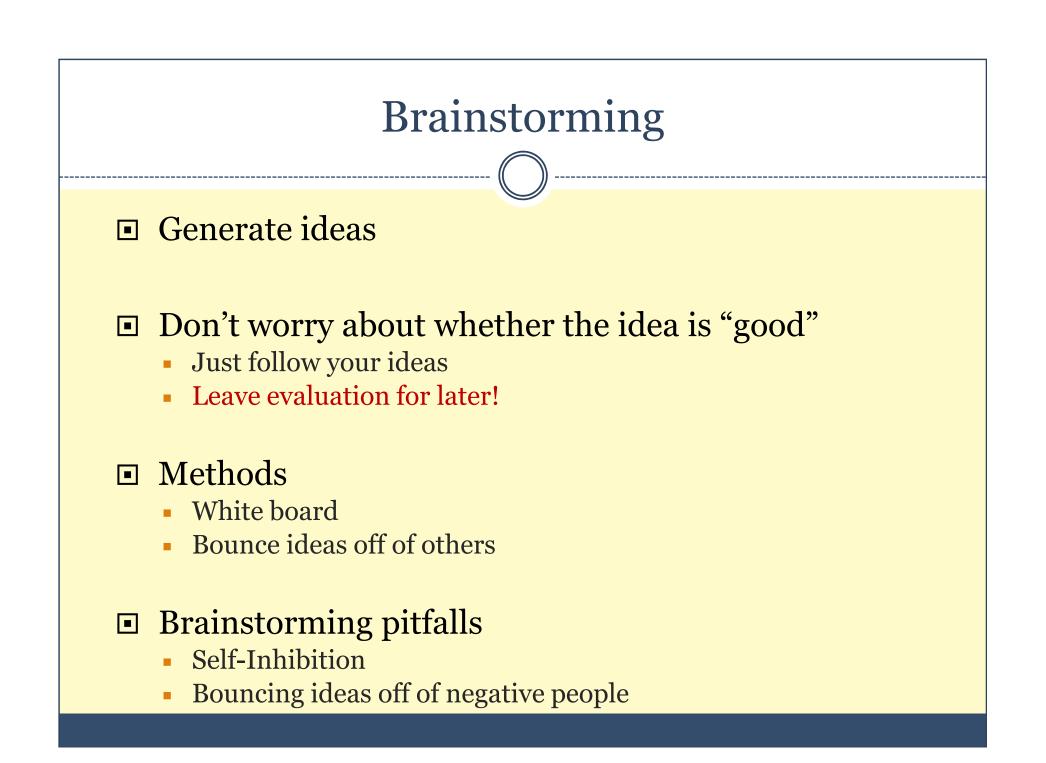


Defining the Problem

- Professional communication is problem oriented
 - 1. Identify the problem you need to address
 - 2. Determining exactly how you are suppose to address it
- Do not confuse the organizations problem with your personal problem
 - Ex: Writing a job letter



Using Systematic Questions as Prompts

- Explore topic systematically
- Generate more ideas using pointed questions.
- Ask questions about
 - 1. The subject matter you want to talk about
 - 2. The requirements of the subject field
 - 3. The requirements of the type of writing
 - 4. Your audience and its impact on your communication
 - 5. Issues that need to be emphasized

Explore Audience Impact: Social and Ethical Considerations

Social considerations

- What is your audience expecting
- Socially sensitive or inappropriate
- Follow social norms

Ethical considerations

- Distortion
- Incompleteness
- Inaccuracy
- Bias

Think: "present information so that is complete, accurate, clear"

Ethical Impact – Plato and Aristotle

- Ethical communicator promotes best interests of everyone involved

Finding Information

■ After you have discover the issues, find information

Library, Internet, ect.

■ Look up previous, related work

- Patent website
 - <u>http://www.uspto.gov/</u>
- Google Scholar
 - <u>http://scholar.google.com/</u>
- Live Scholar
 - <u>http://academic.live.com/</u>

