

Stylistic Differences Between Blogs and Official Websites In Presenting Legal Content

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Abstract: This article analyzes the differences in the style of presenting legal topics in blogs and official websites within the online environment. In the context of individualized information consumption, the blogosphere is gaining importance as a source of legal information. The author emphasizes that legal content in blogs is often presented in a popular, simplified, and emotional manner, based on personal experiences and events. At the same time, the article highlights the potential risks of such an approach from a legal perspective – namely, the possibility of errors and misinterpretations arising due to the lack of reliance on official sources.

Keywords: Official internet publications, blogosphere, legal content, stylistic analysis, psycholinguistics, internet journalism, content analysis.

Introduction: With the expansion of the Internet environment and the individualization of information consumption in society, the blogosphere has begun to acquire particular significance as a source of legal information. In the process of promoting legal topics through blogs, a number of methodological approaches and individual styles have emerged that are not typical for traditional mass media. This situation primarily defines the unique role of the blogosphere in fulfilling the tasks of increasing citizens' legal awareness and legal culture in the country.

In blogs, legal content is mostly presented through personal experiences, events, and opinions. In this context, the blogger appears not as an active legal subject but as a citizen sharing personal experience with the public. As a result, the content is presented in an emotional, popular, and simple style. The advantage of such a style is the simplification of complex legal concepts for the general public; the disadvantage is the possibility of legal errors due to a lack of reliance on official sources and documentation [1:2].

Legal materials in the blogosphere are mainly explained through real-life situations and examples. For instance, a post about unpaid wages under an employment contract, or a personal experience related to a housing dispute —through such topics, the author

demonstrates how a legal problem manifests in practice. This gives the reader the opportunity to connect it to their own life.

Another widely used method in blogs is ensuring interactivity through questions and answers or comments. These opportunities shape legal information in an interactive manner rather than one-sidedly. This increases the trust and engagement of the audience. Therefore, the blogosphere is a free platform where legal content is presented in the form of personal opinion, practice, and mutual communication.

However, this situation raises questions in terms of the reliability of legal information and its connection to official sources. This is because, in most cases, blogs are run not by legal consultants, lawyers, or legal experts, but by bloggers from various fields. The fact that their legal content is not based on verified legal sources, but rather on personal interpretations and discussions, is considered a factor that affects its accuracy and reliability [2:15].

The blogosphere possesses modern, free, and populist methodological capabilities for popularizing legal topics, encouraging citizens to engage in active dialogue, and forming legal awareness. To ensure that legal content complies with scientific and official standards, it is necessary to analyze the content and

eliminate information risks.

The blogosphere is currently developing rapidly and forming an active environment. Blogs have become not only a channel for spreading relevant information but also a socio-communicative phenomenon at the intersection of journalism, marketing, and political technologies. Social networks have transformed from communication and file-sharing spaces into digital ecosystems that integrate several services. By developing their pages, increasing the number of followers, and expanding their regular audience, bloggers are becoming influencers—opinion leaders. This is actively used in influencer marketing by businesses. To optimize collaboration with media personalities, company representatives turn to influencer agencies. These agencies, in turn, offer a full range of digital services—from idea to final implementation. Furthermore, the personalization of blog content and the trend toward audience fragmentation are becoming increasingly stronger [3:81].

“The influence of the Internet on mass media is one of the main directions of media studies in the 21st century. However, most of the research has focused on the adaptation of mass media to new conditions genre, technological, and organizational transformations. Many works are dedicated to the impact of multimedia systems on media content and various aspects of convergence. The blogosphere, however, has mainly been studied as an information source for journalists (topics, witness stories, photo reporting, communication through social networks) and as a channel for disseminating media materials. Competence in working with social networks has become a key skill for journalists. This includes creating content adapted to the characteristics of each platform, knowing the interface of social networks, engaging with the audience, and being able to read and analyze social media metrics. In this regard, the blogosphere has taken over one of the main functions of mass media deciding what should be reported to the public” [4:53].

“Blog authors can be absolutely anyone. There is only one condition: the blogger must be able to write and have speech ability. Blogs usually combine two types of mass media that previously did not overlap: author and audience. They have become a level playing field for those who speak and those who listen and respond. Any blog reader is potentially a blog owner and can create their own flow of information. Moreover, it is important that mass media increases not only the quality but also the scope of the collected information. Blogs, first and foremost, actively involve professional journalists from mass media. They apply their

professional skills in working with information and participating in blogs”[5:41].

