**Genre Description Card – Mentor Text**

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| **Genre Description Card** |
| Title: **Doing More with Less**Genre: **Personal Blog**Purpose of Genre: **to communicate individualized ideas and opinions on a specific topic**Text Features:* organization
	+ catchy title that sums up the purpose
	+ combination of paragraphs and point-form information
	+ begin with personal story
	+ give tips / advice
	+ 400 – 700 words
* language
	+ use language that the intended audience will understand and appreciate
	+ use domain-specific words for the topic (jargon)
	+ use words that other “minimalist” experts use
	+ use first-person narrator
* visual effects
	+ pictures
		- should appeal to a wide audience and be inclusive of all demographic groups
		- pictures should reflect minimalism
	+ variety of font sizes and styles and colours
		- use bigger and bolder fonts for headings and subheadings
	+ quote experts in the field
		- set the quotes apart from the rest of the text
	+ include social media links
		- include at the bottom of the blog
* voice
	+ emphasize personal style – should sound like the creator of the blog
	+ let personality come through
	+ use humour whenever possible
	+ conversational tone
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* language
* visual effects
* voice
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