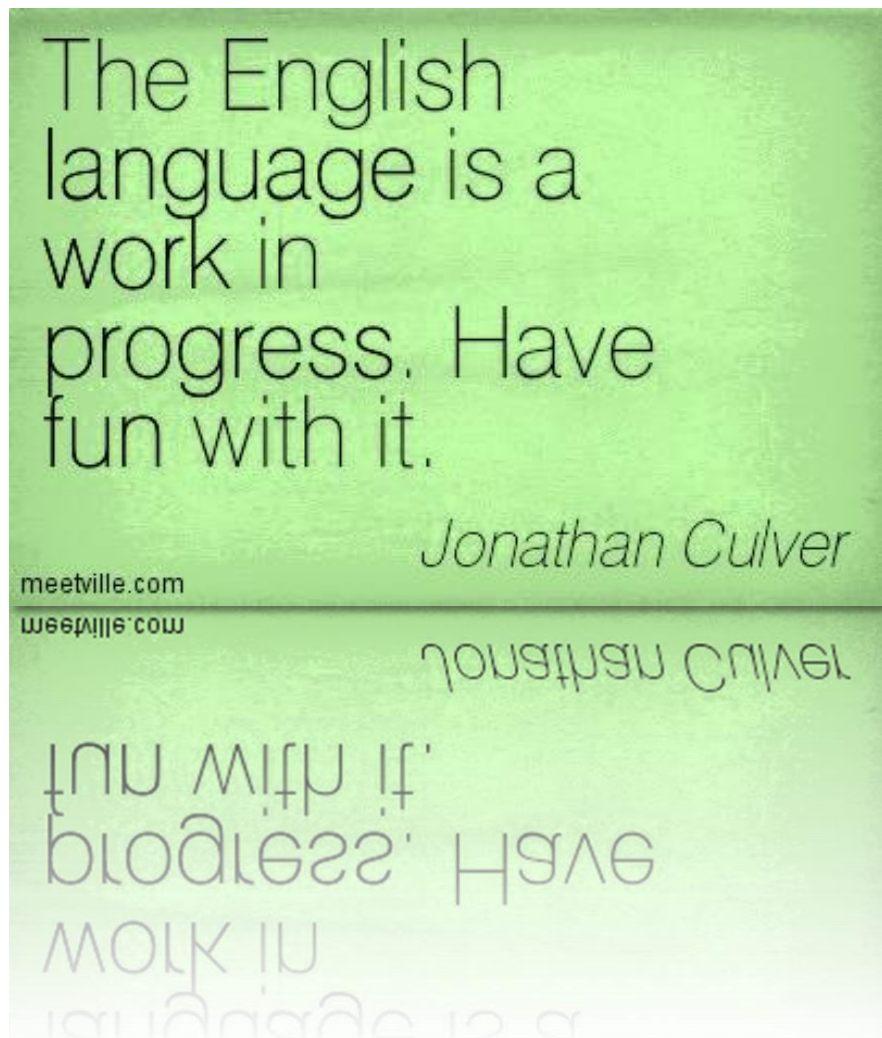


# MasterEnglish

## for Marketing & Communication

**BUILD YOUR BLOG – BOOST YOUR WRITING**



## **Contents**








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Studiewijzer Engels leerjaar 1																	
	<p><b>Onderwerp</b></p> <p><b>Vak: Engels</b> Cohort 2020; Leerjaar 1: Periode 4 Contactpersoon: Gaby Holtappels</p>																
	<p><b>Context</b></p> <p>Kwalificatiedossier medewerker marketing en communicatie.</p> <p><b>Engels</b> Generiek: Spreken en gesprekken voeren A2; Lezen en Luisteren B1; schrijven A2 Beroepsgericht: Spreken en gesprekken voeren B1; Lezen en Luisteren B1; Schrijven A2</p>																
	<p><b>Leerdoelen</b></p> <p>Uiteindelijk moet je aan het einde van leerjaar 2 B1 behaald hebben voor de vaardigheden Lezen, luisteren en voor Spreken en Gesprekken voeren en Schrijven A2. Worden er hogere niveaus behaald dan krijg je een extra taalverklaring.</p>																
	<p><b>Leeractiviteiten</b></p> <p>Schrijven, Spreken, Gesprekken voeren, Lezen en Luisteren De oefeningen variëren van dialogen, uitspraak oefeningen en woordtrainingen tot schrijfp opdrachten en presentaties. In de taallessen werk je aan je taalvaardigheid; dit doe je samen met je docent, zelfstandig en eventueel met de native speaker.</p>																
	<p><b>Tijd</b></p> <p>2 uur per week lesactiviteiten; 2 uur online, 1 periode van 10 weken</p>																
	<p><b>Leermiddelen</b></p> <ul style="list-style-type: none"> <li>- Reader MasterEnglish - 'creative writing'</li> <li>- Website: Masterenglish.nl</li> <li>- Nedercom.nl</li> </ul>																
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #4f799d; color: white; text-align: left;">Voortgang en beoordeling</th> <th style="background-color: #ffc107; text-align: left;">Cijfer</th> </tr> </thead> <tbody> <tr> <td colspan="2">Te behalen periodecijfers: hele cijfers 1, 2, 3, 4, 5, 6, 7, 8, 9</td> </tr> <tr> <td colspan="2">- Portfolio compleet en Nedercom t/m zelftoets voldoende/goed: cijfer 6/7/8/9</td> </tr> <tr> <td colspan="2">- Deadline 1<sup>e</sup> maandag van de toetsweek niet gehaald: cijfer 1</td> </tr> <tr> <td colspan="2">- Nedercom hoofdstukken niet gedaan: cijfer 1</td> </tr> <tr> <td colspan="2">- Opdrachten in de reader ontbreken: per opdracht - 1 punt</td> </tr> <tr> <td colspan="2">- Zelftoetsen niet gedaan: - 2 punten</td> </tr> <tr> <td