

## Unidad 4 ORGANIZACIÓN TEXTUAL

### CONECTORES

➔ **Relea el texto JavaScript history de la página 23 ¿Además de las expresiones de tiempo, qué otros tipos de relaciones de conexión encontró ?**

Cuando se explica un proceso, se trata de presentar en orden una serie de pasos. A menudo, la opción más inmediata es la conjunción *and*, con su variante *and then* y los conectores de secuencia. Sin embargo, a veces se necesita conectar elementos discursivos estableciendo otro tipo de conexiones como de contraste, de resultado, etc. Para ello utilizamos conjunciones y nexos conectores.

### CONJUNCIONES

Una conjunción es, básicamente, una o más palabras que unen dos palabras, frases o proposiciones. Al utilizar estos conectores, el texto adquiere mayor fluidez y se pueden explicitar diferentes relaciones entre los fragmentos unidos, tales como añadir información, contrastarla, establecer una causa o un resultado, establecer una relación de tiempo o de secuencia, o una condición.

Hay tres tipos de conjunciones: conjunciones coordinantes, conjunciones correlativas y conjunciones subordinantes.

- **Las conjunciones coordinantes** pueden unir dos palabras únicas o grupos de palabras pero siempre deben unir elementos similares; por ejemplo: sustantivo más sustantivo, verbo más verbo, frase verbal más frase verbal, oración más oración, etc. Cuando los elementos son unidos mediante una conjunción coordinante, éstos se transforman en elementos compuestos. Cuando una conjunción coordinante une dos proposiciones, éstas deben ser independientes (poseer significado por sí mismas). Las conjunciones coordinantes son las siguientes:

for	and	nor	but	or
	yet	so	as well as	

*When creating web pages you can use Dreamweaver **or** Coffeecup.*

- Al igual que las conjunciones coordinantes, **las conjunciones correlativas** conectan elementos de la oración del **mismo** tipo. Sin embargo, a diferencia de las conjunciones coordinantes, las conjunciones correlativas siempre son usadas en pares. Las conjunciones correlativas son las siguientes:

both...and / not only...but also / either...or / neither...nor / whether...or
---

*You can revert the changes made by **either** clicking on the undo button **or** choosing the option from the menu.*

- **Las conjunciones subordinantes**, como bien lo indica el nombre, subordinan una proposición dependiente (que carece de sentido completo) a otra principal (que sí tiene sentido pleno por sí mismo). A menudo hay que tener cuidado al creer reconocerlas ya que algunas (after, before, since...) también pueden ser preposiciones en otros casos. Algunas de las conjunciones subordinantes son:

after / as / <u>because</u> / <u>before</u> / if / even if / <u>although</u> / <u>even though</u> / when / / once / since / so that / unless / <u>while</u>
---

*You don't necessarily have to have whole pages in a frame **since** you usually use it for graphics or some other similar stuff.*

## **NEXOS CONECTORES**

- Aparte de las conjunciones coordinantes, correlativas y subordinantes, hay otro tipo de **nexos** que ayudan a establecer conexiones claras entre ideas en función de facilitar la lectura.

additionally - as a result - besides - likewise - in addition - meanwhile - moreover - however - on the other hand - therefore

*You can use as many images as you want; **however**, be careful not to overload the page.*

➔ ***Incluya las conjunciones y nexos conectores subrayados en las dos tablas anteriores en el siguiente cuadro, ubicándolos en el lugar correspondiente de acuerdo a su función y puntuación.***

➔ ***Observe los siguientes ejemplos, identifique los conectores y complete el cuadro ubicándolos en el lugar correspondiente de acuerdo a su función y puntuación. Agregue alguno más en caso de conocerlo u otra categoría de ser necesario.***

1. Be careful not to overload the page so that it is not too heavy for the browser to load it.
2. Developing information for the Web requires a focus on meeting user needs. What's more, you should continuously work to improve it.
3. Due to a good webpage design, visitors will come back to your site to bookmark it or take note of the URL.
4. In spite of having many positive characteristics, Internet Explorer isn't the best browser.
5. Google's Chrome exceeds other browsers in cutting-edge technologies; therefore, it is considered the best browser for users' needs.
6. You have to separate information into pages. Then, an extendible directory and file structure has to be created.

