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Design Discourse David Franke, Alex Reid, 2010-10-06 *Design Discourse* Composing and Revising Programs in Professional and Technical Writing addresses the complexities of developing professional and technical writing programs The essays in the collection offer reflections on efforts to bridge two cultures what the editors characterize as the art and science of writing often by addressing explicitly the tensions between them *Design Discourse* offers insights into the high stakes decisions made by program designers as they seek to function at the intersection of the practical and the abstract the human and the technical

Rhetorical Memory and Delivery John Frederick Reynolds, 2013-11-05 Why has classical rhetoric been a subject of such growing interest for the past ten years Because the most exciting work in classical rhetoric has asked us to rethink classical concepts in modern terms What s been missing at least in book length form is a scholarly rethinking of rhetorical memory and delivery As many scholars have been noting in their work for some time now three of five classical issues invention arrangement and style have dominated rhetorical studies while the other two memory and delivery have largely been misunderstood or ignored Re examined in light of recent research on orality literacy and electronic technology rhetorical memory and delivery issues can become not only central to the field but also key to the continued interest in classical rhetoric Bringing together national scholars from a variety of related disciplines in which rhetorical memory and delivery issues matter this collection is the only volume that examines classical and contemporary interpretations of rhetorical memory and delivery in depth and detail

Writing for the Web J.D. Appen, 2013-09-05 *Writing for the Web* unites theory technology and practice to explore writing and hypertext for website creation It integrates such key topics as XHTML CSS coding writing prose for the Web the rhetorical needs of the audience theories of hypertext usability and architecture and the basics of web site design and technology Presenting information in digestible parts this text enables students to write and construct realistic and manageable Web sites with a strong theoretical understanding of how online texts communicate to audiences Key features of the book include Screenshots of contemporary Web sites that will allow students to understand how writing for and linking to other layers of a Web site should work Flow charts that describe how Web site architecture and navigation works Parsing exercises in which students break down information into subsets to demonstrate how Web site architecture can be usable and scalable Detailed step by step descriptions of how to use basic technologies such as file transfer protocols FTP Hands on projects for students to engage in that allow them to connect the various components in the text A companion website with downloadable code and additional pedagogical features www.routledge.com/cw/appen *Writing for the Web* prepares students to work in professional roles as it facilitates understanding of architecture and arrangement of written content of an organization s texts

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experimentation at the core of achieving rapid and sustainable growth for a business experimentation allows growth hackers to test their assumptions and hypotheses about what drives growth for a particular business quickly and

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