

English Learning Through Digital Media

Unit 3 Web Page



Getting Started

How to read a webpage

When you open a webpage, it may contain many things that want your attention, like ads, related articles, or clickbait. Although it may seem overwhelming at first, we'll show you how to read a webpage so you can ignore the distractions and focus on the main content.

The anatomy of a webpage

Every webpage is different, but there are some common elements you'll find on most pages. For example, the page might have the main content in the middle of the page, with ads on the left or right side. Almost every webpage will have some sort of navigation bar that lets you go to other parts of the website. By learning about some of these basic parts, you'll be able to find the information you're looking for more quickly. Now, look below to learn about the different parts of a webpage.

1. Web address
2. Header
3. Navigation bar
4. search box
5. Link to other article
6. social plug-in
7. advertisement
8. main content

The screenshot shows the homepage of The Wall Street Journal. Numbered callouts identify the following elements:

- 1. Web address: The URL bar at the top showing <http://www.wsj.com/articles/this-crazy-camera-is-the-future-of-photography>.
- 2. Header: The main title "THE WALL STREET JOURNAL" at the top center.
- 3. Navigation bar: The horizontal menu below the header with links like Home, World, U.S., Politics, Economy, Business, Tech, Markets, Opinion, Life & Arts, Real Estate.
- 4. Search box: A magnifying glass icon in the top right corner.
- 5. Link to other article: A small article preview card titled "Amazon Has a Luxury Problem".
- 6. Social plug-in: A vertical stack of social media sharing icons (Facebook, Twitter, LinkedIn, etc.) on the left side of the main article.
- 7. Advertisement: A large banner for "PageSix TV" with the text "IT'S WHO'S ON THE INSIDE THAT COUNTS" and "WHERE TO WATCH".
- 8. Main content: The primary article titled "This Crazy Camera Is the Future of Photography" by Geoffrey A. Fowler.

The main article "This Crazy Camera Is the Future of Photography" features a video player showing a person holding a small camera. The text describes the Citrix L16 camera, which is a pocket-sized device with 16 lenses and sensors. It also includes a byline for Geoffrey A. Fowler and a date of September 27, 2017.

Exercise 1: Name each part of the webpage below

Advertisement Header Link to other article main content
 navigation bar search box social plug-in Web address



- | | |
|---------|---------|
| 1. | 2. |
| 3. | 4. |
| 5. | 6. |
| 7. | 8. |

Language focus

Adjectives are words that describe or modify other words, making your writing and speaking much more specific, and a whole lot more interesting. Words like **small**, **blue**, and **sharp** are descriptive, and they are all examples of adjectives. Because adjectives are used to identify or quantify individual people and unique things, they are usually positioned before the noun or pronoun that they modify. Otherwise, they are after the verb to be. Some sentences contain multiple adjectives.

In the following examples, the highlighted words are adjectives:

My cousin, Kiki, is **pretty**. She is **kind** and **generous**.

I'm hoping to meet **new** people.

I love my neighbor. People here are **friendly**.

Since Lisa went to bed late last night, she has a **bad** headache now.

Exercise 2: There are some descriptive adjectives in the box below. Look at these words then sort them into the correct groups.

confident	ambitious	musical	hardworking	fun-loving
experienced	generous	shy	qualified	kind

For work	For friend	For both

Exercise 3: Choose the most suitable adjective from exercise 1 to complete each sentence.

- I'm an restaurant manager. I have managed restaurants for eight years.
- I'm very I play piano, flute and drum.
- I'm a lawyer. I graduated with a first in law last year.
- I'm a very person. I always give 100% to every project I work on.
- I have no problem talking to new people or starting difficult projects - I'm very
- My friend say I'm a person. I love to have a good time.
- I am quite a person. I try to help other people and I spend a lot of time with my friends and family.
- I suppose I'm quite I find it difficult to meet new people - I don't know what to say!
- My friends say I'm quite I give a lot of money to charity.
- I want to be Managing Director of my own company. I guess you could say I'm quite

Exercise 4: Unjumble the sentence.

1. writing / excellent / I / skills / have.

