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Mr. Alan S. Pringle & Ms. Sarah S. O’Keffe

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Dear Alan S. Pringle, Sarah S. O’Keefe

I’m a student at City College of Technology and I was assigned to read your book “Technical Writing 101” since I am enrolled in a technical writing course. Your book is definitely very informative and provides good examples on how a technical write should write. But at the same time our class is also reading “Too Big to Know” by David Weinberger and after doing some reading of his book, it seems that there is a part of your book that I disagree with on “Technical Writing 101” and that I would like to point that out and possibly that you might want to consider my opinions to your revisions in your future books

As you put it being a technical writer is no easy task, you might have to have more than adequate knowledge in order to become an expert on that certain subject. But you have to understand that today’ technology age, information moves quick, especially on the internet. This means that the experts are no longer experts because due to the ever evolving of the internet, people have more freedom to congregate and voices their opinion on the internet. And together with their opinions and experience, it can over shadow knowledge of an expert.

For example, many people who purchase the same product Amazon.com and under the reviews of that product they can suggest or recommend a way of doing something oppose to the experts that have written the manual. I find the customers are somewhat exactly on par with what you called experts and because the possibility of the customers knows just have enough knowledge and yet not an expert. And people are coming together and voicing their opinions and sharing data through the internet, as David says “every blogger is a broadcaster, and every reader is an editor” (7,pdf). I recommend you to communicate with these people, perhaps on forums to learn what they have to say before a technical writing.

Another point I want to mention is that due to the information on the internet it would be wise utilize the vast amount of or audience available for you to reach in your section of the book “Audience, audience, audience” (90). I would suggest you to use social media to such as Facebook or Twitter to get in touch with your audience. I would say that brands are products are most likely having their own Facebook page to connect to their audience. And this is a very powerful tool to use, I consider you to use survey services such as surverymonkey.com and make a post regarding your goals as a technical writer.

Thanks

Ludwig