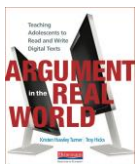


## Chapter 3: The Moves of Argument in Web-based Text

**Table 3.1 Characteristics and Content of Blog Posts**

<b>The Characteristics of Blog Posts (Declarative Knowledge of Form)</b>	<b>The Content of a Blog Post (Declarative Knowledge of Substance)</b>
<ul style="list-style-type: none"> <li>● Contains approximately 250-1000 words; longer than a social network update and shorter than a typical magazine or newspaper article</li> <li>● Usually employs a first person point of view</li> <li>● Includes links to outside resources including news items, other blog posts, or various media.</li> <li>● Develops with short paragraphs that are aesthetically pleasing and functional for reading.</li> <li>● Utilizes additional text features such as images, subheadings, bulleted lists, and other informational text features</li> <li>● Allows for commentary from readers</li> <li>● Provides a permalink, author's name, and timestamp, with posts</li> </ul>	<ul style="list-style-type: none"> <li>● Reflects the general focus of the blog while, as one entry in an entire blog's history, it explores a particular issue, concept, or question</li> <li>● Draws on personal anecdotes and experiences, as well as statistics and other forms of evidence.</li> <li>● Speaks to a public audience as part of a networked conversation, including links to other blogs thus joining a larger conversation about a particular topic or issue</li> <li>● Presents ideas in an informational or argumentative mode, with the general expectation that the content will include facts as well as interpretive analysis and opinion (not fiction)</li> <li>● usually presented in reverse chronological order</li> </ul>



Downloaded with permission from Turner, K. H. & Hicks, T. (2016). *Argument in the Real World: Teaching Adolescents .....to Read and Write Digital Texts*. Portsmouth, NH: Heinemann