Unidad 4
ORGANIZACIÓN TEXTUAL

CONECTORES

1. Relea el texto JavaScript history de la Unidad 2 página 22. Además de las expresiones de tiempo, ¿qué otros tipos de relaciones de conexión encuentra ?

Estos términos, o frases, son palabras estructurales que tienen la función de organizar el discurso: permiten indicar el tipo de conexión que hay entre distintas ideas del texto. De esta manera, facilitan la organización textual y pueden establecer distintos tipos de relaciones lógicas en un mismo texto, tales como: causa-efecto, adición de información, secuencia, contraste, oposición y/o limitación de ideas, ejemplificación, condición, etc. La siguiente tabla contiene los ejemplos más comunes.

Tipo de conexión	Conectores*	Traducción
Adición	and as well as Both…and… Not only … but also	y así como también Tanto…como No solo…sino también además..
	also Besides, In addition, Moreover, What's more,	además Más aun, Lo que es más,
Razón o Causa	because as since	porque ya que
	because of due to as a result of	a causa de debido a como resultado de
Propósito	so that in order to	de manera que para que
Alternativa	or either …or… whether …or	o o bien….o bien…. ya sea…. o….

Resultado, consecuencia o efecto	so Therefore, Consequently, As a result,	así / por lo tanto Por esta razón, Entonces, Como resultado,
Contraste	but On the one hand,… on the other hand	pero Por un lado,…por otro lado,…
	However, Nevertheless, Whereas while	sin embargo, Mientras que mientras
	although despite	aunque a pesar de
Condición	if unless	i a menos que
Tiempo	when since while	cuando desde mientras
	after	después de
	before	antes de
Secuencia de orden	To begin with First(ly) Second(ly) Third(ly) Next, Then, Finally, Last(ly),	Para comenzar, Primero/ en primer lugar Luego,/ Después Después,/luego Finalmente, Por último,
Clarificación	i.e. that is (to say) namely	es decir o sea a saber
Ejemplificación	For example, For instance, such as e.g.	Por ejemplo, tal como Por ejemplo
Resumen, conclusión	All in all, In conclusion, To sum up, Finally	En suma En conclusión Para resumir, Finalmente

Los conectores indicados con la primera letra mayúscula se utilizan luego de punto o de punto y coma.

2. En los siguientes ejemplos, identifique los conectores y su función. Luego, traduzca las oraciones.

proposito

Tene cuidado de no sobrecargar la pagina para que no sea demasiado pesada para que el buscador ña cargue
1. Be careful not to overload the page so that it is not too heavy for the browser to load it.

adicion

desarrollar informacion para la web requiere concentracion en las reuniones de necesidad del cliente
2. Developing information for the Web requires a focus on meeting user needs. What's
ademas, deberias trabajar continuamente para mejorarla
more, you should continuously work to improve it.

razon

debido a un buen diseño de la pagina web, quienes la visiten van a volver a tu sitio para marcarlo o tomar nota de la url
3. Due to a good webpage design, visitors will come back to your site to bookmark it or take note of the URL.

contraste

a pesar de tener muchas caracteristicas prositivas, internet explorer no es el mejor bsucador
4. Despite having many positive characteristics, Internet Explorer isn't the best browser.

resultado

google chrome exede a otros buscadores en tecnologias, por eso se lo considera el mejor para las necesidades de los usuarios
5. Google's Chrome exceeds other browsers in cutting-edge technologies; therefore, it is considered the best browser for users' needs.

secuencia de orden

tenes que separar informacon en paginas, luego un directorio extenso y una estructura de archivos se tienen que crear
6. You have to separate information into pages. Then, an extendible directory and file structure have to be created.

PRACTICE 1

1. Lea el texto "The importance of good web design." Luego, realice las actividades.

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.

*Finally, 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 presented here: if you are promoting a service or product, make it know*n.

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

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

1.b. Formule 4 preguntas de información (wh-) en inglés que se contesten en el texto.

PRACTICE 2

1. Lea el texto a continuación. Luego realice las actividades.

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.*
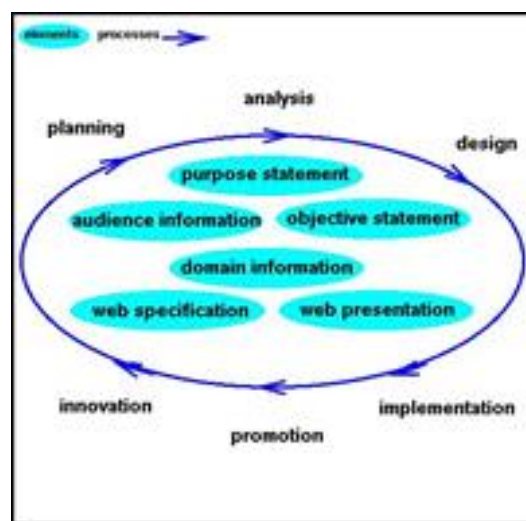
Design. *The process by which a web designer, working within the web's specification, makes decisions about how a web's actual components should be constructed. This process involves taking into account the web's purpose, audience, objective, and domain information. A good designer knows how to achieve 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

