview 3		
Fig. 2.5 Nontechnical Version of Figure 2.3 49	Fig. 15.11 Routine Claim Letter 382		
Fig. 2.6 Web Page Designed for Multiple Audiences 52	Fig. 15.12 Arguable Claim Letter 383		
Fig. 2.7 Audience and Use Profile 55	<b>Fig. 15.13</b> Sales Letter 385		
Fig. 3.4 Persuasive Letter 79	Fig. 15.14 Positive Adjustment Letter 387		
Fig. 4.6 Examples of Plagiarism 97	Fig. 15.15 Negative Adjustment Letter 388		
Fig. 4.7 Sample Code of Ethics 101	Fig. 16.2 Reverse Chronological Résumé 398		
Fig. 5.1 Planning Form for a Collaborative Project 107	Fig. 16.3 Functional Résumé 401		
Fig. 5.2 Document Edited Using Track Changes 116	Fig. 16.4 Solicited Application Letter 403		
Fig. 5.3 Inappropriate Email for a Global Audience 121	Fig. 16.5 Unsolicited Application Letter 406		
Fig. 6.4 Final Edited Version of a Report 136	Fig. 16.6 Scannable Résumé 407		
Fig. 7.5 Text of an Informational Interview 161	<b>Fig. 16.7</b> E-Portfolio 410		
Fig. 7.6 Cover Email for a Questionnaire 164	Fig. 17.1 Effective Definition 423		
Fig. 7.7 Questionnaire 165	Fig. 17.3 Expanded Definition (Semitechnical) 430		
Fig. 9.3 Article to Be Summarized 197	Fig. 17.4 Expanded Definition (Nontechnical) 432		
Fig. 9.4 Summary of Figure 9.3 198	Fig. 18.2 Product Description 445		
Fig. 9.6 Executive Summary 201	Fig. 18.3 Process Description 446		
Fig. 10.1 Document with a Standard Structure 209	Fig. 18.4 Complex Product Description		
Fig. 10.2 Document with a Nonstandard Structure 210	(Nontechnical) 447		
Fig. 10.3 Formal Outline 212	Fig. 18.5 Complex Process Description		
Fig. 10.4 Module from a Storyboard 215	(Nontechnical) 450		
Fig. 12.2 Planning Sheet for Preparing Visuals 268	<b>Fig. 18.6</b> Specifications for a Building Project 455		
Fig. 13.1 Ineffective Page Design 310	Fig. 18.7 Page from a Fact Sheet 458		
Fig. 13.2 Effective Page Design 311	Fig. 19.1 Table of Contents from a User Manual 466		
Fig. 14.1 Primary Email 336	Fig. 19.2 Brief Reference Card 466		
Fig. 14.2 Transmittal Email 337	Fig. 19.3 Web-Based Instructions 467		
Fig. 14.3 Formatted Email 338	Fig. 19.4 Wordless Instructions 470		
Fig. 14.4 Unprofessional Email 341	Fig. 19.6 Adequate Detail for Laypersons 473		
Fig. 14.5 Email to External Customers 344	Fig. 19.7 Complete Set of Instructions 481		
Fig. 14.6 Email for a Global Audience 346	Fig. 19.8 Online Help Screen 484		
Fig. 15.2 Typical Memo 356	Fig. 19.9 Safety Procedures 486		
Fig. 15.3 Transmittal Memo 360	Fig. 19.10 Standard Operating Procedure 487		
Fig. 15.4 Summary or Follow-up Memo 361	Fig. 19.11 Usability Survey 489		
Fig. 15.5 Routine Miscellaneous Memo. 363	Fig. 20.1 Progress Report on the Job 498		

# **Technical Communication, Global Edition**

# **Table of Contents**

C	$\sim$	١,	۵	r
<b>\</b> ,	u	v	▭	ı

List of Sample Documents and Forms

A Topical List of the Guidelines Boxes

A Guide to the Checklists

Title Page

Copyright

**Brief Contents** 

**Detailed Contents** 

Preface

# Part 1: Communicating in the Workplace

# Chapter 1: Introduction to Technical Communication

What Is Technical Communication?

