

# Exploiter un blog pour son enseignement

20 février 2020

**Katia Raya**



Pour l'excellence  
de notre  
enseignement



Université Saint-Joseph de Beyrouth  
جامعة القديس يوسف في بيروت

## Atelier : Construire un Blog pour l'enseignement

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It is imprudent to ignore the social web because it enables students to participate in new forms of literacy that contribute towards collective knowledge.

(Wheeler and Wheeler, 2009, p. 2)

For educational purposes, writing a blog forces a student to confront their own opinions and contemplate how their views might be interpreted and reflected upon by others.

(Mortensen & Walker, 2002)

Blogs have the potential, at least, to be a truly transformational technology in that they provide students with a high level of autonomy while simultaneously providing opportunity for greater interaction with peers.

(Williams and Jacobs, 2004)

# Plan

- Definition
- Blog Types
- How to find a blog
- Some Lebanese blogs
- Monetizing a blog
- Content curation
- blogs for education
- Case study at USJ
- Wordpress
- Application

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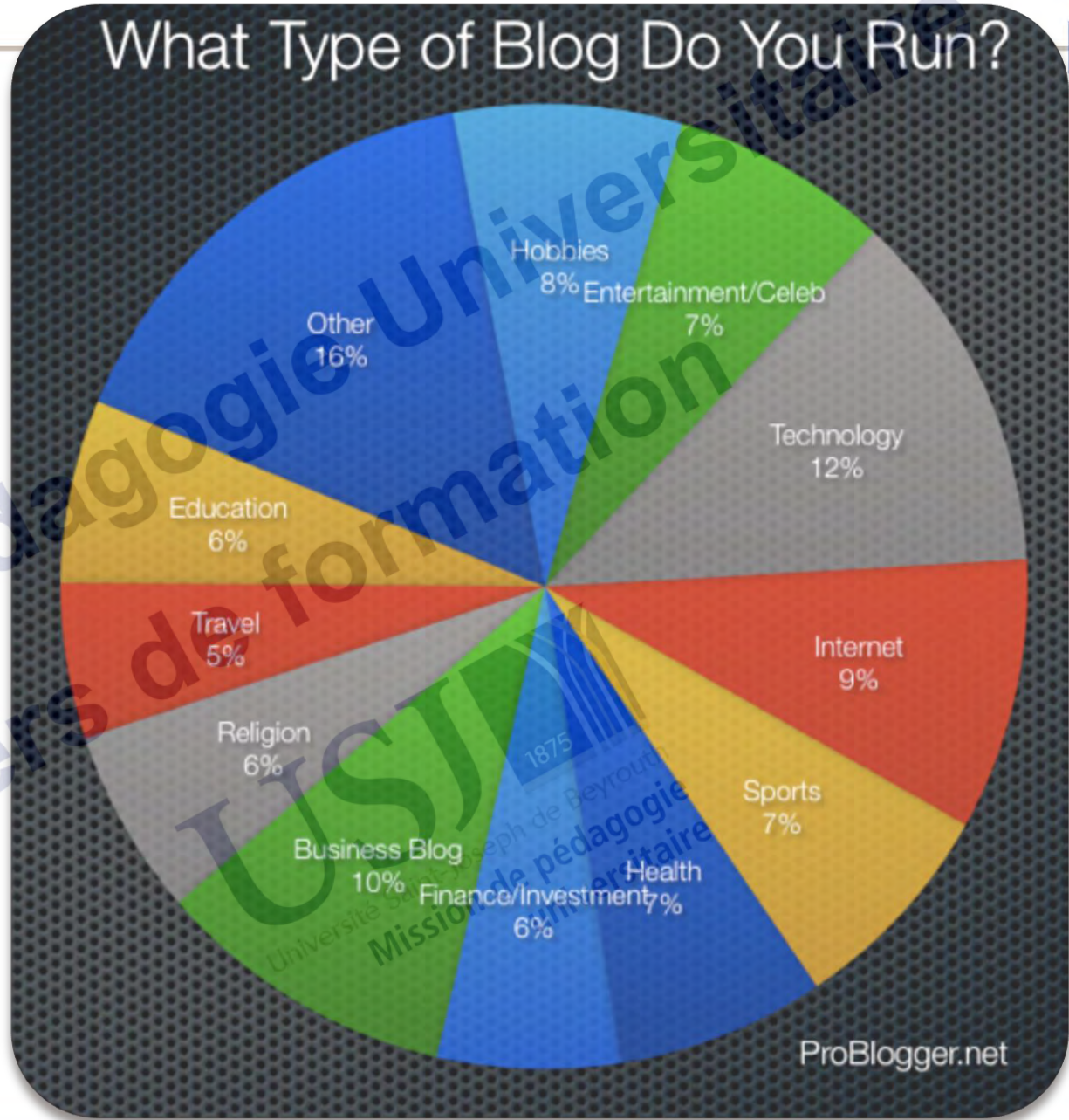
Open [Kahoot.it](https://kahoot.it)



