

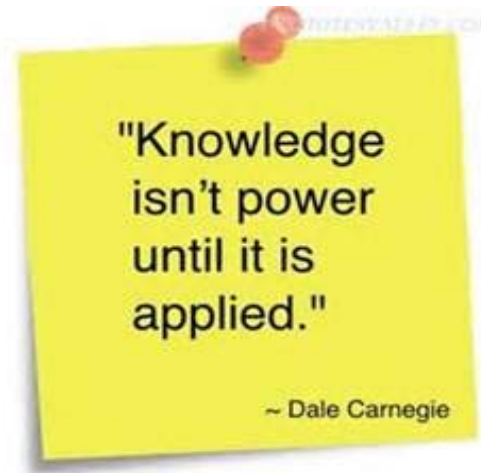
Fall 2019 VE300

Lecture Notes

Week 1

Tips for Succeeding in this Course:

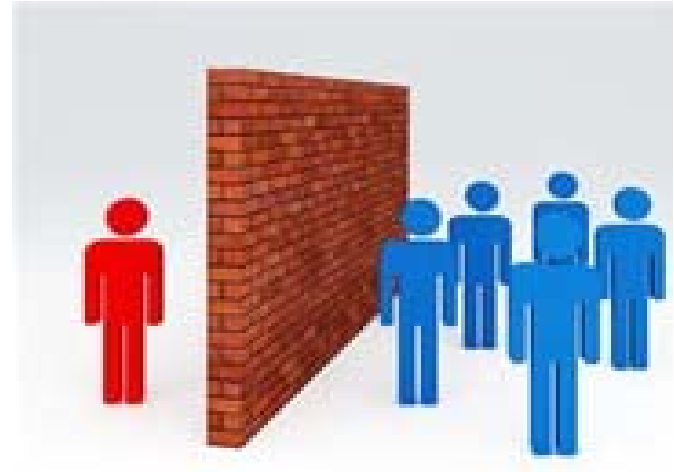
- Show up
- Keep up
- Review assigned materials
- Apply what you learn



Technical Communication **basics**:

- ✓ Determine your **purpose**.
- ✓ Understand your **audience's** needs.
- ✓ Consider the **context** of your writing.

Without considering
purpose, audience,
& *context*, we **face a wall**



- Establish the scope of your coverage on a topic
- Gather facts
- Organize your thoughts & ideas
- Select the appropriate medium

Types of Technical Communication:

