

ENG 238

TECHNICAL & PROFESSIONA L WRITING

24 JANUARY 2018

PREPARED BY/ PROFESSOR JORDAN WINDHOLZ

THE CHALLENGES
IT'S HARD



THE CHALLENGES

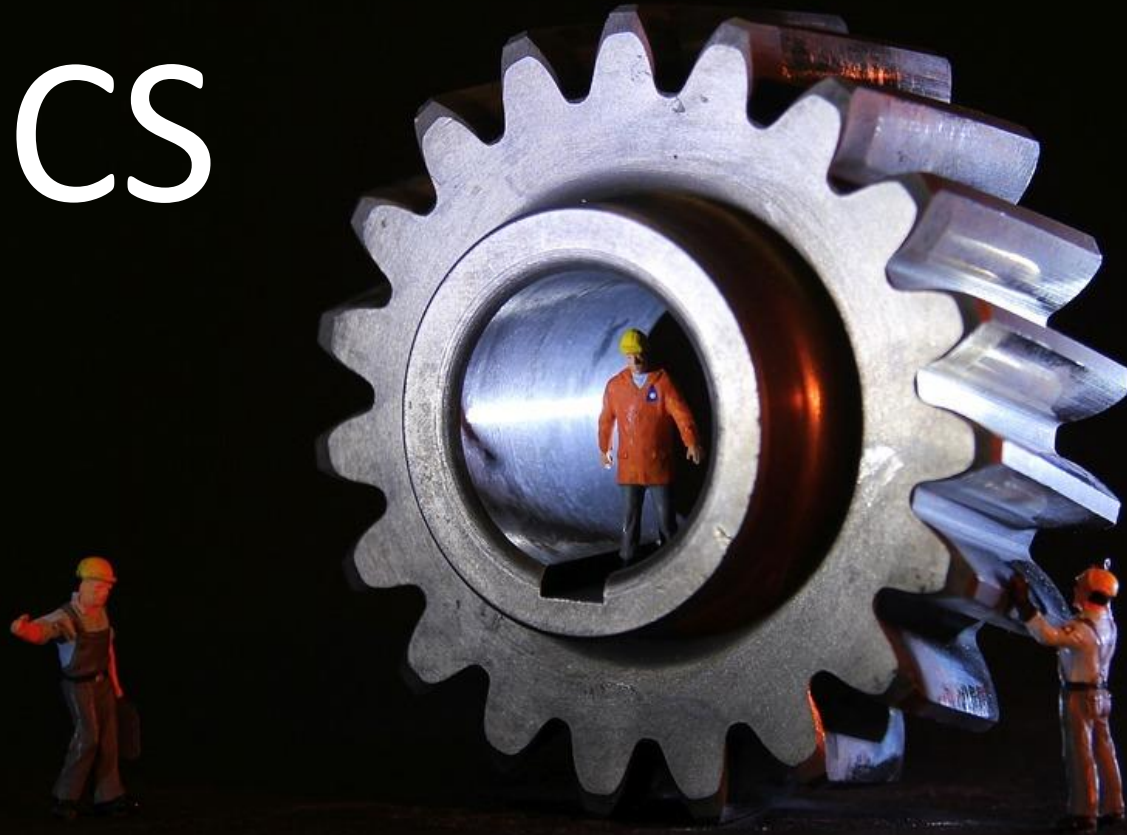
BECAUSE IT'S COLLABORATIVE



IT'S HARD

MECHANICS

Listening
Speaking
Reading
Writing



BECAUSE IT'S COLLABORATIVE

ARGUMENTATION



WHAT WE NAVIGATE



AUDIENCE

WHO ARE THEY?

WHAT DO THEY KNOW?

WHAT DO THEY WANT?



PURPOSE

WHAT DO YOU WANT
THEM TO KNOW?

WHAT DO YOU WANT
THEM TO DO?



DOCUMENT

WHAT CAN'T YOU DO?

SUBJECT

SCHEDULE

BUDGET





WHO WE ARE



WE LOOK LIKE
EVERYONE ELSE
MAJORS?



OUR SKILLS
SET US APART

WHAT WE DO



Six Characteristics

Address Readers



A man with short dark hair and a mustache, wearing a black leather jacket and a gold watch, is shown in a close-up. He has his hand to his chin in a thinking pose. The background is a blurred street scene with a building and a sign that reads "Opening Mon Tue-Thur Fri-Sat Sunday".

