

Bbc Web Styleguide

Pro CSS for High Traffic Websites Online Journalism Global Writing for Public Relations User-Centered Interaction Design Patterns for Interactive Digital Television Applications English Usage Guides Disability Equality in the Media Designing Web Navigation Writing for the Media in Southern Africa How Educated English Speak English Toward a Grand Strategy Against Terrorism SITE SPEAKS FO, British Design 2004-2005 Moving Image Knowledge and Access Language Reporting that Matters E.biz Magazines for Libraries Choice Basic Journalism Writers' & Artists' Yearbook 2008 Antony Kennedy Steve Hill Arhlene A. Flowers Tibor Kunert Ingrid Tieken-Boon van Ostade UNESCO James Kalbach François Nel Ingrid Wotschke Christopher Harmon BRAUN Corinna Dean Cathy Grant John Irby Geoffrey Sampson William Armstrong Katz Gwen Ansell Ian Rankin

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although web standards based websites can scale effectively and basic css will give you basic results there are considerations and obstacles that high traffic websites must face to keep your development and hosting costs to a minimum there are many tips and tricks as well as down to earth best practice information to make sure that everything runs quickly and efficiently with the minimum amount of fuss or developer intervention targeted at high traffic websites those receiving over 10 000 unique visitors a day pro css for high traffic websites gives you inside information from the professionals on how to get the most out of your web development team the book covers the development processes required to smoothly set up an easy to maintain css framework across a large volume website and to keep the code reusable and modular it also looks at the business challenges of keeping branding consistent across a major website and sustaining performance at a premium level through traffic spikes and across all browsers defensive coding is considered for sites with third party code or advertising requirements it also covers keeping css accessible for all viewers and examines some advanced dynamic css techniques

an essential guide for anyone hungry to learn how journalism should be practised today and will be tomorrow hill and lashmar encapsulate the transformative impact technology is having on journalism but anchor those changes in the basic principles of reporting paul lewis the guardian as the news business transforms online journalism is a fantastic new resource for both students and lecturers informative straightforward and easily digested it s a one stop shop for the skills knowledge principles and mindset required for journalistic success in the digital age mary braid kingston university online and social media have become indispensable tools for journalists but you still have to know how to find and tell a great story to be a journalist today you must have not only the practical skills to work with new technologies but also the understanding of how and why journalism has changed combining theory and practice online journalism the essential guide will take you through the classic skills of investigating writing and reporting as you master the new environments of mobile on demand social participatory and entrepreneurial journalism you will also develop must have skills in app development for smartphones and tablets as well as techniques in podcast blog and news website production what this book does for you tips and advice from leading industry experts in their own words qr codes throughout the book to take you straight to multimedia links a fully up to date companion website loaded with teaching resources detailed careers advice and industry insights exercises to help you hone your skills top five guided reading list for each topic so you can take it further perfect for students throughout a journalism course this is your essential guide

global writing for public relations connecting in english with stakeholders and publics worldwide provides multiple resources to help students and public relations practitioners learn best practices for writing in english to communicate and connect with a global marketplace author arhlene flowers has created a new approach on writing for public relations by combining intercultural communication international public relations and effective public relations writing techniques global writing for public relations offers the following features insight into the evolution of english language communication in business and public relations as well as theoretical and political debates on global english and globalization an understanding of both a global thematic and customized local approach in creating public relations campaigns and written materials strategic questions to help writers develop critical thinking skills and understand how to create meaningful communications materials for specific audiences storytelling skills that help writers craft compelling content real world global examples from diverse industries that illustrate creative solutions step by step guidance on writing public relations materials with easy to follow templates to reach traditional and online media consumers and businesses self evaluation and creative thinking exercises to improve cultural literacy grammar punctuation and editing skills for enhanced clarity and supplemental online resources for educators and students english is the go to business language across the world and this book combines the author s experience training students and seasoned professionals in crafting public relations materials that resonate with global english language audiences it will help public relations students and practitioners become proficient and sophisticated writers with the ability to connect with diverse audiences worldwide

