Editorial Style

Directions: Read Chapter 6 Editorial Style in Lynch & Horton. Using the information you gather from your research, type the answers the following questions.

Web pages MUST be more independent than print pages because they can be assessed without any type of introduction.

1. What are the characteristics of the information that the authors suggest that web readers are wanting in web pages?

Since web readers scan on screen and print pages for reading, web documents should be concise and structured for scanning. Use headings, lists, and typographical emphasis of words or sections to highlight contents in order to grab the user’s attention during a quick scan.

Web readers roam from page to page collecting most important pieces of information from a variety of sources. They need to be able to ascertain the contents of the page quickly and move on after getting the information they are seeking. Since web pages can be accessed by users from any page, it is important that web pages must be more independent that print pages. Essential links to larger context of their parent pages must be provided. In this book, the authors suggested using inverted pyramid style where the conclusion appears at the beginning of the text.

2. The authors suggest that links should be used sparingly web writing. Why?

Providing too many links with no sustained relative does not improve readers understanding. Readers may lose string of thoughts and wander aimlessly seeking for information. Links should be used sparingly to reinforce the content but not to substitute it. Additionally, there is an issue of maintenance. Broken links will destroy reader’s confidence in the validity and timeliness of content.

3. Discuss suggestions by the authors regarding online style.

The authors suggested using concise and factual style for web documents since many web readers scan the page for relevant items only. Texts written should be in a clear, concise style and with ample use of editorial landmarks. Make sure the text presented is worth something or related to the readers. Navigation and page design should be clear without additional instructions. Don’t use the first paragraph of each page telling readers what they will find. Instead, start with the information written in concise and factual prose style. Stick to the point and write in easily understood sentences. Cultivate a unique voice for the site to create individuality and distinguish your pages. Present only relevant contents to the readers. Think
globally by avoiding using metaphors and terms that may make sense in the context of your language and culture.

4. **Why is a consistent approach to titles, headline and subheadings a good idea?**
   It helps readers to locate important information quickly when they are familiarize with the consistent style of your Web page. The consistent approach assist web readers to navigate through a complex set of Web pages.

5. **What is the difference in Headline and Down text styles?**
   The difference is that initial letters of words are capitalized in headline whereas only the first word is capitalized in down style. Headline style is used with document titles, references to other Web sites, titles of documents mentioned in the text, and proper names, product names, or trade names. Down style is used with subheads, references to other sections within the site, figure titles, and lists.

6. **What is the feature in Dreamweaver that assists you in creating consistent text styles?**
   Cascading Style Sheets

7. **How should you create the text that will ultimately end up in a web page?**
   Use a word processor program with spell check and search features. Then transfer texts into HTML by cutting and pasting.

8. **Can I create style sheets in my word processor and transfer these to the web page?**
   Not recommended since the formatting style will be lost when the texts are converted to plain ASCII for HTML use.

9. **What 2 design problems can links cause?**
   Links disrupt the flow of content in the site by inviting the reader to leave the site. Additionally, links also can completely alter the context of information by throwing away the reader into unfamiliar territory without introduction or explanation.
10. What could you write rather than “click here for more information” to link to another resource?

Write the sentence as you normally would, and then place the link anchor on the word(s) that best describe the additional content you are linking to. In the target field, select “main” in order to open linked page in a new browser window in front of the one containing your page.