

Writing guide

Below you'll find information on the text types blog comment and blog post. You'll also find a few sample tasks on the topics "Hobbies", "Fifteen minutes of fame" and "Music".

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Writing Guide

A blog

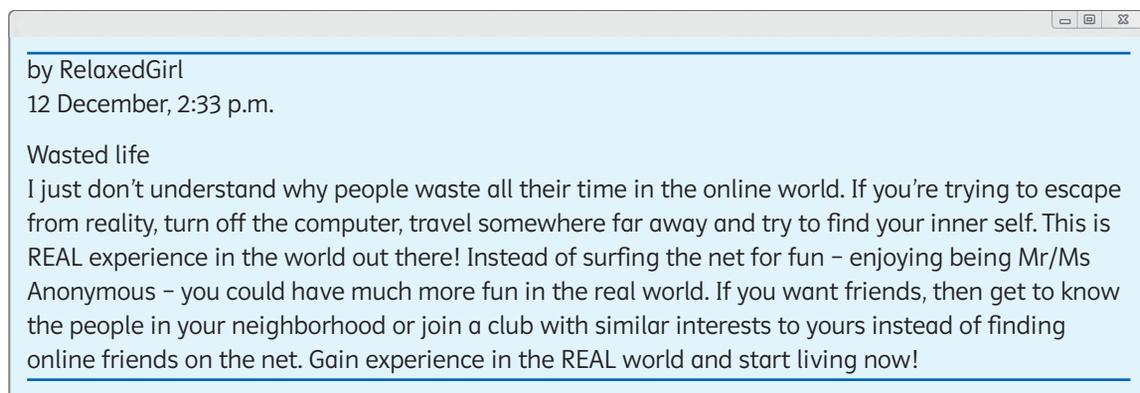
Useful tips

- ✓ **Two types of blogs** A **blog** is a site on the world wide web on which discrete entries (= **blog posts**) are published. Most blogs allow their readers to interactively participate in discussions by commenting on earlier entries (= **blog comment**)
- ✓ **Form** A blog is a very open and flexible medium, mostly used to express personal opinions and subjective views.
- ✓ **Topics** Be prepared to write about topics such as culture, entertainment, growing up, study, education/parents, different generations, fashion, music, news, politics, travel, food and cooking, environment, sports, first experiences, stereotypes, religion, cultural differences, false facts, etc.
- ✓ **Title** Give your blog post an appropriate title. You don't need to use a title for a blog comment.
- ✓ **Layout and structure** When writing a blog comment, write about what has been said in the post you are answering to. If necessary, include facts, figures and opinions of others to support your point of view.
When writing a blog post make sure to provide information on your (user) name, the publishing date and give it a title referring to the topic of the text.
Pay attention to structure (introduction, main body, ending or salutation line).
- ✓ **Paragraphs** Use paragraphs for each idea. Cohesion and coherence are of major importance.
Note: Cohesion deals with sentence unity whereas coherence concerns text unity.
- ✓ **Language** The language of your text should be informal, semi-formal or formal depending on the purpose and your audience. In informal blog posts use the first person to address your readers personally and to make them interested.
- ✓ **Tone** The tone (humoristic, sarcastic, etc.) depends on your audience and the purpose of your text.
- ✓ **While writing keep in mind** Who is the target audience? What is the blog's purpose? Is it to inform, complain, persuade, share experience or create community?

a) A blog comment

Example question

My-Social-life.com is an online platform where people discuss their ideas about the individual in society. This is what a 17-year-old American student writes:



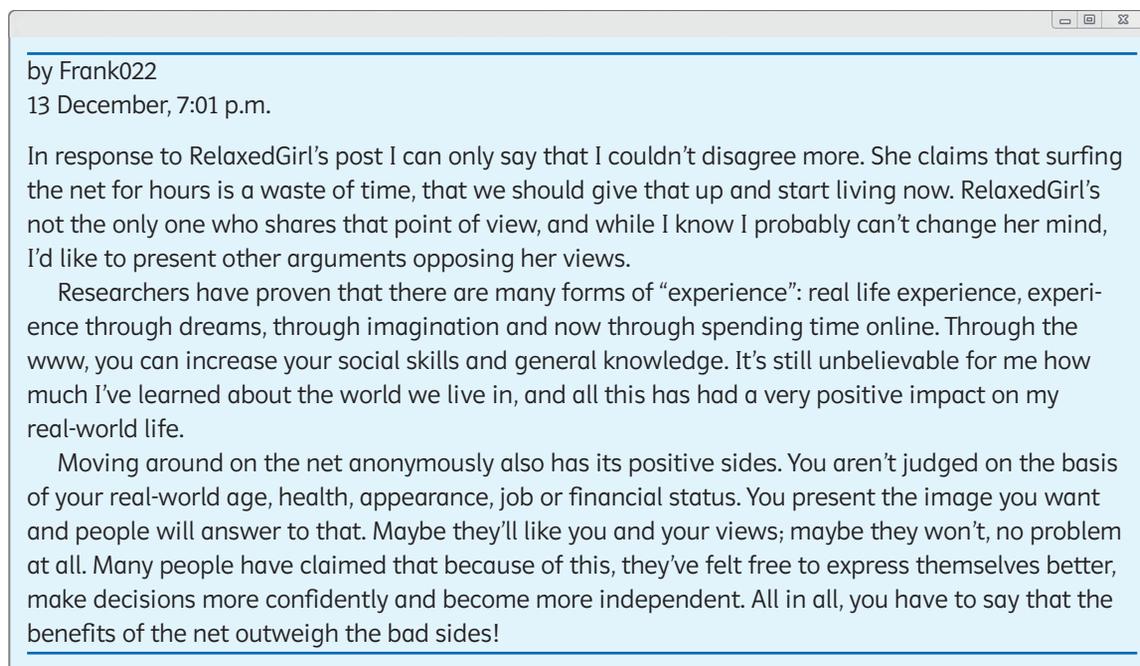
A screenshot of a browser window showing a blog comment. The comment is by 'RelaxedGirl' and is dated '12 December, 2:33 p.m.'. The text of the comment reads: 'Wasted life I just don't understand why people waste all their time in the online world. If you're trying to escape from reality, turn off the computer, travel somewhere far away and try to find your inner self. This is REAL experience in the world out there! Instead of surfing the net for fun - enjoying being Mr/Ms Anonymous - you could have much more fun in the real world. If you want friends, then get to know the people in your neighborhood or join a club with similar interests to yours instead of finding online friends on the net. Gain experience in the REAL world and start living now!'