1.a. Los nexos en negrita en el texto "Discussion" 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:

Idea 1: la metodología no funcionará siempre en todas las situaciones (-)
Idea 2: puede servir de base para ver muchos problemas del desarrollo web (+)

Conector	Fragmentos/ ideas que une	Relación /Función
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.*	Contraste
In Addition	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. 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.	
However	Because it relies so heavily on the other processes and elements in web development. the design process is not more important than any of the others,	
But	the design process is not more important than any of the others. t it requires a thorough grounding in implementation possibilities as well as knowledge about how particular web structures affect an audience.	
because	The implementation process is perhaps most like software development. it involves using a specific syntax for encoding web structures in a formal language in computer files	
as well as	These include making the existence of a web known to on-line communities through publicity. forming business or other information relationships with other webs	

(marginal annotations, left column:)
adicion
contraste
contraste
razon o causa
adicion

1.b. Resuma brevemente el texto en inglés. Utilice al menos 4 conectores.

2. *Lea el texto "What is Ajax?" y realice las actividades a continuación.*

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 // For instance** 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

2. a. Elija los conectores correctos en el texto. Luego complete este cuadro:

Conector	Fragmentos/ Ideas que une	Relación /Función

2.b. Formule 3 preguntas de información (wh-) en inglés que se contesten en el texto.

1. Lea el texto "Which web browser should YOU be using?" y realice las actividades a continuación.

Which Web Browser Should **You** Be Using ?

Rick Akura

Most people tend to stick to the first browser they fell in love with, usually one of the popular picks such as Google Chrome or Safari. But there are many more options out there you might have never heard of, with features that could benefit you more than the current browser you're accustomed to.

In this article, we compiled a list of the top web browsers recommended by experts, power users, and regular users. Our review provides a great way to get a sneak-peak of each browser and potentially find a better fit for your unique needs.

1. Google Chrome
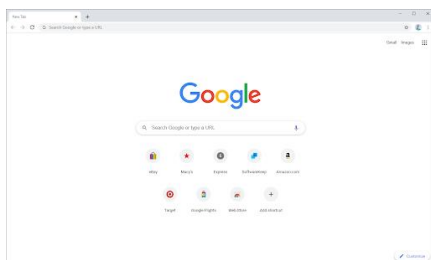
Google Chrome remains one of the most popular browsers on the scene for both Windows and Mac users **as well as// on the other hand** other operating systems. It's innovative, easy to install, and gets the job done. With a huge library of user-made and official extensions, you can pretty much create your very own customized browser with a fast and reliable engine at its core.

Google Chrome allows you to sync data across as many devices as you wish, making it simple to jump from one computer to another and even browse on the go. It offers all the functionality you'd expect from a browser- quick loading times, extensions, bookmarks, themes, and a customizable home page.

The downsides might be a dealbreaker for some - Google Chrome is notorious for using up a ton of your device's resources, which is an evident issue on computers. Users have also raised concerns regarding privacy policies, tracking, and recent data leaks. If you plan to spend the year with Google Chrome, we definitely recommend investing in a good antivirus for much-needed extra protection.

2. Mozilla Firefox
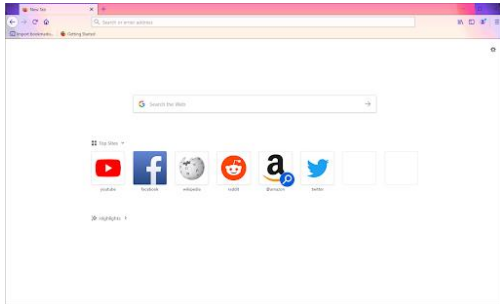
People often think that Chrome is the "best" browser**; however, // also,** Firefox was the first real contender to show that the statement is, in some way, incorrect. Each browser offers a different experience, different features, and unique policies that appeal to a broad variety of users. Mozilla's browser was one of the first ones to show this to the general public.

With a comfortable interface, quick engine, and incredible developer tools, Firefox is the #1 choice of many users. Namely, **although** its speed isn't up to par with Chrome, it excels in different areas and improves on things Google has yet to do. **For example, // Because,** Firefox offers much better and safer privacy, image scaling, font rendering, and incredible customization options.

As opposed to other browsers, Firefox also manually filters the available add-ons, removing suspicious and dangerous entries before they make their way to the public library of extensions. This eliminates huge privacy and safety risks. If you are accustomed Chrome, we definitely recommend giving Mozilla Firefox a chance - it may just open your eyes to the many options out there.