colspan="2"><b>Herkansing:</b> reader/ Nedercom: periode 3</td> </tr> </tbody> </table>	Voortgang en beoordeling	Cijfer	Te behalen periodecijfers: hele cijfers 1, 2, 3, 4, 5, 6, 7, 8, 9		- Portfolio compleet en Nedercom t/m zelftoets voldoende/goed: cijfer 6/7/8/9		- Deadline 1 <sup>e</sup> maandag van de toetsweek niet gehaald: cijfer 1		- Nedercom hoofdstukken niet gedaan: cijfer 1		- Opdrachten in de reader ontbreken: per opdracht - 1 punt		- Zelftoetsen niet gedaan: - 2 punten		<b>Herkansing:</b> reader/ Nedercom: periode 3	
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- Zelftoetsen niet gedaan: - 2 punten																	
<b>Herkansing:</b> reader/ Nedercom: periode 3																	

STUDY PLANNER			PERIOD	4
Resources: A. <a href="http://Masterenglish.nl">Masterenglish.nl</a> B. <a href="http://www.nedercom.nl">www.nedercom.nl</a>		Class: 1 HMC Department: Marketing & Communicatie		
Week	Writing	Vocabulary WRTS Grammar workshops	<input type="checkbox"/>	
16 19-04-21	Introduction 'Build blog boost your writing' Task 1. Creating a blog Task 2. First post Task 3. Write comment Deadline 09-05-21	<a href="http://www.nedercom.nl">www.nedercom.nl</a> chapter 7	<input type="checkbox"/>	
17 26-04-21	Meivakantie			
18 03-05-21				
19 10-05-21	Task 4. The Conversation Starter Blog Post Task 5. Write comment Deadline 23-05-21	<a href="http://www.nedercom.nl">www.nedercom.nl</a> ch. 7	<input type="checkbox"/>	
20 17-05-21		<a href="http://www.nedercom.nl">www.nedercom.nl</a> ch. 7		
21 24-05-21 Maandag 2 <sup>e</sup> Pinksterdag	Task 6. Writing prompts Task 7. Write comment Deadline 06-06-21	<a href="http://www.nedercom.nl">www.nedercom.nl</a> ch. 7	<input type="checkbox"/>	
22 31-05-21		<a href="http://www.nedercom.nl">www.nedercom.nl</a> ch. 7	<input type="checkbox"/>	
23 07-06-21	Task 8. Writing a travel blogpost Task 9. Write comment Deadline 20-06-21	<a href="http://www.nedercom.nl">www.nedercom.nl</a> ch. 7	<input type="checkbox"/>	
24 14-06-21	Task 10. Reflection	Finish <a href="http://www.nedercom.nl">www.nedercom.nl</a> ch. 7 including 'zelftoets'	<input type="checkbox"/>	
25 21-06-21		Repareren indien nodig van periode 3	<input type="checkbox"/>	
26 28-06-21	Deadline blog posts course and Nedercom chapter 7			



## INTRODUCTION ASSIGNMENT

In this assignment you are going to create and maintain your own English weblog or blog in order to boost your English writing skills.

