Goodman George November 13, 2017

COM 3401 Business and Professional Communication

*Purpose of the speech*: To inform about technical communication

*Thesis*: There’s more to technical communication than providing what’s needed

Introduction

*Attention getter:*“Most technical writers don’t have much technical training. How do they write documents for products they don’t understand?” (Robert, 2016) The answer is, “They don’t. If you don’t understand it, you can’t explain it.”

*State topic and purpose*: In this presentation the subject of technical communication will be discussed, a field in which professionals use language to tailor information for targeted audiences. You will learn why this profession intrigues me for the essential tool is information.

*State Thesis*:Why should awareness for the work technical writers do be a priority is quite simple. The growth of technology accompanies the increasing demand for people to understand how to use applications or instructions to operate them. The job of technical writers is to make language simple and enable them to learn.

*Establish credibility*

● PowerPoint presentation on Zika

● Appealing to the audience’s needs depending on context

PTW became the major I pursue in the midst of swapping from LAS

*Preview*: In this presentation I will

Introduce the pros and cons within technical communication

Reveal jobs in the tech industry are becoming more competitive

Demonstrate how to adapt information for readers

Main Point One

Almost every organization needs people with technical communication skills

[Visual aid 1: Pull up display on What is Technical Writing ]

Technical communicators work in large companies, small companies, nonprofits, and multinational corporations

[Visual aid 2: Pull up graphs on the differing areas technical writers are in demand]

Main Point Two

[Visual aid 3: Reveal the surprising truth Technical writing is the No.2 Most Stressful Tech Job ]

[Visual aid 5: Pause on the Giant Red Button with a Question mark to leave the audience wondering]

[Visual aid ]

**Demand for technical writers is growing**

Technology continues to change, and as each new software or application launches, the need to help users understand and consume these products grows. Each new software-as-a-service product or wearable watch needs user guides and manuals. From startups in the growing phase to large corporations looking to streamline their operational processes, companies require written policies and procedures.

Technical communications is a growing field and technical writers are in high demand, especially in the IT industry. There is work out there — I field weekly requests from companies keen to hire — and it pays well. **You can earn anywhere from $40 per hour or more**, depending where you live (especially in tech-savvy cities like D.C. and Seattle) and on your level of expertise.

**The Big Secret**

The big secret in technical writing is that most of the harder documents aren’t written by the technical writers at all. In fact, **many “technical writers” never do any writing.** Instead, the drafts are written by engineers or marketers. The technical writers perform editorial functions and provide publications services—copy-editing, desktop publishing, review management, and so on.

**Connect with IT and software companies**

Most technical writing opportunities are within the IT industry, but you can find work anywhere from healthcare to the financial industry. New companies are great if you would like learn and write more about application programming interface (API) or expand on existing documentation,

<https://thewritelife.com/technical-writing/>

<http://contently.net/2014/10/22/resources/technical-writing-boring-5-misconceptions-100k-career/>

<https://bigfuture.collegeboard.org/careers/media-communications-technical-writers>

<https://www.uxmatters.com/mt/archives/2016/03/surviving-the-dying-career-of-technical-writing.php>

<http://www.hightechwriting.com/technical-writings-big-secret/>