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# Blog Types



# How to find a blog



### Blogarama: The Oldest Blog Directory

Submit your blog for free or browse our 147,464 active and moderated blog listings

**Not just a blog directory**

- Millions of visitors
- Hundreds of thousands subscribers
- Free submission
- Free advertisement of each of your posts
- Premium and Business packages

Search

SEARCH



Blogger forum • Live Blogger Chat • Wordpress Hosting • Newly Added

### BLOGGERUNITY Bloggerunity Search Engine Directory

Blogger Search Directory  Search Advanced Search

[Submit Blog | Search Directory | Add Page to Favorites]

**Select a category & view blog site**

Welcome to Bloggerunity.com - blog directory!

One of the exciting bloggers hangout and directory on the internet. Search our directory for latest news, entertainment, humour and politics issues. We get many new blog listed on our directory daily. Be sure to check out their blog.

Music and MP3 Blogs (3737) <sup>new</sup>	Entertainment Blogs (12196) <sup>new</sup>
Sports Blogs (6470) <sup>new</sup>	Movie Blogs (4646) <sup>new</sup>
Internet Blogs (7873) <sup>new</sup>	Technology Blogs (12856) <sup>new</sup>
Lifestyle Blogs (11703) <sup>new</sup>	Software Blogs (6545) <sup>new</sup>
Teen Blogs (961) <sup>new</sup>	Environmental Blogs (1606) <sup>new</sup>
Blogging Platforms and Free Blogs (2445) <sup>new</sup>	Writers Blogs (2573) <sup>new</sup>
Political Blogs & Government Blogs (2911) <sup>new</sup>	News Blogs (5912) <sup>new</sup>
	Books and Literature Blogs (1917) <sup>new</sup>

# Some Lebanese blogs



## Ten blogs we recommend

After our list of "Ten outstanding blogs" earned quite a few critics last year (the list focused on communication-related blogs, excluding some of the most popular bloggers), we might as well be committing social media suicide doing it again. Still, as loyal readers ourselves, we've come to know what keeps us coming back for more: consistency, controversy, content, style, and a whole lot of constructive criticism. Our selection below—in no particular order or ranking—delivered just that, and plenty of Blogosphere Review material while at it. As for the possible reactions we expect, we'll quote a French song: "Qu'on se pendre ici, qu'on se pendre ailleurs, s'il faut se pendre." (for non-French speakers: "We're doomed either way.")

**1 BEIRUT SPRING**



Mustapha Hamoui's new year resolution for 2012 was to "not mention, criticize or link in any way to an article that promotes tourism in Beirut". Instead, he now blogs on all things Lebanon. Aside from his usually very political analysis posts, this self-described designer and geek features brutally vocal and honest posts addressing directly his target subjects, be it media outlets, celebrity figures, activists, or even politicians, much to their dismay, of course, since Hamoui has never missed an opportunity to impress so many readers that Hamoui eventually created The Beirut Dashboard, a one-page website that gathers news across Lebanese blogs, Twitter handles and online outlets.

