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Multiple Writing Strategies for Hardcopy, and For Creating Web-Based E-Books and Articles
By David Alderoty © 2014

Chapter 1) Simple and Unique Styles for Explaining Ideas in Written Language, for the Web and for Hardcopy
1,144 Words

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The Simplest Writing Style for Web-Based Material, and The Benefits and Limitations of this Style?

What is the Simplest Writing Style, for the Web?

The simplest writing style I have seen on the web involves short sentences, with paragraphs that generally range in length from three to five sentences. The paragraphs are arranged in a list format. Sometimes each paragraph has a heading in bold type,

and they are sometimes numbered. I have seen many variations of this writing style, and it is generally used to write short articles in the HTML format. This style might also be useful for some hardcopy documents. I am calling this style the <u>Five-Sentence Paragraph Structure.</u>

Utility, Limitations: Five-Sentence Paragraph Structure

The <u>five-sentence paragraph structure</u> is useful for writing simple material, such as basic articles on housekeeping, cooking and recipes, and computer instructions. This style can even be used for describing academic, technical, and scientific concepts and theories in a simplified way.

The <u>Five-sentence paragraph structure</u>, might not be the optimum style for writing complex material, especially if it requires lengthy explanations. I have never seen this writing style use with complex material, especially in the PDF format.

For example, the e-book that I am writing includes complex material, some of which is technical in nature. It would probably be difficult to present ALL of this material adequately with a series of extremely short paragraphs. However, I do use many short paragraphs, but only when it appears to be the optimum way to explain techniques and concepts.

<mark>**Versatility and Creativity with Writing Styles with the Goal of Optimally Communicating with a Target Audience**</mark>

The X-Sentence Paragraph Structure

We can expand on the idea of the <u>five-Sentence Paragraph Structure,</u> which was explained above. The idea here is to create <u>X-Sentence Paragraph Structure,</u> where X equals any number. A good example would be a series of paragraphs, with two sentences, and headings, arranged in a list like configuration. This idea is illustrated with examples under the following subheading.

A Two-Sentence Paragraph Structure

A <u>Two-Sentence Paragraph Structure</u>, which was described above, can be thought of as <u>a hybrid between a list and a conventional text layout</u>. This suggests the idea of using the <u>Two-Sentence Paragraph Structure</u> along with conventional writing styles, similar to the way a list format is used.

The idea here is when a typical list format is less than ideal, use the <u>Two-Sentence Paragraph Structure.</u> **To illustrate this utility**, I will present the components that comprise a computer in a list format. Then, I will present the same components with more information in a two-sentence paragraph structure. The idea here is to compare the two styles, with the assumption that they will be in a textbook, with additional explanations.

Example 1) The Conventional List Format
A computer is comprised of the following eleven components:

1) **Power Supply**

2) **Cooling System**

3) **The Hard Drive**

4) **Random Access Memory**

5) **Central Processing Unit (or CPU)**

6) **Video Card**

7) **Sound Card**

8) **Motherboard**

9) **Computer Case**

10) **Computer Screen**

11) **Sound System**

Example 2) Two-Sentence Paragraph Structure

A computer is comprised of the following eleven components. These components can be purchased separately, if you want to build your own computer.

1) Power Supply

This is a transformer with other components. It provides electricity at various voltages, for all the devices listed below.

2) Cooling System

This usually consists of one or two small fans, with heat sinks. The fans and Heat Sinks keep the power supply, the processor, and other components from overheating.

3) <u>The Hard Drive</u>

This device has copies of the software, and it records data in a magnetic format, similar to a tape recorder. The hard drive is similar to our long-term memory.

4) <u>Random Access Memory</u>

This device stores software and data, **temporarily** while the computer is in operation. It is similar to our short-term memory.

5) <u>Central Processing Unit (or CPU)</u>

This is a silicon chip, which performs the computing process. The CPU is considered the major component of a computer.

6) <u>Video Card</u>

This device is essentially a small computer, with the CPU and random access memory. It processes and interprets the data that is fed to the computer screen.