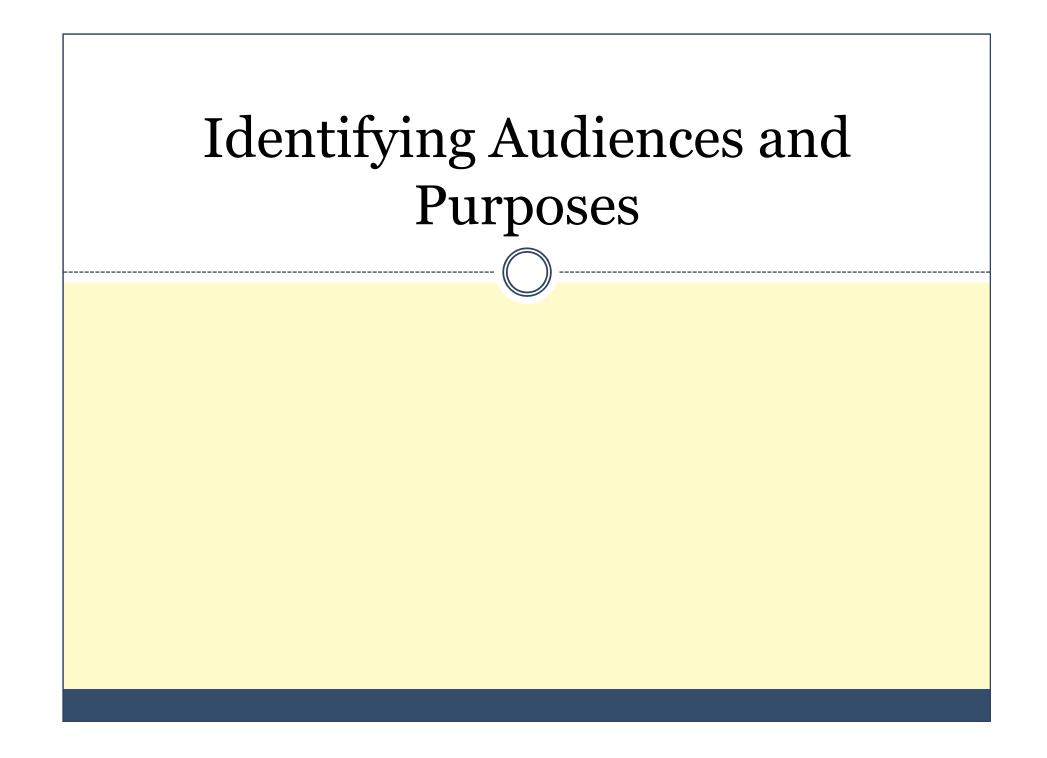
Forming a Potential Thesis

Gather topic explored, answers found, ideas

- See what they add up to
- Begin forming an argument
- Making an outline
- Making an idea diagram

Main Point

- I first main line of argument
 - A first subargument for I
 - 1 first proof for IA
 - 2 second proof for IA
 - 3 third proof for IA
 - B second subargument for I
 - 1 first proof for IB
 - 2 second proof for IB
 - 3 third proof for IB
- II second main line of argument
 - A first subargument for II
 - 1 first proof for IIA
 - 2 second proof for IIA
 - B second subargument for II
 - 1 first proof for IIB
 - 2 second proof for IIB
- III third main line of argument
 - A first subargument for III
 - B second subargument for III



Real World Audiences

- Communication is Audience dependent
 - Who is the audience?
 - What is the venue (speech, article, ect)?
 - What are your limits (page limit, time, ect) ?

Ex: Microsoft Zune MP3 Player

• Task: Create a technical document for Zune



Ex: Microsoft Zune MP3 Player

Model No. : 1089

User's Manual

Draft Rev.1.0a

1089 is a HDD portable audio player.

Features

Mass Storage Capacity • 1.8"HDD (30GB)

Display • 3.0inch low temperature polysilicone TFT LCD.

HID

Mechanical switches for all control surfaces.

I/O Interface • Headphone

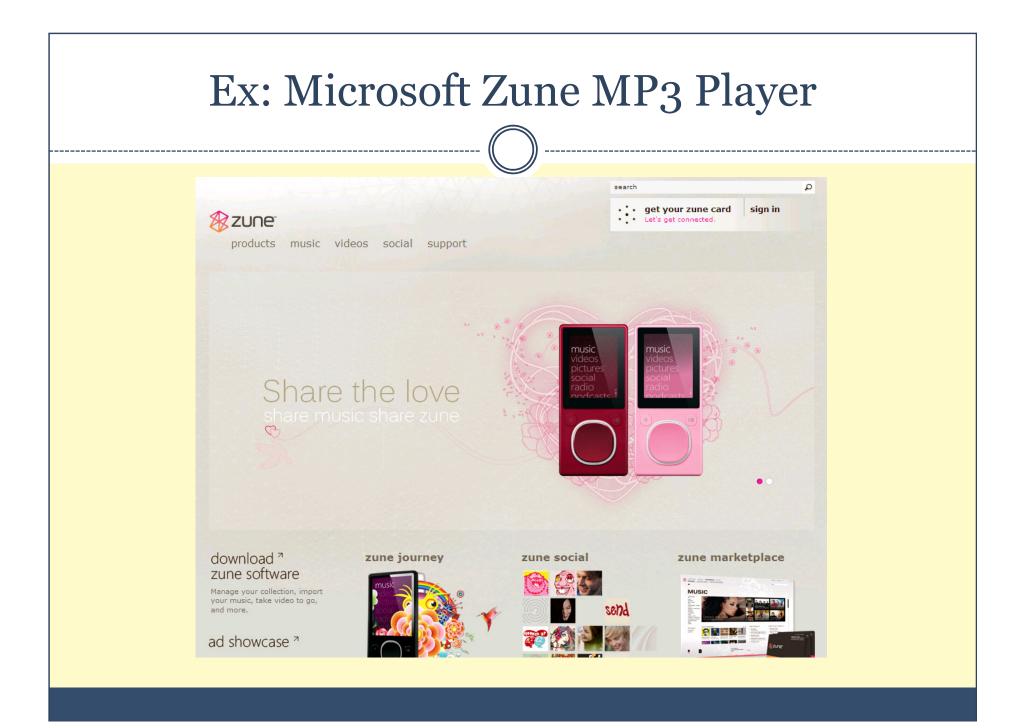
USB2.0

FM Tuner • high qualify FM tuner with RDBS.

Wireless LAN

- Theoretical maximum speed of 54Mbps for IEEE 802.11g
- Theoretical maximum speed of 11Mbps for IEEE 802.11b
- Frequency Channel Selection of 2.4GHz for 802.11b/g
- Wireless LAN module : WYSBAKSX2-A
- Max Antenna Gain : -0.3 dBi
- Modulation Type : DSSS (Revision B) OFDM(Revision G)

Battery • Li-Ion.





Type of Audiences

- Managerial Audience
- Non-specialist Audience
- Peer Audience
- International Audience
- Mixed Audience

Procedure for Audience Analysis

- 1. Indentify the communication's uses and routes
- 2. Identify all possible audiences
- 3. Identify Concerns, Goals, Values of each audience
- 4. Make communication appropriate for managers
- 5. Identify each audience's preferences and objections to arguements

