

# Technical Communications



- 2. GENERATING IDEAS**
- 3. IDENTIFYING AUDIENCES AND PURPOSES**

# Generating Ideas



# 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

# Brainstorming



- ▣ Generate ideas
  
- ▣ Don't worry about whether the idea is "good"
  - Just follow your ideas
  - **Leave evaluation for later!**
  
- ▣ Methods
  - White board
  - Bounce ideas off of others
  
- ▣ Brainstorming pitfalls
  - Self-Inhibition
  - Bouncing ideas off of negative people

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

# 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



# Identifying Audiences and Purposes



# 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 : WYSEBAKSX2-A
- Max Antenna Gain : -0.3 dBi
- Modulation Type : DSSS (Revision B)  
OFDM(Revision G)

### Battery

- Li-Ion.

# Ex: Microsoft Zune MP3 Player



The screenshot shows the Microsoft Zune website homepage. At the top left is the Zune logo, followed by navigation links for products, music, videos, social, and support. A search bar is located at the top right, with a 'get your zune card' button and a 'sign in' button below it. The main banner features the text 'Share the love share music share zune' and an image of two Zune MP3 players (one red, one pink) surrounded by a decorative floral pattern. Below the banner are four promotional tiles: 'download zune software' with a description, 'zune journey' with a colorful abstract image, 'zune social' with a collage of faces and the word 'send', and 'zune marketplace' with a screenshot of the Zune interface and a Zune device.

zune<sup>™</sup>  
products music videos social support

search

get your zune card  
Let's get connected.

sign in

Share the love  
share music share zune

download <sup>↗</sup>  
zune software  
Manage your collection, import your music, take video to go, and more.

ad showcase <sup>↗</sup>

zune journey

zune social

zune marketplace

# Ex: Microsoft Zune MP3 Player



# Type of Audiences



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

# Procedure for Audience Analysis



1. Identify 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 arguments



# Purposes



- Always consider your purpose!