科技交流实践教程

（第六版）（英文版）

Technical Communication

A Practical Approach, Sixth Edition

◎ ［美］ William Sanborn Pfeiffer 著

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内容简介

　　本书为美国经典教材，介绍真实工作场景中，尤其是与科技相关的领域中的写作交流方法与策略。此书除讲述科技交流写作过程、结构方式、各种工作文档的写作方式外，还介绍工作道德、国际化交流中的注意事项、网络交流和口头交流的策略，并针对非英语国家学习者在英语语言和写作技巧方面给出了重要提示。每章设有文档样本、写作指导和仿真交流任务，以帮助学习者掌握本章的内容。

　　本书可作为交流技巧课程教材，既适合本科生与研究生阅读，也可供涉外工作人员，尤其是科技工作人员参考。

Preface

It is a good thing, perhaps, to write for the amusement of the public, but it is a far higher and nobler thing to write for their instruction, their profit, their actual and tangible benefit.

Mark Twain, "Curing a Cold"

Perhaps it was in a moment of weakness that Mark Twain—an amusing writer if there ever was one—wrote this passage about the value of practical writing. Whatever his motivation, he clearly acknowledges the importance of writing that makes the world function, the kind of prose that today we call "technical writing" or "technical communication."

To help you become an excellent technical communicator, all editions of this book have stressed one simple principle: you learn to write well by doing as much writing as possible. This sixth edition adds new features that make it even more readable and usable, without changing what has made the book work in all its editions—numbered guidelines, good models, practical assignments, and clear writing.

At the start of my classes, I sometimes ask students to describe their professional goals for the next 10 years. As you might expect, their comments suggest they hope to rise to important positions in the workplace and make genuine contributions to their professions. Such long-term thinking is crucial, keeping you on course in your life.

Yet, ultimately, the way you handle the small details of daily life most influences the real contribution you will make in the long run. If you do good work, believe in what you do, and communicate well with others—both interpersonally and in writing—success will come your way. The author Robert Pirsig put it this way in his 1974 work *Zen and the Art of Motorcycle Maintenance:*

The place to improve the world is first in one's own heart and head and hands, and then work outward from there.

I believe—and this book tries to show—that clear, concise, and honest writing is one of the most powerful tools of your heart, head, *and* hands.

William Sanborn Pfeiffer
Ramapo College of New Jersey

# A PRACTICAL PROVEN GUIDE TO EFFECTIVE WORKPLACE COMMUNICATION

Every student who plans to work in business and industry must master the art of technical communication. Indeed, in this new century your ability to communicate effectively in print, in presentations, and in electronic media will play a major role in your success in your chosen profession.

This book is grounded in the principle that you will learn to communicate most effectively by writing early and as much as possible in a course. It contains a wealth of guidelines, examples, and models to help you become a competent professional writer. The following pages will introduce you to the core features of this text and tell you what's new in the Sixth Edition.

