

1. Record Nr.	UNINA9910139858803321
Autore	Sagolla Dom
Titolo	140 characters [[electronic resource]] : a style guide for the short form // Dom Sagolla
Pubbl/distr/stampa	Hoboken, N.J., : John Wiley & Sons, c2009
ISBN	0-470-58838-1 1-282-30651-0 9786612306518 1-118-25800-2 0-470-58836-5
Descrizione fisica	1 online resource (210 p.)
Disciplina	808 808.066384
Soggetti	Instant messaging Text messages (Cell phone systems) Electronic mail messages Digital media - Editing Online authorship Authorship Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	140 Characters: A Style Guide for the Short Form; Contents; Acknowledgments; Foreword; Introduction; The Short Form; The History of Twitter; Part One: LEAD; Chapter 1: Describe: A Brief Digression to Discuss Journalism Is Warranted; Chapter 2: Simplify: Say More with Less; Chapter 3: Avoid: Don't Become a Fable about Too Much Information; Part Two: VALUE; Chapter 4: Voice: Say It Out Loud; Chapter 5: Reach: Understand Your Audience; Chapter 6: Repeat: It Worked for Shakespeare; Chapter 7: Mention: Stamp Your Own Currency; Chapter 8: Dial: Search for Silence, Volume, and Frequency Chapter 9: Link: Deduce the Nature of Short MessagesChapter 10: Word: Expose the Possibilities in Phraseology, Poetry, and Invention;

Part Three: MASTER; Chapter 11: Tame: Apply Multiple Techniques Toward the Same End; Chapter 12: Cultivate: Meet 140 Characters, Each with a Unique Story; Chapter 13: Branch: Steady, Organic Growth Is Most Manageable; Part Four: EVOLVE; Chapter 14: Filter: Teach the Machine to Think Ahead; Chapter 15: Open: Give and You Shall Receive; Chapter 16: Imitate: There Is Nothing Original, Except in Arrangement; Chapter 17: Iterate: Practice a Sequence of Tiny Adjustments; Part Five: ACCELERATE; Chapter 18: Increase: Do More; Chapter 19: Fragment Do it Smaller; Recommended Reading; Glossary; Index

Sommario/riassunto

Make the most of your messages on Twitter, Facebook, and other social networking sites. The advent of Twitter and other social networking sites, as well as the popularity of text messaging, have made short-form communication an everyday reality. But expressing yourself clearly in short bursts—particularly in the 140-character limit of Twitter—takes special writing skill. In *140 Characters*, Twitter co-creator Dom Sagolla covers all the basics of great short-form writing, including the importance of communicating with simplicity, honesty, and humor. For marketers and business owners, s
