

Technical Communicators: Where we've been Where we're going



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#stc19

Denver May 8, 2019

Where we've been A very brief history of tech comm and STC



(2) What has not changed

What tech comm is all about

(3) Where we're going Some thoughts about future trends



Where we've been A very brief history of tech comm and STC





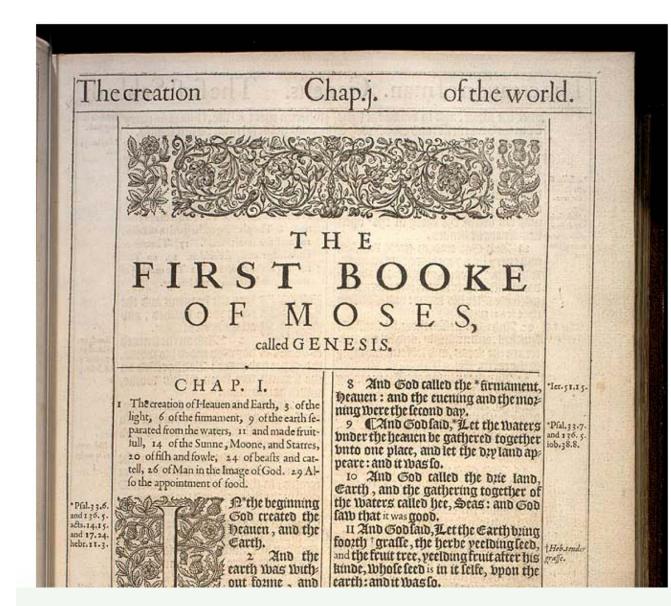




Photo from replica of Lascaux, France Photo by Mike Beauregard, 2017, Creative Commons License 2.0



https://mymodernmet.com/medieval-herbal-remedies-guide-online



CHAP. I.

1 The creation of Heauen and Earth, 3 of the light, 6 of the firmament, 9 of the earth separated from the waters, 11 and made fruitfull, 14 of the Sunne, Moone, and Starres, 20 of fish and fowle, 24 of beasts and cattell, 26 of Man in the Image of God. 29 Also the appointment of food.

¹ In the beginning God created the Heauen, and the Earth.¹

² And the earth was without forme, and voyd, and darkenesse was vpon the face of the deepe: and the Spirit of God mooued vpon the face of the waters.

³ And God said, Let there be light: and there was light.³

⁴ And God saw the light, that it was good: and God divided the light from the darkenesse.⁴

https://www.kingjamesbibleonline.org/Genesis-Chapter-1_Original-1611-KJV

1953 Society of Technical Writers

1953 Association of Technical Writers and Editors

1957 Society of Technical Writers and Editors (STWE)

1960 + Technical Publishing Society

Society of Technical Writers and Publishers

1971 Society for Technical Communication



Board meeting at the 4th TWE conference (1956) Source: STC archives



technical communications

the official journal ⊮ of the technical publishing society

a unique magazine
for members of a
big and important
new field

Source: STC archives

technical communications

the official journal of the technical publishing society a unique magazine for members of a big and important new field

Technical Communications magazine is a look for all who use produce skills---words, ideas, pictures--ts steer a safe of progress through the spiny accountic thickets of today's technology

Whather the communications associaties works in science, government or industry...,whether he works with spewriter, editorial blue pentil or artist's brush ... This is magazers. If is written and echood exclusionly for the men and women with use these means is strengthen costact between actentist and accentist, inswarch and management, engineer and military man... science and lay public.

Each store of Technical Commentionations in a practical workhook...terling the what, the why, and especially the how-to-do-it of communicating information. Subject matter ranges from information retrieval is printing processes... from management of the in-plant publications department to visual training aids... from technical subjects to production of classified project times.

Here is the one publication that offers full, up-to-the-menute news and explanations of technical communications techniques and materials. It is an authoritative, continuing testbook—one that will help the technical communications specialist add constantly to his skills.



Janis Geisler, now Janis Ramey



1958 – Erwin Steinberg started teaching technical writing at Margaret Morrison Carnegie College for Women.

