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**UNLaM**  
**DIIT**  
**Tecnicatura en**  
**Desarrollo Web //**  
**Tecnicatura en**  
**Aplicaciones Móviles**

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**INGLÉS TÉCNICO 1**  
**2622 - 2999**

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**1er Cuatrimestre 2021**

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## Unidad 1

### El texto: Elementos Paralingüísticos

La comprensión e interpretación de un texto en otra lengua supone que el lector active diversos conocimientos previos, tanto sobre el mundo en general, como sobre la lengua en sí.

Para la lecto- comprensión debe tenerse en cuenta tres núcleos organizadores:

- **La dimensión estratégica** incluye estrategias cognitivas y de lectura las que nos permiten leer eficientemente el texto, es decir nos permiten **reconocer, identificar, relacionar, analizar, inferir, constatar y modificar información.**
- **La dimensión discursiva**, es decir el texto como discurso: todo texto cumple una **función social o pragmática** (divulgar conocimientos, entretener, instruir, etc.) y **según su función o propósitos se organiza de distintos modos.** Así se optimiza la lectura porque sabremos dónde buscar la información que necesitamos.
- **La dimensión lingüística:** es decir la **gramática.** Se trata del reconocimiento de las palabras, su ubicación en una frase u oración, la formación de palabras, la estructura de la frase y de las oraciones, sus usos y las diferencias en significado que se derivan de las diferentes estructuras y tipos de oración.

La palabra "Texto" hace referencia a un tejido de palabras. El texto se debe percibir como una unidad de significado, es decir que debe referirse a un tema o tópico y ser coherente y cohesivo.

### Los Paratextos

Al enfrentarse a la lectura, los elementos paratextuales **orientan y ayudan al lector en las distintas operaciones cognitivas de distinta complejidad:** anticipación del tema del texto y de la función textual (informar, apelar al destinatario, obligarlo a algo, contactar, etc.), búsqueda en la memoria. De esta manera, quien enfrenta un texto no parte de cero, sino de una primera hipótesis que luego irá reformulando durante la lectura.

### Tipos de paratexto

Desde un punto de vista **perceptivo** distinguimos entre:

**Paratexto icónico:** ilustraciones, esquemas, fotografías, variaciones tipográficas, diagramación, etc.

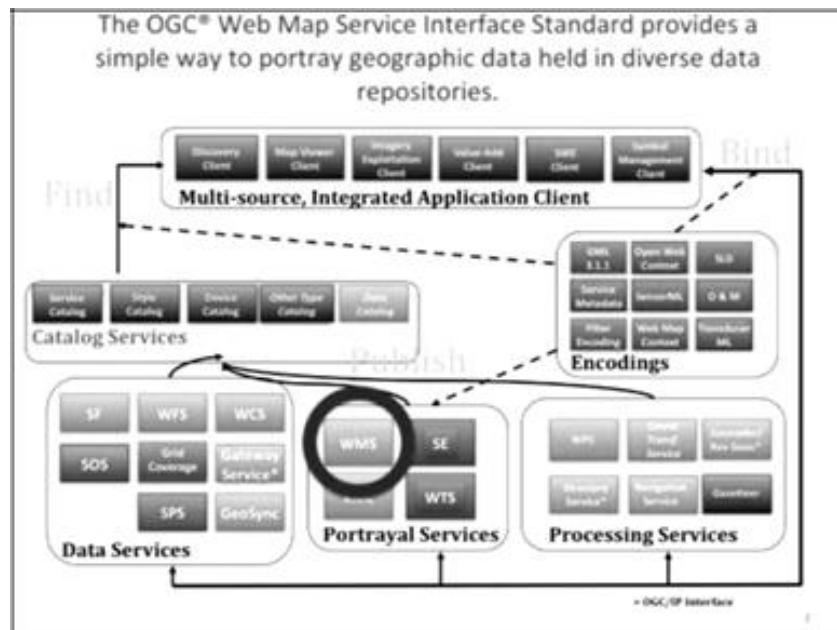
**Paratexto verbal:** título, prólogo, índice, referencias bibliográficas, notas al pie, etc.

