Keywords in Technical and Professional Communication

Edited by Han Yu and Jonathan Buehl

Foundations and Innovations in Technical and Professional Communication

KEYWORDS IN TECHNICAL AND PROFESSIONAL COMMUNICATION

Foundations and Innovations in Technical and Professional Communication

Series Editor: Lisa Melonçon

Series Associate Editor: Sherena Huntsman

The Foundations and Innovations in Technical and Professional Communication series publishes work that is necessary as a base for the field of technical and professional communication (TPC), addresses areas of central importance within the field, and engages with innovative ideas and approaches to TPC. The series focuses on presenting the intersection of theory and application/practice within TPC and is intended to include both monographs and co-authored works, edited collections, digitally enhanced work, and innovative works that may not fit traditional formats (such as works that are longer than a journal article but shorter than a book).

The WAC Clearinghouse and University Press of Colorado are collaborating so that these books will be widely available through free digital distribution and low-cost print editions. The publishers and the series editors are committed to the principle that knowledge should freely circulate and have embraced the use of technology to support open access to scholarly work.

Other Books in the Series

Jason C. K. Tham (Ed.), *Keywords in Design Thinking: A Lexical Primer for Technical Communicators & Designers* (2022)

Kate Crane and Kelli Cargile Cook (Eds.), *User Experience as Innovative Academic Practice* (2022)

Joanna Schreiber and Lisa Melonçon (Eds.), *Assembling Critical Components: A Framework for Sustaining Technical and Professional Communication* (2022)

Michael J. Klein (Ed.), *Effective Teaching of Technical Communication: Theory, Practice, and Application* (2021).

KEYWORDS IN TECHNICAL AND PROFESSIONAL COMMUNICATION

Edited by Han Yu and Jonathan Buehl

The WAC Clearinghouse
wac.colostate.edu
Fort Collins, Colorado

University Press of Colorado
upcolorado.com
Denver, Colorado

The WAC Clearinghouse, Fort Collins, Colorado 80523

University Press of Colorado, Denver, Colorado 80202

© 2023 by Han Yu and Jonathan Buehl. This work is licensed under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International.

ISBN 978-1-64215-192-3 (PDF) | 978-1-64215-193-0 (ePub) | 978-1-64642-501-3 (pbk.)

DOI 10.37514/TPC-B.2023.1923

Produced in the United States of America

Library of Congress Cataloging-in-Publication Data

Pending

Copyeditor: Meg Vezzu
Designer: Mike Palmquist
Series Editor: Lisa Melonçon
Series Associate Editor: Sherena Huntsman

The WAC Clearinghouse supports teachers of writing across the disciplines. Hosted by Colorado State University, it brings together scholarly journals and book series as well as resources for teachers who use writing in their courses. This book is available in digital formats for free download at wac.colostate.edu.

Founded in 1965, the University Press of Colorado is a nonprofit cooperative publishing enterprise supported, in part, by Adams State University, Colorado State University, Fort Lewis College, Metropolitan State University of Denver, University of Alaska Fairbanks, University of Colorado, University of Denver, University of Northern Colorado, University of Wyoming, Utah State University, and Western Colorado University. For more information, visit upcolorado.com.

Land Acknowledgment. The Colorado State University Land Acknowledgment can be found at https://landacknowledgment.colostate.edu.

Contents

Acknowledgments ix

Foreword: Technical and Professional Communication xi
Johndan Johnson-Eilola and Stuart A. Selber

Introduction 3
Han Yu and Jonathan Buehl

1. Accessibility 27
Sushil K. Oswal

2. Actor/Activity 35
Clay Spinuzzi

3. Assessment 45
Norbert Elliot

4. Audience 53
Ann M. Blakeslee

5. Collaboration 61
Pam Estes Brewer

6. Content Management 67
Tatiana Batova and Rebekka Andersen

7. Crisis Communication 75
Elizabeth L. Angeli

8. Data Visualization 85
Charles Kostelnick

9. Design 93
Miles A. Kimball

10. Documentation 99
David Farkas

11. Editing 105
Angela Eaton

12. Ethics 111
Steven B. Katz

13. Feminisms 119
Erin Clark Frost

14. Genre 129
Brent Henze

15. History 135
Edward A. Malone

16. Information 145
William Hart-Davidson
17. International/Intercultural Communication 151
Huiling Ding
18. Knowledge 161
Jason Swarts
19. Literacy 169
Kelli Cargile Cook
20. Medical/Health Communication 175
Christa Teston
21. Multimodality 185
Dirk Remley
22. Pedagogy 193
Tracy Bridgeford
23. Plain Language 207
Russell Willerton
24. Profession 213
Gerald Savage
25. Project Management 221
Benjamin Lauren
26. Proposal 227
Richard Johnson-Sheehan
27. Public 233
Kristen R. Moore
28. Research 241
Chris Lam
29. Rhetoric 247
James E. Porter
30. Risk Communication 253
J. Blake Scott
31. Science 261
Kathryn Northcut
32. Social Justice 267
Natasha N. Jones and Rebecca Walton
33. Social Media 273
Liza Potts and Michael Trice
34. Structure 281
Carlos Evia

35. Style 287
Jonathan Buehl
36. Technology 297
Bernadette Longo
37. Translation 303
Bruce Maylath
38. User Experience (UX) 311
Guiseppe Getto
39. Visual 319
Han Yu
Afterword: Diversity, Equity, and Inclusion Through Citational Practice . . . 327
Kristen R. Moore, Lauren E. Cagle, and Nicole Lowman
Contributors 335

Thematically Organized Contents

Theoretical Orientations in Technical and Professional Communication

2. Actor/Activity 35
13. Feminisms 119
14. Genre 129
16. Information 145
18. Knowledge 161
19. Literacy 169
29. Rhetoric 247
31. Science 261

Disciplinary Orientations in Technical and Professional Communication

12. Ethics 111
15. History 135
24. Profession 213
27. Public 233
32. Social Justice 267

Types of Technical and Professional Communication

7. Crisis Communication 75
10. Documentation 99
17. International/Intercultural Communication 151

20. Medical/Health Communication 175
23. Plain Language 207
26. Proposal 227
30. Risk Communication 253
33. Social Media 273

Technical and Professional Communication Practices

3. Assessment 45
5. Collaboration 61
6. Content Management 67
8. Data Visualization 85
9. Design 93
11. Editing 105
22. Pedagogy 193
25. Project Management 221
28. Research 241
37. Translation 303
38. User Experience (UX) 311

Features of Technical and Professional Communication

1. Accessibility 27
4. Audience 53
21. Multimodality 185
34. Structure 281
35. Style 287
36. Technology 297
39. Visual 319