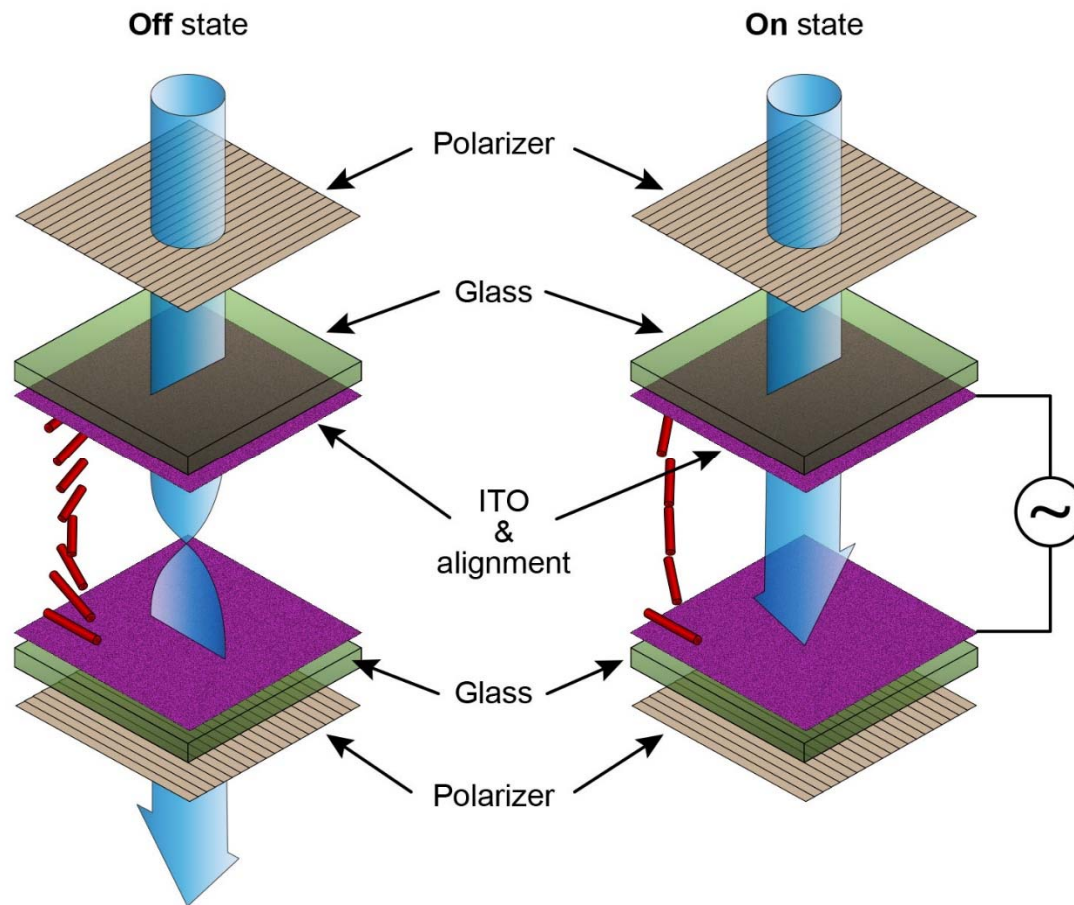
Oral: Job interviews, speeches, presentations, meetings

Written: Manuals, proposals, reports, research papers, resumes/CV, job applications, etc.

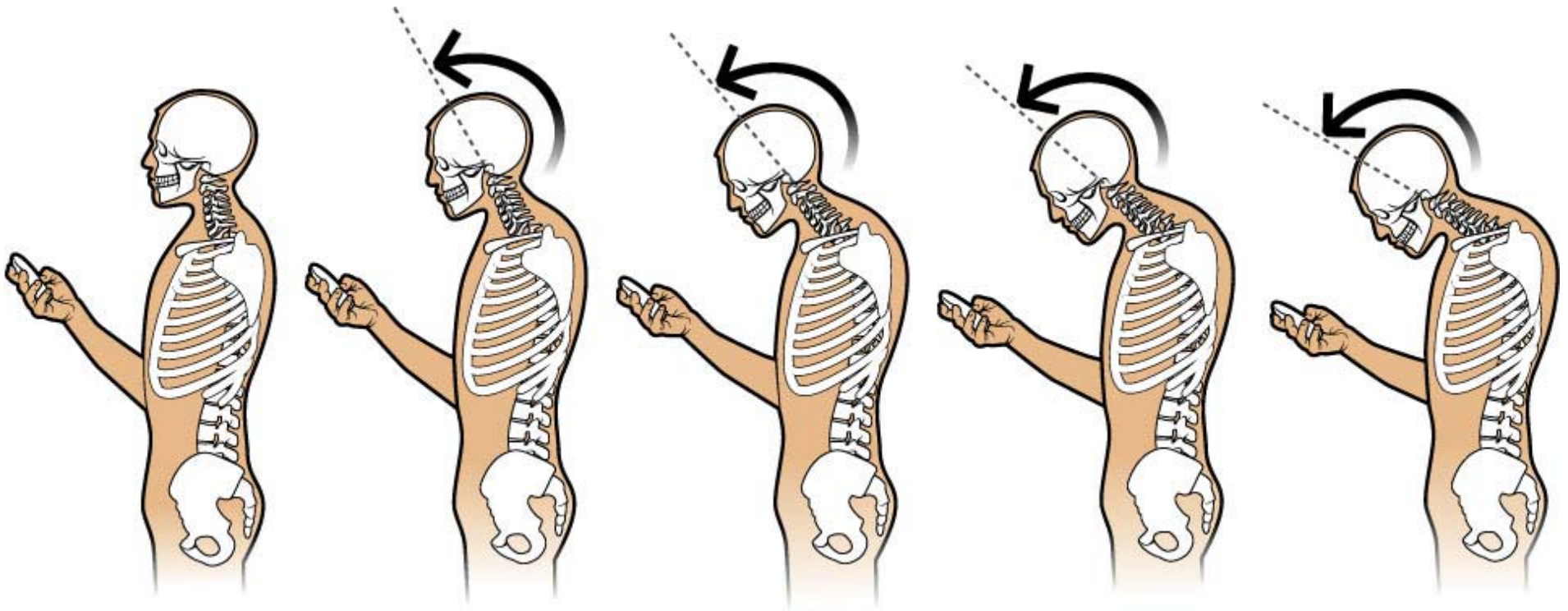
Electronic: Emails, text messages, videoconferencing, podcasts, blogs

