13. Feminisms

Erin Clark Frost
East Carolina University

Feminist approaches to technical and professional communication (TPC) can lead to more ethical engagements with users, communities, and other stakeholders—engagements that disrupt traditional understandings of gender, power, and discourse to the benefit of all involved. To appreciate the possibilities of feminist approaches, one must first understand the ***history*** of feminism (really feminisms) in the field of TPC.

Mary Lay's (1989) "Interpersonal Conflict in Collaborative Writing: What We Can Learn from Gender Studies" is widely regarded as the first explicit engagement of technical communication with gender studies. In this piece, Lay transfers gender studies ***knowledge*** of the ways gender perceptions affect relationships to the domain of technical writing and offers strategies for helping technical communication students to see the limitations of gender roles and better collaborate. However, her work was not initially taken up, as the field was still grappling with terminology and entry points for the sorts of critical studies that include feminisms.

A bit later, feminisms gained a foothold in technical communication through special issues, including a *Journal of Business and Technical Communication* (*JBTC*) special issue (5.4) in 1991, an *IEEE Transactions on Professional Communication* (*IEEE TPC*) special issue (35.4) in 1992, and special issues of *Technical Communication Quarterly* (*TCQ*) in 1994 (3.3) and 1997 (6.3). These special issues were critical to the advancement of feminist technical communication. As Isabelle Thompson (1999) noted in her qualitative content analysis spanning 1989 to 1997, "most journal articles about women and feminism in technical communication appeared in special issues devoted to those topics" (p. 155). Further, these special issues did not appear out of nowhere; Thompson argues that "The journals publishing the most articles about women and feminism are currently edited by women" (p. 163), and she shows that *JBTC* and *TCQ* outpaced the other journals in her corpus (*IEEE TPC*, *Journal of Technical Writing and Communication*, and *Technical Communication*) in terms of percentage of articles published about women and feminism. For more information about how Lay's 1989 article came about prior to the publication of these special issues, its author offers a history that also includes related information about women in the field of technical communication (Schuster, 2015).

Special issues devoted to feminisms and related topics have mostly disappeared since 1997, and by some measures, "interest in feminism and women's issues has declined over the past 15 years" (Thompson & Smith, 2006). However, feminist technical communicators now persist in doing feminist work in the

absence of discipline-sponsored forums, through individual articles and chapters (e.g., Hallenbeck, 2012; Jones, 2016; Koerber, 2002; Ledbetter, 2018; Mallette, 2017; Malone, 2010; Petersen, 2014, 2019; Raign, 2019; Rauch, 2012; Rohrer-Vanzo et al., 2016; Sullivan & Moore, 2013). The past five to seven years have also seen some book projects that engage feminisms, sex, or gender and technical communication as significant themes (e.g., Agboka & Matveeva, 2018; Koerber, 2013, 2018; Owens, 2015). All of the above and more contribute to some common themes in feminist approaches to technical communication, including 1) feminist historiographical work, 2) interventions into misogynist practices, and 3) attention to plurality, intersectionality, and interdisciplinarity. This last theme points toward the fact that increasingly intersectional approaches mean that feminist work is happening in a variety of contexts and may not always be apparent in keyword searches of titles and abstracts; it also represents perhaps the most important trajectory for advancement of feminist (including womanist, Black feminist, and queer feminist) work in the field.

Feminist historiographical work is paradoxically connected with ***professionalization***, which can serve as a code word for unmarked maleness, and it is a common topic among technical writers (Coppola, 2012; Davis, 2001; Faber & Johnson-Eilola, 2002; Kynell-Hunt & Savage, 2003; Savage, 1996, 1999, 2004, 2010). Some would say "technical writing finally became a genuine ***profession*** as wartime technologies were translated into peacetime uses" and "the demand for [technical writing] courses rose dramatically as the colleges were deluged with returning veterans after 1945" (Connors, 1982, p. 12). If this history is to be believed, then technical communication was growing up as a field just before the time when mainstream second-wave feminism was gaining power. The second wave, often said to have begun with the 1963 publication of Betty Frieden's *The Feminine Mystique* and certainly associated with the Civil Rights movement, shifted attention from suffrage to identity and gender roles. Many women (particularly but not only white women) began to question the notion that being a wife and mother was their only path to success. The second wave gave rise to various kinds of feminisms that were sometimes in conflict with one another; for example, cultural feminists' belief in valuing traditionally female roles could sometimes clash with liberal feminists' injunctions to respond to stereotyping with resistance. And it is at what is typically considered the end of the second wave that explicitly feminist interventions into formal technical communication literature began.

