Objectives

- Identify complex communication types.
- Examine the common components in long reports and research proposals.
- Prepare communication products according to their specified requirements.

Complex Communication Types

- Definitions and Descriptions
  - Brief vs. Expanded
  - Proposals
    - Planning, Research, or Sales
  - Long Reports (Technical Reports)
    - Causal, Comparative, Feasibility, or others:
    - Descriptive, Process, Analytical, Troubleshooting, and Examination

Definitions and Descriptions

- Brief:
  - Replacing technical words, ideas, or concepts with common knowledge
  - Used when audiences do not require great amount of information
- Expanded:
  - Audience requires more detailed information
  - Particular to technical processes

Proposals

- Some form of direct action is required from the audience
  - Authorize a project
  - Purchase goods/services
  - Finance research, education, or service project
  - Request programmatic changes
- Can be short or long, with variety of form
Proposal Types
- Planning:
  - Offers solutions to problems
  - Requests for funding
  - Usually internal forms (shorter versions)
- Research:
  - Request approval and funding for research
  - Follow granting agency guidelines closely
  - Reviewers are applicant's peers

Proposal Types
- Research:
  - Format is longer than found in planning
  - Usually to external agency sources
- Sales:
  - Offer goods/services
  - Solicited or unsolicited
  - Very competitive situations

Proposal Components
- Background – brief, but complete
- Objective – precisely spells out action
- Statement of purpose – what you will do
- Methods – how you will get it done
- Budget – total costs (includes narrative)
- Results/Outcomes – what the proposed project will generate

Long (Technical) Reports
- Inform an audience
- Offer a solution
- Report progress
- Apply a recommendation
- Long reports provide detailed information about a specific project (research, program, process, etc.)

Technical Report Types
- Causal – cause-effect explanation
- Comparative – rating similar items
- Feasibility – assess practicality of an idea
- Others (see additional Week #12 guides):
  - Descriptive
  - Process
  - Analytical
  - Troubleshooting, and
  - Examination

Creating Technical Reports
- Best to start with an outline of major and minor headings for the report
- All technical reports are comprised of:
  - Introduction
  - Body
  - Conclusion
  - Front matter (title page, ToC, abstract, and executive summary)
  - End matter (reference list, glossary, and appendices)
<table>
<thead>
<tr>
<th>Technical Report Usability</th>
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<tr>
<td>- Problem or goal is clearly articulated</td>
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<td>- Sufficient information is included so readers do not have to assume anything</td>
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<td>- Narrative is clear, concise, and accurate</td>
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<td>- Appropriate visuals enhance content</td>
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<tr>
<td>- Informative headings facilitate readability</td>
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<td>- Verb tense is used with care</td>
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<th>Application</th>
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<tr>
<td>- Visit the AGCJ 404 and AGCJ Tutorial Web sites for more information</td>
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<td>- Use complex communications to:</td>
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<td>- Propose an idea for research or sales</td>
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<td>- Report progress, recommendations, or offer solutions to a problem</td>
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<td>- Do not be intimidated by assignments such as long (technical) reports</td>
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<th>Evaluation</th>
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<tr>
<td>- Research Brief and Fact Sheet Projects</td>
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<td>- Final examination</td>
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