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Office Hours: Prior to and after Class

ETC421 Worlds of Technical Communication

Fall 2014

Schedule of Assignments

Thursday 8/25

- Peeples, Introduction, Prof Writing and Rhetoric, p, 1
- Faigley, Nonacademic writing: The Social perspective, p.47 in Peeples
- Hughes and Hayhoe, A research primer for Technical Communication, Chapter 1
- Adkins, K (2010 Feb). Poster sessions: Think outside the boxes. *Intercom* 57(2), 17-19

Thursday 9/4

- Durak, K.T. (1988). Authority and audience-centered writing strategies: Sexism in 19th-century sewing machine manuals. *Technical Communication*, 45,180-196.
- Conkin, J. (2007). From the structure of text to the dynamic of teams: The changing nature of technical communication practice. *Technical Communication*, 54, 210-23
- Essay 1 assigned: Research in Technical Communication

Thursday 9/11 Essay 1 due

- Peeples, Ch 1: What is Rhetoric, p. 9 Foss, Foss, and Trapp, Perspectives on the study of rhetoric, p. 11
- Peeples, Ch 2: What is the relationship between professional writing and rhetoric? P. 45 Miller, What's practical about technical communication? P. 61
- Hayes, it isn't what you write that makes you a tech writer: A love story, *Writing a Professional Life*, p. 149
- Peeples, Ch 2: What is the relationship between professional writing and rhetoric? Slack, Miller, and Doak, The technical communicator as authority, p. 80
- Hughes, M. (2002). Moving from information transfer to knowledge creation: A new value proposition for technical communicator *Technical Communication*, 49, 275-285.
- Asay, Glimpse into reality, *Life*, p. 17

Thursday 9/18

- Miller, C. (1979) A humanistic rationale for technical writing, *College English* 40(6), 610-617.
- Allen, J. (1990). The case against defining technical writing *Journal of Business and technical communication* 4 (2), 68-77.
- Kenney, Fluff, *Life*, p. 155
- Pejovic, J. 9 (2006, May). Trans-atlantic roundtable: Observations from Europe and the U.S. on international communication. *Intercom*, 53(5) 10-13
- Raju, R. (2008, May). Schemas international communication: Using mental models to understand other cultures. *Intercom* 55(5), 18-20
- Thatcher B. (1999). Cultural and rhetorical adaptations for South American audiences. *Technical Communication*, 46, 177-95.

Thursday 9/25 Essay 2 Due

- Barnum, C. and Li, H. (2006). Chinese and American technical communication: A cross-cultural comparison of differences. *Technical Communication*, 53 (2), 143-166
- Ding, D. (2006). An indirect style of business communication. *Journal of business and technical communication* 20 (1), pp. 87-100.
- Qiuye, W. (2000). A cross-cultural comparison of the use of graphics in scientific and technical communication. *Technical Communication* 47 (4): 553-560.

Thursday 10/2

- Bailie, R. A., & Ryckbrost, J. (2002, June). Reaching global audiences. *Intercom* 49 (6), 17-21.
- Lin, M. (2008, Feb.) Localizing sans cliches. *Intercom* 55(2), 14-19.
- Simplified English
- Zhu, P. (2009). Language problems to be coped with in web localization. *Journal of technical writing and communication* 39, 57-78.
- Lash, B. (2007, May). Communication across cultures by e-mail: Advice for consultants. *Intercom* 54(5), 23-25+.

Thursday 10/9

- Peeples, Ch 3; Professional writing as organizationally situated action, p. 101 Driskell, Understanding the writing context in organizations, p. 105
- Hart, Conquering the cubicle syndrome. *Life* p. 69
- Smith, G.M. (2000, Nov). Cubicle etiquette. *Intercom* 47(9), 12-13.
- Peeples, Ch 3: Professional writing as organizationally situated action
 - Spilka, Orality and literacy in the workplace, p. 146
- Lee, A job like a tattoo. *Life* p. 44