**Started in:** 2005  
**Facebook fans:** 773  
**Twitter handle:** @beirutspring  
**Twitter followers:** 6,682


**2 A SEPARATE STATE OF MIND**



Elie Fares is an avid movies and music enthusiast, so much so that he continuously posts reviews and compiles lists and rankings for music series and films, and music-albums (although we do not quite get the fascination with pop stars Taylor Swift and Carrie Underwood). But aside from his personal interests, Fares speaks his mind about everything, often in elaborate two-sides-of-the-story posts that do not fall short in attracting opposite opinions in the comment section, and stirring lengthy discussions and debates.

**Started in:** 2011  
**Facebook fans:** 1,123  
**Twitter handle:** @eliefares  
**Twitter followers:** 1,510

**3 PLUS961**



Rami from plus961 has never seen a fire find he didn't immediately share on his blog, whether it's a restaurant that goes by the name of "Alhou Manzouche", or a video of a murder, an online scandal, a buzz worthy interview, an on-air rumble—in Lebanon or outside—Rami is the first to take it to his blog. The blogger always keeps it objective and unbiased, even when he occasionally posts his food and restaurant reviews; and he does it very well, his quick finds often inspiring lengthy posts by his fellow bloggers.

**Started in:** 2008  
**Facebook fans:** 1,223  
**Twitter handle:** @plus961  
**Twitter followers:** 2,375

**5 MARKETING IN LEBANON**



If Youma Zed's posts have been few and far between this past year, it is only for a good cause. The blogger has had a busy couple of months working alongside other geeks in "Yoofers", a crowd-funding digital platform that helps people raise money for things they care about. Still, Zed's reviews on copyright violations and promotional and marketing strategies in Lebanon, even if few in numbers, are always spot-on. After all, Zed can be credited for spotting one of the biggest copycats of all this past year—Ashbi vs. Avon—and more than one identify theft (Whatsapp store in Saida, anyone!)

**Started in:** 2008  
**Facebook fans:** 218  
**Twitter handle:** @youma  
**Twitter followers:** 2,333


**7 TOOM EXTRA**



Having just released their sequel to their first book in compilation of their blog posts alongside pictures of the most popular and famous Lebanese bloggers serving as visuals), the Toom Extra bloggers are taking their satirical twists and tales to the Lebanese public offline. Although their languages of choice are more often French and Arabic, these guys' sarcastic, pun-packed and daring posts about Lebanon relate to pretty much anyone who knows the country for what it really is. Chances are, they will never run out of inspiration.

**Started in:** 2010  
**Facebook fans:** 1,970  
**Twitter handle:** @toomextra  
**Twitter followers:** 1,528

**9 PROFESSIONAL REVIEW**



We're pretty sure these guys are blogging somewhere from inside the cubicles of the local multinational; they know too much, their reviews are somewhere between industry outsiders and insiders, and we've come to know, they have grown a big disliking to Leo Burnett Beirut's Exotica campaigns. But their professional opinion aside, they have rarely, if ever, skipped a day reviewing local campaigns.

**Started in:** 2011  
**Facebook fans:** 531  
**Twitter handle:** @ProfessionalR  
**Twitter followers:** 846

**4 BLOG BALADI**



If only because they are three, Najib, Mark and Chahé keep this blog busy at all times of the day, and have earned a reputation for breaking exclusives and scoops to their big following of repeat readers; no bad billboard, interesting graffiti, funny "only in Lebanon" sight, security incident, burned tire, viral video, unfortunate tweet, catfight, or, on the upside, Lebanese accomplishment overseas goes unnoticed by this trio. If you are on the move and want your news sweet and short, this is the blog to visit.

