# 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.*

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

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].

"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"[4:41].

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.

Summary

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.

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

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