



Blogging

Key learning:

- To identify the purpose of writing a blog.
- To identify the features of a successful blog.
- To plan the theme and content for a blog.
- To understand how to write a blog and a blog post.
- To consider the effect upon the audience of changing the visual properties of the blog.
- To understand how to contribute to an existing blog.
- To understand how and why blog posts are approved by the teacher.
- To understand the importance of commenting on blogs.

What can a blog be about?

A blog can be written about any subject. You could write a blog about school such as information about the subject you are studying. Alternatively, you could write a blog about your favourite team or movie.

Key Resources

purple
mash



2Blog



2Connect

Key questions

- What is a blog?
- What can a blog be about?
- How are the audience involved in a blog?



Key Vocabulary

Approval

The act of acknowledging something is appropriate.

Archive

In this case, where older blog or vlog posts are stored.

Blog

A regularly updated website or web page, typically one run by an individual or small group, that is written in an informal or conversational style.

Collaborate

Work jointly on an activity or project.

Blog post

A piece of writing or other item of content published on a blog.

Vlog

A personal website or social media account where a person regularly posts short videos.

Commenting

To express an opinion or reaction in speech or writing.