

5 words to remember

blog: short for ‘weblog’, refers to a published website, usually has a specific focus and is made up of posts that are displayed in reverse chronological order, with the most recent post at the top

Creative Commons: a copyright licence that allows for content such as images and music to be reused without permission, for certain purposes

hyperlinks: texts or images that are turned into clickable buttons as a link to another page, section or website

hypertext mark-up language (HTML): the main language used for the structure of websites

Uniform Resource Locator (URL): a standard way of specifying the location on the internet of a specific web resource or website

Knowledge check: Respectful comments

Bloggers can choose whether to approve comments that are left on their blog posts.

Test yourself: If you had written a blog post about the Victorians and the following two comments were left on your blog, would you approve either of these comments? Why?

Sejal
10 minutes ago

This blog post is rubbish and there are lots of mistakes. I don't think you should bother writing any more.

Oliver
1 day ago

This was enjoyable to read, and I've learned lots about the Victorians. I would have liked to have seen more images of Victorian schools though.

Knowledge check: Blogging

Blog media

Blog posts can contain different forms of media.

Test yourself: Which of the following icons would I select to add an image to a blog post?

			
a	b	c	d

Live blogging

Test yourself: Which of the following would be a good opportunity for live blogging?

- a) Year 4’s handwriting lesson
- b) School sports day
- c) A review of a film you watched last week
- d) Your opinions on homework

Types of content creation

Test yourself: Explain the difference between blogging, vlogging and podcasting.

Which do you prefer and why?

Uniform resource locator (URL)

Choose a webpage from your school’s website, such as the page for your class or year group.

Test yourself: Look at the long URL address for this page. Can you break down and explain each part of the address?

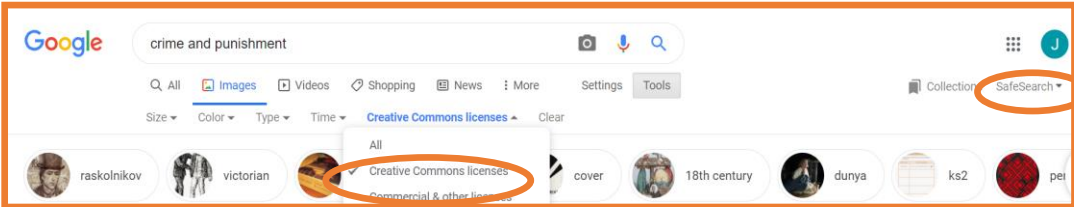
Key takeaways

- ❑ **Blogs** can be created using blogging tools such as WordPress or Blogger.
- ❑ Blogs are published online for others to view. Therefore, bloggers need to consider who they want to share their blog with, and ensure that no personal identifying information is shared online.
- ❑ The features of good blogs include:
 - ✓ having a specific audience in mind
 - ✓ focusing on a key topic, but varying the content to keep it interesting
 - ✓ checking that the blog is well written, with accurate spelling and punctuation
 - ✓ using engaging language
 - ✓ posting regularly to keep the audience engaged.
- ❑ Blogging tools such as WordPress allow writers to edit using a ‘What You See Is What You Get’ (WYSIWYG) approach or by using **HTML** code.
- ❑ Adding **hyperlinks** to a blog allows readers to view other related content at the click of a button.



hyperlink icon

- ❑ Allowing readers to comment on blog posts is important for connecting with the audience. It is important that comments are respectful and helpful. Comments can be used to:
 - ✓ give feedback
 - ✓ ask a question
 - ✓ disagree with the blogger (respectfully).
- ❑ Additional media can be included in blog posts. This may include images, video or audio. It is important that bloggers only use content that they have permission to use. This type of content licence is called **Creative Commons**, and Google image searches can be filtered to show the images that have this licence.



- ❑ Live blogging is a form of blogging where a writer blogs about an event as it is happening. This is usually done as a series of short blog posts and is often seen online during sporting occasions or important news events.