Thursday 10/16 International Audiences project due

- Peeples, Ch 4: Professional writing as ethical action, p. 171
 - Ornatowski, Between efficiency and politics: Rhetoric and ethics in technical writing, p. 172
 - Katz, The ethics of expediency: Classical rhetoric, technology and the holocaust, p. 183
- Bailie, Three months, three pages. Life p. 63
- Introduction to Politeness Theory
- Friess, E. (2013). "Bring the newbie into the fold": Politeness strategies of newcomers and existing group members within workplace meetings. Technical Communication Quarterly 22(4): 304-322.
- Staley, Daze at the round table, Life p. 102
- Jong, Samurai review, Life p. 114

Thursday 10/23 Review of Literature Due

- Peeples, Ch 5: Professional writing as technologically situated action, p. 219
 - Bernhardt, The shape of text to come: The texture of print on screens, p. 232
- Dwyer, I'm a nibbie. Life p. 3

Gidonian, Thumbnails, Life p. 127

- Peeples, Ch 5: Professional writing as technologically situated action
 - Howard, Who 'owns' electronic texts, p. 250
- Bloom, Try and try again: The story of a software project, Life p. 74

Thursday 10/30 Essay 3 Due

- Peeples, Ch. 6 Professional writers produce user-centered documents, p. 269
 - Kostelnick, A systematic approach to visual language in business communication, p. 271
- Rutten, How I became a goddess. Life, p. 39
- Casady, Tech writing and the art of laziness, Life, p. 90
- Peeples, Ch. 6 Professional writers produce user-centered documents

- Johnson, When all else fails, use the instructions: Local knowledge, negotiation, and the construction of user-center documentations, p. 287

Thursday 11/6

- Peeples, Ch 7: Professional writers produce social space, p. 319
- Killingsworth and Jones Division of labor or integrated teams: A crux in the management of technical communication, p. 321
- Hoeniges, It's not Mark Twain's river anymore, Life p. 50
- Peeples, Ch 7: Professional writers produce social space
- Grabill and Simmons, Toward a critical rhetoric of risk communication: producing citizens and the role of technical communicators, p. 360
- Hile, I've been working on the railroad: Re-vision at BNP Railway, Life p. 93
- Tufte E. (2006). The Cognitive Style of PowerPoint: Pitching Out Corrupts Within (2nd ed.) Cheshire, CT: Graphics Press LLC.
- Doumont, J. (2005) The cognitive style of PowerPoint: Slides are not evil. Technical communication 52, 64-70.

Thursday 11/13 Essay 4 due

- Alley, M. and Neeley, K.A. (2005) Rethinking the design of presentation slides: A case for sentence headlines and visual evidence. Technical communication 52, 417-426.
- Mackiewicz, J. (2007). Perceptions of clarity and attractiveness in PowerPoint graph slides. Technical communication 54, 145-156
- Peeples, Ch. 8: Writing yourself into professional writing and rhetoric, p. 385
- Anson and Forsberg, Moving beyond the community: Transitional stages in professional writing, p. 388
- Connaster, The great pyramid war, Life p. 9

Thursday 11/20 Essay 5 due

- Peeples, Ch. 8: Writing yourself into professional writing and rhetoric
- MacKinnon, Becoming a rhetor: Developing writing ability in a mature, writing-intensive organization, p. 411
- Potts, My entry level life, Life p. 23
- Peeples, Ch. 8: Writing yourself into professional writing and rhetoric

◦ Dias, Freedman, Medway, and Pare, Virtual realities: Transitions from university to workplace writing, p. 423

- Sullivan, et al, Moving from the periphery: Conceptions of ethos, reputation, and identity for the technical communicator

Fall Break November 23-30

Thursday 11/27 Final Research Paper due

- Kynell, T. (1999) Technical communication from 1850-1950. *Technical Communication quarterly*8. 143-51.
- Staples, K. (1999). Technical Communication from 1950-1998. *Technical communication quarterly*8, 153-64.
- History of modern technical writing
- Honan, M. A photo essay of classic instruction manuals.

Thursday 12/4 Essay 6 due

- Tebeaux, E. (2010). English agriculture and estate management instructions: 1200-1700: From orality to textuality to modern instructions. *Technical communication quarterly*19, 352-378.

Thursday 12/11 Final Exam PowerPoint presentation