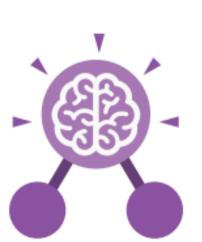




# **Blogging**





## **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.

## **Key questions**

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

# **Key Vocabulary**

#### Archive

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

#### Collaborate

Work jointly on an activity or project.

#### Vlog

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

#### 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.

#### Commenting

To express an opinion or reaction in speech or writing.

# Approval

The act of acknowledging something is appropriate.

### **Blog post**

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