

Directional Text

- Uses a typed literal to encode language and base direction for string values.
 - Can be used in alternative serializations.

```
{
  "@context": {
    "title": "http://example.org/title",
    "publisher": "http://example.org/publisher",
    ...
    "@language": "ar-EG",
    "@direction": "rtl"
  },
  "title": "HTML و CSS: إنشاء مواقع الويب",
  "publisher": "مكتبة"
}
```

```
@prefix ex: <http://example.org/> .
```

```
@prefix i18n: <https://www.w3.org/ns/i18n#> .
```

```
[
  ex:title "HTML و CSS: إنشاء مواقع الويب"^^i18n:ar-EG rtl;
  ex:publisher "مكتبة"^^i18n:ar-EG rtl
] .
```

Poor-man's content-negotiation

```
GET /index.html HTTP/1.1
Host: example.com
Accept: application/ld+json,application/json,*/*;q=0.1

=====

HTTP/1.1 200 OK
...
Content-Type: text/html
Link: <alternate.jsonld>; rel="alternate"; type="application/ld+json"

<html>
  <head>
    <title>Primary Entrypoint</title>
  </head>
  <body>
    <p>This is the primary endpoint for a vocabulary</p>
  </body>
</html>
```

- For non-JSON formats, `rel=alternate` with `type=application/ld` points to an alternate version to be used by a processor.