

Defining Technical Communication

- Features of Technical Communication
 - Purpose
 - Accomplish a task
 - Your knowledge of the topic
 - Greater than the reader
 - Audience
 - Variety of people with differing technical backgrounds

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W. S. Pfeiffer and K. Adkins

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Defining Technical Communication

- Features of Technical Communication
 - Criteria for evaluation
 - Clearly organized ideas that meet the needs of busy readers
 - Statistical and graphic support
 - Used to explain conditions and present alternative courses of action

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Defining Technical Communication

- Features of Technical Communication
 - Examples
 - In-house correspondence
 - Short reports
 - Long reports
 - Proposals
 - Web sites

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Defining Technical Communication

Technical Communication	Academic Writing
■ Plays a practical role on the job	■ Displays your knowledge
■ Completed by an informed writer to an uninformed reader	■ Completed by a student for a teacher
■ Read by many readers	■ Aims to satisfy one person, the teacher

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Defining Technical Communication

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graph TD
    subgraph Planning
        P1[Determining the purpose] --> P2[Analyzing your readers]
        P2 --> P3[Collecting information]
        P3 --> P4[Completing an outline]
        P4 --> P5[Planning layout and graphics]
    end
    subgraph Drafting
        D1[Writing initial drafts]
    end
    subgraph Revising
        R1[Reviewing layout and graphics] --> R2[Editing for mechanics]
        R2 --> R3[Editing for grammar]
        R3 --> R4[Editing for style]
        R4 --> R5[Adjusting content]
    end
    P3 --> D1
    P4 --> D1
    P5 --> D1
    D1 --> R1
    R5 --> D1
  
```

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Culture in Organizations

- Elements of an Organization's Culture
- Business Climate

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Culture in Organizations

- Elements of a Company's Culture
 - Organization history
 - Type of business
 - Management style

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Culture in Organizations

- Elements of an Organization's Culture
 - Organization history
 - On the one hand, consider
 - the accumulated traditions to which most employees are accustomed
 - On the other hand, consider
 - the entrepreneurial spirit of a recently established firm

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Culture in Organizations

- Elements of an Organization's Culture
 - Type of business
 - One business culture might be
 - flexible, nontraditional, innovative, and sometimes chaotic
 - Another business culture might include
 - tradition, formality, and custom

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Culture in Organizations

- Elements of an Organization's Culture
 - Management style
 - Some companies operate according to
 - a rigid hierarchy, with all decisions coming from the top
 - Other companies involve
 - a wide range of employees in the decision-making process

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Culture in Organizations

- Business Climate
 - Competition
 - Investor interests
 - Regulations
 - Overall health of the economy

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Culture in Organizations

- Business Climate
 - Improve quality
 - Respond quickly to customer needs
 - Encourage employee interest in the success of the organization
 - Improve efficiency
 - Just-in-time delivery
 - Improved communication technology

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Culture in Organizations

- Global Business Climate
 - Outsourcing—purchasing goods or subcontracting services from an outside company
 - Offshoring—moving some of a company's operations to another country

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The Global Workplace

- Strategies for Understanding Cultures
- Strategies for Communicating Internationally

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The Global Workplace

- Strategies for Understanding Cultures
 - Study common features and distinctive differences of other cultures
 - Understand what people do and why they do it
 - Seek to comprehend cultures with which we are dealing before we operate within them
 - Enter into intercultural experiences with an open mind

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The Global Workplace

- Strategies for Understanding Cultures
 - Low-context cultures
 - Openness to outsiders
 - Focus on actions and problem solving
 - Willingness to disagree openly
 - Dependence on formally established rules to govern behavior

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The Global Workplace

- Strategies for Understanding Cultures
 - High-context cultures
 - Clear distinctions between insiders and outsiders
 - Focus on maintaining relationships
 - Dependence on internalized cultural norms

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The Global Workplace

- Strategies for Communicating Internationally
 - Simplified English
 - Eliminates ambiguity
 - Improves translation
 - Makes reading English easier

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The Global Workplace

- Strategies for Communicating Internationally
 - Guidelines for simplified English
 - Simplify grammar and style rules
 - Use simple verb tenses and verb constructions
 - Limit vocabulary to words with clear meaning
 - Use language and terminology consistently
 - Define technical terms

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Ethics in the Workplace

- Ethical Guidelines for Work
- Ethics and Legal Issues in Writing

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Ethics in the Workplace

- Ethical Guidelines for Work
 - Be honest
 - Do no harm
 - Keep your commitments
 - Be independent

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Ethics in the Workplace

- Ethical Guidelines for Work
 - Be honest
 - Relate information accurately and on time
 - Convey the same information to others that you would want presented

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Ethics in the Workplace

- Ethical Guidelines for Work
 - Do no harm
 - Use positive words and actions
 - Consider the impact words and deeds have on others
 - Make the working world a better place

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Ethics in the Workplace

- Ethical Guidelines for Work
 - Keep your commitments
 - Follow through on your commitments
 - Know what constitutes a commitment and make sure you abide by it

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Ethics in the Workplace

- Ethical Guidelines for Work
 - Be independent
 - Make decisions and then accept the blame or credit
 - Avoid “going along with” the group
 - Never sacrifice your own values

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Ethics in the Workplace

- Ethics and Legal Issues in Writing
 - Acknowledge sources for information other Than Common Knowledge
 - Seek written permission before borrowing extensive text
 - Seek written permission before borrowing graphics
 - Seek legal advice when you cannot resolve complex questions

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The M-Global Case

- Real-World Context
- Continuity

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