Technical Communication Is a Digital and a Human Activity

Technical Communication Reaches a Global Audience

Technical Communication Is Part of Most Careers

Technical Communicators Play Many Roles

# Main Features of Technical Communication

Reader-Centered

Accessible and Efficient

Often Produced by Teams

Delivered in Paper and Digital Versions

# Purposes of Technical Communication

**Documents That Inform** 

**Documents That Instruct** 



**Documents That Persuade** 

# Preparing Effective Technical Documents

Case: Providing Information Readers Can Use

Case: Being Persuasive

Case: Considering the Ethical Issues

Case: Working on a Team and Thinking Globally

**Projects** 

# Chapter 2: Meeting the Needs of Specific Audiences

### Analyze Your Documents Audience and Purpose

Primary and Secondary Audiences

Your Relationship to Your Readers

Purpose of Your Document

Primary and Secondary Purposes

Intended Use of the Document

# Assess the Audiences Technical Background

Highly Technical Audience

Semitechnical Audience

Nontechnical Audience

Audiences with Varying Technical Backgrounds

Case: Tailoring a Single Document for Multiple Audiences

Digital Documents for Multiple Audiences

# Anticipate Your Audiences Preferences

Length and Details

Format and Medium

Tone

Due Date and Timing

Budget

Guidelines for Analyzing Your Audience and Its Use of the Document

### Develop an Audience and Use Profile

Case: Developing an Audience and Use Profile

Checklist Analyzing Audience and Purpose

**Projects** 



# Chapter 3: Persuading Your Audience

What Is Persuasion?