The reflective bent of the second wave shows up in technical communication through field historiographies. The 1992 special issue of *IEEE TPC* investigated the effects of gendered assumptions on understandings of rationality. In this issue, Elizabeth Tebeaux and Lay (1992) engage in a historiographical recovery of English Renaissance-era technical writing for women; Kathryn A. Neeley explicates a history of women mediators in the 18th and 19th centuries. Later, in the 1997 *TCQ* special issue, authors worked to recover histories of women technical communicators and question the absence of such histories. Indeed, Katherine T.

Durack (1997) begins by suggesting that women's work in technical communication has been overlooked because the field has been seen as the domain of men and because historians have tended to internalize this belief. Elizabeth Flynn (1997) and John F. Flynn (1997), among others, begin to remedy this situation by paying attention to the mapping of feminisms in technical communication and by engaging in the recovery of domestic *sciences* and technologies—like grocery shopping, cooking, and bread-making—as technical communication practices. More recently, Marie E. Moeller and I (2016) additionally point to uncritical recoveries as potential feminist problems in our analysis of liberation vis-a-vis cookbook *rhetorics* and connected critique of field narratives. That is, we suggest that feminist approaches to technical communication artifacts should be attentive to context and should avoid hailing entire *genres*—particularly domestic genres—as necessarily liberatory.

The 1992 special issue of *IEEE TPC* has perhaps offered the largest trove of scholarship that directly addresses feminist interventions to misogynist practices. In that issue, Beverly Sauer (1992) argues that gendered assumptions about male ways of thinking have affected mine safety management. L. J. Rifkind and L. F. Harper (1992) assert a paradox between sexual harassment policies and the necessity of interpersonal relationships in the workplace, and S. Dell (1992) draws on communication theory in a rhetorical analysis of the "glass ceiling." Stephen A. Bernhardt (1992) and Deborah S. Bosley (1992) separately engage issues of gender in *visual design*. Beyond this issue, M. Z. Corbett (1990), Dell (1990), and Jeanette Vaughn (1989) all provide examples of ways to address sexist language in technical *documentation*. Others interrogate the intersections of gender and technologies (Aschauer, 1999; Brasseur, 1993; Lay,1993). Notably, Angela M. Haas et al. (2002) complicate constructions of women's and girls' relationships with technology and technical communication, arguing that it is dangerous to "presume that 'going online' somehow alleviates gender inequity and power imbalance" (p. 247).

Defining intervention work as rhetorical means that almost any feminist technical communication work could be thought of as an intervention. An important entry into this body of work, then, is scholarship that addresses the language of the field. It is no accident that some of this intervention work looks inward, as does Sauer (1992) when she uses literature published by the Mine Safety and Health Administration to demonstrate the importance of training technical writers to understand how gendered assumptions about male rationality can influence the epistemological underpinnings of technical documentation. Likewise, the 1994 issue of *TCQ* showcased work—especially the articles by Jo Allen (1994), Bosley (1994), and Susan Mallon Ross (1994)—that continues a conversation about the unmarked maleness of the field. Allen and Bosley point to ways of challenging and making apparent otherwise implicit misogyny. I (2016) recommend apparency as a specific approach to intervening in technical rhetorics (including those within the field) that privilege unmarked maleness through efficiency rhetorics; apparent feminism advocates putting a face on feminisms, hailing non-feminist

allies, and doing the rhetorical work to show how efficiency (and other terms like it) are often used to quell diverse approaches and perspectives.

Interest in paying attention to a greater plurality of feminisms, and especially to addressing issues of intersectionality, has become increasingly important to feminist technical communicators and apparent in their work. In particular, these concerns have overlapped with *social justice* movements. Much of this work has been made possible by Haas' (2012) argument for intersectional approaches to race, rhetoric, and technology. Since then, a number of works have been published that engage with feminisms and gender studies approaches to technical communication as part of a larger decolonial agenda to incorporate cultural studies and social justice into the field (De Hertogh, 2018; Jones et al., 2016; Moeller & Frost, 2016; Novotny & Hutchinson, 2019; Petersen & Moeller, 2016; Petersen & Walton, 2018; Smith, 2014). Notably, feminist technical communication scholars who embrace plurality and intersectionality increasingly combat the isolation and potential of myopic viewpoints of individual scholarship by co-authoring and engaging in other forms of scholarly *collaboration*—often without institutional support for such endeavors.