**Started in:** 2010  
**Facebook fans:** 1,019  
**Twitter handle:** @LeNajib  
**Twitter followers:** 1,919

**6 GINO'S BLOG**



If the lawsuit filed against him by MTV talk show host Joe Maalouf is any indication, Gino Raady always speaks his mind, even if it ends up getting him in trouble. Although we have personally grown addicted to his Fashal section, which celebrates epic fails of branding in the country, Raady's posts are not all about poking fun, whether it is mobile devices and app reviews, polls on current matters, or posts about Lebanese economy and policy. Gino always goes the extra mile to support his opinions with research and third-party sources.

**Started in:** 2010  
**Facebook fans:** 5,337  
**Twitter handle:** @ginoblog  
**Twitter followers:** 560


**8 JOE'S BOX**



Youssef Alam always likes to look outside the box, and his curious globe-trotting across the web brings to readers and visitors the latest international work in advertising, communication and social media; Alam is an avid photographer with a keen eye for detail, which has served him well more than once in spotting local copycats, and, more constructively, in reviewing local work done online and on mobile; his quick and straight-to-the-point reviews often include suggestions for improvement, a rare act of kindness in the online community.

**Started in:** 2007  
**Facebook fans:** 568  
**Twitter handle:** @joesbox  
**Twitter followers:** 1,447

**10 BEIRUT NTSC**

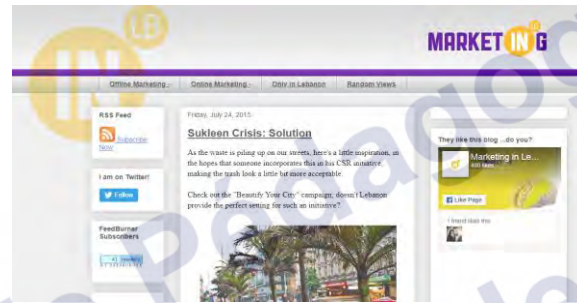


We like to think Tarek Chemaly has had just about enough of plagiarism and theft in the local work—although the number of copycats he spotted this past year proves otherwise—because the blogger (and, in our opinion, advertising human repertoire) has calmed down his offensive strategy on some of the local agencies this past year, and has increasingly been covering underground cultural initiatives and international work. Not that he'll ever keep a negative review to himself.

**Started in:** 2007  
**Facebook fans:** NA  
**Twitter handle:** NA



# Some Lebanese blogs





# How to start monetizing your blog

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Selling ad space

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Becoming an affiliate partner

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Selling your own digital products

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Selling memberships

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Using your blog for your business.



Money-making opportunities won't present themselves until you've gained some credibility in the field.



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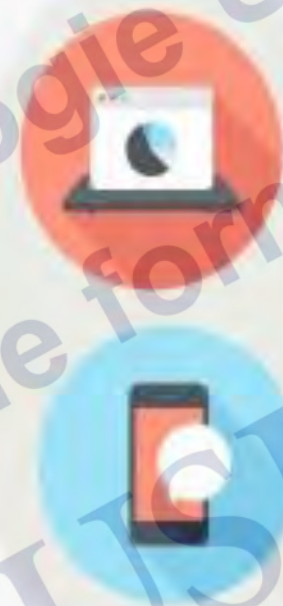
# CONTENT CURATION

1



Review  
Information  
Stream

2



Select  
Relevant  
Information

3



Annotate

4



Share

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Let's get more specific.

Tap on things you like.



PORTRAIT

STREET

Leica

LANDSCAPES

1875

Université Saint-Joseph de Beyrouth  
Mission de pédagogie  
universitaire

# Blogs for education



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Teachers and students can use blogs for idea sharing and reflections

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Students can do peer editing and commenting

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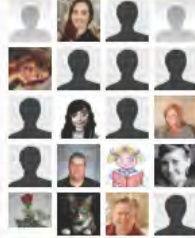
A blog is a space to record learning so that it could be revisited

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It gives students a real audience to write to, a collaborative environment where they can give and receive feedback in a professional way

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Members



WELCOME

Welcome to Classroom20.com, the social network for those interested in Web 2.0, Social Media, and Participative Technologies in the classroom. We encourage you to [sign up](#) to participate in the great discussions here, to receive event notifications, and to find and connect with colleagues. We have over 85,000 members from 200 countries!