Visual: Symbols, icons, tables, figures, drawings, illustration, photographs, video, etc.

Technical illustration



Graphic representation of information



All images taken from <http://cn.bing.com/images/search>

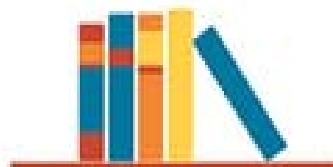
Infographic

Graphic representation of information intended to communicate with visual aids quickly and clearly.

PROTECTING OUR PLANET STARTS WITH **YOU**



**BIKE MORE
DRIVE LESS**



EDUCATE

When you further your own education, you can help others understand the importance and value of our natural resources.



Volunteer!

Volunteer for cleanups in your community. You can get involved in protecting your watershed too!



**reduce
REUSE
recycle**

Cut down on what you throw away. Follow the three "R's" to conserve natural resources and landfill space.

CONSERVE WATER



The less water you use, the less runoff and wastewater that eventually end up in the ocean.

choose sustainable



Learn how to make smart seafood choices at www.FishWatch.gov.

Trees provide food and oxygen. They help save energy, clean the air, and help combat climate change.



**PLANT
A TREE**



Buy less plastic and bring a reusable shopping bag.



Don't send chemicals into our waterways.

Choose nontoxic chemicals in the home and office.



**Long-lasting
light bulbs
- ARE A -
BRIGHT
IDEA**

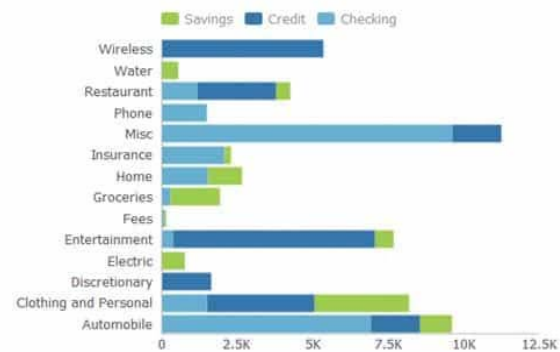
Energy efficient light bulbs reduce greenhouse gas emissions. Also flip the light switch off when you leave the room!



