Contents

Thematic Contents for Part 2 Readings xiv
Directory of Models xvii
Preface xxi

PART 1 Technical Writing: Ways of Writing 1

1 Technical Writing on the Job 3

Writing in Organizations 4
  Diversity in Technical Writing 5
  Reader/Purpose/Situation 5
Writing as a Process 6
  One Writer's Process 7
  Stages of Writing 9
Chapter Summary 17
Supplemental Readings in Part 2 17
Endnotes 17
Models 18
Exercises 25

2 Collaboration and Ethics 27

Writing with Others 28
  Writing with a Partner 28
  Writing on a Team 29
  Writing for Management Review 32
  Writing for Multiple Reviewers 34
  Writing with a Technical Editor 34
  Writing with an Online Team 35
Writing Ethically 37
  Plagiarism 38
  Copyright 40
  Social Networks 40
Chapter Summary 41
Supplemental Readings in Part 2 41
Endnotes 42
3 Audience 48

Analyzing Readers 49
  Subject Knowledge 49
  Position in the Organization 51
  Personal Attitudes 52
  Reading Style 52
  Multiple Readers 54
  International Readers 55
Finding Out About Readers 57
  Informal Checking 57
  Interviewing 58
Testing Reader-Oriented Documents 61
  Readers Working as a Group 61
  Readers Answering Questions 62
  Readers Performing a Task 62
  Readers Thinking Aloud 63
Chapter Summary 63
Supplemental Readings in Part 2 64
Endnotes 64
Models 65
Exercises 71

4 Organization 73

Sorting Information 74
  Select Major Topics 74
  Identify Subtopics 75
Constructing Outlines 75
  Informal Outlines 76
  Formal Outlines 77
  Topic Outlines 78
  Sentence Outlines 78
Developing Effective Paragraphs 78
  Unity 80
  Coherence 81
  Development 83
  Patterns for Presenting Information 84
Chapter Summary 90
Supplemental Readings in Part 2 91
Endnotes 91
Models 92
Exercises 96

5 Revision and Style 98

Creating a Final Draft 99
  Global Revision 99
  Fine-Tuning Revision 99
  Revising On-Screen 100
6 Document Design  122

Understanding Design Features  123
    Purpose of Design Features  123
    Design Principles  123
Creating Graphic Aids  125
    Purpose of Graphic Aids  125
    Tables  127
    Figures  128
Using Format Elements  143
    Written Cues  143
    White Space  146
    Color  148
    Typographic Devices  149
Chapter Summary  152
Supplemental Readings in Part 2  152
Endnotes  152
Models  153
Exercises  156

7 Writing for the Web  158

Planning a Web Site  159
Organizing Web Pages  159
    Home Page  160
    Information Pages  161
Writing Effectively  162
Designing Elements for Special Groups  163
    Senior Users  164
    Special Needs Users  164
    International Users  165
Evaluating Your Web Site  166
Chapter Summary  167
Supplemental Readings in Part 2  168
Endnotes  168
11 Formal Report Elements 246

Selecting Formal Report Elements 247
Writing Front Matter 247
Title Page 247
Transmittal Letter or Memo 248
Table of Contents 248
List of Figures 249
List of Tables 249
Abstract and Executive Summary 249
Writing Back Matter 252
References 252
Glossary/List of Symbols 253
Appendixes 253
Documenting Sources 254
APA System: Citations in the Text 254
APA System: List of References 257
Number-Reference System 265
Chapter Summary 265
Supplemental Readings in Part 2 266
Models 267
Exercises 277

12 Short and Long Reports 279

Understanding Reports 280
Developing Short Reports 281
Opening-Summary Organization 281
Delayed-Summary Organization 283
Developing Long Reports 286
Planning Long Reports 286
Gathering Information 289
Contents

Evaluating Sources 292
Taking Notes 294
Interpreting Data 295
Drafting Long Reports 296
Chapter Summary 298
Supplemental Readings in Part 2 298
Models 299
Exercises 315

13 Types of Reports 318

Understanding Conventional Report Types 319
Writing a Feasibility Study 319
  Purpose 319
  Organization 320
Writing an Incident Report 322
  Purpose 322
  Organization 322
Writing an Investigative Report 324
  Purpose 324
  Organization 324
Writing a Progress Report 328
  Purpose 328
  Organization 328
Writing a Trip Report 331
  Purpose 331
  Organization 331
Writing a Proposal 333
  Purpose 333
  Organization 334
Chapter Summary 338
Supplemental Readings in Part 2 338
Models 339
Exercises 364

14 Letters, Memos, and Email 367

Understanding Letters, Memos, and Email 368
  Letters 368
  Memos 368
  Email 368
Developing Effective Tone 370
  Natural Language 371
  Positive Language 371
  You-Attitude 372
Organizing Letters, Memos, and Email 374
  Direct Organization 374
  Indirect Organization 376
  Persuasive Organization 379
Writing Memos 382
  Memos from Managers 382
  Memos from Subordinates 383
15 Career Communication and Workplace Strategies 400

Looking for a Job 401
Writing Résumés 402
  Traditional Résumés 402
  Scannable Résumés 405
  Email Résumés 406
  Web-Based Résumés 407
Writing Job-Application Letters 408
Writing Other Job-Related Letters 409
  Follow-Up Letters 409
  Answers to a Job Offer 410
Understanding Workplace Culture 411
  Communication Etiquette 411
  Coworker Etiquette 412
  Business Lunch Etiquette 414
Chapter Summary 414
Supplemental Readings in Part 2 415
Endnotes 415
Models 416
Exercises 425

16 Oral Presentations 427

Understanding Oral Presentations 428
  Purpose 428
  Advantages 428
  Disadvantages 429
   Types of Oral Presentations 429
Organizing Oral Presentations 430
Preparing for Oral Presentations 432
PART 2 Technical Writing: Advice from the Workplace 445

Batin, C. B., and Van Doren, J.  "How to Avoid Costly Proofreading Errors" 447
Barefoot, D. K.  "Ten Tips on Writing White Papers" 450
Caher, J. M.  "Technical Documentation and Legal Liability" 453
Humphries, A. C.  "Business Manners" 459
International Association of Business Communicators.  "Code of Ethics for Professional Communicators" 461
Nielsen, J.  "First 2 Words: A Signal for the Scanning Eye" 463
Nielsen, J.  "Write for Reuse" 467
Rasberry, T. W.  "The Buck Stops Here" 471
Schafer, R. R.  "Ten Tips for Writing Better Web-Based Survey Questions" 473
Smith, G. M.  "Eleven Commandments for Business Meeting Etiquette" 478
Weiss, E. H.  "Taking Your Presentation Abroad" 480

Appendix Guidelines for Grammar, Punctuation, and Mechanics 494

Grammar 494
Dangling Modifiers 494
Misplaced Modifiers 495