technology is meant to make life easier and to raise its quality our interaction with technology should be designed according to human needs instead of us being required to adapt to technology even so technology may change quickly and people and their habits change slowly with the aim of supporting user acceptance of itv the focus of this

book is on the usability of itv applications a method for developing interaction design patterns especially for new technologies is presented for the first time the main characteristics covered in this new approach are systematic identification of recurrent design problems usability as a quality criterion for design solutions integration of designers into the pattern development process including identification of designers needs and iterative evaluation and optimisation of patterns to encourage designers to accept and use them usability testing to identify proven design solutions and their trade offs presentation of specific design guidelines

this volume explores both historical and current issues in english usage guides or style manuals chapters look at how and why these guides are compiled and by whom what sort of advice they contain how they differ from grammars and dictionaries and how attitudes to usage have changed

provides information on basic design and development techniques to create effective navigation systems

how important is quality writing in journalism what are reporters responsibilities to their profession their sources and the public what part do publicists play in the news making process the third edition of writing for the media tackles these and other pertinent questions facing those who write for the media journalists and public relations professionals alike it challenges writers to think critically about what they do as well as how they do it at the same time this edition remains a guide for beginning and intermediate writers on ways to identify report and construct accurate and interesting articles under deadline pressure there are also chapters on editing publication design publicity and advice on how to succeed as a freelancer each chapter contains real life case studies advice from top practitioners and lists of useful websites for further reading book jacket

investigates the fundamental role of regional accent in the historical development of the english language and lays the foundation for a revised model of current educated pronunciation

toward a grand strategy against terrorism is a cohesive series of essays prepared by noted academics and counterterrorism practitioners within and associated with the counterterrorism program of the george c marshall european center for security studies these chapters address both the use of military force and the employment of non military tools the role of international cooperation and the importance of the ideological contest collectively they push toward a grand strategy against terrorism this volume makes the prudence and research and experience of the program on terrorism and security studies available to all who want to help in countering terrorism students those at military graduate schools private experts on security in the business world members of police forces and defense departments conflict resolution experts and many other sorts of practitioners seeking a sober and highly international approach

looks at best practice website usability takes the cream of the crop of internationally known usable sites ebay bbc news online the economist website synfonts evolt org and

metafilter and lets the team behind each site explain their design covers audience id user requirements and surfing methods monitoring user feedback etc

british design 2005 is the second edition of bis publishers showcase of creative studios and consultancies in britain a veritable who s who of uk design the works of many newly successful and upcoming firms are presented here for the first time together with the work of established firms that somehow always manage to stay at the cutting edge this book reflects the changes that have taken effect in the design industry over the last two years and emphasizes the imperative that designers and clients must differentiate through creativity british design 2005 provides an instant impression of each participating studio s creative output and offers instant inspiration for those who must provide creative input

the fourth edition of the british universities film video council s handbook provides an invaluable guide to teachers librarians producers researchers e learning specialists and everyone who uses audio visual media in higher and further education the handbook includes a directory of organizations and resources associated with education film and video and the media feature articles on issues such as online delivery of moving images and copyright and a host of useful information on film and video formats digital media media legislation and much more

public affairs reporting offers an inclusive and diverse perspective to public affairs reporting it expands the traditional approach to public affairs reporting beyond the mainstay of local and regional news coverage to include virtually everything that is involved in public life from government to the arts religion to the environment business to law enforcement and more professional tips sections in each chapter provide a series of questions and answers from professional journalists

this is a clear guide to the fundamentals of e business and e commerce it provides the background knowledge required for computing and it students to make the transition from studying the technologies to actually applying them in real life business scenarios a selection of case studies is used

the bestselling guide to markets in all areas of the media completely revised and updated and this year in its 101st edition with a foreword by alexander mccall smith new articles in this edition include 1 notes from a successful historical biographer claire tomalin 2 notes from a successful literary editor claire armistead 3 notes from a successful romantic novelist jane green 4 audio publishing emma higgs 5 the writer s blogger isabella pereira 6 the role of the literary scout suzy lucas contains information on a huge range of topics including copyright finance submitting a manuscript e publishing prizes and awards

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