Desde el punto de vista de la **emisión**, diferenciamos entre:

**Paratextos a cargo del autor.** En muchas ocasiones es él mismo quien redacta el prólogo, notas aclaratorias, índices, títulos, subtítulos, dedicatoria, bibliografía, glosarios y apéndices.

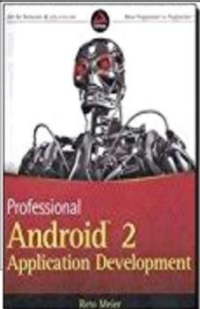
**Paratextos a cargo de un tercero:** las solapas, tapas, contratapas, ilustraciones están a cargo del editor, quien tiene el objetivo estratégico de influir sobre el público. Los prólogos, en algunos casos, son escritos por personalidades reconocidas o aparecen comentarios, glosas, notas al pie hechas por especialistas con el propósito de explicar o aclarar algunos aspectos que facilitan la comprensión. Algunos paratextos, como el título de un libro, pueden ser el resultado de “negociaciones” entre el editor y el autor.



- **Observe este paratexto. Explique brevemente de qué tipos de paratexto se trata.**



Fuente: [https://live.osgeo.org/es/standards/wms\\_overview.html](https://live.osgeo.org/es/standards/wms_overview.html)

- **Observe los siguientes dos textos. Explique brevemente qué tipos de paratexto emplea cada uno. Prediga el tema que se trata el texto a partir de los paratextos, luego confirme su predicción mediante la lectura del texto.**

Professional Android 2 Application Development Book Review	
 <p><b>\$14</b></p>	<p>This book teaches you to leverage all the features available in Android 2.0 onwards. The only condition here is that you should already know about the basics of Java programming, Eclipse and the like.</p> <p>Starting with working on the basic Hello World examples, you slowly learn to develop more advanced apps with layouts, menus, UIs and other features. The ensuing chapters teach you to handle databases, location-based apps, widgets, network and radio connectivity features and such. You are then introduced to create more sophisticated surface views, animations and other interactive controls, thereby enabling you to gain more confidence with Android app development.</p> <p><a href="#">Will Tablet Apps Further Fragment the Android Market?</a></p>
	Buy from Amazon