Utilize Words

AND Images

Reflect Goals and Culture

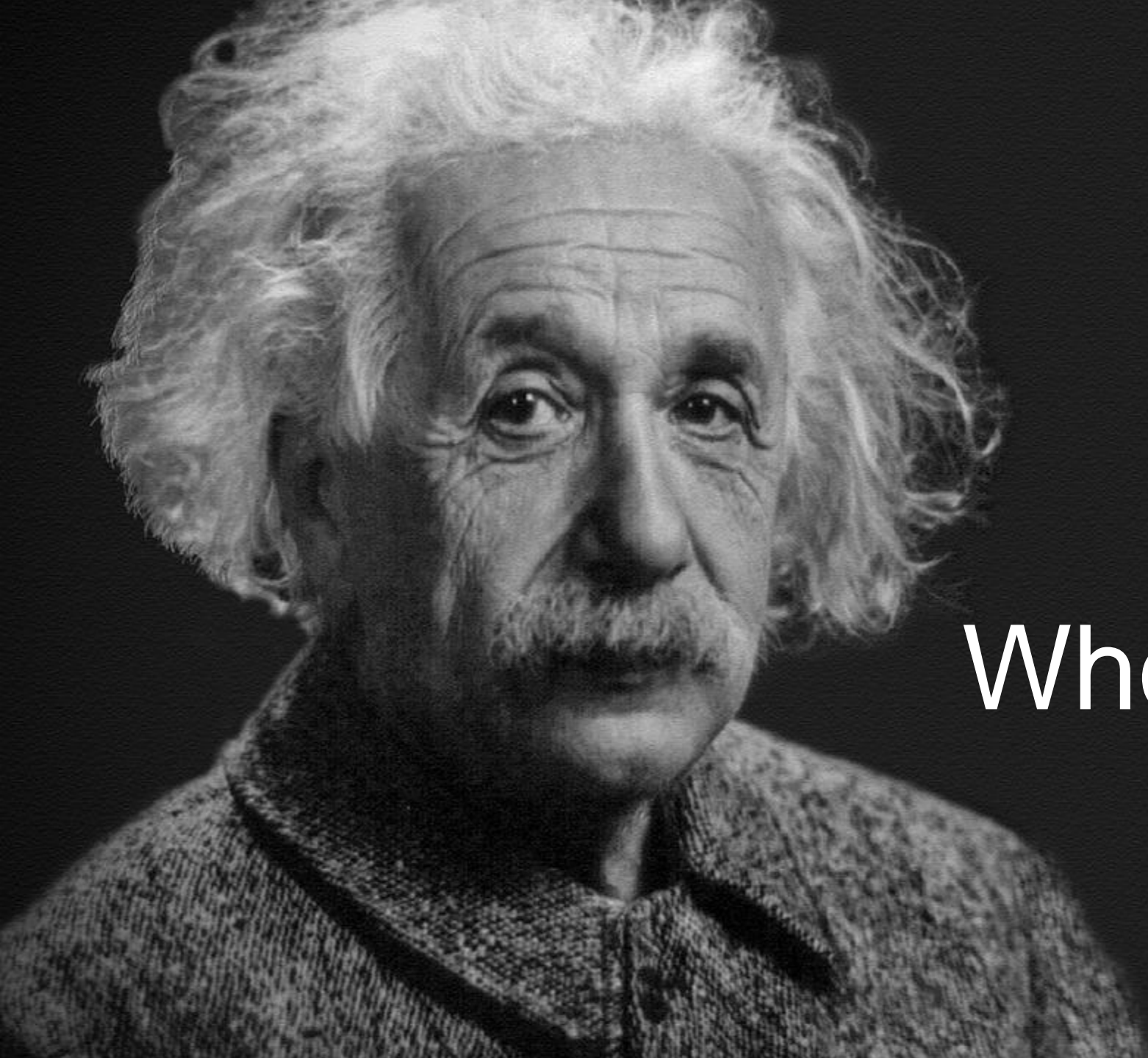


Design Effectively

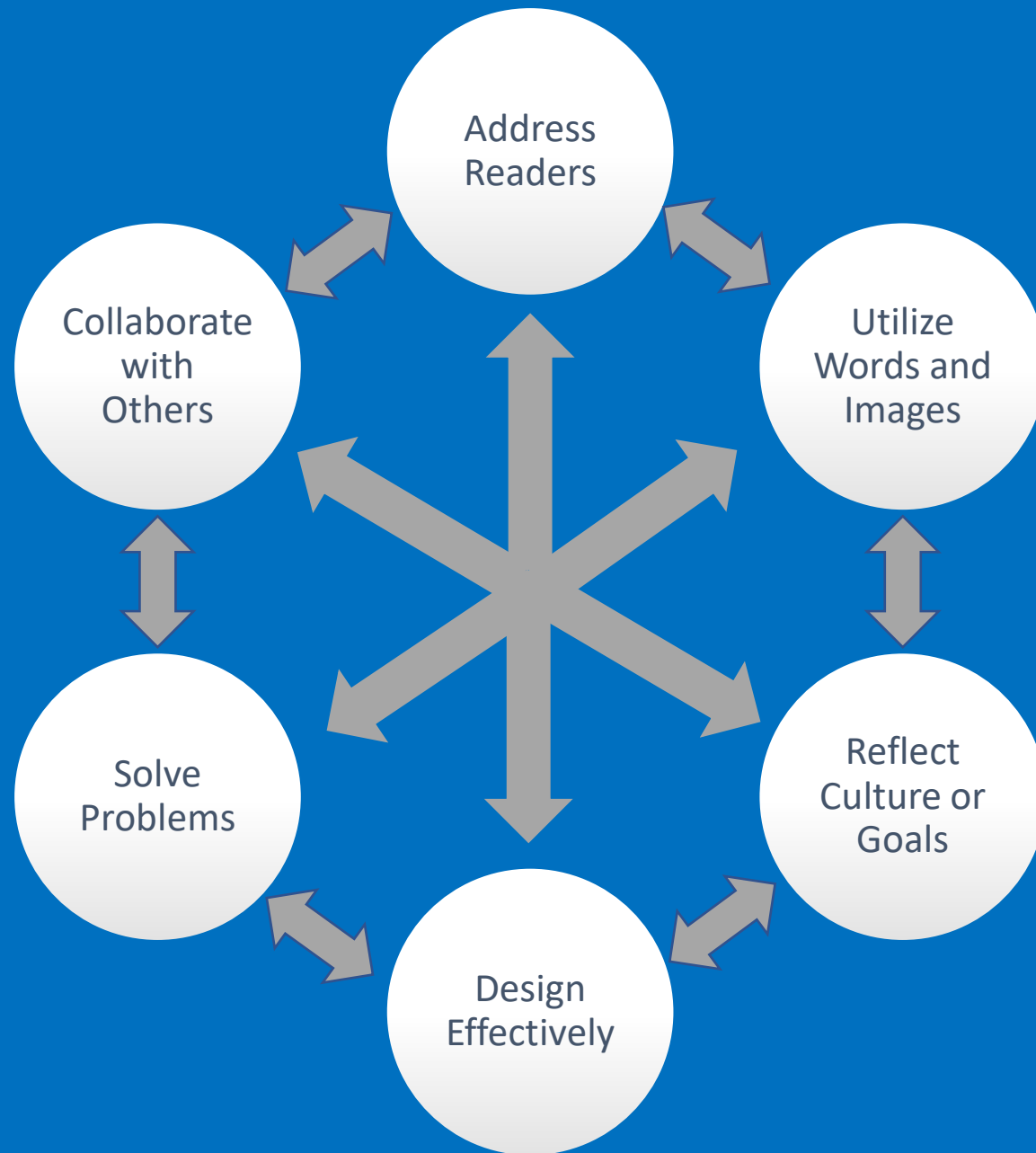


Solve Problems





Collaborate
with Others
Who Know More



HOW WE DO IT



8 Measures

Honesty



Clarity





Correctness

...teacher and ... to you why. First
... of his very own to what
... learn something interesting. Me
... courses that clash with the main
... practice and improve your ...

Professional

Appearance



Conciseness



Accuracy





Comprehensiveness



Accessibility



Honesty

Clarity

Correctness

Professional Appearance

Conciseness

Accuracy

Comprehensiveness

Accessibility

PLAN

The diagram illustrates a five-step process for writing, represented as a staircase. Each step is a grey L-shaped block with a white label. The steps are arranged diagonally from bottom-left to top-right. The labels are: PLAN, DRAFT, REVISE, EDIT, and PROOFREAD. The final step, PROOFREAD, is split across two lines. The entire diagram is set against a solid blue background.

