

English B

Text Type: Blog

A blog is like a public diary, written from a personal point of view, but also written to share the writer's thoughts, feelings and beliefs with others.

1. Make your opinion known.

People want to know what people think. Using 1st person is fine.

2. Have a snappy headline. Contain your whole argument in your headline. Check out National newspapers to see how they do it.

3. You can include bullet point lists We all love lists, it structures the information in an easily digestible format.

4. Edit your post Good writing is in the editing. Before you hit the submit button, re-read your post and cut out the stuff that you don't need.

5. You must have an interesting readable style. Blogs are known for their casual writing and unpredictable subject material, but the best blogs have proven that even "novice" writers can be **entertaining** enough to attract a broad audience.

Bloggers with an especially engaging subject, such as chronicling a trip around the world, have the advantage of inherently interesting material, but even mundane material can attract an audience if you have an **engaging style and voice**.

6. A blog is a conversation. Try to write the way you speak. Avoid jargon and clichés and don't overuse the thesaurus. It may be helpful to speak your entry out loud before trying to type it or to read it aloud after you've written it. If you find yourself struggling as you read aloud or speaking unnaturally, think about what you might have said if you were talking to a friend rather than writing.

7. Always consider your audience. If you're writing for only close friends and family, you don't need to explain that Sarah is your 8-year-old daughter every time you mention her. But if your blog attracts a wider audience, you may want to create references or glossaries to help new readers follow along.