➔ ***¿En qué columna del cuadro ubicaría los nexos conectores de secuencia trabajados en la unidad 3?***

Con -dit.	Addition	Result	Contrast	Reason	Time	Position/ Punctuation
	and					1 ↓ _____. ↓ _____. ↓ _____, _____. ↓ _____.
		therefore	however			2 ↓ _____. ↓ _____. ↓ _____, _____. ↓ _____.
if				because		3 ↓ _____. ↓ _____. ↓ _____, _____. ↓ _____.
					after	4 ↓ +ING, _____. ↓ _____. ↓ +ING.
				because of		5 ↓ +NOUN, _____. ↓ _____. ↓ +NOUN.

## PRÁCTICA

➔ **Haga una lista de los conectores presentes en el siguiente texto e indique la función que cumple cada uno.**

### ***The Importance of Good Web Design***

*Have you ever at some point thought about designing your own web site? If so, what do you think is the most important aspect of this popular task? Is it the way your pages look? Well to some degree it is, but it's more to do with the navigation of your links and how your website flows and presents itself to your viewers as a whole.*

*When potential visitors see your site you want them to find the relevant information quicker than they would research it themselves, so that hopefully they will come back to your site either by bookmarking it or taking note of the URL (web address) for later use, and so that they don't just go elsewhere on the net, because once they are gone you'll more than likely never see them again! (Fact!).*

*Therefore, you want to make your site easily accessible and all the information that the visitor wants is clearly marked with links that draw them in.*

*Of course you are not in full control of people's minds to make them stay, but remember by making your site interactive and with something for the viewer to do you may gain an advantage over other sites that don't offer this.*

*Images and banners should be used sparingly and only to compliment your targeted content, 70% writing (content) 30% pictures (Images) is a good rule to follow, ideally either your home page or your index page should have your main content and the point of your website should be realized here, maybe you are promoting a service or product, make it known.*

*Adapted for pedagogical purposes from: <http://tools.devshed.com/c/a/Web-Development/The-Importance-Of-Good-Web-Design/>*

➔ **Después de leer, complete las siguientes oraciones:**

1. Cuando un potencial visitante vea su sitio, Ud. querrá que.....  
 .....para que.....  
 .....
2. Las imágenes y .....  
 70% de contenido escrito y 30% de imágenes .....

## Práctica

➔ Los nexos en **negrita** en el texto a continuación entablan relaciones lógicas entre las partes que unen. ¿Cuáles? Complete el cuadro explicativo.

**Ejemplo:** ***Although** the methodology outlined here for developing a web won't work flawlessly in all situations, it can serve as a basis for looking at many issues of web development.*

*Although* establece una relación de contraste entre dos ideas:

- Que la metodología no funcionará siempre en todas las situaciones ( - )
- Que puede servir de base para ver muchos problemas del desarrollo web ( + )

Conjunción / Nexo conector	Fragmentos que une	Relación /Función
Although	<i>the methodology outlined here for developing a web won't work flawlessly in all situations</i>  <i>it can serve as a basis for looking at many issues of web development.</i>	Contraste

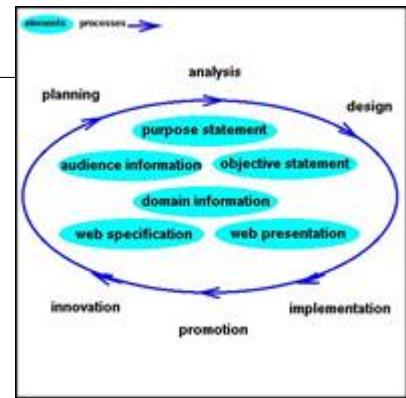
## Discussion

**Planning.** The process of choosing among competing opportunities for communication so that overall goals for the web can be set. These goals include anticipating and deciding on targets for the audience, purpose, and objectives for the information. Planning also is done for domain information through a process of defining and specifying the supporting information that must be collected, how it will be collected, and how the information will be updated. A web planner anticipates the skills called for by the web specification as well as the skills needed for constructing particular parts of a web. **If** a specification for a design calls for using a forms interface (a feature supported by HTML), for example, the web planner must identify the need for web implementers to have these skills. The web planner also anticipates other resources needed to support the operation and development of the web. If user access statistics will be gathered, for example, the plan for the web must account for the need to procure and install a web statistics program.

