

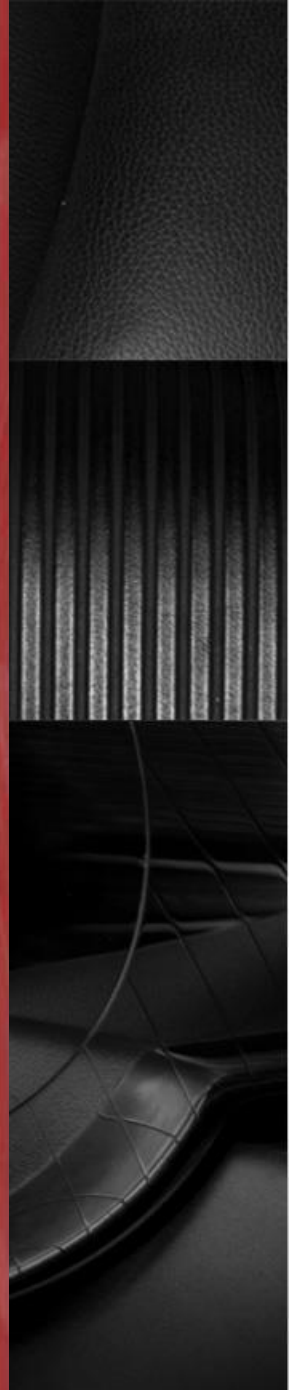
Blogs & Public Relations

MCO 2342:

Refer to “Critical Analysis of Blogging in Public Relations,”

M.L. Kent, 2008.

Dr. CJG
Fall 2015



Worldometer – World Blog Posting Data

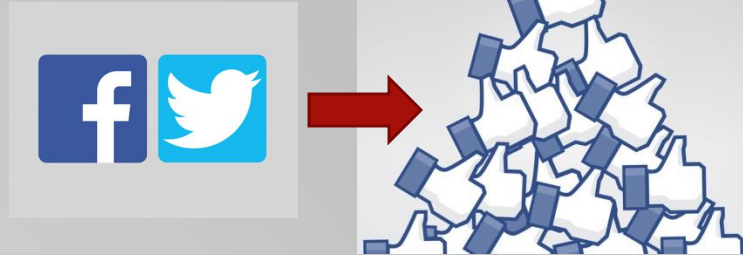
<http://www.worldometers.info/blogs/>



Image: <http://blog.hubspot.com/marketing/business-blogging-in-2015>

Hubspot.com/marketing-statistics

- Posts GT 1,500 words =



- Average content length of 2,000 words on web page =

likely to get in top 10 keyword results for Google





Types of Blogs ???

TYPES OF BLOGS:

Traditional

News-blogs

Advertising

Internal Information

Professional Commentary

Marketing-Promotional

Learning-About:

- Government

- Trends

- Discoveries

- Potential Crisis



Image: Businessinsider.com





Strengths & Weaknesses of Blogs and Blogosphere ???

Research Tool – Data Gathering

Message Framing – Issue Management

Persuasion Tool – Dialogic (Threaded)



Issue Framing — (Kent, page 35)

- Influences people
- Encourages visitors to organization's website
- Provides images & content from your perspective
- **CONTROLS THE MESSAGE**

■ *“... controlling what individuals see is the first step to controlling what people think” (35).*

Blogs are Enthymematic – (Kent, 36)

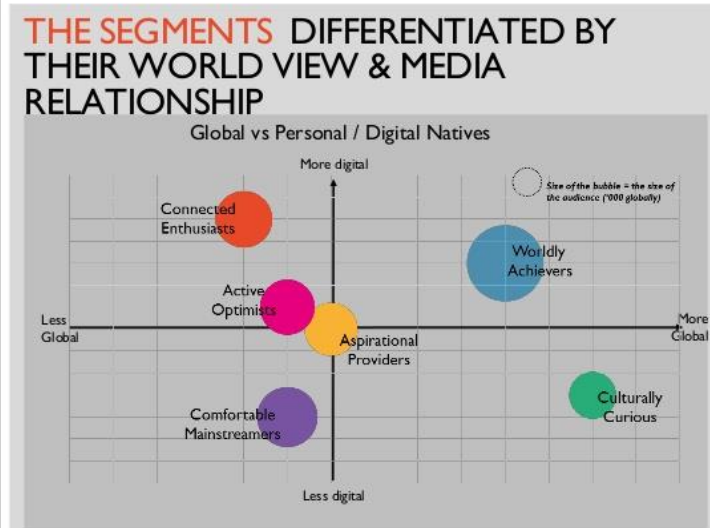
- Use readers' prior knowledge & opinions
- Bring homogeneous groups together
- Readers help to construct their own reality (Vote) (Like)
- Participatory

[Good brief video about entymemes](https://www.youtube.com/watch?v=sBZOcl8R4hY&feature=youtu.be)

<https://www.youtube.com/watch?v=sBZOcl8R4hY&feature=youtu.be>



Blogs are Dialogic (Kent, 36)



Illustrative example. Source: GlobalWebIndex Q3 2013



- 90% are interactive
- No voice is privileged over others
- Represent ultimate public segmentation (people with common interests)
- Reach the “choir” and use them for influence (social media)



Blog Weaknesses????


Weaknesses (Kent, 37-38)

- Fanatics
- Bloggers DO NOT represent general population
- Anonymous posters (NEVER for PR Professional)
- In 2008, 1 out of 9 Americans have read a blog
- In 2013-2015, 15% of Americans DO NOT use the Internet (New York Times: “Bits”)

http://bits.blogs.nytimes.com/2015/07/28/a-steady-percentage-of-americans-still-do-not-go-online-study-says/?_r=0



Image: sodahead.com



Media Convergence Assignment: Issue Framing using Blog Post

- Read Chapter 3, The New Media Writer (Morey, 2014)
- Using research from your annotated bibliography (or other sources), write a 1,500 to 2,000 word blog post framing an issue you care about.
- Include an **Image**, and a **Link** to supporting YouTube video, and a **Link** to a news or academic article that further supports your position.
- Please post on your website. Also, please copy and paste it to 8 ½ x 11 paper, 12 pt type, to turn in to me for grading.