

# PRINCIPLES OF ENGINEERING PRACTICE

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**Communications Goal in 3.003:** To become a better communicator

How?

--Practice

--Emulation

--Critique

## **Principles of Communication**

--Communication is a system

--Communication is a way of thinking

--Good communication has certain attributes: clarity, balance, coherence

--There are steps in preparing communication: planning, drafting, revising, editing

--Communication is about both medium and message: how you package information

**Most of the time, communication in the field of engineering, as in other fields, is telling a story. Your job is to create the most effective and compelling narrative.**

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