Text type: Blog (entry): blogs are mainly discussion or informational journals published on the World Wide Web; they are updated frequently and everybody can contribute to them by posting an entry, commenting on previous entries, …

Function: to express one's own opinion/thoughts on a topic, a newspaper article, a book, film, TV show, …		
STRUCTURE	LANGUAGE	TO BE AVOIDED
Depends largely on the input text and the task; but the text should • 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 • begin with the most important thought or idea the blogger wants to present his audience • capture and maintain the readers' interest and attention throughout the entry • end with a conclusion that invites further comments or reactions from other bloggers	The aim is to write a clear and comprehensible text which is interesting and conversational **Dos:** • Use first and second person pronouns ("I, you") to make the entry personal • Use conjunctions to improve the flow of statements and make reading more interesting • Use vivid words, expressions, modifiers (and images) **Register:** varies depending on the input text and the task ; frequently informal/colloquial	**Do not** • be rude or offensive • use swear words • post texts which are unkind or uncomplimentary; be especially careful with topics like sex, age, race, religion, nationality • use jargon or confusing abbreviations • bend grammar and/or punctuation rules so that the entry is insulting or hard to follow • switch tenses without good reason • overload the text with complex structures; clauses involving participles with their own subject[1] and non-defining relative clauses, for example should be used sparingly • waffle • copy from the input text or include lengthy and unnecessary quotes (plagiarise)

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[1] e.g. "The weather being rather wet, we decided to stay at home." It might be better to write "We decided to stay at home because the weather was wet."