

WRITING GUIDE

Blog post and comment

Definition:

A blog is a regularly updated website typically run by an individual or a small group. The latest entry, called a **blog post**, is usually displayed at the top of the main page. A blog is a dynamic and interactive medium; it can be updated and it allows the visitor to communicate with the author by leaving a **blog comment** attached to each individual post.

Purpose:

The goal of many bloggers is to provide their readers with information, to open discussions or share opinions, emotions and experiences. Many institutions and businesses also use blogs to promote their activities and products.

Structure and layout:

- (1) User name, publishing date
- (2) Blog posts require a (captivating) title because for most readers the decision as to whether to read the rest of your post rests upon these few first words.
- (3) Introduction:
blog comment: refer to what has been said in the post you are responding to
- (4) Main part:
2 or 3 main paragraphs
- (5) Conclusion:
Ask the reader to comment.

Style and register:

The language of a blog or blog comment can range from informal to rather formal, depending on the purpose and the audience. However, since a blog is a very open and flexible medium which is mostly used to express personal opinions and subjective views, it is **usually** written in an **informal** or conversational style.

Using the first-person "I", "**you**" and **direct questions** are strategies frequently used to engage the readers and invite them to leave a comment.

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PHRASE BANK

Introduction (blog post):

Did you know that ...?
Do you want to learn how to ...?
Why is it that ...?
Have you heard of ...?
I regularly find myself thinking/wondering ...
I came across ... recently and couldn't believe ...
In this post I'll share ten ways to ...
This post will make you think about ...

Introduction (blog comment):

I have read your blog post and would like to share my opinion with you.
I have just read about and have to tell you that ...
I stumbled across your blog only recently and ...
I would like to comment on ...
Having read your recent post, I was wondering ...

Main part:

On the one hand..., on the other hand
As you can imagine ...
Don't get me wrong, but ...
As I see it, ...
I wholeheartedly support/ agree with/disagree with your view on ... because ...
As far as ... is concerned, I feel that ...
It strikes me that ...
If you ask me, I think that ...
Something you might want to consider is ...
This is why you ...

Conclusion (blog post):

What's it like in your country/at your school/in your family ...?
What would you do/suggest?
What's your opinion on that?
Shouldn't we ..?
Do you have any experience with?
Aren't you worried about this too?
What do you say?
Share in the comments!

Conclusion (blog comment):

Thanks for getting everyone to think about this important topic.
Keep on writing ...

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Sample blog task

RecommendedReading.com is a blog that informs its readers of newly published books, interesting magazines and reading in general. The most recent post tackles the subject of e-books:

Angela Wilson
2 June, 3:32 pm

Paper books – a thing of the past?

It's really amazing how many people have started reading e-books recently. Even my dad – who doesn't think I need a smartphone – has decided to get one. Now he's considering getting rid of his book collection because it takes up too much space. In its place, my parents say they could put a big modern wall-mounted television.

I'm not sure whether I like the idea. OK, with a Kindle, you can take hundreds of books with you and even read them in the dark (without having to attach a reading lamp to your book). But somehow it makes me sad to think of all those old books going to waste or being recycled, possibly into toilet paper! I don't want them to disappear, but I'm afraid that's what's going to happen: by 2050, all print books will have been replaced by electronic devices.

Aren't you worried about this too?

You have decided to comment on this blog post. In your blog comment, you should:

- comment on Angela's post.
- analyse the effects new technologies might have on our reading habits.
- discuss if print books are necessary for our culture.

Write around 250 words.

Sample blog comment

Julius Oberheller
3 June, 10:14 am

I have read your blog post and would like to share my opinion with you.

I've always really enjoyed reading paper books and prefer them to e-books: I enjoy holding them in my hands, smelling and feeling them. I'm convinced that many others feel the same way, not least because print books are more convenient for your eyes.

Also, paper books existed long before computers and digital devices. It's true that new technologies influence our reading habits, making the amount of e-books published (or self-published) rise further. In my opinion, print books simply have too many important qualities that are deeply linked to our cultural traditions. Think of the social experience! With paper books, you can visit bookstores, meet with others to exchange books or get your favourite author sign a copy for you. I also like the fact that, on a well-thumbed print book, you can see how many times it's been read – it simply has a history a Kindle will never be able to have!

Yes, certainly, with an e-book, you can take a whole library on holiday with you. But are you going to read all those books? I sincerely doubt it. And think about it: paper books can't crash, and you don't need electricity or batteries to use them. So there really is no need to see print books as an endangered species.

Many more good reads for all of us!