



Technical Communication

By Paul V. Anderson

Cengage Learning Emea, 2010. Taschenbuch. Book Condition: Neu. Neu Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - PART I: INTRODUCTION. 1. Communication, Your Career, and This Book. Communication Expertise Will Be Critical to Your Success. Characteristics of Workplace Writing. At Work, Writing Is an Action. The Main Advice of This Book: Think Constantly about Your Readers. Qualities of Effective On-the-Job Communication: Usability and Persuasiveness. The Dynamic Interaction between Your Communication and Your Readers. Some Reader-Centered Strategies You Can Begin Using Now. Communicating Ethically. What Lies Ahead in This Book. Guidelines, Your Creativity, and Your Good Judgment. Case: Help Mickey Chelini Select the Right Forklift Truck. 2. Overview of the Reader-Centered Communication Process: Obtaining a Job. Central Principles of the Reader-Centered Approach. A Reader-Centered Approach to Writing Your Résumé. Writer's Tutorial: Using Tables to Design a Résumé. Electronic Résumés: Special Considerations. A Reader-Centered Approach to Writing Your Job Application Letter. Ethical Issues in the Job Search. Writing for Employment in Other Countries. Interviewing Effectively and Displaying Your Work. Conclusion. Case: Advising Patricia. PART II: DEFINING YOUR COMMUNICATION'S OBJECTIVES. 3. Defining Your Communication's Objectives: Purpose, Reader, Context. Guideline 1 Create a Mental Movie of Your Reader in...



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