

## ANNOUNCEMENT

**Reader: Essays in Reader-Oriented Theory, Criticism, and Pedagogy** is a semiannual publication addressing reading, readers, and reader-oriented approaches to texts including literature, visual images, and student writing.

Recent titles include the following:

- "Women Reading/Reading Women"
- "Reading the Image."

Future essays will address such topics as:

- Reading early nineteenth-century American fiction
- Theories, stories, and conversations of literature
- Defining the profession by our practice of response
- Reading Dürer's *Melencolia I*

**Reader** is published in the fall and spring at yearly subscription rates of:

- \$8.00 for individuals  
(\$10.00 outside the U.S.)
- \$10.00 for institutions  
(\$12.00 outside the U.S.).

Address inquiries to:

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**AN INVITATION TO ATTEND IPCC 1991  
Dr. Christopher J. Forbes  
New Mexico Kachina Chapter**

From October 30 through November 1, 1991, the IEEE Professional Communication Society (PCS) will sponsor the 1991 International Professional Communication Conference (IPCC 91) at the Sheraton World Resort in Orlando, Florida.

The controlling theme of IPCC 91 is "The Engineered Communication: Designs for Continued Improvement," with a focus on technical communication as a disciplined, systematic process. Sessions at IPCC 91 will focus on innovative methods employed to improve the quality of our documents, our discipline, our working environment, and customer support. A few topics to be addressed at IPCC 91 are as follows:

- Developing, Disseminating, and Maintaining Standards in Technical Communication
- Providing Meaningful Training and Professional Development Opportunities
- Designing and Developing Useable Communication Tools
- Narrowing the Distance Among Theory, Application, and Evolving Technology
- Ethics for Technical Communicators
- Productivity, Marketing, and Customer Appreciation

In keeping with the Professional Communication Society's expanding international role in technical communication, the keynote speaker for IPCC 91 will be Dr. Henreich Lantsberg, Chairman of the Professional Communication Society of the Popov Society (USSR). Further, several activities -- such as a jargon contest, a Florida luau, and a resumé exchange -- are planned to add to your conference enjoyment.

*For more information, please contact: General Information/IPCC 91 Brochure - Dr. Daniel L. Plung, (803) 642-4485; Registration - William Kehoe, (301) 953-5000, Ext. 7944; Exhibits - John R. Strack, (803) 644-1434.*

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## **Announcement and Call for Papers**

The Hilton Hotel in Biloxi, MS  
(The Mississippi Gulf Coast)  
will be the site of

**The Seventh Conference on  
Computers and Writing**  
May 24, 25, and 26, 1991.

The conference theme is

**"Making Connections"**

between the academic and working world  
and within and between disciplines.

For more information or to request  
registration materials contact:

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