

## Unit: 6.4 Blogging

### Key Learning

- To identify the purpose of writing a blog and its key features.
- To plan the theme and content for a blog and write the content.
- To consider the effect upon the audience of changing the visual properties of the blog.
- To understand the importance of regularly updating the content of a 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 Resources

**purple  
mash**



2Blog



2Connect

### Key Questions

#### What is a blog?

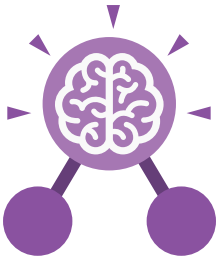
A blog is a website or webpage that is regularly updated by the author. A blog also allows the reader to post comments or opinion based on what is written.

#### 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.

#### How are the audience involved in a blog?

A key feature of blogs is that the audience can leave a comment or opinion about what they have read on the blog.



## Unit: 6.4

### Blogging

#### Key Vocabulary

##### Audience

In this case the readership of the blog.

##### Blog page

A webpage onto which blog posts are hosted.

##### Collaborative

Produced by or involving two or more parties working together.

##### 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.

##### Icon

A symbol or graphic representation on a screen.