

# General Concepts

## Surveys of the Discipline of Content

### Videos, Webinars, and Podcasts

- Center for Information-Development Management (CIDM), the Data Conversion Laboratory (DCL), and the RWS Group (2022, Aug. 25). [Digital transformation survey 2022: Results, analysis, and projections](#) [Webinar].

### Articles and Chapters

- Andersen, R. (2014). Rhetorical work in the age of content management: Implications for the field of technical communication. *Journal of Business and Technical Communication*, 28(2), 115–157.
- Andersen, R., & Batova, T. (2015). The current state of component content management: An integrative literature review. *IEEE Transactions on Professional Communication*, 58(3), 247–270.
- Andersen, R. & Evia, C. (2026). Chapter 2: Emergence of the discipline of content. *Technical communication and the discipline of content: Considerations for research, training, and career readiness* (pp. 43-79). New York: Routledge.
- Evia, C., & Andersen, R. (2020). Beyond management: Understanding the many forces that shape content today. In T. Bridgeford (Ed.), *Teaching content management in technical and professional communication*, (pp. 213–231). New York: Routledge.

## Definitions of Content

### Videos, Webinars, and Podcasts

- [What is Structured Content?](#) [video] by Heretto
- What is Structured Content? by Stan Doherty, ACM SIGDOC Structured Authoring Committee - find article in multiple formats on the [Curriculum Resources](#) page of the committee website
- What is Semantic Markup? by Stan Doherty, ACM SIGDOC Structured Authoring Committee - find article in multiple formats on the [Curriculum Resources](#) page of the committee website

## Articles and Chapters

- Bailie, R. & Evia, C. (2024). Operationalizing content creation. In C. Evia (Ed.), *Content operations from start to scale: Perspectives from industry experts* (pp. 43–74). Blacksburg: Virginia Tech Publishing.
- Dush, L. (2015). When writing becomes content. *College Composition and Communication*, 67(2), 173–96.

## Books

- Bailie, R., & Urbina, N. (2013). *Content strategy: Connecting the dots between business, brand, and benefits*. Laguna Hills, CA: XML Press.
- Eichhorn, K. (2022). *Content*. Cambridge, MA: The MIT Press.
- Rockley, A., Cooper, C., & Abel, S. (2015). *Intelligent content: A primer*. Laguna Hills, CA XML Press.

# Explanations of Structured Authoring

## Articles and Chapters

- [Getting Started with Topic-Based Writing](#) by Jackquei Samuels on TechWhirl
- [The Essential Guide to Topic-Based Authoring](#) by Heather Jonasson at Paligo
- Andersen, R. & Evia, C. (2025). Chapter 3: Changing Technical Communication Roles and Activities (assign the section, "Structured Authoring"). *Technical communication and the discipline of content: Considerations for research, training, and career readiness* (pp. 83–132). New York: Routledge.
- Carey, M., Longo, D., & Lanyi, M. (2014). *Developing quality technical information: A handbook for writers and editors* (3rd ed.). Upper Saddle River, NJ: IBM Press.
- Cleary, Y. (2020). Teaching topic-based writing. In T. Bridgeford (Ed.), *Teaching content management in technical and professional communication* (pp. 72–86). New York: Routledge.
- Evia, C., Sharp, M., & Pérez-Quiñones, A. (2015). Teaching structured authoring and DITA through rhetorical and computational thinking. *IEEE Transactions on Professional Communication*, 58(3), 328–343.
- O’Keefe, S., & Pringle, A. (2017, April 12). [Structured authoring and XML](#). [White paper]. Research Triangle Park, NC: Scriptorium Publishing Services.

# XML DITA Resources

## Explanations of DITA

### Videos, Webinars, and Podcasts

- What are DITA Topics? by Stan Doherty, ACM SIGDOC Structured Authoring Committee - find article in multiple formats on the [Curriculum Resources](#) page of the committee website
- [What is DITA XML?](#) [video] by Heretto

### Articles and Chapters

- Bellamy, L., Carey, M., & Schlotfeldt, J. (2011). *DITA best practices: A roadmap for writing, editing, and architecting in DITA*. Upper Saddle River, NJ: IBM Press.
- Hackos, J. (2011). *Introduction to DITA: A user guide to the Darwin Information Typing Architecture including DITA 1.2* (2nd ed.). Comtech Services, Inc.
- O’Keefe, S., & Pringle, A. (2017, April 12). [Structured authoring and XML](#). [White paper]. Research Triangle Park, NC: Scriptorium Publishing Services.
- Swarts, J. (2020). Writing about structure in DITA. In T. Bridgeford (Ed.), *Teaching content management in technical and professional communication* (pp. 155–173). New York: Routledge.