“The blogosphere is rapidly gaining importance, including as a source of information for traditional mass media. Traditional media are increasingly turning to blogs. But it’s no secret that bloggers do not always hurry to verify the information they publish. Sometimes, they deliberately distort the facts or even completely fabricate them. Therefore, some public figures have proposed extending the law on mass media to cover blogs as well. Because it is impossible to legally compel bloggers who are merely running their personal diaries to comply with the mass media law. This situation has led to proposals to require blogs (at least those with large audiences) to be registered as official mass media. Arguments for this include questionable justifications such as the claim that the requirements imposed on mass media are much stricter than those on personal opinions expressed by ordinary individuals, even if made public”[6:53].

Official internet publications are websites run by private mass media entities, specializing in news and analysis. They present legal content based on clarity, formality, and neutrality. The information on such platforms is prepared with reference to legal-normative documents. It is reinforced by reliable sources and fully covers legal terminology.

The presentation style in such publications is structured, impartial, and logically organized, delivering legal information in a formal context. However, because of the formal and complex language and low interactivity, it may be harder for the general public to fully understand the content.

Internet publications registered as official mass media present legal content based on professional and accurate sources. They have the following features:

- Content edited in accordance with journalistic standards — prepared by editorial teams and maintaining formal style;
- A responsible, fact-based approach — relying on verified sources due to accountability for false information;
- Preparation involving specialists — includes opinions and analyses from lawyers and experts;
- Analytical and commentary-based materials — in addition to news, legal processes are analyzed in depth;
- Recognition as a reliable source — although not a government body, it is accepted as a public and trustworthy information provider.

Such publications may publish information more slowly compared to blogs. However, this does not reduce the quality; on the contrary, it increases reliability. Their

audience consists to some extent of legally literate individuals, and one of their goals is to increase legal awareness and culture in society.

These publications operate according to the law on mass media, journalistic ethics, and other regulations. Therefore, providing factual, accurate, and reliable information is their legal obligation.

Text-based information is enriched through modern formats such as infographics, photos, videos, audio interviews, and more. This helps make legal content more comprehensible and engaging for a wide audience.

“The hypertext structure, multimedia, and interactivity of the modern Internet served as determinant (fundamental) conditions for the emergence of the new media environment and the rapid development of the phenomenon of “new” mass media. This process is pushing traditional media out of the information market. In particular, it occurred due to the emergence of the blogging phenomenon—in the broadest sense, the creation, maintenance, and promotion of blogs”[7:10].

Differences in the Presentation of Legal Content in Blogs vs. Official Internet Publications

In the modern digital environment, the presentation of legal topics extends beyond mere delivery of information it also encompasses duties such as shaping public consciousness and enhancing legal culture. From this perspective, blogs and official online publications distinguish themselves by presenting legal information through different approaches.

Personal Position vs. Structural Neutrality

Blog authors typically express a personal stance toward a particular legal issue or incident. They convey their impressions in a more vivid, emotional style, using real-life examples and actual events. For instance, a blogger may publish a post titled “My property rights were violated” to advance their personal civic position. Psycholinguistically, this indicates that legal information in a blog is often received through the lens of user experience.

Emotional Style vs. Journalistic objectivity

Official internet publications, on the other hand, present legal topics in a relatively neutral and fully informative way, grounded in journalistic criteria and reporting standards. These materials prioritize analytical treatment of legal events rather than personal opinions, thereby cultivating reader trust.

Linguistic Rhetoric vs. Technical Neutrality

Linguistic analysis shows that blogs frequently employ strong emotional expressions, rhetorical questions,

intensifying epithets, and metaphors. By contrast, official publications favor standardized, technical legal terminology, and strive for impartial, analysis-based style. For example, the neutral phrase “a decision has been made” is typical on official sites, whereas evaluative expressions like “justice was not restored” are common in blogs.

Targeting Civic Engagement vs. Legal Literacy

There are also distinctions in influencing the target audience. Blogs often aim to awaken civic engagement, encourage individual reflection, and incite discussion. In contrast, official publications focus on conveying information and raising legal culture. Accordingly, presentation styles vary to suit each content’s purpose.

