

Blog post

Share an idea or experience with online readers

COMMON FORMS

Personal blog, class blog, project reflection

TEXT SHAPE

Title or hook → context → developed point or experience → closing thought or reader invitation

FEATURES AND LANGUAGE

First person where useful; conversational links; direct address; specific detail; headings or image captions where useful

PLAN AND TEACH IT

Keep a recognisable voice, but develop the point beyond a diary entry. Give readers enough context to follow without being present.

tone and register

Conversational and audience-aware; formality depends on topic, platform and reader expectations.

LINKED CLASSROOM ACTIVITIES

Try: Change the Audience · Draft from Talk · Explain One Graph Point

A MODEL TO NOTICE

Bring a short example. Ask who it is for, what it is trying to do and which feature helps it work. Compare it with a less effective draft.

QUICK CHECKLIST

- ☐ The opening makes the purpose clear: Share an idea or experience with online readers.
- ☐ Each part has a clear place and moves the reader towards the purpose.
- ☐ The language features, tone and level of formality fit the reader and situation.

A QUICK CLASSROOM ROUTINE

- 1 NOTICE** Read a model for purpose, shape and audience.
- 2 REHEARSE** Practise a useful sentence or language feature aloud.
- 3 WRITE** Plan, draft and use the guide as a checklist.
- 4 REVIEW** Ask a partner whether the text does its job; revise one feature.
Keep the subject thinking ambitious. Make the language visible, practise it, then fade the support.