# What Is a Blog: Transcript

This video will give you a brief overview of blogging. In it, we’ll cover:

What is a blog?

Why do people blog?

Why blog in a course?

A blog is basically an online journal. Originally, most blogs were text based with some pictures and were hosted on websites.

Since then, however, the definition has expanded. People blog on social media platforms like TikTok, Youtube or Instagram. Most blogs are themed around one topic, such as parenting or fitness. Anyone can start a blog. There’s no gatekeeper or editor. Most blogs also have a clear voice — people read them for their engaging writing style as well as content — and a community around them. Supporters leave comments, and bloggers interact with other bloggers.

You’ve probably read a lot of blogs without knowing it. You might have found a recipe from someone’s cooking blog or learned makeup tips from a Youtube beauty blogger.

Let’s take a look at some blogs. In the pop-up, you’ll see links to 3 different blogs. Spend a few minutes on each one, paying attention to:

What trends do you notice?

How do the bloggers connect with their audience?

What do the blogs have in common?

How are they different?

LaineyGossip: <http://laineygossip.com/>

Smitten Kitchen: <http://smittenkitchen.com/>

Deepica: <https://www.instagram.com/deepica/?hl=en>

You can pause the video here and come back when you’re done.

Hopefully that activity helped you get a sense of what a blog is and gave you some ideas for your own blog. So why do people blog? Usually, it’s because they like sharing about a topic they care about with a community who cares about the same thing. Some people also use blogs to chronicle a journey or reflect on an experience. For example, people who are going through cancer treatment sometimes blog about it.

Other people blog to advance their career. Because blogs don’t depend on a publication schedule the way magazines do, you can take part in conversations about your industry as they’re happening. Blogs also help you showcase your knowledge, which can attract customers and other opportunities.

So why blog in this class? Blogs allow you to practice the skills we’re learning while writing about something you care about. You may also want to build an online presence to help you achieve your career goals. Also, blogging is all about the process. In this course, you can make multiple small posts and then choose the best ones to submit.

So this is just a short overview of what a blog is and how we’ll be using them this semester.