

**„Hinweise für Schülerinnen und Schüler sowie Lehrkräfte zur
Textsorte *blog* im schulischen Kontext im Aufgabenteil
Sprachmittlung“**

Text type: Blog entry

Definition of a blog: a regularly updated website typically run by an individual or a group; entries written in an informal or conversational style		
STRUCTURE/CONTENT	LANGUAGE	TO BE AVOIDED
<p>Depends largely on the input text and the task; but the text should</p> <ul style="list-style-type: none"> • be written with a specific audience in mind • be informative and clear in language and content • contain complete thoughts which the reader can follow easily • be structured and divided into clear paragraphs with a topic sentence in each paragraph • capture and maintain the readers' interest and attention throughout the entry • end with a conclusion that invites further comments or reactions from other bloggers <p>The topic may be approached from a personal angle.</p>	<p>The aim is to write a clear and comprehensible text which is interesting and conversational</p> <p>Do:</p> <ul style="list-style-type: none"> • use conjunctions to improve the flow of statements and make reading more interesting • use vivid words, expressions, modifiers <p>Register: varies depending on the input text and the task; frequently informal/colloquial</p>	<p>Do not</p> <ul style="list-style-type: none"> • be rude or offensive • use jargon or confusing abbreviations • bend grammar and/or punctuation rules so that the entry is hard to follow • switch tenses without good reason • overload the text with complex structures • waffle