**How to Write a blog**

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| Headline/ title - which captures the readers’ interest |
| Introduction: * interesting opening sentence
* anecdotes, amusing stories, important events, provoking questions that highlight purpose and topic
* clearly defined topic and purpose
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| Main Part:* opinion on the topic
* well-founded arguments and convincing reasons
* striking examples illustrating the assertions
* important facts backing up arguments
* reference to counterarguments, refuting them
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| Conclusion:* brief summary of position and main arguments
* outlook for the future / call for action
* invitation to comment on ideas
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| Structure/language:→ well-structured and coherent text→language appealing and appropriate for target group and purpose |