

# LC114 Communicating Technology

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# Task 1: Brainstorming

## Problems and solutions from your field of study

1. Find 2 real-life **needs/problems** that can be solved or alleviated using a particular solution from your own field of study.
  - The solution may be e.g. a method, device, technology, material, or strategy.
  - The problem can be a need to develop a new technology, or improve on an existing method or process.
2. Briefly describe a technical **solution** for both of the problems that you identified.
3. Identify a **potential client**, i.e. who would most probably implement this solution  
(what public/private institution, company or individual entrepreneur?).

# **In your group, discuss:**

## **What is Technical Writing?**

# What is technical writing?

“Technical writing conveys *specific information* about a technical subject to a *specific audience* for a *specific purpose*...The words and graphics of technical writing are meant to be *practical*; that is, to communicate a body of factual information that will help an audience *understand* a subject or *perform* a task.”

- Michael H. Markel Director of Technical Communication Boise State University

# What is academic writing?

(Academic writing is) more structured and adheres to specific rules depending on what you are writing about and who you are writing for. ...specific ***purpose*** and are, therefore, ***structured*** in ways that help you, the writer, ***achieve the intended effect for a specific audience.***

(Academic plagiarism, <https://academicplagiarism.co>)

**Features of academic writing Complexity, formality, precision, objectivity, explicitness, accuracy, responsibility, organisation, planning.**

(Academic writing: features of academic writing, <http://www.uefap.com/writing/feature/featfram.htm>)

# The four C's

- **Clarity** (Audience and Organization)

Easily understood by your intended reader

- **Comprehensiveness** (Content)

Contains ALL necessary information.

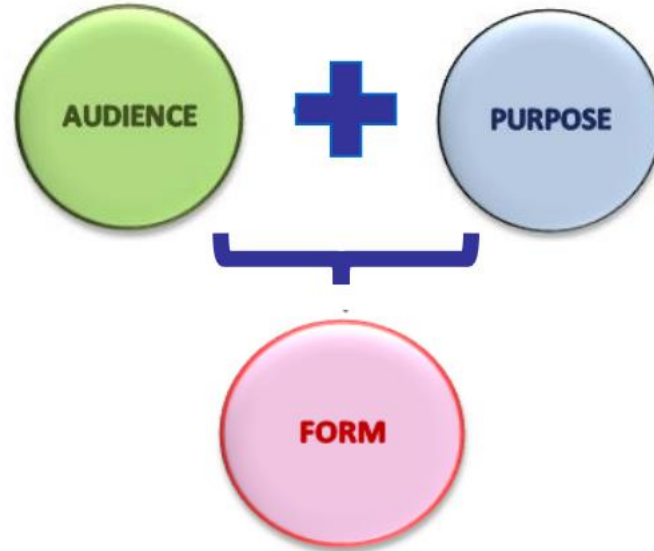
- **Conciseness**

Clear without excess words (no politeness, no hedging)

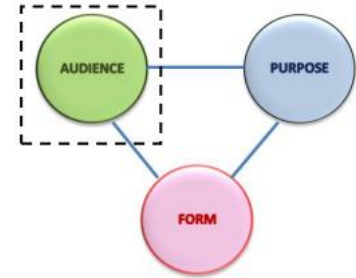
- **Correctness** (Style)

Grammatical and follows convention

# Principles of successful communication



# Successful communication



## 1. Audience

Who are you writing to?

- Is it a formal or informal style more appropriate for this audience?
- How much information does this audience already know?
- How much detail can they take?
- What information on this subject does this audience need?



# Successful communication

## 2. Purpose

What are you hoping to achieve with this text?

- To inform?

What do you want the audience to know when you are done?

- To persuade?

What do you want the audience to believe or agree with?

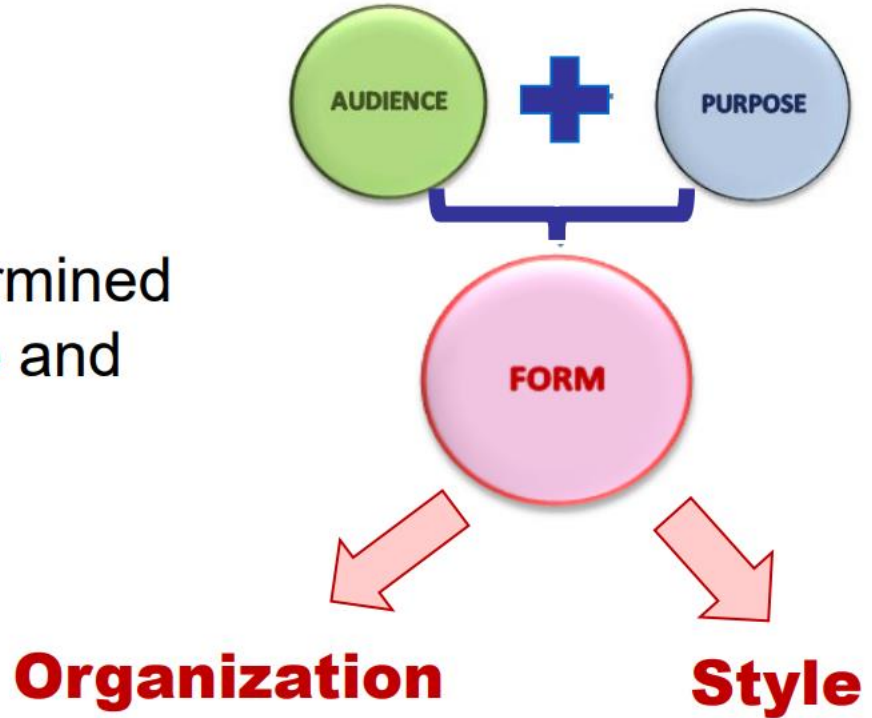
- To entertain?