While recent work has been able to explicitly name intersectional feminisms as both goals and approaches, a number of scholars laid the groundwork for this with important *research* on the subjectivities of technical communication and the importance of feminist methods (Coletta, 1992; Dragga, 1993; Sauer, 1993; Tebeaux, 1993). As just some examples, Gail Lippincott (2003) examines Ellen Swallow Richards' rhetorical development of ethos, Lee Brasseur (2005) shines a light on Florence Nightingale's persuasive use of rose diagrams, and Jeffrey T. Grabill (2007) focuses on the penetration of information technologies into everyday lives as he encourages emancipatory action. E. P. Boyer and T. G. Webb (1992) and M. de Armas Ladd and M. Tangum (1992) look to diversity and difference as guiding principles in feminist thought in technical communication.

The special issues described above were especially important in laying the groundwork for plurality, intersectionality, and interdisciplinarity. *TCQ* issue 3.3 expanded upon feminist approaches to technical communication with an issue that "explores gender as a social force that shapes and is shaped by professional communication practices and readerships" (LaDuc & Goldrick-Jones, 1994, p. 246). In this special issue, Linda LaDuc and Amanda Goldrick Jones (1994) invoke the power of feminism's ability to take on multiple theoretical and political positions, "forsaking the comfort of even a single feminist method or 'truth stance'" (p. 249). Laura J. Gurak and Nancy L. Bayer (1994) and Sauer (1994) describe a variety of feminist methodological approaches (and resulting implications) to their subjects rather than limiting their investigations to a single methodological approach. This variety of methodological approaches opens the door to rich interdisciplinarity in feminisms' contributions to technical communication.

The 1991 special issue of *JBTC* promotes a cultural turn in technical communication, providing foundations for work in feminisms and cultural studies

and addressing the relationship between these two. (This cultural turn was not initially taken up, as suggested by the later return to the idea by J. Blake Scott et al. [2006].) In the 1991 *JBTC* special issue, Lay (1991) suggests a redefinition of technical communication that considers cultural issues, most notably issues of gender. Lay relies on technical communicators' understandings of social constructionism to combat and make visible scientific positivism in technical communication artifacts. Diane D. Brunner (1991) encourages recognizing that "we and our students operate within a culture in which domination/subordination is produced and reproduced" (p. 409) and that, embodied as we are, this creates ideologies in which some people are affirmed and others are cast out. Others in the issue advocate revision to static conceptions of female cultures and resistance to auto-colonization (Carrell, 1991; Flynn et al., 1991) and explicitly advocate for interdisciplinary work to support feminisms (Flynn et al., 1991).

Finally, in the 1994 special issue of *TCQ*, Ross looks to sources outside the discipline for insight, pushing for ***intercultural*** studies such as her own on the interactions between a Mohawk community and the Environmental Protection Agency. She provides an example of how feminist concern with other injustices—namely, racism and environmental oppressions—can inform broader understandings of the applicability of feminisms to a field like technical communication.

Feminisms and social justice agendas, in other words, are symbiotic—and they allow for the inclusion of queer, race-based, and (dis)ability studies approaches to technical communication. Through plural, intersectional, and interdisciplinary lenses, feminisms address structural oppressions—and more—that exist in technical communication scholarship and practice. For example, Cecilia D. Shelton (2019) emphasizes the confluence of Black feminisms and social justice work. Her dissertation offers a Techné of Marginality that emphasizes the value of Black subjectivities and experiences and employs digital activism as a medium to help technical communicators to "recognize the ways in which Black communities, and particularly Black women, have always, already done the unpaid labor that builds the communication infrastructures for equity, inclusion, and freedom" (p. 1). Temptaous T. Mckoy (2019) offers amplification rhetorics as a theoretical framework describing Black discursive and communicative practices that technical communicators can model their work on in order to center the lived experiences and epistemologies of Black people and other historically marginalized groups. Indeed, you can see feminist collaborative work that decenters positions of power in action by reading the Afterword of this keyword collection, in which Kristen R. Moore, Lauren E. Cagle and Nicole Lowman describe the process of a citation check intended to help the collection be as inclusive, accessible, and intersectional as possible.

