

COMMUNICATION

Writing a blog post

LEVEL

Intermediate (B1)

NUMBER

EN_B1_3093X

LANGUAGE

English

Learning outcomes

- I can read a text on blogging and identify the main points.
- I can write a short text on a topic of personal interest

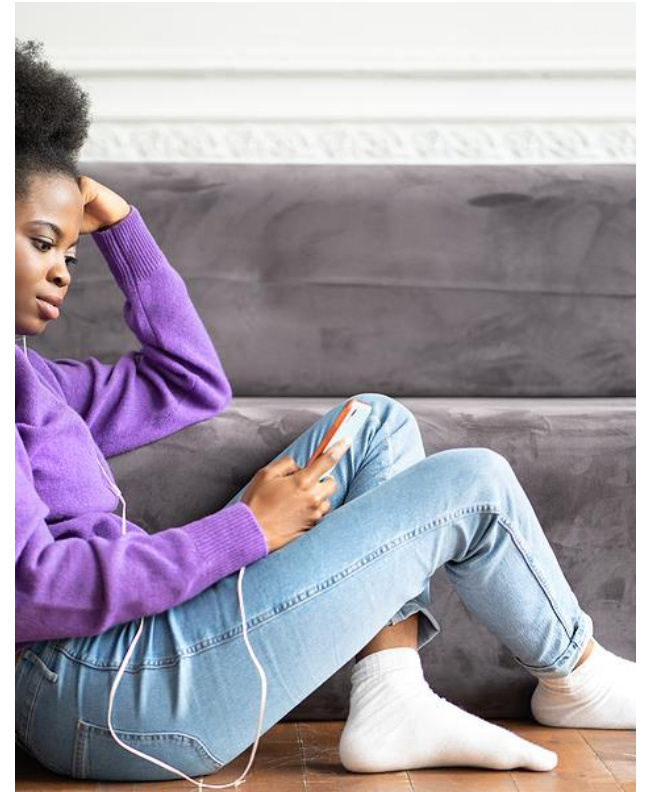


Warm-up

Answer the questions below to prepare for the text on the next slide.

**Do you read any
blogs?**

**What kind of topics do you
enjoy reading about?**





Reading

Read the text below and **answer** the following questions. What were the first blogs about? What type of blogging is becoming increasingly popular?




The blog began as a kind of online diary, where people would share thoughts and opinions. A little over 20 years later, there are now blogs on every topic under the sun. Popular topics include fashion, food, travel, D.I.Y, parenting and politics.

Blogs usually include a mixture of written and visual content, with vlogging (video blogging) becoming increasingly popular.