7) <u>Sound Card</u>

This device is essentially a small computer, with the CPU and random access memory. It processes sound related digital data, and converts it to the analog format, which is fed into the speaker system.

<u>Note on the Video and sound Cards</u>

In most modern computers, these devices are integrated into the <u>Central Processing Unit</u> and motherboard. When this is the case, they do not exist as separate components.

8) <u>Motherboard</u>

This device is a circuit board with many components soldered in place. The <u>motherboard</u> has sockets or connectors for all of the

components mentioned above.

9) <u>Computer Case</u>

This is a metal enclosure, which houses all of the components of a computer. It generally contains slots or connectors to hold one or more hard drives, CD drives, DVD drives, the motherboard, and power supply.

10) <u>Computer Screen</u>

This device displays text and graphics. It receives data from the video card, or equivalent circuitry in the motherboard.

11) <u>Sound System</u>

This device generally consists of an amplifier and speakers for converting analog data to audio. The analog data is received from the output terminal of the sound card, or equivalent circuitry in the motherboard.

It should be obvious from the two examples, presented above that the <u>Two-Sentence Paragraph Structure</u> has some valuable utility. This is assuming it is used with text that provides further explanations. To provide detailed information about the computer components described above, would require at least 50 to 100 pages, with diagrams.

<u>Explaining Complex Material for Web or Hardcopy</u>

When explaining complex material in written language, if you restrict yourself to a specific writing style, you are likely to be less successful. The idea here is to **choose the best format or**

writing style for the **specific concepts, ideas, theories, or components** that you are trying to explain to a target audience. This can involve using a conventional textbook writing style, and switching to the two-paragraph list format described above. If you are writing for the web, your work can contain hyperlinks to switch to videos, sound recordings, or online software, to explain concepts and techniques. Complex material can also be reinforced with diagrams and photographs, which is useful for both the web and hardcopy formats.

From Other Authors: Additional and Supporting Information, and Alternative Perspectives, for Chapter 1

Instructions

If you want more information, alternative perspectives or explanations, see the following websites and videos from other authors. To access this material left click on the blue links, or the URLs presented below.

If a link fails, enter the indicated **search phrase,** or the *words that are displayed from the website,** into the search engine presented on the left of each entry. If there are many words displayed from the website, select a few of the words that seem most useful for a search phrase. Then, carry out a conventional web-based search. This will probably result in finding the website with the failed link, or finding another website

with similar information.

*Note the words from the website are indicated with **Words on website:** If you examine the following entries all of the above will be clarified.

Webpages from other Authors, to Support and Supplement The Concepts and other Material in Chapter 1

www.Google.com **Search phrase: Writing for the web** **This is a Google search page, which indicates** 562,000,000 **results.**

www.Google.com **Words on website: 20 tips on how to write for the Web URL is: http://www.webdesignerdepot.com/2009/08/20-tips-on-how-to-write-for-the-web/**

www.Google.com **Words on website: Plain Language/Writing for the Web URL is: http://www.howto.gov/web-content/manage/write-for-the-web**

www.Google.com **Words on website: 10 Tips for Good Web Writing URL is: http://webdesign.about.com/od/writing/a/aa031405.htm**

Videos from other Authors, to Support and Supplement The Concepts and other Material in Chapter 1

When you left click on a **link** for a video, a webpage will open, and the video will start automatically in most cases. The webpage that opens with the video will usually have 10 or more **RELEVANT** videos. If the video does not start automatically, and the webpage opens, left click on the link provided by the author of the video. This link is usually in the center of the screen.

www.Video.Google.com **Search phrase: Writing for the web versus**

hardcopy, **The above is a Google video search page, which indicates 5,690 results.**

www.Video.Google.com Words on website: **Writing for the Web** , URL is: **www.youtube.com/watch?v=KHUWXPasmDc**

www.Video.Google.com Words on website: **Writing for the Web, Sue Burzynski Bullard**, URL is: **http://youtu.be/rGjQ-JuR8Pc**

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HYPERLINK TABLE OF CONTENTS

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