



Strategies for Technical Communication IN THE WORKPLACE

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Strategies For Technical Communication In The Workplace 3rd Edition

Laura J. Gurak, John M. Lannon



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Practical

Strategies for Technical Communication Mike Markel, Stuart A. Selber, 2018-10-05 In today's constantly changing workplace it's important to keep up with strategies for successful communication whether it happens through email websites presentations social media or cover letters Practical Strategies for Technical Communication helps get students up to speed with a concise accessible guide to everything they need to know about audience and purpose document design research style and more In the third edition noted scholar and teacher Stuart A Selber joins the author team The new edition features expanded coverage of nontraditional resume formats such as infographics and videos a new discussion of usability testing and an array of revised and updated Tech Tips Practical Strategies for Technical Communication is available with LaunchPad a customizable course space featuring an ebook and an exciting array of digital resources including a test bank adaptive quizzing multimedia Document Analysis Activities and more To order or purchase the print book packaged with LaunchPad use ISBN 978 1 319 22438 7

Virtual Collaborative Writing in the Workplace: Computer-Mediated Communication Technologies and Processes Hewett, Beth L., Robidoux, Charlotte, 2010-06-30 This book investigates the use of computer mediated communication technologies and collaborative processes to facilitate effective interdependent collaboration in writing projects especially in virtual workplace settings Provided by publisher

Past, Present, and Future Contributions of Cognitive Writing Research to Cognitive Psychology Virginia Wise Berninger, 2012 This volume tells the story of research on the cognitive processes of writing from the perspectives of the early pioneers the contemporary contributors and visions of the future for the field It includes the very latest in findings from neuroscience and experimental cognitive psychology and provides the most comprehensive current overview on this topic

Strategies for Technical Communication in the Workplace Laura J. Gurak, John M. Lannon, 2018

Motives for Metaphor in Scientific and Technical Communication Timothy Giles, Charles Sides, 2017-03-02 Examination of the work of scientific icons Newton Descartes and others reveals the metaphors and analogies that directed their research and explain their discoveries Today scientists tend to balk at the idea of their writing as rhetorical much less metaphorical How did this schism over metaphor occur in the scientific community To establish that scientists should use metaphors to explain science to the public and need to be conscious of how metaphor can be useful to their research this book examines the controversy over cloning and the lack of a metaphor to explain it to a public fearful of science's power The disjunction between metaphor and science is traced to the dispensation of the Solar System Analogy in favor of a mathematical model Arguing that mathematics is metaphorical the author supports the idea of all language as metaphorical unlike many rhetoricians and philosophers of science who have proclaimed all language as metaphorical but have allowed a distinction between a metaphorical use of language and a literal use For technical communication pedagogy the implications of this study suggest foregrounding metaphor in textbooks and in the classroom Though many technical communication textbooks recommend metaphor as a rhetorical strategy some advise avoiding it and those that recommend it usually do so in a paragraph or two with little direction for students on how to

recognize metaphors or to how use them This book provides the impetus for a change in the pedagogical approach to metaphor as a rhetorical tool with epistemological significance *Resources in Education* ,1999-04 **Strategies for Technical Communication in the Workplace, Books a la Carte Edition** Laura J. Gurak,John M. Lannon,2014-12-30

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