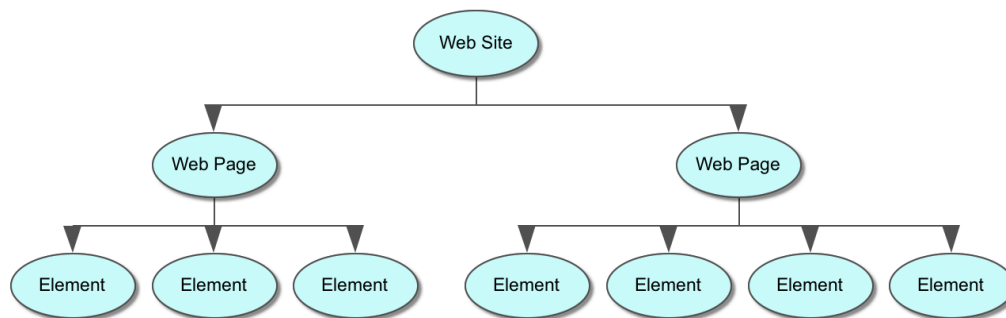


## Analysis of Sound Elements

For the purposes of this analysis, I defined an element as a component of a web page that may convey meaning or contribute to conveyance of meaning. An element may be a text passage, a text label, an illustration, a photograph, a video, a map, a diagram, an internal link, an external link, or a cluster of other elements.



I evaluated four kinds of variables for each web page element: indexical, substantive, rhetorical, and formal. Genre can be defined by substance, rhetorical action, and form (Bazerman, 1988; Devitt, 1996; Miller, 1984). My data categories correspond to these three with the addition of indexical data, which identifies the page and is not meant to be interpretive. Substantive data refers to the content or subject matter of the page. Rhetorical data describes the rhetorical action being accomplished or contributed to with the element, as defined by Bazerman (1988) to include lexicon, citation, author, and audience. Formal data refers to measures of formality, complexity, and coherence.