What is a blog? Well, blogs allow you to refer to news you see on the Internet, link to that news, provide your own commentary, engage in a dialog with other visitors to your blog about the issues addressed or just to keep an online diary for yourself. By sharing your thoughts, your stories, your travel journeys or your business content with your readers, you'll just may discover you're a natural in publishing **your** passions **your** way.

**You may ask yourselves, why blog? Well, here are some advantages.**

- Blogging helps to improve your English writing skills.
- You can network with various people worldwide.
- Blogging makes you master a subject and increase your knowledge in different fields.
- Your photographic and video skills may improve.
- Blogs make it easy to connect with social media.
- Blogs may act as a portfolio for your career.
- Blogging is the ultimate way to market your brand.
- Blogging offers you flexible working hours.

*If you are thinking about studying abroad, then there are even more reasons to consider blogging.*

- It will help you share your stories with friends and family.
- You'll be able to preserve the small details of your own memories.
- It's a great way to connect with other travelers and locals.
- You can use it as a place to reflect on your experience abroad and track the changes in yourself as time goes on.
- There are some perks that bloggers enjoy like invites to exclusive events, freebies and discounts in exchange for posts about your experience.
- You'll be creating a valuable resource and source of inspiration for future study abroad students.

2020

**Most popular blogs of**

[Fashion Blogs](#) - [Travel Blogs](#) - [Food Blogs](#) - [Music Blogs](#) - [Lifestyle Blogs](#)

## WEEK 16

### TO DO

#### Task 1. Creating a blog

If you already blog, you may use the blog you have already established. If you don't, then you can use either Blogger, WordPress, TypePad, or another blogging system. Blogger is the easiest to use of all the systems but the most limited in function.

1. Go to <https://www.blogger.com/start>.
2. Click on "Create your blog now".
3. Fill out the form to create a Google account and submit (Note: if you already have a Google account such as a Gmail address, you can use your existing account for your blog).
4. Choose a name and URL for your blog and submit.
5. Choose a template design and submit.
6. Blog has been created; you may now post immediately.
7. Now make your profile. Introduce yourself and write about who you are and what your hobbies and passions are. Use at least 200 words.

Once your blog is created, upload the URL onto MS Teams 'Notities' so your classmates can read your posts and respond to them.

## WEEK 19

### TO DO

#### Task 2. My first blog post

Write your first blog post. The topic is entirely up to you. Choose a category: fashion, sports, lifestyle, health, etc.

Make it *catchy* so that your classmates are tempted to read it and respond to it. Can you start this piece off with a good anecdote? Maybe a good statistic that is shocking? If none of the above, try a question? Just stick to the basic rules of blog writing: a catchy headline - introduction - body - conclusion - powerful image - a call to action the ideal length of a blogpost is between 300 and 600 words.

#### Task 3. My first comment

Write a comment on one of your classmate's blogpost.

## WEEK 21

### TO DO

#### **The Conversation Starter Blog Post/ sharing your opinion**

##### **Task 4. Write a conversation starter blog post.**

###### 1. Introduce the conversation

You might lead with a question, like, “What do you think about the state of the battle against climate change?” This can be done in just a sentence or two.

###### 2. Share Your Perspective, ideally with a Story

Then you might share your point of view, such as, “I think we’re doing okay, but not nearly as good as we could be, and here are a few reasons why.”

Even better, you might tell a story about an experience you had related to that topic.

###### 3. End With a Follow-Up Question

But you don’t want to go on and on, so you ask a follow-up question. “What do you think?” That’s it.

Keep it simple. The real magic will happen in the comments.

##### **Task 5. Write another comment**

Write one or more comments on of one of your classmate’s conversation starter.



*"I heard you say you have writer's block.  
Well, I'm here to unblock it."*

## WEEK 23

### TO DO

#### **What are writing prompts?**

A writing prompt is a word or two, or a very short phrase that sets your mind off on a journey that inspires creative energy. Writing prompts are used to spark your imagination. (Writing prompts zijn ideeën van een ander, die je op weg helpen in je schrijfproces. Het kan om een enkel woord gaan, de eerste zin van je verhaal of een vage plotomschrijving. De prompts geven je een eerste aanknopingspunt, zodat je van daaruit lekker door kunt schrijven.)

