

A Technical Process Description – Annotation: “GCMC Process for Recovery of Metals from Spent Catalysts”

To work through this annotation, link to the process description at this URL:
<http://www.mintek.ac.za/EMD/sx/mtproc.htm>

The purpose of this description is to provide customers with a technical overview of a gold-refining process used by Mintek, a South African company that specializes in mineral processing and extractive metallurgy. This process is obviously a highly specialized one that many of us would not have the background to understand. Moreover, Mintek competes with other companies, so it stands to reason that it omits many crucial details from its Web-based process description.

Key Points to Note

- To avoid revealing the details of its processes to competitors, the process description is written in general terms. It seems probable that the company includes only enough detail to convince potential customers that they do quality work.
- At the bottom of the page, a link is provided to an Introduction, which gives a general overview of and background information about this process developed by Mintek. This introduction takes on a more marketing-type tone as it discusses the advantages of Mintek’s process over conventional technology used by other companies.

Revision Recommendations

- Currently, background information and additional explanations are mixed with process information. These should be separated to help the reader’s understanding.
- The actual steps of the process could be made more clear by numbering them in sequence and then visually linking them to the process diagram with corresponding numbers. Even better, hyperlinking parts of the diagram to the corresponding process description would also help to further the reader’s comprehension of the process. Compare the Minataur process description to another Mintek process description, which describes how metals are extracted from slag: <http://www.mintek.ac.za/EMD/mfs/mfsproc1.htm>. Note how hyperlinking the diagram to the descriptions makes it easier to follow.
- The process description functions both as an overview of the refining process and as a marketing document. In this case, the blending of purposes makes sense, but it is important to ensure that such an overlap in audience, purpose, or context is done consciously.