

A **blog** (short for “Web log”), or a **Web log**, is an online journal that is updated frequently, sometimes even daily. It presents the most recently published content at the top of a Web site, followed, chronologically, by older content vertically down the page. An update, (also called an **entry** or a **post**) is usually quite short, perhaps just a few sentences, but sometimes it can be as long as several thousands of words. Readers can often respond to an entry online. People who write blogs are commonly called **bloggers**. Bloggers call themselves and their blogs the **blogosphere**.

Blogs are a great way to keep everyone in a family abreast of the latest family news without running up the phone bill – you can simply read back over important updates to find out the latest news. In addition, many blogs are being used to host photographs, and their chronological structure can be a great way to keep track of a baby's growth, a trip, or the process of planning a wedding.

An important aspect of blogs is that they feature the writing of the blogger as well as the **comments of readers**. When you visit a blog, you often find a comment link under the text of each blog posting. Clicking that link enables you to read comments from other people and submit your own. Not all bloggers choose to implement the comment feature, but if you want to develop a dialogue with your audience, comments are the best way to do so.

When writing a blog post always consider your **audience**. If you're writing for only close friends and family, you don't need to explain that Ana is your 10-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.

### **What makes a good blog post?**

At a minimum, a blog post should have a focused topic, be informative and engaging, and include some form of backed-up opinion. Posts should be provocative, yet respectful. Good blog posts often inspire readers to comment on the post.

### **Start and end with a bang (= in a very successful way):**

Just like a full-course meal, you should provide an appetizing introduction and a good ending. Use pertinent questions, some wordplay and a dash of controversy to influence readers to bookmark your blog.

### **Linkers:**

Conjunctions, relative pronouns and other linkers are some of the most important elements when writing entries. These idea connectors improve the flow of statements and make reading more interesting. Refrain from overusing them, though, or else your entry will look forced.

The concert, which will be held at the amphitheater, will be packed this coming weekend.

**-ing and -ed participle clauses also make reading more interesting:**

The answer suddenly came, making things easier for little Johnny Blue.

**Style:**

Blog **styles** usually fall somewhere on a continuum between traditional journalism and a personal diary. The style you use will depend on the audience you want to attract and on the kind of text that you are writing:

- **Personal Accounts** - Write about some of the recent events that happened to you. Apply some wordplay and the proper use of conjunctions, which improve the writing flow.
- **Short Stories** - Short story-type entries are enhanced versions of regular personal accounts. The scenes are lengthened and more descriptive. In addition, the use of appropriate adjectives is required to enhance a particular scenario or detail. You can also include dialogues to add some realism to your entry.
- **Essays/Articles** - Essays and articles require a more serious and less playful form of writing. Instead of focusing on your personal accounts, you will shift your emphasis to your thoughts, ideas and especially, your opinions. The flow of essays is impeccable, so you have to organize your thoughts well and insert conjunctions from time to time.

**Structure:**

**Date** - e.g. Published 1 December, 2014

**Title** - make it brief and catchy in such a way that it effectively attracts a visitors' attention and arouses their curiosity towards the subject matter. Using popular catch phrases and references is common practice ("To kill a dying bird") or you could highlight the keywords of the article (5000 Tigers Are Missing). Other examples: My rules on spending, 16 ways to get motivated, Resources for listening...

**Author** - introduced by the preposition "by...".

**Introductory paragraph** - start with an interesting sentence or question to make the reader want to continue reading.

**Body** - this is where the main composition of your blog post should be posted i.e. the facts, figures, your arguments, quotations etc. While quoting or referring to an article, video, campaign etc. on a website or a blog, it is a good practice to hyperlink the source of your information.

**Conclusion** - summarise everything. You can invite the reader to leave a comment.