

## 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

<b>air one's views</b>	ilmaista mielipiteensä
<b>Average Joe</b>	Matti Meikäläinen
<b>await</b>	odottaa
<b>bedside</b>	vuoteen vierusta
<b>blog</b>	1) blogi, verkkopäiväkirja; 2) pitää blogia
<b>blogger</b>	bloginpitäjä
<b>blogosphere</b>	blogimaailma
<b>cadre</b>	ydinjoukko
<b>commentary</b>	huomautus
<b>commitment</b>	sitoutuminen
<b>crave attention</b>	vaatia huomiota
<b>deny</b>	kieltää
<b>dribble</b>	tässä: hölynpöly
<b>guard</b>	vartioida
<b>have a knee-jerk reaction</b>	tässä: hätkähtää
<b>have an axe to grind</b>	olla oma lehmä ojassa
<b>in one fell swoop</b>	yhdellä iskulla
<b>interact</b>	olla vuorovaikutuksessa
<b>phenomenon</b>	ilmiö
<b>ramblings</b>	tässä: jaarittelu
<b>secretive</b>	salaileva