

To Blog Or Not to Blog

Blah-blah-blah, **blog**-blog-blog ... Where once our thoughts were kept in a secret diary guarded close to our bedsides, nowadays our **ramblings** are available for the world to read.

Some say **bloggers** are **Average Joes** who **crave attention** – and what better way to get it than to write for a worldwide audience. I blog, therefore I am.

If your entries are interesting, a **cadre** of virtual fans will follow, hungrily awaiting your newest entries. He blogs, therefore I am.

Mainstream media can only dream of getting this much **commitment**.

Reaching out to the masses has never been this easy. Just think how much faster Christianity would have spread had Jesus been a blogger. Rather than travel from village to village spreading the word, he could have sat at a home computer and reached the entire planet **in one fell swoop**.

Nobody denies that an information revolution is clearly at hand. If you **have an axe to grind** or a movement you wish to spread, blogging lets you do it – at minimal expense, no less.

While many blogs are pure **dribble**, what this phenomenon is teaching us is that we can shape public opinion without waiting for traditional media outlets to **air our views**.

From the corporate point of view, however, the thought of opening ideas to outside **commentary** is unthinkable. Customer feedback is **obtained** from secretive surveys, with the results shared amongst a small group of insiders.

So, how these two worlds will meaningfully interact is yet to be seen. The **blogosphere** challenges companies to open their communication to direct public debate and commentary, but many executives still have a **knee-jerk reaction** to anything that sounds like bad news. Maybe the competitor who blogs first will have the last laugh.

Glossary

air one's views	to (strongly) say what you think about something
Average Joe	an ordinary person
blog	1) an on-line journal where one or several persons write 2) to keep an on-line journal
blogger	someone who keeps (writes) a blog
blogosphere	all the blogs of the world together
cadre	an insider group working together for a common purpose
commentary	here: critical analysis
commitment	when you are willing to give your time and energy to something that you believe in
crave attention	to long for others too see and hear you
dribble	here: nonsense
have an axe to grind	a selfish aim or motive
in one fell swoop	all at once
knee-jerk reaction	an automatic, unthinking and emotional response to something
obtain	to get
ramblings	long and confused writing