Classroom 2.0 is a free, community-supported network. We especially hope that those who are "beginners" will find this a supportive comfortable place to start being part of the digital dialog. Because of spammers, we have to approve all memberships here. While your membership is pending you are still welcome to peruse the site or attend any events!

Once your membership is approved, the best way to find or become part of a conversation is to use the search box at the upper right or the topic list to the lower left. You can also introduce yourself to the whole network by going to [the introductory forum message](#). Please also feel free to explore: Here are [some starting tips](#) and a ["Tour of Classroom 2.0"](#). [Illuminate recording](#), or you can ask help of a "host." Thanks so much for being here!

Forum

**Motivating Students with Mindset coaching and How Brains Work (Dweck)**

Started by Emily Diehl in [Philosophy / Pedagogy](#), Last reply by El-Maria Mostert yesterday.  
 11 Replies 3 Likes  
 At my California school I am part of an Intervention Program designed to recapture at-risk students and make sure that they ALL earn their A-G credits to graduate. Our program will eventually be 4 years with varying levels of support depending on...

[Continue](#)  
 Tags: [reading](#), [intervention](#), [motivation](#), [dweck](#), [brain](#)

**Doing joint global projects from a distance**

Started by Thomas Stanley in [Philosophy / Pedagogy](#), Jan 9.  
 0 Replies 0 Likes  
 One of the hardest things to do is to take yourself to the global level. It's a risk that every classroom teacher needs to take, but because of time and content restraints are to "time strapped" to do. So what is the best way to get the done? Let's...

[Continue](#)

**Getting students involved in global issues**

Started by Thomas Stanley in [Philosophy / Pedagogy](#), Jan 9.  
 0 Replies 0 Likes  
 Here's an idea as you teach a unit, current events, etc... start by having the students take a look at global issues, choose an issue then form hypothesis of what they think is "the right answers," have them share their ideas with each other and...

[Continue](#)

**Blog #3 Mi Diario-Prof. Paz López Fall 2019**

Started by Lorena in [Introductions](#), Last reply by Sylvia Boss Dec 17, 2019.

A Learning Revolution Project

Site Search by Google

Google Classroom 2.0 Search

Finding Interesting Discussions

Forum posts can be organized by the use of "tags." To see discussions on specific topics, click on the links below.

Standardized tags you can use to have your posts included in the link results are shown in parentheses. You can also help by adding tags to others' posts. (To participate in the discussion on standardized tagging here at Classroom 2.0, see [this page](#).)

- By Tool:
- [Blogging \("blogging"\)](#)
  - [Calendars \("calendars"\)](#)

All Discussions My Discussions

+ Add

All Discussions Tagged 'blogging' (104)

Sort by: Latest Activity

Discussion	Replies	Latest Activity
<b>How do you assess/correct blogs?</b> I've just introduced my ESL students to blogs via our class Ning. Anyway it's got me thinking about a few things. Should I correct all the... Started by Greg Oz	40	Nov 17, 2018 <a href="#">Reply by fendi max</a>
<b>How can I link to word documents on my blog?</b> Hi all, I'm using Blogger as the platform for my class blogs this semester and I would like to link to course documents (mostly word docs)... Started by Brian Jeffreys	13	Sep 12, 2014 <a href="#">Reply by Aya khal</a>
<b>Virtual Field trip</b> I'm looking to introduce a virtual field trip as part of my eighth grade Anne Frank unit that's coming up. I am thinking of having students... Started by Ms. Hudak	1	Feb 27, 2013 <a href="#">Reply by Cindy Laney</a>
<b>Best video site for embedding into elementary blogs?</b> I teach 3rd grade and have a class blog through edublogs. I have been trying for weeks to figure out the best way to embed videos into the... Started by Jonah Salsion	17	Jul 6, 2012 <a href="#">Reply by Tina Wilkinson</a>
<b>Social Networking for Teacher Education</b> Your Name and Title: Leigh A. Hall, Associate Professor of Literacy Studies School, Library, or Organization Name: University of North Caro... Started by Leigh Hall	9	Apr 5, 2012 <a href="#">Reply by Clara Wang</a>
<b>Paper Blogging Practice</b>	12	Mar 29, 2012 <a href="#">Reply by Dana Cherrle</a>

This blog is focused on bringing social media and web 2.0 into the classroom.



