BLOG

Effects of New Technology on Communication and the Design of Documents

The advent of novel communication technology such as availability of online publishing software, and the growth of mobile communications devices mean that the society now has the capability to monitor and share information more instantaneously compared to conventional channels that needed documents to be in print version.

The development of high speed internet technology has led to establishing of new online video publishing sites such as YouTube. YouTube acts as a "central clearing house for videos" where any individual with internet can posts or watch videos (Woog 2009). The media landscape has changed dramatically as a result of this grassroots dimension. People are increasingly turning to social media for news, an indication of the growing trust for online publishing. YouTube is an example of how new technology has affected the way we communicate. Inspired by two popular TV shows Funniest Home Videos and Entertainment tonight, the creators of YouTube created an online platform where people all over the world could share their videos (Woog 2009).YouTube has emerged as a popular form of alternative media.

A 1997 study conducted by McKinsey predicted that social media will enhance our interactive capacity by a factor of two to five. The enhanced interactive capacity will create new channels to serve customers, organize businesses, and organize companies (Butler, Hall & Hanna 1997). Organizations are increasingly using sites such as YouTube to market their goods and services gradually reducing the advertising revenue for mainstream media.

We witnessed the dramatic impact of social media during the Arab revolution. The dramatic street protests were fuelled by online tools such as YouTube and Facebook. The power of online network was indication of how control of news had shifted to audiences thus changing the design in which information is produced, shared, and consumed.

The overall impact of the shift from traditional news channels to online outlets is the shift from broadcast model where few journalists communicate to the public to an inclusive, interactive and participatory model in which the audience also has a voice. Social sites such as Facebook provide this alternative platform.

<center>Two well-done Blogs</center>

Amateur journalists are applying internet technology to create numerous online publishing sites such as TMZ (http://www.tmz.com) and Business Insider (http://www.businessinsider.com). People are increasingly turning to blogs for news, an indication of the growing trust for online media. TMZ is a popular news website which was created with the intention of meeting Americans thirst for gossips, photos, and videos of Hollywood celebrities. Business Insider is a New York City based business and technology website. It presents an informative and appealing analysis of business news.

There are some characteristics that make TMZ and Business Insider outstanding blogs. The most important thing on a webpage is how the text looks. This is also known as the typography settings. Both TMZ and Business Insider have outstanding typography. The text on the blog communicates without necessarily reading is technically referred to as visual hierarchy. An important consideration in blog design is how people interact with the contents of the blog visually. The structure of posts in TMZ and Business Insider allow readers to have a visual interaction where videos and pictures are prominently displayed in an appealing format.

Without a proper structure the readers will find a blog confusing (Gardner & Birley 2008). What to click and what not to click to navigate the blog should be clear to readers. It is important that the readers need to figure out what the blog is about without reading it. At first glance the visitors of TMZ are able to figure out what the blog is all about even without reading the text or listening to the videos.

Finally the readers should be able to find what they want without much hassle. Business insider is designed to allow the readers to easily access the information that they desire (Gardner & Birley 2008). The creators of the site have achieved ease of accessibility by creating resource pages to aid visitors in navigating the site and to easily locate whatever they are looking for in a few clicks. What makes the two blogs great is not just their outstanding content but the energy they put in making their content visually appealing, interesting, and top-notch informative.

<center>Reflection on the Process of Creating the Weblog</center>

A web log is a diary created, and frequently updated, on the World Wide Web with the purpose of sharing information. A blog can also be described as an information sharing site created most of the time by amateur journalists to disseminate information. There are three categories of blogs; these are text-based blogs, audio-based blogs, and video-based blogs. The first step in creating a simple weblog is to find the most suitable blogging software .This begins by defining the goal of the blog. While some blogs are built for fun, most of the blogs are created for financial reasons. Considerations such as space to store content and advertisements, and the need to add forums determine the choice of software. Some blogging platforms require technical skills and know-how. Other platforms allow for customization of appearance (Gardner & Birley 2008).

The second step after choice of appropriate platform in the process is registration of an account and creation of the blog. The third step in the selection of an appropriate blog theme and domain name. Users are allowed to customize their certain features to suit their requirements and tastes. Finally the blogger can start publishing content. Blogging is sometimes associated with poorly written articles with misspelled and ungrammatical words. Care should be taken to communicate the contents in grammatical prose as poor grammar lowers the reader's opinion towards the blogger (Gardner & Birley 2008).

      A successful blogger web development include web designing skills, search engine optimization skills and skills on building readership and traffic to the site by generating good quality content(Gardner & Birley 2008). Blogging is interactive, informative and has greatly contributed towards the shift from traditional mainstream media to online media.