

# Blog - how pop culture can change language



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Running head: Pop culture and language Pop culture and language The importance of internet as a medium for expressing the personal opinions and comments about anything happens around us goes on increasing day by day. 58% increase has been reported in blogging within a short time period of 10 months between February and November in 2004 as reported by William Safire, the famous US journalist, in his article 'blog'. Blogging becomes so popular that one in every ten American normally comments on a blog. (Safire-blog p. 354, ¶ 1) Blog is the short form of web log. (Safire-blog p. 355, ¶ 2) Setting up of a blog is an easy task since there are so many free services like blogger. com and xanga. com which provides the bloggers an opportunity to post their opinions. (Safire-blog p. 355, ¶ 3)

Blogging has added another space to the means of communication. In fact other Medias now perceive this new trend as a challenge against their business interests. In an article written in Wall street journal, Peggy Noonan explains blogging as a 24/7 opinion site which offers absolute freedom in expressing personal views, anytime anywhere in the world about anything. (Safire-blog p. 355, ¶ 1) Most of the other Medias of communication are not giving such freedom in expressing the personal views. Most of the medias will go through the articles and will do little bit censoring if required, before they approve it for publishing. Thus the article writer may not get absolute freedom in expressing their opinions about a topic in other forms of media compared to blogging. Moreover the blogger gets the freedom of publishing the article instantaneously once it is completed where as in other Medias, publishing of an article will take some time depends on how frequently the media engaged in publishing activities. For example, news papers normally will publish once in 24 hours whereas weeklies and monthlies will take much

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longer time for publication.

The greatest concern about blogging has come from the traditional Medias. Because of the immense freedom associated with blogging in expressing and publishing personal opinions, the traditional media looks suspiciously at the growth of blogging. But most probably these concerns are meaningless since most of the people are well aware of the lack of authenticity of matters appear on blog sites. The reliability and validity of information appearing on blogs may not be as good as that appearing on traditional Medias. Personal opinions may not be correct always since it lacks supported evidences.

(Safire-blog p. 355, ¶ 4)

In conclusion, blogging is one of the rapidly developing means of communication which provides absolute freedom in expressing personal opinions about any topic any time without censoring. Blogging is one of the fastest ways of publishing personal opinions compared to the traditional Medias. Traditional Medias were looking anxiously at the growth and popularity of blogging. But their concerns seem to be meaningless since the public always depend traditional Medias for genuine information.