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Nota di contenuto Cover; Contents; Preface; Acknowledgments; Part I - The Rhetoric;

Chapter 1 - Scientific and Technical Communication in Context;

Chapter 2 - Reading Scientific and Technical Texts; Chapter 3 - Writing Scientific and Technical Texts; Chapter 4 - Understanding Audiences;

Chapter 5 - Language, Persuasion, and Argument; Chapter 6 -

Participation and Policy; Part II - The Reader; Introduction to Chapter 7;

Chapter 7 - Putting People Back into the Business of Science: Constituting a National Forum for Setting the Research Agenda;

Introduction to Chapter 8

Chapter 8 - Textual Technologies: New Literary Forms and ReflexivityIntroduction to Chapter 9; Chapter 9 - Science and

Communication: Beyond Form and Content; Introduction to Chapter 10; Chapter 10 - Migrating across Disciplinary Boundaries: The Case of David Raup's and John Sepkoski's Periodicity Papers; Introduction to Chapter 11; Chapter 11 - Challenging High-Tech War: Surgical Strike or

Collateral Damage?; Introduction to Chapter 12; Chapter 12 - Restructuring Demand for Scientific Expertise; Index; About the

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Sommario/riassunto

Integrating multidisciplinary perspectives on the relation of rhetoric, science, technology and public policy-making to the process and product of technical communication, this textbook reformulates the issues raised by science and technology studies (STS) within the context of technical communication. The first part of the book provides a summary, critique and alternative to recent theoretical perspectives developed in the rhetoric of science and the sociology of scientific knowledge. Part Two applies these critical alternatives to the traditional practices of scientific and technic