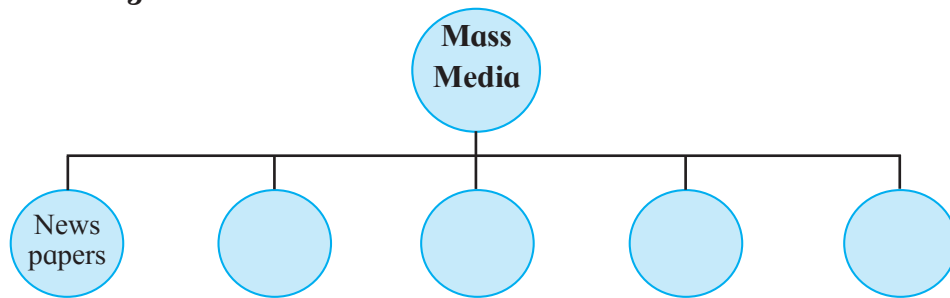


3.2 Blog Writing

ICE BREAKERS

- A blog is a discussion or informational website published on the World Wide Web. Before blog writing became popular, people used to write/share their articles/write-ups etc., through various media. Discuss in pairs the various mass media available for people to express their views and complete the web given below.



- Writing is considered to be one of the most challenging, demanding, and lucrative careers in the world. Match the professions in table (A) with their descriptions in table (B) and also what they are called from table (C).

Sr No.	A Profession	B Description	C Known as
1.	Blog Writing	Writes in scientific journals, university magazines etc as a result of their studies and research	a. Translator
2.	Story Writing	Writes on trends or comments on issues in a column everyday or weekly.	b. Blogger
3.	Song/Lyric Writing	Writes in national, state and local newspapers as a staff member.	c. Journalist
4.	Academic Writing	Writes long stories of fiction, non-fiction and other genres	d. Story Writer
5.	Translating	Writes for theatre on genres like fiction and non-fiction, historical etc.	e. Song Writer/Lyricist
6.	Newspaper Writing	Writes lyrics/songs for films, plays etc. on a given topic.	f. Academic Writer
7.	Column Writing	Writes/Publishes an informative piece, views, opinions etc. on (www-World Wide Web)	g. Dramatist/ Playwright
8.	Screen Writing	Writes in short on one or more genres of fiction/ in magazines, anthologies etc.	h. Novelist
9.	Fiction/Novel Writing	Translates an original work from one language into another	i. Screenplay Writer
10.	Drama/ Play Writing	Writes Scripts for Films/ Movies/ TV etc.	j. Columnist

Blog Writing

Do you know what blogs are? In the beginning, a blog is a write-up that people share online, and it dates back to 1994. In this online journal, you could talk about your daily life or share things you do. However, people got an opportunity to communicate information in a new way. So began the beautiful world of blogging.

What is a Blog?

A blog (shortening of “weblog”) is an online journal or informational website displaying information in the reverse chronological order, with latest posts appearing first. It is a platform where a writer or even a group of writers share their views on an individual subject. Each entry is called a post.

Blog structure

The appearance of blogs changed over the course of time. Most blogs include some standard features and structure. Here are some common features that a typical blog will include:

- Header with the menu or navigation bar
- Main content area with highlighted or latest blog posts
- Sidebar with social profiles, favourite content, or call-to-action
- Footer with relevant links like a disclaimer, privacy policy, contact page, etc.

