



Blogging

Key Resources

purple
mash



2Blog



2Connect



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.

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.

Blog post

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

Collaborate

Work jointly on an activity or project.

Commenting

To express an opinion or reaction in speech or writing.

Vlog

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