

DISSEMINATION OF INFORMATION USING BLOGS:AN ANALYSIS OF BLOGGING WEBSITES USED FOR VARIOUS PURPOSES BY BLOGGERS IN TAMIL NADU

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ABSTRACT

Since the 1990s, cyberspace as a medium for the speech, mobilization, dissension and coordination of substitute social and political networks has become a divergent characteristic of the modern world order. Cyberspace has also been especially conducive to the inclusion of women in different social spheres, such as entrepreneurs, scholars, industrialists, social workers, political activists, educationist and historians, who share their views on self-portrait, political philosophy, social issues, etc. Often this kind of thinking poses concerns about the effect of the development of cyber counter-publics on a democratic society. In the advent of technology, further advancement of android phones and easy availability of high-speed internet packages provided by different stack holders, there is a rapid growth of internet users in India. According to the February 2020 Data Survey (datareportal.com-on 06.02.2021), 687 million people in India use the Internet, or around 50 percent of the total population, which is 1.37 billion. As the internet is used for a wide range of purposes, this paper analyses how blogging content is used for a variety of reasons in the context of mass communication, particularly with regard to Tamil Nadu bloggers.

Keywords: *Blogging, Information, Website, Bloggers, Mass Communications.*

Introduction

The presence of public spheres where citizens can come together to debate topics of mutual interest, irrespective of their social status, has long been seen as a core part of well-functioning democracies. While the internet was brought to the world, it eventually increased to a larger audience, and people around the world underwent an amazing transition by choosing online as a forum for exchanging opinions, artistic concepts, knowledge, fashion, etc.

In comparison to other types of public settings, public online medium are highly open due to their low entry barriers. Via an overwhelming variety of online outlets, such as social networking sites, blogs and online news services, billions of people connect with each other every day to address topics of mutual interest, without having to negotiate with conventional gatekeepers or other types of costs and obstacles inherent in offline public venues. One such mass media is a blogging platform where a person can exchange knowledge, opinions, news, fashion, reports, etc. with the masses.

Blogging

A piece of information, facts and activities that an individual or an organization wishes to share with the world through the internet using content writing techniques, could be called weblogging or blogging, and a person does the webloggings are called a bloggers and the websites is called a blogging website.

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Artem Minaev explains that “A blog (a shortened version of “weblog”) is an online journal or informational website displaying information in reverse chronological order”(Artem Minaev, 2021). The blog site displays the contents of the writer as per recent writings at in the beginning and it arrange the earlier writings in consecutive order. The blogging site is the place where the content writer or group of writers expresses their thoughts on topics. As Randy narrates “Blogging refers to writing, photography, and other media that's self-published online” (Duermyer, 2021). As per the Duermyer statement blogger write the contents on pictures, videos, events, etc., to communicate to the world and share their views to many. There are various types of bloggers who write for business, fashion, marketing, education, life style, current affairs, etc.

The author of the platform for shopmatic blogging states “Technology is powerful and has been steadily empowering us by making available new tools of communication”(Shopmatic - Are You Selling Through Chat and Messaging Yet?, 2021).The author of the site discusses the development of technology and how efficiently it is used by the masses, particularly bloggers, for marketing and other purposes. Bloggers around the world, showing their content for a variety of purposes, and only good and appealing content creates more feedback and the dissemination of information reaches the target audience.

Blogging Types

Blogging started as an outlet for people to write diary-style entries, but has since been transformed into blogs for several businesses. Blogging features include frequent alerts, casual language, and ways for users to enter and start a conversation, there are many types in blogging such as.

- Corporates
- Business
- Education
- Fashion
- Sports
- Current Affairs
- Political
- Film
- Marketing, etc.,

Blogs are now universally accepted as mainstream technologies. The number of personal and corporate blogs has risen dramatically in past several years. The key reasons for the success of blogs can be given as follows:

- Cheap or open to make
- Do not require the installation of proprietary applications
- Material can be quickly modified and disseminated
- Do not need advanced programming skills
- Readers can automatically get notice of new posts using RSS.
- Posts can be submitted by anybody, providing a conversation between readers and authors.

Tools for Blogging

When a person has a great idea or finds an interesting post to share with the masses through social media or blogging platforms, the kind of stuff that draws interest and makes people click, share, and comment on it. The question emerges, however, as to how to produce brilliant innovative material, how easily and creatively to integrate content (blogposts) and how to disseminate content to the masses in a discreet manner.

