



Student Voices Style Guide

Writing Blog Posts

Style/Tone: an Academic Blog

- A hybrid of **journalism** and **academic writing**: more casual/accessible than academic writing, but still containing **strong arguments** and a definite **structure**.

Language

- Language should be **clear** and **concise**.
- Your audience is both **academic** and **non-academic**.
- Be **creative** with your ideas, but convey them using **accessible** language.

Content

- Posts should be discussing/analyzing something with an **ethical dimension**.
- Posts should be **current/relevant**/part of an **ongoing debate**.
- **Explain** your arguments & **back up** all stances taken. It's not enough just to have an opinion: it must be rooted in something and explained.

Length

- Don't try to cover too much ground in one blog post.
- **Make a point** and stick to it.
- Make sure the length is necessary & appropriate for what was covered. **Don't add unnecessary words** just for the sake of making it longer.
- Use short sentences and paragraphs (2-3 sentences per paragraph).

Structure

The post needs to have a clear beginning/thesis, middle and end:

Introduction:

- In one or two sentences, clearly tell the reader **what** the post is about and **why** it is important.
- If you are using a particular article, theory, philosopher, etc. as a reference/lens state this at the beginning.

Body:

- Make sure the middle has structure: **don't make the reader search** for your arguments.
- Make sure there is a scholarly element: flesh out your main point/argument by **bringing in examples** from scholarship and/or the media.
- If you're referencing someone else's work, **provide a citation**, preferably with a link to the article/book.
- **Don't deviate** far from your main point.

Conclusion:

- Emphasize your main argument/s and bring in something new, such as your **recommendation** on this issue, what should be done **next**, etc.
- What do you want the reader to **take away** from reading your post?