

The best business blogs

Level

Pre-intermediate and above

Tasks

Talking about writing and reading blogs
 Matching words with their definitions
 Scanning an article for derivatives of the word 'blog'
 Reading a podcast transcript on corporate blogs
 Deciding if words are verbs, nouns or both
 Writing an entry for a company blog

How to use the lesson

1 Tell students the lesson is about blogs. Issue the worksheet and let students discuss in pairs their experience of writing or reading blogs. Elicit examples from anyone who has a blog, or of popular blogs which students follow.

2 Students match the words with their definitions

Answers:

(a) - (3) (b) - (4) (c) - (2) (d) - (1)

3 Scan the article and underline the words from Exercise 2.

Answers:

bloggers - Q2, A2, Q3, Q5, Q8 *blogosphere* - A5 *blogroll* - A2 *vlog* - A8

4 Students read the complete article. Ask the students to summarise any tips about good corporate blogging. They can tell you which company blogs are mentioned. You may wish to look at any useful vocabulary at this point: *e.g. cutting edge, engage with, public relations, finger on the pulse.*

5 Ask students to decide if the words are nouns (N), verbs (V) or both (B).

Answers:

Verbs: *create / engage / allow*

Nouns: *relationship / industry / entry*

Both: *blog / share / damage / post / break / field / question / range / mention*

6 Divide students into small groups to write their blog entries. Monitor and support as necessary. When they have finished, each group should circulate their entries to the rest of the class, who can add comments. Finally, give language feedback on any major errors you notice, in both the speaking and writing tasks. As a follow-up, students could research some company blogs and come back next lesson with their thoughts on these.

Related websites

Send your students to these websites, or just take a look yourself.

http://en.wikipedia.org/wiki/Corporate_blog

<http://2010.bloggies.com/>

<http://www.bulletproofblog.com/2010/04/27/six-six-6-pioneers-in-corporate-blogging/>

<http://www.bbc.co.uk/blogs/thereporters/robertpeston/>