oceanservice.noaa.gov

Data visualization

My Merchants



My Spend By Payment Method



My Spend This Period

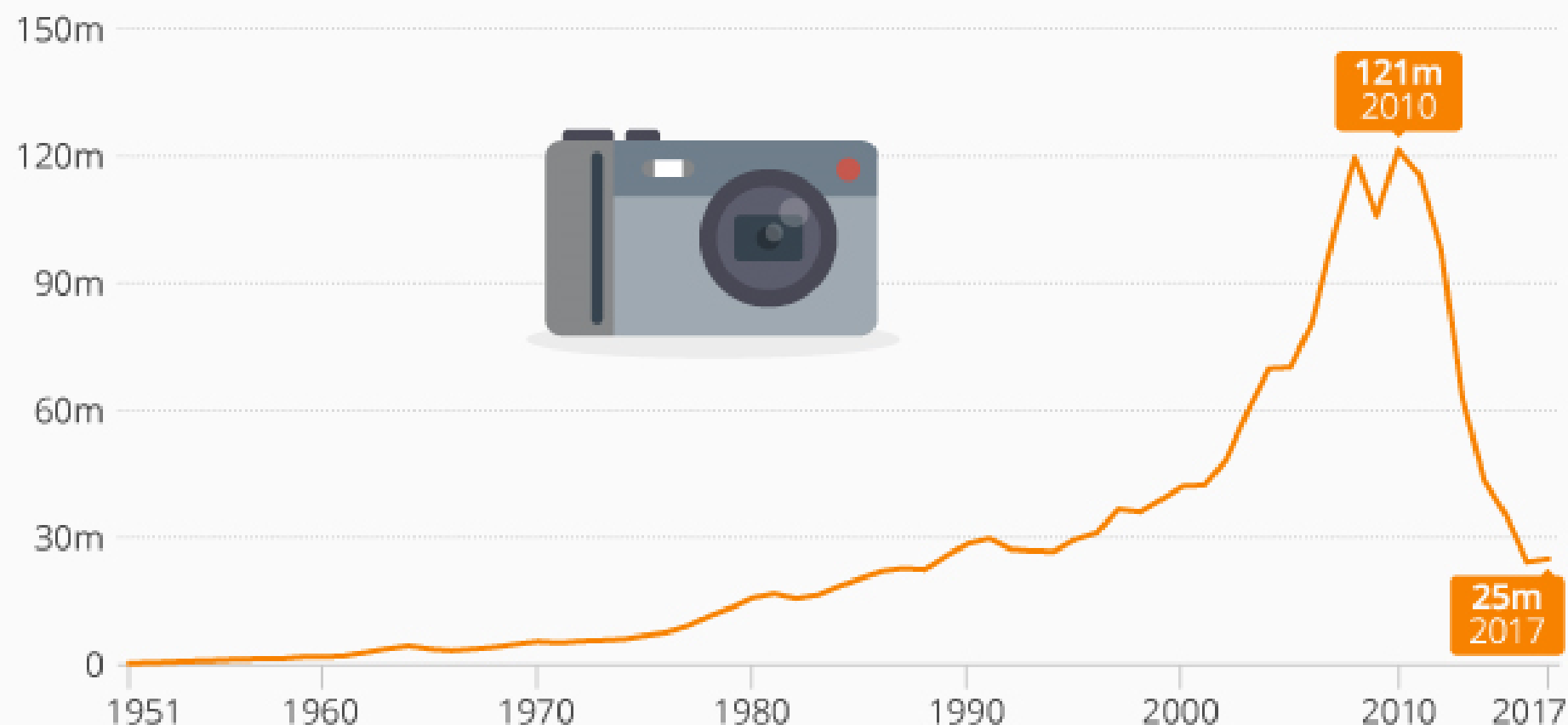


My Spend By Account



What Smartphones Have Done to the Camera Industry

Worldwide shipments of photo cameras by CIPA members since 1951*



* CIPA (Camera & Imaging Products Association) is an international industry group consisting of members engaged in the development, production or sale of imaging related devices. Members include Olympus, Casio, Canon, Fujifilm, Sony and Nikon among others.

