



Today we were given a lecture on the different structures in written articles for online and the printed word. The main structures between the two both include:

- * Head (title)
- * Strap Line
- * Byline
- * Body
- * Sub-headings or cross headings - the difference here being the written word has (300-400 words) and an online article has (50-100 words)

* Page length also differs between the two the written word has (1200-1400 words broadsheet, 750-1000 words magazine) and online (300-800 words)

We needed to learn about the written word because for our assignment from Karl we will be writing an 800 word article to tie in with our photo story Honey is going to be setting

us. I found the practice article writing 150-300 words on one of my own photographs rather hard, I did go a bit too personal in my article but I feel that when I spoke to Karl about this, I felt it actually did make sense and went well with the image.

I do think I may struggle with the 800 words if I'm writing about one image in particular but I've written essays before for my A level in film so I think I should be okay once I get into the swing of things.

I found the lecture interesting an informative learning about the basics of writing an article for online such as a blog or online magazine, the key aspects I've picked out that I think will help the most to write an online article is to:

- * Break the article up
- * Simple language
- * Speak to the reader

- * Use shorter sentences than the printed word
- * Get straight to the point
- * Add headings and subheadings
- * Use key points
- * Use proper names for links
- * Always link back an image or quote to original source (this will help to not get sued!!)
- * Use hyperlinks in your text to link back to other articles or webpages

I didn't have any issues with this lecture as I found it straight forward to go through, I would like to learn more about WordPress in one of our next lectures and maybe learn more about adding images and how to add hyperlinks etc into blog posts.

