



HTML5 para periodistas: Manual de uso práctico (Spanish Edition)

Carlos J. Campo

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¿Sabes cómo se citan las fuentes informativas en un texto online? ¿Y cómo se escribe una fotonoticia? ¿O cómo se transcribe una entrevista? Cuando usas cursivas, ¿sabes qué etiquetas estás usando? ¿Son las correctas? Si dudas, este manual está pensado para ti. Nuestra escritura para Internet procede de las convenciones visuales acuñadas a lo largo de los siglos: elementos de titulación, cursivas, negritas... pero en HTML5, cuando usamos un elemento, estamos utilizando un subtexto que sirve para conectar con las máquinas y que entiendan qué decimos. En otras palabras, escribimos para personas y para máquinas. O lo que es lo mismo, escribimos para personas y para nosotros mismos. Sólo comprendiendo qué elementos usamos lograremos que nuestros textos sean más indexables, posicionados semánticamente, más accesibles, versátiles, diseminables o agregables, referenciables, 'historiables' y recuperables. Y lo lograremos accediendo al código fuente y realizando un par de retoques en los elementos y atributos. Da lo mismo si no eres periodista. Da lo mismo si eres un modesto autor de blog, un 'community manager', un enamorado de las redes sociales, un programador o un diseñador. Este libro te ayudará a utilizar de la mejor forma posible el código HTML5 con criterios profesionales del más viejo y eficiente periodismo. Cuando lo hojees no volverás a escribir del mismo modo tus contenidos. Y en poco tiempo notarás los beneficios. «HTML5 para periodistas», además, tiene vida más allá de sus páginas. Desde el volumen podrás acceder a ejemplos en vivo de la aplicación de las enseñanzas que aquí se imparten. Las claves de la redacción semántica para la web están en tus manos.

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