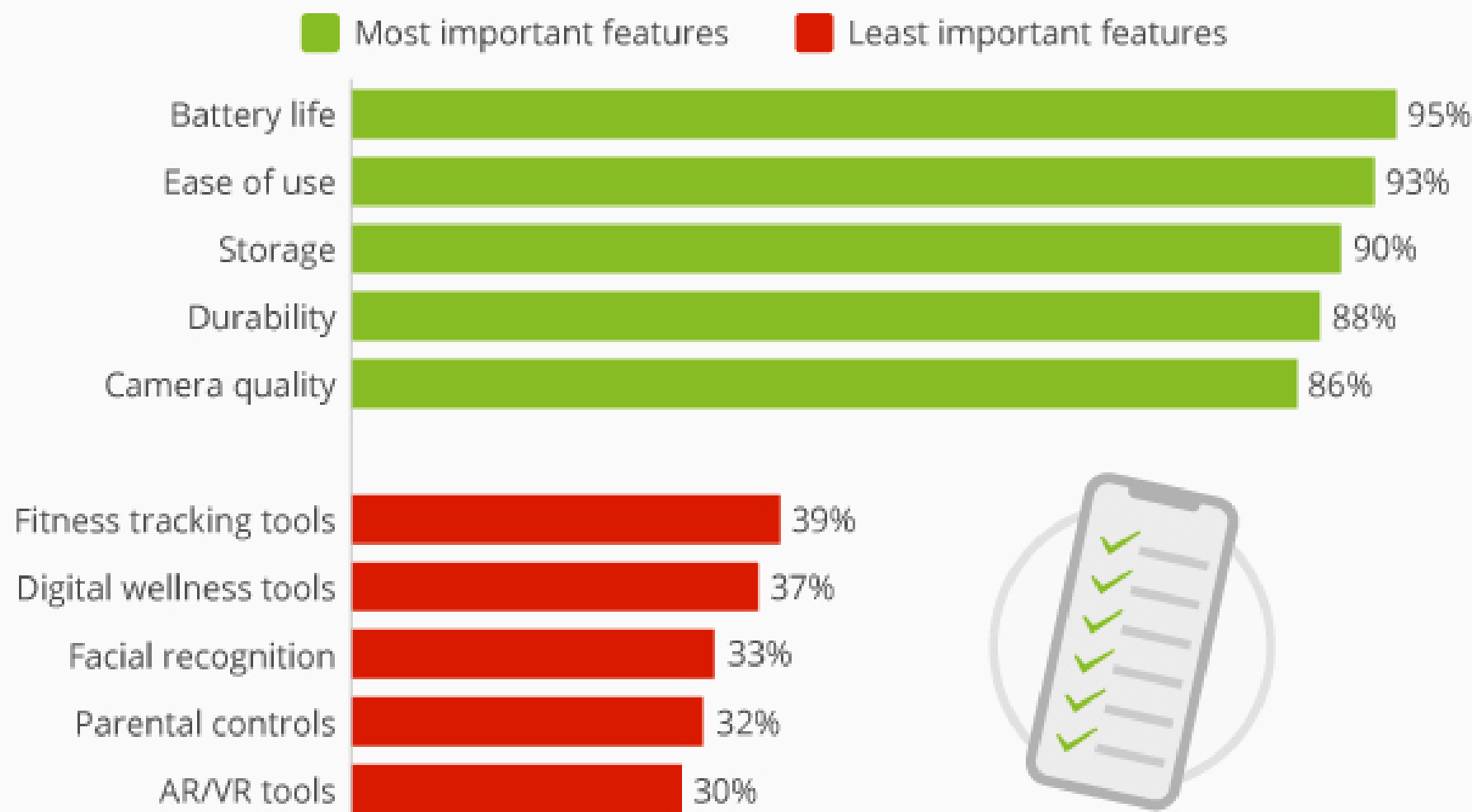


@StatistaCharts Source: CIPA

statista

What Smartphone Buyers Really Want

Features considered somewhat/very important when deciding which smartphone to buy



