

COURSE: TECHNICAL COMMUNICATION

CODE: ENGT 105

CREDITS: 3 (48 hrs)

UNIT I: Technical Communication Basics

(6 hrs)

- Understanding communication
- Objectives of technical Communication
- Audience recognition
- The writing process
- Document design

UNIT II: Strategic/Rhetorical Communication

(12 hrs)

- Oral communications: presentation and seminar
- Digital literacy: working with the web (blogging, social networks, product reviews), visual communication
- Writing with Collaborators
- Rhetorical strategies: persuasion, process analysis, cause and effect, narrative analysis, division and classification, definition, description, comparison and contrast

UNIT III: Organizational and Business Communication

(6 hours)

- Memo, letter and email
- Job application and Résumé
- Internal proposals
- Internal reports
- Writing for e-media

UNIT IV: Research Design and innovation

(14 hours)

- Concept paper
- Research proposal
- Documentation and Reference (style guidelines)
- Technical Articles
- Engineering Project proposals
- Engineering Project reports

UNIT V: Critical and Creative Thinking

(10 hours)

- Inductive and deductive reasoning
- Argumentation: Toulmin's Model
- Thinking through Genres (Ten texts in standard English representing themes on education, problem-solving, innovation, discovery, invention, design, human condition)

TEXT BOOKS:

Laplante, Philip A. (2012). *Technical Writing: A Practical Guide for Engineers and Scientists*. New York: CRS Press.

Gerson, Sharon J, and Gerson, Steven M. (2017). *Technical Communication: Process and Product*. 9th ed. New Delhi: Pearson.