

Mission of this Course



**"What we learn
with pleasure we
never forget"
~Alfred Mercier**

Why should I take TBW?

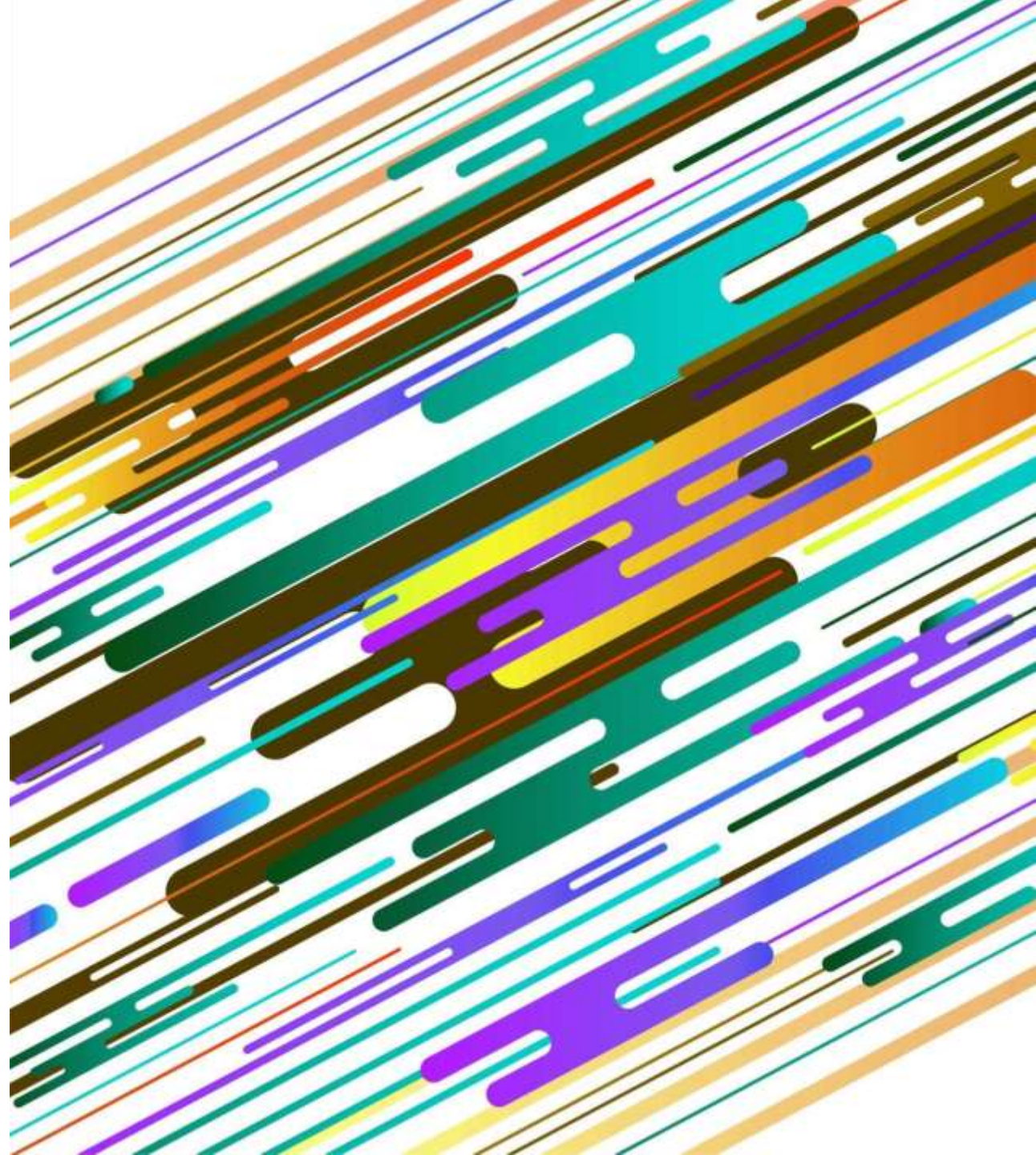
**WHEN YOU'RE LEARNING A
SECOND LANGUAGE,
YOU'RE NOT SIMPLY
LEARNING A NEW WAY OF
TALKING, YOU ARE ALSO
INADVERTENTLY LEARNING
A NEW WAY OF THINKING.'**