Providing legal information to the public is not only about raising knowledge it is also a crucial part of fostering civic consciousness and legal culture. In this regard, internet platforms blogs and official sites differ in style, audience, and objectives. Each platform delivers legal content based on distinct methodological foundations, source selections, stylistic approaches, and formats.

Methodological Foundations

Blogs frequently discuss legal topics through personal worldview and life experience. Authors share their subjective analysis rather than relying directly on legal documents; instead, they interpret legal facts within their sociocivic context. Conversely, official online publications use traditional journalistic methods: source verification, reliance on legal documents, impartiality, logical consistency. Their materials are fortified with analysis, expert commentary, and legal norms.

Audience & Influence Strategy

Blogs are targeted at specific social segments active youth, civic society figures, or those with legal concerns and aim to provoke discussion rather than merely inform. Their tone is conversational, real-life oriented, and colloquial. Official online outlets cater to a broader audience, including legal professionals, government bodies, and readers seeking analytical coverage. Here, impartiality, verification, and structured analysis come first, with language that is formal, technical, and normative.

Source Selection & Reliability

Bloggers often depend on personal experience, social-media observations, or opinions from other bloggers. These sources may not be official or verified, risking subjectivity and generalization errors.

“Among professional journalists, the popularity of blogs is explained by several reasons. First, it ties in with the technical and technological innovations of

global communication. Blogs became popular through simple, affordable software, making content publication easier. Their technical features allow multimedia and hypertext to be published as posts or writings. The ability to comment created a unique phenomenon in blog communication. The “new media’s” technical and communicative characteristics activated the audience they moved from passive consumption to limitless content creation”.

“Second, among journalists themselves, blogs spread rapidly because of these features. This enabled journalism tasks to be performed more efficiently: delivering information quickly, ensuring transparency, expressing opinions, receiving feedback, and providing oversight. The global financial crisis also boosted this medium, as people in many countries chose cheaper but still effective information outlets over traditional mass media.”

“However, blogs should not be misconstrued as simplified versions of traditional mass media. Interestingly, by maintaining communication channels, media organizations preserved their budgets and even acquired new audiences. Journalism’s official and structural aspects may have been fundamentally altered” [8:149].

Communication Style

Legal content in the blogosphere often appears vivid and dynamic. Legal concepts are linked to real-life examples, intriguing headlines, thought-provoking questions, and personal experiences, conveying empathy and passion.

“Contemporary journalism has new traits multimedia, interactivity, multi-platform presence. These traits can only develop within the Internet. Multimedia editorial teams linking television and online media are forming; information channels and formats are synthesizing; media markets are converging[9:283]”.

“The new communication environment is promoting new approaches to structuring and managing information flows. Under globalization, many mass media outlets are becoming new generations of multi-format content providers—news feed portals, internet editions of newspapers, internet broadcasting—capable of delivering real-time continuous updates to attract new-era consumers”[10:288].

Official publications adhere to journalistic standards. They provide content in an objective, logical, and structured way, usually following a “incident → analysis → expert opinion → conclusion” format.

Speed & Responsibility

Bloggers can quickly publish legal information on personal platforms, enhancing the sense of urgency

among users. However, this speed can also lead to dissemination of unchecked content. Bloggers typically feel less legally liable compared to mainstream media.

Official publications may release content more slowly due to fact-checking, editorial reviews, and legal clearance but they uphold higher accountability. Every word must be legally grounded.

CONCLUSION

With the rise of the Internet and personalized information consumption, blogs have become a significant source of legal information. Unlike traditional mass media, blogs present legal topics through personal stories, opinions, and real-life examples, often using emotional and accessible language. This helps simplify complex legal issues for the general public but also raises concerns about accuracy, as bloggers may lack legal expertise and rely on unverified sources.

In contrast, official online publications, operated by registered media outlets, present legal content in a formal, neutral, and structured way. Their materials are based on verified legal documents, expert commentary, and journalistic standards, ensuring reliability but sometimes making the content less accessible to a wider audience.

Blogs emphasize interactivity, civic engagement, and rapid publication, while official sites focus on legal literacy, responsibility, and factual reporting. Each platform plays a unique role: blogs foster dialogue and awareness through personalized content, whereas official publications maintain credibility and accuracy through professional methods.

Ultimately, both contribute to legal awareness in society, though with different audiences, goals, and methodologies.

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