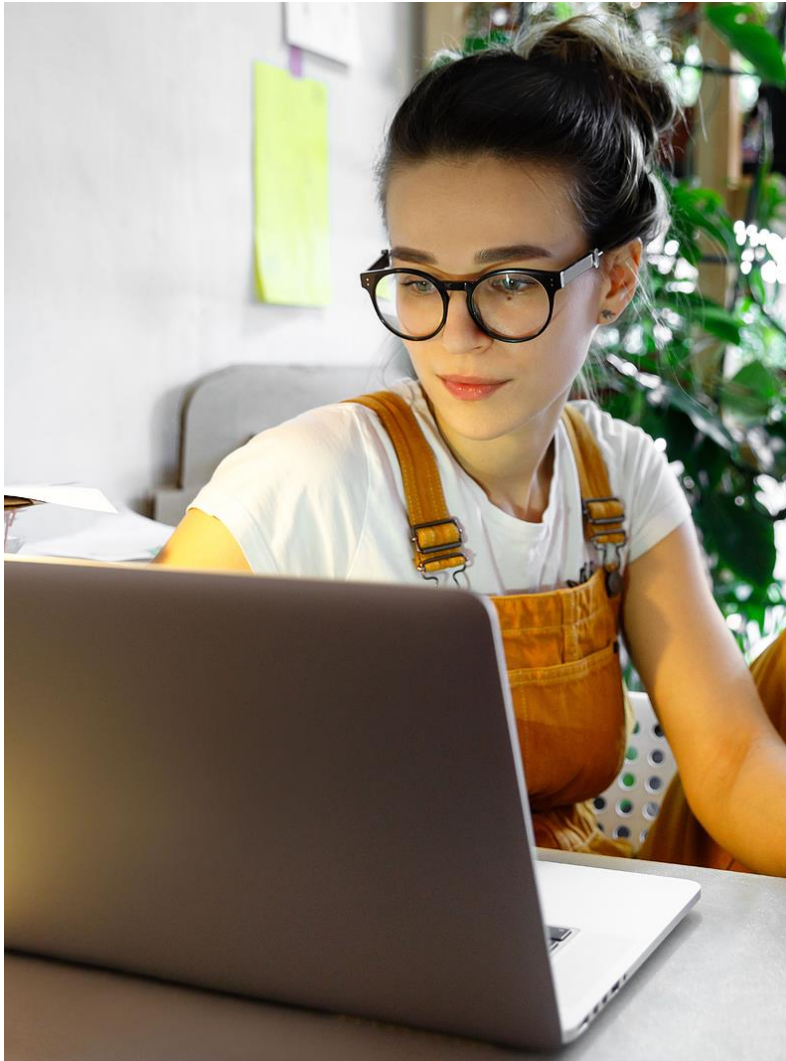
Reading

Read the text below and **answer** the following questions. What is important to do when starting your blog? How can you attract readers?



When starting a blog, you need to find your niche. This means identifying the area that you know best, are passionate about, or that you think there is a specific audience for.

You also need to think about how you can attract your readers. This can involve choosing the right platform, learning about SEO and ensuring your site is easy to navigate for users.



There are blogs on
**every topic under the
sun.**

Does this phrase mean that there are
blogs...

...on many different topics?

or

...on many topics relating to the sun and
outer space?



SEO

SEO is short for
search engine optimisation...

...which refers to the process of making sure your website goes at the top of the list when someone searches for a particular topic on a search engine.



Vocabulary match

Match the words and phrases from the text (1-5) to the correct definition (a-e).

1

content

a

to find the thing that you are particularly good at, or interested in

2

to find your niche

b

the group of people that you are creating or performing something for

3

audience

c

an online site or tool where you can share content

4

platform

d

text, videos or images online that provide information or entertainment

5

to navigate

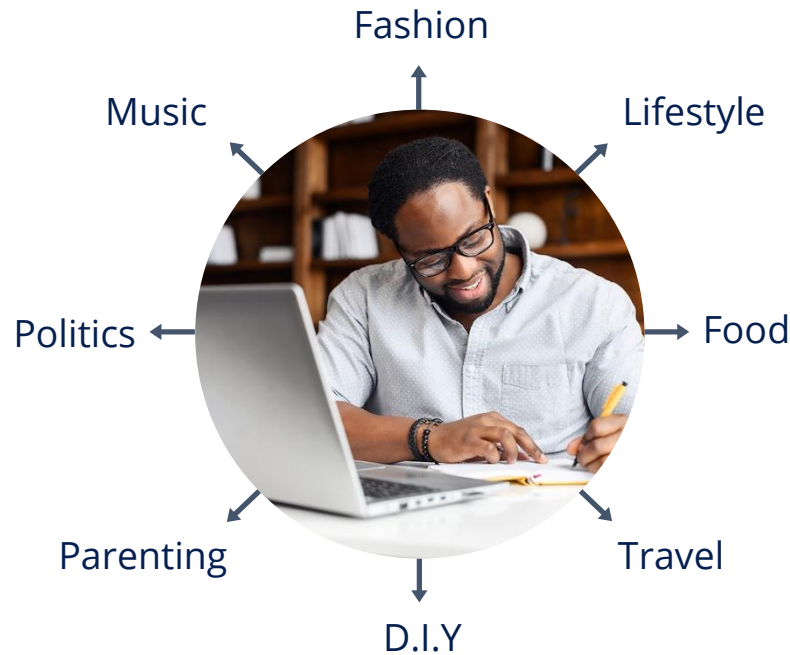
e

to find your way around



Brainstorm

1. **Brainstorm** some sub-topics related to these categories **in breakout rooms** or **as a class**.
2. **Discuss:** Which topics do you find **most interesting**?
3. (If using breakout rooms) Return to the group and **add** your ideas to the mind-map.





Get ready to write!

Complete the steps below to prepare for the final writing activity.



Choose one of the subtopics from slide 9 that you find interesting.

Make some notes about it to prepare for the short blog post you will write in the final activity.

Don't be afraid to get even more **specific** – what makes this topic so interesting? Is there a particular aspect that you would like to write about?

Writing activity

Write a **short text** based on **your notes** from slide 10.

Use the **prompts** below to help you. Your teacher will then give feedback on your text.

Imagine you are writing the **very first post** on your new blog. Introduce your future readers to the blog! Here are some ideas:

- Why are you writing it (and why now)?
- What is your personal relationship to the topic, or your area of expertise?
- What type of content will you be sharing?





End of the lesson

Idiom

Nothing to write home about...

