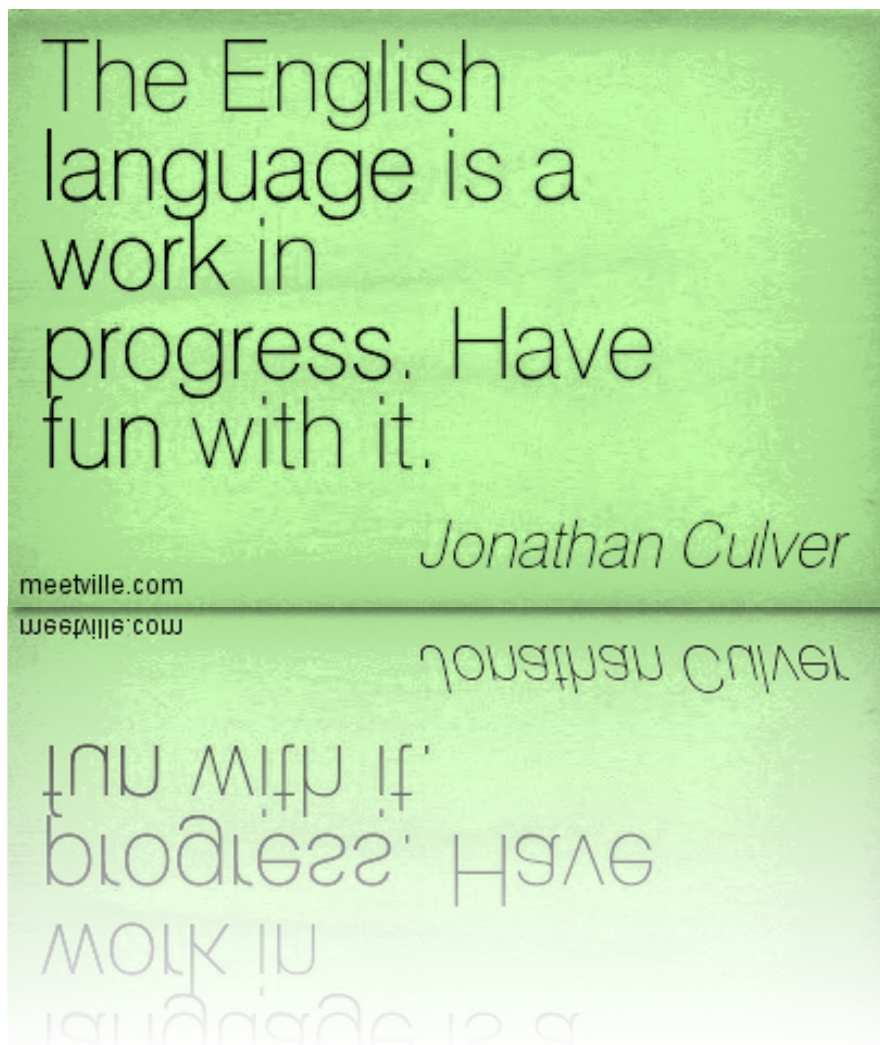


# MasterEnglish

## for Marketing & Communication

*BUILD YOUR BLOG - BOOST YOUR WRITING*



STUDY PLANNER				Periode 3
Resources: Reader 'Blogging' <a href="#">Nedercom</a> - Highfive			Marketing & Communicatie - MHBO	
Week	Writing	Speaking	Reading/ Listening	Vocabulary Grammar
<b>Week 6</b> 06-02-23	Task 1 create blog Write profile	Feedback on presentation		Voor Nedercom heb je tot aan de toetsweek, wk 16, de tijd.  Nedercom Highfive chapter 7
<b>Week 7</b> 13-02-23	Task 2. My first blog post + comment	Feedback on presentation	Read classmates' blogposts	
<b>Week 8</b> 20-02-23	28-02-2022/ 05-03-2022 Voorjaarsvakantie			
<b>Week 9</b> 27-02-23				
<b>Week 10</b> 06-03-23	Task 3. Write a conversation starter blog post + comment		Read classmates' blogposts	
<b>Week 11</b> 13-03-23				
<b>Week 12</b> 20-03-23	Task 4. Write your blogpost to the prompt + comment		Read classmates' blogposts	
<b>Week 13</b> 27-03-23				
<b>Week 14</b> 03-04-23 (7-3-23 - Good Friday)	Task 5. Writing a travel blogpost + comment		Read classmates' blogposts	
<b>Week 15</b> 10-04-23 10-04 2e Paasdag	<b>Put finishing touch to your blog</b>			
<b>Week 16</b> 17-04-23	Deadline portfolio: Blog with 4 articles Nedercom Highfive - Hoofdstuk 7			

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## What is a Blog?



