

By acknowledging that she is not a taxonomist, Goforth makes it clear that her purpose is not to be meticulous with identifying insect species, but rather to use her blog to host a “celebration of insects, scientifically, culturally, and personally.” In keeping with the celebratory theme, the tone of the blog is enthusiastic and even a bit folksy, as she tries to entice people who might be more like the scared kid she was into becoming more appreciative and less fearful of insects. By sharing her personal excitement about bugs, she helps her audience see them as beautiful and fascinating. All of this also helps her develop ethos and come across as a credible source.

Goforth uses the genre of the blog because she wants to reach out to many more people than she could through her job at the museum in North Carolina. She can tell museum-goers that her blog is a place for them to pursue their curiosity about insects, and she can also count on getting traffic to her blog from people who Google topics she covers, including “giant water bugs” and “terrestrial insects.” Since the blog also includes many links to other blogs and Web sites on insects, it is a rich resource for anyone interested in entomology.

While blogs are no doubt a familiar genre, think for a moment about the different genres you read and compose in each day. As a student, you write research papers and presentations; these are two examples of academic genres. In each case, you know what is expected of you as a writer because you understand certain features of the genre. You know that to write a research paper, you must gather a variety of reliable sources and cite them in a specific way.

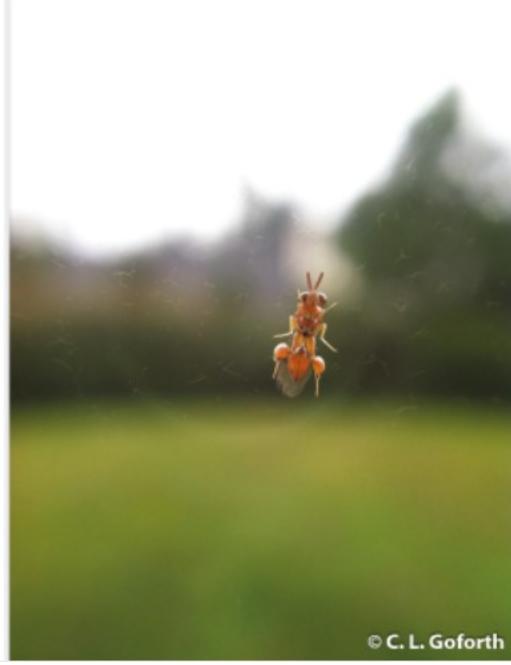
HOME GALLERY EDUCATIONAL MATERIALS GLOSSARY SCIENTIFIC NAMES DW ARCHIVE ABOUT DW CONTACT ME  
THE DRAGONFLY WOMAN PROJECT



**Well-Nigh Wordless Wednesday: Itty Bitty Wasp**

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I was walking past my back door about a month ago and caught sight of something out of the corner of my eye. I went to inspect and discovered this:



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