

Memorandum

To: Professor Conner

From: Alex Devlaemineck

Subject: *Analysis of Avoid These Technical Writing Mistakes*

Date: July 1st, 2013

This memo will be analyzing the document *Avoid These Technical Writing Mistakes*, by Robert W. Bly. The document is from The American Institute of Chemical Engineers and was written in July 1998. The memo will include a background of the document and an analysis of the document's audience, purpose, layout, and presentation.

Background

The document is a six page article published by The American Institute of Chemical Engineers. The document was written by Robert W. Bly who is part of The Center for Technical Communication. In the article he discusses twelve common problems that technical writers face. He also talks about different ways to overcome these mistakes. There are eight tables throughout the document that serve as examples of the topics being discussed.

Analysis

The document has a very specific audience, people who will be doing technical writing. There is little chance that anyone other than a technical writer would have a desire to read this document. The title of the document itself shows that the article is written for technical writers. The reader would not be reading an article on avoiding technical writing mistakes if they were not a technical writer. During topic two of the article the author also directly addresses the audience as people who will be doing technical writing "With most technical documents — articles, papers, manuals, reports, brochures — you are writing for many readers, not an individual." (Robert W. Bly). All of this combined shows that the document is clearly written for technical writers.

The purpose of this document is to help technical writers improve their writing. The author starts the article by explaining why technical writers need to improve their writing. This leads us to believe the article will help technical writers improve their writing. "The average engineer in industry cannot write clear, lucid prose." (Robert W. Bly). He also states he will be explaining how to fix common problems technical writers face. "This article discusses the 12 most common problems in technical writing and provides tips on how to recognize them and how to solve them." (Robert W. Bly). The author makes sure the audience knows what they will be learning from reading this document.

Robert W. Bly presents this article in a very organized manner. He starts by giving a brief introduction and then listing twelve different problems technical writers face. The organization and presentation of this article makes the article simple to read and easy to understand. The article itself is even a demonstration of one way to organize a document. "List. The article you're

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Technical Data Digest, 1950 Report Preparation, Including Correspondence and Technical Writing Frank Kerekes, Robley Winfrey, Robley E. Winfrey, 1951 *Technical Paper (United States. Bureau of the Census)*, 1978 **A Practical Guide to Technical Reports and Presentations** Pauline Bary-Khan, Elizabeth Hildinger, Erik Hildinger, 2008 This book is meant as an easy to use guide for engineers scientists and college students in technical programs at all levels who need to produce technical reports or make oral presentations Standard technical communication textbooks tend to be complex and lengthy and consequently both harder to use and quite expensive But because simplicity conciseness and straightforwardness are crucial aspects of good technical communication A Practical Guide to Technical Reports and Presentations itself exemplifies the principles technical writers should embrace It is concise easy to use clearly written and inexpensive enough to attract a broad readership both within and outside the classroom The central feature and greatest strength of A Practical Guide to Technical Reports and Presentations is its organization Each section explains the characteristics and purposes of a specific report genre concisely presents a simple template for a typical example of the genre and concludes with a sample document that demonstrates the features as they might actually appear Additional useful features are its brief overview of the main considerations in technical communication and its set of detailed appendices the latter provide more in depth treatment of several topics that arise in the descriptions of the genres such as language and

usage particular forms of organization the use and documentation of sources and the design and use of graphics The basic philosophy behind A Practical Guide is that a communication book should help its readers learn to write clearly and directly and that it should model the style it teaches Further it offers both an analytical understanding of the elements of technical documents and a simple approach to their incorporation A Practical Guide gives both students and working technical professionals the tools they need for producing standard industry documents

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