CORE FEATURES OF *TECHNICAL COMMUNICATION: A PRACTICAL APPROACH*
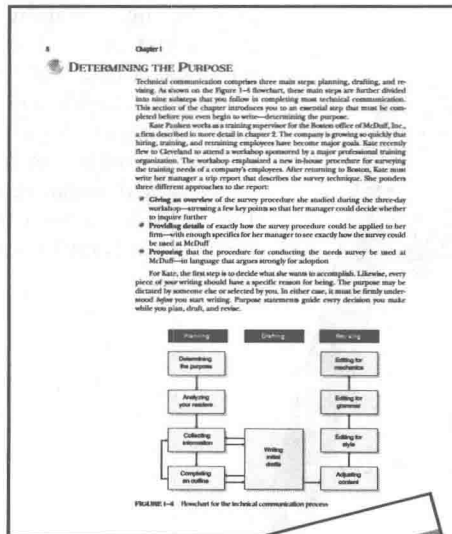
Focus on Process and Product   Students begin writing in Chapter 1: Process in Technical Communication. The text immerses students in the process of technical communication while teaching practical formats for getting the job done.
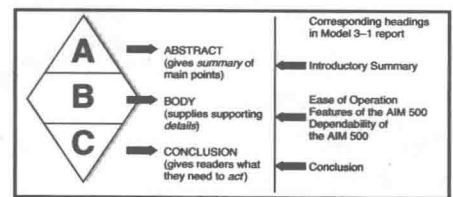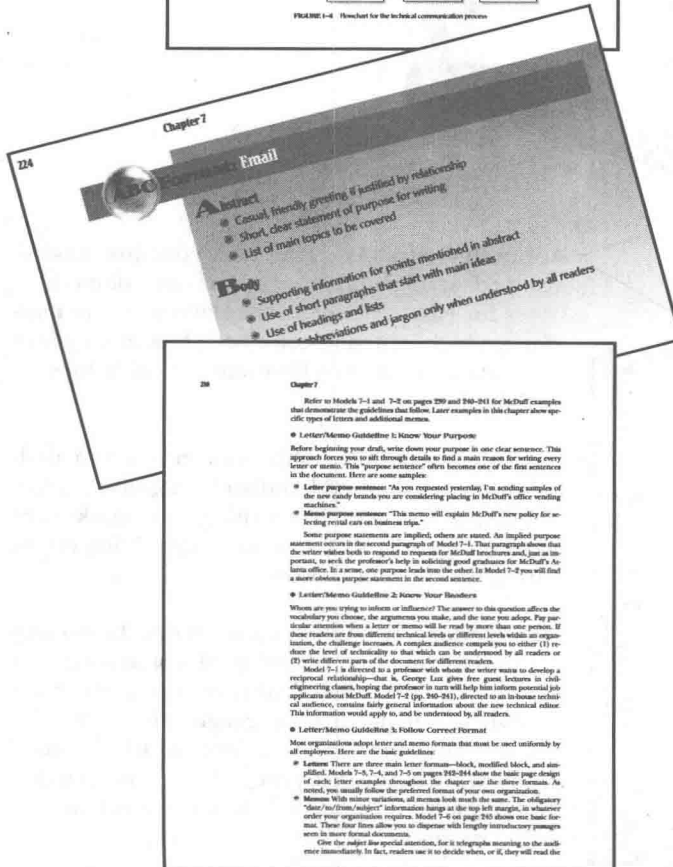
A Simple ABC Pattern for All Documents
The "ABC format"—Abstract, Body, and Conclusion—will guide students' work in this course and throughout their careers. This underlying three-part structure provides a convenient handle for designing almost every technical document.

Numbered Guidelines   Many sets of short, numbered guidelines make this book easy to use to complete class projects. Each set of guidelines will take students through the process of finishing assignments, such as writing a proposal, doing research on the Internet, constructing a bar chart, and preparing an oral presentation.
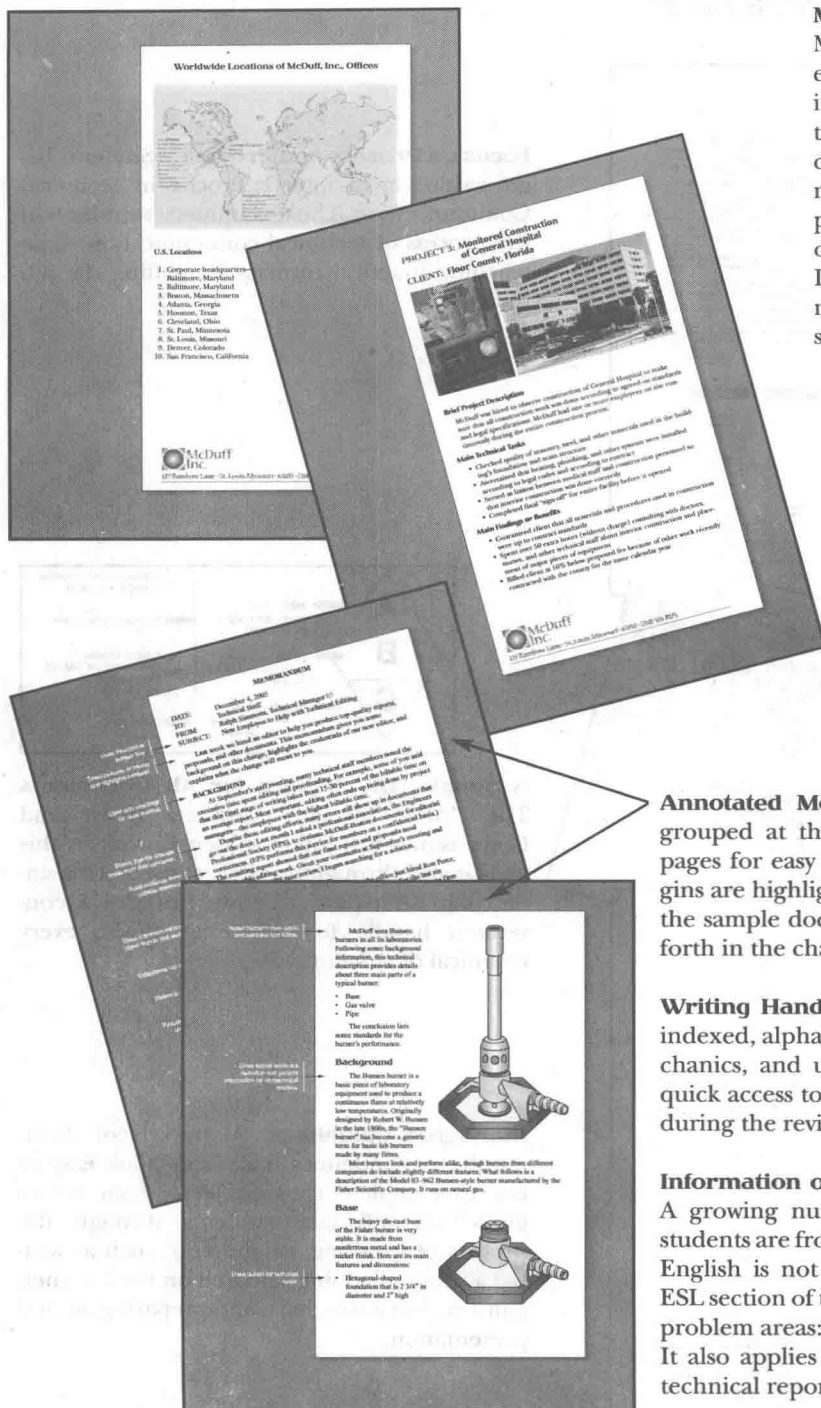
McDuff, Inc.—A Fictional Company
McDuff, Inc. is a fictional diversified engineering consulting firm working in a variety of technical and non-technical areas. This company was created to provide a context for the many students who do not have experience working in a professional or technical organization. McDuff, Inc. provides a realistic setting for many of the book's examples and assignments.

