



Media and Communication

Report: reviewing a school news blog

1. Lead-in discussion

Talk with a partner before you write.

1. What makes students want to read school news?
2. How can a blog help communication between students, teachers and families?
3. What problems can happen when students publish content online?

Exercise 6 at a glance

Write a formal or semi-formal report. Use a clear title and subheadings. Cover the task fully. Develop ideas with details and examples. Make practical recommendations.

2. Exam-style task

Your headteacher has asked for a report about the new school news blog. Write a report for the headteacher about the blog.

In your report, you should describe what students liked about the blog, mention any concerns about the blog, and suggest how the blog could be improved.

Here are some comments from students to help you:

'The interview section felt more personal.' *'Photos made the blog easier to browse.'* *'New posts were not added regularly enough.'*

Write about 120 to 160 words.

3. Model report

Report on the School News Blog

Introduction

This report evaluates the school news blog launched this term. It describes what students liked about the blog, mentions concerns that were raised and suggests ways to improve it.

What students liked

Students responded positively to the short articles about clubs, sports results and school events. The interview section was especially popular because it allowed students to hear from teachers and classmates in a more personal way. Many students also said that photos made the blog easier to browse.

Concerns raised

The main concern was that new posts were not added regularly enough. As a result, some students stopped checking the blog after the first few weeks. There were also concerns about spelling errors in student articles, which made some posts appear less reliable.

Recommendations

It is recommended that a small editorial team be created to check articles before publication. A weekly posting schedule should also be introduced so that readers know when to expect new content.

4. Explore the model: structure, content and register

Work with the model report. Underline, label or make short notes.

Focus	What to find	Done?
Report structure	Find the title, introduction, main sections and recommendations.	
Content point 1	Where does the writer show a positive what students liked to the blog?	
Content point 2	Where does the writer develop a point about communication or audience interest?	
Content point 3	Where does the writer explain why one concern affected readership?	
Audience and register	Where does the writer suggest a practical system for improving quality?	
Development	Find one extra detail, example or effect that improves the answer.	

5. Language from the task prompts

The task prompts can guide your grammar and content choices. Notice which language each prompt naturally needs.

Prompt	Useful grammar	Why it fits	Example from the model
what students liked	adverbs + topic-specific nouns	You are reporting reactions to media content.	responded positively... / especially popular...
concerns	cause/effect language + passive voice	You need to explain how a problem affected readers.	As a result... / were not added...
improvements	passive recommendations + purpose clauses	You are suggesting a system and its purpose.	It is recommended that... / to check articles...

6. Make it formal and organised

Notice how report phrases organise the response. Underline one useful report move for each purpose.

Job	Useful report phrases
state the purpose	This report evaluates... / describes... / suggests ways to improve...
present what readers liked	Students responded positively to... / was especially popular because...
explain impact	The main concern was... / As a result... / There were also concerns about...
recommend a system	It is recommended that... / should also be introduced so that...

7. Vocabulary and useful report phrases

Use chunks that sound natural for this task. You can also upgrade your writing with precise words and phrases.

Purpose	Useful chunks / language	Add your own
describe the blog	school news blog / short articles clubs / sports results / school events	
describe what students liked	responded positively / interview section photos / easier to browse	
describe concerns	new posts / not regularly enough spelling errors / less reliable	
make recommendations	editorial team / before publication weekly posting schedule / new content	
use precise report wording	launched / readers / publication reliable / communication	

8. Plan your own report

Use the same task, or change the details to another school website, newsletter, podcast or media project.

Prompt	My idea	Useful language
opening		
what students liked		
concerns raised		
recommendations		