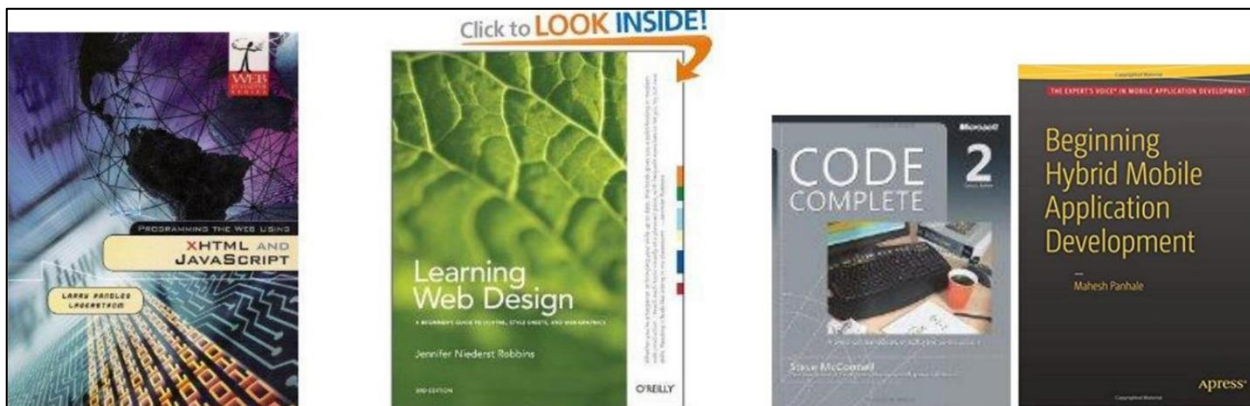
Design and Deploy Websites with Macromedia Dreamweaver MX 2004 and Contribute 3 Training from the Source with CDROM	
 <p><b>Publisher:</b> PEACHPIT PR</p> <p><b>Publication Date:</b> 09/2004</p> <p><b>Binding:</b> Paperback</p> <p><b>ISBN-13:</b> 9780321288844</p> <p><b>Author:</b> <a href="#">J.W. Lowery</a></p> <p><b>Retail Price:</b> \$44.99</p> <p><a href="#">Buy Now</a></p> 	<p><b>Description</b></p> <p>Tired of watching your elegantly constructed Web sites dissolve into a jumble of disorganized pages, broken links, and badly written code as they're updated and added to over time? Then get this guide and regain control by learning to design and deploy Dreamweaver sites specifically for use with Macromedia's hot, new content-management tool Contribute. In the first Macromedia-authorized book to cover this natural pairing, veteran author Joseph Lowery shows you how to develop Dreamweaver Web sites that anyone can update and maintain via Contribute. Through a series of project-based tutorials, Joseph shows you how to take advantage of the programs' shared check-in/check-out and versioning systems, integrated administration, and myriad other complementary features to create sophisticated, unbreakable sites that are a breeze for content creators and administrators alike. You'll also find lessons on handling server-side includes, establishing CSS guidelines, working with external documents, creating and using templates, and more. A companion CD includes all the lesson files you'll need to complete the book's projects. **Please note: The lessons in the book-and their accompanying files-build upon one another. The basic files are contained in Lesson 2 which, as instructed, are used to create the basic Dreamweaver site. Each subsequent lesson's files are copied on top of the site; the lesson files are stored in the appropriate folders to make copying a one-step operation.</p>

Adaptado para propósitos pedagógicos de: <http://www.cokesbury.com>

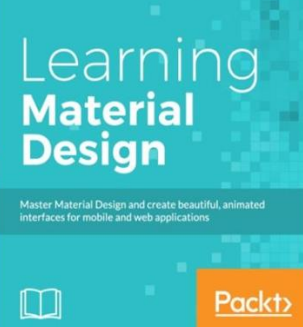
### Paratextos como orientadores de la lectura

**A) La tapa (cover):** es portadora de un paratexto icónico y/o verbal. Se destacan: **título, subtítulo, autor/es, editores, compiladores, editorial.** Estos datos se complementan con los hallados en el interior del libro y / o contratapa y que son ISBN, lugar y fecha de edición, a veces clasificación del libro (disciplina, número de edición). Estos datos **constituyen la primera aproximación a un libro, revista o soporte textual y le permiten al lector anticipar su contenido** y predisponerse mentalmente para su lectura.

- Observe estas tapas y haga predicciones acerca del tipo y contenido de los libros.



**B) La contratapa (blurb):** no suele ser el paratexto más fiable en cuanto a la información que brinda dado que su función primordial es influir sobre los posibles compradores. Sin embargo, aporta algunos **datos sobre el contenido, el autor y su obra con el objetivo de persuadir**. A veces incluye opiniones extraídas de **reseñas (reviews)** sobre el libro.

Book Description	
	<p>Google's Material Design language has taken the web development and design worlds by storm. Now available on many more platforms than Android, Material Design uses color, light, and movements to not only generate beautiful interfaces, but to provide intuitive navigation for the user.</p> <p>Learning Material Design will teach you the fundamental theories of Material Design using code samples to put these theories into practice.</p> <p>Focusing primarily on Android Studio, you'll create mobile interfaces using the most widely used and powerful material components, such as sliding drawers and floating action buttons. Each section will introduce the relevant Java classes and APIs required to implement these components. With the rules regarding structure, layout, iconography, and typography covered, we then move into animation and transition, possibly Material Design's most powerful concept, allowing complex hierarchies to be displayed simply and stylishly.</p> <p>With all the basic technologies and concepts mastered, the book concludes by showing you how these skills can be applied to other platforms, in particular web apps, using the powerful Polymer library.</p>





**A full-color introduction to the basics of HTML and CSS from the publishers of Wrox!**

Every day, more and more people want to learn some HTML and CSS. Joining the professional web designers and programmers are new audiences who need to know a little bit of code at work (update a content management system or e-commerce store) and those who want to make their personal blogs more attractive. Many books teaching HTML and CSS are dry and only written for those who want to become programmers, which is why this book takes an entirely new approach.

