



Leadership and Ideas for Tomorrow

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 genré 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



About the Instructor

Shahzeb Shaikh currently serves as Assistant Commissioner in the Karachi Division. He is also an IBA alumnus. He brings with himself an experience of a decade and half of writing in leading newspapers and magazines such as DAWN Images on Sunday, Young world, The Review, THE NEWS Instep & US magazine and Express Tribune Life & Style. His areas of interests are music and entertainment. He also edits the 'Pur Aman Karachi Newsletter'.

His DAWN blog could be accessed at

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





For Registration

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Registration form and Fee Voucher are available at our

website: http://sdp.iba.edu.pk

Fee is to be deposited in cash / pay order in any branch of FAYSAL BANK Ltd., A/C No. 110-2162113-006. No fee will be accepted in cash/cheque at our office.

For Queries & Information

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