

Blog & Article Writing

Course Introduction and Objectives

For any author, online presence has become somewhat a mandatory requirement. A **blog** is the most effective way to reach out to throngs of audience and build a solid reader base.

The course aims at introducing the participants to the wide world of **blog writing**. While efforts have been put into designing the course with major elements of science of **blogging**, a special focus has also been put into the techniques of writing, which are often missed out by the bloggers. Additionally, the participants will be exposed to the science of writings of different forms such as magazines, newspapers and other media sources to consider journalism as a possible career option. The participants will be also expected to create **personal blogs** of their genre of interest. Industry linkages will also be focused for future prospects.

Target Audience

Primarily, school and college students who have the urge to express their views in writing and want to create an expressive blog full of absorbing content. There is no age or qualification restriction. However, participants are expected to have reasonable command over English language and grammar.

Date: October 29 - November 6 2016

Day: Every Saturday & Sunday

Timing:

9:00 am to 12:00 pm (Saturday)

1:00 pm to 4:00 pm (Sunday)

Training Investment:

PKR : 12,000

Including Material & Certificate

Session Topics

Course Introduction: General Overview

Discussion of different writing styles

Rhetorical and retrospective writing
Objective and subjective writing

Introduction to traditional media

Article
Editorial
Column
Feature
Letters to the Editor
Interview

Introduction to blogosphere/blogging

Definition, elements, and scope
Blogging Vs. Traditional Media

Setting up a blog

Free Blogging Sites

Branding the blog (Theme/Name)

Developing blog content strategy

Management of blog

Building up audience

Strategies for a successful blog

Reaching a wider audience – **The Concept of Search Engine Optimization**
Integration with the social media
Blog PR (Newsletter, Webinar)
Polls, contests, discussion on social issues

Issues with Blog writing

Legal & ethical issues
Grammar issues
Fear of reader criticism

How to overcome Writer's Block

The important Don'ts of blog writing

Scope of Blog /Article writing as a profession/freelance activity

Industry linkages

Monetization of the blog



For Registration

His DAWN blog could be accessed at

<http://images.dawn.com/authors/54/shahzeb-shaikh>.



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Skills Development Program

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