

1. Record Nr.	UNINA9910786372903321
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.)
Collana	Baywood's technical communications series
Disciplina	601/.4
Soggetti	Communication of technical information Cyberspace Social media Distance education
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.
Sommario/riassunto	"The increasingly global nature of the World Wide Web presents new 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.