### Definition | Meaning of blog:

A blog (a shortened version of "weblog") is **an online journal or informational website** displaying information in reverse chronological order, with the latest posts appearing first, at the top. It is a platform where a writer or a group of writers share their views on an individual subject.

Today, there are **more than [570 million blogs](#)**  on the web. The number of bloggers in the USA alone is set to reach **31.7 million** users by 2020.



## *INTRODUCTION - BLOGGING, WHAT IS IT GOOD FOR?*

In this assignment you are going to create and maintain your own English weblog or blog in order to boost your English writing skills.

What is a blog? Well, blogs allow you to refer to news you see on the Internet, link to that news, provide your own commentary, engage in a dialog with other visitors to your blog about the issues addressed or just to keep an online diary for yourself. By sharing your thoughts, your stories, your travel journeys or your business content with your readers, you'll just may discover you're a natural in publishing **your** passions **your** way.

**You may ask yourselves, why blog? Well, here are some advantages.**

- Blogging helps to improve your English writing skills.
- You can network with various people worldwide.
- Blogging makes you master a subject and increase your knowledge in different fields.
- Your photographic and video skills may improve.
- Blogs make it easy to connect with social media.
- Blogs may act as a portfolio for your career.
- Blogging is the ultimate way to market your brand.
- Blogging offers you flexible working hours.

*If you are thinking about studying abroad, then there are even more reasons to consider blogging.*

- It will help you share your stories with friends and family.
- You'll be able to preserve the small details of your own memories.
- It's a great way to connect with other travelers and locals.
- Use it as a place to reflect on your experience abroad and track the changes in yourself.
- There are some perks that bloggers enjoy like invites to exclusive events, freebies, and discounts in exchange for posts about your experience.
- You'll be creating a valuable resource and source of inspiration for future study abroad

### **Most popular blogs of 2021**

**Fashion Blogs - Travel Blogs - Food Blogs - Music Blogs - Lifestyle Blogs**  
**Fitness Blogs - DIY Blogs - Sports Blogs - Inspirational Blogs**

## CREATING A BLOG

### Task 1a. Getting started

If you already blog, you may use the blog you have already established. If you don't, then you can use either Blogger, WordPress, TypePad, or another blogging system. Go to <https://www.blogger.com/start>.

1. Click on "Create your blog now".
2. Fill out the form to create a Google account and submit (Note: if you already have a Google account such as a Gmail address, you can use that for your blog).
3. Choose a name and URL for your blog and submit.
4. Choose a template design and submit.
5. Blog has been created; you may now post immediately.

### Task 1b. Now make your profile.

Introduce yourself and write about who you are and what your hobbies and passions are. Once your blog is created, upload the URL onto MS Teams 'Notities' so your classmates can read your posts and respond to them.

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## MY FIRST BLOG POST

### Task 2a. Write your first blog post

The topic is entirely up to you. Choose a category: fashion, sports, lifestyle, health, etc. Make it **catchy** so that your classmates are tempted to read it and respond to it. Can you start this piece off with a good anecdote? Maybe a good statistic that is shocking? Just stick to the basic rules of blog writing:

**a catchy headline - introduction - body - conclusion - a call to action**  
**Add a powerful image**

A call to action is a respond button or a follow-up question such as "What do you think?" (The ideal length of a blogpost is between 300 and 600 words.)

### Task 2b. Write a comment

Write one or more comments on one of your classmates' posts.

#### Most popular blogs of 2021

[Fashion Blogs](#) - [Travel Blogs](#) - [Food Blogs](#) - [Music Blogs](#) - [Lifestyle Blogs](#)  
[Fitness Blogs](#) - [DIY Blogs](#) - [Sports Blogs](#) - [Inspirational Blogs](#)

## THE CONVERSATION STARTER/ SHARING YOUR OPINION

### Task 3a. Write a conversation starter blog post.

1. Introduce the conversation

Lead with a question, like, "What do you think about the ...." This can be done in just a sentence or two.

2. Share your perspective, ideally with a Story. Then you might share your point of view, such as, "I think we're doing okay, but not nearly as good as we could be, and here are a few reasons why."

Even better, you might tell a story about an experience you had related to that topic.

3. End With a Follow-Up Question

a follow-up question such as "What do you think?" That's it.

Keep it simple. The real magic will happen in the comments.

