

ABSTRACT

To deliver an effective blog post, bloggers (blog writers) should consider appropriate elements and language features used in writing the blog posts before getting published. In the process of writing blog posts, it is important for the bloggers to have a clear plan about what to write and why the blog posts are worth for reading. In this case, three pieces of blog posts were analyzed using the theory from Leccese and Lanson about the elements of a blog post and theory from Gerot and Wignell about the language features. The analysis showed there were five elements used in the blog posts that were identified; an original and focused topic, a single headline, a picture, conversational paragraphs, and conclusion. Meanwhile, there were also five language features that were used; focus on individual or group participants, the use of simple past tense, the use of coordinating conjunction, the use of temporal connectives, and the use of adverbial phrases.

Keywords: blog post elements, language features, writing, blogging, blog Post