- Introduces HTML and CSS in a way that makes them accessible to everyone—hobbyists, students, and professionals—and it's full-color throughout
- Utilizes information graphics and lifestyle photography to explain the topics in a simple way that is engaging
- Boasts a unique structure that allows you to progress through the chapters from beginning to end or just dip into topics of particular interest at your leisure

This educational book is one that you will enjoy picking up, reading, then referring back to. It will make you wish other technical topics were presented in such a simple, attractive and engaging way!

This book is also available as part of a set in hardcover - *Web Design with HTML, CSS, JavaScript and jQuery*, 9781119038634; and in softcover - *Web Design with HTML, CSS, JavaScript and jQuery*, 9781118907443.

Adaptado para propósitos pedagógicos de: [https://www.flipkart.com/html-and-css/p/itmfbnyykpszagk5?pid=9781118871645&otracker=reco\\_pp\\_same\\_book\\_book\\_2&ppid=9781118008](https://www.flipkart.com/html-and-css/p/itmfbnyykpszagk5?pid=9781118871645&otracker=reco_pp_same_book_book_2&ppid=9781118008)  
188

**C) El índice (table of contents):** es una **tabla de contenidos**, conformada según su orden de aparición, cada uno con la indicación de la página correspondiente. Este paratexto **refleja la estructura lógica del texto**, por lo que cumple una función organizadora de la lectura.

➤ **Lea el índice a continuación. Luego indique:**

a. *¿De qué trata el libro?* \_\_\_\_\_

b. *¿A quiénes está dirigido?* \_\_\_\_\_

*¿En qué sección y / o subsección encontrará información sobre...*

c. *... tres razones para mejorar tu sitio?* \_\_\_\_\_

d. *... cuatro objetivos en treinta segundos?* \_\_\_\_\_

e. *... la medida del éxito?* \_\_\_\_\_

f. *... siete razones para el diseño de elementos estándares?* \_\_\_\_\_

## Book: Prioritizing Web Usability

Jakob Nielsen and Hoa Loranger

### Table of Contents

#### 1. Preface

- What is Usability?
- Where to Find Detailed User Research
- Usability Then and Now
- Who Should Read This Book?

#### 2. Introduction: Nothing To Hide

- Where We Got Our Data
  - How We Did the Book Study
  - Sites Tested
  - What if a Site Has Changed?
  - User Testing in Three Days
- Tell Me Again: Why Do I Need to Do User Testing?
  - The Exceptions

#### 3. The Web User Experience

- How Well Do People Use the Web?
  - The Measure of Success
  - Web-Wide Success Rates
  - Success By Experience Level
- User Satisfaction with Web Sites
  - Three Guidelines for Supporting Deep-Link Users
  - How People Use Sites
  - Four Goals in Thirty Seconds
  - The Homepage: So Much To Say, So Little Time
  - Interior Page Behavior
  - Optimizing Interior Page Links
  - The Rise of "Answer Engines" o Search Dominance
  - Four Ways to Grab Value From Search Engine Visitors
  - Organic vs. Sponsored Links
  - How People Use the Search Engine Results Page
  - Number One Guideline for Search Engine Optimization
  - Using Keyword Pricing to Estimate Usability Improvements
  - How To Determine the Optimal Bid for a Search Keyword Ad
  - How Much Is Improved Usability Worth?
  - Three Reasons To Improve Your Site
  - Design for Short Scrolling
- Scrolling
  - Defining Standards and Conventions
- Complying With Design Conventions and Usability Guidelines
  - Seven Reasons for Standard Design Elements
  - Information Foraging
  - Information Scent: Predicting a Path's Success
  - Diet Selection: What Sites to Visit
  - Three Ways to Enhance Information Scent
  - Patch Abandonment: When to Hunt Elsewhere
  - New Design Strategies for Attracting Information Foragers