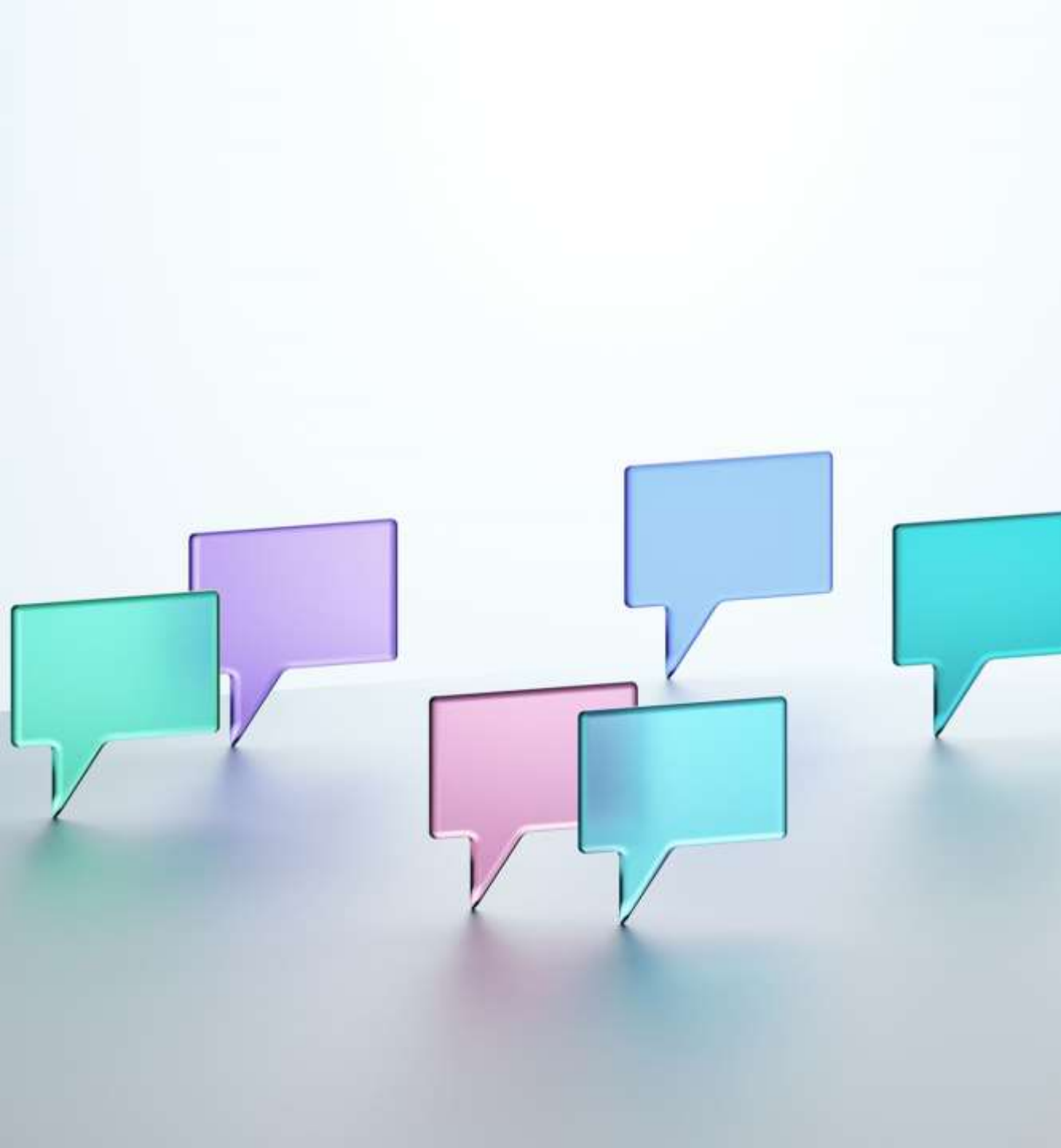
- BORODITSKY



Prepared By: Hajra Khalid

Introduction to Technical and Business Writing





What is General Communication?

General communication is defined as the way in which a person can communicate through his or **her words, deeds, or actions.**



What is Technical Communication?

Technical communication is
**“writing that aims to get
work done, to change
people by changing the
way they do things”**
(Killingsworth and
Gilbertson, Signs 232).

How is Technical Writing Like Other Writing?

- **Writing Process:** brainstorming/prewriting, drafting, revision, and editing are still expected though they may vary slightly.
- **Time/Effort:** short does not mean easy or fast
- **Strong Language Skills:** grammar, punctuation, spelling, sentence structure, and word choice are still necessary.
- **Research:** if you don't already completely understand your audience, topic, and purpose, you must thoroughly research.
- **Rules:** most technical writing projects will require expertise in and use of the field's writing conventions and/or a style guide.

