Blog Entry

Operational definition. discursive genre which aims to share thoughts and explanations on topics of interest to the author. Even though it is written in a professional manner, it can show conversational features, such as the use of the first person which warms the content shared on the Internet.

Structure elements
1. Entry title: should be brief and appealing.
2. Deductive organization (from general to specific), separated by paragraphs, no subheadings needed.
3. Variable length (400 to 500 words is recommended).
4. Dashed text: hyperlinks, images, and videos……supplementary.

General recommendations
1. Use standardized language, understandable to most readers.
2. Avoid the use of emoticons or any SMS language.
3. Avoid ostentatious language; Be direct.

To learn more

Alonso, R. (2020, February 27). *Cómo escribir un artículo para tu blog* [Blog post]. https://miposicionamientoweb.es/como-escribir-un-articulo-para-tu-blog/

Cassany, D. (2012). *En_ línea. Leer y escribir en la red*. Anagrama.

Martínez, F. (2013, December 23). *Cómo redactar un post en un blog: pautas que te pueden ayudar* [Blog post]. https://bibliogtecarios.es/fuensantamartinez/como-redactar-un-post-en-un-blog-pautas-que-te-pueden-ayudar/

Tascón, M. (2012). *Escribir en internet: guía para los nuevos medios y las redes sociales*. Fundación del Español Urgente/Galaxia Gutenberg

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