Plastic Can Take 500 Years To Bio-Degrade In The Ocean

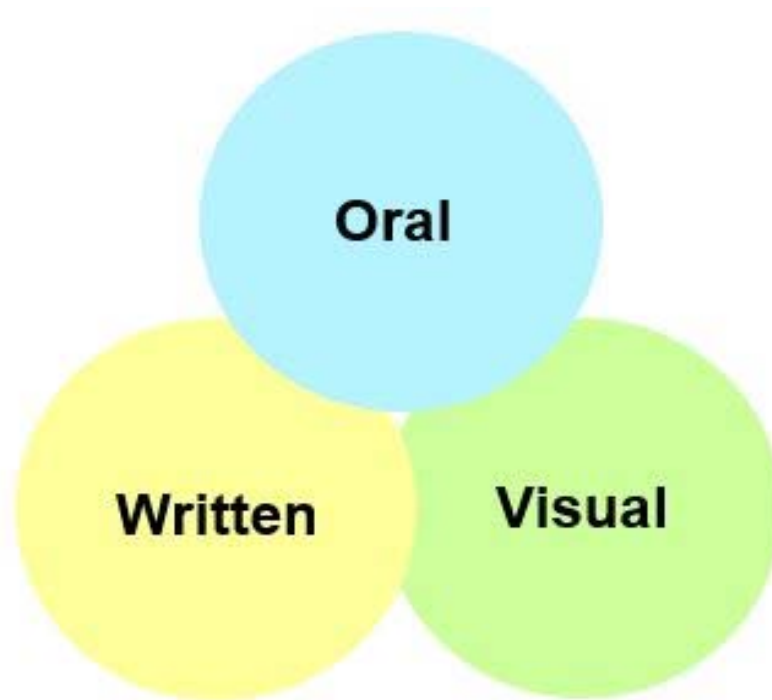
Estimated number of years for selected items to bio-degrade in a marine environment*



* Exact time varies by product type and marine conditions. Cigarette butts and grocery bags are an upper estimate.

Multi-modality

Technical communication is a **design** process using **words**, **images**, and **voice**.



Technical communication

As **information design**

- presenting information in a way that *enables* efficient and effective understanding of it
- **Understand-*ability***
- **Share-*ability***



Began in 1984 in Silicon Valley as a conference where people gathered to talk about

Technology

Entertainment

Design.

YiXi

Founded in Beijing in 2012

<http://yixi.tv/lectures/all>



Writing in the Digital Age

Professional Email writing:

- Theory & practice

Why do you care?

By **2030** teams will be more
diverse and **inclusive** than ever

International business

Cross-border commerce

Transnational cooperation

Headquarters &
Overseas offices



Working in virtual teams

Business people who are **geographically distant** use **network technology** to collaborate.