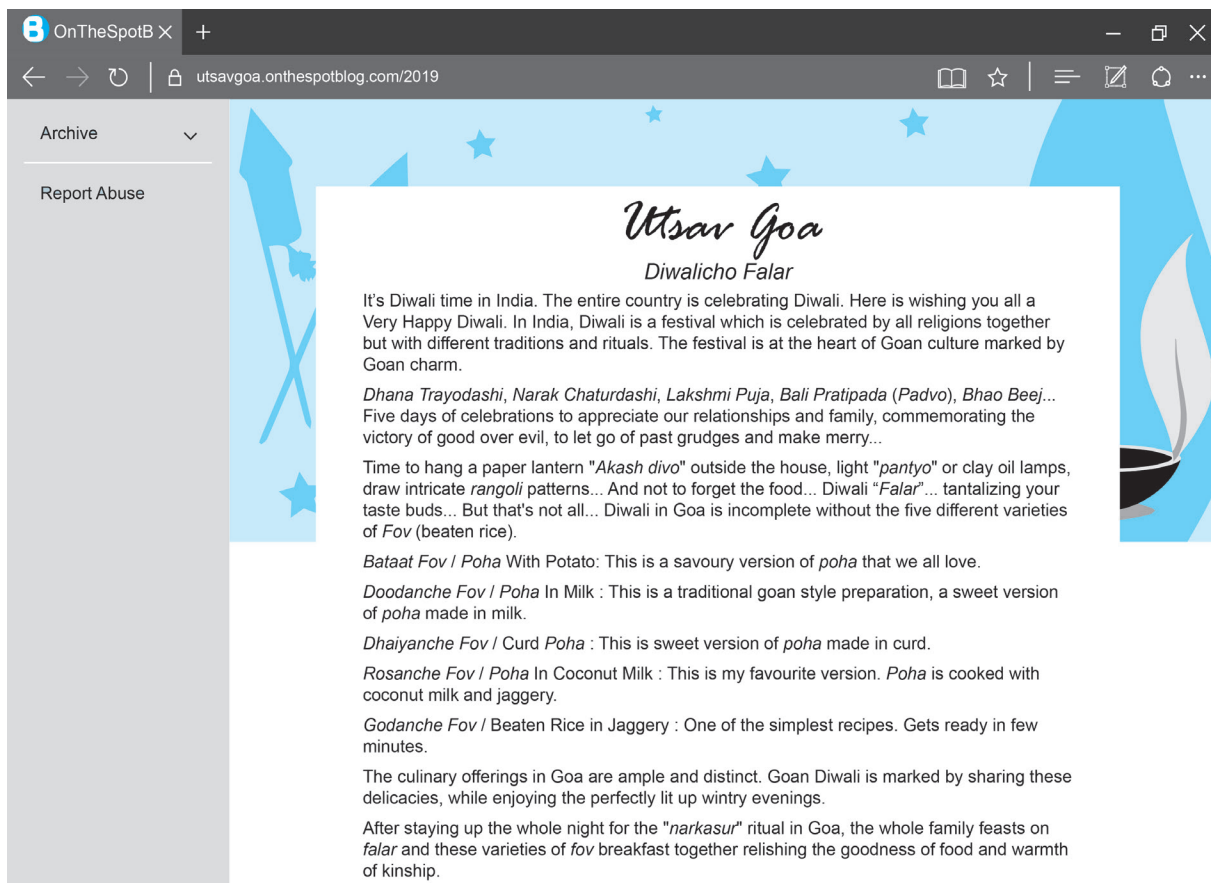
Here's a list of reasons why people blog and how blogging can benefit your personal or professional life.

- Express yourself and share your passions.
- Make a difference.
- Share interesting information.
- Refine your writing skills.
- Learn how to make money online.
- Build your professional network.
- Earn more media exposure.

Importance of Blogs
1. Blogs refine your thoughts.
2. Blogs reward the creator.
3. Blogs increase knowledge.
4. Blogs connect us to our people.
5. Blogs give introverts a voice.
6. Blogs reward the “new age” publishers.
7. Blogs accelerate discovery.
8. Blogs open up a world without borders.

How to Write a Blog Post in Five Easy Steps

- Step 1** : Plan your blog post by choosing a topic, creating an outline, conducting research and checking facts.
- Step 2** : Give it an attractive title.
- Step 3** : Draft a headline that is both informative and will capture the reader's attention.
- Step 4** : Have an introduction, lead and concluding paragraph that sums up the blog post. Add your personal experience. Use images to enhance your post, improve its flow, add humour, and explain complex topics. Use short paragraphs, simple and short sentences and words.
- Step 5** : Edit your blog post. Make sure to avoid repetition. Read your post aloud to check its flow. Have someone else read it and provide feedback. Keep sentences and paragraphs short. It is alright to delete or modify your writing at the last moment. End your post with a discussion question.



BRAINSTORMING

- (A1) Go through the text again to understand the important features of blogs. Discuss various blogs and their features with your friends.

A blog helps us to express our—

- Feelings
-
-
-

(A2) (i) We all know that blogs can be written on many topics. Your teacher will divide the class in groups and assign a task to every group to make a list of various topics on which blogs are normally written. One is given to you.

- Social Awareness
-
-
-

(ii) Go through the blog given in the text and also refer to different blogs on the internet about various social issues and environmental hazards. Now write blogs on the following topics.

- Earth with no trees
- Say no to tobacco
- Man Vs Nature
- Child labour : A curse to humanity

(iii) You will come across many blogs written by famous personalities on different topics and issues. Read and make a list of at least ten blogs available on the internet. Read and summarise a blog and present it before the class.

Sr.No.	Topic of the Blog	Name of the Blogger
1.	Don't teach kids how to read, teach them why. (https://www.teachthought.com/literacy/stop-teaching-kids-how-to-read-reading-as-practice/)	Terry Heick
2.		
3.		
4.		
5.		

(A3) Prepare a word register for writing a blog, by choosing a particular topic of your own choice.

You can write on : environment, pollution, education, etc.

For example word register for a blog on environment could be :

Trees, mountains, climate, oxygen, ozone layer, biodiversity, coral reefs, green cover, biodegradable etc.

(A4) Given below are a few topics for blog writing. Discuss and write.

1. Personality Development
2. Health and Fitness
3. Social Dynamics
4. Communication Skills
5. Self-defence

(A5) There are many blog websites like www.livejournal.com, www.wordpress.com, www.blogger.com and www.blogs.myspace.com. You can develop your blog writing skills taking on the basis of this make a list of career opportunities available to you.