From an article in the Pittsburgh Press, Oct. 3, 1958



Janis Ramey

Wanted: Writer For Outer Space Job Tech Can Supply Just Right Girl By JOAN HERROLD -Five pretty freshmen at Margaret Morrison Carnegie College get drooly when they think of writing about the newest medical discoveries, jet flights that table-hop from continent to continent or even to the moon and back. They tingle at the pros-pect of writing about the most exciting scientific do-The Pittsburgh Press Women's Pages TRAINING FOR CAREERS in technical writing in-cludes evaluation of current company reports. Nancy Brady, Sara Shook, Sally Gannon, Janis Geisler and Dr. Erwin R. Steinberg, department head. Ferree, right, gives her verdict to group including Ellen ings on this world. Or an-other world. Or outer space. Tech. The largest percentage of study is in basic sciences cation in Business and In-dustry," which they wrote. It will be released by Henry Technical writing dates historically to papers scien-tists used to write to tell greatest slice of fame-like Galileo, Newton, Franklin Dr. Erwin R. Steinberg is their BMOC (big man on campus) professor-wise. Dr. Steinberg says he can teach them to do diese things-to write and edit technical articles, re-mote or manuals: correct and mathematics, English language, writing and litera-ture, social sciences and and Darwin. Holt and Co. next spring, perhaps in three different editions, for trade, industry about their discoveries and "I don't expect our girls will have trouble finding observations. Those who arts. were the best writers got the jobs," Dr. Steinberg main-In addition courses in and college use. biggest hearing and the graphic arts processes, lay-out and design, typewriting and technical research and ports or manuals; coordi-nate technical information or be whiz-bang successes in public relations, adverreport writing are included. On Nov. 17 and 18 Dr. Pittsburgh Press Steinberg will address the tising or sales promotion. National Society of Techni-cal Writers and Editors at the Shoreham Hotel in As head of the department October 3, 1958 As head of the department of general studies at Car-negie Institute of Tech-nology, of which Margaret Washington, D. C. "Technical writing is an Morrison is a division, Dr. Steinberg is master-minding the latest addition to Tech's obvious choice for women who like science. It's a

Thanks to Janis Geisler Ramey for sharing the article with me.

oower-packed scientific pro-

The course draws on the experience of faculties of

five schools and colleges at

growing profession in

which a woman can make a beginning salary of from

\$350 to \$400 a month. Women aren't discrimi-

ENGINEERING

WRITERS ILLUSTRATORS

Convair-Astronautics is now offering select positions to qualified technical writers and illustrators. These men will prepare job and equipment-oriented technical manuals on the ATLAS Intercontinental Ballistic Missile UCBMI— one of the nation's top priority missile programs.

If you're interested in a secure, interesting career, and have the kind of talent and imagination it takes to plan and build for flight into Outer Space — there's a place for you now at Convair Astronautics.

Here you'll work in Convair-Astronautics' new \$40,000,000 facility, associate with world-famous "names" in the field of missile development. And, of course, you'll enjoy living in beautiful, smog-free San Diego.

Ad from the first issue of *technical communications* Source: STC archives



Technical communicators started to create user-oriented, task-oriented manuals

what PROFS does

PROFE can help you in many aspects of your daily office work. Major PROFE tasks minute

