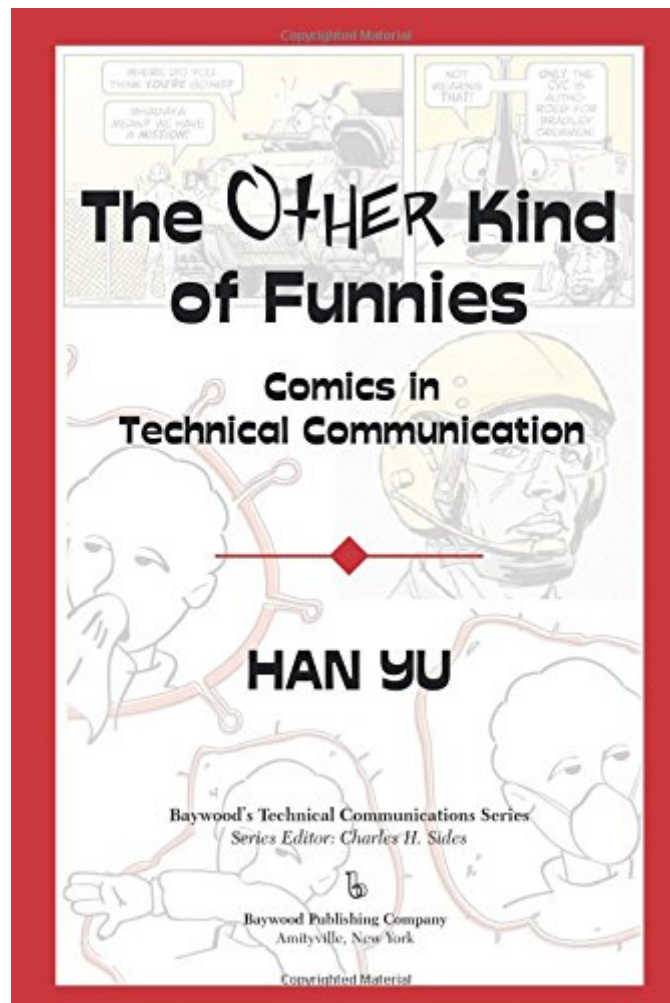


The Other Kind of Funnies: Comics in Technical Communication (Baywood's Technical Communications Series) PDF



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The Other Kind of Funnies: Comics in Technical Communication (Baywood's Technical Communications Series) by Han Yu ISBN 0895038404

The Other Kind of Funnies refutes the mainstream American cultural assumption that comics have little to do with technical communication—that the former are entertaining (in a low-brow sense) and juvenile, whereas the latter is practical and serious (to the point of stuffiness). The first of its kind, this book demonstrates the exciting possibilities of using comics in technical communication. It defines comics as a medium and art form that includes cartoons, comic strips, comic books, and graphic novels; provides conceptual and historical backgrounds on comics; and discusses the appeals and challenges of using comics-style technical communication. More specifically, it

examines comics-style instructions, educational materials, health/risk communication, and political/propaganda communication. The author argues that comics-style technical communication encourages reader participation, produces covert persuasion, facilitates intercultural communication, benefits underprivileged audiences such as children and readers of lower literacy, and challenges the positivist view of technical communication. An abundance of comics-style technical communication examples, carefully selected from across cultures and times, demonstrates the argument. While the book proposes that comics can create user-friendly, visually oriented, engaging, and socially responsible technical communication, it is also quick to acknowledge the limitations and challenges of comics-style technical communication and provides heuristics on how to cope with them. The Other Kind of Funnies is unique in its interdisciplinary approach. It focuses on technical communication but speaks to design, cultural and intercultural studies, historical studies, and to some extent, education, politics, and art.

The Other Kind of Funnies: Comics in Technical Communication (Baywood's Technical Communications Series) Review

This The Other Kind of Funnies: Comics in Technical Communication (Baywood's Technical Communications Series) book is not really ordinary book, you have it then the world is in your hands. The benefit you get by reading this book is actually information inside this reserve incredible fresh, you will get information which is getting deeper an individual read a lot of information you will get. This kind of The Other Kind of Funnies: Comics in Technical Communication (Baywood's Technical Communications Series) without we recognize teach the one who looking at it become critical in imagining and analyzing. Don't be worry The Other Kind of Funnies: Comics in Technical Communication (Baywood's Technical Communications Series) can bring any time you are and not make your tote space or bookshelves' grow to be full because you can have it inside your lovely laptop even cell phone. This The Other Kind of Funnies: Comics in Technical Communication (Baywood's Technical Communications Series) having great arrangement in word and layout, so you will not really feel uninterested in reading.