

Webs editorials en llengua catalana: assoliments i nous reptes

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Summary: The website is a publishing house's most powerful tool when it comes to sharing news and promoting catalogues, collections and writers. This paper aims to measure to what extent the situation of Catalan-language publishing companies' virtual shop windows is suitable. In other words, the soundness, versatility and efficiency of these publishing websites, which host both audiovisual and written information and link it to other content and environments, is assessed. The research's structure stems from the effective application of a specific analysis template designed by Lluçh and Escandell (2016 and 2018). Lluçh and Escandell's proposal considers a typologically diverse group of websites involving all the Catalan-language publishers to authoritatively ascertain how these companies stock their virtual shop windows and how they communicate the content hosted there.

Keywords: Public virtual epitext, publishing website, Catalan language, reading, books, parameters, indicators ■