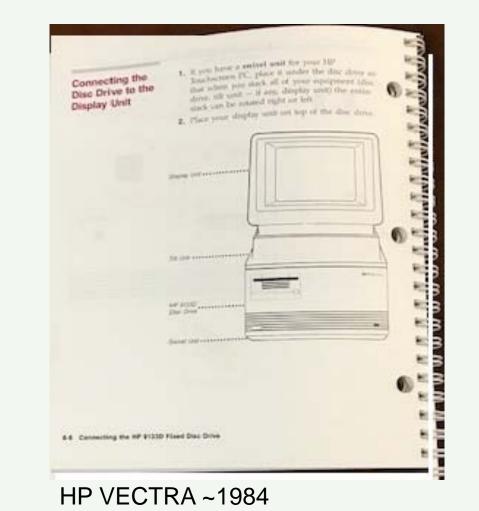
- processing schedules—keep and update your personal relevable, schedule conference rooms and equipment, have PROPES find the Simes, when several PROPE serve can meet.
- adding automatic reminders have PROFE retrict you' about upcoming meetings, accomments, and important things to do:
- opening mail—weat and handle your recoming mail selectronic correspondence() received from other PHCPS users, send replac, file, or areas as you pressed.
- processing notes and messages—send holes and messages to other PROFS users, work with rodes in your personal PROFS line
- preparing documents—write and will retries, memory, and other termal documents, plint them, store them electronically, aerid them electronically to other PROFE cares
- searching for documents —Ind occuments that you have sent to or received from other PROFE wants, you can even make the entries for paper documents from outside of PROFE

When new tasks are added to PROFE, when out tasks are improved, or when a PROFE screen is added to changed, you will see intomation about the change in "PROFE news." This intomation bulletin will intern you of changes to PROFE that have not yet been described in the PROFE matures.

PROPER and provides an wave way for you to add, change, or arises sense in the personal control files and system control files mult PROPE uses.

What PROFE does II

IBM PROFS ~1983



Products from the Document Design Center, American Institutes for Research



STC Board of Directors meeting – mid 1990s Source: STC archives



Carnegie Mellon Master of Arts In Professional Writing students in 2013 http://www.cmu.edu/hss/english/graduate/ma-pw/index.html



A recent Summit session

Photo from the STC Summit 2019 website

For more history

RPI – and the early history

Merrill Whitburn https://journals.sagepub.com/doi/pdf/ 10.1177/1050651909338801

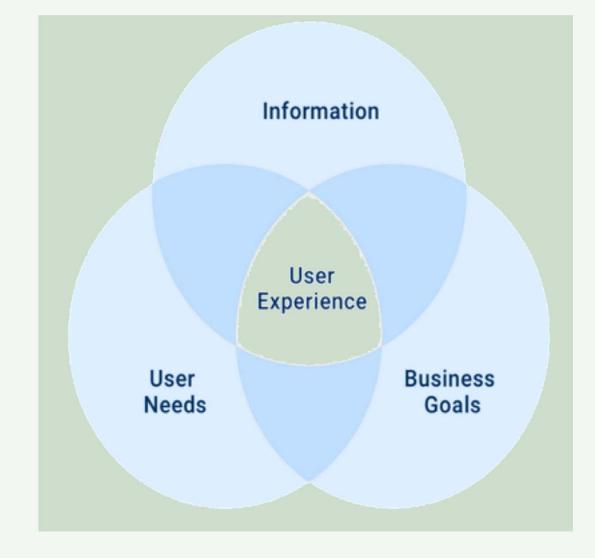
CMU – a retrospective about Erwin Steinberg Ginny Redish <u>https://www.youtube.com/watchv=_cq0oPwABGw&t=107s</u>

Plain Language in the US Gains Momentum: 1940-2015 Karen Schriver https://ieeexplore.ieee.org/document/8115322

What has not changed What tech comm is all about



T C has always been user-centered



Sergey Gladkiy June 14, 2018 <u>https://uxplanet.org/</u> <u>user-centered-design-</u> <u>process-and-benefits-</u> <u>fd9e431eb5a9</u>

Good T C is both useful and usable

If we do our job well, the people who must (or should) use what we write can

- find what they need,
- understand what they find, and
- act appropriately on that understanding (use what they find to meet their needs)

in the time and effort that they are willing to spend.

https://www.plainlanguage.gov

Everything we write is part of a conversation

Content as Conversation



Thinking of content as a two-way conversation with users for better, friendlier interactions.

Article No :823 | May 3, 2012 | by Ginny Redish

https://uxmag.com/articles/content-as-conversation

Asynchronous

 conversation is *the* contribution of professional technical communicators



Issuance of a TOP command results in a line zero condition.

