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?