Annotated Models The text contains models grouped at the end of chapters on color-edged pages for easy reference. Annotations in the margins are highlighted in color and show exactly how the sample documents illustrate the guidelines set forth in the chapters.

Writing Handbook This book provides a well-indexed, alphabetized handbook on grammar, mechanics, and usage. The writing handbook gives quick access to rules for eliminating editing errors during the revision process.

Information on English as a Second Language
A growing number of technical communication students are from other countries or cultures where English is not the first language. Therefore, the ESL section of the handbook focuses on three main problem areas: articles, prepositions, and verb use. It also applies ESL analysis to an excerpt from a technical report.

NEW ADDITIONS TO THE SIXTH EDITION

Learning Portfolio

The chapter-ending *Learning Portfolio* collects *Communication Challenge* and *Collaboration at Work* case studies and exercises and *Assignments* together in one place. This new chapter section offers a tremendous variety of opportunities for students to build their portfolio of communication skills and practice all forms of technical communication. *Learning Portfolio* activities include the following:

Communication Challenges   Every chapter includes a McDuff case study, with related questions at the end of the chapter text. Called a "Communication Challenge," each case describes a communication problem that relates to the material in its respective chapter. These case studies can be used as a springboard for class discussion or for collaborative assignments.

Collaboration at Work   Every chapter also includes a "Collaboration at Work" exercise. These exercises engage the student's interest in chapter content by getting teams to complete a simple project.
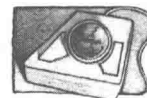
Assignments

International Communication Assignments   Because globalism continues to transform the business world, this book includes suggestions for understanding other cultures and for writing in an international context. In addition, each chapter's set of exercises ends with an "international communication assignment."

Ethics Assignments   To reinforce the ethical guidelines described in Chapter 2, each chapter includes an ethics assignment. No one can escape the continuous stream of ethical decisions required of every professional almost every day—such as deciding what tone to adopt in a proposal—which is why the text addresses ethical issues in these assignments.

***New!* A.C.T. N.O.W. (Applying Communication to Nurture Our World) assignments in each chapter**   Tailored specifically to each chapter, these assignments give students the opportunity to connect the process and product of technical communication to effective action on a service-related project that "makes the world a better place."