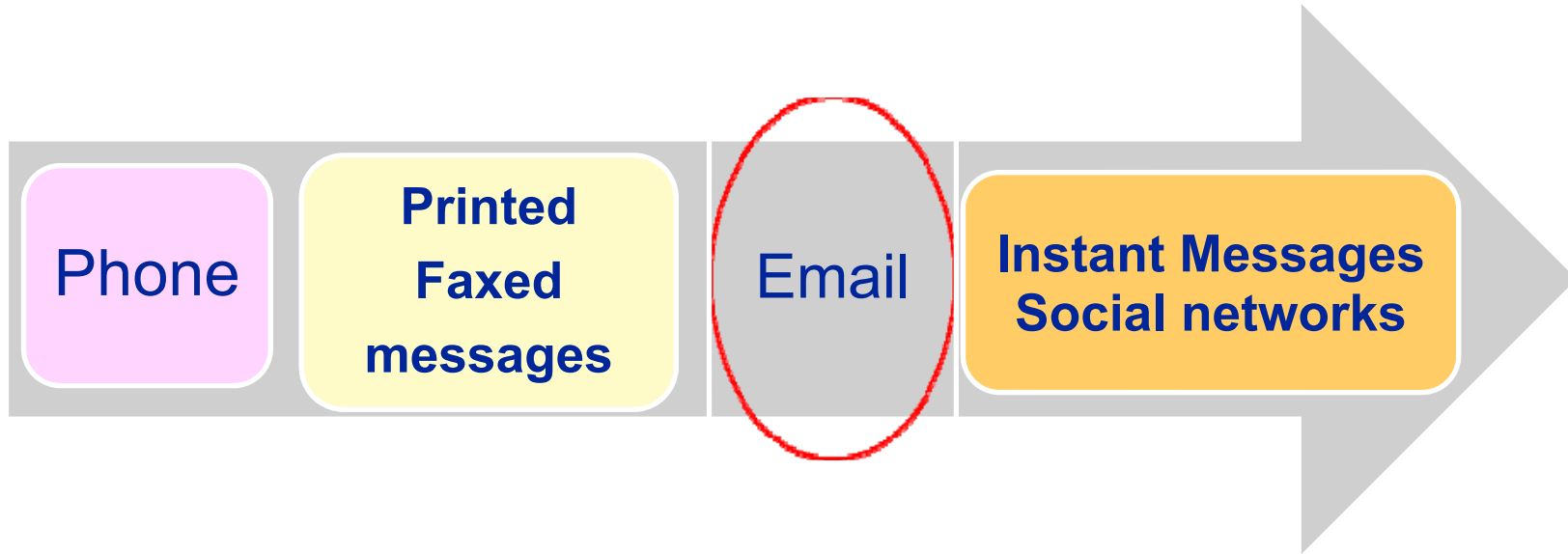
- Cloud computing
- Email writing
- Text messaging
- Video Chat
- Video-conference meetings





Electronic communication tools in the workplace: voice, text, video





- **More time** is spent using **email** than the telephone, instant messaging and social media combined.
- Email is still the **best** medium for many short- to medium-length messages.
- Email's non-instantaneous nature is an **advantage** when used properly.
- Email is the **most common** business communication channel & the **primary** content transport system in most organizations.

Workplace e-mails perform critical tasks:

- informing employees
- giving directions
- outlining procedures
- requesting information
- supplying responses
- confirming decisions

