Assignment #2  
Marketing Technical Communication  
ENG 673  

Description  
As you discovered in this week’s readings, the identities of the technical communication discipline and the technical communicator are varied, questionable, and sometimes fraught with negative or undervalued connotations. Given this intra-field turmoil, how can we ever expect outsiders to understand technical communication? To that end, the outcome of this assignment targets two populations that have been notoriously difficult for technical communicators to reach: straight-from-high-school, first-year college students; and corporate managers who are involved in technical work but who do not employ technical communicators (either in name or in function). In this assignment, your goal is to communicate the purpose and the value of technical communication toward one of three ends: to sign up an individual for the technical communication major; to persuade a manager to create a technical communication position; or to persuade the manager to hire a technical communication graduate. (Note: if you choose the third goal, you may find it helpful to look at current job openings for which a technical communication graduate is qualified, but that do not have the title “technical communicator” or “technical writer.”)

The purpose of this assignment is to encourage you to work through the issues articulated in the first set of assigned readings to come to an understanding of the technical communicator’s role. This assignment requires creativity. You are welcome to complete it in any format you like.

Due date  
• Before the beginning of class on Tuesday, September 18  
• Submit via e-mail to gretchen.haas@mnsu.edu  
• Include “ENG 673 <your first name> <your last name> Marketing Tech Comm” in the subject line

Evaluative Criteria and Standards

Good  
• The completed assignment offers a well-defined and compelling description of the technical communicator role and is therefore likely to succeed in its purpose.  
• The completed assignment reflects the nuances and concerns articulated in the assigned readings.  
• The assignment is appropriately targeted toward its end audience.

Average  
• The completed assignment offers a loosely defined and somewhat compelling description of the technical communicator role and therefore may succeed in its purpose.  
• The completed assignment reflects few of the nuances and concerns articulated in the assigned readings.  
• The assignment is loosely addresses its end audience.

Poor  
• The completed assignment offers an ill-defined and unconvincing description of the technical communicator role and is therefore not likely to succeed in its purpose.  
• The completed assignment does not reflect the nuances and concerns articulated in the assigned readings.  
• The assignment is appropriately targeted toward its end audience.