Kayla Horan

Writing with Technologies

Rettberg J.W. Quiz

1. What do HTML & CSS stand for and what do they mean? Offer an example or two.

HTML stands for Hyper Text Markup Language – HTML is the code for writing a webpage that can also be displayed in a web browser. It all depends on where you tag things known as <p>. Depending on where you tag something in a paragraph, the browser will then know to display the tags in separate paragraphs rather than one long text connected to all of the text itself. You can also tag files for other reasons rather than spacing itself. You can tag files in order to achieve font, color, graphics, and hyperlink effects on a majority of web pages.

CSS stands for cascading style sheets. CSS shows how web pages could be styled or presented based upon how they are marked in their HTML format. An example of a CSS rule is that all paragraphs should have the first line indented. Most web browsers do not indent the first line all on their own, therefore, tweaking the CSS code will change it so that all paragraphs could now become indented.

1. What does RSS stand for? What does it mean/do?

RSS is known as an additional way for publishing your blog site. RSS stands for Really Simple Syndication. It is a version for a website that allows computers to easily manipulate and change it’s content. An example of this is of an RSS blog that is using the codes like <title> and </title>. This Is done to mark the beginning and end point of the title of any individual post. The title and author will become encoded, and the date and time will be shown as well. Another advantage of RSS is that if you are subscribed to multiple blogs, your RSS reader will alert you with an automatic notification when a new blog is posted. Newspapers, photo sharing sites, and discussion forums also use RSS.

1. What is Web 2.0? What distinguishes Web 2.0 from the “first wave of web developers”? Please offer some examples and explain why/how these are considered Web 2.0.

Web 2.0 is meant to characterize a second generation of websites. Web 2.0 has developed services in which users are allowed to share their content and use the Web as a platform. This is different from the “first wave of web developers” because the first wave focused entirely on publishing content, not sharing content with others. Some examples of Web 2.0 includes Wikipedia, YouTube, Flickr, and Facebook. All of these are known services that have become available because of Web 2.0. They are continuously being used, and blogs are also known as Web 2.0. For example, Facebook could be used as a blog because it is a constant realm of writing posts, and having others comment on those posts. The same goes for YouTube videos, and other sites that are known as Web 2.0.

4) Please list and explain the 3 different types of blogs discussed by Rettberg. Explain what the defining feature of each are and how they are distinct from one another. What category do you think our “niche” blog fall into and why?

The three different types of blogs as discussed by Rettberg are personal blogs, filter blogs, and topic-driven blogs. Personal blogs are also known as Dooce blogs. Dooce blogs are made by Heather Armstrong, who got fired from her job because of what she was writing within her blog posts. They are one of the most popular and personal blogs. Dooce blogs contain droll or satirical about life as the mother of a young child, along with photographs of her daughter. The defining feather of personal or (Dooce) blogs are that they are blogs about somebody’s life. They give readers a glimpse into the everyday life of someone who was fired from their job and is still becoming a successful member of society.

The second blog is known as a filter blog. Filter blogs do not log the blogger offline. However, they record his or her experiences and finds throughout the Web. An example of this could be a list of research links without any words or commentary. Most do however include some commentary within the links as well. Filter blogs come from the blogger’s own point of view. There are many dominant topics, but they may shift over time as does the bloggers interests. Basically, the defining feature of this blog is that there are hyperlinks or some type of link that is included with each blog; in order to further understand meaning or understanding of information, as well as simple hyperlinks to add interesting links or stories to the commentary!

The final blog post is known as a topic-driven blog. Topic driven blogs focus on one main topic, such as cheerleading or makeup or traveling as I would possibly write about. All topic-centered blogs share new ideas and information with their readers while also including links to further the readers knowledge on a specific subject. Topic-driven blogs can be run individually, or collaboratively by a majority of individuals. A group could focus on a topic of politics or anything else that may be interesting to the group. The post will continue with discussion and extensive quotes. Overall, the purpose of this blog is to provide information to the readers concerning a specific topic that can be easily informed and discussed.

These three blogs are very distinct from one another. A personal blog focuses more on personal life events that readers would benefit from. A filter blog contains links to the web and some commentary that readers would benefit from research. And finally, topic blogs focus on one specific topic that will be researched so that readers can benefit from more information on it.

I believe that our niche blogs fall into the topic-driven blog category. With our niche blogs, we are focusing on a narrow, specific aspect of one topic. Within our blog, we will provide hyperlinks and information on how we obtained our research while focusing on one small aspect of the content. It is important that our niche blogs focus on one topic that is not personal toward our lives, and is not filled with simple links. Niche blogs focus on one specific topic that will include a lot of information and commentary, and possibly a few hyperlinks for obtaining more information.

5) From where does the word “Blog” derive? Why is this significant?

The word blog is a contraction of the words “web” and “log.” Blogs have derived and developed since the word was first used in 1997. The word Log is taken from navigation, and readings would then be entered into the Logbook. Weblogs have continued the chronological organization of the ships navigation logbook. This also relates to navigation of the web. This ultimately created the understanding of blogs and writing in a blog different understandings and information about specific subject matter.

6) Rettberg defines blogging by discussing the phenomenon in terms of genre and medium. Please explain why she does this and how it helps us understand the genre of blogging and how blogging functions as a medium.

Discussing the phenomenon of blogs in terms of genre and medium defines blogging in the sense that all genres are ultimately defined by their form and their content. For example, blogs may be set up as their own medium in a certain way based upon their genre and their content. Materials are selected and managed primarily upon the content and interest at hand. Blogs are so diverse within their own subject matter than any other writing situation. Rather than looking at blogs and the internet as a simple medium, it is important to consider different software as providing different media. With the medium of blogs, it is important to identify that there are genres and subgenres within each. Our perspectives ultimately help us identify blogs as either genres or mediums.