UNIDAD 2

FUNCIONES DEL LENGUAJE: Descripción de procesos

Para comprender mejor como llegar a un resultado buscado en un tema en particular, la descripción del proceso previo suele ser fundamental.

DEVELOPING INFORMATION FOR THE WEB

Developing information for the Web requires a focus on meeting user needs. To accomplish this, my methodology involves six elements and these six continuously ongoing processes:

1. *Planning: first of all, it is important that the target audience, purpose, objectives, and policies for information development and use are carefully defined.*
2. *Analysis: it is also essential to check the technical construction of web with validation tools; information consistency must be evaluated and correctness of domain information verified.*
3. *Design: after the previous steps, separate information into page-sized chunks; connect pages along routes of use and user thinking; provide information, context, and navigation cues; in this way, a consistent look and feel is created.*
4. *Implementation: then, an extendible directory and file structure has to be created; use HTML tools where helpful; use templates for supporting consistent look and feel; check implementation in various browsers.*
5. *Promotion: at the same time, target publicity releases for general Web audiences, potential users, and current users; follow online community norms and practices; innovatively connect with users to meet their needs.*
6. *Innovation: finally, if user needs are to be met, you should continuously and creatively work for improvement; use testing, evaluation, and focus groups to shift and change web's content as user needs change.*

Adapted for pedagogical purposes from: http://www.december.com/web/develop/processes.html

1. Lea el texto anterior y diga si la siguiente información es verdadera (V) o falsa (F). Si es falsa, modifique la oración para que sea correcta.

1. A focus on meeting the developer's needs is necessary when developing information for the Web.

2. The author mentions six isolated elements and processes to develop information.

3. Correctness of domain information must be verified at the end of the process.

4. A consistent look and feel is created before the design stage.

5. The web's content should never be altered.

VOZ PASIVA

¿Qué diferencia hay entre las siguientes oraciones?

My methodology involves six steps. First, information consistency must be evaluated.

La voz pasiva es una construcción gramatical que se produce cuando se transforma el objeto de una acción en el sujeto de una oración o una proposición. Esto puede ocurrir cuando el ejecutor de la acción, es decir, quien la lleva a cabo, no es conocido por el emisor o no es relevante. O cuando la acción que fue llevada a cabo es más importante que el ejecutor, por lo cual este no necesita ser nombrado (aunque la omisión es opcional). En l**a descripción de procesos** es muy frecuente la utilización de la voz pasiva porque el foco se encuentra principalmente en las acciones llevadas a cabo durante el proceso y no en quién es el agente que las realiza.

La estructura que se utiliza para la voz pasiva es la siguiente:

Sujeto de la voz pasiva +	**verbo TO BE** (tiempo/modo verbal)	**+ participio pasado**	
The task	*was*	*carried out*	*successfully.*
	is		
	will be		
	can be		

Cuando es importante o queremos nombrar el agente ejecutor, podemos agregarlo al final precedido por la preposición **"by":**

- ✓ *The task is carried out successfully **by** the engineer in charge.*

A menudo, se utiliza la voz pasiva para hablar de **verdades** o **creencias generales**:

***It is believed / said / supposed** that the newer version will include many advantages.*

2. Lea el siguiente texto y subraye todas las formas pasivas. Indique por qué no se usó una forma activa (verdad o creencia general, enfatizar, etc.). Luego complete el cuadro que sigue.

Style guide for online hypertext

According to some of the search engines, there are now over thirty million documents on the Web. This means that almost every topic is covered in many locations. If a document is hard to read, or the information therein is hard to find, chances are your reader will go elsewhere instead. That's why it is important that documents should be made accessible to everyone. This style guide will hopefully help you write easy to read documents.

Terminology

An HTML document (which is often also called Web page) is the unit by which information is provided to a reader. An on-line document can be as much as a whole book, just a chapter, a page or even only a footnote. In this guide, a set of documents which logically belong together is referred to as a site.

This style guide requires some knowledge of HTML and the functionality of the Web. HTML elements are later mentioned by this guide in more detail.

Overview

When writing for the Web, the documents usually become part of a larger collection. It's important that the site follows a common structure so all documents are available in a logical place. Of course, each individual document has its own structure considerations as well.

For a document, the style is also very important. By using a common style, you ensure that the site can be used effectively. Some important aspects are indicating the status of the document, using images and icons, and writing in a device-independent way. Also, don't forget your documents should be validated.

Adapted for pedagogical purposes from: http://www.htmlhelp.com/design/style/style.html

Sujeto voz pasiva	***Verbo to be (tense)***	***Verbo principal en participio***	***Complemento agente***

3. Transforme las siguientes oraciones a la voz pasiva

1. A web planner anticipates the needs of users.

2. A planner must also identify other resources.

3. A web analyst examined information about the target audience.

4. You should provide details about the product.

5. An analyst has considered the alternatives to the procedure

EXPRESIONES DE TIEMPO

En la descripción de eventos, además de nexos conectores de secuencia, el orden cronológico es muy común para organizar textos. Cuando nos referimos a eventos del pasado es necesario ser explícito con el orden en el cual los hechos ocurrieron. Para explicitar este orden, utilizamos expresiones de tiempo que proveen mayor precisión y variedad al relato.