### Task 3b. Write a comment

Write one or more comments on one of your classmates' posts.

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## WRITING PROMPTS

What is a writing prompt? A writing prompt is a word or two, or a very short phrase, a starting point that sets your mind off on a journey that inspires creative energy. (Writing prompts zijn ideeën die je op weg helpen in je schrijfproces. De prompts geven je een eerste aanknopingspunt, zodat je van daaruit lekker door kunt schrijven.)

### Task 4a. Write your blogpost to the prompt.

Do some research before you start writing. Study the example below and ask yourself the 3 essential questions. Then make a draft.

The writing prompts that you can choose from are:

'Great Minds': write about someone you admire,

'A day in the life': write about your daily habits and routine.

'What is your best musical memory so far in life?'

'Where do you imagine that music will go in the future?'

#### Example

**To understand a Writing prompt, we may have to ask ourselves:**

1. What form of writing is the prompt asking for? Writing to persuade, to inform or to narrate? (overtuigende, informerende of verhalende schrijfstijl)
2. What ideas or arguments do you use?
3. What is the target audience? Who are your readers?

### Task 4b. Write another comment

Write one or more comments on your classmates' blogposts.



## TRAVEL BLOGPOSTS

### Task 5a. Writing a travel blogpost

Write a travel blog post. This can be a story about a trip you made or travel tips that you have in general; the contents are entirely up to you. It might as well be a virtual tour through one of your favourite cities.

Make it **catchy** so that your classmates are tempted to read it and respond to it.

Can you start this piece off with a good anecdote? Maybe a good statistic that is shocking? If none of the above, try a question?

Just stick to the basic rules of blog writing:

a catchy headline - introduction - body - conclusion - powerful image - a call to action  
the ideal length is between 300 and 600 words.

### Task 5b. Write another comment

Write one or more comments on your classmate's blogpost



*"I heard you say you have writer's block.  
Well, I'm here to unblock it."*

## CHECK OUT THE FOLLOWING BLOGGING VOCABULARY

- **post/article** - A single entry written by the blogger on a blog.
- **comment** - This is a written reaction by a reader of a blog to what was written in the blog entry by the author. Comments can often be found directly following the blog entry.
- **permalink** - Blogs are made up of many posts. The permalink is the unique URL of a single post on a blog. It is usually located at the bottom of the blog entry. It is used when someone wants to link specifically to a certain post they wish to refer to when they are writing about it. Think of it as the permanent identifier to a specific weblog post or article.
- **link** - A hypertext reference in a blog to another blog or other resource.
- **blog title** - This is the title or name of your blog.
- **post title** - This is the title of your blog article.
- **sidebar** - One or more columns along one or both sides of most blogs main page. They may contain profiles to the blogger, links to other blogs, categories, and other information.
- **blogroll** - A list of blogs, usually placed in the sidebar of a blog, that reads as a list of recommendations by the blogger of other blogs.
- **categories** - This is a method of organizing entries by assigning each entry to a predetermined topic. Each topic (category) will link to a list of entries, all with related content.
- **archives** - A collection of all your posts on one page that can be categorized by month, etc.
- **tags** - Keywords that are used to label similar posts.
- **SEO** - Search Engine Optimization; the process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine.
- **Influencer** - someone who has influence over others' buying decisions. In other words, it's someone who has the influence, the authority over or trust of, a certain group of people. In marketing parlance, an **influencer** is someone who causes others to make specific consumer decisions.
- **writing prompt** - is a word or two, or a very short phrase that sets your mind off on a journey that inspires you creative energy.
- **TL;DR**, short for "too long; didn't read", is Internet slang to say that some text being replied to has been ignored because of its length. ... Usually the author of a long **post** gives a **tl;dr**, a summary of the what the **post** about in a short paragraph or sentence. This can be put before the **post** begins, or **after**.
- **A lead magnet** - is a marketing term for a free item or service that is given away for the purpose of gathering contact details; for example, **lead magnets** can be trial subscriptions, samples, white papers, e-newsletters, and free consultations. Marketers use **lead magnets** to create sales leads.



## RESOURCES

<https://websitesetup.org/how-to-start-a-blog-guide/>

<https://www.blogger.com/about/?bpli=1>

<https://capaworld.capa.org/15-tips-for-writing-an-awesome-study-abroad-blog>

<https://www.blogtyrant.com/is-english-the-best-language-for-your-blog/>

<https://salestechniquesllc.com/traffic-generating-headlines-and-blog-titles/>

<https://www.incomediary.com/biggest-blogging-benefits/>



The Top 15 Best Blogging Platforms