

Blogging – A Tool of Propagating True Buddhism around the World

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Introduction

In Sri Lanka, Buddhism is considered to be the major core of the culture because it polishes the human mind, making it kinder and smoother. But at present, Buddhism is facing various challenges. To ensure the future existence of the Buddhism, there is no doubt that we have to overcome these challenges. One of them is, inculcating various misguided ideas against Lord Buddha's Doctrines, which leads to misguide innocent Buddhist loving people. Not only in Sri Lanka, but also in other countries, these type of misguiding organizations and people are immerged at large today. These people use various types of electronic and printing media, specially the Internet to propagate their misguided ideas among innocent Buddhists. Also these ideas may lead to misguide non Buddhists too. [6] Therefore, it is necessary to have a good tool to answer their challenges. In addition, it is required to answer such situations as soon as possible. The Internet plays a huge role in the propagation of various religious ideas. And the numbers of Internet users are rapidly increasing not only in Sri Lanka but also around the world. Therefore, Internet

tools such as *Blogging* can be used for answering misguided ideas about Buddhism. However, there are many Blog Providers in the Internet. In this paper, it is expected to study not only about blogging but also about Blog Providers and how to use blogging in order eradicate misguided ideas.

What is Blogging?

Blogging is, simply, maintaining an own web- site for free writings such as writing in a personal dairy. It is very easy to update and make chronological entries separately that reader can easily understand. In addition, to that writer could insert a lot of links for his blog.

In technically, usually, blog has high search engine rank .For instance when searching in the Internet a blog can be seen in first search results. Also today, many blog providers facilitate in text editing facilities. Therefore, writers can easily present creative paragraphs along with images. Then in some businesses, blogging is used as their personal relationship arm.

Brief History of Blogging

Blogging has no long history. Before starting of blogging, many people kept online communities using email lists and other resources. Also Early in the 1990s, Internet forum software, created running conversations with “threads”. Threads are topical connections between messages on a virtual “corkboard” [1]

Blog usage spread during 1999 and the years following, being further popularized by the near-simultaneous arrival

of the first hosted blog tools. Past years blogs are popularized among Internet community for many reasons mainly including political, economical and so forth.

Types of blogs [1]

In the Internet, there are many different types of blogs [1], differing not only in the type of content, but also in the way that content is delivered. Some of them are summarized below.



Personal blogs

The personal blog, an ongoing diary or commentary by an individual, is the traditional and most common blog.

Corporate and organizational blogs

A blog can be private, as in most cases, or it can be for purposes. (Such as communication with costumers, marketing and so on)

By or subject

Some blogs focus on a particular subject, such as political blogs, health blogs, travel blogs (also known as travelogs) and gardening blogs,

By media type

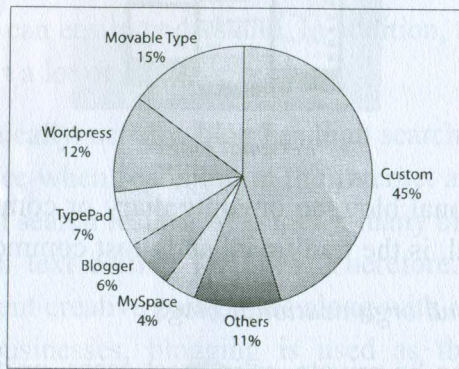
Some blogs comprise videos, are called a, one comprising links is called a, likewise etc.

By device

Blogs can also be defined by which type of device is used to compose it. For example a blog written by a like a or could be called a .

A Reverse Blog is composed by several users rather than a single blogger. These can be written by several contributing authors on a topic, or opened up for anyone to write.

Blog Providers [11]



Many blog providers can be found in the Internet. However, blog providers give various facilities. Selecting a suitable blog provider depends on blog purpose, device to write blog and many more reasons. For example,[7,8,9] are some of such providers.

But in Type pad, you have to pay few bugs, but service is excellent [4]

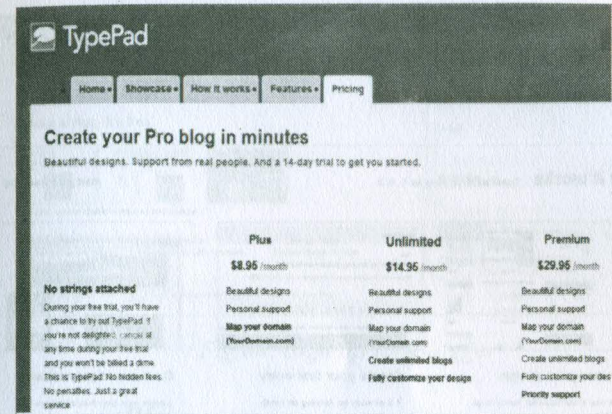


Fig01: Screen shot of Type pad web site

Even if you have a blog account you can use Microsoft Word to write blogs. As at the initial screen Microsoft Word as whether you are going to create a new blog post or new document. If you select blog post Word provides many tools for blogging and post it.

