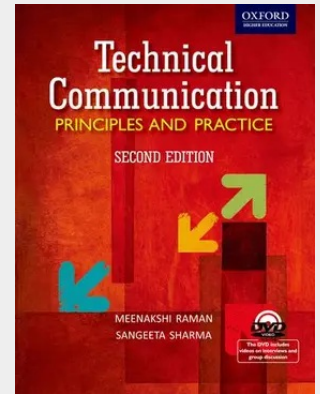


Technical Communication

Principles and Practice

Adopting a direct, functional, and practical approach, the book presents an exhaustive treatment of the basics of technical communication, both oral and written. Divided into five parts, the text comprehensively covers listening, speaking, reading, and writing techniques as well as contemporary communication media. In addition to offering plenty of practical tips and attractive technical document samples, the book provides tremendous support for soft skills laboratory sessions through the CD. With its up-to-date coverage and practical orientation, the book not only serves the purpose of being a textbook for courses on technical and professional communication but also satisfies the requirement of finishing schools. It can also be used as a reference for training programs offered by business houses and industries. New to the second edition: New chapters: Introduction to communication, Phonetics, Effective Speaking, Listening and Speaking, Reading, Technical Writing, Referencing and Styling, Introduction to Modern Communication Media, Vocabulary, English Grammar CD containing PowerPoint presentations, training videos, interactive exercises, and text supplements to support the text. The content is divided into six modules: Body language, Listening, Speaking, Interviews, Group discussion, Text supplements New sections such as objective and characteristics of technical communication, importance of listening and empathy in communication, listening for general content and specific information, intensive listening, team speaking, application of MS PowerPoint, media interviews, press conferences, negotiations, SQ3R reading technique, essays, persuasive letters, and academic and business cover letters keeping in view the syllabuses of almost all Indian universities Thoroughly revised chapters, providing streamlined explanations of concepts New quotes, illustrations, and sidebar definitions have been included in each chapter to make the book a more lively and interesting read Students' Resource website providing further supplements to the text.



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