Developing Online Content The Principles Of Writing And Editing For The Web

Best Practices in Online Program Development is a practical, hands-on guide that provides the concrete strategies that academic and administrative departments within institutions of higher learning need to develop in order to create and maintain coherent and effective online educational programs. Unlike individual courses, an online education program requires a comprehensive, inter-departmental effort to be integrated into the ongoing educational project of a college or university. This book focuses on the: Integration of online education into the institutional mission Complex faculty-related issues including recruiting, training, and teaching Multifaceted support required for student retention and success Need for multilayered assessment at the course, program, technical, and institutional levels Challenges posed to governance and by the need to garner resources across the institution Model to insure ongoing, comprehensive development of online educational programs Best Practices in Online Program Development covers the above topics and more, giving all the stakeholders in online educational programs the building blocks to foster successful programs while encouraging them to determine what role online education should play in their academic offerings.

Writing and Editing for Digital Media teaches students how to write effectively for digital spaces—whether writing for an app, crafting a story for a website, blogging, or using social media to expand the conversation. The lessons and exercises in each chapter help students build a solid understanding of the ways that digital communication has introduced opportunities for dynamic storytelling and multi-directional communication. With this accessible guide and accompanying website, students learn not only to create content, but also to become careful, creative managers of that content. Updated with contemporary examples and pedagogy, including examples from the 2016 presidential election, and an expanded look at using social media, the third edition broadens its scope, helping digital writers and editors in all fields, including public relations, marketing, and social media management. Based on Brian Carroll's extensive experience teaching a course of the same name, this revised and updated edition pays particular attention to opportunities presented by the growth of social media and mobile media. Chapters aim to: Assist digital communicators in understanding the socially networked, increasingly mobile, always-on, geomapped, personalized media ecosystems; Teach communicators to approach storytelling from a multimedia, multi-modal, interactive perspective; Provide the basic skill sets of the digital writer and editor, skill sets that transfer across all media and most communication and media industries, and to do so in specifically journalistic and public relations contexts; Help communicators to put their audiences first by focusing attention on user experience, user behavior, and engagement with their user bases; Teach best practices in the areas of social media strategy, management, and use.

Designed for those preparing to write in the current multimedia environment, MediaWriting explores: the linkages between print, broadcast, and public relations styles outlines the nature of good writing synthesizes and integrates professional skills and concepts Complete with interesting real-world examples and exercises, this textbook gives students progressive writing activities amid an environment for developing research and interviewing skills. Starting from a basis in writing news and features for print media, it moves on to writing for broadcast news media, then introduces students to public relations writing in print, broadcast, and digital media, as well as for news media and advertising venues. Rather than emphasizing the differences among the three writing styles, this book synthesizes and integrates the three concepts, weaving in basic principles of Internet writing and reporting. This book provides beginning newswriting students with a primer for developing the skills needed for work in the media industry. As such, it is a hands-on writing text for students preparing in all professional areas of communication--journalism, broadcasting, media, and public relations.

"This book offers balanced coverage of the technological solutions that contribute to the design of digital textbooks and contribute to achieving learning objectives, offering an emphasis on assessment mechanisms and learning theory"-- Joel Sklar has written the definitive text for Web site design, PRINCIPLES OF WEB DESIGN, Sixth Edition guiding your students through the entire Web site creation process, while developing and enhancing your HTML, CSS, and visual design skills along the way. Now updated to include the latest Web design technologies and trends, this Sixth Edition features all-new sections on HTML5, CSS3, CSS page layouts, and enhanced navigation as well as technical updates and new screen shots throughout. Beginning with the Web design environment and the principles of sound Web design, your students will continue to planning site layout and navigation, and progress to Web typography, colors and images, working with CSS, and more. Armed with a priceless understanding and plenty of hands-on activities, students will gain a solid foundation of designing successful, standards-based Web sites that are portable across different operating systems, browsers, and Web devices. Companion site available at no additional cost www.joelsklar.com/pwd5. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. This book will help you answer questions like: What is the impact of our company or organization? What common ground do we share with our customers? Is our company more concerned about enhancing its own value rather than enhancing the value of the people we serve? How can we actually show people what we can do for them, rather than just rely on our advertising and marketing to tell them? What is standing in the way of people responding to us? How is using our product or service better that using a competitor's? What things do we need to be doing right now so we can keep providing the same quality in the future? A great read with discussion questions at the end of each chapter. You can use it for yourself,

a team building exercise, or an executive retreat. The book is a great discussion starter for any business!

