



# CSI Connect

A tri annual newsletter of  
CSI Student Branch  
Aishwarya Institute of Management & IT  
Udaipur



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## Events and Activities

**17 July 2013 :** A seminar on the topic **“Budding Graduates! Be marketable Employees”** was organized for the students of Aishwarya P G College, Udaipur on 17<sup>th</sup> July 2013. The guest speaker was Professor G Soral, International Student Advisor-MLSU, U.C.C.M.S, Mohan Lal Sukhadia University, Udaipur also a Senior CSI Member. The objective of the session was to give a direction to the students as to how to prepare themselves during the period of graduation, so as to suit the market requirements helping them to prepare for career and growth.

Professor G Soral during the interaction made the students aware of the expectations of employers from employees mentioning that desirable employees are rare besides presenting an array of challenges in front of potential employees. He further proposed a three pronged approach for the budding graduates to be marketable employees as

1. Brighten Academic Record
2. Gain Exposure to Industry Practices

3. Develop the Traits and Attributes in Demand

The above mentioned points were discussed in depth taking into consideration relevant parameters.

The session was enriched with real life examples; audience could relate to the content and understood the dire need to prepare themselves according to market needs.

**July 27 2013 :** An industry academia interaction was organized by Aishwarya Institute of Management and Information Technology and CSI student branch, Udaipur, for the students of MCA on 27<sup>th</sup> July 2013. The objective of the session was to make the students aware of Software industry trends, qualities that an employer looks for in the prospective employee,

further provide a road Map for the student's career plan and to give an insight into software industry. The guest speakers for the program were Mr. Shishir Darolia,



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### IMPORTANT LINKS

[www.aishwaryacollege.org](http://www.aishwaryacollege.org)

[www.rtu.ac.in](http://www.rtu.ac.in)

[www.csi-india.org](http://www.csi-india.org)

[www.ekalavya.it.iitb.ac.in](http://www.ekalavya.it.iitb.ac.in)

[www.nbrc.ac.in/library/free\\_ebooks.htm](http://www.nbrc.ac.in/library/free_ebooks.htm)

[www.delnet.nic.in](http://www.delnet.nic.in)

Director & Chief Executive Officer, Mr. Gaurav Vishwakarma, Managing Director and Ms. Khushboo Soni, Director & Chief Technical Officer, from Xavoc International Technologies.

The main focus of the interaction was to fulfill the gap between the requirements of present industry and academic output. The importance of practical knowledge with strong basic

fundamentals and adapting to the changing technological environment was discussed. The speakers shared with the students the increasing opportunities in software market, throwing light on market competition, growth, stability, reputation and survival of the fittest. Students were quite interactive with the guests and were filled with enthusiasm and a positive outlook regarding their future in corporate world

**12 August 2013 :** On the occasion

of World Youth day, a seminar on '**Creative writing**' was organized for the students for Computer Science and Management. Independent Editor of Financial Research Institute Ramesh Modi was the main spokesperson. He shared his thoughts on 'Creative writing' and its importance in life. He expressed that writing helps a person share his thoughts and feelings more clearly. He also added that writing can expand our pool of knowledge and helps us share those emotions which we are sometimes unable to say. Importance of reading and avoiding plagiarism was also discussed. Prior to this, the guests lighted the lamp and thus the workshop began. Dr. Archana Golwalkar Director AIM & IT and CSI SBC welcomed the guests and gave a brief outline of the workshop. All the students participated with full vigor and enthusiasm; they also cleared their literary and writing doubts.



Mr Modi interacting with students on "Creative Writing"



## Corporate Culture

**August 24 2013 :** An extension lecture was organized for the students of MCA focusing on "**Corporate Culture**" by the guest expert Ms Shubham Sharma Quality Assurance Lead, Secure Meters Pvt. Ltd., Udaipur, with an experience of 17 years as an analyst and software developer also a certified trainer and auditor.

The objective of the session was to create an understanding of corporate environment especially in software industry. Ms Sharma distinguished between the campus and the corporate environment and the contributing issues. She further discussed with the students the changing market trends in the software industry and technologies mentioning

examples like Delphi, Agile PLM and more. Importance of quality concerns was also covered. The guest was welcomed by Dr Archana Golwalkar (Director & CSI SBC) and the vote of thanks was given away by Ms Pooja Kothari (MCA). The deliberation was of great utility for the students.

