

# Techno Glossary

**Blast email** is a form of mass email that can easily send as many as 1 million emails per hour.

**Blog**, short for **Web log**, is a Web site where entries are written in chronological order and displayed in reverse chronological order. Blogs provide commentary or news on a particular subject such as food, politics, or local news; some function as more personal online diaries.

A **corporate Web log** is similar to a blog except that it is published and used by an organization instead of an individual to reach its organizational goals. CEO blogs serve a similar purpose.

A **dark Web site** is a communication portal held in reserve that can be quickly fed with content and "turned on" in response to a particular PR crisis.

An **intranet** is a private computer network that functions as a private version of the Internet to securely share part of an organization's information or operations with its employees.

**Listserv**, a registered trademark of L-Soft international Inc., is often used as a generic term for any email-based mailing list application.

A **microsite**, also known as a **minisite** or **weblet**, refers to an individual Web page or cluster of pages that are meant to function as an auxiliary supplement to a primary Web site. Typically they are used to add specialized editorial or commercial information.

A **podcast** is a specific type of **webcast** that, like radio, can mean either the content itself or the method by which it is distributed; the latter is also termed **podcasting**.

**RSS** is a family of web feed formats used to publish frequently updated content such as blog entries, news headlines or podcasts. RSS feeds may contain either a summary of content from an associated Web site or the full text.

**SMS**, or **Short Message Service**, also called **text messaging**, is a means of sending short messages to and from mobile phones.

**Streaming media** is multimedia that is continuously received by, and normally displayed to, the end-user while it is being delivered by the provider.

**Vlogs** are **video web logs**, similar to **blogs** except that they concentrate on videos rather than textual material.

**Vidcast** or **vodcast** is a term used for the online delivery of on demand video clip content.

**Web feeds** allow software programs to check for updates published on a Web site and/or links to content on a Web site. They are used by the weblog community to share latest entries' headlines or their full text, and even attached multimedia files.

**Web syndication** is a form of syndication in which a section of a Web site is made available for other sites to use.

**Wiki** (from the Hawaiian for quick) is an online resource that allows users to add and edit content collectively.