What action do you want the audience to take?

# Successful communication

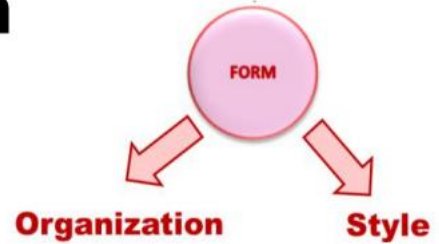
## 3. Form

**Form** is determined by **audience** and **purpose**.



# Successful communication

## 3. Form



What form will best accomplish your purpose with this particular audience?

- Would **formal** or **informal style** be more appropriate for your audience and purpose?
- How can you best **organize** your information to have the greatest impact on your audience?
- Is there a **model** or **format** that you should follow?

**A?**

*- Problem-solution pattern of organization?*

# Successful communication



## 3. Form

The most important pattern of organization in technical academic writing is the **problem-solution pattern**

### Four moves:



#### 1. Situation

What is relevant or important about the topic?



#### 2. Problem

What is wrong with the current situation?

What is needed or lacking?



#### 3. Solution

What solutions past and current have been tried?

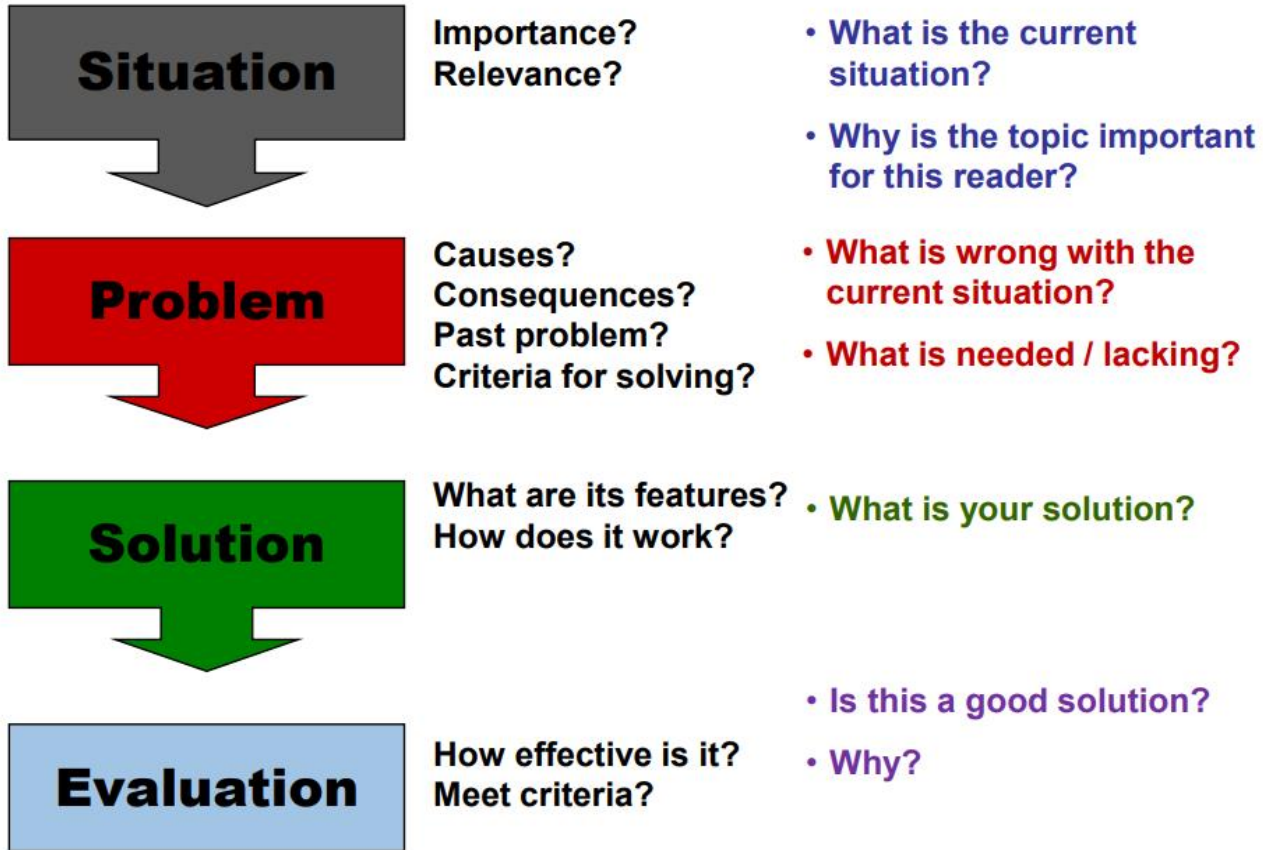
What method or technology would solve the problem?



#### 4. Evaluation

Is this a good solution? Why?

A?



**A?**

**Situation**

**Importance, relevance**

*major, important, popular, common, and many*

**Problem**

**Causes, consequences, past solutions, ...**

**contrast** (*However, despite, although, but*),

**negative** (*limited, few, little, no, not, none*),

**synonyms** (*danger, drawback, disadvantage, weakness, need, shortcoming, obstacle*).

**Solution**

**Features? How does it work?**

**nouns** *solution, answer, approach, strategy, improvement*

**verbs** *solve, address a problem, work out, develop*

**causative connectors** *therefore, as a result, thus*

**Evaluation**

**How effective? Meet the criteria?**

**nouns** *benefit, advantage*

**verbs** *provide, offer, enable, allow*

**adjectives** *effective, efficient, reliable, safe, useful*



# **HOMEWORK**

- 1. Assignment A1: Learning portfolio**
- 2. Assignment A2: Brainstorming potential topic (bring this to the class next week)**

# Questions?

