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A Strategic Guide to Technical Communication incorporates useful and specific strategies for writers, to enable them to create aesthetically appealing and usable technical documentation. These strategies have been developed and tested on a thousand students from a number of different disciplines over twelve years and three institutions. The second edition adds a chapter on business communication, reworks the discussion on technical style, and expands the information on visual communication and ethics into free-standing chapters. The text is accompanied by a passcode-protected website containing materials for instructors (PowerPoint lectures,

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»Das ›1984‹ fürs Internetzeitalter« Zeit online Leben in der schönen neuen Welt des total transparenten Internets: Mit Der Circle hat Dave Eggers einen hellsichtigen, hochspannenden Roman über die Abgründe des gegenwärtigen Vernetzungswahns geschrieben. Ein beklemmender Pageturner, der weltweit Aufsehen erregt. Huxleys Schöne neue Welt reloaded: Die 24-jährige Mae Holland ist überglücklich. Sie hat einen Job ergattert in der

hippsten Firma der Welt, beim »Circle«, einem freundlichen Internetkonzern mit Sitz in Kalifornien, der die Geschäftsfelder von Google, Apple, Facebook und Twitter geschluckt hat, indem er alle Kunden mit einer einzigen Internetidentität ausstattet, über die einfach alles abgewickelt werden kann. Mit dem Wegfall der Anonymität im Netz – so ein Ziel der »drei Weisen«, die den Konzern leiten – wird es keinen Schmutz mehr geben im Internet und auch keine Kriminalität. Mae stürzt sich voller Begeisterung in diese schöne neue Welt mit ihren lichtdurchfluteten Büros und High-Class-Restaurants, wo Sterneköche kostenlose Mahlzeiten für die Mitarbeiter kreieren, wo internationale Popstars Gratis-Konzerte geben und fast jeden Abend coole Partys gefeiert werden. Sie wird zur Vorzeigemitarbeiterin und treibt den Wahn, alles müsse transparent sein, auf die Spitze. Doch eine Begegnung mit einem mysteriösen Kollegen ändert alles ...Mit seinem neuen Roman Der Circle hat Dave Eggers ein packendes Buch über eine bestürzend nahe Zukunft

geschrieben, einen Thriller, der uns ganz neu über die Bedeutung von Privatsphäre, Demokratie und Öffentlichkeit nachdenken und den Wunsch aufkommen lässt, die Welt und das Netz mögen uns bitte manchmal vergessen.

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This book features contributions addressing the area of specialised and professional discourse analysis at both the micro- and macro-levels. It offers analyses of the language of medicine, sports, bureaucratic forms, and advertisements, and academic language. Throughout the volume, specialised discourse is approached from a variety of linguistic, literary and cultural perspectives, as well as from those of content analysis, discourse analysis, membership categorisation devices, and semantic/p ...

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Business Communication: Building Critical Skills by Locker and Kaczmarek represents a unique approach to a hands-on course. Written by the same author of *Business and Administrative Communication*, this completely new approach is devised and created

with the assistance of a community college colleague. The innovative modular structure allows instructors to focus on specific skills and provides greater flexibility for short courses and different teaching approaches. While grounded in solid business communication fundamentals, this four-color paperback takes a strong workplace activity orientation which helps students connect what they learn to what they do or will do on the job.

Discourses in Co(n)text
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Inhaltsangabe: Abstract: Questionnaires are one of the most frequently used means in marketing research. This thesis has the objective to analyze questionnaires with the main focus on the linguistic description of questions. Whereas a lot of research on questionnaires from a social science perspective and a marketing perspective can be found, linguistic research on questionnaires is rare. The research question of this thesis can be formulated as follows: What are the differences between questionnaires used in personal face-to-face interviews, telephone

interviews and self-administered questionnaires and how are these differences reflected in language? Thus, several different questionnaires (cf. corpus) have been analyzed and compared. Following the introduction in chapter one, chapter two of the thesis is dedicated to marketing research. The purpose of surveys is explained as well as the sampling procedure and the pretest. This thesis focuses on primary research. Chapter three explains the symbolic interaction theory for social research. This question-answer model describes the interview situation. Chapter four is dedicated to the three different survey techniques (personal interviews, telephone interviews and self-administered questionnaires). Each of them will be discussed in detail. Chapter five deals with response effects in questionnaires and explains the influence of question words, question form, question structure and question topic on responses. Whereas chapter six focuses on the macrostructure (overall structure) of questionnaires, chapter

seven focuses on the microstructure. Question form (open-ended vs. closed questions), sentence types and sentence form will be discussed as well as wh-interrogatives and the you attitude. In chapter eight a summary of the language differences is provided for each type of questionnaire separately. Finally, in the conclusion in chapter nine, some final remarks on the topic will be made.

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