Identify Your Specific Persuasive Goal

Try to Predict Audience Reaction

**Expect Audience Resistance** 

# Know How to Connect with the Audience

Case: Connecting with the Audience

Allow for Give-and-Take

Ask for a Specific Response

Never Ask for Too Much

### Recognize All Constraints

Organizational Constraints

Legal Constraints

**Ethical Constraints** 

**Time Constraints** 

Social and Psychological Constraints

Consider this People Often React Emotionally to Persuasive Appeals

# Support Your Claims Convincingly

Offer Convincing Evidence

Factual Statements

Statistics

Examples

Expert Testimony

Appeal to Common Goals and Values

Consider the Cultural Context

# Digital Persuasion and Social Media

Guidelines for Persuasion

**Shaping Your Argument** 

Checklist Persuasion

**Projects** 

# Chapter 4: Weighing the Ethical Issues

Recognize Examples and Causes of Unethical Workplace Communication



Yielding to Social Pressure

Mistaking Groupthink for Teamwork

# Types of Communication Abuses in the Workplace

Suppressing Knowledge the Public Needs

Hiding Conflicts of Interest

**Exaggerating Claims about Technology** 

Falsifying or Fabricating Data

Using Visual Images That Conceal the Truth

Stealing or Divulging Proprietary Information

Withholding Information People Need for Their Jobs

**Exploiting Cultural Differences** 

# Ethical Issues with Social and Digital Media

# Rely on Critical Thinking for Ethical Decisions

Reasonable Criteria for Ethical Judgment

**Ethical Dilemmas** 

Anticipate Some Hard Choices

Case: A Hard Choice

### Learn to Recognize Legal Issues and Plagiarism

Learn to Recognize Plagiarism

Blatant Versus Unintentional Plagiarism

Plagiarism and the Internet

Plagiarism and Your Career

Consider this Ethical Standards are Good for Business

### Decide When and How to Report Ethical Abuses

**Guidelines for Ethical Communication** 

Checklist Ethical Communication

**Projects** 

# Chapter 5: Teamwork and Global Considerations

Teamwork and Project Management

Guidelines for Managing a Collaborative Project

Teamwork: Virtual and Face to Face

Guidelines for Running a Meeting



# Identifying and Managing Conflicts in Collaborative Groups

Interpersonal Differences

Gender Differences

Cultural Differences

Managing Group Conflict

Overcoming Differences by Active Listening

Guidelines for Active Listening

# Thinking Creatively

Brainstorm as a Way of Getting Started

Brainstorming with Digital Technologies

Mind-Mapping

Storyboarding

# Reviewing and Editing Others Work

Guidelines for Peer Reviewing and Editing

# Ethical Issues in Workplace Collaboration

Intimidating Ones Peers

Claiming Credit for Others Work

Hoarding Information

# Global Considerations When Working in Teams

### Interpersonal Issues in Global Teams

Digital Communication and Social Cues

Misunderstanding Cultural Codes

Misusing Humor, Slang, and Idioms

Misusing Culturally Specific References

Failing to allow for Easy Translation

Failing to Listen

Guidelines for Communicating on a Global Team

### Checklist Teamwork and Global Considerations

**Projects** 

# Chapter 6: An Overview of the Technical Writing Process

Critical Thinking in the Writing Process

A Sample Writing Situation

Working with the Information



Planning the Document

Drafting the Document

Revising the Document

Make Proofreading Your Final Step

Guidelines for Proofreading

Digital Technology and the Writing Process

Checklist Proofreading

**Projects** 

# Part 2: The Research Process

# Chapter 7: Thinking Critically about the Research Process

Three Essential Approaches to Research

Asking the Right Questions

Case: Defining and Refining a Research Question

Exploring a Balance of Views

Achieving Adequate Depth in Your Search

Evaluating and Interpreting Your Findings

Primary versus Secondary Sources

**Exploring Secondary Sources** 

Searching for Secondary Sources

Google and other search Engines

Wikipedia

Digital Libraries

Libraries and Library Web Sites

Types of Secondary Sources

Web Sites (General)

Government Web Sites

Blogs

Wikis (Including Wikipedia)

Social Media

Online Groups

News Outlets (Including Magazines and other Periodicals)

Books

Peer-Reviewed Journal Articles

Gray Literature



Reference Works

Guidelines for Researching on the Web and with Social Media

# **Exploring Primary Sources**

Unsolicited Inquiries

Informational Interviews

Guidelines for Informational Interviews

Surveys

Observations and Experiments

Guidelines for Surveys

Consider this Frequently Asked Questions about Copyright

# **Projects**

# Chapter 8: Evaluating and Interpreting Information

**Evaluate the Sources** 

Pay Special Attention to Evaluating Online Sources

Evaluate the Evidence

# Interpret Your Findings

Identify Your Level of Certainty

Examine the Underlying Assumptions

Be Alert for Personal Bias

Consider Other Possible Interpretations

Consider this Standards of Proof Vary for Different Audiences

# Avoid Distorted or Unethical Reasoning

Faulty Generalization

Faulty Causal Reasoning

Faulty Statistical Analysis

The Sanitized Statistic

The Meaningless Statistic

The Undefined Average

The Distorted Percentage Figure

The Bogus Ranking

Confusion of Correlation with Causation

The Biased Meta-Analysis

The Fallible Computer Model

Misleading Terminology



# Acknowledge the Limits of Research

Obstacles to Validity and Reliability

Flaws in Research Studies

Social Media and Research Reporting

Guidelines for Evaluating and Interpreting Information

Checklist The Research Process

**Projects** 

# Chapter 9: Summarizing Research Findings and Other Information

Considering Audience and Purpose

What Readers Expect from a Summary

How to Create a Summary

Guidelines for Summarizing Information

# Special Types of Summaries

Closing Summary

Informative Abstract (Summary)

Descriptive Abstract (Abstract)

