


Key Learning

- To identify the purpose of writing a blog and its key features.
- To plan the theme and content for a blog and write the content.
- To consider the effect upon the audience of changing the visual properties of the blog.
- To understand the importance of regularly updating the content of a blog.
- To understand how to contribute to an existing blog.
- To understand how and why blog posts are approved by the teacher.

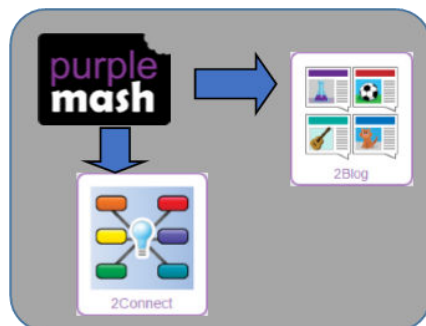
Key Vocabulary

- Audience** – In this case the readership of the blog.
- Blog** - A regularly updated website or web page, typically one run by an individual or small group, that is written in an informal or conversational style.
- Blog page** – A webpage onto which blog posts are hosted.
- Blog post** - A piece of writing or other item of content published on a blog.
- Collaborative** - Produced by or involving two or more parties working together.
- Icon** - A symbol or graphic representation on a screen.




Key Images

Create a new blog	
Title of the blog	
A description the tell the reader what the blog is about	
An image to illustrate what the blog is about	
Cover image to go in the blogging header	

Key Resources



Key Questions

	A blog is a website or webpage that is regularly updated by the author. A blog also allows the reader to post comments or opinion based on what is written.
	A blog can be written about any subject. You could write a blog about school such as information about the subject you are studying. Alternatively, you could write a blog about your favourite team or movie.
	A key feature of blogs is that the audience can leave a comment or opinion about what they have read on the blog.