A cutting edge collection of 59 essays solicited from Web-based instructors offering a variety of perspectives, notions, and experiences in the practice of virtual teaching. The compendium introduces the evolution and status of distance learning, critical issues in Web-based learning environments such as the similarities and differences between Web-based and traditional classrooms, specific discussions on designing learning activities and electronic textbooks, an evaluation of delivery systems for instruction, and case studies of Web-based courses from kindergarten and beyond to the instruction of literature, astronomy, and foreign languages. Includes illustrations. Annotation copyrighted by Book News, Inc., Portland, OR

Written with the small and mid-sized business in mind, this book reveals 7 Keys to developing a Digital Marketing Strategy that will help you reach your target audiences in ways that matter the most. Each Key in this book gives you a no-nonsense "how-to" blueprint for your Digital Marketing efforts that will help you achieve the results and goals that you're after. "Christian's depth of knowledge on the various subjects includes the importance of developing a digital marketing plan, conducting audits and scheduling, proper channel optimization, content creation, analytics and of course, search engine optimization. Christian has many years of experience in determining what works and what does not function so well when it relates to proper social media management and engineering." - Andrew T. Schwarz, MBA

Student-led in its design and development, the book incorporates digital marketing as central to what marketers do, and combines quality examples, assessment and online resources to support the teaching and learning of introductory marketing in a digital age. The author integrates digital and social media marketing throughout the chapters and through student involvement in the development of it, the text has been made to be approachable and to appeal to students, with infographics, numerous images, and an engaging writing style. It facilitates the "flipped" approach to classroom teaching and is supported by a number of features and activities in every chapter, encouraging students to undertake course reading, class participation and revision. It includes case studies from global companies such as Nutella, Google, L'Oreal, Netflix, Airbnb, BirchBox, Uber, FitBit, Visit California and Coca-Cola. It also takes a social view of marketing, featuring cases tied to the UN's PRME initiative to aid students in becoming sustainably-minded individuals. The book is complemented by online instructor resources, including chapter-specific PowerPoint slides, an instructor manual, flipped classroom activities, as well as open access multiple choice questions (with solutions), videos, case studies, weblinks, a glossary and SAGE journal articles for students. To find out more and for a quick sneak peek, watch our video on the book's story.

As a comprehensive introduction for LIS students, a primer for experienced librarians with new collection development and management responsibilities, and a handy reference resource for practitioners as they go about their day-to-day work, the value and usefulness of this book remain unequaled.

While many facets of our lives are rapidly becoming more digital, educational institutions are now faced with the task of finding new and innovative ways to incorporate technology into the classroom. Examining the latest trends in digital tools provides a more effective learning environment for future generations. The Handbook of Research on Digital Content, Mobile Learning, and Technology Integration Models in Teacher Education is a pivotal scholarly reference source that outlines the most efficient ways for educators to employ technology-enhanced lesson plans in their classroom. Featuring pertinent topics that include blended learning environments, student engagement, artificial intelligence, and learner-centered pedagogy, this is an ideal resource for educators, aspiring teachers, and researchers that are interested in discovering recent trends and techniques related to digital learning environments and technology-enhanced classrooms.

"This book presents cutting-edge research and analysis of the most recent advancements in the fields of database systems and software development"--Provided by publisher.

Issues in Education by Subject, Profession, and Vocation: 2011 Edition is a ScholarlyEditions™ eBook that delivers timely, authoritative, and comprehensive information about Education by Subject, Profession, and Vocation. The editors have built Issues in Education by Subject, Profession, and Vocation: 2011 Edition on the vast information databases of ScholarlyNews.™ You can expect the information about Education by Subject, Profession, and Vocation in this eBook to be deeper than what you can access anywhere else, as well as consistently reliable, authoritative, informed, and relevant. The content of Issues in Education by Subject, Profession, and Vocation: 2011 Edition has been produced by the world's leading scientists, engineers, analysts, research institutions, and companies. All of the content is from peer-reviewed sources, and all of it is written, assembled, and edited by the editors at ScholarlyEditions™ and available exclusively from us. You now have a source you can cite with authority, confidence, and credibility. More information is available at http://www.ScholarlyEditions.com/.

