

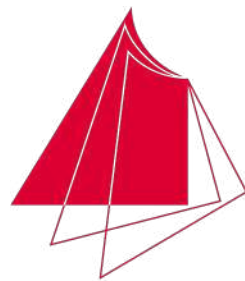


The evolution of technical communication: Perspectives on European education

*9th Paris International Conference on Technical Communication:
Evolutions of the Discipline*

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Presentation overview

The evolution of education:

- In Germany.
- In Ireland.

Current trends in education.

The TecCOMFrame project.

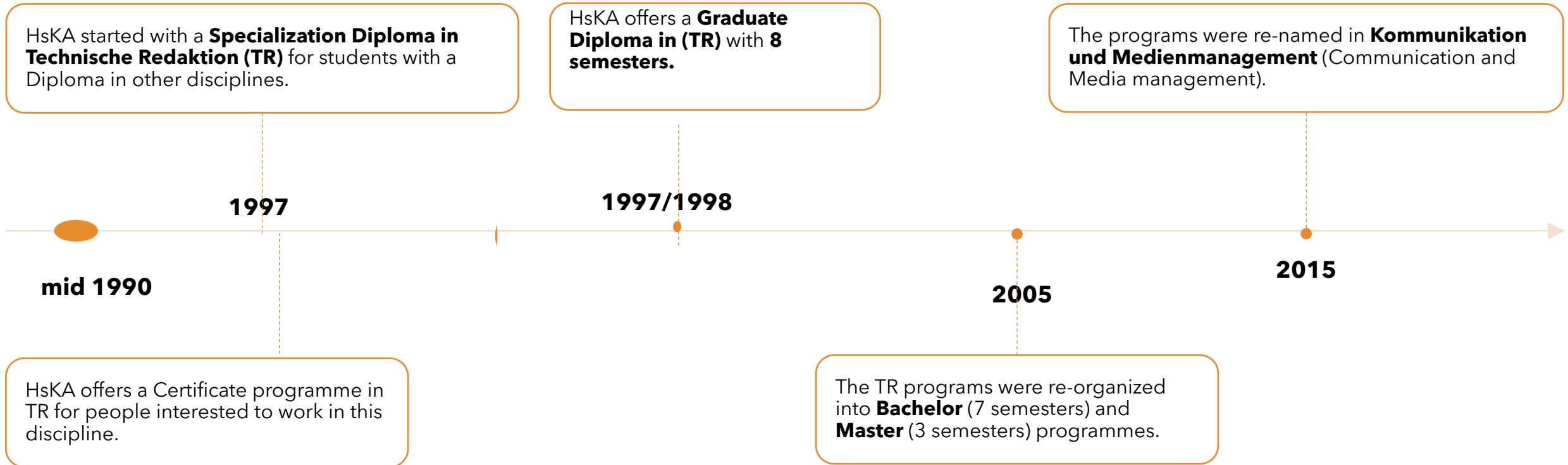
The tekomp Europe Advisory Board for Training and Professional Development.

Projects of the Advisory Board.

The International University Network.

Conclusions and discussion topics.

The evolution of TC education in Karlsruhe university (HsKA)



<https://www.hs-karlsruhe.de/en/faculties/information-management-media/bachelor/communication-media-management-bachelor/curriculum>

CMM Bachelor (B.A.) at HsKa today

- The curriculum is still based on the four pillars we started with in 1997:
 - Language.
 - Information and Media Technology.
 - Visualization / Design.
 - Engineering basics.
- Seven semesters.
- Internship in the 5th semester.

CMM Master (M.Sc.) at HsKa today

- Variety of electives to specialize in core TC subjects:
 - Applied Linguistics and Language Management.
 - Technology and Technology Didactics.
 - Visual Communication and Knowledge Transfer.
 - Information Management.
 - Standardization Methods.
 - Media Engineering.
- Three semesters.
- Education for management and consulting positions.

<https://www.hs-karlsruhe.de/en/faculties/information-management-media/master/communication-media-management-master>

