

# Keep your English up to date

## Blog

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In 2001, I wrote a book called, *Language and the Internet*, and I didn't mention the word blog. Well, this year, I have a second edition out. In it goes, that's how fast the internet moves.

Those who blog, bloggers, carry out the activity of blogging, setting up a blog site, with a unique web address in order to do so. It's an abbreviation of 'web log'; a phrase that was first used in 1997, both as a noun and as a verb, a web log.

It's essentially a content management system, a way of getting content on to a webpage; it's a genre, a bit like diary writing, or bulletin posting. I mean, people add their posts or diary entries, with some regularity, if you're a blogger you do it daily at least, often several times a day.

So at one extreme there's the personal diary, kept by an individual who wants to tell the whole world about his or her activities, or interests and opinions and so on. And then at the other extreme, there's the corporate blog, maintained by an institution, such as a radio station or a music store.

Well, there are even more coinages about to come, it seems to me. The totality of all blog sites in the world is known as the blogosphere. And if you have a blog and it goes on for too long, be careful, because somebody might describe you as having blogarrhoea!



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