The future of feminisms in technical communication is both plural and clear: Feminist technical communicators are devoted to decentering traditional centers of power in favor of radical, inclusive, and diverse feminist praxes.

◾ References

Agboka, G., & Matveeva, N. (Eds.). (2018). *Citizenship and advocacy in technical communication*. Routledge. https://doi.org/10.4324/9780203711422

Allen, J. (1994). Women and authority in business/technical communication: An analysis of writing features, methods, and strategies. *Technical Communication Quarterly*, *3*, 271-292. https://doi.org/10.1080/10572259409364572

Bernhardt, S. A. (1992). The design of sexism: The case of an army maintenance manual. *IEEE Transactions on Professional Communication*, *35*(4), 217-221. https://doi.org/10.1109/47.180282

Bosley, D. S. (1992). Gender and visual communication: Toward a feminist theory of design. *IEEE Transactions on Professional Communication*, *35*(4), 222-229. https://doi.org/10.1109/47.180283

Bosley, D. S. (1994). Feminist theory, audience analysis, and verbal and visual representation in a technical communication writing task. *Technical Communication Quarterly*, *3*, 293-307. https://doi.org/10.1080/10572259409364573

Boyer, E. P., & Webb, T. G. (1992). Ethics and diversity: A correlation enhanced through corporate communication. *IEEE Transactions on Professional Communication*, *35*(1), 38-43. https://doi.org/10.1109/47.126938

Brady Aschauer, A. (1999). Tinkering with technological skill: An examination of the gendered uses of technologies. *Computers and Composition*, *16*(1), 7-23. https://doi.org/10.1016/S8755-4615(99)80003-6Brasseur, L. (1993). Contesting the objectivist paradigm: Gender issues in the technical and professional communication curriculum. *IEEE Transactions on Professional Communication*, *36*(3), 114-123. https://doi.org/10.1109/47.238051

Brasseur, L. (2005). Florence Nightingale's visual rhetoric in the rose diagrams. *Technical Communication Quarterly*, *14*, 161-182. https://doi.org/10.1207/s15427625tcq1402_3

Brunner, D. D. (1991). Who owns this work? The question of authorship in professional/academic writing. *Journal of Business and Technical Communication*, *5*, 393-411. https://doi.org/10.1177/1050651991005004004

Carrell, D. (1991). Gender scripts in professional writing textbooks. *Journal of Business and Technical Communication*, *5*, 463-468. https://doi.org/10.1177/1050651991005004007

Coletta, W. J. (1992). The ideologically biased use of language in scientific and technical writing. *Technical Communication Quarterly*, *1*(1), 59-70. https://doi.org/10.1080/10572259209359491

Connors, R. (1982). The rise of technical writing instruction in America. *Journal of Technical Writing and Communication*, *12*(4), 329-352. https://doi.org/10.1177/004728168201200406

Coppola, N. (2012). Professionalization of technical communication: Zeitgeist for our age. *Technical Communication*, *59*(1), 1-7.

Corbett, M. Z. (1990). Clearing the air: Some thoughts on gender-neutral writing. *IEEE Transactions on Professional Communication*, *33*(1), 197-200. https://doi.org/10.1109/47.49063

Davis, M. T. (2001). Shaping the future of our profession. *Technical Communication*, *48*(2), 139-144.

de Armas Ladd, M., & Tangum, M. (1992). What difference does inherited difference make? Exploring culture and gender in scientific and technical professions.

IEEE Transactions on Professional Communication, *35*(4), 183-188. https://doi.org/10.1109/47.158986

De Hertogh, L. B. (2018). Feminist digital research methodology for rhetoricians of health and medicine. *Journal of Business and Technical Communication*, *32*(4), 480–503. https://doi.org/10.1177/1050651918780188

Dell, S. A. (1990). Promoting equality of the sexes through technical writing. *Technical Communication*, *37*, 248-251.

