

INTERNET BLOGS AS PERSONAL ONLINE DIARIES

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Recently, the Internet has become widely distributed throughout the world. Currently, it is the most complete, operative and accessible source of information and means of mass communication. But with the help of the Internet, you can not only receive information, but also interact with people who are at a great distance. That is, there are such Internet communications that allow a person to contact a huge number of people who live in different cities, countries, on different continents. Communication can be both in real time and offline, as, for example, in forums or in Internet diaries.

Internet communications are methods of communication in which information is transmitted through Internet channels using standard protocols for information exchange and presentation [1].

There are a large number of types of Internet communications, among which a special place belongs to blogging.

Blogging is the process of keeping a blog and constantly updating it. A blog is an electronic magazine or online diary of a person, organization or community, which is constantly updated.

A blog is a site that has an informative character, on which fresh entries appear regularly [3]. A blog is created mainly within the framework of one or more similar topics that are revealed and analyzed throughout the blog's existence.

A blog is usually run by one person or a group of people (programmer, designer, copywriter, author or ideologue). But mostly blogs are run by one person, replacing all additional specialists with various purchased tools (site design, software code, articles) or doing all the work independently.

Internet blogs first appeared in the United States and became popular as personal network diaries, in which you can discuss what interests the author and his subscriber friends. In fact, it was a creative development of the idea of Internet forums towards their individualization, increasing the rights and opportunities of individual users. Obviously, the popularity of blogs is connected with the growth of modern people's desire for self-expression, independent formation of their communication circle and circle of information sources. Blogs simply provided convenient technical opportunities. Their use allows you to quickly create new social networks that are not limited by the state borders of the community based on interests,

hobbies and sympathies.

The communicative orientation of the message cannot be unequivocally considered as a criterion for distinguishing the phenomena of a diary and a blog, since both of them can be both a communicative and an auto-communicative event [2]. However, it should be recognized that classical diaries were written and are written mainly for themselves, electronic ones mainly for others.

Moreover, our contemporary does not do anything radically different than the person of the 19th century, who wrote down his thoughts and experiences on paper and for himself. He also keeps a diary, which changed the medium from paper to digital, but keeps it, being embedded in the modern socio-cultural system with the intensification of communication processes that take place in it.

Today, blogs have finally entered the mass media system and have become part of journalism. Today, many serious publications have their own blog platforms or create blog feeds on their sites by exporting entries from other blog hosting. Some blogs have been competing with mass media for a long time, and their authors are celebrities. The growing popularity of blogs attracts advertisers who begin to actively promote their goods and services in the blogosphere.

Thus, blogs turn out to be an important element in the development of the public sphere, which is an intermediary between society and the state and unites citizens regardless of their socio-economic status for critical discussion of general issues. At the same time, blogging can be considered a kind of diary, the authors of which touch on important socially significant issues in their "posts" or expose moments from their personal lives to the public.

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