**Technical communication C1**

Technical communication is the exchange of information that helps people interact with technology and solve complex problems

To interact with technology in so many ways we need information that is not only technically accurate but also easy to understand and use

Full time technical communicators serve many roles such as

* Producing newsletters pamphlets journals and public relations material
* Preparing instructional material reports proposals and scripts for industrial films
* Preparing sales literature publicity releases handbooks catalogs brochures web pages, internet content articles speeches…

Technical communication us:

* Reader centered
* Accessible and efficient
* Often produced by teams
* Delivered in paper and digital versions

Technical communication serves three purposes that sometimes overlap

* To inform: anticipate and answer your readers questions
* To instruct: enable readers to perform certain tasks
* To persuade: motivate your readers

The four basic tasks of an effective technical communicator are

1. Deliver information readers can use
2. Use persuasive reasoning
3. Weigh the ethical issues
4. Practice good teamwork