**Executive Abstract** 

Summarizing Information for Social Media

Checklist Summaries

**Projects** 

# Part 3: Organization, Style, and Visual Design

# Chapter 10: Organizing for Readers

The Typical Shape of Workplace Documents

Outlining

An Outlining Strategy

The Formal Outline

Guidelines for Outlining

Storyboarding

Paragraphing

The Support Paragraph

The Topic Sentence



Paragraph Unity

Paragraph Coherence

Paragraph Length

Chunking

Providing an Overview

Organizing for Social Media and Global Audiences

Checklist Organizing Information

**Projects** 

# Chapter 11: Editing for a Professional Style and Tone

**Editing for Clarity** 

Avoid Ambiguous Pronoun References

**Avoid Ambiguous Modifiers** 

**Unstack Modifying Nouns** 

Arrange Word Order for Coherence and Emphasis

Use Active Voice Whenever Possible

Use Passive Voice Selectively

**Avoid Overstuffed Sentences** 

# **Editing for Conciseness**

**Avoid Wordy Phrases** 

Eliminate Redundancy

**Avoid Needless Repetition** 

**Avoid There Sentence Openers** 

Avoid Some It Sentence Openers

Delete Needless Prefaces

Avoid Weak Verbs

Avoid Excessive Prepositions

**Avoid Nominalizations** 

Make Negatives Positive

Clean Out Clutter Words

**Delete Needless Qualifiers** 

# **Editing for Fluency**

Combine Related Ideas



Vary Sentence Construction and Length

Use Short Sentences for Special Emphasis

# Finding the Exact Words

Prefer Simple and Familiar Wording

Avoid Useless Jargon

Use Acronyms Selectively

**Avoid Triteness** 

Avoid Misleading Euphemisms

**Avoid Overstatement** 

Avoid Imprecise Wording

Be Specific and Concrete

Use Analogies to Sharpen the Image

# Adjusting Your Tone

Guidelines for Deciding about Tone

Consider Using an Occasional Contraction

Address Readers Directly

Use I and We When Appropriate

Prefer the Active Voice

Emphasize the Positive

Avoid an Overly Informal Tone

Avoid Personal Bias

Avoid Biased Language

Guidelines for Avoiding Biased Language

Global, Legal, and Ethical Implications of Style and Tone

Digital Writing and Editing

Checklist Style

**Projects** 

# Chapter 12: Designing Visual Information

Why Visuals Matter

When to Use Visuals and How to Choose the Right Ones

When to Use Visuals

Types of Visuals to Consider



Choosing the Right Visual

Using Software to Create Visuals

### **Tables**

How to Construct a Table

# Graphs

### Bar Graphs

Simple Bar Graph

Multiple-Bar Graph

Horizontal-Bar Graph

Stacked-Bar Graph

100 Percent Bar Graph

3-D Bar Graph

### Line Graphs

Simple Line Graph

Multiline Graph

Deviation Line Graph

Band or Area Graph

Multiple-Band Graph

Guidelines for Creating Tables and Graphs

### Charts

Pie Charts

**Organization Charts** 

Flowcharts

Tree Charts

Gantt and PERT Charts

**Pictograms** 

**Guidelines for Creating Charts** 

# **Graphic Illustrations**

# Diagrams

Exploded Diagrams

Cutaway Diagrams

**Block Diagrams** 

**Photographs** 

Maps

Symbols and Icons



Infographics

Guidelines for Creating Graphic Illustrations

# Using Color and Presenting Visuals

Use Color to Organize

Use Color to Orient

Use Color to Emphasize

Guidelines for Incorporating Color

**Presenting Visuals** 

Guidelines for Presenting Visuals

### **Ethical Considerations**

Present the Real Picture

Present the Complete Picture

Dont Mistake Distortion for Emphasis

Use Copyright Free Visuals or Credit the Work of Others

Guidelines for Obtaining and Citing Visual Material

### Social Media and Cultural Considerations

Checklist Visuals

**Projects** 

# Chapter 13: Designing Pages and Documents

Page Design in Print and Digital Workplace Documents

# Design Skills Needed by Technical Communicators

Word Processing and Desktop Publishing

Using Styles and Templates