2. ambitious / and / I'm / confident

3. a / three / waiter / I / experience / years / have / as

4. qualified / I'm / project / manager / a

Exercise 5: Find ten-adjective by underlining the words or phrases that describe noun. Remember! The adjective can be in front of the noun or behind the verb to be.

Mobile webpages

If you're viewing a webpage on a mobile device such as a smartphone or tablet, you may notice that it has a simpler layout. This is because many sites have mobile versions that are optimized for smaller screens. The website will automatically detect what type of device you're using, and it will display the version that's best suited for that device.

The example below shows the same webpage we looked at above, except it's viewed on an iPhone. The header is now much smaller to make room for the main content (although the mobile site will require a lot more scrolling to read the article).

Looking closely

Tips for reading webpages

When you're reading a book, you might start at the top of the page and read every word until you get to the bottom. But with a webpage, this usually isn't the best way to read. Because webpages have a lot of information you don't need, your job is to find the relevant information without getting distracted by everything else.

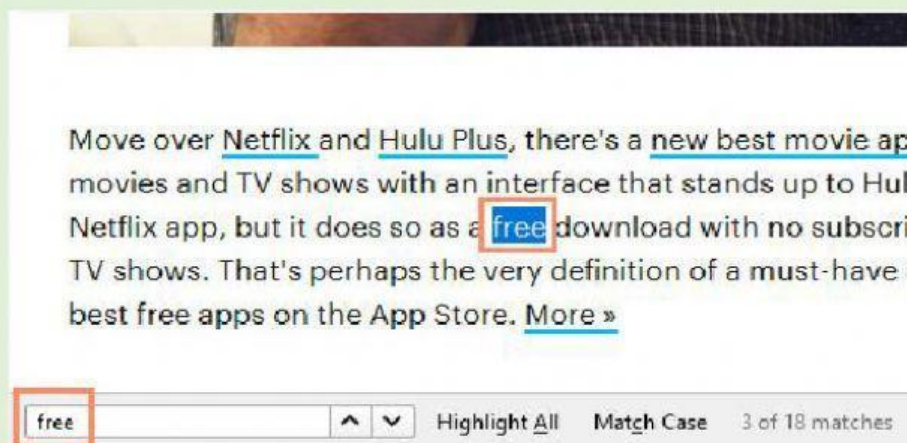


You can also use the following tips on almost any webpage to help you find what you're looking for.

- **Locate the main content.** This is usually the most relevant part of the page. On most pages it's easy to find, although you may sometimes have to scroll down to find it.
- **Make sure you're on the right webpage.** If you don't see any relevant information, use the navigation bar or search box to find the page you're looking for. You can also conduct a Google search to find other websites.
- **Don't read every word.** With most websites, you can skim the page to find what you're looking for. To read faster, you can just read the first sentence of each paragraph.
- **Use headings to help you skim the page.** Many online articles have a heading at the beginning of each section. If the heading doesn't seem to be relevant, you can simply scroll down to the next heading.
- **Ignore ads.** Ads are often embedded in an article or disguised as links. They may look like they're relevant, but they usually won't help you find what you're looking for.
- **Use the Back button.** If you've clicked a link that isn't helpful, you can go back to the previous page by clicking your browser's Back button. If the link was opened in a new window or tab, you may need to close it instead of using the Back button.

Finding a specific word on a page

If you know exactly what you're looking for, you may not have to skim the page. Just hold down **Ctrl** (or **Command** if you're using a **Mac**) and then press **F** to open up the Find toolbar. You can then type the word or phrase you're looking for to skip to that part of the page. This is especially helpful for long articles.



Exercise 6: Go to the Purdue OWL: Email Etiquette page. Then answer questions below.

(https://owl.purdue.edu/owl/general_writing/academic_writing/email_etiquette.html)

Where is the main content?

See how quickly can you find information on this page about attachments.

Where would you click if you wanted to learn how to write an essay?

Go to Time's article on bees and pesticides. Then answer questions below.

(<https://time.com/4973279/honey-pesticides-bees/>)

Where is the main content?

Which parts of the page contain ads?

Which parts of the page link to other pages on Time.com?

According to this webpage, what type of pesticide was found in 75% of honey samples?