From A to A: Keywords of Markup

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As it becomes impossible to imagine a world without a World Wide Web, information organization, delivery, and production have converged on the simple principle of marking up information for given audiences.

From A to investigates the relationship between media and culture by articulating questions regarding the role of markup. How do the codes of HTML, CSS, PHP, and other markup languages affect the Web's everyday uses? How do these languages shape the Web's communicative functions? This novel inquiry positions markup as the basis of our cultural, rhetorical, and communicative understanding of the Web.

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