

Chapter 6

Blog

Blog

Short for "Web log," a specialized site that allows an individual or group of individuals to share a running log of events and personal insights with online audiences. Blogs with political or current-events themes have grown in popularity and allows for instant mass-audience commentary.

A blog (short for weblog) is an online journal or diary of an individual's opinions and latest news that is updated regularly. Many blogs allow visitors to make comments, or "postings" in response to the blogger, or ask questions.

A blog is a website in which items are posted on a regular basis. The term blog is a shortened form of weblog. Authoring a blog, maintaining a blog or adding an article to an existing blog is called "blogging". Individual articles on a blog are called "blog posts," "posts" or "entries". A person who posts these entries is called a "blogger". A blog comprises text, hypertext, images, and links (to other web pages and to video, audio and other files). Blogs use a conversational style of documentation. Often blogs focus on a particular "area of interest", such as Washington, D.C.'s political goings-on. Some blogs discuss personal experiences.'

Categories of Blog

1. Fashion Blog
2. Food Blog
3. Travel Blog
4. Music Blog
5. Lifestyle Blog
6. Health & Fitness Blog
7. Sports Blog
8. Finance Blog
9. Political Blog
10. Parenting Blog
11. Business Blog
12. Personal Blog
13. Movie Blog
14. Religious Blog

15. Magazine Blog

Components of Blog

1. **Subject or Header:** Subject or header is the blog's title.
2. **Content or Body:** The text is typed or pasted into the body.
3. **Comments:** The comment feature allows others to take part in a discussion regarding the contents of your blog.
4. **Time and Date Stamp:** Because blogs are arranged in chronological order, it's important for visitors to note the time and date of each post.
5. **Community:** The blog builds community around a common vision.
6. **Blogroll:** A list of links to other blogs, often called a blogroll.
7. **RSS feeds:** RSS (Rich Site Summary and Really Simple Syndication) feeds permits automatic notification of blog subscribers when new entries are posted.
8. **Archive:** An archive feature for older articles.

Advantages of Blog

1. Information Rich Society
2. Share Knowledge
3. Communicate with scattered audience
4. Build Community
5. Public Relations Activity
6. Share feedback, ideas and concepts
7. Build Author Profile
8. Showcase of skills
9. Attract traffic
10. Earning through advertising and affiliate marketing

Disadvantages of Blog

1. Hard to maintain
2. Writing is difficult
3. Time consuming
4. Deadlines
5. High Competition