# TECHNICAL QUIZ

**August 26 2013 :** A quiz competition was organized on for the students of MCA. There were 16 participants and eight teams in all. The Technical Quiz consisted of eight rounds, comprising of questions on networking, database, hardware and programming languages.

The event generated great interest among audience too as they participated equally in the event by answering the questions asked in audience round for which they were given prizes. The competition ended with a great sense

of joy and enthusiasm where students were filled with encouragement. The winning team was of Ritesh Chouhan and Madhubala Choudhary from MCA semester V. Congratulations!



## INFORMATION HUB: TECHNICAL WRITING

Technical writing is an interesting and modern career option. The growing IT, manufacturing service sectors have created a huge demand for technical writers. Here is all that you want to know to jump-start your career in technical writing.

### What is Technical Writing?

Technical writing involves putting technical information into easily understandable language. Technical writers work primarily in information-technology-related industries, coordinating the development and dissemination of technical content for a variety of users.

Technical writing is not everyone's forte it is a niche section that requires a very distinctive skill set which is a combination of good language skills and comprehensive technical acumen. An inclination towards writing and interest in the latest technologies in I.T. based environment are perfect ingredients that when churned out in a planned manner can bring out a good tech writer.

**Effectively Analyze the Rhetorical Situation** Creating effective technical documentation is driven by the writer's analysis of three elements that comprise the rhetorical situation of a particular project: audience, purpose, and context.

### Audience Analysis

When creating documentation technical writers aim to simplify complex concepts or processes to maximize reader comprehension. The final goal of a particular document is to help readers find what they need, understand what they find, and use what they understand appropriately. To reach this goal technical writers must understand how their audiences use and read documentation. An audience analysis is completed during the document planning process and, because the intended audience varies based on document type, an analysis is

conducted at the outset of each document project.

When analyzing an audience the technical writer must ask themselves:

- Who is the intended audience?
- What are their demographic characteristics?
- What is the audience's role?
- How does the reader feel about the subject?
- How does the reader feel about the sender?
- What form does the reader expect?
- What is the audience's task?
- What is the audience's knowledge level?



- ♦ What factors influence the situation?

Accurate audience analysis provides the writer with a set of guidelines that shape the content of the document, the presentation and design of the document (online help system, interactive website, manual, etc.), and the tone and knowledge level of the document.

**Purpose**

The 'purpose' refers to the function of a particular communication. A technical writer analyzes the purpose to understand what they want their communication (or document) to accomplish. Determining if a communication aims to persuade readers to “think or act a certain way, enable them to perform a task, help them understand something, change their attitude,” etc., provides the writer with important 'instructions' on how they format their communication and the kind of communication they choose (online help system, white paper, proposal, etc.).

**Context** : 'Context' refers to the physical and temporal circumstances in which readers use communication-for example: at their office desks, in a manufacturing plant, during the slow summer months, or in the middle of a company crisis. Understanding the context of a situation tells the technical writer how readers use the communication. This knowledge significantly influences how the writer formats the communication. For example, if the document is a quick troubleshooting guide to the controls on a small watercraft, the writer may have the pages laminated to increase

usable life.

**Document Design** Technical writing can be a creative process. Document design is a component of technical writing that increases readability and usability. According to one expert, technical writers use six design strategies to plan and create technical communication: arrangement, emphasis, clarity, conciseness, tone, and ethos.

**Arrangement:** refers to the order and organization of visual elements so that readers can see their structure-how they cohere in groups, how they differ from one another, how they create layers and hierarchies. When considering arrangement technical writers look at how to utilize headings, lists, charts, and images to increase usability.

**Emphasis:** refers to how a document displays important sections through prominence or intensity. When considering emphasis technical writers look at how they can show readers important sections, warning, useful tips, etc. through the use of placement, bolding, colour, and type size.



**Clarity:** refers to strategies used to “help the receiver decode the message, to understand it quickly and completely, and, when necessary, to react without ambivalence.” When considering clarity the technical writer strives to reduce visual noise, such as low contrast ratios, overly complex charts or graphs, and illegible font, all of which can hinder reader comprehension.

**Conciseness:** refers to the "visual bulk and intricacy" of the design-for example, the number of headings and lists, lines and boxes, detail of drawings and data displays, size variations, ornateness, and text spacing. Technical writers must consider all these design strategies to ensure the audience can easily use the documents.

