



ISSN: 2319-5967

ISO 9001:2008 Certified

International Journal of Engineering Science and Innovative Technology (IJESIT)

Volume 3, Issue 2, March 2014

# Technoblog

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*Abstract — It is a blog to provide niche information about the current trends and cutting edge technology. By germinating this weblog we are enabling the young start-ups to get exposed to its real audience. Additionally, it will also provide news of different genres like, business, entertainment, travel experiences and “do you know” kind of stuff.*

**Keywords—** weblog, genres, business, entertainment, tavel experiences, do know stuff.

## I. INTRODUCTION

In the present scenario the blog we usually visit are rather genre centric and they work to report about the companies those are already leading. They basically concentrate on the page ranking to attract visitor by ads and other irrelevant articles. Although that is a necessary criterion to work on but basically the level of information should be precise and relevant rather than being cooked. We need a reliable and transparent platform to help start-ups blossom to reach the desired customers and provide quality information.

- Our main aim is to germinate a web blog to aggregate quality information and bring technology & start-ups to audience.
- Share information about technology and entertainment under single domain.
- Help Start-up's reach its real customer.

A platform to bring audience to gain and share knowledge together

## II. LITERATURE SURVEY

### **BLOG**

A **blog** (a contraction of the words *web log*) is a discussion or informational site published on the World Wide Web and consisting of discrete entries ("posts") typically displayed in reverse chronological order (the most recent post appears first). Until 2009 blogs were usually the work of a single individual, occasionally of a small group, and often covered a single subject. More recently "multi-author blogs" (MABs) have developed, with posts written by large numbers of authors and professionally edited. MABs from newspapers, other media outlets, universities, think tanks, interest groups and similar institutions account for an increasing quantity of blog traffic. The emergence and growth of blogs in the late 1990s coincided with the advent of web publishing tools that facilitated the posting of content by non-technical users. (Previously, knowledge of such technologies as HTML and FTP had been required to publish content on the Web). A majority are interactive, allowing visitors to leave comments and even message each other on the blogs, and it is this interactivity that distinguishes them from other static websites. In that sense, blogging can be seen as a form of social networking service. Indeed, bloggers do not only produce content to post on their blogs, but also build social relations with their readers and other bloggers.

### **Micro blogging**

Micro logging is the practice of posting small pieces of digital content—which could be text, pictures, links, short videos, or other media—on the Internet. Microblogging offers a portable communication mode that feels organic and spontaneous to many and has captured the public imagination. Friends use it to keep in touch, business associates use it to coordinate meetings or share useful resources, and celebrities and politicians (or their publicists) microblog about concert dates, lectures, book releases, or tour schedules. A wide and growing range of add-on tools enables sophisticated updates and interaction with other applications and the resulting profusion of functionality is helping to define new possibilities for this type of communication. Examples of these include **Twitter**, Face book and Tumblr.

### **Corporate and organizational blogs**

A blog can be private, as in most cases, or it can be for business purposes. Blogs used internally to enhance the communication and culture in a corporation or externally for marketing, branding or public relations purposes



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are called corporate blogs. Similar blogs for clubs and societies are called club blogs, group blogs, or by similar names; typical use is to inform members and other interested parties of club and member activities.

#### ***By genre***

Some blogs focus on a particular subject, such as political blogs, health blogs, travel blogs (also known as *travelogs*), gardening blogs, house blogs, fashion blogs, project blogs, education blogs, niche blogs, classical music blogs, quizzing blogs and legal blogs (often referred to as a *blawgs*) or *dreamlogs*. Two common types of genre blogs are art blogs and music blogs. A blog featuring discussions especially about home and family is not uncommonly called a *mom blog* and one made popular is by Erica Diamond who created *Womenonthefence.com* which is syndicated to over two million readers while not a legitimate type of blog, one used for the sole purpose of spamming is known as a *Splog*.

#### ***By media type***

A blog comprising videos is called a *vlog*, one comprising links is called a *link log*, a site containing a portfolio of sketches is called a *sketchblog* or one comprising photos is called a *photo blog*. Blogs with shorter posts and mixed media types are called *tumble logs*. Blogs that are written on typewriters and then scanned are called *typecast* or *typecast blogs*; see *typecasting (blogging)*. A rare type of blog hosted on the Gopher Protocol is known as a *Plug*.