This book provides instructors with a holistic way of thinking about learners, learning, and online course design. The distinctive strategies derived from an integrated framework for designing the online learning experience help create an experience that is more personalized, engaging, and meaningful for online learners. The focus of this book is on the learners and the design of their online learning experiences. The authors refer to learning design instead of instructional design – which focuses on instruction and places the instructor at the center stage of the process. Therefore, the focus is on approaching a learner's online course experience as a journey consisting of a combination of learning interactions with content, instructor, and other learners. In most online courses, instructors and learners are separated in time and space and depend on technology to facilitate interactions that often lack a strong personal dimension. As online learning continues to proliferate and mature, the emphasis on simply making content available to students online is no longer acceptable. Creating online courses now requires a new way of thinking that incorporates new design ideas and approaches from a variety of fields; it also requires a new set of learning design skills for instructors and course designers. Organized into eight chapters, this volume focuses on enhancing online learning experiences for each of the major aspects of an online course, providing evidence-based principles and strategies to promote learner engagement

and deep learning. The concluding chapter provides an example illustrating a real-world application of the principles and strategies covered in the book, using Design Thinking to create learning experiences. This book provides strategies for approaching the learning experience from an integrative perspective for both experienced online instructors and those new to online course design. These strategies are based on evidence-based learning design principles and encourage the reader to adopt an empathic mindset focused on the experience of the learner.

EBOOK: Principles and Practice of Marketing, 9e

This book examines the risks to freedom of expression, particularly in relation to the internet, as a result of regulation introduced in response to terrorist threats. The work explores the challenges of maintaining security in the fight against traditional terrorism while protecting fundamental freedoms, particularly online freedom of expression. The topics discussed include the clash between freedom of speech and national security; the multijurisdictional nature of the internet and the implications for national sovereignty and transnational legal structures; how to determine legitimate and illegitimate association online; and the implications for privacy and data protection. The book presents a theoretical analysis combined with empirical research to demonstrate the difficulty of combatting internet use by terror organizations or individuals and the range of remedies that might be drawn from national and international law. The work will be essential reading for students, researchers and policy makers in the areas of Constitutional law; Criminal Law, European and International law, Information and Technology law and Security Studies.

Covering the Special Educational Needs and Disability Act (SENDA), this book addresses the learning needs of impaired and disabled students. It suggests effective responses for those designing and delivering the curriculum and discusses flexible teaching strategies. An essential purchase for any education professionals wanting to implement best practice when catering for those with particular needs - whether lecturers, course developers, course leaders or learning and teaching interest groups.

Becoming a Public Relations Writer is a comprehensive guide to the writing process for public relations practice. Using straightforward, no-nonsense language, realistic examples, easy-to-follow steps and practical exercises, this text introduces the various formats and styles of writing you will encounter as a public relations practitioner. A focus on ethical and legal issues is woven throughout, with examples and exercises addressing public relations as practiced by corporations, non-profit agencies, and other types of organizations both large and small. In addition, the book offers the most comprehensive list of public relations writing formats to be found anywhere---from the standard news release to electronic mail and other opportunities using a variety of technologies and media. The fourth edition has been updated to reflect significant developments in the public relations field, including: New chapter on multimedia and social media releases New chapter on websites, blogs, and wikis Expansion of the chapter on direct mail and online appeals Updated examples of actual pieces of public relations writing A companion website including writing exercises, PowerPoint presentations, and relevant links Through its comprehensive and accessible approach, Becoming a Public Relations Writer is an invaluable resource for future and current public relations practitioners.

This book demonstrates the step-by-step process involved in designing a Web site. Readers are assumed to be familiar with whatever Web publishing tool they are using. The guide gives few technical details but instead focuses on the usability, layout, and attractiveness of a Web site, with the goal being to make it as popular with the intended audience as possible. Considerations such as graphics, typography, and

multimedia enhancements are discussed.

