

## *Stephen A Bernhardt*

Professor Of English and the Kirkpatrick Chair in Writing at the University of Delaware. As Senior Consultant with McCulley/Cuppan LLC, he works with pharmaceutical companies on document development. He has interests in computers and writing, document design, and training in technical writing. He has published in many leading journals of scientific and technical communication. Most of his focus has been on workplace communication and how technology has and dose influence language use. (pg 479 Handa)

### **Education**

- PhD, English and Education, University of Michigan
- MS, English, Northern Illinois University
- BA, Philosophy and English, University of Illinois

**Gestalt:** the focusing attention on the total visual impact of the text on a prospective reader.

**Equilibrium:** suggests that items in a visual field strive for balance with other items in the field

**Visual Syntax:** the creation of a harmonious, balanced, attractive text which conveys information to the reader about textual organization through visible means

### **Publications**

- *Writing at Work: Professional Writing Skills for People on the Job* (NTC Contemporary Books, Chicago, 1997, with Edward L. Smith)
- *Expanding Literacies: English Teaching for the New Workplace* (SUNY Press, Albany, 1998, with Marv Sue Garav) **Johnson & Johnson**