3. Microsoft Edge
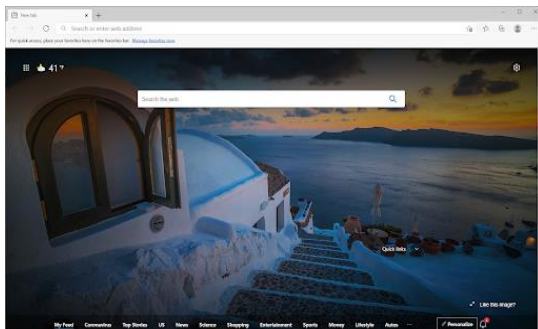
Microsoft's first attempt at creating a browser was quite infamous as a failure. **Therefore // <u>However</u>,** by now, Internet Explorer has come far and underwent a large-scale revamp along with the rebranding to Microsoft Edge.

Despite // Unless its rough beginning and criticism during the early years, Microsoft has developed a browser that is genuinely one of the **best // good** options available now. It's fast, light on your resources, and continuously gets upgraded with features and improvements provided by the community.

Of course, it's not perfect. Most users will tell you that the user interface is a little clunky and too focused on touch users. Some might complain about the lack of customization. **However, // What´s more,** we can all agree that Edge is on the right track to becoming a huge success in the web browser field.

4. Opera and Opera GX
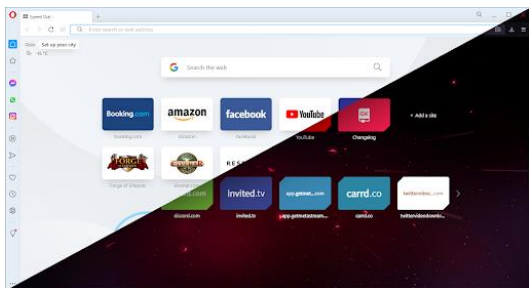
Opera's developers offer two different browsers: the regular Opera **however // as well as** the new gaming browser, Opera GX. They're both extremely great options when it comes to speed browsing **while// after** keeping your computer's resources available for other tasks. Opera GX even comes with built-in limiters for RAM usage, CPU usage, and network usage.

The integrated and customizable shortcuts for web applications such as WhatsApp Web, Discord and Facebook Messenger make communicating **easier// the easiest**, straight from your browser.

On the flip side, users are concerned about the company's privacy policies and even suspect that your data **might // should** be sold on the market. If you find this uncomfortable, we recommend to look through the other browsers on our list before settling with Opera.

Adapted for pedagogical purposes from: https://softwarekeep.com/blog/which-web-browser-should-you-be-using-in-2021-updated

1.a. Elija la <u>opción correcta</u> para los pares de palabras en negrita

1.b. Formule 3 preguntas de información (wh-) en inglés que se contesten en el texto.

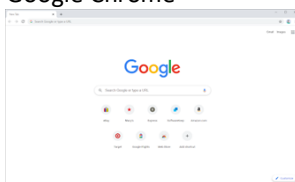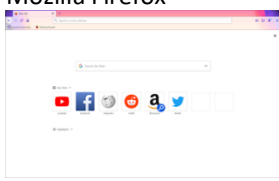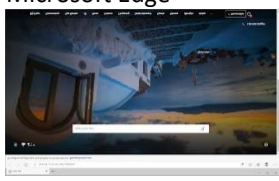*1.d. Traduzca la porción de texto asignada por su tutor/a.*
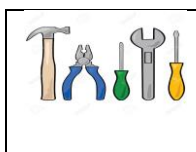
	INSTRUMENTAL ENGLISH

Describing, comparing and recommending	
TASK:	*In groups, choose one of the web browsers in the chart below and use the pros and cons in the chart to describe it, compare it and recommend it to (certain specific user.)*
USE:	comparative/ superlative adjectives modal verbs connectors passive voice

Web browser	Pros:	Cons:
Google Chrome	Quick startup with tab restoration from the previous session Fast website rendering and load speed Easy sync between PC and smartphone Extensive library of add-ins (Chrome Extensions)	Very resource-heavy Privacy concerns
Mozilla Firefox	Great privacy practices Customizable and open-source Curated add-ons Great tab management with lazy loading	Slightly slower than Google Chrome Incompatible with some web apps Possible memory leaks
Microsoft Edge	Extremely good memory management Built-in Read Aloud feature with natural voices Productivity tools	Clunky user interface aimed towards touchscreen users Poor bookmark syncing
Opera	RAM, CPU and network limiter (GX only) Modern, clean interface with animations Supports Chrome extensions via add-on from the Opera Store	Privacy concerns about data selling Some extensions don't work properly or lack updates The built-in ad blocker is clunky

https://softwarekeep.com/blog/which-web-browser-should-you-be-using-in-2021-updated