**Analysis.** A process of gathering and comparing information about the web and its operation in order to improve the web's overall quality. An important operation is one in which a web analyst examines information gathered about the audience for its relevance to some other elements or processes in web development. Information about the audience's level of technical interest can have a great deal of impact on what information should be provided to a user about a particular product or topic, for example. **In addition**, analyzing the web's purpose in light of other new developments, such as the contents of a competitor's web, must be an ongoing process. An analyst weighs alternatives and gathers information to help with a decision in the other processes of planning, design, implementation, or development.

**Design.** The process by which a web designer, working within the web's specification, makes decisions about how a web's actual components should be constructed. This process involves taking into account the web's purpose, audience, objective, and domain information. A good designer knows how to achieve the effects called for by the specification in the most flexible, efficient, and elegant way. Because it relies so heavily on the other processes and elements in web development, **however**, the design process is not more important than any of the others, **but** it requires a thorough grounding in implementation possibilities as well as knowledge about how particular web structures affect an audience.

**Implementation.** The process of actually building the web using Hypertext Mark-up



Language (HTML or improvements on it). The implementation process is perhaps most like software development **because** it involves using a specific syntax for encoding web structures in a formal language in computer files. **Although** automated tools are available to help with the construction of HTML documents, a thorough grounding in HTML as well as an awareness of how designs can best be implemented in HTML enriches the web implementer's expertise.

Promotion. The process of handling all the public-relations issues of a web. These include making the existence of a web known to on-line communities through publicity, **as well as** forming business or other information relationships with other webs. Promotion might involve using specific marketing strategies or creating business models.

Innovation. The process of making sure that the other development processes continue and improve. **Besides** monitoring technologies for new innovations that might be appropriate for the web, this includes finding creative or unique ways to improve the elements of the web or engage the web's audience in its success. Innovation **also** involves seeking to continuously improve the usability and quality of the web **and** exceed user expectations.

**Although** the methodology outlined here for developing a web won't work flawlessly in all situations, it can serve as a basis for looking at many issues of web development. The actual processes and elements used in web development for any particular project might be a variation on these. Being aware of what elements and processes can be involved in web development is key; developers, once aware of what they might face, can most flexibly grow successful webs.

Adapted from: <http://www.december.com/web/develop/processes.html>





**En el siguiente texto elija los conectores correctos. Luego complete el cuadro.**

### **What is Ajax?**

Ajax (sometimes called Asynchronous JavaScript and XML) is a way of programming for the Web that gets rid of the hourglass. Data, content, and design are merged together into a seamless whole. **Before // After** your customer clicks on something on an Ajax driven application, there is very little lag time. The page simply displays what they're asking for.

**If // therefore** you don't believe me, try out Google Maps for a few seconds. Scroll around and watch as the map updates almost before your eyes. There is very little lag

**; therefore, //because** you don't have to wait for pages to refresh or reload.

Ajax is a way of developing Web applications that combines:

\_ XHTML and CSS standards based presentation

\_ Interaction with the page through the DOM \_

Data interchange with XML and XSLT

\_ Asynchronous data retrieval with XMLHttpRequest

\_ JavaScript to tie it all together

In the traditional Web application, the interaction between the customer and the server goes like this:

\_ Customer accesses Web application

\_ Server **either** processes the request **or** sends **// not only** processes the request

**but also** sends data to the browser while the customer waits

\_ Customer clicks on a link or interacts with the application

\_ Server processes request and sends data back to the browser **then // while** the customer waits \_ etc....

**However, As a result,** there is a lot of customer waiting.

### **Ajax Acts as an Intermediary**

The Ajax engine works within the Web browser (through JavaScript and the DOM) to render the Web application and handle any requests that the customer might have of the Web server. **As // After** the Ajax engine is handling the requests, it can hold most information in the engine itself **while /although** allowing the interaction with the application and the customer to happen asynchronously and independently of any interaction with the server.

### **Asynchronous**

This is the key. In standard Web applications, the interaction between the customer and the server is synchronous. This means that one has to happen after the other. **Due to // If** a customer clicks a link, the request is sent to the server, which then sends the results back. With Ajax, the JavaScript that is loaded when the page handles most of the basic tasks such as data validation and manipulation **as well as // moreover** display rendering without a trip to the server. **While // During** it is making display changes for the customer, it is sending data back and forth to the server. **Although, / However,** the data transfer is not dependent upon actions of the customer.

Adapted from: <http://webdesign.about.com/od/ajax/a/aa101705.htm>

Conjunción / Nexo conector	Fragmentos que une	Relación /Función