#### **Task 6. Write your blogpost to the prompt.**

Do some research before you start writing. Study the example below and ask yourself the 3 essential questions. Then make a draft.

The writing prompts that you can choose from this week are:

'Great Minds': write about someone you admire and you thought to have (had) a beautiful mind.

'A day in the life': write about your daily habits and routine.

#### **Example**

##### **To understand a Writing prompt we may have to ask ourselves:**

1. What form of writing is the prompt asking for? Writing to persuade, to inform or to narrate?  
(overtuigende, informerende of verhalende schrijfstijl)
2. What ideas or arguments will the reader expect you to suggest?
3. What is the target audience? Who are your readers?



*Example: "Today is kiss and make up day."*

*This prompt can have any different writing form, but I guess the narrative (verhalend) form suits best here. You should ask yourself the questions:*

*Have I ever been in an argument with anyone; a friend or a member of the family?*

*What was the disagreement about?*

*How did I resolve it?*

**Task 7. Write another comment**

Write one or more comments on your classmate's blogpost.

**WEEK 25**

**TO DO**

**Task 8. Writing a travel blogpost**

Write a travel blog post. This can be a story about a trip you made or travel tips that you have in general; the contents are entirely up to you. It might as well be a virtual tour through one of your favourite cities.

Make it *catchy* so that your classmates are tempted to read it and respond to it.

Can you start this piece off with a good anecdote? Maybe a good statistic that is shocking? If none of the above, try a question?

Just stick to the basic rules of blog writing:

a catchy headline - introduction - body - conclusion - powerful image - a call to action  
the ideal length is between 300 and 600 words.

**Task 9. Write another comment**

Write one or more comments on your classmate's blogpost.



### Check out the following blogging vocabulary

- **post/article** - A single entry written by the blogger on a blog.
- **comment** - This is a written reaction by a reader of a blog to what was written in the blog entry by the author. Comments can often be found directly following the blog entry.
- **permalink** - Blogs are made up of many posts. The permalink is the unique URL of a single post on a blog. It is usually located at the bottom of the blog entry. It is used when someone wants to link specifically to a certain post they wish to refer to when they are writing about it. Think of it as the permanent identifier to a specific weblog post or article.
- **link** - A hypertext reference in a blog to another blog or other resource.
- **blog title** - This is the title or name of your blog.
- **post title** - This is the title of your blog article.
- **sidebar** - One or more columns along one or both sides of most blogs main page. They may contain profiles to the blogger, links to other blogs, categories, and other information.
- **blogroll** - A list of blogs, usually placed in the sidebar of a blog, that reads as a list of recommendations by the blogger of other blogs.
- **categories** - This is a method of organizing entries by assigning each entry to a predetermined topic. Each topic (category) will link to a list of entries, all with related content.
- **archives** - A collection of all your posts on one page that can be categorized by month, etc.
- **tags** - Keywords that are used to label similar posts.

- **SEO** - Search Engine Optimization; the process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine.
- **Influencer** - someone who has influence over others' buying decisions. In other words, it's someone who has the influence, the authority over or trust of, a certain group of people. In marketing parlance, an **influencer** is someone who causes others to make specific consumer decisions.
- **writing prompt** - is a word or two, or a very short phrase that sets your mind off on a journey that inspires you creative energy.
- **TL;DR**, short for "too long; didn't read", is Internet slang to say that some text being replied to has been ignored because of its length. ... Usually the author of a long **post** gives a **tl;dr**, a summary of the what the **post** about in a short paragraph or sentence. This can be put before the **post** begins, or **after**.
- **A lead magnet** - is a marketing term for a free item or service that is given away for the purpose of gathering contact details; for example, **lead magnets** can be trial subscriptions, samples, white papers, e-newsletters, and free consultations. Marketers use **lead magnets** to create sales leads.

## Resources

<https://websitesetup.org/how-to-start-a-blog-guide/>

<https://www.blogger.com/about/?bpli=1>

<https://capaworld.capa.org/15-tips-for-writing-an-awesome-study-abroad-blog>

<https://www.blogtyrant.com/is-english-the-best-language-for-your-blog/>

<https://salestechniquesllc.com/traffic-generating-headlines-and-blog-titles/>