Meaning: This phrase describes an experience that wasn't very good, or only average.

Example: Went to that new horror film the other night. It was ok, but nothing to write home about.



Additional practice



Complete the sentences

Fill in the **gaps** using vocabulary from the lesson.

- 1 What _____ do you need to use to host your blog?
- 2 Think about who you want to read your blog. What is your _____?
- 3 How can you do something different from what is already out there? You need to _____ your _____.
- 4 What _____ will go on your blog? Will it only be text, or will you include images and videos as well?
- 5 Is your blog easy to _____? People won't return if the website is hard to use.





Categorise

Categorise the items below.



- | | | |
|--|---------------------------------|---|
| 1
New parents | 2
Sustainable fashion | 3
Blogger |
| 4
Gluten-free restaurant tips | 5
Host websites | 6
Beginner coders |
| 7
Photographs of tourist sites | 8
Videos of recipes | 9
Gig dates for your local area |

Platform	Content	Audience	Niche
<div></div>	<div></div>	<div></div>	<div></div>

Discuss



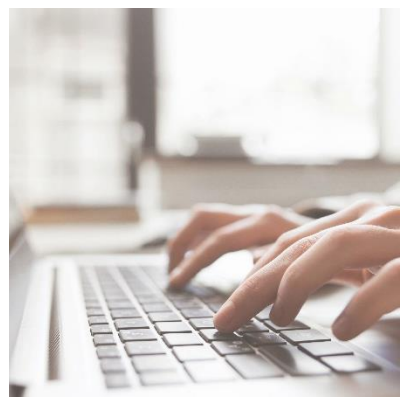
“

**You can learn more from blogs
than books**

Do you agree?

Is everything that
you read on a blog
correct?

Do blogs have more
information about a
wider range of
different topics?



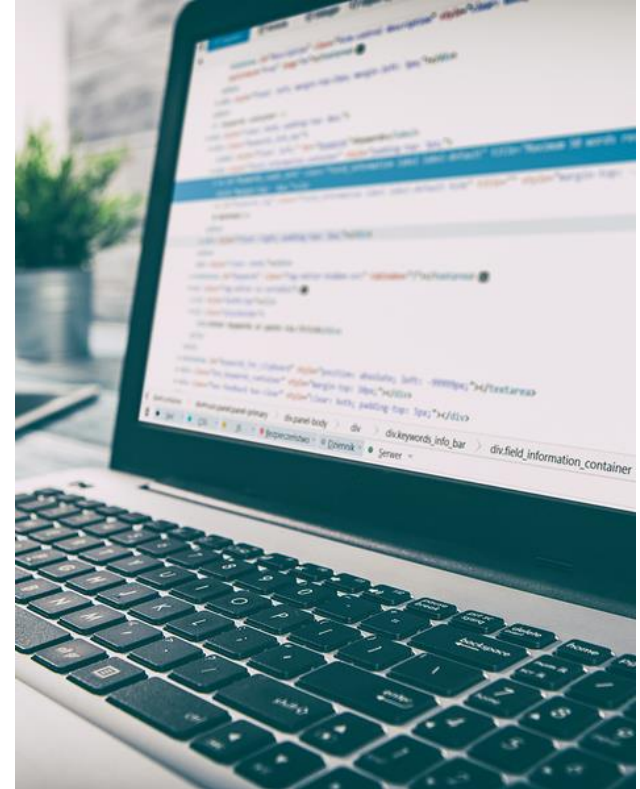


Discuss



What is SEO?

Why is good SEO important for a blog?





Discuss



Which of these blogs would you most like to read? Why? What would you expect to see?



Rail travel advice for Europe



Betting tips



Home improvement



Fitness



Answer key

P.8: 1. (d) 2. (a) 3. (b) 4. (c) 5. (e)

P.15: 1. platform 2. audience 3. find (your) niche 4. content 5. navigate



Summary

Blogs:

- The blog began as a kind of online diary, where individuals would share thoughts and opinions.
- There are blogs about every topic under the sun.
- Popular topics include fashion, food, travel, D.I.Y, parenting and politics.

Starting your own blog:

- When starting a blog, you need to find your niche.
- This means identifying the area that you know best.
- It is also important to that there is a specific audience for what you want to write about.

Attracting readers:

- You also need to think about how you can attract your readers.
- SEO is short for search engine optimization.
- SEO helps direct more people to your website through popular search engines.

Other things to consider:

- Have you chosen the right platform?
- Is your blog easy for its users to navigate?
- Have you promoted your blog using social media?



Vocabulary

blog

content

to find your niche

audience

platform

to navigate

every topic under the sun