Jakob Nielsen  
and Hoa Loranger

Prioritizing  
Web Usability

Adaptado para propósitos pedagógicos de: <https://www.nngroup.com/books/prioritizing-web-usability/>

➤ Lea el índice a continuación. Luego indique:

*g. ¿De qué trata el libro?* \_\_\_\_\_

*h. ¿A quiénes está dirigido?* \_\_\_\_\_

*¿En qué página encontrará información sobre...*

*i. ... agregar contenido a tu sitio?* \_\_\_\_\_

*j. ... agregar estilo a tu reloj?* \_\_\_\_\_

*k. ... comprender la base de datos?* \_\_\_\_\_

*l. ... cómo crear una aplicación de chat sencillo?* \_\_\_\_\_



*Table of Contents    xvii*

<b>Chapter 9: Writing Network Applications .....</b>	<b>483</b>
Creating an Application to Access Content on the Web .....	483
Creating a Simple Chat Application .....	491
The Chat Server Application .....	492
The Chat Client application .....	496
<b>Chapter 10: Parallel Programming .....</b>	<b>499</b>
Introducing the .NET Task Parallel Library .....	499
Examining data parallelism in the TPL .....	500
Examining task parallelism in the TPL .....	505
Exploring Unmanaged C++ Parallel Programming with the Parallel Patterns Library (PPL) .....	517
Creating Parallel Queries with Parallel Language Integrated Query (PLINQ) .....	520
<b>Chapter 11: Writing Silverlight Applications .....</b>	<b>525</b>
Getting Started with Silverlight .....	525
Creating a Silverlight application .....	526
Adding controls to your application .....	528
Creating Content for Web Applications .....	530
Adding style to your clock .....	531
Jazzing up your clock's text .....	532
Displaying the current time .....	534
Centering the clock's text .....	535
Adding Interactive Content to Enhance the Web Experience .....	537
<b>Chapter 12: Programming for the Cloud .....</b>	<b>541</b>
Reaping the Benefits of Cloud Computing .....	541
Programming for the Cloud with Visual Studio .....	542
Deploying ASP.Net Web Services on the Cloud .....	543
Choosing a Web Role .....	544
Adding Content to Your Application .....	545
Deploying Your Applications on the Cloud .....	547
 <b><i>Book V: Getting Acquainted with Data Access .....</i></b>	 <b>549</b>
<b>Chapter 1: Accessing Data with Visual Studio .....</b>	<b>551</b>
Accessing Data with Visual Studio and .NET .....	551
Meeting ADO.NET .....	552
Exploring the Visual Studio data toolbox .....	555
Understanding Databases .....	556
Introducing relational databases .....	556
Understanding SQL .....	558

**D) El prólogo o prefacio (prologue, preface):** es un discurso que el autor u otra persona produce a propósito del texto. Los prólogos en general tienen una función de informar sobre el contenido y objetivos del texto, presentar una posible interpretación, ofrecer datos sobre el origen de la obra y su producción. Tanto en el prólogo como en el capítulo introductorio se hallarán párrafos que cumplan con algunas de las tareas de:

1. Exponer el tema del libro y su relevancia
2. Indicar en qué campo disciplinar, área o ciencia se inscribe el tema
3. Explicar o exponer brevemente los antecedentes o marco teórico o estado del arte del tema (lo que se publicó, las definiciones del tema o lo que se sabe del mismo)
4. Explicar a quienes va dirigido (audiencia o target)
5. Exponer la metodología de abordaje del tema
6. Definir algunos términos clave, en particular cuando son términos abordados por distintas disciplinas con distintos significados.
7. Indicar cómo se organiza el libro.

