

Blog: Blogosphere

- Ⓜ A blog is short for weblog.
- Ⓜ Weblog is a personal online journal that is updated and for general public.
- Ⓜ Generally contents are in reverse-chronological order in a same page.
- Ⓜ Represents the personality of the author and the purpose of the website that host Blog.
- Ⓜ Common topic of blog is according to the interest of the author, social issues, commentary on the internet, philosophical musings etc.
- Ⓜ Blog lack gatekeeper, so they are without edited, honest, opinionated and pinch an emotional chord. Sometimes they are not credible as they do not have gatekeeper.
- Ⓜ Blog is an example where information flows from many to many.
- Ⓜ Blogs are challenge to professional journalism as these are led by amateur passionate peoples.
- Ⓜ Blogs are easy to start but hard to keep it going.
- Ⓜ Owner of blog can use his blog to make money by putting advertisement and persuasive writing for client.
- Ⓜ Blog is a global space where anyone can read it using the internet.
- Ⓜ Blogs are important source of citizen journalism which is real time reporting about events and condition in local area that big news organization do not/ cannot cover.
- Ⓜ Prevailing laws and regulation regarding publication are also applicable for blogs for a country.

Advantage of blogs:

- Creative freedom
- Instantaneity
- Interactivity
- No marketing constraints