

## Blog

### What is a blog?

A blog is a personal web page on which people record their thoughts and opinions. Each individual entry in a blog is called a 'post'. A blog can be kept by an individual or it can have many entrants, these are known as 'multi-author blogs (MABs)'. The form which this takes varies and often depends on the content and the target audience. Often blogs consist of a longer initial entry which is then followed by shorter response posts.

### Voice

Blogs can be written in either first or third person. This often depends on the purpose, publisher and intended audience for a piece. For example, major newspapers often have columnists who keep blogs on the newspaper webpage and these are more formal blogs.

Blogs often provide information about the author which allows the reader insight into their perspective and point of view. This information can help establish credibility and help make a connection with your audience. An author will usually use this information early on as it helps to influence the language choices and connect with the audience.

Tone is also an important element of persuasive blogs. Tone is the author's attitude or opinion towards a topic. This is usually conveyed through the choice of words and details which an author uses. This can also be used as a persuasive device and to appeal to the audience.

### Language & Grammar

Blogs can be either formal or informal depending on the audience, publisher and purpose. As a blog is a personal web page where an individual's thoughts are recorded first person is usually used. Given this, it is possible to use some colloquial language (informal language which is not rude but wouldn't be found in a more formal piece).

If commenting on or stating a point of view it is important that persuasive devices are used to help convince and position your audience. Whilst it is important to vary the devices you use, it is also important to consider the needs of your audience and what will appeal to them as well as the sort of devices your author may use.

### Structure and Organisation

Introduction	<ul style="list-style-type: none"><li>• This can include a greeting to the audience and an introduction of the author</li><li>• If this is an on-going blog it may include reference to previous discussions stated as a link into the current topic</li></ul>
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	<ul style="list-style-type: none"> <li>• Has a clear statement of contention</li> <li>• Outlines broadly some of the points which will be explored and sets the direction and tone of the piece</li> <li>• Provides key contextualising and background information on the topic or issue</li> <li>• Provides some sort of hook to draw the reader in</li> </ul>
Body paragraphs	<ul style="list-style-type: none"> <li>• These paragraphs support, build on and expand arguments which supports the main contention</li> <li>• Has a single idea per paragraph</li> <li>• Provides examples, evidence and devices which help position the audience to accept and agree with the argument put forward</li> </ul>
Conclusion	<ul style="list-style-type: none"> <li>• Sums up the main points and arguments made in the speech</li> <li>• Restates the contention</li> <li>• Finishes with a strong idea or point made to leave a lasting impact on the audience and convince of your perspective. This could be in the form of a quote or a call to action.</li> <li>• If this is a regular blog, it could include a sign off or a mention of what the next entry will include</li> </ul>

*Exemplar Years 7 – 9*

*Exemplar Years 10 – 12*