

# Blog Writing or Article Writing

In my previous module, we discussed about Creative Writing and Tools for Creative Writing or important things to include in Writing. In this short hand-out, you will learn about Blog Writing or Article Writing. Writing Skill is important for every person no matter what is your field, whether you a student or working professional.

This module includes SIX parts:

1. Introduction
2. Structure of Blog / Article
3. Coherence
4. How to Plan
5. Tools for Blog / Article Writing
6. Tips for Blog / Article Writing

## 1. Introduction to Blog / Article:

- A non-fiction piece of prose written for publication.
- Anecdotes allowed but avoid story telling.
- Reading or writing for information.
- This module will help in Blog and Newsletter writing.

Non-fiction clearly indicates that you can't add stories as you do in fiction writing. Anecdotes are allowed as it tells about human experiences. The audience is only looking for information in your writing, whether you are a medical person writing about a medicine or disease or any other field. The quality of writing depends 50% on structure and 50% on writing skills.

## 2. Structure of Blog / Article:

| Title                | Catchy/Provocative Heading                                                 |
|----------------------|----------------------------------------------------------------------------|
| Introduction         | Engage the reader<br>Rhetoric questions                                    |
| Main Body Paragraphs | Develop ideas<br>Both positive and negative features<br>Use cohesive tools |
| Conclusion           | Give your opinions<br>Assert your point                                    |

## Title Writing:

- One liner. You can also use numbers like 7 ways to get rid of bad habits.
- Don't write until the end.
- Phrases and words, not sentences. (We worry for many reason = words of worry).
- Capitalize each word except CAP (Conjunctions, Articles and Preposition).
- Use Adjectives
- Alliteration (good as gold, resistance and restraint and busy as bee).