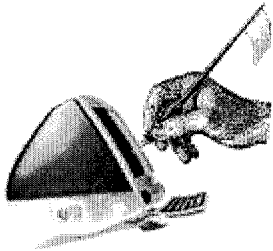


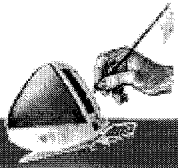
The Monitor Is the Message

WRITING WEBSITE CONTENT THAT WORKS



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The Monitor Is the Message

WRITING WEBSITE CONTENT THAT WORKS

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Orwell and the Power of Words

"Modern English, especially written English, is full of bad habits which spread by imitation and which can be avoided if one is willing to take the necessary trouble. If one gets rid of these habits, one can think more clearly..."

"...the slovenliness of our language makes it easier for us to have foolish thoughts."

Why Is This Important?

Web sites are a means, not an end. They exist to deliver information, which is the content you are developing. So consider carefully how to make that content work, because... the monitor is the message.

FTI she sent to VCS doesn't "File Not Found"