

5 Now exchange information orally to complete this table summarising the whole text.

Text	Advice	Text	Advice
1		6	
2		7	
3		8	
4		9	
5			

LANGUAGE WORK Giving advice

Study these examples of advice from the texts you read in Task 4.

You can use the modal verb *should*:

- 1 Your navigation system *should* be based on text links.

You can use an imperative:

- 2 *Avoid* frames wherever possible.
- 3 *Don't change* the location of your navigation elements.

Note that *avoid* is followed by the *-ing* form. For example:

- 4 *Avoid using* frames.

Had better is for advice which is close to a warning. It indicates something unpleasant will happen if the advice is not taken:

- 5 If you're committed to using frames on your site, *you'd better* commit yourself to some extra work too.

Other ways to give advice are:

- 6 *I recommend* Jennifer Fleming's *Web Navigation*.
- 7 *It's a good idea* to visit a few larger sites.

To make advice more persuasive, you can add the reason for your advice. For example:

It's a good idea to visit a few larger sites [advice] to get some ideas on designing an effective site map [reason].

PROBLEM-SOLVING 6 Evaluate any one of these sites using the seven points listed in Task 2 and any of the advice given on website design in this unit.

www.environment-agency.gov.uk
www.compaq.com
www.abcissa.force9.co.uk/birds
news.bbc.co.uk
www.orange.co.uk

7 With the help of the texts summarised in Task 5, give advice on these aspects of navigation design. Use a variety of ways. Add reasons for your advice where possible.

- 1 text links
- 2 graphical buttons
- 3 ALT text captions
- 4 site map
- 5 frames
- 6 position of navigation elements
- 7 logical links
- 8 search function
- 9 number of links on a page

8 With the help of Unit 12, Task 6, give advice on these features of Internet Service Providers.

- 1 Sign up software on CD-ROM
- 2 Local call rates for online time
- 3 National call rates for online time
- 4 Initial set up fee
- 5 Web-based mail
- 6 POP3 email
- 7 Web space
- 8 Access to newsgroups
- 9 Customer support
- 10 Reliable service

SPEAKING

9 Work in pairs, A and B. Complete your website flowchart with the help of your partner. Do not show your section of the flowchart to your partner but do answer any questions your partner asks. Make sure all links are included in your completed chart.

Student A Your section of the flowchart is on page 186.

Student B Your section of the flowchart is on page 192.

WRITING

10 Write an evaluation of one of the websites listed in Task 6 or a website of your choice.