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Writing Style Guide

Web Writing Style Guide

The Global English Style Guide illustrates how much you can do to make written texts more suitable for a global audience. Accompanied by an abundance of clearly explained examples, the Global English

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guidelines show you how to write documentation that is optimized for non-native speakers of English, translators, and even machine-translation software, as well as for native speakers of English. You'll find dozens of guidelines that you won't find in any other source, along with

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thorough explanations of why each guideline is useful. Author John Kohl also includes revision strategies, as well as caveats that will help you avoid applying guidelines incorrectly. Focusing primarily on sentence-level stylistic issues, problematic grammatical constructions, and

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terminology issues, this book addresses the following topics: ways to simplify your writing style and make it consistent; ambiguities that most writers and editors are not aware of, and how to eliminate those ambiguities; how to make your sentence structure more explicit so

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that your sentences are easier for native and non-native speakers to read and understand; punctuation and capitalization guidelines that improve readability and make translation more efficient; and how language technologies such as controlled-authoring software can facilitate the

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adoption of Global English as a corporate standard. This text is intended for anyone who uses written English to communicate technical information to a global audience. Technical writers, technical editors, science writers, and training instructors are just a few of the

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Web is the most comprehensive guide available for interactive writing. It covers web sites, computer games, e-learning courses, training programs, immersive exhibits, and much more. Earlier editions have garnered rave reviews as a writing handbook for multimedia and web professionals, as

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- *Creating blogs and podcasts
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- *Optimizing text for web search engines
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cases and user scenarios *Dealing
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written for students in undergraduate writing classes, it can also be a suitable resource for other writers interested in learning more about writing for the web. This document is available as a web text for reading online, a printer-friendly PDF and an EPUB eReader versions.

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George Orwell set out ‘to make political
writing into an art’, and to a wide extent
this aim shaped the future of English
literature – his descriptions of
authoritarian regimes helped to form a
new vocabulary that is fundamental to**

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understanding totalitarianism. While 1984 and Animal Farm are amongst the most popular classic novels in the English language, this new series of Orwell's essays seeks to bring a wider selection of his writing on politics and literature to a new readership. In Politics and the English Language, the

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second in the Orwell's Essays series, Orwell takes aim at the language used in politics, which, he says, 'is designed to make lies sound truthful and murder respectable, and to give an appearance of solidity to pure wind'. In an age where the language used in politics is constantly under the microscope,

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Orwell's Politics and the English Language is just as relevant today, and gives the reader a vital understanding of the tactics at play. 'A writer who can – and must – be rediscovered with every age.' — Irish Times

The Internet Writer's Handbook is an easily accessible, vital reference tool for

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those who want to write and format effective Web documents. Too often, writers attempt to create Web pages by simply using the same techniques they use for print documents. The Internet Writer's Handbook offers those writers specific advice on writing and designing on-line hypertext documents. The book

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has been updated to reflect the latest Web writing terms and concepts such as Web page elements, Web page design, and types of Web writing. This dynamic handbook will appeal to anyone who needs help in creating a Web page.

Nicely Said

Writing for the Web with Style and

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Purpose

Web Writing that Works

Redesign Your Library Website

**Basic Design Principles for Creating
Web Sites**

Foundations of User Experience Design

Politics and the English Language

A little more than seventy-

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five years ago, Kate L. Turabian drafted a set of guidelines to help students understand how to write, cite, and formally submit research writing. Seven editions and more

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***an overview of the steps
in the research and
writing process, including
formulating questions,
reading critically,
building arguments, and
revising drafts. Part II***

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provides an overview of citation practices with detailed information on the two main scholarly citation styles (notes-bibliography and author-date), an array of source

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capitalization, spelling, abbreviations, table formatting, and the use of quotations. Style and citation recommendations have been revised throughout to reflect the

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and a bibliography with the most up-to-date listing of critical resources available, A Manual for Writers remains the essential resource for students and their

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WWW may be an acronym for the World Wide Web, but no one could fault you for thinking it stands for wild, wild West. The rapid growth of the Web has

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- Write marketing copy,***

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interface flows, blog posts, legal policies, and emails • Develop behind-the-scenes documents like mission statements, survey questions, and project briefs • Find your voice

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and adapt your tone for the situation • Build trust and foster relationships with readers • Make a simple style guide “Writing is a skill that will hugely benefit

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anyone's career, and luckily, it's a skill that anyone can learn. Nicely Said is a wonderful guide to writing clearly and concisely for the audience you're trying to reach.

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**hypertextual and
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come into play when
writing for digital
platforms. Learning how to
achieve balance and a
careful, deliberate blend**

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of these elements is the other primary goal of this text. Writing for Digital Media teaches students not only how to create content as writers, but also how to think critically as a

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site manager or content developer might about issues such as graphic design, site architecture, and editorial consistency. By teaching these new skill sets alongside

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websites, the need for a
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Guidelines aid in correcting this problem by providing the latest Web design guidance from the research and other forms of evidence. This unique publication has been updated from its earlier version to include over 40 new or updated research guidelines, bringing the total to 209.

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Primary audiences for the book are: Web managers, designers, and all staff involved in the creation of Web sites. Topics in the book include: home page design, page and site navigation, graphics and images, effective Web content writing, and search. A new section on usability

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testing guidance has been added. Experts from across government, industry, and academia have reviewed and contributed to the development of the Guidelines. And, since their introduction in 2003, the Guidelines have been widely used by government, private, and academic

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behind writing nonlinear, interactive stories; creating succinct and clear copy; and working compelling images, motion graphics, and sound into your content. Many books offer instruction on how to use software

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***programs to build Web sites,
podcasts, and illustrations.
But only Writing for the Web
explains when and why an
author might choose an
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Beethoven's Fifth over the sound of a bubbling brook. Focusing on storytelling techniques that work best for digital media, this book describes the essential skills and tools in a Web author's toolbox, including a thorough

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and prompts developed and
tested by the author Features
clear design, with plenty of
pictures and visual elements,
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comprehensive guide to clear and precise writing that will help develop basic communication skills for the beginner, and refresh the basics for the experienced business writer. Major topics are arranged alphabetically

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and the cross references and index enable quick and easy access to information.

Michael C. Thomsett is a market expert, author, speaker, and coach. His many books include Stock Market Math, Candlestick Charting,

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***The Mathematics of Options,
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Trend Analysis.***

***The web has to be inclusive.
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needs Use new technology to
open up exciting avenues for
the sites you create and
maintain Approach
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