# Blog posts 4 & 5: Writing

In Blog posts 4 and 5, you'll be writing about topics from your field of study that are useful for you. The target length of each blog (i.e., 4 and 5) is approximately 400 words. In other words, the combined total (of Blogs 4 and 5) is approximately 800 words. You'll receive teacher feedback on Blog post 4 and Blog post 5 will be graded (15 points maximum). For the **grading criteria**, click here.

For writing each blog, follow this process …

## 1. Make a plan

Nothing kills a blog post more than a writer with no enthusiasm. What to write about?
Choose a topic that interests you. Here are a few ideas to help you get started with finding a topic for your blog post

- Write about a topic related to your studies that is useful for you
- Write about an idea from your field of study that has either influenced you or has been of practical use
- Write a text that interacts with an artifact you have produced (in this case, include an image of the artifact)
- Write about one of your projects, where you share your learning experiences
- Write a visual analysis of an object (whether yours or someone else's)
- Write a review of a recent art exhibition you visited
- Reflect on your artistic process and explain how you overcome problems, such as creative block
- Argue a position on a controversial topic related to your field of study

Once you've got your topic, *make a rough outline*. It doesn't need to be lengthy or detailed. An outline will help you to stay on-topic and make a clear point instead of rambling. The following steps will help you draw up your rough outline.

**Describe your target audience.** Who are the likely readers of your blog? What is their level of expertise, age, and other demographics?  What are they looking for or what problem do they wish to solve and how will your blog post help with it? See the related materials:

Audience analysis

**Craft an effective title.** Draw readers in with an informative, catchy title. Some common features that appear in popular blog headlines include: asking a question (that the audience is genuinely interested in), being exact (using numbers, e.g., five common mistakes in …), or taking a "how to" angle. See the related instructional materials:

7 surefire ways to write blog headlines

**Draft an outline using a writing organizer.** The purpose of the outline is to ensure you know what you plan to cover in the post and what facts or materials you need for the post. A writing organizer will help you focus on the overall structure of the post. An organizer will also help you to decide what you need to research to be able to write the post. Use credible, reliable sources and make sure the facts are correct because you don't want to damage your credibility. Here are the materials related to writing organizers:

[Consider how to organize your writing](#) – provides an overview of eight writing organizers to help you organize the ideas for your blog post. After looking at the overview, select an organizer (linked below) and submit your filled pdf to MyCourses

[Descriptive – an informative report](#)

[Descriptive – a response to an object](#)

[Expository – explain a procedure](#)

[Expository – explain how or why something works](#)

[Narrative – tell a story](#)

[Narrative – recount an event](#)

[Persuasive – argue a position with explanations](#)

[Persuasive – argue for and against something](#)

Submit to **MyCourses > Blog posts 4 & 5 > Assignment 4.1**

## 2. Write a draft

Using your writing organizer, either write a full draft of your blog post in a single session or gradually work on parts of it. My recommendation would be to get as much done in one session as possible. Even if you work more effectively in short sessions, try to maximize the amount of writing you do in those sessions. The more times you have to revisit a draft, the more tempting it is to add a little here and there, and then after a while you notice that you're completely off-topic. Get as much done as you can in a single session even if you prefer to draft a blog post over a series of short sessions.

**Writing the introduction.** Note that it's generally easier to write introductions last instead of first. To hook your readers in the opening lines, you might try one of these techniques: *start with a quote, state a startling statistic or fun fact, narrate a brief personal story, ask a question, or set the scene*. Whatever technique you choose, it must be closely connected to the main point you want to make in the blog. Start by checking that your hook supports the idea in your title.

**Writing the body.** When writing the body of the post, consider using subheadings. Those will help readers be able to skim your content quickly. Another tip is to keep your paragraphs short (five to six lines) and *include links* to other sites. Adding links will build up your credibility.

**Writing the conclusion.** When you conclude, summarize what your post is about and *end with a question*. By ending with a question, more readers are likely to leave a comment. In other words, a final question will help to engage the audience.

## 3. Add images

Use images to enhance visually your post, improve its flow, and explain the topics. Visual stimulation helps readers stay engaged.

## 4. Edit your blog post

Read your post out loud to check its flow, ask a friend to read it and give feedback. You want to avoid repetition, keep sentences and paragraphs short, and omit text that is off topic. Run a spell checker and then publish your post. See the [reference material](#).

In short, editing isn't just about word choice, grammar, and punctuation. It's also about seeing the piece as a whole, i.e., that it has cohesion and coherence. That also includes delivering a focused message that is easy to follow and understand. In blog posts, writers tend to use short sentences as they are quicker to read. However, too many short sentences can create a choppy flow: you want the text to flow well. With web-based publishing, the rules for paragraphs have been bent a little, but still uphold unity. In other words, one paragraph contains a group of related sentences about a single idea. Before publishing your blog post, use this

**checklist** to help ensure that you've covered the organizational aspects of writing. Then, get a friend to read the draft of your blog post, make any necessary changes, and then publish your blog post.

## 5.  Publish your blog post for others to view and comment

## 6.  Comment the posts of two peers for both blogs 4 and 5

- Leave comments for two peers in the comments section of Blog posts 4 and 5 – for a total of four comments. Respond to the question your peer raises and comment on two points (one plus and one minus) from this **checklist.** Your comments should aim to contribute new information.
- Log your comments in the Blog Comments Tracker
- Submit your completed Blog Comments Tracker to **MyCourses > Blog posts 4 & 5 > Assignment 5.3**