

# SEMINAR REPORT

Submitted by

Adhuna T.R

III<sup>rd</sup> year BA ~~in~~ Mass communication

Roll No - 62.

11-11-21

Sumaina M. Naga.  
HOD. DPC of Mass Comm.

Sumayya  
Asst professor  
DPC of Mass Comm



# BLOGS & VLOGS

## BLOGS

Blogs are websites that are hosted usually on the internet. It is one of the most important tools for marketing and communication and it is not very difficult to maintain.

Anyone can run it, from an individual to a group to an organisation, for posting personal opinions, publishing data, advertising goods, or even disseminating information.

The blogs can have various features, such as animated gifs, photographs, and embedded videos, along with a wide range of fonts for texts. The process of posting some meaningful information on a blog/website is known as blogging.

# Difference between Blog and vlog

## Blog

Blogs are used to publish content in written form, and it includes graphics like gifs, pictures, etc., along with texts.

Blogs are mostly hosted on websites, such as blogger, word press, weebly, wix etc.

Bloggging began roughly in 1990 when the internet became more accessible to the general public, but it got popular around 2003 and took a hike.

An online event can not be streamed via a blog.

## vlog

Blogs are primarily used for publishing videos.

vlogs are mainly hosted on video platforms, such as vimeo, facebook etc.

The concept of vlogging started to be around the internet in the year 2000, but it only became famous in 2004 once people were more inclined towards content in the video form.

We can easily stream an online event via a vlog and help the creator gain popularity among new audiences much quicker.