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

**Text type: Blog entry**

<table>
<thead>
<tr>
<th>STRUCTURE/CONTENT</th>
<th>LANGUAGE</th>
<th>TO BE AVOIDED</th>
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</thead>
</table>
| 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  
  • 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  
  **Do:**  
  • use conjunctions to improve the flow of statements and make reading more interesting  
  • use vivid words, expressions, modifiers  
  **Register:** varies depending on the input text and the task; frequently informal/colloquial  
| Do not  
  • 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 |

The topic may be approached from a personal angle.