Record Nr. UNINA9910462738703321 **Titolo** Culture, communication and cyberspace: rethinking technical communication for international online environments // edited by Kirk St. Amant, East Carolina University and Filipp Sapienza, White Mouse Solutions, LLC Pubbl/distr/stampa London:,: Routledge,, 2017 **ISBN** 1-351-84511-X 1-351-84510-1 1-315-22484-4 0-89503-413-1 Edizione [First edition.] Descrizione fisica 1 online resource (267 p.) Baywood's technical communications series Collana Disciplina 601/.4 Soggetti Communication of technical information Cyberspace Social media Distance education Electronic books. Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali First published 2011 by Baywood Publishing Company, Inc. Nota di bibliografia Includes bibliographical references and index. Nota di contenuto section I. Theoretical approaches to technical communication in cyberspace -- section II. Online interactions between cultures -section III. Cross-cultural collaborations and learning environments. "The increasingly global nature of the World Wide Web presents new Sommario/riassunto challenges and opportunities for technical communicators who must develop content for clients or colleagues from other cultures and in other nations. As international online access grows, technical communicators will encounter a range of challenges related to culture and communication in cyberspace. These challenges include how to design content and develop services for online distribution to a culturally diverse audience of users; how to address cultural and linguistic factors effectively when collaborating with international colleagues and clients via online media; and how to develop effective

online teaching and training practices and materials for use in learning

environments comprised of culturally diverse groups of students. The contributors to Culture, Communication and Cyberspace examine these challenges through chapters that explore the different aspects of international online communication. The contributing authors use a range of methodologies to review a variety of topics related to culture and communication in cyberspace. In so doing, the authors also examine how business trends, such as international outsourcing, content management, and the use of open source software (OSS), are affecting and could change practices in the field of technical communication as related to online cross-cultural interactions."-- Provided by publisher.