A continuación se encuentran algunas expresiones de tiempo.

<table>
<tr>
<td>Specifying the week, month, or year
· last week
last month
last year
·
·
· this week
this month
this year
· next week
next month
next year</td>
<td>Decades
· In the 1960s
In the early 1960s
In the mid-1960s·
In the late 1960s
Years – Months
In July In 1965
By 1970
Dates – Days
On September 15th
On Monday
·</td>
</tr>
<tr>
<td>Duration
La duración en inglés se expresa mayormente utilizando la palabra for como en los siguientes ejemplos:
I lived in Canada for six months
I've worked here for nine years
I'm going to France tomorrow for two weeks</td>
<td>Other time expressions
· a week ago
two weeks ago
· a month ago
a year ago
· a long time ago
· in a week's time or in a week</td>
</tr>
</table>

· we were swimming **for** a long time · · Otra forma es usar la palabra *since*, que se enfoca en el comienzo de la acción. · This feature has been used **since** the early 1980s	· **in** ten days' **time** or **in** ten days · **in** three weeks' **time** or **in** three weeks · **in** two months' **time** or **in** two months · **in** ten years' **time** or **in** ten years **the previous** day / week / month / year · the following day / week / month / year the same day / week / month / year

PRACTICE 1

1. Lea el siguiente texto y luego:

1.a. Marque las formas pasivas y explique por qué no se utilizó una activa.

1.b. Marque las expresiones de tiempo presentes en él.

1.c. Identifique oraciones principales. A partir de ellas, resuma en pocas líneas el contenido del mismo en inglés.

1.d. Formule 3 preguntas de información (wh-) en inglés que se contesten en su resumen.

JavaScript history

The early Internet and the first generation browsers

Proposed in 1962, the Internet was created in 1969, known then as the ARPANET, by the Advanced Research Projects Agency (ARPA), linking their four main computers in their four research headquarters in SouthWest USA. It had been four years since 1965, when they had first managed to connect two computers over the telephone system. By 1972, many computers in universities across the USA had been connected, and the email, newsgroup and telnet protocols were being developed. Many further internet protocols were developed in the 1970s and 1980s, such as FTP and Gopher, and the underlying TCP/IP protocol replaced the original NCP protocol in the early 1980s. And so the ARPANET became the Internet, a network of university and military computers connected to each other via many other computers, communicating using the TCP/IP protocol. The idea was that, even

if the Cold War became real, and portions of the Internet were damaged by nuclear war, the remaining links could take over so the internet could still function.

The World Wide Web (which basically means using the HTTP protocol to retrieve hyperlinked documents) was proposed in March 1989 by Tim Berners-Lee, a British computer specialist, at the European Laboratory for Particle Physics (CERN) for Swiss scientists, so that they could easily publish and share their research with the 12 nations of the high-energy physics community. He created the world's first browser, named 'World Wide Web', in 1990, and released it in 1991. In 1992, browsers became a worldwide tool for transmission of text-based information, using the HTTP protocol. In 1993 the NCSA mosaic browser was created and offered the opportunity to use inline images, and colours and hyperlinks as well as plain text. In addition, it was the first browser to run in a graphical interface environment. The first version of Netscape was released in 1994, written by a break-away group from the original Mosaic team.

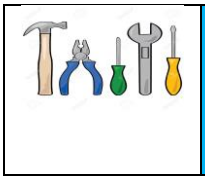
JavaScript is born - the second and third generations.

Netscape 2 was released in early 1996 and offered completely new technologies created by the Netscape group, the most important of which were frames and JavaScript. JavaScript was a programming language written by Brendan Eich that was able to be embedded in Web pages. Moreover, it could process numbers and modify the contents of forms.

While in development, JavaScript had been known as Mocha then LiveWire then LiveScript. Its core script syntax closely resembled Java, so it was renamed JavaScript when it was released. The way it referenced forms, links, and anchors as children of the document object, and inputs as children of their parent form became known as the DOM level 0.

The same year, Netscape passed their JavaScript language to the European Computer Manufacturers Association (ECMA) for standardisation. The ECMA produced the ECMAScript standard, which embodied the JavaScript core syntax; however, it did not specify all aspects of the DOM level 0. With the release of Netscape 3 later in the same year, Netscape had produced JavaScript 1.1, which could also change the location of images, bringing on a wave of Web sites that used this most popular of Web page effects, making images change when the mouse passed over them. The images were also referenced as children of the document object and thus the DOM level 0 was completed.

Adapted for pedagogical purposes from: http://www.howtocreate.co.uk/jshistory.html



INSTRUMENTAL ENGLISH

Describing the development of…	
TASK:	*In groups, prepare a **brief** report on the development of…/ the history of… // the evolution of… (a technological advancement in your professional area). It can be a product, an application, a brand, a development, etc.)*
USE:	substitution and ellipsis present, past and future tenses passive voice time expressions

For example: JavaScript was created…