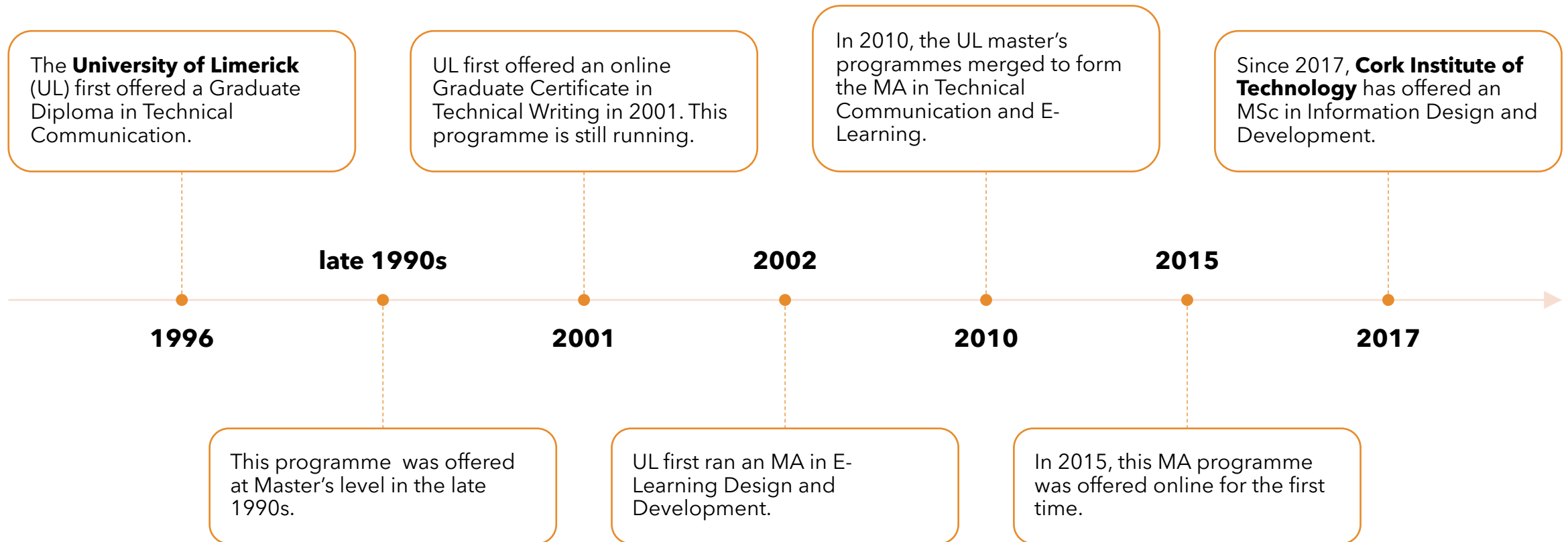
Current Bachelor TC programs in Germany

- Variety of programmes at a growing number of universities:
 - Technik-Kommunikation, RWTH Aachen University
 - Technische Redaktion, Hochschule Aalen
 - Multimediale Kommunikation und Dokumentation, Hochschule Aschaffenburg
 - Technisches Informationsdesign und Technische Redaktion, Fachhochschule Hannover
 - Kommunikation und Medienmanagement, Hochschule Karlsruhe - Technik und Wirtschaft
 - Technisches Informationsdesign, Hochschule Merseburg
 - Technische Redaktion und Kommunikation, Hochschule München
 - Internationale Technik- und Medienkommunikation, HS für angewandte Sprachen München
 - Technische Redaktion und Projektmanagement, Fachhochschule Südwestfalen, Campus Soest
 - Service Management, Hochschule Furtwangen
 - Internationales Informationsmanagement, Universität Hildesheim
 - Informationsmanagement und Unternehmenskommunikation, Hochschule Neu-Ulm
 - Informations- und Datenmanagement, Fachhochschule Potsdam

Current Master TC programs in Germany

- Kommunikation und Medienmanagement, Hochschule Karlsruhe - Technik und Wirtschaft
- Informationsdesign und Medienmanagement, Hochschule Merseburg
- Technik-Kommunikation, Rheinisch-Westfälisch Technische Hochschule RWTH Aachen
- Technische Redaktion und multimediale Dokumentation, Technische Hochschule Mittelhessen
- Internationale Medienkommunikation, Hochschule für angewandte Sprachen München
- Technische Kommunikation, Universität Rostock

The evolution of education in Ireland



Current trends in education

- New study programme titles.
- Increasing focus on content management and delivery.
- Analytics, user/machine generated content, data driven documentation.
- Video, social media, gamification conversation design.
- New technologies and new types of writing (e.g., UX writing, structured writing and marketing writing).

BUT

- A continuing need for the key skills of writing, technology, and visualization.
- A need for more programmes throughout Europe.

The TecCOMFrame project

- The purpose of this project was to increase and support higher-education opportunities in technical communication.
- Project partners developed an [academic competence framework](#) and prototype curricula.
- The framework has 22 subjects and six competence dimensions.
- It is broad enough to be applicable to multiple types of programme.
- Prototype curricula were developed at bachelor's and master's levels to suggest content for full programmes and specialisations

Competence framework: Dimensions and subjects



Academic Perspective

- Academic research
- Philosophy and ethics

Communication and Culture

- Communication theory and models
- Interculturality
- Multilingual workflow
- Terminology

Content

- Evaluation and user experience
- Information architecture
- Content development
- Information mining
- Legal requirements and standards
- Training and eLearning
- Visualisation



Management

- Corporate management principles
- Information management
- Project management
- Quality management



Technology and Media

- Content delivery
- Information technology
- Domain knowledge



Transversal Competencies

- Language skills
- Personal competencies

The tekcom Europe Advisory Board for Training and Professional Development

In 2018, tekcom Europe established this [Advisory Board](#):

- To promote the job profile.
- To maintain, update, and extend the outputs of the TecCOMFrame project.
- To include industry partners and new academic partners.
- To foster ties between academia and industry.
- To increase the profile of the profession of technical communication.
- To work on projects that promote these aims.

Advisory Board projects

Projects to date include development of:

- A video and promotional materials about technical communication.
- Country profiles.
- Personas.
- The international university network.

The International University Network

- The Advisory Board first discussed this idea in early 2020.
- We conducted a survey to determine levels of interest and needs of stakeholders:
 - The survey had **53 responses** from individuals in **14 countries**.
 - Respondents wanted opportunities to meet (online and face-to-face), to share resources and experiences, to collaborate on teaching and research, and to mentor and be mentored.

Next steps for the Network

- The first International University Network meeting was held online on November 25th, 2020.
 - More than 30 people attended.
 - Attendees shared introductions and objectives.
- In 2021, network meetings will continue, and will involve smaller-group discussions and plenary sessions, all online.
 - The **next meeting is on February 5th at 14.00** (CET)
 - Anyone interested in technical communication training and education is welcome to attend!

Conclusions/discussion topics

- What should we call our programmes?
- What content needs to be covered in technical communication programmes for the future?
- What skills do future technical communicators need?
- How should universities help students to develop these skills?
- How can the Advisory Board, university network, and other industry networks help us to improve education?



Thank you for listening!

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