

UNIT V

PREPARATION OF WEB CONTENT

Web content development is the process of researching, writing, gathering, organizing, and editing information for publication on web sites. Web site content may consist of prose, graphics, pictures, recordings, movies or other digital assets that could be distributed by a hypertext transfer protocol server, and viewed by a web browser.

New approach

Currently the web content is no longer restricted to text, but has expanded to engulf other audio visual media. This includes video clips, presentations and a host of other interactive forms which can be picked up by the search engines. Content owners are also increasingly relying on content protection networks to check on plagiarism and achieve a greater assurance that their content remains unique and unduplicated on the web.

A website, also written as web site, or simply site, is a set of related web pages typically served from a single web domain. A website is hosted on at least one web server, accessible via a network such as the Internet or a private local area network through an Internet address known as a uniform resource locator (URL). All publicly accessible websites collectively constitute the World Wide Web.

The pages of a website can usually be accessed from a simple Uniform Resource Locator (URL) called the web address. The URLs of the pages organize them into a hierarchy, although hyper linking between them conveys the reader's perceived site structure and guides the reader's navigation of the site which generally includes a home page with most of the links to the site's web content, and a supplementary about, contact and link page.

Some websites require a subscription to access some or all of their content. Examples of subscription websites include many business sites, parts of news websites, academic journal websites, gaming websites, file-sharing websites, message boards, web-based email, social networking websites, websites providing real-time stock market data, and websites providing various other services.

Further with technology taking its toll on all handwriting specialists, most writing today and in the coming years will be E-writing.

ADVERTISEMENTS

Advertising is mass communication of information intended to persuade buyers so as to maximize the profit. Today advertising is a part of our everyday life. It is all around us. We cannot escape looking at it or listening to it. Even if we are not consciously looking at it or listening to it, the message of advertising reaches and influences us. It is often recorded somewhere at the back of our minds and is recalled when we are buying something or looking for a particular service.

From morning to night, we are using advertised goods and services. We start the morning with a cup of tea or coffee, use toothpaste and toothbrush on our teeth, at breakfast we have bread, butter, etc. our workplace is also full of machines, computers, etc which are the advertised goods.

DIFFERENT TYPES OF ADVERTISING

Print Advertising – Newspapers, Magazines, Brochures, Flyers

- The print media have always been a popular advertising medium.
- Advertising products via newspapers or magazines is a common practice

Outdoor Advertising – Billboards, Kiosks, Tradeshow and Events

- Outdoor advertising is also a very popular form of advertising, which makes use of several tools and techniques to attract the customers outdoors
- The billboard advertising is very popular however has to be really terse and catchy in order to grab the attention of the passersby.
- The kiosks not only provide an easy outlet for the company products but also make for an effective advertising tool to promote the company's products.

Broadcast advertising – Television, Radio and the Internet

- Broadcast advertising is a very popular advertising medium that constitutes of several branches like television, radio or the Internet.
- Television advertisements have been very popular ever since they have been introduced. The cost of television advertising often depends on the duration of the advertisement, the time of broadcast (prime time/peak time), and of course the popularity of the television channel on which the advertisement is going to be broadcasted.
- The radio might have lost its charm owing to the new age media however the radio remains to be the choice of small-scale advertisers. The radio jingles have been very popular advertising media and have a large impact on the audience.

Covert Advertising – Advertising in Movies

- Covert advertising is a unique kind of advertising in which a product or a particular brand is incorporated in some entertainment and media channels like movies, television shows or even sports. There is no commercial in the entertainment but the brand or the product is subtly (or sometimes evidently) showcased in the entertainment show.
- Some of the famous examples for this sort of advertising have to be the appearance of brand Nokia which is displayed on Tom Cruise's phone in the movie Minority Report, or the use of Cadillac cars in the movie Matrix Reloaded.

Surrogate Advertising – Advertising Indirectly

- Surrogate advertising is prominently seen in cases where advertising a particular product is banned by law. Advertisements for products like cigarettes or alcohol which are injurious to health are prohibited by law in several countries and hence these companies have to come up with several other products that might have the same brand name and indirectly remind people.

Public Service Advertising – Advertising for Social Causes

- Public service advertising is a technique that makes use of advertising as an effective communication medium to convey socially relevant messages about important matters and social welfare causes, like, energy conservation, political integrity, deforestation, illiteracy, poverty and so on.

Celebrity Advertising

- Although the audience is getting smarter and smarter and the modern day consumer getting immune to the exaggerated claims made in a majority of advertisements, there exist a section of advertisers that still bank upon celebrities and their popularity for advertising their products. Using celebrities for advertising involves signing up celebrities for advertising campaigns, which consist of all sorts of advertising including, television ads or even print advertisements.