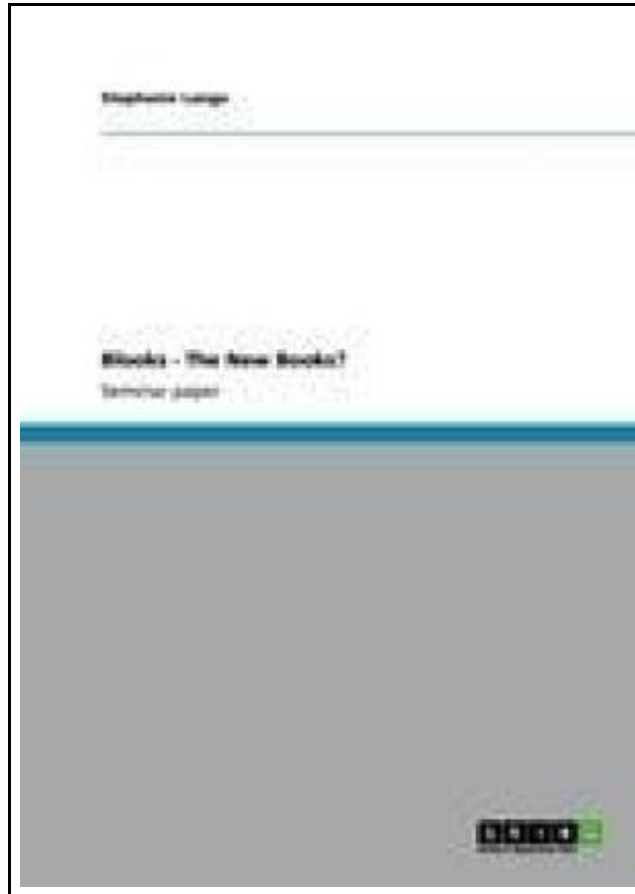


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GRIN Verlag Mai 2011, 2011. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2010 in the subject English Language and Literature Studies - Literature, grade: 1,0, Justus-Liebig-University Giessen (Institut für Anglistik), language: English, abstract: Blooks are the new books, a hybrid literary form at the cutting edge of both literature and technology. (Bob Young, founder of the print-on-demand publisher Lulu, 2006) Back in 2006, a phenomenon made its way from the depths of the World Wide Web into the newspapers: the so-called 'blook', a portmanteau word composed of the words 'book' and '(we)blog', meaning a book written on the basis of a blog. The media were excited about these new kinds of books and looked to Japan, where blooks were already bestsellers. 'Blook' even made it into the shortlist of words that were considered to be included in the new edition of the Oxford English Dictionary in 2006 (Philipps 2006). If you search for 'blook' on Google in 2010, you are in most cases directed to archives and it will not take you long to find out that blooks have virtually disappeared from the Web. Despite the fact that weblogs keep thriving, blooks seem to be forgotten. Considering this, it is not surprising to find out that no research has been done on blooks, while weblogs have been a subject of research since 2005. Research on weblogs often concentrates on how they changed journalism and communication in general, but never mentions the medium of blooks. Jenna L. Brinning and Jill Walker Rettberg gave good overviews of web-publishing and blogging, with Brinning stressing Habermas' 'Strukturwandel der Öffentlichkeit' with regard to the opportunities of the Web and Rettberg taking into consideration the rise of 'citizen journalism'. This...



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