**How to write a blog entry**



https://api.openverse.engineering/v1/images/b89f4a2f-631b-4b0b-bd70-fcc11513e562/thumb/

 Source of the picture: https://pixabay.com/photos/startup-start-up-notebooks-creative-593324/

**Topics:**

* Culture, different generations, education, entertainment, environment, fashion, food, growing up, hobbies, music, news, parents, politics, religion, sports, stereotypes, study, travel,…
* Different purposes: e.g. informing, complaining, persuading your followers, sharing experiences, …

**Structure:**

Title:

* Catchy“ title to attract the readers’ interest (for example numbers: “four ways to…“; “The ten most important reasons for…“ or provocative questions: “Do you really believe in…?“)
* Your name, the publishing date.

Introduction:

* Try to attract the readers’ interest, for example with an intriguing opening sentence, an initial paradox, a controversy, an anecdote, an amusing story, provocative questions, …
* Make clear why your issue is important, focusing on the purpose your blog entry should serve.

Main body:

* It should capture and maintain the readers’ interests.
* It should contain a clear position and perspective and be supported by credible evidence:
	+ Give well-founded arguments and convincing reasons.
	+ Give examples and refer to important facts to back up your arguments.
	+ Refer to counterarguments and show that you can refute them.
	+ Make sure you convey your opinion in a convincing way.
* It should contain complete thoughts which the reader can follow easily.
* The text should be structured and divided into clear paragraphs with an organized logic (between paragraphs and within paragraphs)

Conclusion, salutation and CTA (call to action)

* Sum up your position and your main arguments. Do not, however, use the same phrases again.
* You can also give an outlook for the future, call your readers to action, or invite them to comment on your ideas, for example: *Follow me. // Sign up. // Subscribe. // Learn more. // Join us. //…; I‘d be quite interested in your opinion on the issue, post your comment!*

**Language:**

* Formal, semi-formal or informal, depending on the purpose and audience.
* The tone (humoristic, sarcastic, etc.) depends on your audience and purpose.
* In informal blog entries use the first person to address your readers personally.
* Write clear sentences. Use linking words, but be careful with lengthy sentences:

Unlike German, English tends to use shorter sentences.

* Follow a clear and logical structure and use paragraphs.
* Use vocabulary that is appropriate for your target group and purpose.
* Do not be rude or offensive
* Do not use slang or confusing abbreviations

**Sources:**

* **Bildungsserver Berlin-Brandenburg (2018):**

*Materialien zum selbstständigen standardorientierten Lernen in der gymnasialen Oberstufe im Fach Englisch – Text production:*

<https://bildungsserver.berlin-brandenburg.de/fileadmin/bbb/unterricht/unterrichtsentwicklung/Individualisierung_des_Lernens/text_production_sek_II_web.pdf>

* **Bildungsserver Hamburg / Bildungsserver Niedersachsen / Uni Leipzig:**

*Hinweise für Schülerinnen und Schüler sowie Lehrkräfte zur Textsorte blog im schulischen Kontext im Aufgabenteil Sprachmittlung:*

<https://www.hamburg.de/contentblob/4410374/fc04a48e0d469194c9fcca20220289e6/data/musteraufgabe-5-hinweis.pdf>

<http://www.nibis.de/nli1/gohrgs/13_zentralabitur/zentralabitur_2016/20141017MusteraufgabenEN.pdf>

<https://www.philol.uni-leipzig.de/fileadmin/Fakult%C3%A4t_Philo/Anglistik/Abteilungen/Fachdidaktik/Dokumente/2014_10_Englisch_Muster.pdf>

* **Cornelsen:**

*Context (2022): S.300ff.*

* **Hamilton College**:

<https://www.hamilton.edu/academics/centers/writing/writing-resources/writing-academic-blogs>

* **Österreichischer Bundesverlag Schulbuch GmbH & Co. KG**:

*Prime Time 5 + Prime Time 6 (2017): Beiblatt.*