You have decided to comment on this blog post. In your **blog comment** you should:

- state your opinion on RelaxedGirl's blog post
- explain why surfing the net is another form of experience for you
- discuss the advantages of anonymity on the net

Write around **200 words**.

Example answer



A screenshot of a browser window showing a blog comment. The comment is by 'Frank022' and is dated '13 December, 7:01 p.m.'. The text of the comment reads: 'In response to RelaxedGirl's post I can only say that I couldn't disagree more. She claims that surfing the net for hours is a waste of time, that we should give that up and start living now. RelaxedGirl's not the only one who shares that point of view, and while I know I probably can't change her mind, I'd like to present other arguments opposing her views. Researchers have proven that there are many forms of "experience": real life experience, experience through dreams, through imagination and now through spending time online. Through the www, you can increase your social skills and general knowledge. It's still unbelievable for me how much I've learned about the world we live in, and all this has had a very positive impact on my real-world life. Moving around on the net anonymously also has its positive sides. You aren't judged on the basis of your real-world age, health, appearance, job or financial status. You present the image you want and people will answer to that. Maybe they'll like you and your views; maybe they won't, no problem at all. Many people have claimed that because of this, they've felt free to express themselves better, make decisions more confidently and become more independent. All in all, you have to say that the benefits of the net outweigh the bad sides!'

b) A blog post

Example question

It is often said that travel broadens the mind, but should young people spend a period of time travelling before settling down to work or study? You have decided to write a post on SEE-THE-WORLD, a travel blog for young people.

In your **blog post** you should:

- describe negative aspects of travelling
- discuss the importance of travelling
- state your opinion on seeing the world

Give your blog post a **title**. Write around **200 words**.

Example answer

by B.Traveller

4 November, 3:44 p.m.

See the world?

People sometimes believe that they haven't really had a proper holiday unless they have spent it somewhere far away – in Thailand, Bali or other remote places. Although you can generally profit from visiting new countries, there are also some negative things you should think of.

First of all, you may find that the food is disgusting and yucky. If you don't know the language, you may find local people unfriendly, impolite and strange. Of course, trips abroad cost a lot as well. And, if you try to travel cheaply, like hitchhiking, you might find yourself in dangerous situations.

However, the benefits of travelling outweigh the negative sides. You can experience new cultures and have a break from everyday life. This can be absolutely relaxing and broadens your horizon, as you can see many unusual places. The memories will stay with you all your life. Making friends with people from all over the world is great!

Despite the fact that they are not all positive, the experiences you have while travelling will help you become more mature. In my opinion, seeing the world before you settle down is therefore absolutely necessary.

Sample task: Hobbies

Writing: A blog comment on doing charity work

You have read the following blog post by a person who is against doing charity work.

by Aries67

7 November, 10:13 p.m.

I don't understand why people spend their time helping others without being paid. If you deliver a service, you should get paid. That's it. There is no need for anyone to give up their spare time. In the end these people just do this for themselves because they want to feel good. So they don't really work for others, they just want to show how good they are, and they also take away other people's jobs.

You have decided to comment on this blog post. In your **blog comment** you should:

- outline your opinion on the topic
- explain why it makes sense/does not make sense to do something that you are not paid for
- describe one voluntary activity you would do

Write around **200 words**.

Sample task: Fifteen minutes of fame

A blog comment on a TV show

A viewer of “The Baby Borrowers” strongly disagrees with the concept of the show. She expresses her opinion on a blog that you follow.

by Joan
8 April, 5:41 p.m.

I think “The Baby Borrowers” is an irresponsible show that puts the well-being of helpless babies at risk. Many studies have shown that babies and toddlers suffer when they are separated from their parents for a long time and are left with people whom they do not love or even know. Shame on television for using children, all in the name of entertainment and ratings.

You have decided to comment on this blog post. In your **blog comment** you should:

- explain why you would/wouldn't watch the show
- discuss why you would/wouldn't take part
- give your own opinion on docusoaps

Write around **200 words**.

Sample task: Music

File-sharing or “stealing”?

You are a young musician who uses different platforms to get famous. You have read the following blog post on a music blog.

by Freddie.Heart2001
7 September, 9:01 p.m.

I think file-sharing and stealing are two different things. If I e-mail you a copy of the new Madonna album, then nobody has less stuff than before I sent you the e-mail. By contrast, if I break into Madonna's house, take her shoes, and then give the shoes to you, the result is that Madonna has fewer shoes than she had before.

You have decided to comment on this blog post. In your **blog comment** you should:

- describe your own opinion
- outline your own experience as a musician
- suggest fair download services on the internet

Write around **200 words**.

Beilageblatt zu: Prime Time 5. Coursebook, Schülerbuch mit Audio-CD (978-3-209-06705-0)

Prime Time 6. Coursebook plus Semester Self-checks, Schülerbuch mit Audio-CD/DVD
(978-3-209-09805-4)



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