

The Weblog is the Messenger

A Comparative Study of an Online News Site, Web-based News Sites,
Weblogs in News Organizations, and Independent Weblogs during the
Main Offensive of the Iraqi War 2003

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Abstract

The weblog format is an added channel of communication in the production of news. This channel is characterized by Web specific content that applies the strength of the medium. This Master thesis explains how weblogs are re-defining text-based digital news in terms of content, links, and readability. For this purpose, the main offensive of the second Iraqi War from March 19 until April 9, 2003 was chosen. The recorded data is represented by one commercial online news site based in broadcasting, two based in the Web, two weblogs in news organizations, and four independent bloggers.

Keywords

Weblogs | Online news | Iraq War 2003 | U.S./U.K.-led invasion | Web publishing | Quality of Web content | Delivery system | Comparative study | Readability | Sources

Abbreviations

OP	One Person
CMC	Computer Mediated Communication
HIC	Human Interaction Content
WB	Web Based
WL	Weblog
BM	Big Media
JL	Journalist
WPS	Words Per Sentence
VOD	Video On Demand