

ENG 208

INTRO. TO BLOGS

SESSION 3

- A BIT OF HISTORY
- KINDS OF BLOGS
- THE RISE OF WORDPRESS
- WHAT'S A CMS?
- WORDPRESS TODAY

BLOG HISTORY

~2003

SK APART

MOVEABLE TYPE

BLOGSPOT.COM

ACQUIRED BY
GOOGLE
BLOGGER

2010 → 300+ MILLION BLOGS

TODAY ??? MANY MORE
MILLIONS MORE

(MANY HAVE 1 ENTRY)

BLOG —

OPINION
BLOGGER

FOOD
BLOGGER

MOMMY (OR
DADDY) BLOGGER

TRAVEL
BLOGGER

MY
JOURNAL?

FASHION
BLOGGER

LIFESTYLE
BLOGGER

POLITICAL
BLOGGER

NEWS
BLOGGER

SPORTS
BLOGGER

MUSIC
BLOGGER

TECH
BLOGGER

• BEFORE SOCIAL MEDIA ESP. SNAPCHAT
INSTAGRAM
TWITTER

BLOGS FILLED THAT ROLE
POST PHOTOS - 'DAY IN MY
LIFE'

TODAY 'SERIOUS' BLOGS DON'T
LOOK LIKE BLOGS!

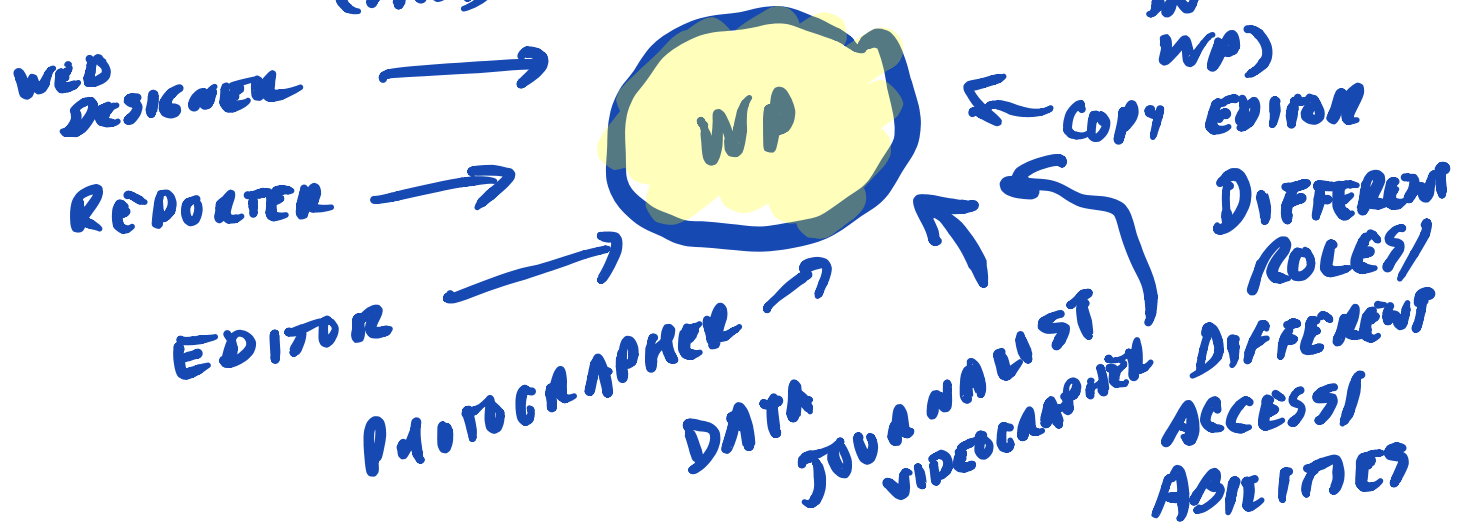
*AVOID THE 'CONFESSORIAL MODE' NOT
JUST
AN
ONLINE
DIARY!
WHY?
WORD PRESS!


WORDPRESS

25% - 30% of the world's
WEBSITES

- OPEN SOURCE / FREE / EXTENSIBLE
- HIGHLY CUSTOMIZABLE THROUGH
 - THEMES 100's 1000's
free / \$
 - PLUGINS FOR EXTRA
FUNCTIONALITY
- POWERS SMALL AND LARGE
BLOGS / MEDIA ORGANIZATIONS
1 PERSON — 1000's OF EMPLOYEES
- CONTENT MANAGEMENT SYSTEM
(CMS)

A CMS STORES & PUBLISHES
WEB CONTENT WITH SUPPORT
FOR DIGITAL WORKFLOWS -
(AND VERSION CONTROL - 'EXTRA'
IN WP)



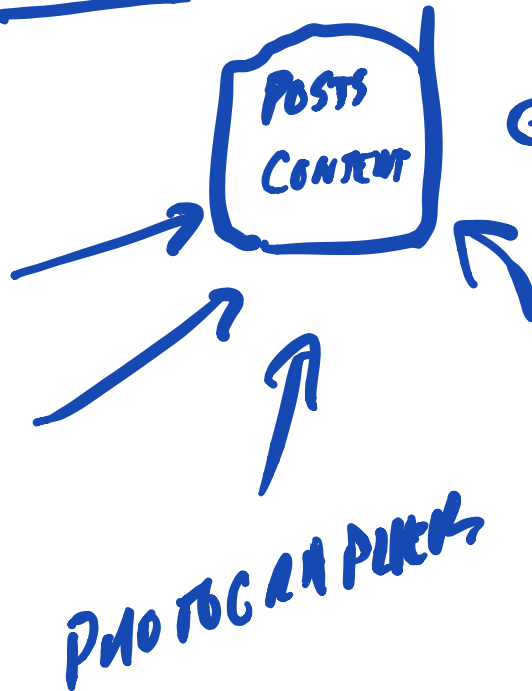
* FOR OUR CLASS, YOU ARE THE
REPORTER / EDITOR / ADMINISTRATOR

(* IN MEDIA ORGS, THERE ARE DIFFERENT
PEOPLE IN DIFF. TEAMS)

THE BRIDGE

STAFF
WRITERS

EDITORS



CONTRIBUTORS

WP
ADMIN
(PROOF
DRAG!)

BUILDING THE BRIDLE

2015-16

* INPUT FROM TECH TEAM AT
CGSJ (S-L-O-W)

THEIR PROTOTYPE

(BUT I TOOK THIS
OVER!)

HOSTED
AT

RECLAIM
HOSTING

reclaimhosting.com

low cost/
reliable ISP

an
education

• CHARLIE'S THEME

• BYLINE PLUGIN

• REMOVE FEATURES / COMMENTS
ETC.

KEEP IT SIMPLE

SINCE THEN STUDENT STAFF HAS CHANGED
THE LOOK & FEEL!

WP

(ENOUGH)

IS EASY TO CUSTOMIZE

(FOR THE 1ST 80% -

REALLY TAKING CONTROL

OF THE PLATFORM

DON'T TAKE IT SKILL

PHP)

THEMES

MANY FREE OPTIONS

(LOW COST)

* DESIGNING WP THEMES IS A
WEB DESIGN NICHE
BRANDING/MARKETING