Technical communication instructors need professional development opportunities that will aid them in creating their online courses; in developing curricula; and in teaching in what may be a new environment. Although instructors can turn to instructional design teams for assistance in using Learning Management System and its functions, they specifically need their own first-hand, immersive learning within their pedagogical training. In other words, teachers need to learn in an online context like the environment that their students will use; such direct training helps instructors to facilitate student learning in a technologically distributed classroom. Beyond learning technological skills to facilitate a course, these teachers need to learn to use the technology effectively to keep students on track and to teach them skills and material. This collection—which includes three contributions from 2007 and 10 from 2017—focuses on the types of professional development instructors need to be successful in the online technical communication classroom. Formed as a 10-year retrospective of the field and its advances in online education professional development, the book offers instructors theoretical and practical suggestions for creating and teaching successful online courses and managing entire online technical communication programs. This book was originally published as a special issue of Technical Communication Quarterly (TCQ).

In-depth examination of concepts and principles of Web application development Completely revised and updated, this popular book returns with coverage on a range of new technologies. Authored by a highly respected duo, this edition provides an in-depth examination of the core concepts and general principles of Web application development. Packed with examples featuring specific technologies, this book is divided into three sections: HTTP protocol as a foundation for Web applications, markup languages (HTML, XML, and CSS), and survey of emerging technologies. After a detailed introduction to the history of Web applications, coverage segues to core Internet protocols, Web browsers, Web application development, trends and directions, and more. Includes new coverage on technologies such as application primers, Ruby on Rails, SOAP, XPath, P3P, and more Explores the fundamentals of HTTP and its evolution Looks at HTML and its roots as well as XML languages and applications Reviews the basic operation of Web Servers, their functionality, configuration, and security Discusses how to process flow in Web browsers and looks at active browser pages Addresses the trends and various directions that the future of Web application frameworks may be headed This book is essential reading for anyone who needs to design or debug complex systems, and it makes it easier to learn the new application programming interfaces that arise in a rapidly changing Internet environment.

This collection explores the mediation of a wide range of processes, texts, and practices in contemporary digital environments through the lens of a multimodal theory of communication. Bringing together contributions from renowned scholars in the field, the book builds on the notion that any form of digital communication inherently presents a rich combination of different semiotic modes and resources as a jumping-off point from which to critically reflect on digital mediation from three different perspectives. The first section looks at social and semiotic practices and the implications of their mediation on artistic production, cultural heritage, and commerce. The second part of the volume focuses on dynamics of awareness, cognition, and identity formation in participants to digitally-mediated communicative processes. The book's final section considers the impact of mediation on shaping new and different types of textualities and genres in digital spaces. The book will be of particular interest to scholars, researchers and students in multimodality, digital communication, social semiotics, and media studies.

"This book examines the potential of games and simulations in online learning, and how the future could look as developers learn to use the emerging capabilities of the Semantic Web. It explores how the Semantic Web will impact education and how games and simulations can

evolve to become robust teaching resources"--Provided by publisher.

First Published in 2002. Routledge is an imprint of Taylor & Francis, an informa company.

The rapid development of information communication technologies (ICTs) is having a profound impact across numerous aspects of social, economic, and cultural activity worldwide, and keeping pace with the associated effects, implications, opportunities, and pitfalls has been challenging to researchers in diverse realms ranging from education to competitive intelligence.

The software industry has undergone rapid development since the beginning of the twenty-first century. These changes have had a profound impact on translators who, due to the evolving nature of digital content, are under increasing pressure to adapt their ways of working. Localizing Apps looks at these challenges by focusing on the localization of software applications, or apps. In each of the five core chapters, Johann Roturier examines: The role of translation and other linguistic activities in adapting software to the needs of different cultures (localization); The procedures required to prepare source content before it gets localized (internationalization); The measures taken by software companies to guarantee the quality and success of a localized app. With practical tasks, suggestions for further reading and concise chapter summaries, Localizing Apps takes a comprehensive look at the transformation processes and tools used by the software industry today. This text is essential reading for students, researchers and translators working in the area of translation and creative digital media.