Dell, S. A. (1992). A communication-based theory of the glass ceiling: Rhetorical sensitivity and upward mobility within the technical organization. *IEEE Transactions on Professional Communication*, *35*(4), 230-235. https://doi.org/10.1109/47.180284

Dragga, S. (1993). Women and the profession of technical writing: Social and economic influences and implications. *Journal of Business and Technical Communication*, *7*, 312-321. https://doi.org/10.1177/1050651993007003002

Durack, K. T. (1997). Gender, technology, and the history of technical communication. *Technical Communication Quarterly*, *6*, 249-260. https://doi.org/10.1207/s15427625tcq0603_2

Faber, B., & Johnson-Eilola, J. (2002). Migrations: Strategic thinking about the future(s) of technical communication. In B. Mirel & R. Spilka (Eds.), *Reshaping technical communication: New directions and challenges for the 21st century* (pp. 135-148). Lawrence Erlbaum.

Flynn, E. A. (1997). Emergent feminist technical communication. *Technical Communication Quarterly*, *6*, 313-320. https://doi.org/10.1207/s15427625tcq0603_6

Flynn, E. A., Savage, G., Penti, M., Brown, C., & Watke, S. (1991). Gender and modes of collaboration in a chemical engineering design course. *Journal of Business and Technical Communication*, *5*, 444-462. https://doi.org/10.1177/1050651991005004006

Flynn, J. (1997). Toward a feminist historiography of technical communication. *Technical Communication Quarterly*, *6*, 321-329. https://doi.org/10.1207/s15427625tcq0603_7

Frieden, B. (1963). *The feminine mystique*. Norton.

Frost, E. A. (2016). Apparent feminism as a methodology for technical communication and rhetoric. *Journal of Business and Technical Communication*, *30*(1), 3-28. https://doi.org/10.1177/1050651915602295

Grabill, J. T. (2007). *Writing community change: Designing technologies for citizen action*. Hampton.

Gurak, L. J., & Bayer, N. L. (1994). Making gender visible: Extending feminist critiques of technology to technical communication. *Technical Communication Quarterly*, *3*, 257-270. https://doi.org/10.1080/10572259409364571

Haas, A. M. (2012). Race, rhetoric, and technology: A case study of decolonial technical communication theory, methodology, and pedagogy. *Journal of Business and Technical Communication*, *26*(3), 277-310. https://doi.org/10.1177/1050651912439539

Haas, A., Tulley, C., & Blair, K. (2002). Mentors versus masters: Women's and girls' narratives of (re)negotiation in Web-based writing spaces. *Computers and Composition*, *19*, 231-249. https://doi.org/10.1016/S8755-4615(02)00128-7

Hallenbeck, S. (2012). User agency, technical communication, and the 19th-century woman bicyclist. *Technical Communication Quarterly*, *21*(4), 290-306. https://doi.org/10.1080/10572252.2012.686846

Jones, N. N. (2016). The technical communicator as advocate: Integrating a social justice approach in technical communication. *Journal of Technical Writing and Communication*, *46*(3), 342-361. https://doi.org/10.1177/0047281616639472

Jones, N. N., Moore, K. R., & Walton, R. (2016). Disrupting the past to disrupt the future: An antenarrative of technical communication. *Technical Communication Quarterly*, *25*(4), 211-229. https://doi.org/10.1080/10572252.2016.1224655

Koerber, A. (2002). Postmodernism, resistance, and cyberspace: Making rhetorical spaces for feminist mothers on the web. *Women's Studies in Communication*, *24*, 218-240. https://doi.org/10.1080/07491409.2001.10162435

Koerber, A. (2013). *Breast or bottle? Contemporary controversies in infant-feeding policy and practice*. University of South Carolina Press. https://doi.org/10.2307/j.ctv6wgk8f

Koerber, A. (2018). *From hysteria to hormones: A rhetorical history*. The Pennsylvania State University Press. https://doi.org/10.1515/9780271081571

Kynell-Hunt, T., & Savage, G. (2003). *Power and legitimacy in technical communication: The historical and contemporary struggle for professional status*. Routledge.

