

Structure of a blog entry.

A blog entry is really **an article** but with a conversational style depending on the register, where we can share opinions or personal experiences. We have to start with an engaging title and we can include images.

And this is the **structure of an article**.

An article is a piece of writing for publication in a magazine, newspaper, etc. It may be **formal** or **informal** in style and has as a main purpose to provide information, present an opinion, describe a place, etc.

But there are some specialised articles such as the **news reports**, for brief publications in newspapers, written in a formal and impersonal style. And **reviews**, which can be formal or semi-formal, focused on assessing or discussing a book, a film, etc. They are normally written in present tenses.

But all of them consist of:

- It begins with an **engaging headline**, maybe a question. The title should give a clear idea of what the article is about, using the present simple tense. But I usually decide it at the end, because it is easier, after writing all the article you will have a much clearer view.
- After that, a short **introductory paragraph**, maybe two or three lines, a brief summary of what the article will show.
- A **main body** with different ideas addressed to a specific type of reader (maybe formal in style or informal using the second person “you”). It is really important to cover all the points given in the exam, separated into paragraphs. Besides, the article has to be consistent with the organization and adapt the language to the required level. Depending on the type of article, **news report or review**, you may use connectors such as: to begin with, it is widely known that, the main reason for, it is popularly believed that, as a general rule, initially, this film is set in, this play is directed by, this book is the sequel to... and so on.
- And finally, a **conclusion**, opinion, recommendation or comment. Depending on the type of article, you may use: to conclude, on the whole, if these suggestions were followed, to sum up, all in all, taking everything into account, you should definitely read, it is well worth seeing... Even you may finish with a rhetorical question to generate expectation.