## NEWS

### Many Nonprofit College Programs Would Fail Gainful Test

Data in a new online tool raise questions about how well public and nonprofit colleges and universities are doing in helping students earn enough to repay their debt.



0 COMMENTS



**Uncertain Future for American University in Afghanistan**  
U.S. government funding for the American University of Afghanistan expires this spring, and it's uncertain whether it will be renewed. Oversight bodies have raised concerns about the institution's

## VIEWS

**Will Higher Education Roar in the '20s?**  
John Katzman describes the changes that colleges and universities will – or should – make in the next decade.



0 COMMENTS

MORE VIEWS

## CAREER ADVICE

**An Insider's Guide to Presidential Search**  
Katherine Haley describes 10 things that boards and search committees need to know to run a successful presidential search.



0 COMMENTS

MORE CAREER ADVICE

## BLOGS

Call to Action: Marketing and Communications in Higher Education  
**Great Websites Are Never Done**

WANT TO ADVERTISE? CLICK HERE



- Faculty Jobs**
- Arts & Humanities
  - Education
  - Engineering & Mathematics
  - Health & Medical
  - Professional Fields
  - Science & Technology
  - Social Sciences
  - Technical & Vocational Fields

- Administrative Jobs**
- Executive Administration Jobs
  - Jobs Outside Higher Education

WANT TO POST A JOB? CLICK HERE

WANT TO ADVERTISE? CLICK HERE

## POPULAR RIGHT NOW

For-profit programs not the only ones that would fail gainful-employment test

National Science Board report finds U.S. dominance in science is slipping

Predictions on what the 2020s will bring to higher education (opinion)

New presidents or provosts: Atlanta Metropolitan Ave Maria CNMCC Concordia Eckerd HWS Minnesota Moor

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**THE BEST SCIENCE VIDEOS ...**  
vikyasherty  
**SCIENCE** Bachelors  
63 views



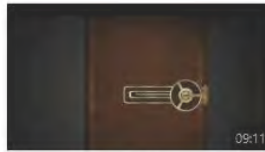
**WGU Task 3**  
jeriam3602  
**TECHNOLOGY IN THE CLASS...** 7th Grade  
6 views



**(Kindergarten/DRA 3) Read ...**  
fopsthemidkey  
**LANGUAGE ARTS** Kindergarten  
13 views



**Algebraic Expression**  
AnushaP  
**ALGEBRA 1** 9th Grade  
45 views



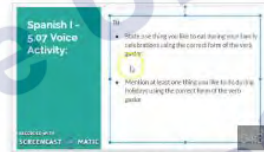
**Natural Resources**  
rachatanayak07  
**SCIENCE** 9th Grade  
35 views



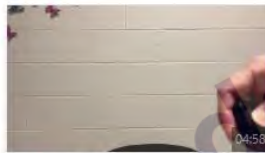
**C.V Raman (Short Biography)**  
Devadigaanithragovinda  
**PHYSICS** 12th Grade  
10 views



**Evolution of Indian Transpor...**  
Diyestresk  
**TRANSPORTATION** 10th Grade  
19 views



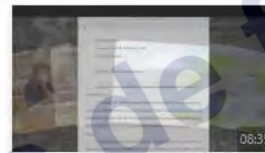
**Spanish 1 - 5.07 Voice Help**  
emstb  
**SPANISH** 9th Grade  
6 views



**Maybe - Mrs. Peters Read-AI...**  
Asbury  
**READING** Pre-K  
1 view



**Leadership in Action**  
Asbury  
**SPEAKING AND LISTENING** Kindergarten  
11 views



**Storyworks Jr. Mountain of ...**  
Mrs.Burakov  
**SCIENCE** 2nd Grade  
5 views



**MPNN Broadcast 1.14.20**  
mikeniebock  
**BROADCAST JOURNALISM** 8th Grade  
1 view

Online community for teachers to share videos of instructional learning.

