BLOG WRITING

A blog is a type of website where individuals or groups—known as *bloggers*—regularly publish written content, often in the form of articles—or *posts*—in a casual and conversational style. Blogs typically focus on specific topics, interests, or specialty subjects and serve various purposes, including personal expression, information sharing, commentary, education, and entertainment. Blogs are *multimodal* texts, combining different modes of digital communication (such as written, visual, audio, and spatial modes) to convey their message effectively.

Blog Conventions. Some of the key conventions and characteristics of blogs include the following:

Written Text

The primary mode in a blog is written text. Bloggers use different language features to engage the audience as well as to create a distinct personal voice and tone to share their thoughts, experiences, and opinions. The written content is most often organized into paragraphs, headings, and subheadings to increase readability.

Visual Elements

Blogs often include visual elements such as images, photographs, infographics, charts, graphs, and illustrations. These visuals illustrate the written content, break up text, and make the post more visually appealing and informative.

Layout & Design

The spatial mode of a blog comes into play through its layout and design. The arrangement of text, images, and other elements on the page affects how readers navigate and engage the content.

Embedded Media

Blogs can include multimedia elements like embedded videos, audio clips, or interactive content. This multimedia expands the reader's experience by providing different perspectives, explanations, or demonstrations.

Hyperlinks

Hyperlinks are a form of interactivity within a blog post. They allow readers to access additional information, related articles, sources, or external websites. Hyperlinks add depth to the content and provide opportunities for further exploration.

Adapted from:
Daydream Designs. (n.d.) Create a multimodal blog English worksheet in Black White Modern Style. Canva. https://www.canva.com/design/DAGi8pZ-B0Q/HYtVUgD6y7rQkPbAya-qeg/edit?ui=eyJBIjp7fX0*)*