Email policy



Most organizations have email policies

- Workplace email \neq private
- **No** flaming



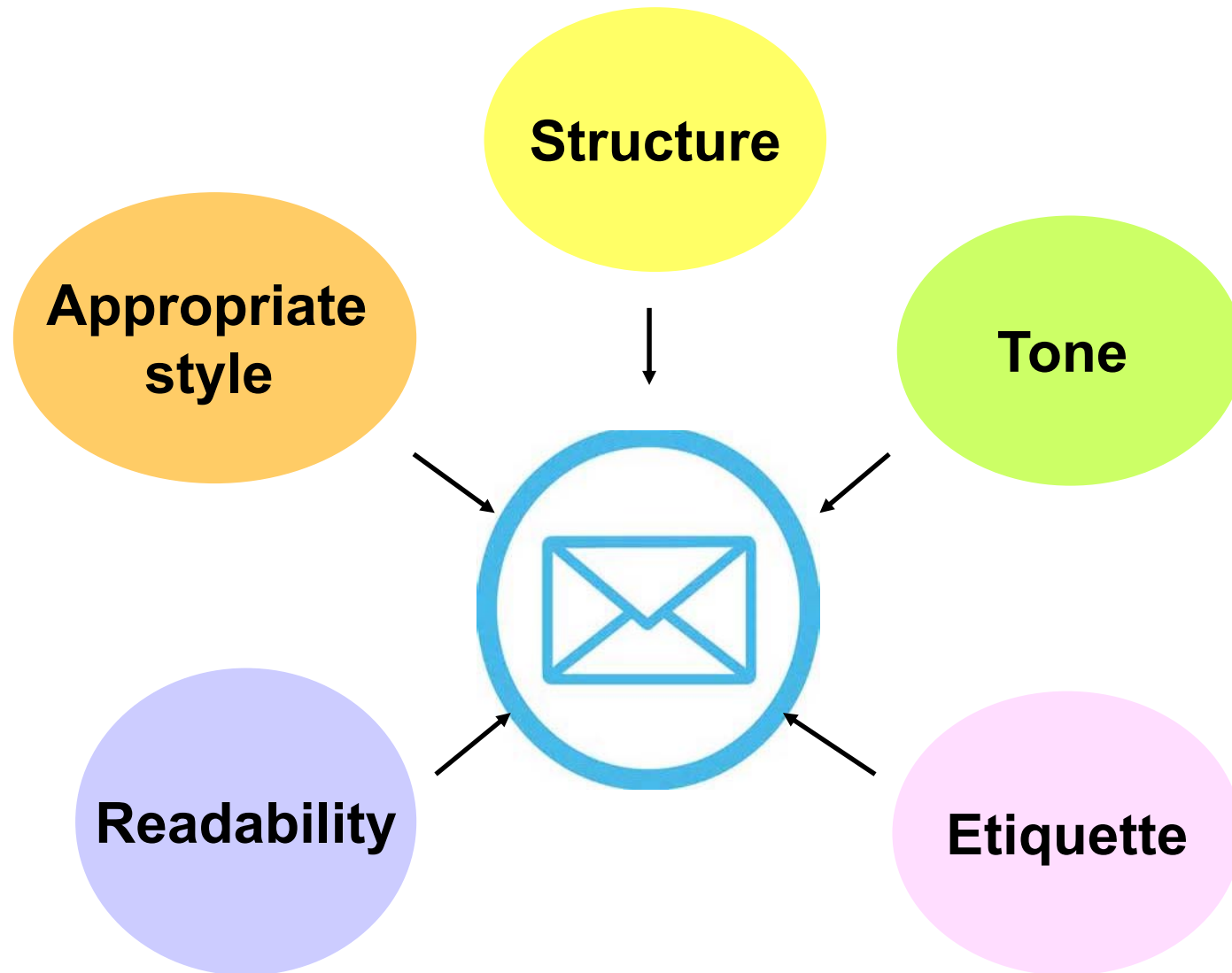
Email Hygiene

- Spam blocking
- Virus protection
- Content filtering



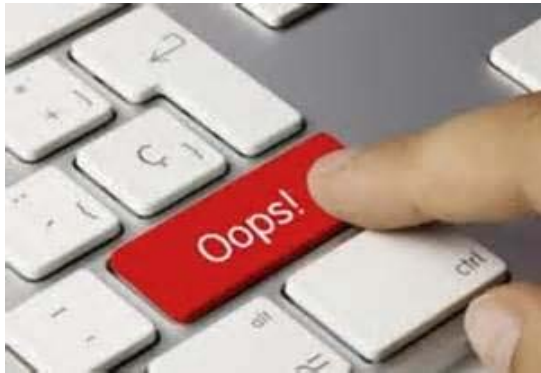


**Do not use e-mail to discuss
confidential information**



Workplace vs. personal emails

In the virtual world,
your writing = you.



What is your email name?

Professional or too much personality?



Email Hygiene

- Spam blocking
- Virus protection
- Content filtering



Pinyin Names

Wang Tianyu

Jingyao (Gary) Hu

Yue Dai

Zhu, Ning

Chang Liu

Vincent Chang

Chang Jiang

Yu Zhang

Wei Chen

International Names

BAEKA Delmwin

Merle BRAATZ

KITTIRATTANAPAIBOON SARIT

KWEON TAE HOON

VAGNES LARS

JUHUN PARK

ANN HANNAH JIHYE HONG

ANDRE IDRIS BENRAHEEM MIGLIANO,

Problem:

The vast variety of personal name conventions from different countries **makes it hard to tell family/last name from first name.**

Solution: ???

A decorative horizontal band with a blue and white wavy, geometric pattern, resembling a stylized water or fabric texture. It is centered on the slide.

Thank you!

www.umji.sjtu.edu.cn