## DITA Tutorials

- [Learning DITA](#), a collection of DITA video and text tutorials maintained by Scriptorium.

# Docs-as-Code Resources

## Books

- Evia, C. (2018). *Creating intelligent content with Lightweight DITA*. New York: Routledge.
- Gentle, A. (2017). *Docs like code: Write, review, test, merge, build, deploy, repeat*. Austin, TX: Just Write Click.
- Quetzalli, A. (2023). *Docs-as-ecosystem: The community approach to engineering documentation*. New York: Apress.
- Silva, M. (2018). *Docs as tests: An engineer's field guide to writing resilient, maintainable technical documentation*. Sydney: Boffin.

## Videos and Websites

- [Markdown Tutorial](#), a free, GitHub-based tutorial developed by Garen Torikian.
- [The Markdown Guide](#), a free reference guide that explains how to use Markdown.
- The YouTube playlist "[GitHub for Beginners](#)," from the official GitHub account. Technical content students can skip the "Beginner Git Commands" video.
- AsciiDoc: <https://asciidoc.org/>

# GitHub Resources

## Videos and Websites

- The YouTube playlist [“GitHub for Beginners,”](#) from the official GitHub account. Technical content students can skip the “Beginner Git Commands” video.

## Guides

- [Git Documentation](#)
- [Git Basics: What is Git?](#)

# Content Strategy Resources

## Content Strategy Definitions and Descriptions

### Videos, Webinars, and Podcasts

- [The Content Strategy Podcast](#) [podcast] hosted by Kristina Halvorson
- [Content Matters](#) [podcast] sponsored by Ingeniux
- [Content Operations](#) [podcast] hosted by Scriptorium
- [Content Strategy Articles & Videos](#) [articles & videos], published on the Nielsen Norman Group website
- [How Artificial Intelligence is Impacting Content Strategy](#) [webinar] hosted by Patrick Bosek and Scott Abel and featuring Michael Andrews, May 15, 2025

### Articles and Chapters

- Getto, G. (2018). A prototype theory for content strategy education: Training content strategists within the academy. In *Proceedings of the 36th ACM International Conference on the Design of Communication* (pp. 1–6).
- Halvorson, K. (2018). Ten years later: The discipline of content strategy from <https://www.braintraffic.com/blog/ten-years-later-the-discipline-of-content-strategy>.
- Kaley, A. (Aug., 23, 2024). [Content strategy: Study guide](#). Nielsen Norman Group.
- Walker, C.J. (2023, June 24). A brief history of content strategy from <https://firehead.net/2013/06/a-brief-history-of-content-strategy/>

### Journals - Special Issues

- Bailie, R. (Ed.). (2019). Content strategy. [Special issue]. *Technical Communication*, 66(2).
- Batova, T., & Andersen, R. (Eds.). (2016). Content strategy--A unifying vision [Special issue]. *IEEE Transactions on Professional Communication*, 59(1).
- Getto G., & Flanagan, S. (Eds.). (2024). The how-to of content strategy: Teaching, training, and application [Special issue]. *Technical Communication*, 71(3).
- Getto, G., Flanagan, S., & Labriola, J. (Eds.). (2023). The people, practices, and technologies central to content strategy [Special issue]. *Technical Communication*, 53(4).

### Books

- Bailie, R., & Urbina, N. (2013). *Content strategy: Connecting the dots between business, brand, and benefits*. Laguna Hills, CA: XML Press.
- Getto, G., Labriola, J., & Ruszkiewicz, S. (2019). *Content strategy in technical communication*. New York: Routledge.

Note that the following books also include detailed activities and templates for planning and conducting a content strategy.

- Casey, M. (2023). *The content strategy toolkit: Methods, guidelines, and templates for getting content right*, 2nd Edition. Hoboken, NJ: New Riders.
- Getto, G., Labriola, J., & Ruskiewicz, S. (2023). *Content strategy: A how-to guide*. New York: Routledge.
- Jones, C. (2019). *The content advantage (Clout 2.0)*. San Francisco, CA: New Riders.