

The Role of Blogs and Bloggers on the Internet

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Abstract: *The article describes the history of the origin, development and popularity of blogs in the world.*

Keywords: blog, bloggers, Internet

1. Introduction

On the territory of our entire planet there is one very interesting inhabitant - a blogger. Who is this - a beast strangely adapted to all climatic zones or a vagabond-idler? In fact, everything is very simple.

In the modern world, one of the leading positions is occupied by the information space. This is a public platform on the Internet where a person expresses his thoughts. I, many of my classmates, friends, relatives and acquaintances observe such public platforms and people who lead them in various social networks. Based on this, I was interested in the following type of information space - a blog. I got to know him more closely when I participated in an Internet project in the Reading Krylov competition. On the platform of this blog, the guys and I laid out our projects. By participating in this project, we became young bloggers. Here we discussed videos, statements that we liked. I wondered where the concepts of "blog" and "blogger" came from and what is their essence.

2. Materials and methods

The term "blog" comes from the English weblog (loggingtheweb - "to record events on the network"). It was first used by American programmer Jorn Barger in 1997 to refer to a network diary. In 1999, Peter Merholz jokingly split the term weblog into web log. Many people liked this joke, and later Evan Williams (one of the creators of Blogger and Twitter) began to use only the words blog, blogger and blogging. This is how the word "blog" appeared.

A blog is a personal diary that is posted on the Internet, has a bright personality, original content and its own audience. Unlike real diaries, which are read only by the authors themselves, the entries of Internet diaries are usually laid out for everyone to see.

The first blog is considered to be Tim Berners - Lee's page, which he started in 1992, publishing news. Blogging has become more widespread since 1996. In August 1999, San Francisco-based computer company Pyra Labs launched Blogger.com, the first free blogging service. People who blog are called bloggers. A blogger is any person who maintains his own electronic diary and is its administrator. Blogs are divided into 4 types and each has its own purpose: Personal blog is an Internet diary. These blogs write about personal events. Most often, such diaries are kept for yourself and your friends. Professional blog - such blogs are run by people who are professionally engaged in some kind of activity. A brand blog is a blog that is used to advertise and promote the brand of a particular person or an entire company.

News Blog - This blog is maintained by several authors. They pick a topic and write news notes about the topic. Usually on such a blog there are several posts per day. The *raison d'être* of a blog is the regular publication of new posts (from the English. Blogpost - "blog entry"). Blog readers have the opportunity to discuss blog entries in comments, which can be either positive or negative. Records can be not only text, but also audio or video clips. There are several types of bloggers: Businessmen are bloggers who develop their e-diary to make money. Those who describe their hobbies are people who are passionate about something and share their achievements with others. Celebrities are people who have created a blog with only one purpose - to become famous on the Internet and attract the attention of a huge number of people. I wondered if there are people among my friends, relatives, acquaintances of my parents who keep their blogs for specific purposes and develop their blogs not only for their environment, but also for a wider circle of subscribers. I was interested in 3 bloggers who blog based on their talents and active life position. I invited them to answer the questions of my questionnaire, they agreed with pleasure. After analyzing the conversation with our friends, I realized that blogging is a very difficult job, but interesting, I highlighted the positive and negative sides:

3. Conclusion

I was very interested in the stories of our friends about blogs, I wanted to create my own blog. On the social network Instagram, I opened my blog. This is an electronic diary in which, with the help of videos and my photos, I tell about interesting events from my life, as well as about my hobby. Blogging is a very interesting and profitable activity these days. A blog is a creative project, which for many is also a commercial one. The number of blogs with a large number of subscribers from all over

the planet is increasing every day, which allows Internet users to get acquainted, make friends with new, interesting, talented people, if possible help people in difficult life situations, develop their business and unite people with common interests.

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