We have designed this book primarily for the business school student or marketing manager, who, with minimal background and technical training, must understand and employ the basic tools and models associated with Marketing Engineering. The 21st century business environment demands more analysis and rigor in marketing decision making. Increasingly, marketing decision making resembles design engineering—putting together concepts, data, analyses, and simulations to learn about the marketplace and to design effective marketing plans. While many view traditional marketing as art and some view it as science, the new marketing increasingly looks like engineering (that is, combining art and science to solve specific problems). We offer an accessible overview of the most widely used marketing engineering concepts and tools and show how they drive the collection of the right data and information to perform the right analyses to make better marketing plans, better product designs, and better marketing decisions. ** The latest edition includes up-to-date examples and references as well as a new chapter on the digital online revolution in marketing and its implications for online advertising. In addition, the edition now incorporates some basic financial concepts (ROI, Breakeven Analysis, and Opportunity Cost) and other tools essential to the new domain of marketing analytics. **

What is accessibility? Who needs it? Often, accessibility is defined narrowly, with emphasis on physical limitations. Accessibility needs, however, come in many forms, from vision and hearing impairment, to developmental disorders like Autism, to psychiatric conditions like anxiety, depression, ADHD, and PTSD. Unfortunately, accessibility does not come with a simple set of checkboxes. It is a philosophy and practice that embraces social, physical, and informational elements. Universal design does not come in the form of a quick and easy guide. It is a philosophy. To implement it completely requires more than just screen readers and video

captions. Creating Accessible Online Instruction Using Universal Design Principles introduces the need for accessibility in online education and library services and the framework of universal design for learning. It takes a scoping, rather than a purely technical, approach. It will help you not only o create accessible content, but with how to communicate with students in an accessible manner. This LITA Guide covers: accessibility law, Universal Design for Learning and Web Content Accessibility guidelines, and communication and educational research and theory. The content is interspersed with practical examples and case studies. Developing Online ContentThe Principles of Writing and Editing for the WebJohn Wiley & Sons Incorporated

An all-in-one resource on writing, organizing, and delivering Web content After nearly a decade of experimentation, Web professionals now know that bells and whistles alone do not make a successful Web site. More than anything, strong and seamlessly integrated content attracts customers and keeps them coming back. Coauthored by a new media development expert and an award-winning writer, this book arms professionals with a complete blueprint and a set of best practices for writing, organizing, and delivering Web content. A one-stop resource for Webmasters, content developers, project managers, and editors, it covers all the bases-from key technical considerations to the principles of professional copywriting. Companion Web site includes resource listings and updates.

There is order on the internet, but how has this order emerged and what challenges will threaten and shape its future? This study shows how a legitimate order of norms has emerged online, through both national and international legal systems. It establishes the emergence of a normative order of the internet, an order which explains and justifies processes of online rule and regulation. This order integrates norms at three different levels (regional, national, international), of two types (privately and publicly authored), and of different character (from ius cogens to technical standards). Matthias C. Kettemann assesses their internal coherence, their consonance with other order norms and their consistency with the order's finality. The normative order of the internet is based on and produces a liquefied system characterized by self-learning normativity. In light of the importance of the socio-communicative online space, this is a book for anyone interested in understanding the contemporary development of the internet. This is an open access title available under the terms of a CC BY-NC-ND 4.0 International licence. It is offered as a free PDF download from OUP and selected open access locations.

Joel Sklar has written the definitive text for Web site design, PRINCIPLES OF WEB DESIGN, Fifth Edition guiding your students through the entire Web site creation process, while developing and enhancing your HTML, CSS, and visual design skills along the way. Now updated to include the latest Web design technologies and trends, this Fifth Edition features all-new sections on HTML5, CSS3, CSS page layouts, and enhanced navigation as well as technical updates and new screen shots throughout. Beginning with the Web design environment and the principles of sound Web design, your students will continue to planning site layout and navigation, and progress to Web typography, colors and images, working with CSS, and more. Armed with a priceless understanding and plenty of hands-on activities, students will gain a solid foundation of designing successful, standards-based Web sites that are portable across different operating systems, browsers, and Web devices. Companion site available at no

additional cost www.joelsklar.com/pwd5. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