New Additions to the Sixth Edition

FIGURE 11-10 *Example of design principles used in a Web page design*
Source: Internet Archive: Live Music Archive, http://www.archive.org/audio/etree.php

Finding a Theme and Developing Graphic Content

Once you have a set of design conventions and...
signing your graphic content. First, you should d...
theme for your site. The site's graphic identity a...
graphic identity is defined by the use of colors, f...
animation, and other visual information. Rath...
random, it is a good idea to select a specific th...
lections. You should consider the tone and imp...
Many e-commerce sites that sell products use a the...
that is appropriate for your users, purpose, conte...
vey. Then, use the defined theme to help you devel...

Many development teams will use a variety of...
content for Web sites. If you have existing graphic c...
need to be converted or improved for a Web enviro...
Web site can come from a variety of sources. If you...
sketches or photos, you can use a document scanner...
formats for use on the Web. Also, you can create you...
design professional to create them using graphic desi...
If you don't have the time or resources to devel...
search the World Wide Web's vast number of sites for g...
for purchase). By typing in a search for "free Web graphi...

Web Pages and Writing-for-the-Web Chapter

The way we use the Web to communicate continues to evolve. For the Sixth Edition we asked an expert in the field, Chris Baehr of Texas Tech University, to contribute a chapter that provides a current and useable overview of how the Web is being used.

FIGURE 11-14 *Sample Web usability checklist*

Technical Research Material Updated

With constant changes in print and electronic databases, it is important that students have the most current information on the availability and use of major sources for class projects. In particular, the guidelines for Web searches have been heavily revised to assist students in their online research.

Guidelines and Examples of CBE, MLA, and APA Documentation

The Sixth Edition now contains information available on three of the most commonly used forms of documentation in the classroom. Further, the main chapter example is now produced in APA style.

Companion Website:
A Wealth of NEW Online Materials

The heavily augmented Sixth Edition Companion Website contains many new cases, exercises, activities, and documents for each chapter, available to students at *www.prenhall.com/pfeiffer*. Online materials for each chapter in the text include the following:

- **Chapter Outlines**—These provide an overview of major chapter concepts.
- **NEW Interactive Editing and Revision Exercises**—Interactive documents allow students to see poorly done and improved versions of documents with additional assignable document revision exercises.
- **NEW Communication Cases**—Students encounter workplace situations with assignments in a wide range of career-oriented applications.
- **Portfolio Activities**—Writing activities specific to technical and career fields allow students to practice producing communication relevant to their interests.
- **Collaboration Exercises**—These assignments are designed to provide students with practice for writing and communicating in teams.
- **Sample Forms and Documents**—Included are example documents and McDuff document models in downloadable Microsoft Word format.
- **Online Resource Links**—These are links to online resources including guides to document preparation, job search information, and library research tools.
- **Chapter Quizzes**—Self-grading multiple-choice quizzes help students master chapter concepts and prepare for tests.

Research Navigator™:
A Premium Research Tool

Students using a OneKey online course will have access to Pearson's Research Navigator, which provides them with the easiest way to start a research assignment. It contains extensive help on the research process and four exclusive databases of credible and reliable source material, including the EBSCO Academic Journal and Abstract Database, *New York Times* Search by Subject Archive, "Best of the Web" Link Library, and *Financial Times* Article Archive and Company Financials. Research Navigator helps students quickly and efficiently make the most of their research time.

TO THE INSTRUCTOR

Instructor's Resources

The instructor resources for the sixth edition have been greatly expanded, including a new PowerPoint Lecture Presentation package, a new test generator, and new *OneKey* online courseware.

- **Instructor's Resource Manual** (ISBN: 0-13-119820-3)
  New to this edition is an expanded Instructor's Resource Manual loaded with helpful teaching notes for your classroom. Included in the manual are answers to the chapter quiz questions, a test bank, and instructor notes for assignments and activities located on the Companion Website.
- **NEW Instructor's Resource CD (IRCD)** (ISBN: 0-13-119818-1)
  The IRCD includes the following components:
  - **NEW Test Generator**
  - **NEW PowerPoint Lecture Presentation Package**
  - **Instructor's Resource Manual** (in Microsoft Word)
- **Transparency Acetate Package** (ISBN: 0-13-119817-3)
  This package contains most of the book's Models and ABC Formats.
- **OneKey Distance Learning Solutions: Convenience, Simplicity, Success**
  New to this edition are ready-made Blackboard, WebCT, and CourseCompass online courses. If you adopt the text with a OneKey course, student access cards will be packaged with the textbook at no additional charge to the student.

ACKNOWLEDGMENTS

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