

How to write a blog

1. Definition – What is a blog?

= a type of online diary that can be read by internet users all over the world.
It offers a way to say what you think and comment on other people's opinions.

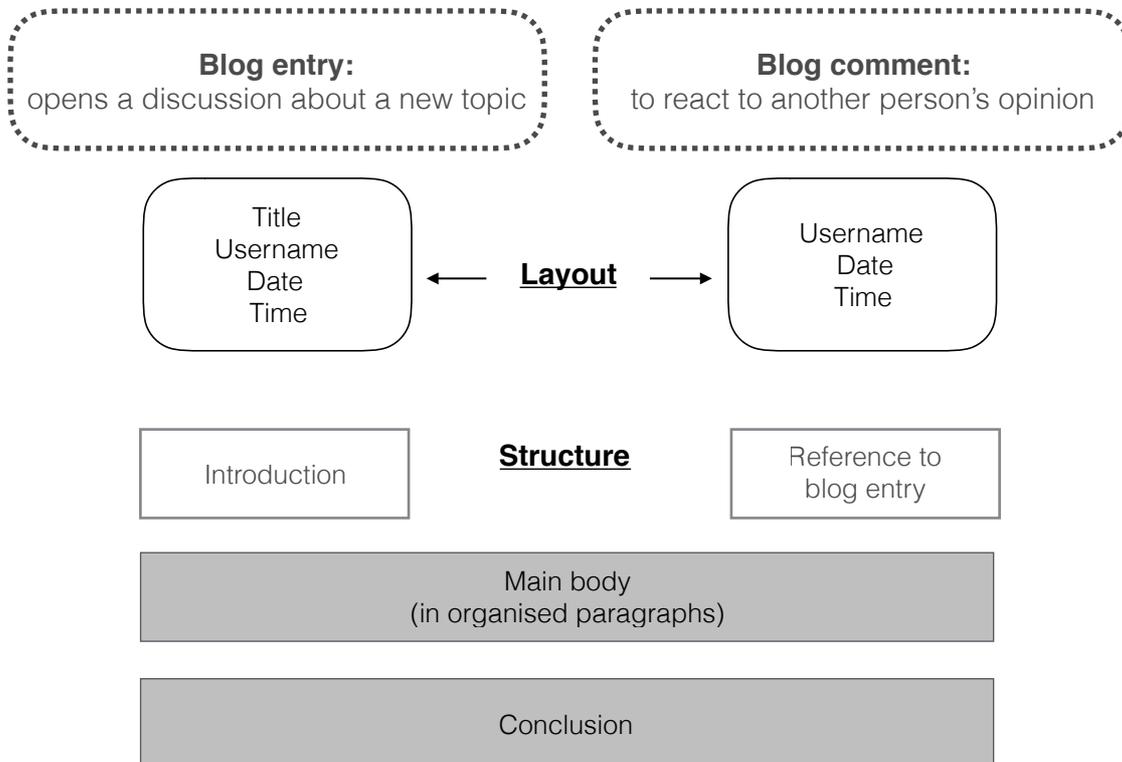
2. Function – What is it for?



3. Addressee – Who is it for?



4. Types of blogs



4.1. Blog entry

= to tell about something fascinating, e.g. a new idea, travel experience, an extraordinary hobby, a topic that you would like to discuss with others.

- Share information, surprising facts or something extraordinary
- Especially the first paragraph should arouse interest (= Interesse erwecken)
- Refer to the readers and speak to them directly (use personal pronouns!)
- Encourage (= ermutigen) the readers to write a comment
- Title of your blog entry should
 - grab the attention (= Aufmerksamkeit erregen) of the reader
 - be funny, interesting, informative and controversial
 - (consist of nouns in order to be more easily found on the internet)

4.2. Blog comment

- In the first paragraph, refer to the blog that you are commenting on
- Express your own opinion or experiences
- Be original and witty
- Interact with the author of the blog and other readers (make references to what has been said before)

5. Language – How is it written?

personal

by using **personal pronouns**
e.g. *I, you, us, we etc.*

informal

contractions allowed
e.g. *I'm, can't etc.*

interactive elements

direct references to the reader

- *Have you ever wondered/thought about...?*
- *... don't you think so?*
- *..., right?*
- *..., isn't it?*