LaDuc, L., & Goldrick-Jones, A. (1994). The critical eye, the gendered lens, and "situated" insights—Feminist contributions to professional communication. *Technical Communication Quarterly, 3*(3), 245-256. https://doi.org/10.1080/10572259409364570

Lay, M. (1989). Interpersonal conflict in collaborative writing: What we can learn from gender studies. *Journal of Business and Technical Communication*, *3*(2), 5-28. https://doi.org/10.1177/1050651989900300202

Lay, M. M. (1991). Feminist theory and the redefinition of technical communication. *Journal of Business and Technical Communication*, *5*, 348-370. https://doi.org/10.1177/1050651991005004002

Lay, M. M. (1993). Gender studies: Implications for the professional communication classroom. In N. R. Blyler & C. Thralls (Eds.), *Professional communication: The social perspective* (pp. 215-229). Sage.

Ledbetter, L. (2018) The rhetorical work of YouTube's beauty community: Relationship- and identity-building in user-created procedural discourse. *Technical Communication Quarterly*, *27*(4), 287-299. https://doi.org/10.1080/10572252.2018.1518950

Lippincott, G. (2003). Rhetorical chemistry: Negotiating gendered audiences in nineteenth-century nutrition studies. *Journal of Business and Technical Communication*, *17*(1), 10-49. https://doi.org/10.1177/1050651902238544

Mallette, J. C. (2017). Writing and women's retention in engineering. *Journal of Business and Technical Communication*, *31*(4), 417-442. https://doi.org/10.1177/1050651917713253

Malone, E. A. (2010). Chrysler's "Most beautiful engineer": Lucille J. Pieti in the pillory of fame. *Technical Communication Quarterly*, *19*(2), 144-183. https://doi.org/10.1080/10572250903559258

Mckoy, T. T. (2019). *Y'all call it technical and professional communication, we call it #fortheculture: The use of amplification rhetorics in Black communities and their implications for technical and professional communication studies* [Unpublished doctoral dissertation]. East Carolina University.

Moeller, M. E., & Frost, E. A. (2016). Food fights: Cookbook rhetorics, monolithic constructions of womanhood, and field narratives in technical communication. *Technical Communication Quarterly*, *25*(1), 1-11. https://doi.org/10.1080/10572252.2016.1113025

Neeley, K. A. (1992). Woman as mediatrix: Women as writers on science and technology in the eighteenth and nineteenth centuries. *IEEE Transactions on Professional Communication*, *35*(4), 208-216. https://doi.org/10.1109/47.180281

Novotny, M., & Hutchinson, L. (2019). Data our bodies tell: Towards critical feminist action in fertility and period tracking applications. *Technical Communication Quarterly*, *28*(4), 332-360. https://doi.org/10.1080/10572252.2019.1607907

Owens, K. H. (2015). *Writing childbirth: Women's Rhetorical agency in labor and online*. Southern Illinois University Press.

Petersen, E. J. (2014). Redefining the workplace: The professionalization of motherhood through blogging. *Journal of Technical Writing and Communication*, *44*(3), 277-296. https://doi.org/10.2190/TW.44.3.d

Petersen, E. J. (2019). The "reasonably bright girls": Accessing agency in the technical communication workplace through interactional power. *Technical Communication Quarterly*, *28*(1), 21-38. https://doi.org/10.1080/10572252.2018.1540724

Petersen, E. J., & Moeller, R. M. (2016). Using antenarrative to uncover systems of power in mid-20th century policies on marriage and maternity at IBM. *Journal of Technical Writing and Communication*, *46*(3), 362-386. https://doi.org/10.1177/0047281616639473

Petersen, E. J., & Walton, R. (2018). Bridging analysis and action: How feminist scholarship can inform the social justice turn. *Journal of Business and Technical Communication*, *32*(4), 416-446. https://doi.org/10.1177/1050651918780192

Raign, K. R. (2019). Finding our missing pieces—Women technical writers in ancient Mesopotamia. *Journal of Technical Writing and Communication*, *49*(3), 338-364. https://doi.org/10.1177/0047281618793406

Rauch, S. (2012). The accreditation of Hildegard von Bingen as medieval female technical writer. *Journal of Technical Writing and Communication*, *42*(4), 393-411. https://doi.org/10.2190/TW.42.4.d

Rifkind, L. J., & Harper, L. F. (1992). Cross-gender immediacy behaviors and sexual harassment in the workplace: A communication paradox. *IEEE Transactions on Professional Communication*, *35*(4), 236-241. https://doi.org/10.1109/47.180285