#### ***By device***

Blogs can also be defined by which type of device is used to compose it. A blog written by a mobile device like a mobile phone or PDA could be called a *moblog*.<sup>[40]</sup> One early blog was *Wearable Wireless Webcam*, an online shared diary of a person's personal life combining text, video, and pictures transmitted live from a wearable computer and *Eye Tap* device to a web site. This practice of semi-automated blogging with live video together with text was referred to as *sousveillance*. Such journals have been used as evidence in legal matter.

#### ***Reverse blog***

A *Reverse Blog* is composed by its users rather than a single blogger. This system has the characteristics of a blog, and the writing of several authors. These can be written by several contributing authors on a topic, or opened up for anyone to write. There is typically some limit to the number of entries to keep it from operating like a *Web Forum*.

#### ***PHP (Hyper preprocessor)***

**PHP** is a server-side scripting language designed for web development but also used as a general-purpose programming language. Originally created by Rasmus Lerdorf in 1995, the reference implementation of PHP is now produced by The PHP Group. While PHP originally stood for *Personal Home Page*, it now stands for *PHP: Hypertext Pre-processor*, a recursive acronym.

PHP code is interpreted by a web server with a PHP processor module, which generates the resulting web page: PHP commands can be embedded directly into an HTML source document rather than calling an external file to process data. It has also evolved to include a command-line interface capability and can be used in standalone graphical applications

#### ***Cascading Style Sheets (CSS)***

It is a style sheet language used for describing the presentation semantics (the look and formatting) of a document written in a markup language. It's most common application is to style web pages written in HTML and XHTML, but the language can also be applied to any kind of XML document, including plain XML, SVG and XUL. CSS is designed primarily to enable the separation of document content (written in HTML or a similar markup language) from document presentation, including elements such as the layout, colors, and fonts. This separation can improve content accessibility, provide more flexibility and control in the specification of presentation characteristics, enable multiple pages to share formatting, and reduce complexity and repetition in the structural content (such as by allowing for *tableless web design*). CSS can also allow the same markup page to be presented in different styles for different rendering methods, such as on screen, in print, by voice (when read out by a speech-based browser or screen reader) and on Braille-based, tactile devices. It can also be used to allow the web page to display differently depending on the screen size or device on which it is being viewed.



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While the author of a document typically links that document to a CSS file, readers can use a different style sheet, perhaps one on their own computer, to override the one the author has specified.

### Wordpress

**WordPress** is a free and open source blogging tool and a content-management system (CMS) based on PHP and MySQL, which runs on a web hosting service.

#### A. Features

##### 1) Themes

WordPress users may install and switch between themes. Themes allow users to change the look and functionality of a WordPress website or installation without altering the information content or structure of the site. Themes may be installed using the WordPress "Appearance" administration tool or theme folders may be uploaded via FTP. The PHP, HTML & CSS code found in themes can be added or edited for providing advanced features. Thousands of WordPress themes exist, some free, and some premium (paid for) templates.

##### 2) Plugins

One very popular feature of WordPress is its plug-in architecture which allows users and developers to extend its abilities beyond the core installation. WordPress has a database of over 26,000 plugins, each of which offers custom functions and features enabling users to tailor their sites to their specific needs. These customizations range SEO (Search Engine Optimization) enhancers to content displaying features, such as the addition of widgets and navigation bars.

##### 3) Multi-user and multi-blogging

Prior to WordPress 3.0, WordPress supported one blog per installation, although multiple concurrent copies may be run from different directories if configured to use separate database tables. WordPress Multi-User (WordPress MU, or WPMU) was a fork of WordPress created to allow multiple blogs to exist within one. Installation but is able to be administered by a centralized maintainer. WordPress MU makes it possible for those with websites to host their own blogging communities, as well as control and moderate all the blogs from a single dashboard. WordPress MU adds eight new data tables for each blog.

