



*****PRESS RELEASE*****Tuesday 25th April 2005

'Bloggers Unveiled' – the 21st Century Face of People Journalism

What's a blog and how did blogs affect the conflict in Iraq? How did blogs influence the last two US Presidential Elections?

DERI Researcher, Ina O'Murchu, will provide an informative talk on Blogging or 'Web Diaries', one of the fastest growing phenomena of the Internet.

Find out why this new craze is taking the world by storm at

Menlo Park Hotel
8pm Wednesday May 18TH

A blog or weblog is essentially used to describe an online diary or journal. People write their day-to-day experiences online, complaints, poems, prose, illicit thoughts and more, often allowing others to contribute, thus fulfilling one of the dreams of Tim Berners-Lee's, creator of World Wide Web, to provide a global collaborative medium.

At present there is over four million weblogs online and growing exponentially.

Bloggging is changing the media world and could possibly form a revolution in how journalism functions in our modern day culture. Bloggging is also a way of building an online electronic community for all and is just one of the many important ways computer and Internet technology is defining modern society

Study the influential impact that it had on the American political scene in the last US elections, on why the current Iraq crisis is known as the first Blog War and why it is becoming a critical vehicle of organised dissent in such countries as Iran. Ina will discuss how Bloggging is now a popular element in most walks of life including the medical, media, political and music professions.

Get familiar with the Bloggers jargon & learn the new meaning of words such as 'trolls', 'blogstorm'...

This lecture is suitable for anyone and everyone interested in finding out more about how current trends in the Internet will impact on their everyday lives.

For further information contact Brendan Smith at Brendan.smith@deri.org or 0872935106

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