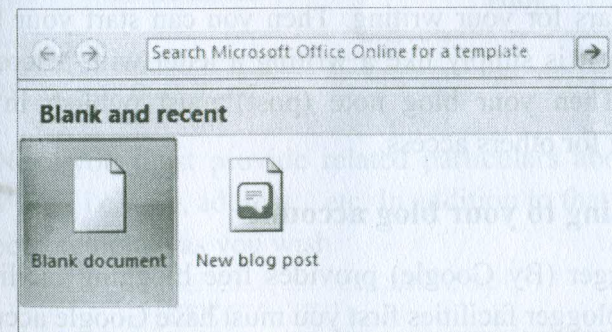


Fig02: Screen shot of Microsoft Word new blog

How to use blogging to propagate Buddhism. (Methodology)

Planning to write

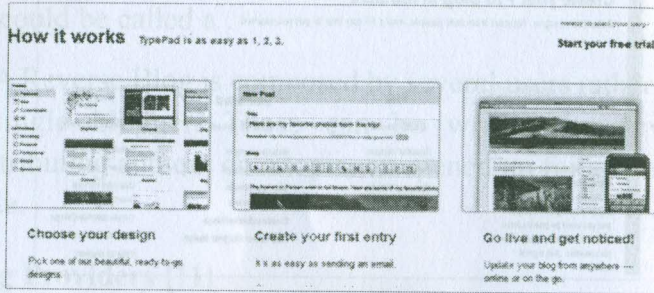


Fig03: Three easy steps to create blog using Type pad [9]

Blogging is a creation of art. But it requires a preparation to write. However, some blog writers directly update their blog. But first of all, you have to create own blog by using any blog provider in the Internet. It is very easy and does not take much time. Afterward, you have to collect related particulars for your writing. Then you can start your blog writing. It is simply like a writing a letter with Microsoft word. Then your blog note (post) must publish in the Internet for others access.

Accessing to your blog account

Blogger (By Google) provides free blogging facilities. To get blogger facilities first you must have Google account (E mail). By providing Email and password you can access to Dash Board.



Fig.04: Sign up for Blogger

Create new Blog

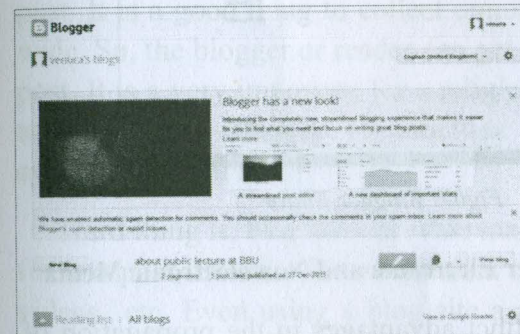


Fig05: Blogger Dash Board

Next you must provide related particulars about your new blog i.e. title, address...etc. In addition to that you can select a template as you wish.

After entering Blogger Dash Board click New Blog.

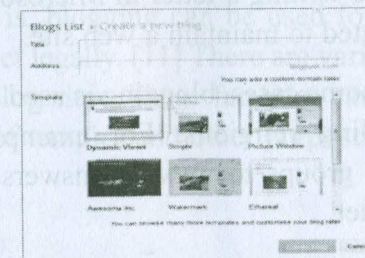


Fig06: Create New Blog Dialog Box

Afterword you can see editor of blog note. Now you can write your blog note like in Word processing software. Blog editor has many word processing facilities to create and modify your blog notes. Then you must publish your post to see your post to others in the Internet. By simply clicking publish button you could do it.

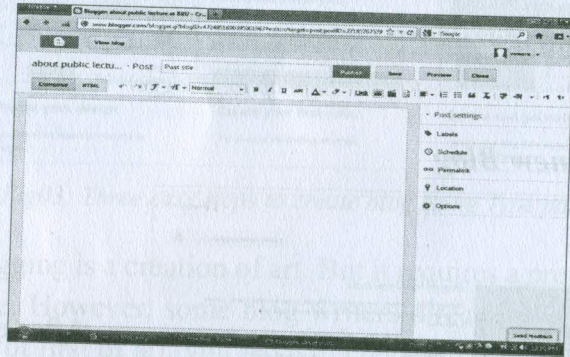


Fig07: Blogger Editor

Advantages over other Electronic and Non electronic Media

Blogging has distinct advantages in the propagation of religious ideas. Many religious activities and ideas are propagated via Internet by using blogging.

First advantage is that it is easy and simple. Anyone with basic computer knowledge can handle a blog very easy. Actually, it is like writing a letter in Microsoft Word. Also it is not complicated to maintain a web site.

Therefore, in some cases, blogging is used for answering problems regarding religions. For example, there are Islamic religious groups to provide answers for religious matters via Internet.

There are many Buddhist blogs in the Internet as well. [10]But the important thing is, it is essential to update blogs

(also websites) constantly. Blog or web sites without updates, is like an old news paper people does not like. Author noticed that some blogs have not been updated for many years. In Blogging, updating can be done within seconds and it is essential. Blog can be updated from anywhere in the world. All you need is an Internet connection.

Second thing is, the viewers can make comments on any post. It is the easiest way of getting ideas of others about a post. Also commenting may lead to an argument about a post. It is a good thing to collect opinions of people world wide. So, the blogger or reader can get the right idea of any post. It is a very important for a religion like Buddhism. In addition, that blogger can include RSS feed or any syndication feed also.

Third thing is, blog sites provide many faculties not only for text post, But also for multimedia contents like images, videos...etc. Even using a blog site a monk can broadcast Live Pirith chanting or any other religious related programmes freely via Internet. It requires only few hardware items that do not cost much. It is great way to publish/broadcast Buddhist religious programmes world wide at a minimum cast.

Next point is, blogging can be used for earning money through Internet legally. [11] There are various ways to earn money from blog sites. These facilities can be used for the development of temples and other purposes.

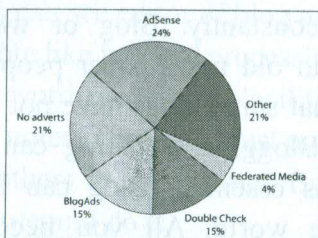


Fig08: Advertising in Blogs [11]

So, Blogging is an excellent tool for eradicating misguided ideas about Buddhism. It is cheap and easy to develop, but a very powerful tool in modern communication. But in the Internet, there are very few blog sites for Buddhism when compared to other major religions in the world. Blogging can be used for showing the true value of Buddhism.

References

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