How to write a blog entry

Source of the picture: https://pixabay.com/photos/startup-start-up-notebooks-creative-593324/

Topics:

- Culture, different generations, education, entertainment, environment, fashion, food, growing up, hobbies, music, news, parents, politics, religion, sports, stereotypes, study, travel,…
- Different purposes: e.g. informing, complaining, persuading your followers, sharing experiences, …

Structure:

Title:

- Catchy" title to attract the readers' interest (for example numbers: "four ways to…"; "The ten most important reasons for…" or provocative questions: "Do you really believe in…?")
- Your name, the publishing date.

Introduction:

- Try to attract the readers' interest, for example with an intriguing opening sentence, an initial paradox, a controversy, an anecdote, an amusing story, provocative questions, …
- Make clear why your issue is important, focusing on the purpose your blog entry should serve.

Main body:

- It should capture and maintain the readers' interests.
- It should contain a clear position and perspective and be supported by credible evidence:
  - Give well-founded arguments and convincing reasons.
  - Give examples and refer to important facts to back up your arguments.
  - Refer to counterarguments and show that you can refute them.
  - Make sure you convey your opinion in a convincing way.
- It should contain complete thoughts which the reader can follow easily.
- The text should be structured and divided into clear paragraphs with an organized logic (between paragraphs and within paragraphs)

<u>Conclusion, salutation and CTA (call to action)</u>

- Sum up your position and your main arguments. Do not, however, use the same phrases again.

- You can also give an outlook for the future, call your readers to action, or invite them to comment on your ideas, for example: *Follow me. // Sign up. // Subscribe. // Learn more. //   Join us. //…; I'd be quite interested in your opinion on the issue, post your comment!*

<u>Language:</u>

- Formal, semi-formal or informal, depending on the purpose and audience.

- The tone (humoristic, sarcastic, etc.) depends on your audience and purpose.

- In informal blog entries use the first person to address your readers personally.

- Write clear sentences. Use linking words, but be careful with lengthy sentences:

  Unlike German, English tends to use shorter sentences.

- Follow a clear and logical structure and use paragraphs.

- Use vocabulary that is appropriate for your target group and purpose.

- Do not be rude or offensive

- Do not use slang or confusing abbreviations

Sources:

- **Bildungsserver Berlin-Brandenburg (2018):**

  Materialien zum selbstständigen standardorientierten Lernen in der gymnasialen Oberstufe im Fach Englisch – Text production:

  https://bildungsserver.berlin-brandenburg.de/fileadmin/bbb/unterricht/unterrichtsentwicklung/Individualisierung_des_Lernens/text_production_sek_II_web.pdf

- **Bildungsserver Hamburg / Bildungsserver Niedersachsen / Uni Leipzig:**

  Hinweise für Schülerinnen und Schüler sowie Lehrkräfte zur Textsorte blog im schulischen Kontext im Aufgabenteil Sprachmittlung:

  https://www.hamburg.de/contentblob/4410374/fc04a48e0d469194c9fcca20220289e6/data/musteraufgabe-5-hinweis.pdf

  http://www.nibis.de/nli1/gohrgs/13_zentralabitur/zentralabitur_2016/20141017MusteraufgabenEN.pdf

  https://www.philol.uni-leipzig.de/fileadmin/Fakult%C3%A4t_Philo/Anglistik/Abteilungen/Fachdidaktik/Dokumente/2014_10_Englisch_Muster.pdf

- **Cornelsen:**

  Context (2022): S.300ff.

- **Hamilton College**:

  https://www.hamilton.edu/academics/centers/writing/writing-resources/writing-academic-blogs

- **Österreichischer Bundesverlag Schulbuch GmbH & Co. KG**:

  Prime Time 5 + Prime Time 6 (2017): Beiblatt.