Using Style Guides and Style Sheets

# Creating a Design That Works for Your Readers

### Shaping the Page

Provide Page Numbers, Headers, and Footers

Use A Grid

Use White Space to Create Areas of Emphasis

Provide Ample Margins

Keep Line Length Reasonable

Keep Line Spacing Consistent

Tailor Each Paragraph to its Purpose



Make Lists for Easy Reading

Guidelines for Shaping the Page

Styling the Words and Letters

Select an Appropriate Typeface

Use Type Sizes that are Easy to Read

Use Full Caps Sparingly

Guidelines for Styling the Words and Letters

Adding Emphasis

Guidelines for Adding Emphasis

Using Headings for Access and Orientation

Lay out Headings by Level

Decide how to Phrase your Headings

Make Headings Visually Consistent and Grammatically Parallel

Guidelines for Using Headings

Audience Considerations in Page Design

**Designing Digital Documents** 

Adobe Acrobat and PDF files

Web Pages

Tablets, Smartphones, and E-reader Pages

Social Media Posts

Checklist Page Design

**Projects** 

# Part 4: Specific Documents and Applications

# Chapter 14: Email

**Email Basics and Types** 

Considering Audience and Purpose

**Email Parts and Format** 

Email Style and Tone

Interpersonal Issues and Email

Choose the Right Approach for the Situation

**Email and External Audiences** 

Ethical, Legal, and Global Issues When Using Email



Guidelines for Writing and Using Email

Checklist Email

**Projects** 

# Chapter 15: Workplace Memos and Letters

Memo Basics, Audience, and Purpose

Memo Parts and Format

Memo Tone

# Common Types of Memos

Transmittal Memo

Summary or Follow-up Memo

Routine Miscellaneous Memo

**Guidelines for Memos** 

### **Checklist Memos**

Letter Basics, Audience, and Purpose

# Letter Parts, Formats, and Design Elements

### Standard Parts

Heading and Date

Inside Address

Salutation

Text

Complimentary Closing

Signature

### **Optional Parts**

Attention Line

Subject Line

Typists Notation

Enclosure Notation

Copy (or Distribution) Notation

Postscript

### Formats and Design Features

Letter Format

Quality Stationery

Uniform Margins and Spacing

Headers for Subsequent Pages



The Envelope

### Letter Tone

Establish and Maintain a You Perspective

Be Polite and Tactful

Use Plain English

Decide on a Direct or Indirect Organizing Pattern

# Global and Ethical Considerations When Writing Letters

Guidelines for Letters in General

# Conveying Bad or Unwelcome News in Letters

# Common Types of Letters

Inquiry Letters

Guidelines for Conveying Bad News

Guidelines for Inquiry Letters

Claim Letters

Guidelines for Claim Letters

Sales Letters

Guidelines for Sales Letters

Adjustment Letters

Guidelines for Adjustment Letters

### **Checklist Letters**

**Projects** 

# Chapter 16: Résumés and Other Job-Search Materials

Assessing Your Skills and Aptitudes

# Researching the Job Market

Plan Your Strategy

Focus Your Search

**Explore Employment Resources** 

Learn to Network

### Résumés

Parts of a Résumé

Contact Information

Career Objectives



Education

Work Experience

Personal Data and Interests

References

Portfolios

Using Templates

Organizing Your Résumé

Guidelines for Writing and Designing Your Résumé

# **Application Letters**

Solicited Application Letters

**Unsolicited Application Letters** 

**Guidelines for Application Letters** 

# Digital and Print Job Application Materials

Consider this Your Social Media Profile and the Job Search

Guidelines for Online Job Applications

### Dossiers, Portfolios, and E-Portfolios

Dossiers

Portfolios and E-portfolios

Guidelines for Dossiers, Portfolios, and E-Portfolios

# Interviews and Follow-Up Communication

Interviews

Follow-Up Communication

Thank you Notes

Acceptance or Refusal Letters

Guidelines for Interviews and Follow-Up Communication