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# Case study at USJ



Universit  Saint-Joseph

**MOSAIK**  
Le Blog des traducteurs - r dacteurs de l' cole de traducteurs et d'Interpr tes de Beyrouth

Qui sommes-nous ? - Tous azimuts - Forum trilingue - Mosaik avant le blog

**Le « planning » de tout parent-traducteur !**  
Si nous avons des enfants, je veux qu'ils soient super linguistes ! Lire la suite

**Une mesure « douloureuse » pour les citoyens...**  
Afin de combler le d ficit public, nous lanons le commerce des ... Lire la suite

Th mes

- Arts et culture
- Langues et traduction
- Politique
- Religion
- Sciences
- Soci t 

Cat gories

- Tous azimuts - Forum trilingue
- Articles

M dias et Religions  
بلاط جامعي في الابدان والاعلام في جامعة القديس يوسف

Search p

الرئيسية من نحن مقالات تقارير احدث اتصل بنا

Search p

احدث مقالات

- أي شرف في الجريمة؟
- زواج القاصرات
- التزواج المشكوك
- استقرار الإعدام المسيحي المشكوك
- الحجاب خيار أم فريضة - قضية التعايش بين الدين والمجتمع

أي شرف في الجريمة؟  
رنا فرحات | البلاط الجامعي في الابدان والاعلام

الاربعاء

- 2017 مايو
- 2016 سبتمبر
- 2016 مايو
- 2016 يناير
- 2015 نوفمبر
- 2015 يونيو
- 2015 فبراير
- 2015 ابريل
- 2014 نوفمبر
- 2014 مايو
- 2014 مارس

احدث مقالات

- Betsa St phano على استأثر الابدان المسيحي المشكوك
- Marc على العجا فرانسيس القاهرة لا تتكرر

زواج القاصرات  
ضحية لا حـا لها حتى البيوت في الوطن العربي قصصنا سمعنا بين الجنين والأخر ترحم قلب الإنسان ولكن ما يعرف أكثر في الجراح ان القرابين كساده على بقائها بدلا من ان تحاربها قضية زواج القاصرات تنهش في المجتمعات العربية والبنشاية من دون حل جاري لها ما يشكل انتهاكا واضحا للإعلان العالمي لحقوق الإنسان Continue reading

## Basic blog structure

### Header

with the menu or navigation bar

### Main content

with highlighted or latest  
blog posts

### Sidebar

with social  
profiles, favorite  
content, or  
call-to-action

### Footer

with relevant links like a disclaimer, privacy  
policy, contact page, etc.