Writing tips are a nice way to start to add words to create blog posts, one can find a vast range of blogging tools that assist with everything from coming up with ideas to distributing content around the web.

Variety of tools used for free blogging as well as paid; the following will be free and subscription blogging tools accessible to bloggers.

5 Best freeblogging sites are:

- Blogger.com
- WordPress.com
- Tumblr.com
- Medium.com
- LinkedIn.com

Statistics on Digital Around the World

As per the "Hootsuite & We Are Social (2019)" slide share, the following statistical data on "Digital around the world in 2020" are given below.

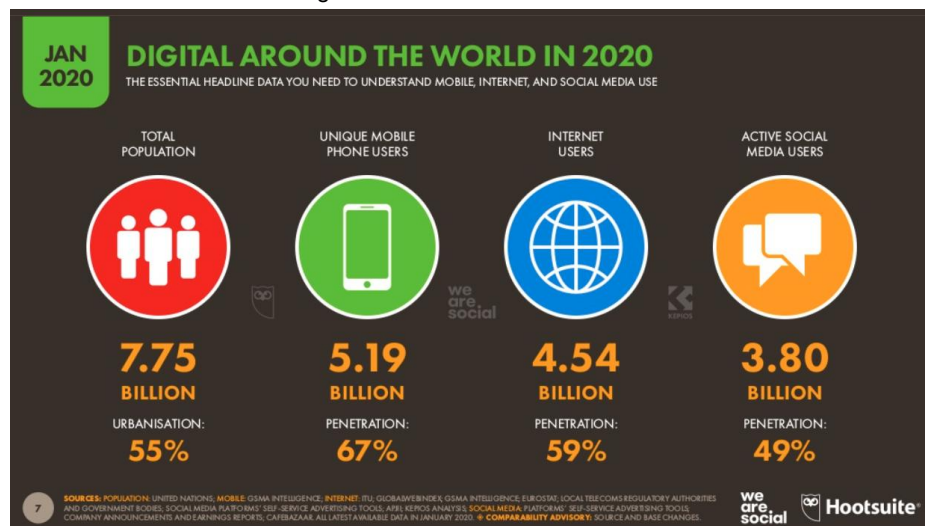


Image – 1:(Retrieved from “Hootsuite & We Are Social (2019)” data portal)

According to the 2020 data, the total population of the world is about 7.75 billion and 55% of them live in urban areas. Approximately 5.19 billion people use mobile phones and 4.54 billion use the Internet. Active users on social media are 3.80 billion individuals, 49% of the population of social media users.

Blogging Statistics

As per the general statistic available in the Optionmonster website around 409 million users see more than 20 billion pages each month. About 70 million articles are written per month by WordPress users. Every month, 77 million new blog comments are created by readers.71 percent of WordPress pages are in English. The typical blog post would take 3.5 hours to publish. Bloggers who post more than 2,000 words are much more likely to have good outcomes.46% of bloggers are editing their own work, while 54% are editors or have at least shown their work to someone else to review (Optinmonster, 2021)

Blogger in Tamil Nadu

There are many reasons to start a personal blog, such as self-portrayal, fashion, current affairs, business, marketing, devotional, market, community, crafts and cookery, etc. Writing a good blog is not the simple job of disseminating content to the masses, it needs some systemic strategies, such as sound comprehension of the vocabulary, concepts and presenting skills, which would draw further readers and will be a message that would be communicable for understanding.

- **Criteria for the selection of blogging sites:** blogging sites are chosen on a random basis for review with a view to disseminating knowledge on different reasons, such as cuisine, fashion, fitness, corporate, etc.
- **Subbu’skitchen.com:** The blog run by my Mrs. Subbulakshmi, a resident of the Tirnelveli districts, Tamil Nadu tells her story in the blog (subbu’skitchen.com) about how she was able to cook and disseminate her talents to the world by blogging her skills using subbu’skitchen.com.

Her main aim of writing this blog was to encourage the audience how easy it is to cook South Indian vegetarian recipes, and she shares her experience of how she's become a culinary expert with the help of her mom and mother in law (MIL) cooking recipe.