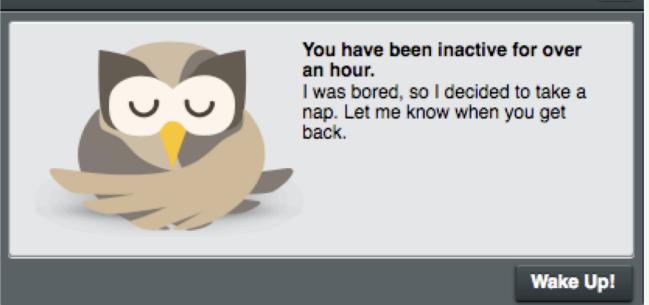


To go to the beginning of your file, type TOP and press Enter.



https://www.stc.org

Snoozing...



×



Get started with a free account

Find your people. Engage your customers. Build your brand. Do it all with Mailchimp's marketing tools. Already have an account? Log in

Email

Username

Password



One lowercase character

Get Started!

- One special character
- One uppercase character
- 8 characters minimum

One number

By clicking the "Get Started!" button, you are creating a Mailchimp account, and you agree to Mailchimp's Terms of Use and Privacy Policy.

https://login.mailchimp.com/signup

Add basic page numbering

Adobe InDesign User Guide > Layout and design

Select an article:

 \sim

Common page numbering tasks

InDesign offers several different features that help you create page numbering effects.

To do this:	Do this:	
Add page numbering to documents in a book.	See Number pages, chapters, and paragraphs in a book.	
Add section numbers and chapter numbers.	See Add section and chapter numbering.	
Create running headers or running footers that use text variables such as the create date, filename, or the current heading or title.	See Create headers and footers and Text variables.	

https://helpx.adobe.com/indesign/using/layout-design-9.html

Numbering pages, chapters, and sections

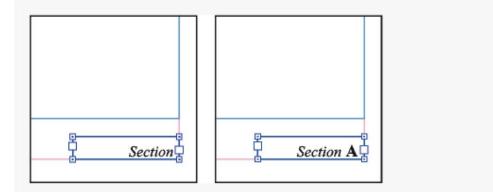
Add an automatically updated section marker

1

Define sections in your document. (See Define section numbering.)

On a page or master that you're using in a section, drag the Type tool to create a text frame large enough for the section marker text, or click in an existing frame.

Choose Type > Insert Special Character > Markers > Section Marker.



On master page A, section marker (left) and section marker with page number marker inserted (right)

https://helpx.adobe.com/indesign/using/numbering-pageschapters-sections.html#add_section_and_chapter_numbering

Ο

T C pays attention to information design

Chapter II

Word Processing

13.2. How to Print a Document.

To print a document, select the Print menu, change modes or options if necessary and select Go to print the current document. When a particular mode is selected for the first time, ChiWriter loads a collection of printer fonts. Then it starts printing. You can interrupt printing by either hitting any key or by turning the printer off-line (but not off!).

If you are running ChiWriter from a floppy disk system, the program will prompt you to replace the document disk with the PRINTER FONTS disk when it need to load in printer fonts. Reinsert the document disk when the font load has completed.

In the same ChiWriter session, you can print documents as often as you want, in as many modes as you like. The fonts are not reloaded every time you print; only when you select a mode that requires a font that has not been loaded before, that font is read in. (Once loaded, the printer fonts do not necessarily reside in memory permanently. If the space they occupy is needed because the document grows, they are removed. ChiWriter tries to use as much memory as possible for documents.)

When printing text with a flush right margin, the justification mode must be on (JST in the status line) during printing to activate the microspacing.

If you use several different printers you can switch between them by using the menu option Print Change printer. You will then be presented with a list of printer drivers to choose from. After you have made your choice, you will be asked if you want to make this change permanent. If you answer "no" ChiWriter will not change your default printer driver. Instructions for printing from a typical 1980s manual

NOT by a technical communicator



You know you need physical activity to stay healthy. But did you know it can help you feel better right away?