Rohrer-Vanzo, V., Stern, T., Ponocny-Seliger, E., & Schwarzbauer, P. (2016). Technical communication in assembly instructions: An empirical study to bridge the gap between theoretical gender differences and their practical influence. *Journal of Business and Technical Communication*, *30*(1), 29-58. https://doi.org/10.1177/1050651915602292

Ross, S. M. (1994). A feminist perspective on technical communicative action: Exploring how alternative worldviews affect environmental remediation efforts. *Technical Communication Quarterly*, *3*(3), 325-342. https://doi.org/10.1080/10572259409364575

Sauer, B. A. (1992). The engineer as rational man: The problem of imminent danger in a non-rational environment. *IEEE Transactions on Professional Communication*, *35*(4), 242-249. https://doi.org/10.1109/47.180286

Sauer, B. A. (1993). Sense and sensibility in technical documentation: How feminist interpretation strategies can save lives in the nation's mines. *Journal of Business and Technical Communication*, *7*(1), 63-83. https://doi.org/10.1177/1050651993007001004

Sauer, B. A. (1994). Sexual dynamics of the profession: Articulating the ecriture masculine of science and technology. *Technical Communication Quarterly*, *3*(3), 309-323. https://doi.org/10.1080/10572259409364574

Savage, G. J. (1996). Redefining the responsibilities of teachers and the social position of the technical communicators. *Technical Communication Quarterly*, *5*(3), 309-327. https://doi.org/10.1207/s15427625tcq0503_4

Savage, G. J. (1999). The process and prospects for professionalizing technical communication. *Journal of Technical Writing and Communication*, *29*(4), 355-381. https://doi.org/10.2190/7GFX-A5PC-5P7R-9LHX

Savage, G. J. (2004). Tricksters, fools, and sophists: Technical communication as postmodern rhetoric. In T. Kynell-Hunt & G. J. Savage (Eds.), *Power and legitimacy in technical communication: Strategies for professional status* (Vol. Two, pp. 167-193). Baywood.

Savage, G. J. (2010). Program assessment, strategic modernism, and professionalization politics: Complicating Coppola and Elliot's "relational model." In M. N. Hundleby & J. Allen (Eds.), *Assessment in technical and professional communication* (pp. 161-168). Baywood. https://doi.org/10.2190/AITC10

Schuster, M. L. (2015). My career and the "rhetoric of" technical writing and communication. *Journal of Technical Writing and Communication*, *45*(4), 381-391. https://doi.org/10.1177/0047281615585754

Scott, J. B., Longo, B., & Wills, K. V. (2006). *Critical power tools: Technical communication and cultural studies*. State University of New York Press.

Shelton, C. D. (2019). *On edge: A techné of marginality* [Unpublished doctoral dissertation]. East Carolina University.

Smith, A. W. (2014). Porn architecture: User tagging and filtering in two online porn communities. *Communication Design Quarterly*, *3*(1), 17-22. https://doi.org/10.1145/2721882.2721885

Sullivan, P., & Moore, K. (2013). Time talk: On small changes that enact infrastructural mentoring for undergraduate women in technical fields. *Journal of Technical Writing and Communication*, *43*(3), 333-354. https://doi.org/10.2190/TW.43.3.f

Tebeaux, E. (1993). Technical writing for women of the English Renaissance. *Written Communication*, *10*(2), 164-199. https://doi.org/10.1177/0741088393010002002

Tebeaux, E., & Lay, M. (1992) Images of women in technical books from the English Renaissance. *IEEE Transactions on Professional Communication*, *35*(4), 196-207. https://doi.org/10.1109/47.180280

Thompson, I. (1999). Women and feminism in technical communication: A qualitative content analysis of journal articles published in 1989 through 1997. *Journal of Business and Technical Communication*, *13*(2), 154-178. https://doi.org/10.1177/1050651999013002002

Thompson, I., & Smith, E. O. (2006). Women and feminism in technical communication—An update. *Journal of Technical Writing and Communication*, *36*(2), 183-199. https://doi.org/10.2190/4JUC-8RAC-73H6-N57U

Vaughn, J. (1989). Sexist language—Still flourishing. *The Technical Writing Teacher*, *16*(1), 33-40.

Walton, R., Moore, K., & Jones, N. (2019). *Technical communication after the social justice turn: Building coalitions for action*. Routledge. https://doi.org/10.4324/9780429198748