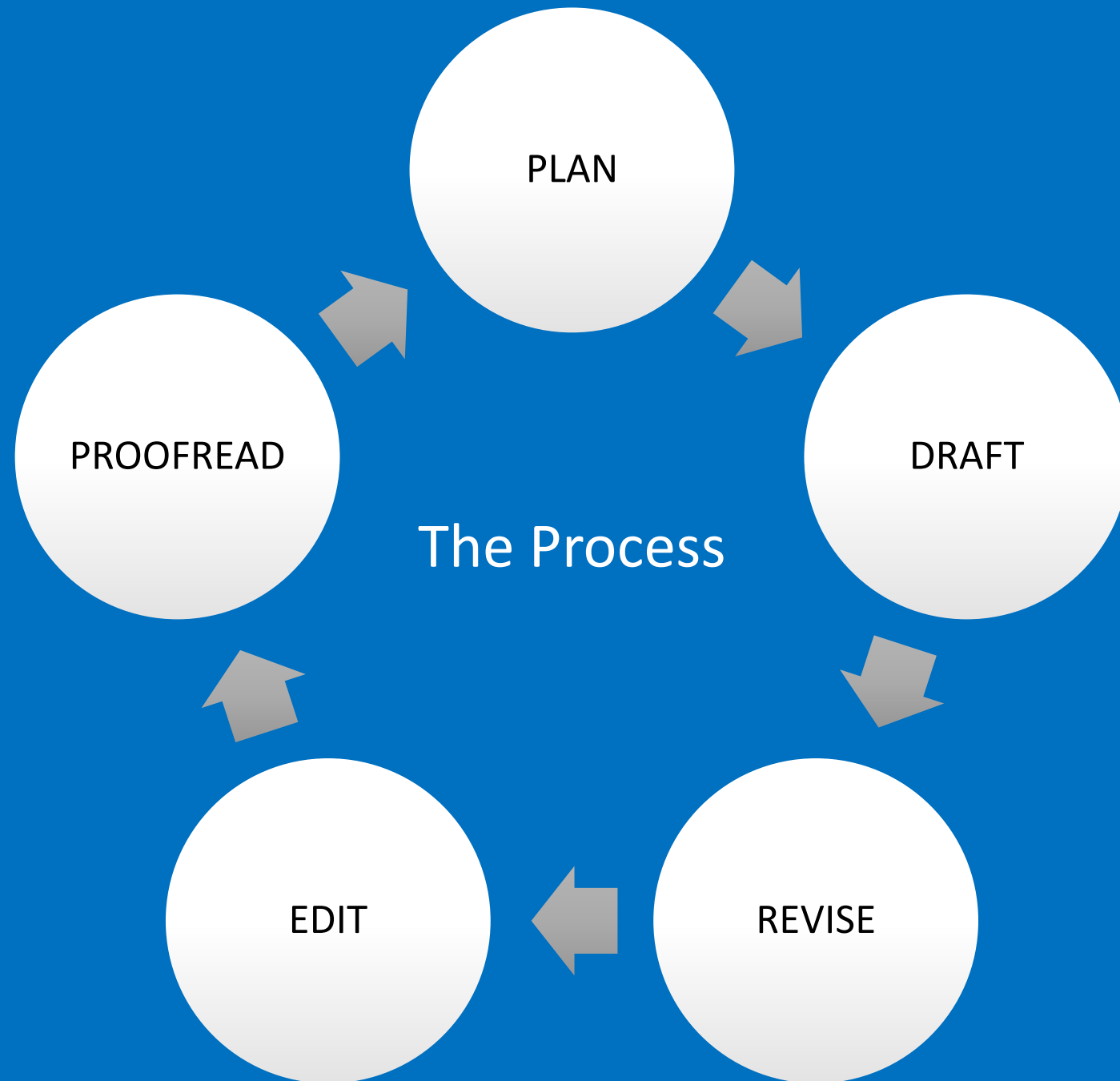
DRAFT

REVISE

EDIT

PROOFREAD

THE PROCESS





REVISING

DRAFTIN
G

DEADLINE

Questions ?

24 JANUARY 2018

PREPARED BY/ PROFESSOR JORDAN WINDHOLZ

Remember: Task Schedules Due Next Class

24 JANUARY 2018

PREPARED BY/ PROFESSOR JORDAN WINDHOLZ