➤ **Lea esta introducción e indique cuál/es de las tareas anteriores cumple.**

#### MACROMEDIA DREAMWEAVER

This book helps teachers, curriculum developers, and teachers-in-training to utilize the World Wide Web as a central resource to facilitate learning.

The title of the book refers to curriculum webs. A curriculum web is a web page or pages designed to support a curriculum, or a “plan for a sustained process of teaching and learning” (Pratt, 1994, 5). This book describes the process of building curriculum webs from the early planning stages through to design of the web pages, and using the finished product in classrooms. It also includes discussion of WebQuests, a simple form of curriculum web that makes it easy for teachers to begin to use the Web more effectively with their students.

The contents of this book reflect our understanding of what pre-service and in-service teachers and other educators need to learn how to create curriculum webs. This understanding arises from eight years of experience training teachers in the Web Institute for Teachers, an intensive summer professional development experience hosted by the University of Chicago.

The effective use of the Web to support teaching and learning requires ongoing attention to explicit reflection and planning. Only such reflection and planning will produce desired learning outcomes—knowledge, skills, and attitudes— in diverse students in a rapidly changing world. A successful teacher or other web-based curriculum developer understands the phases of curriculum development and routinely considers a range of issues involved in building web sites to support the needs of learners while taking advantage of the ever-expanding possibilities of the Web. He or she also pays careful attention to how the curriculum web is used by learners, and makes ongoing modifications in order to help a range of learners to reach desired outcomes. Through participation in this cycle of creation and reflection, he or she exemplifies what it means to be a professional educator.

On the companion web site, curriculumwebs.com, you will find example curriculum webs that can serve as an inspiration to you as you work toward creating your own curriculum web, as well as a series of Hands-On Lessons that will teach you the basic steps of creating a curriculum web using several popular web-page editors.

**E) La reseña (review):** puede estar a cargo del editor o de un tercero. Puede incluir una descripción general del libro o tema que éste aborda, el propósito u objetivos del autor, la descripción detallada de los temas que aborda, una evaluación o ponderación del libro o de la habilidad del autor para tratar dicho tema.

- **Lea estas reseñas e indique sobre qué tratan los textos que reseñan.**
- **Identifique las palabras y frases ponderativas. ¿Qué clase de palabras son?**

This is a very well written book that is easy to understand and covers everything you need to know. The reader of this book should have some knowledge of HTML but does not need to have any experience with programming at all.

I don't have to guess when I follow his clear and easy to follow instructions. Dennis writes in a friendly, approachable style.  
He offers down-to-earth practical advice on creating a quality, solid web site.

I like the nifty references in the back. He has a trouble-shooting section in the appendix that is excellent. For example, he tells how to fix that annoying blue tick that can occur after a link. The solution is simple, but the blue tick drove me wild for months until I found out how to fix it.

The spiral bound design is excellent, too. It is wonderful to not have to prop the book open and weight it down with heavy objects so the pages will stay open while I'm trying some of the techniques.

## Java 7: A Beginner's Tutorial

by Budi Kurniawan

A Books24x7's TOP 10 title for 4 consecutive years!

Java is an easy language to learn. However, you need to master more than the language syntax to be a professional Java programmer. For one, object-oriented programming (OOP) skill is key to developing robust and effective Java applications. In addition, knowing how to use the vast collection of libraries makes development more rapid.

This book introduces you to important programming concepts and teaches how to use the Java core libraries. It is a guide to building real-world applications, both desktop and Web-based. The coverage is the most comprehensive you can find in a beginner's book. Here are some of the topics in this book:

- Java language syntax
- Object-oriented programming
- The Collections Framework
- Working with numbers and dates
- Error handling
- Input Output
- Generics
- Annotations
- Swing
- Database access
- Internationalization
- Networking
- Applets
- Multithreading and the Concurrency Utilities
- Servlet and JavaServer Pages
- API documentation
- Security
- Application deployment

This book covers Java SE 7 and was written with clarity and readability in mind.

*Adaptado para propósitos pedagógicos de: <https://www.goodreads.com/book/show/11327495-java-7>*