This book explores the wide range of contexts in which research into creating connections in learning and teaching may take place. Creating connections can encompass making links, crossing divides, forming relationships, building frameworks, and generating new knowledge. The cognitive, cultural, social, emotional and/or physical aspects of understanding, meaning-making, motivating, acting, researching, and evaluating are explored as constituent forms of creativity in relation to such connections. From this exploration the authors identify varied connective contexts and means which include the learner, the educator, the organisation, and the relevant community. The crossing of divides, forming learner-educator relationships, bringing together diverse groups of learners, establishing networks and partnerships among educators, and establishing links between organisations and communities are all considered as connections which can be created by and within the learning and teaching dynamic. By examining the factors which help to facilitate and/or restrict the possibilities for creating connections in educational contexts, implications for and outcomes of learning and/or teaching arise from the connections created. The final chapter of this book will explicate the realisations that have emerged for educators and researchers working to create connections. These offer suggestions for future directions and enunciate what and how connections might contribute to both educational institutions and the broader society.

This second edition is a practical, easy-to-read resource on web-based learning. The book ably and clearly equips readers with strategies for designing effective online courses, creating communities of web-based learners, and implementing and evaluating based on an instructional design framework. Case example, case studies, and discussion questions extend readers skills, inspire discussion, and encourage readers to explore the trends and issues related to online instructional design and delivery.

The Routledge Companion to Digital Journalism Studies offers an unprecedented collection of essays addressing the key issues and debates shaping the field of Digital Journalism Studies today. Across the last decade, journalism has undergone many changes, which have driven scholars to reassess its most fundamental questions, and in the face of digital change, to ask again: 'Who is a journalist?' and 'What is journalism?'. This companion explores a developing scholarly agenda committed to understanding digital journalism and brings together the work of key scholars seeking to address key theoretical concerns and solve unique methodological riddles. Compiled of 58 original essays from distinguished academics across the globe, this Companion draws together the work of those making sense of this fundamental reconceptualization of journalism, and assesses its impacts on journalism's products, its practices, resources, and its relationship with audiences. It also outlines the challenge presented by studying digital journalism and,

more importantly, offers a first set of answers. This collection is the very first of its kind to attempt to distinguish this emerging field as a unique area of academic inquiry. Through identifying its core questions and presenting its fundamental debates, this Companion sets the agenda for years to come in defining this new field of study as Digital Journalism Studies, making it an essential point of reference for students and scholars of journalism.

The media writing industry is constantly changing, making it vital for students and practitioners to be able to adapt to new and different forms and approaches. Now updated in a second edition, this highly accessible and practical guide to media writing brings together a range of different professional contexts, enabling students to develop a solid understanding of the practices that will enable them to excel in any media writing field today. In chapters spanning print, online and broadcast news, magazines, public relations, advertising and screenwriting, Batty and Cain outline the key theories, concepts and tools for writing in each context, exploring their distinctive styles and practices and also identifying their shared ideas and principles. Packed with exercises, case studies and career guidance, this lively resource encourages students to engage with each form and hone transferable skills. The new edition reveals how digital technology is continually expanding the scope of platforms and shaping the way media writing is produced and consumed. This insightful text remains essential reading for students of journalism, creative writing, media studies and communication studies.

A complementary volume to Dilly Fung's A Connected Curriculum for Higher Education (2017), this book explores 'research-based education' as applied in practice within the higher education sector. A collection of 15 chapters followed by illustrative vignettes, it showcases approaches to engaging students actively with research and enquiry across disciplines. It begins with one institution's creative approach to research-based education – UCL's Connected Curriculum, a conceptual framework for integrating research-based education into all taught programmes of study – and branches out to show how aspects of the framework can apply to practice across a variety of institutions in a range of national settings. The 15 chapters are provided by a diverse range of authors who all explore research-based education in their own way. Some chapters are firmly based in a subject-discipline – including art history, biochemistry, education, engineering, fashion and design, healthcare, and veterinary sciences – while others reach across geopolitical regions, such as Australia, Canada, China, England, Scotland and South Africa. The final chapter offers 12 short vignettes of practice to highlight how engaging students with research and enquiry can enrich their learning experiences, preparing them not only for more advanced academic learning, but also for professional roles in complex, rapidly changing social contexts.

MAKE MORE MONEY WITH YOUR BOOK is a step-by-step guide to making money from your book and programs

based on your book. Part I deals with getting started. Part II deals with creating an online sales campaign. Part III deals with using blogs, podcasts, audio books, and videos. Part IV deals with advertising, promotion, and the social media.

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