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Altri autori (Persone)	DilgerBradley J RiceJeff
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Nota di contenuto	Introduction: Making a vocabulary for <HTML> / Bradley Dilger and Jeff Rice -- Tarrying with the <head> : the emergence of control through protocol / Thomas Rickert -- : exploring rhetorical convergences in transmedia writing / Sarah J. Arroyo -- alt : accessible web design or token gesture? / Colleen A. Reilly -- English <A> / Jeff Rice -- A style guide to the secrets of <style> / Brendan Riley -- An accidental imperative : the menacing presence of / Brian Willems -- The evil tags, <blink> and <marquee> : two icons of early HTML and why some people love to hate them / Bob Whipple -- <frame>ing representations of the web / Michelle Glaros -- Breaking all the rules : <hr> and the aesthetics of online space / Matthew K. Gold -- Body on <body> : coding subjectivity / Jennifer L. Bay -- <?php> : "invisible" code and the mystique of web writing / Helen J. Burgess -- From cyberspaces to cyberplaces : , narrative, and the psychology of place / Rudy McDaniel and Sae Lynne Schatz -- <table>ing the

grid / Bradley Dilger -- Afterword: <meta> : casuistic code /
Cynthia Haynes.

Sommario/riassunto

As it becomes impossible to imagine a world without a World Wide Web, information organization, delivery, and production have converged on the simple principle of marking up information for given audiences. From A to investigates the relationship between media and culture by articulating questions regarding the role of markup. How do the codes of HTML, CSS, PHP, and other markup languages affect the Web's everyday uses? How do these languages shape the Web's communicative functions? This novel inquiry positions markup as the basis of our cultural, rhetorical, and communicative understanding of
