**I. Writing for the web:**

During your professional career you may sometimes be asked to write something for the web. Perhaps you have to maintain the company’s, or department’s website, or do you have to write something for the intranet or for a newsletter. In any case, you should be aware that writing for the internet differs from writing any other text.

Before you start the writing assignment, carry out the following exercises:

**1. Make a list in English of the most important things you think you should keep in mind when writing for the Internet. Your list should comprise at least 10 items, starting with:**

1. Start with the most important information.

2. Never use long words when a short one will do.

3. Have a nice lay out

4. Always use colors that's not irritating the eye.

5. Use paragraphs with sub-headings.

6. Use bulleted and numbered list

7. Use pictures that suite the text.

8. Use trigger words.

9. Use a sans-serif font(Comic sans, Calibri, Verdana, Arial, Lucinda sans serif)

10. No typos!!!

11. Use sufficient white lines and spacing.

12. Use hyperlinks.

2. Answer the following questions in full English sentences: The answers can all be found on the internet, so include the source (URL) in your answer.

1. How well do people read texts on the internet?

People rarely read Web pages word by word; instead, **they scan the page**, picking out individual words and sentences. In research on how people read websites we found that 79 percent of our test users always scanned any new page they came across; only 16 percent read word-by-word. (Update: a newer study found that users read email newsletters even more abruptly than they read websites.)

<http://www.useit.com/alertbox/9710a.html>

2. By what method is it possible to check where people read on a web page?

With Eye tracking they can see where you look on the page.

<http://www.useit.com/eyetracking/>

3. Name three fonts (letter types) which are well suited for writing for the web.

Verdana, Arial and sans-serif

<http://www.yourhtmlsource.com/text/webtypography.html>

4. What is meant by ‘the living Web’?

That we are all live together connected through the web.

<http://theseedsofthought.wordpress.com/2010/04/02/the-living-web/>

5. What is meant by ‘the inverted pyramid’?

The inverted pyramid is a metaphor used by journalists and other writers to illustrate the placing of the most important information..

<http://en.wikipedia.org/wiki/Inverted_pyramid>

6. In what way can ‘bullets’ help improve the readability of your text?

Know when to use an ordered list, and when to use an unordered one. If your bullets are **in a particular order**, then number them.

<http://www.problogdesign.com/blog-usability/30-ways-to-improve-readability/>

7. Why is it not a good idea to use italics or underlining to stress words?

Isn't always clear and bold is easier to find on the web page.

<http://www.absolutewrite.com/forums/showthread.php?t=219486>

8. What is the difference between an Acronym and an Abbreviation?

it seems to me that words with similar prefixes ought to carry similar meanings. So let's compare the word "acrostic" with "acronym." Since they have the same prefix, they ought to carry similar meanings.

We've already seen what acronym means. An *acrostic* is a poem or series of lines in which certain letters, usually the first, form a name or motto.

<http://www.acronym-guide.com/difference-between-acronyms-and-abbreviations.php>

9. Which is it: E-mail, email, Email or e-mail?

e-mail

<http://www.thefictiondesk.com/blog/spelling-email-vs-e-mail/>

10. Why is it a good idea to include ‘hyperlinks’ in your writing?

An important part of writing on the Web is the use of hyperlinks. (I'm not talking here about links that are part of the site's [navigation](http://www.leafdigital.com/class/lessons/3/), but about links that are relevant to an individual piece of content and are most appropriately seen as "part of" the content.)

The destination of these links should be clear. Mostly this can be achieved by following some simple standards; it's also possible to be more explicit in various ways.

<http://www.leafdigital.com/class/lessons/writing/printable.html>