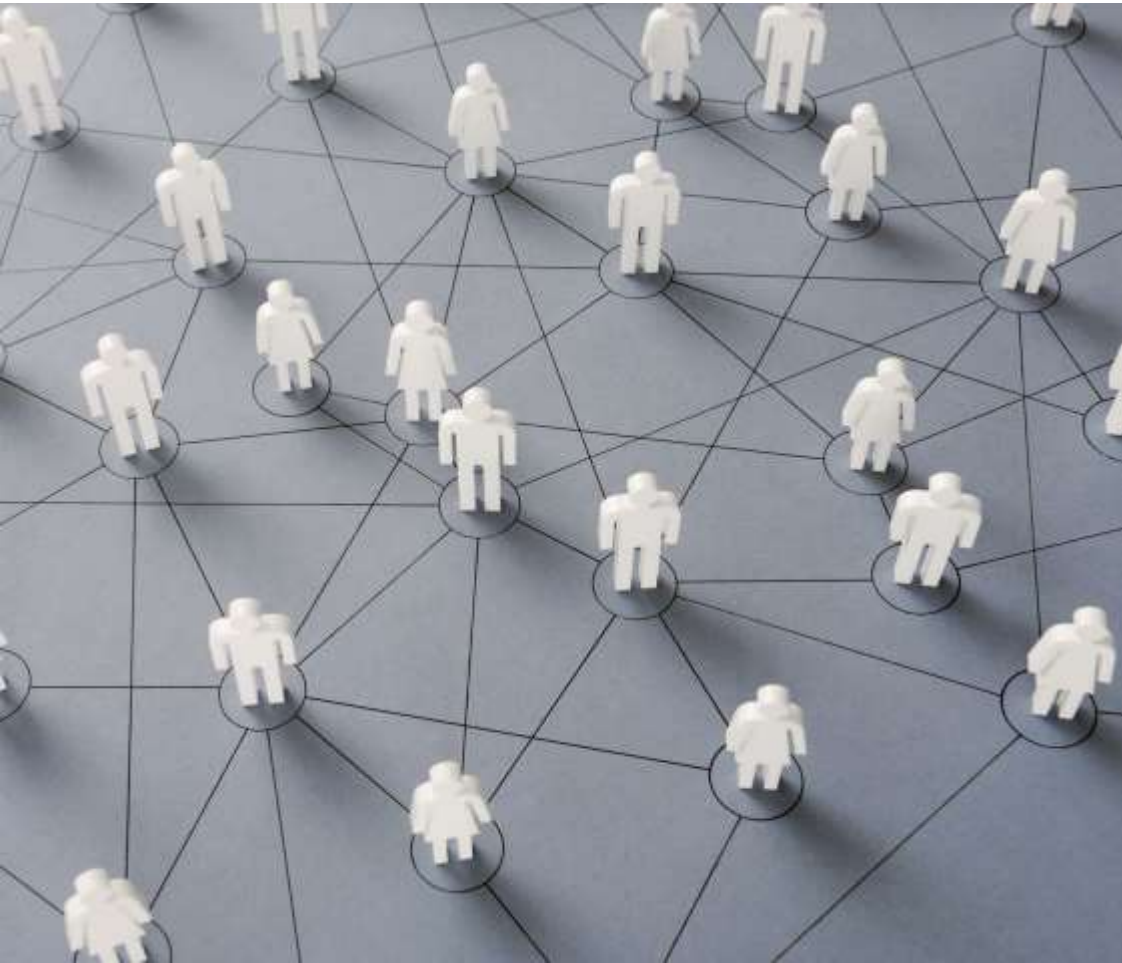
Purposes of Technical Communication?

Oral and written communication for and about business and industry.

Focuses on products and services

Composed primarily in the work environment.

Characteristics of Technical Communication



- It is Audience Centered
- It is Designed
- It is Responsible
- It is Global

Technical Communication is Audience-Centered



Has definite
purposes



Enables
readers to act



Enhances
relationships



Occurs within
a community



Is
appropriate



Is interactive

Technical Communication is Designed



Appearance on the
Page



Structure of the Content

Technical Communication is Global



Culture-Specific References



Style

Technical Communication is Responsible



Ethical Situations



Code of Ethical
Conduct

TABLE 2 Communication Channels

Written Communication Channels	Oral Communication Channels
<ul style="list-style-type: none">• E-mail• Memos• Letters• Reports• Proposals• Fliers• Brochures• Faxes• Web sites• Instant and text messages• Blogs• Facebook• Twitter• Job information (resumes, letters of application, follow-up letters)	<ul style="list-style-type: none">• Leading meetings• Conducting interviews• Making sales calls• Participating in teleconferences and videoconferences• Facilitating training sessions• Participating in collaborative team projects• Providing customer service• Making telephone calls• Leaving voicemail messages• Making presentations at conferences or to civic organizations• Participating in interpersonal communication at work• Conducting performance reviews

Written Communication Channel

Emails

Memos

Letters

Reports

Proposals

Fliers

Brochures

Oral Communication Channel

Leading	Meetings
Conducting	Interviews
Making	Sales Calls
Providing	Customer Services
Giving	Presentations
Conducting	Performance Reviews
Facilitating	Training Sessions

References

Gerson, S. J., & Gerson, S. M. (2014). *Technical Writing Process and Product*.
Pearson