

## Defining characteristics of a blog

So what do all blogs have in common? Perhaps the only uniting feature is that they are streams of posts that are logged into digital archives, easily retrievable for anyone looking for anything on any topic. (Remember after all, the term 'blog' comes from 'weblog' - like a log book kept online). Blogs are usually written in the first person, because they are the thoughts and expressions of the authors themselves. Blogs are often described as a written monologue. It's more informal and direct: if you write a blog, it's because you want to get in touch with the outside world and so you use the most immediate means you can.



The following MAY be used:

- Personal anecdote - This may offer the audience a little wisdom on a particular topic gained from personal experience.
- Newsworthiness - Blogs often refer to people or events, which many people may find relevant.
- Facts/statistics - Blogs often reiterate a fact or statistic that was recently reported in the news.
- Personal opinion - These are usually statements that critique, praise or comment on something or someone.
- 'How to' guidance - Blogs can be instructional, offering their audience a kind of step-by-step approach on a particular project.
- Call to action - Bloggers may ask their audience to sign a petition, retweet a tweet or forward a message.
- Review - In response to a book, film or performance, blogs often offer an analysis or opinion.
- Humor - Blogs may have a humorous undertone.
- Description - Bloggers may describe a product, event or phenomenon.

## What features should I include in my blog?

- Be sure to title the blog as a whole
- Possibly identify its "concerns" with a tagline or slogan
- Include a clever headline for the particular entry
- Include a date (as a blog is, at heart, a chronological log)
- Identify in your text some words and phrases hyperlink to outside resources (and underline these...and mention this underlining in the rationale or footnotes)
- If appropriate, refer to a past blog entry (or the next one) to give a stronger sense of the blog as an ongoing discussion.
- Respond to the blog in the comments section. This gives you the opportunity to adopt different voices and a chance to create different personae.

