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teaching professional and technical communication guides new instructors in teaching professional and technical communication ptc the essays in this volume provide theoretical and applied discussions about the teaching of this diverse subject including relevant pedagogical approaches how to apply practical aspects of ptc theory and how to design assignments this practicum features chapters by prominent ptc scholars and teachers on rhetoric style ethics design usability genre and other central concerns of ptc programs each chapter includes a scenario or personal narrative of teaching a particular topic provides a theoretical basis for interpreting the narrative illustrates the practical aspects of the approach describes relevant assignments and presents a list of questions to prompt pedagogical discussions teaching professional and technical communication is not a compendium of best practices but instead offers a practical collection of rich detailed narratives that show inexperienced ptc instructors how to work most effectively in the classroom contributors pam estes brewer eva brumberger dave clark paul dombrowski james m dubinsky peter s england david k farkas brent henze tharon w howard dan jones karla saari kitalong traci nathans kelly christine g nicometo kirk st amant

drawing on theories of ethics from aristotle through foucault and on the research literature the director of technical communications at boise state u explores the relationship between ethics and the rhetoric used by technical communication professionals in developing his own ethical decision making approach this sensitively realistic approach is then applied to issues and cases with analyses e g of the intel pentium case of five topics of interest to those in this field truth telling in product information liability and the duty to instruct and warn multicultural communication and ethical relativism intellectual property and codes of conduct

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this book examines ghana s use of the fingerprint biometric technology in order to further conversations about localization championed by technical communication scholars localization in this case refers to the extent to which users demonstrate their knowledge of use by subverting and reconfiguring the purpose of technology to solve local problems dorpenyo argues that the success of a technology depends on how it meets the users needs and the creative efforts users put into use situations in user localization strategies in the face of technological breakdown dorpenyo advocates studying how users of technological systems construct knowledge about the technology and develop local strategies to solve technological breakdowns by analyzing technical documents and interview transcripts the author identifies and advances three user localization strategies linguistic localization subversive localization and user heuristic experience localization and considers how biometric systems can become a tool of marginalization

effective communication can help prevent or minimize damage from environmental disasters in risk communication and miscommunication carolyn boiarsky teaches students technical writers public affairs officers engineers scientists and governmental officials the writing and communication skills necessary for dealing with environmental and technological problems that could lead to major crises drawing from research in rhetoric linguistics technical communication educational psychology and web design boiarsky provides a new way to look at risk communication she shows how failing to consider the readers needs or the rhetorical context in which one writes can be catastrophic and how anticipating those needs can enhance effectiveness and prevent disaster she examines the communications and miscommunications of original e mails memos and presentations about various environmental disasters including the columbia space shuttle explosion and the bp deepwater horizon oil rig explosion and successes such as the enbridge pipeline expansion and the opening of the mississippi spillway and offers recommendations for effective communication taking into account the growing need to communicate complex and often controversial issues across vast geographic and cultural spaces with an ever expanding array of electronic media risk communication and miscommunication provides strategies for clear communication of data ideas and procedures to varied audiences to prevent or minimize damage from environmental incidents

with the advancement of technical communications in recent years many ethical issues have emerged this book focuses on college programs in technical communications based on nine real world case studies it covers legal issues like copyrights patents licensing intellectual property confidentiality international issues and more

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