**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 |
| 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 |
| Conclusion:   * brief summary of position and main arguments * outlook for the future / call for action * invitation to comment on ideas |
| Structure/language:  → well-structured and coherent text  →language appealing and appropriate for target group and purpose |