



## LESSON PLAN

### STRUCTURE:

Overview

Outcomes

Preparation

Procedure



OR



**LESSON NAME:** EXPRESS YOURSELF THROUGH BLOG

**DURATION:** 2 x 60 min

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### OVERVIEW

Hardly anyone today is able to imagine the world of the Internet without blogs. They have become everyday part of our lives since they offer us alternative reading which very often addresses the issues we are interested in more than other forms of writings. However, being a blogger can bring much more to your life than just reading someone else's blog. Therefore with this lesson we do not only aim at introducing a basic blog structure, benefits of blogging and blogging ethics, as well, but we mainly want to encourage students to speak their minds and introduce their interests, thoughts and opinions through their own blogs.

### LEARNING OUTCOMES

Student will be able to:

- distinguish between a website and a blog
- explain the concept of "blogging ethics"
- create their own blog through following the main guidelines for blogging.

### PREPARATION AND MATERIALS

- read the following Code of ethics before the lesson: <https://mor10.com/code-of-ethics-for-bloggers-social-media-and-content-creators/> so you are able to explain the points at the PPT presentation
- read the „How to start a blog“ at <http://www.theminimalists.com/blog/>
- read the text „How to write a perfect blog post“ at



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<http://www.jeffbullas.com/2015/12/01/20-things-remember-writing-perfect-blog-post/>

- make enough copies of worksheet 1 and 2 for all students

## PROCEDURE

- **Start** the lesson by asking students questions about blog and blogging: What is a blog? How is a blog different from a website? What are the topics bloggers usually write about? Are there any blogs you read on a regular basis? Can blogs help you to learn anything? What are the benefits of having your own blog? Have you ever been thinking about creating your own blog?
- **Watch** the video. Afterwards ask about the words connected with a blog (THEME, THE HEADER, A SIDE BAR, THE FOOTER, THE BODY, MAIN NAVIGATION MENU, SOCIAL MEDIA TOOLS, WIDGETS, POST, PAGE) : <https://www.youtube.com/watch?v=NjwUHXoi8IM>
- **Brainstorm** student's ideas on blogging ethics. After they share their opinions show them the attached PPT presentation and give throughout explanation of all the points.
- **Continue** with the PPT presentation to the next slide where you discuss the most important points to consider when a person wants to start a blog. During this lesson skip the last slide of the PPT presentation.
- **Distribute** the worksheet 1. Let students decide if they want to fill it in individually or in pairs. Help them come out with some ideas. It would be great to have computers available so students can research blogs of their interests available online.
- **Let** students present their ideas in front of class. They can still improve it when they work on their blog at home.
- **Watch** either during the lesson or ask your students to watch at home the video tutorial „Creating a free Wordprss blog“ at

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<https://www.youtube.com/watch?v=Skk1wibcPb4>

- **Assign** students homework to create a free Wordpress blog and to write their first blog there.
- **(Next lesson) Ask** students to present their blogs in front of class using a wall projector.
- **Hand out** worksheet 2 and ask students to self-evaluate their posts. Discuss further possible improvements of their future posts. Let them all come up with headlines and topics for their (at least) three next posts.
- **Show** them the last slide of the PPT presentation to motivate them to continue with their blogs.



## WORKSHEET 1

### Planning your blog

<b>1. BLOG ABOUT</b>	
<b>2. CATEGORIES</b>	
<b>3. BLOG NAME</b>	
<b>4. BLOGGING FREQUENCY</b>	
<b>5. FIRST POST</b>	
<b>Possible headline(s)</b>	<b>1.</b>
	<b>2.</b>
	<b>3.</b>
	<b>4.</b>
	<b>5.</b>
	<b>6.</b>
<b>Topic/category</b>	
<b>The links</b>	
<b>Message</b>	
<b>Images/photos</b>	



## Explanations:















1. The sentence that describes the focus of your blog
2. The group of categories on your blog to create content
3. No ideas? Watch the video [https://www.youtube.com/watch?v=chKPTQz\\_MhA](https://www.youtube.com/watch?v=chKPTQz_MhA)
4. How often will you post?
5. Plan your first five posts
  - a. **Headline:** a title of your post
  - b. **Topic/category:** what it is going to be about
  - c. **The links to use in your post or the links you got inspired by – REMEMBER:**  
Always give credit where credit is due!
  - d. **The key message you want to communicate to public**
  - e. **Photos to be taken for your post purpose.**



## Worksheet 2

### Self-evaluation of my blog post

(or questions to ask yourself about your post before you publish it online)

1. Will the headline of my blog post grab readers' attention?  
2. Is the text easily understandable without any "pushed" pompous words?  
3. Is my blog post written without any grammar mistakes?  
4. Are the fonts legible?  
5. Did I highlight the most important sentences?  
6. Did I divide my blog post into reasonable short paragraphs?  
7. Will the last paragraph or sentence evoke certain feelings in my readers?  
8. Is the image visually appealing? 