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|  | **How are blogs similar to these text types?** | **How are blogs different?** |
| **Diary** | Both are linear. Entries are archived. One writes about the 'here' and the 'now', to have a record for future reference. | Blogs are very public, while diaries are very private. |
| **Essay** | Both tend to be persuasive. A claim is supported with several illustrations. | Blogs do not have to be persuasive or academic in any way. Whereas essays are often read for school purposes, blogs try to capture a larger audience. |
| **Opinion column** | Both contain anecdote, newsworthiness, an appeal to a specific target audience. They have so much in common that one could argue that blogs are the new columns. | Whereas columnists usually have a readership, blogs may not be frequented regularly. They may be specific to a particular topic, which is relevant to those who search for such information. |
| **News report** | Many good blog posts attempt to be newsworthy to some extent. In other words both readers want to know what is happening in a particular world. | News reports simply report. They do not offer opinion or reflection upon events like blogs tend to do. |
| **Review** | Both texts reflect on something. A journalistic review may comment on a performance, a new book or a movie. Many blogs fulfill this role as well. | A blog may have a broader scope that reviewing performances, books or movies. A blog may focus on a particular topic, such as Gothic trends, a possibly review a recent publication on this topic. |
| **Journal** | Journals, unlike diaries, are kept as a record of a particular topic. This is true of many blogs as well. People may blog about the UN's Millennium Goals, for example, keeping track of successes and failures, just as a scientist might keep a journal on the behavior of a particular species. | Journals are not always public. They are kept for the sake of research. |
| **Website** | The term 'website', like 'blog' or 'book' could mean anything. Some websites are a collection of blogs, such as Wired.com, where blog entries are a bit like magazine articles. | Because websites can be so diverse, not all contain blogs. Think of online stores for example. Many websites are like brochures online. |
| **Press release** | In the 'olden days', a large corporation would send the media a 'press release', which they could then edit or insert into a news item or radio broadcast. These days, corporations (both large and small) can speak directly to a large public by posting news announcements on their website/blog. | Press releases are very much 'for your information' (FYI). Blogs tend to reflect, comment on or persuade. |
| **Tweet** | One could say that tweets are mini-blogs. Both are streams of information. In fact many tweets link to blog posts. | Blogs tend to be longer than 140 characters. They offer more depth and breadth. |

**Defining characteristics of a blog**

So what do all blogs have in common? Perhaps the only uniting feature is that they are streams of posts that are logged into digital archives, easily retrievable for anyone looking for anything on any topic. (Remember after all, the term 'blog' comes from 'weblog' - like a log book kept online). If blogging were like cooking, the recipe would read: 'Throw something together and put it in the oven.' Nevertheless, if we were to establish some key ingredients The following MAY be used:

* Personal anecdote - This may offer the audience a little wisdom on a particular topic gained from personal experience.
* Newsworthiness - Blogs often refer to people or events, which many people may find relevant.
* Facts/statistics - Blogs often reiterate a fact or statistic that was recently reported in the news.
* Personal opinion - These are usually statements tat critique, praise or comment on something or someone.
* 'How to' guidance - Blogs can be instructional, offering their audience a kind of step-by-step approach on a particular project.
* Call to action - Bloggers may ask their audience to sign a petition, re-tweet a tweet or forward a message.
* Review - In response to a book, film or performance, blogs often offer an analysis or opinion.
* Humor - Blogs may have a humorous undertone.
* Description - Bloggers may describe a product, event or phenomenon.