Checklist Résumés

**Checklist Application Letters** 

**Checklist Supporting Materials** 

**Projects** 

# Chapter 17: Technical Definitions

Considering Audience and Purpose

Legal, Ethical, Societal, and Global Implications

Types of Definition



Parenthetical Definitions

Sentence Definitions

**Expanded Definitions** 

# Methods for Expanding Definitions

Etymology

History

Negation

Operating Principle

Analysis of Parts

Visuals

Comparison and Contrast

Required Conditions

Examples

Using Multiple Expansion Methods

An Expanded Definition for Semitechnical Readers

An Expanded Definition for Nontechnical Readers

# Placing Definitions in a Document

**Guidelines for Definitions** 

Checklist Definitions

**Projects** 

# Chapter 18: Technical Descriptions, Specifications, and Marketing Materials

Considering Audience and Purpose

Objectivity in Technical Descriptions

# Elements of Descriptions

Clear and Limiting Title

Appropriate Level of Detail and Technicality

Visuals

Clearest Descriptive Sequence

Spatial Sequence

Functional Sequence

Chronological Sequence

# Types of Technical Descriptions

A Complex Product Description



A Complex Process Description

Guidelines for Descriptions

# Specifications

Types of Specifications

Considering Audience and Purpose

**Guidelines for Specifications** 

# **Technical Marketing Materials**

Guidelines for Technical Marketing Materials

**Checklist Technical Descriptions** 

**Checklist Specifications** 

Checklist Technical Marketing Materials

**Projects** 

# Chapter 19: Instructions and Procedures

Considering Audience and Purpose

Formats for Instructional Documents

Faulty Instructions and Legal Liability

### Elements of Effective Instructions

Clear and Limiting Title

Informed and Accurate Content

Visuals

Appropriate Level of Detail and Technicality

Provide Background

Provide Adequate Detail

Offer Examples

Guidelines for Providing Appropriate Detail in Instructions

Include Troubleshooting Advice

Logically Ordered Steps

Notes and Hazard Notices

### Readability

Use Direct Address, Active Voice, and Imperative Mood

Use Short and Logically Shaped Sentences

Use Parallel Phrasing

Phrase Instructions Affirmatively



Use Transitions to Mark Time and Sequence

Effective Design

Guidelines for Designing Instructions

Introduction-Body-Conclusion Structure

Introduction

Body: Required Steps

Conclusion

### Online and Social Media Instructions

Online Help

Social Media Instructions

### **Procedures**

# Evaluating the Usability of Instructions and Procedures

Usability and the User Experience

Approaches for Evaluating a Documents Usability

Think-Aloud Evaluation

Focus Groups

### Checklist Instructions and Procedures

**Projects** 

# Chapter 20: Informal Reports

Informal Versus Formal Reports

Informational Versus Analytical Reports

# Types of Informational Reports

**Progress Reports** 

**Guidelines for Progress Reports** 

Periodic Activity Reports

Guidelines for Periodic Activity Reports

Trip Reports

Guidelines for Trip Reports

Meeting Minutes

**Guidelines for Meeting Minutes** 

# Types of Analytical Reports

Feasibility Reports

Guidelines for Feasibility Reports



Recommendation Reports

Guidelines for Recommendation Reports

Justification Reports

Guidelines for Justification Reports

Peer Review Reports

Guidelines for Peer Review Reports

Checklist Informal Reports

**Projects** 

# Chapter 21: Formal Analytical Reports

Considering Audience and Purpose

Typical Analytical Problems

Causal Analysis: Why Does X Happen?

Case: The Reasoning Process in Causal Analysis

Comparative Analysis: Is X OR Y Better for Our Needs?

Case: The Reasoning Process in Comparative Analysis

Feasibility Analysis: Is This a Good Idea?

