

# DATA VISUALIZATION IN A TECHNICAL & PROFESSIONAL COMMUNICATION (TPC) COURSE

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## OPPORTUNITIES FOR DATA VISUALIZATION IN TPC (based on Meloncon & Warner, 2017)

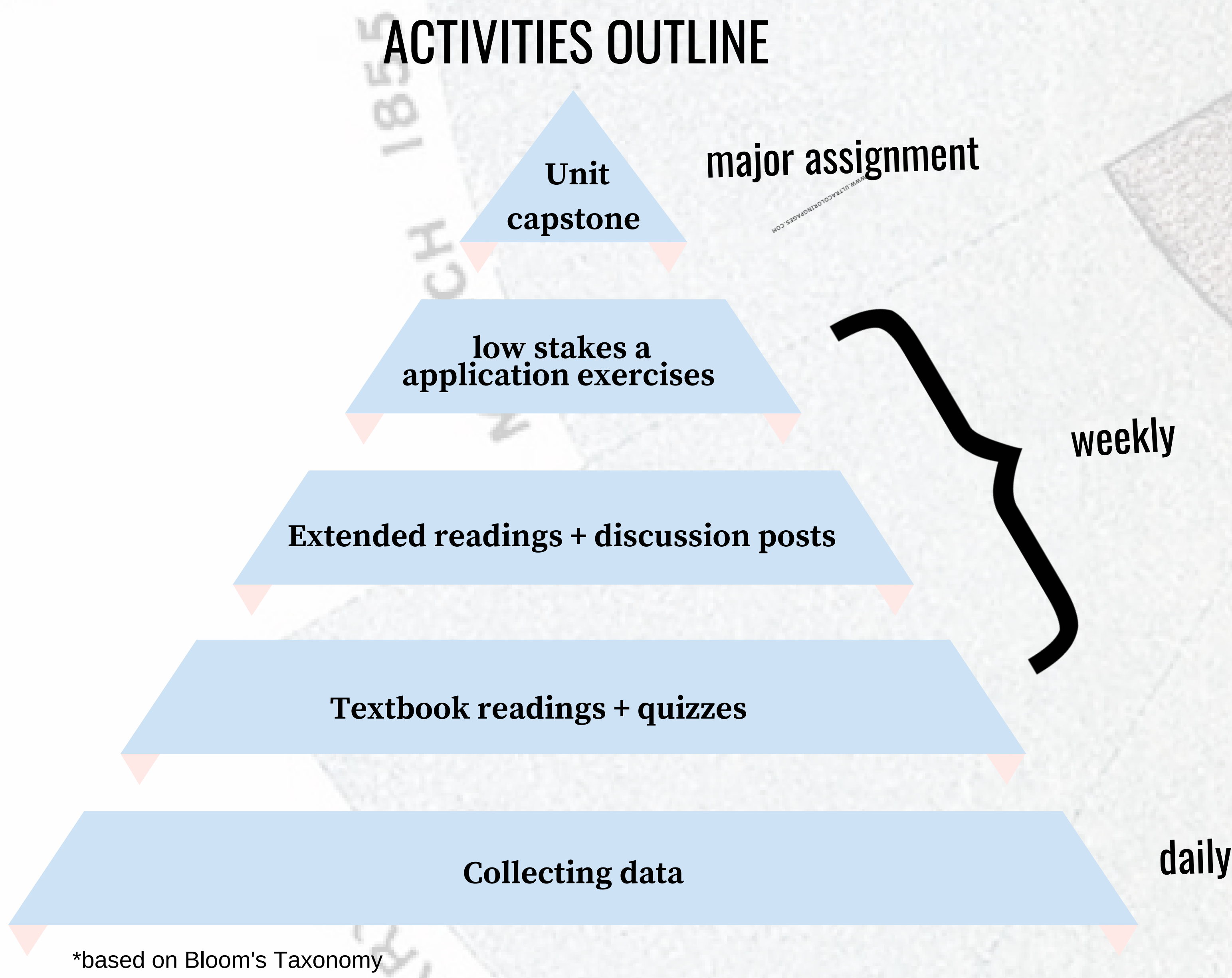
- 1

**Adding contextual awareness**  
Emphasis on contextualization can add a much needed dimension to research study design on data visualizations
- 2

**Asking more appropriate research questions**  
Present findings that truly advance ways to create data visualizations for diverse audiences
- 3

**Improving audience analysis**  
Fostering a full understanding of an intended audience

## PWP 372 - DATA VISUALIZATION UNIT OUTLINE



## EXTENDED READINGS

( does not include textbook readings)

assigned to students

professor only

Brasseur, L. (2005). Florence Nightingale's visual rhetoric in the rose diagrams. *Technical Communication Quarterly*, 14(2), 161-182.

Kostelnick, C. (2016). The re-emergence of emotional appeals in interactive data visualization. *Technical Communication*, 63(2), 116-135.

Van Winkle, K. (2022). Above all made by themselves: The visual rhetoric of WEB Du Bois's data visualizations. *Technical Communication Quarterly*, 31(1), 17-32.

Wolfe, J. (2015). Teaching students to focus on the data in data visualization. *Journal of Business and Technical Communication*, 29(3), 344-359.

**Source:** Meloncon, L., & Warner, E. (2017, July). Data visualizations: A literature review and opportunities for technical and professional communication. In 2017 IEEE International Professional Communication Conference (ProComm) (pp. 1-9). IEEE.