### III. DESIGN

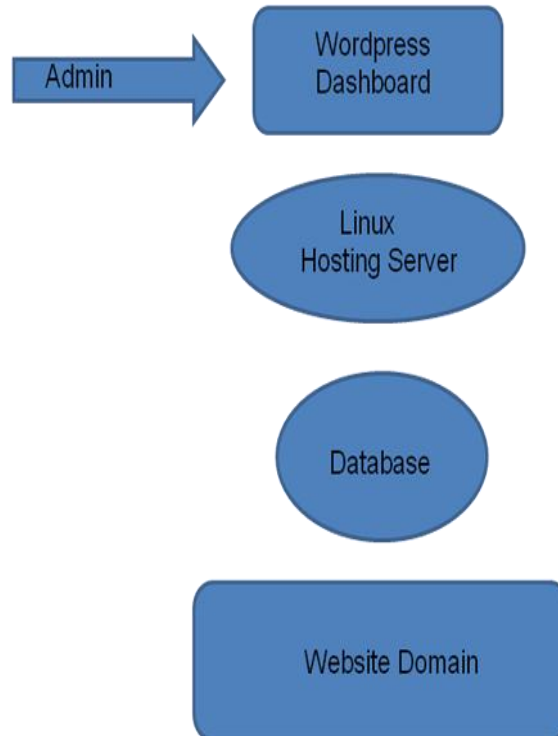


Fig 1: flow chart



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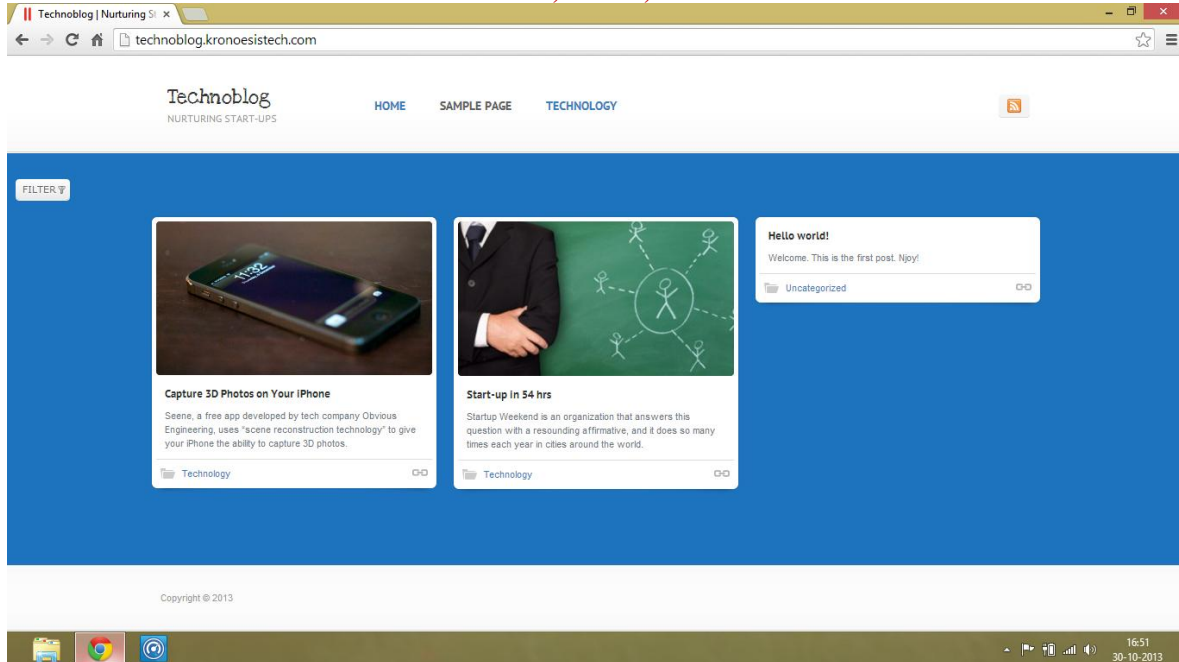


Fig 2: GUI

### User Interfaces

There will be mainly interface, a web interface. Web interface will provide necessary UIs for different user functionalities such as log in, adding photos, rating photos and etc. User interfaces will be designed in such a way that they can be customized according to the user preferences. Users having administrative privileges will get additional set of UIs for administrative functionalities

## APPENDIX

### Abbreviation

#### Description

UI	User Interface
URL	Uniform Resource Locator
SQL	Structured Query Language
HTTP	Hyper Text Transfer Protocol
PHP	Hypertext pre-processor
API	Application Programming Interface

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