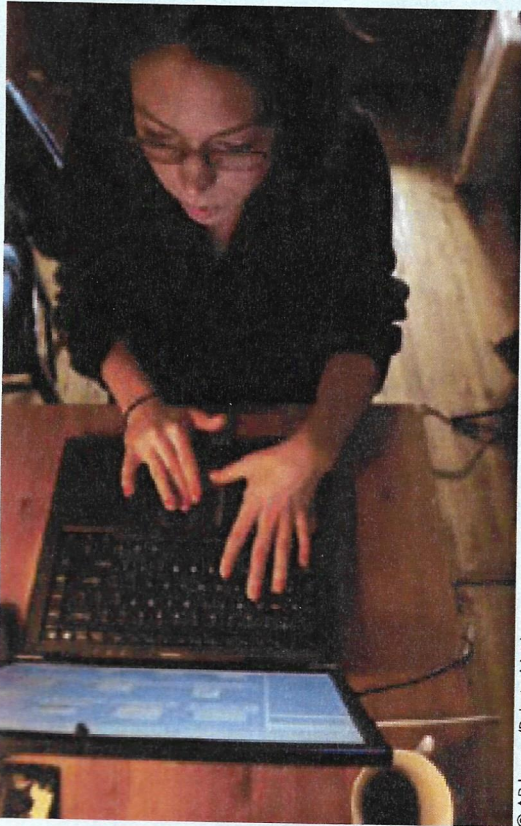


## THE LANGUAGE OF BLOGGING

From Pointblog.com



Blogging has earned Julia Langbein a loyal following among her readers.

**Blog** — Short for Weblog. A Web site that contains written material, links, or photos being posted all the time, usually by one individual, on a personal basis.

**(To) blog** — Run a blog or post material on one.

**Blogger** — Person who runs a blog.

**Blogsphere** — All blogs, or the blogging community.

**Blogroll** — List of external links appearing on a blog, often links to other blogs and usually in a column on the homepage. Often amounts to a “sub-community” of bloggers who are friends.

**Blogware** — Software used to run a blog.

**Comment spam** — Like e-mail spam. Robot “spambots” flood a blog with advertising in the form of bogus comments. A serious problem that requires bloggers and blog platforms to have tools to exclude some users or ban some addresses in comments.

**Content syndication** — How a site’s author or administrator makes all or part of its content available for posting on another Web site.

**Moblog** — Contraction of “mobile blog.” A blog that can be updated remotely from anywhere, such as by phone or a digital assistant.

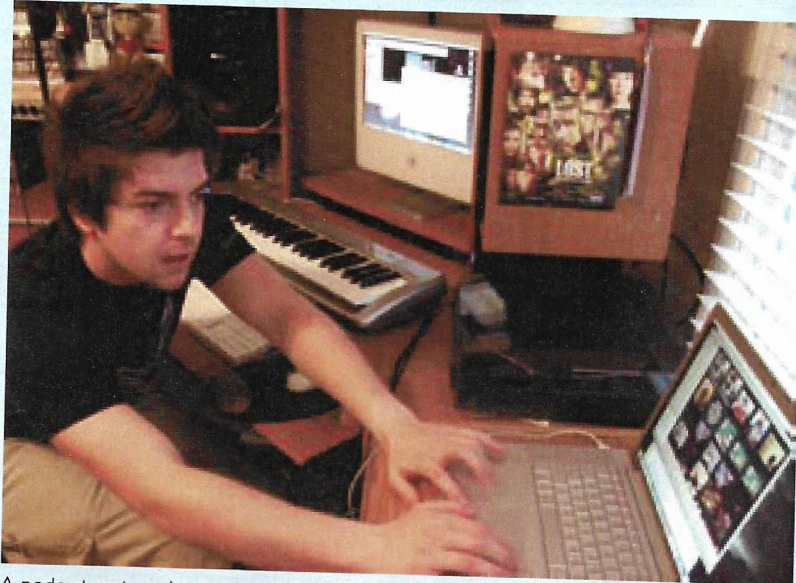
**Permalink** — Contraction of “permanent link.” Web address of each item posted on a blog. A handy way of permanently bookmarking a post, even after it has been archived by the blog it originated from.

**Photoblog** — A blog containing mostly photos, posted constantly and chronologically.

**Podcasting** — Contraction of “iPod” and “broadcasting.” Posting audio and video material on a blog and its RSS feed, for digital players.

**Post** — An item posted on a blog. Can be a message or news, or just a photo or a link. Usually a short item, including external links, that visitors can comment on.

**RSS (Really Simple Syndication)** — A way of handling the latest items posted on a Web site, especially suited for blogs because it alerts users



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A podcaster at work.

whenever their favorite blogs are updated. It can also “syndicate” content by allowing other Web sites (simply and automatically) to reproduce all or part of a site’s content. Spreading fast, especially on media Web sites.

**RSS Aggregator** — A software or online service allowing a blogger to read an RSS feed, especially the latest posts on his favorite blogs. Also called a reader or feedreader.

**RSS Feed** — The file containing a blog’s latest posts. It is read by an RSS aggregator/reader and shows at once when a blog has been updated.

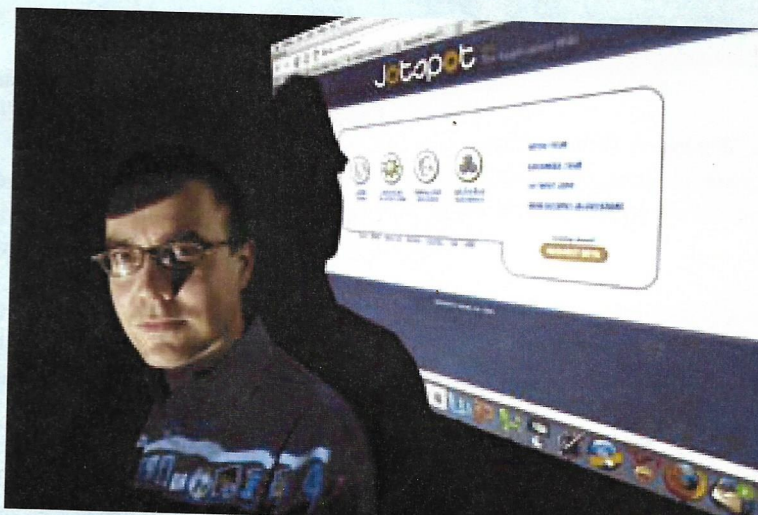
**Trackback** — A way that Web sites can communicate automatically by alerting each other that an item posted on a blog refers to a previous item.

**Web diary** — A blog.

**Wiki** — From the Hawaiian word “wikiwiki” (quick). A Web site that

can be easily and quickly updated by any visitor. The word has also come to mean the tools used to create a wiki (wiki engines). Blogs and wikis have some similarities but are quite different.

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Jobspot provides wiki software.