Boost your mood

Sharpen your focus

Reduce your stress In

Improve your sleep

So get more active — and start feeling better today.

How much activity do I need?

Moderate-intensity aerobic activity

Anything that gets your heart beating faster counts.

Muscle-strengthening activity

Do activities that make your muscles work harder than usual.



Tight on time this week? Start with just 5 minutes. It all adds up!

https://health.gov/paguidelines/ moveyourway/#factsheets

from CommunicateHealth https:// communicatehealth.com/

T C is many specialties, many domains

STC

STC

STC

STC Academic Accessibility Agile **Application Program Interface** Consulting & Independent Contracting Health & Medicine Instructional Design & Learning Lone Writer Policies & Procedures Technical Editing Usability & User Experience Women in TechComm

Where we're going Some thoughts about future trends



So where are we going?



https://www.bls.gov/ooh/ media-and-communication/ technical-writers.htm#tab-6

Job Outlook

Employment of technical writers is projected to grow 11 percent from 2016 to 2026, faster than the average for all occupations.

Our tools will keep changing



The space we have for our content may keep getting smaller



We may write for more and different media



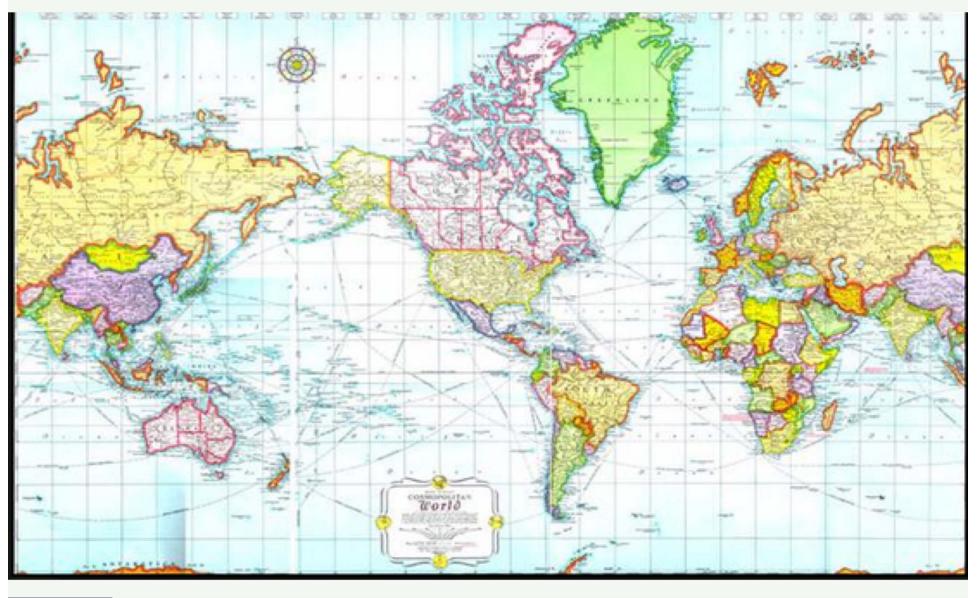


22 hrs · • • If you didn't hear the news, the STC-PMC was again awarded Platinum Community! To celebrate our accomplishments for the year, please join us at the Conshohocken Brewing Company in Bridgeport, PA for our last meeting of the 2018-2019 program year...



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Our focus may get both more global – and more local for different users



Our roles may expand

Content Strategy **User Experience** Customer Experience

Discussion and questions

What do you see in your future – and our future as a profession?

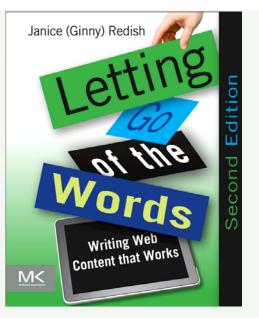


iStock photo licensed to Ginny Redish

Thank you!

Janice (Ginny) Redish, Ph.D. Bethesda, Maryland <u>www.redish.net</u>

More questions? ginny@redish.net



Morgan Kaufmann / Elsevier 2nd edition

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