

# BLOGS

## What is a blog?

To put it in simple words, a blog (from web log or weblog) is a website organized in a chronological manner (the most recent content at the top of the page), where people can write articles or comments called “entries” or “posts”.

The “owner” of the blog has authority over who can publish and what can be published on the site. There are different types of blogs; they can be journalistic, personal (more like a diary), political, etc. A blog can be updated from a few times a week to many times a day.

The first blogs started in the 1990s but only became popular and were able to reach a large audience in 1999. It started with the idea that anyone could express himself in a public and free way, but blogs soon became used on the side of and sometimes against mass communication<sup>1</sup>.

Blogs are now a way to quickly disseminate ideas that would not have their place or would not be heard in the mass media. In other words, it is a way to empower individuals. But what makes the blogs’ greatest strength is also their main weakness: because a blog is accessible to everyone with access to a computer and Internet, it is hard to measure the credibility of its content, especially in the case of personal blogs.

Also because of the huge number of blogs that we can now find on the Web, a focused blog has probably better chances of success than a blog with a vague or broad subject. A clear subject and goal can attract an audience who is really interested in the matter, and who can thus contribute better to the blog.

## Create your own blog

Interested in having your own personal blog? Here are some sites that allow you to create your own. It’s free and easy-to-use.

[www.blogger.com](http://www.blogger.com)

[www.wordpress.com](http://www.wordpress.com)

[www.freeblogit.com](http://www.freeblogit.com)

Let’s practice!

We will post our articles on the following blog: <http://ict-training-voice.blogspot.com>

---

<sup>1</sup> From Rebecca Blood’s article ([http://www.rebeccablood.net/essays/weblog\\_history.html](http://www.rebeccablood.net/essays/weblog_history.html)) and Wikipedia (<http://en.wikipedia.org/wiki/Blog>)