1. **Exercise 1**

-Electronic publishing includes the digital publication of e-books, digital magazines, and the development of digital libraries and catalogues.

* **Consider your purpose**

If your primary purpose for publishing new content is to drive traffic to your website, generate leads, build brand awareness, or increase reader engagement, then it's better to frequently publish new content. However, if your purpose is to improve your site's CEO, then it's more beneficial to fully optimize your existing content before writing and publishing new content.

* **Consider your audience**

Publishing content geared towards new readers requires a much different approach than publishing content for your regular readers.

* **Consider content type**

Much of the data found on the web supports that content with higher word count performs better. Depending the type of new content you're seeking to publish, longer isn't always better.

* **Consider your competitors**

One of the best ways to determine how often you should publish new content is to look and see how often your competitors are. If their content marketing strategy is working well for them, and they occupy the same niche as you, utilize their strategy to your benefit.

* **Consider repurposing**

how important it is to consider your purpose when deciding how often you should publish new content. In many cases, the same content can be repurposed to accomplish different goals. If your strategy is to write a new blog post, publish the post on your blog site first. Then a few weeks later, after search engines have had time to index the post on your blog, reshare the blog across your social media channels with a link to the original posting.

1. **Exercise 2**

Online newspaper, magazines, blogs, and e-book

1. **Exercise 3**
2. **Exercise 4**

a.telecomuncation engineering

points for

I need information quickly; it’s a vital part of my life. What we need is an electronic version available everywhere and updated regularly.

Points against

very technology book in my specialism is out of date before it gets printed so I don’t buy technical books. Publishing something like a laser printer manual is just a waste of paper.

b.author

points for

What I like about it is my books are available all over the world.

Points against

They’re available in countries where English language books are hard to get. It doesn’t matter if you live in Beijing or Buenos Aires, people can read anywhere.

c.keen reader

points for

I like the look and the feel of the book and the fact that you can take them anywhere and who’s going to steal a paperback? And another thing. Paper lasts from 50 to 500 years. Magnetic tape stretches, CDs delaminate.Printed books are still the best way to preserve knowledge.

Points against

But then, I thought.. there’s the time on the internet trying to get to the site, there’s time taken to download it and all the time I’m paying just for being on the internet. Then there’s printing costs because I don’t like reading off computer screen. It’s not cheap.

5.a.

**Usability**

You may go through several hours with your electronic book reader, and it is essential that you feel good utilizing it.

**Resolution**

While the device’s resolution doesn’t solely determine an e-reader’s screen quality, it’s a decent marker of how sharp onscreen text looks.

**Pixels**

This is the number of physical pixels on the display.High-density screens are useful for readers with glasses or sight problems, however, high and low-end displays with no less than 150 ppi are as yet usable for most of the readers.

**Screen Size**

All e-book readers let you change the font size of the text you’re reading, so even a smaller screen can display a significantly bigger size than you’re used to seeing in a book, magazine, or newspaper.

**Adjustable Brightness**

Ebook readers’ displays can be difficult to read in the dark.Devices with adjustable screen brightness, back-light the screen so you can read in different levels of light. This is a useful feature if you frequently read in the dark or at night.

**Battery Life**

The other big advantage of E-Ink readers is the battery life, which is measured in weeks, not hours.

**Connectivity**

All modern eBook readers are WiFi enabled, which means you can use them to connect to your home internet to download books. This can be done without a computer and usually, the process is straightforward. Choosing books from the library or from an online bookstore, shouldn’t make any difference if your device has options for both.

**Library Support**

Many local libraries will let you check out an eBook on loan – just as you can do with a regular book. Previously, support for this varied among e-readers and tablets. However, now it’s basically universal.

b.