Science Communication Online— Blogging
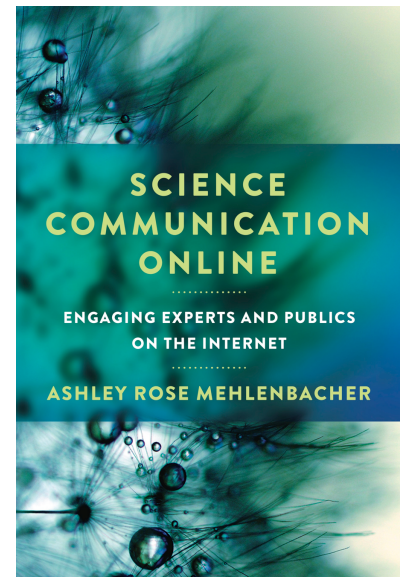
This handout provides an overview of the moves used in blogging for science. Moves are high-level strategies that help us build arguments. Moves don't always have to appear in a particular order, but you will often find these strategies used in successful blog posts about science. By examining the following strategies, you will be able to model the basic structure for how to make a compelling argument in this genre of science communication. You will need to adapt your moves to your specific field, speciality, or topic.

Moves Found in Science Blog Posts		
Move	**Description**	**Steps**
Establishing Interest	Establishes grounds for reader interest by appealing to 1) wonder, or by appealing to 2) application (Fahnestock, 1986). Usually begins with a "hook" similar to a newspaper article.	Step 1A Appealing to Wonder Step 1B Appealing to Application
Explaining Significance	Indicates why the topic or issue should be considered important. Indicates the contribution that the current discussion intends to make to a broader conversation, including research-focused or socially or policy-driven discourses.	Step 1 Stating the topic or issue at hand Step 2A Connecting related, newsworthy event or issue to the topic *or* Step 2B Asking questions about the topic or issue
Illustrating the Case	Opens the body of blog by providing a vignette from which the problem articulated in the introduction can be elaborated upon. Following this move the body of the post may take on a narrative form, a list, or numerous other structures and accompanying moves.	Step 1 Applying a narrative account to the topic or issue *and* Step 2 Elaborating on how the narrative account illustrates some aspect of the topic or issue *and* Step 3 (optional) Repeating Steps 1 and 2
Re-establishing Interest	Recalls the curiosity the author initially tried to spark in the reader by making concluding statements. In this manner, the move functions to "sum up" the article and suggest implications for the reader. It may re-invoke one of the appeals from *Establishing Interest*.	Step 1 Summarizing main points about the topic or issue *and* Step 2 (optional) Looking forward to new research or applications of research findings

More on genre studies, including pedagogical resources, see *Genre Across Borders: An International, Interdisciplinary Network of Researchers, Theories, and Resources* at http://genreacrossborders.org/.

Encouraging Action	Asks reader to take action either conceptually (e.g., read more, consider an issue) or materially (e.g., follow a link, fund a crowdsourced project, participate in a study, or write letters to congress persons).	Step 1 Making an imperative *and* Step 2A (optional) Directing prospective participants to a study *or* Step 2B (optional) Recommending a resource
Citing Sources	References sources used in a blog post and may appear as a traditional works cited list, hyperlinks to sources, image captions, or a note contained within the blog post.	Step 1 Linking to external resources *and* Step 2 (optional) Including in-text citations to research *and/or* Step 3 (optional) Providing references for images, tables, and figures *and/or* Step 4 (optional) Listing full references

Moves have been inspired by and adapted from Swales (1990, 2004).

References:

Miller, C. R. (1984). Genre as Social Action. *Quarterly Journal of Speech, 70*, 151–76.

Swales, J. M. (1990). *Genre Analysis: English in Academic and Research Settings*. Cambridge, UK: Cambridge University Press.

Swales, J. M. (2004). *Research Genres: Explorations and Applications*. Cambridge, UK: Cambridge University Press.

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