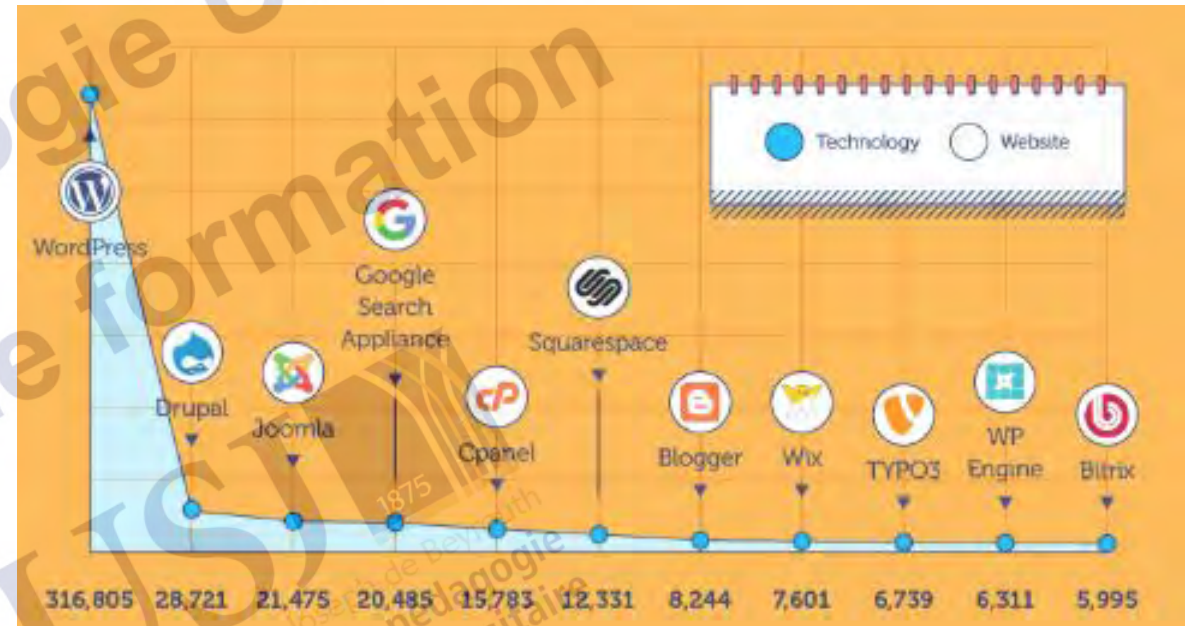
# WORDPRESS

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# WordPress Stats for 2019

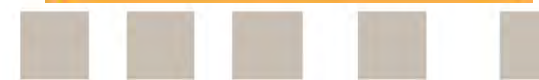
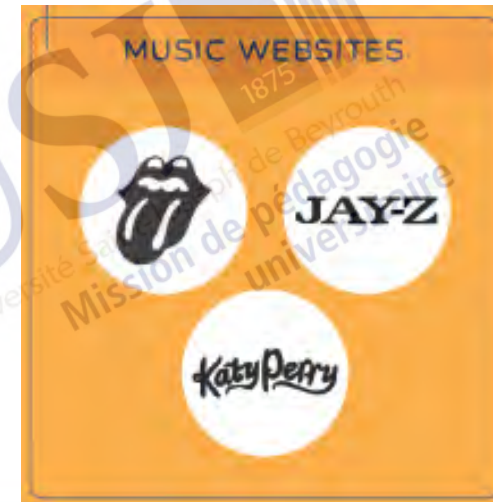
- # WordPress 5.2 has been downloaded nearly 64 million times already
- # WordPress runs nearly 35% of the entire Internet
- # WordPress rules the CMS market with 61.4% market share
- # 50K WordPress websites are being launched daily



CMS distribution in the top million websites



# Well Know Websites that Run on WordPress





What do you need to know

dashboard

Users

Appearance

Categories

Menu

Pages vs Articles

Contact form

Login

# Roles

	Administrateur	Editeur	Auteur	Contributeur	Abonné
Création d'articles	•	•	•	•	
Publication d'articles	•	•	•		
Gestion des articles	•	•			
Création de pages	•	•	•		
Publication de pages	•				
Gestion de pages	•	•			
Création de catégories	•	•			
Gestion de catégories	•	•			
Gestion des liens	•	•			
Chargement de fichiers	•	•	•	•	
Importation de base de données	•				
Exportation de base de données	•				
Rédaction de commentaires	•	•	•	•	•
Gestion de commentaires	•	•	•		
Gestion de tous les commentaires	•	•			
Modération	•	•			
Gestion des thèmes	•	•			
Gestion des extensions (plugins)	•	•			
Gestion des droits d'utilisateur	•				
Gestion des options	•				

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USJ 1875  
Université Saint-Joseph de Beyrouth  
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Username or Email Address

Mot de passe

Se souvenir de moi

Connexion

[Mot de passe oublié ?](#)

[← Back to Étublogs.USJ](#)

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USJ  
Université Saint-Joseph de Beyrouth  
1875  
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