As the internet medium, such as facebook, Youtube, Instagram, Tumbler, Twitter, etc., is the most recent one of the world's leading social networking medium, as are the wise blogging sites that often disseminate information to the masses for a range of purposes. Mrs. Subbulakshmi's blog has been posted 12,611 times and many agencies market their goods on her website.

coffeetabletalks.com: An another Chennai based blogger and familyoutuber Smt. Umadevi runs a blog site to share the techniques and tips on skincare and makeup for the women. Coffee Table Talks not only provide the tips on beauty also provide lifestyle, travel, fashion with content and photos. The writer of the blog is the founder and takes care of blogging, photography, etc.

The site has around 50K + folks followers. Also she runs a Youtube Channel which is tagged with this site.

Frontline Magazine

Frontline Magazine's business blogging portal is an Indian national magazine distributed by The Hindu publishers. This website offers an in-depth study of problems and events in India and around the world in the fields of politics, economics, business, social justice, the environment, history, literature, cinema, architecture, research and the media. The frequency of blogging is at least 4 posts a day and over 1,000 people follow this website. Key mass media resources, such as magazines and daily newspapers, effectively disseminate information to the masses on other side blogging pages run by magazines and newspapers, often play a critical role in disseminating information to the masses in the field of electronic media.

Business Blogging

Blogging for business, ventures, or something else that could carry money has been quite straightforward. As a business, content writers (bloggers) rely on customers to continue purchasing goods and services. As a micro business, blogging aims to draw prospective customers and the interest of followers. Without attractive blogging, the website will also be opaque.

Literature Review

EbruUzunoglu and Sema Misci Kip (2014) in their article on "Brand communication through digital influencers: Leveraging blogger engagement" described that the supremacy of bloggers to influence their linked network has emerged as a modern communication medium for brands, and this study elaborates on the role of bloggers in brand communication, and reveals how brands should engage bloggers, currently perceived as online opinion leaders, from a two-step flow theory perspective. In an in-depth interview with 17 digital brand agency members, the author has developed an innovative theory based on the results of the interviews, and a study proposed a model that traces the influencer role of bloggers from a two-step flow theory perspective and the model is named as the "brand communication through digital influencers' model". Via the in-depth interview, the authors were presented the following topics for analysis of Definition of blogger, blogger selection, digital interaction, power of bloggers, blogger communication implementation, building long term relationship, measurement and budgetary issues, etc., The author concluded with the article that, as a result of technical development, consumers are currently more intelligent, sophisticated and well aware and can no longer be easily influenced or exploited by organizations, the authors also identified that blogs that hold virtual communities around common interests can therefore be seen as one of the key drivers and enablers of shared interests.

Duffy & Hund (2015) narrates in their article that, in the context of the pervasive individualization of the artistic population, distinct kinds of social media development have arisen from the historically feminine domains of fashion, appearance, domesticity and crafts. In particular, fashion blogging is considered to be one of the most economically popular and highly noticeable modes of digital cultural output. On famine topics, the author undertook a qualitative study of textual (n = 38 author narratives) and visual (n = 760 Instagram images) material shared by leading fashion bloggers, complemented by in-depth interviews with eight full-time fashion/beauty bloggers. Using data mining, top-ranked bloggers convey the concept of "having it all" across three interrelated tropes: the destiny of passionate work, the staging of glam life, and carefully curated social sharing. These tropes are eloquently a kind of innovative femininity that draws on post-feminist aesthetics and the contemporary logic of self-branding. However, this socially controlled version of self-entrepreneurship obscures the work, discipline, and resources required to emulate these expectations, thus unraveling the unshakeable myth that women can work through and for consumption. The authors conclude by analyzing how these observations are symptomatic of a new media economy characterized by the prevalence of ethnicity, race and class social inequality.

Conclusion

The main aim of the blog is to bind specific audiences by disseminating honest, effective content on blog pages for a variety of purposes, such as business, beauty, culinary, fashion, health and fitness, etc. The more regular and better blog entries, the higher the chances of a website being found and viewed by the target audience. This means that a blog is an important tool for generating lead and disseminate knowledge to masses. The blog also helps a niche authority to be displayed and a reputation to be created. When a blogger creates insightful and entertaining content, it establishes confidence with the mainstream audience. Great blogging allows more accurate information for the masses, which is particularly important for the blogger to offer more audience and at the same time, retains presence in the online and niche authorities.

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