

Lecture 07



Previous Lecture

- ❑ Basics of Technical Writing
- ❑ Origin of Technical Writing



Purpose of Technical Writing

- **To Inform**
 - Providing the audience with factual information
 - For example: reports, instructions, descriptions, etc.
- **To Persuade**
 - Convincing the audience to draw desired conclusions from the provided information
 - For example: proposals, recommendations, etc.



What do Technical Writers Create?

- **Instructions**
- **Directions**
 - For operating a machine or performing a task
 - A description of a process – operating or manufacturing
- **Company Policies/Procedures**
 - Memos, Business Letters
- **Technical Reports**
 - Monthly/Yearly Activity Reports
 - Proposals, Feasibility Studies
 - Summaries of Staff or Team Meetings
 - Brochures, Commercials/Advertisements, Job Descriptions
 - Memorandum, etc.

Recognizing Your Audience

1 Supervisors

2 Colleagues

3 Subordinates

4 Vendors

5 Customers



Examples of Technical Writing

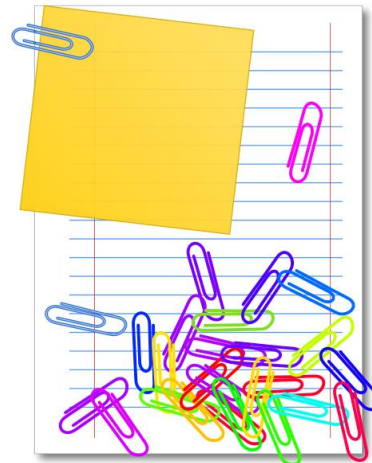
- An instructional manual for repairing machinery
- A memo listing meeting agendas
- A letter from a vendor to a client
- A recommendation report proposing a new computer system



Technical Writing Scenarios

- Documents you will create include:

- E-mails
- Memos
- Letters
- Reports
- Proposals
- User manuals
- Websites
- Brochures
- Newsletters



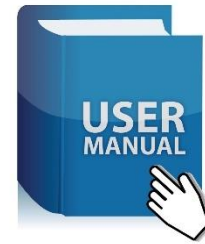
Scenario 01: E-mails



- **To set meeting agendas and to ask/answer questions**
 - As a Computer Information Systems (CIS) employee, you work at a 0800 hotline helpdesk. A call comes from a concerned customer. To answer that client's questions and **follow up**, a one-page e-mail documenting the problem and your response can be provided.



Scenario 02: User Manuals



- **To explain the steps in a procedure**
 - Explaining the steps for building a piece of equipment, performing preventative maintenance, or for shipping and handling procedures.



Scenario 03: Proposals



- **As a trust officer in a bank**
 - Making proposals for potential clients: to do so, you must write a 20 to 30 page proposal about your bank's services.



Scenario 04: Letters



- You are a customer who ordered an automotive part from a national manufacturer. Unfortunately, the part was shipped to you five days later than promised, it arrived broken, and you were charged more than the agreed-upon price. You need to write a letter of complaint.



Scenario 05: Websites



- Your job is to create a corporate website. The website gives information to clients about your locations, your pricing, your products and services, your mission statement, and job openings. The drop-down help screens provide easy-to-access answers for both customer and employee questions.



Scenario 06: Brochures



- To sell and inform using six to eight panel foldouts
 - As an entrepreneur, you are opening your own computer maintenance service. To market your company, you will need to write flyers, brochures, or sales letters.



Scenario 07: Résumés



- You have just graduated from your university/college and it's time to get a job. You need to write a résumé and a letter of application to show corporations what assets you will bring to their company.



Conclusions

- ☐ Email
- ☐ Letter
- ☐ Proposal
- ☐ Brochures
- ☐ Résumés