Case: The Reasoning Process in Feasibility Analysis

Combining Types of Analysis

# Elements of an Effective Analysis

Clearly Identified Problem or Purpose

Adequate but Not Excessive Data

Accurate and Balanced Data

Fully Interpreted Data

Subordination of Personal Bias

Appropriate Visuals

Valid Conclusions and Recommendations

Self-Assessment

# Structuring a Formal Report

Introduction

Body

Sources of EMF Exposure

Physiologic Effects and Health Risks from EMF Exposure

Debate Over Quality, Cost, and Status of EMF Research



Views from the Power Industry and The Public

Risk-Avoidance Measures being Taken

### Conclusion

Summary and Overall Interpretation of Findings

Recommendations

# Front Matter and End Matter Supplements

### Front Matter

Letter of Transmittal

Title Page

Table of Contents

List of Tables and Figures

Abstract or Executive Summary

### Text of the Report

### **End Matter**

Glossary

Appendices

References or Works Cited List

# A Situation Requiring an Analytical Report

The Situation

Audience and Use Profile

Guidelines for Reasoning through an Analytical Problem

# Checklist Analytical Reports

**Projects** 

# Chapter 22: Proposals

# Considering Audience and Purpose

### The Proposal Process

Case: Submitting a Competitive Proposal

# Types of Proposals

Planning Proposals

Research Proposals

Sales Proposals

# Elements of a Persuasive Proposal

A Forecasting Title or Subject Line

**Background Information** 



Statement of the Problem

Description of Solution

A Clear Focus on Benefits

Honest and Supportable Claims

Appropriate Detail

Readability

A Tone That Connects with Readers

Visuals

Accessible Page Design

Supplements Tailored for a Diverse Audience

Proper Citation of Sources and Contributors

# Structuring a Proposal

Introduction

Body

Conclusion

# A Situation Requiring a Formal Proposal

The Situation

Audience and Use Profile

Guidelines for Proposals

**Checklist Proposals** 

**Projects** 

# Chapter 23: Oral Presentations and Video Conferencing

# Advantages and Drawbacks of Oral Presentations

**Avoiding Presentation Pitfalls** 

# Planning Your Presentation

Analyze Your Audience and Purpose

Analyze Your Speaking Situation

### Select a Type of Presentation

Informative Presentations

Training/Instructional Presentations

Persuasive Presentations

Action Plan Presentations

Sales Presentations



### Select a Delivery Method

The Memorized Delivery

The Impromptu Delivery

The Scripted Delivery

The Extemporaneous Delivery

# Preparing Your Presentation

Research Your Topic

Aim for Simplicity and Conciseness

**Anticipate Audience Questions** 

**Outline Your Presentation** 

Introduction

Body

Conclusion

# Planning Your Visuals and Choosing a Media Format

Decide Which Visuals to Use and Where to Use Them

Create a Storyboard

Decide Which Visuals You Can Realistically Create

Be Selective

Make Visuals Easy to Read and Understand

Use the Right App to Prepare your Visuals

Choose the Right Media Format

# Using PowerPoint and Other Presentation Apps

When and How to Use Handouts

Ethics and the Use of Presentation Apps

Case: PowerPoint and the Space Shuttle Columbia Disaster

Guidelines for Using Presentation Apps

# **Delivering Your Presentation**

Rehearse Your Delivery

Check the Room and Setting Beforehand

Cultivate the Human Landscape

Get to Know your Audience

Be Reasonable

Display Enthusiasm and Confidence

Dont Preach

Keep Your Listeners Oriented



Open with a Clear and Engaging Introduction

Give Concrete Examples

Provide Explicit Transitions

Review and Interpret

### Plan for How You Will Use Any Noncomputer Visual Aids

Prepare

Organize

Avoid Listener Distraction

### Manage Your Presentation Style

Use Natural Movements and Reasonable Postures

Adjust Volume, Pronunciation, and Rate

Maintain Eye Contact

### Manage Your Speaking Situation

Be Responsive to Listener Feedback

### Consider this Cross-Cultural Audiences May Have Specific Expectations

Stick to your Plan

Leave Listeners with Something to Remember

Allow Time for Questions and Answers (Q & A)

Guidelines for Delivering an Oral Presentation and Managing Listener Questions

# Video Conferencing

Guidelines for Video Conferencing

### **Checklist Oral Presentations**

**Projects** 

# Chapter 24: Blogs, Wikis, and Web Pages

# Considering Audience and Purpose

### Blogs

Internal Blogs

External Blogs

### Wikis

Internal Wikis

External Wikis

Guidelines for Writing and Using Blogs and Wikis

# Web Pages

How People Read Web Pages



# Writing and Designing for the Web

Guidelines for Writing Web Pages

Guidelines for Designing Web Pages

# Techniques and Technologies for Creating Web Sites

Planning Web Sites Using Storyboarding

Teamwork When Creating Web Sites

Tools for Creating Web Pages

# Global, Ethical, and Legal Considerations

Global Considerations

**Ethical Considerations** 

Legal Considerations

Guidelines for Global, Ethical, and Legal Considerations on the Web

# Checklist Writing and Designing for Blogs, Wikis, and the Web

**Projects** 

# Chapter 25: Social Media

# Considering Audience and Purpose

Audience as Contributor

Personal Versus Workplace Uses of Social Media

# Using Social Media for Technical Communication

Customer Review Sites

Facebook

Google+

Instagram

LinkedIn and Other Job Sites

Twitter

YouTube

### Instructional Videos for Social Media

Guidelines for Creating Instructional Videos for Social Media

### Credibility and Legal Issues

Guidelines for Writing and Using Social Media

Checklist Social Media

**Projects** 



# Part 5: Resources for Technical Writers

# Appendix A: A Quick Guide to Documentation

**Taking Notes** 

**Guidelines for Taking Notes** 

Quoting the Work of Others

**Guidelines for Quoting** 

Paraphrasing the Work of Others

Guidelines for Paraphrasing

What You Should Document

How You Should Document

MLA Documentation Style

MLA Parenthetical References

MLA Works Cited Entries

MLA Sample Works Cited Pages

Discussion of Figure A.4

# **APA Documentation Style**

APA Parenthetical References

**APA Reference List Entries** 

APA Sample Reference List

Discussion of Figure A.5

# Appendix B: A Quick Guide to Grammar, Usage, and Mechanics

### Grammar

Sentence Fragments

Run-On Sentences

Comma Splices

Faulty AgreementSubject and Verb

Faulty AgreementPronoun and Referent

Dangling and Misplaced Modifiers

Faulty Parallelism

**Faulty Coordination** 

**Faulty Subordination** 

Faulty Pronoun Case



# Punctuation

Period

Question Mark

**Exclamation Point** 

Semicolon

Colon

Comma

Apostrophe

**Quotation Marks** 

Ellipses

**Brackets** 

Italics

Parentheses

Dashes

### Mechanics

Abbreviation

Hyphenation

Capitalization

Numbers and Numerals

Spelling

# Usage

### **Transitions**

Use Transitional Expressions

Repeat Key Words and Phrases

Use Forecasting Statements

# Lists

**Embedded Lists** 

Vertical Lists

# Works Cited

Index