**Tone :** The sound or feel of a document. Document type and audience dictates whether the communication should be formal and professional, or lighthearted and humorous. In addition to language choice, technical writers set the tone of technical communication through the use of spacing, images, typefaces, etc.

**Ethos:** - The degree of credibility that visual language achieves in a document. Technical writers strive to create professional and error-free documentation to establish credibility with the audience.

**Methodology** (document development life cycle) To create a technical document, a technical writer must understand the product, purpose, and audience. They gather information by studying existing material, interviewing SMEs, and often actually using the product. They study the audience to learn their

# THE FUTURE OF TECHNICAL WRITING

## THE BIG PICTURE THE RULES OF THE GAME FOR CREATING AND CONSUMING INFORMATION HAVE CHANGED

Content consumers now...

- **Actively engage in generating content**  
(democratization of content creation)
- **Use many devices**  
(e.g. laptops, mobile phones, tablets) necessitating multi-screen & multi-channel publishing
- **Require easily searchable, highly personalized content**
- **Increasingly expect rich media in content**

## WHAT DOES THIS MEAN FOR TECHNICAL WRITING?



- ### More collaborative and conversational authoring
- **Community-based content** will continue to develop as conversing with users becomes more commonplace
  - Augmentation of traditional documentation with **blogs, forum posts, user comments**, etc.
  - Rise of **networked manual**
  - Need for **content curation** and content strategy
  - Requires **ongoing management and budget**

- ### More media and more devices
- Need to understand technology as well as content

- ### Need to prove value
- Technology makes it much easier to see **what generates interest and what does not**. Technical materials, like other forms of content, will be under pressure to prove their worth. Competition in niche fields will also increase as the web makes exposure to other content creators almost instantaneous.

- ### Move to credentialing
- Since anyone with a computer can claim to be a technical writer, we will likely see more **tool or process-specific credentials** like PMP curriculum developed by Project Management Institute

### Migration to structured authoring

As technical materials become more and more of a collaborative effort, writers will utilize existing software which aids in keeping digital content indexed and organized.

Instead of writing narrative chapters which build knowledge in a linear stream from one chapter to the next, **technical writers will write bits of information that are searchable for specific inquiries.**

- ### Other future forecasts
- Rise of embedded user assistance (guided help)
  - More web-based content and web analytics
  - More content analysis
  - Migration to the "cloud"

## TECHNICAL WRITERS WILL BECOME...

- Although it is always possible to specialize in writing alone, technical writers will most likely be required to have a **firm aptitude for technology.**
- They will handle many **auxiliary functions related to the materials they produce.** Some examples are shown to the right:
- Gather requirements
  - Design pages
  - Develop taxonomies
  - Create graphics
  - Develop proposals
  - Analyze processes
  - Manage web content

Presented by: Technical Writing.org

Sources:

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needs and technical understanding level.

A technical publication's development life cycle typically consists of five phases, coordinated with the overall product development plan:

Phase 1: Information gathering and planning

Phase 2: Content specification

Phase 3: Content development and implementation

Phase 4: Production

Phase 5: Evaluation

The document development life cycle typically consists of six phases (This changes organization to organization, how they are following).

- Audience profiling (identify target audience)
- User task analysis (analyze tasks and information based on target audience)
- Information architecture (design based on analysis, how to prepare document)
- Content development (develop/prepare the document)
- Technical and editorial reviews (review with higher level personnel—managers, etc.)
- Formatting and publishing (publish the document).

This is similar to the software development life cycle.

Well-written technical documents usually follow formal standards or guidelines. Technical documentation comes in many styles and formats, depending on the medium and subject area. Printed and online documentation may differ in various ways, but still adhere to largely identical guidelines for prose, information structure, and layout. Usually, technical writers follow formatting conventions described in a standard style guide. In the US, technical writers typically use the Chicago Manual of Style (CMS). Many companies have internal corporate style guides that cover specific corporate issues such as logo use, branding, and other aspects of corporate style. The Microsoft Manual of Style for Technical Publications is typical of these.

Engineering projects, particularly defense or aerospace related projects, often follow national and international documentation standards—such as ATA100 for civil aircraft or S1000D for civil and defense platforms.

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