

Text type: Blog (entry): blogs are mainly discussion or informational journals published on the World Wide Web; they are updated frequently and everybody can contribute to them by posting an entry, commenting on previous entries, ...

Function: to express one's own opinion/thoughts on a topic, a newspaper article, a book, film, TV show, ...		
STRUCTURE	LANGUAGE	TO BE AVOIDED
<p>Depends largely on the input text and the task; but the text should</p> <ul style="list-style-type: none"> • be written with a specific audience in mind • be informative and clear in language and content • contain complete thoughts which the reader can follow easily • be structured and divided into clear paragraphs with a topic sentence in each paragraph • begin with the most important thought or idea the blogger wants to present his audience • capture and maintain the readers' interest and attention throughout the entry • end with a conclusion that invites further comments or reactions from other bloggers 	<p>The aim is to write a clear and comprehensible text which is interesting and conversational</p> <p>Dos:</p> <ul style="list-style-type: none"> • Use first and second person pronouns ("I, you") to make the entry personal • Use conjunctions to improve the flow of statements and make reading more interesting • Use vivid words, expressions, modifiers (and images) <p>Register: varies depending on the input text and the task ; frequently informal/colloquial</p>	<p>Do not</p> <ul style="list-style-type: none"> • be rude or offensive • use swear words • post texts which are unkind or uncomplimentary; be especially careful with topics like sex, age, race, religion, nationality • use jargon or confusing abbreviations • bend grammar and/or punctuation rules so that the entry is insulting or hard to follow • switch tenses without good reason • overload the text with complex structures; clauses involving participles with their own subject¹ and non-defining relative clauses, for example should be used sparingly • waffle • copy from the input text or include lengthy and unnecessary quotes (plagiarise)

¹ e.g. "The weather being rather wet, we decided to stay at home." It might be better to write "We decided to stay at home because the weather was wet."