

## Technical Communication Process And Product By Sharon Gerson

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For courses in Technical Communication. This version of Technical Communication: Process and Product has been updated to reflect the 8th Edition of the MLA Handbook (April 2016)\* A focus on oral and written correspondence in all fields Technical Communication: Process and Product shows students how to produce all forms of written and oral technical communication with easy-to-follow instructions. Interesting scenarios and examples featuring real people on the job make the text relatable to students of all majors. The Ninth Edition builds upon the authors' proven methodology, emphasizes the writing process, and shows students how it applies to both written and oral communication. By showcasing real employees in communication scenarios across a wide range of disciplines - from engineering, to consulting, banking, construction, and biotechnology - the authors showcase the importance of strong communication skills within every field. \* The 8th Edition introduces sweeping changes to the philosophy and details of MLA works cited entries. Responding to the "increasing mobility of texts," MLA now encourages writers to focus on the process of crafting the citation, beginning with the same questions for any source. These changes, then, align with current best practices in the teaching of writing which privilege inquiry and critical thinking over rote recall and rule-following.

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Sharon Gerson's name appears first in earlier editions.

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Emphasizes the writing process and gives readers a sound introduction to workplace communication. Unique in approach, the book is shorter than most, devoting coverage to all major topics of professional communication in an accessible and flexible style. Each chapter opens with real-life scenarios, offers before and after writing samples, includes writer's reflections and ends with application and learning exercises. Emphasizes how to transform thoughts and ideas into meaningful communications. Includes insights into why writers make certain communication decisions regarding word usage, organization, layout and tone. Emphasizes the importance of self-assessment, decision making, and techniques for solving writing-related problems. Includes information on blogs, instant messaging, Web sites, online help, email etc. A valid communication resource for all employees in any workplace.

Integrating multidisciplinary perspectives on the relation of rhetoric, science, technology and public policy-making to the process and product of technical communication, this textbook reformulates the issues raised by science and technology studies (STS) within the context of technical communication. The first part of the book provides a summary, critique and alternative to recent theoretical perspectives developed in the rhetoric of science and the sociology of scientific knowledge. Part Two applies these critical alternatives to the traditional practices of scientific and technical communication. The final part demonstrates how these new practices can be applied to the communication vital in forming national and local science and technology policy.

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