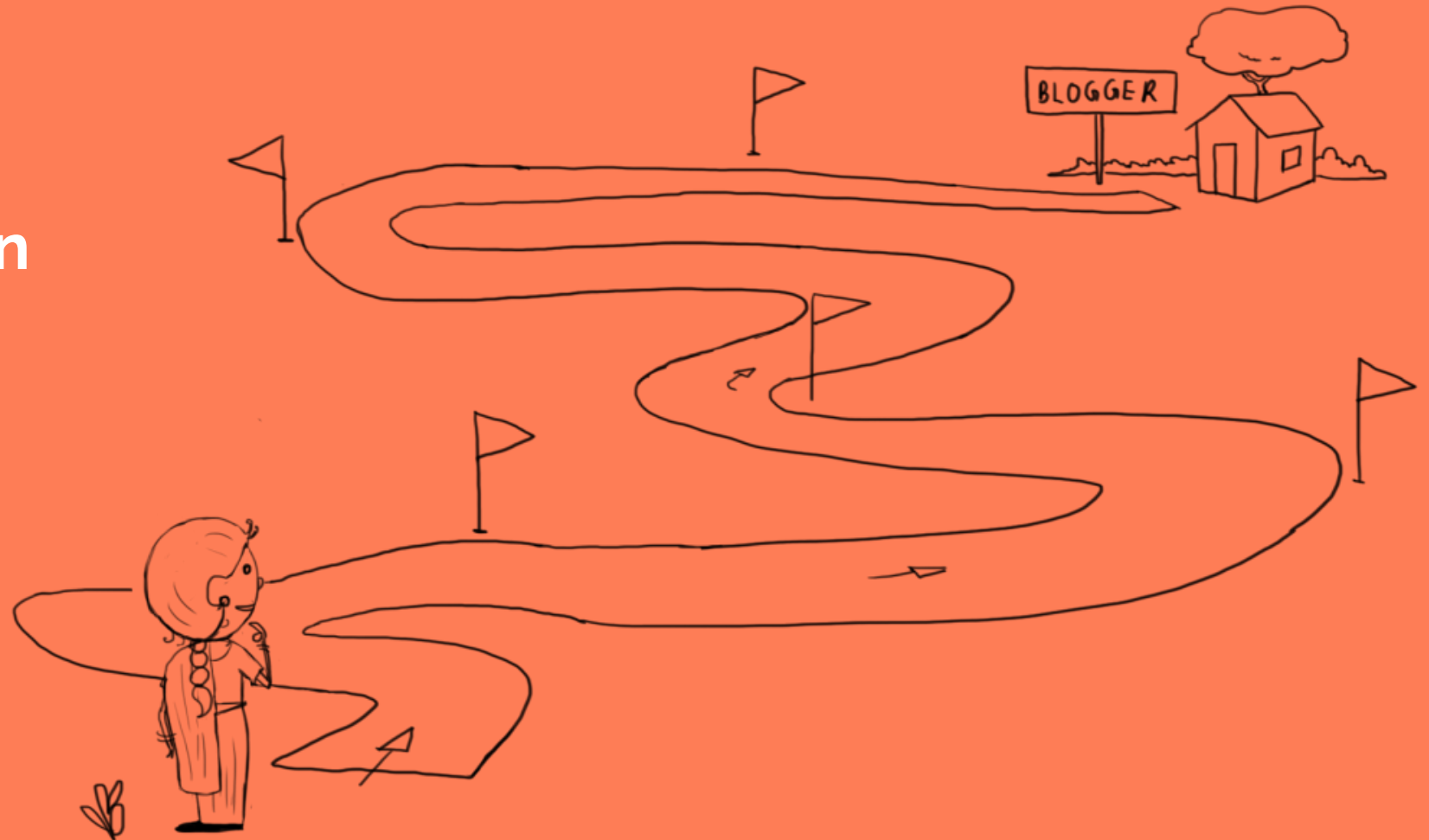


The World of Blogging

Module 1

Introduction



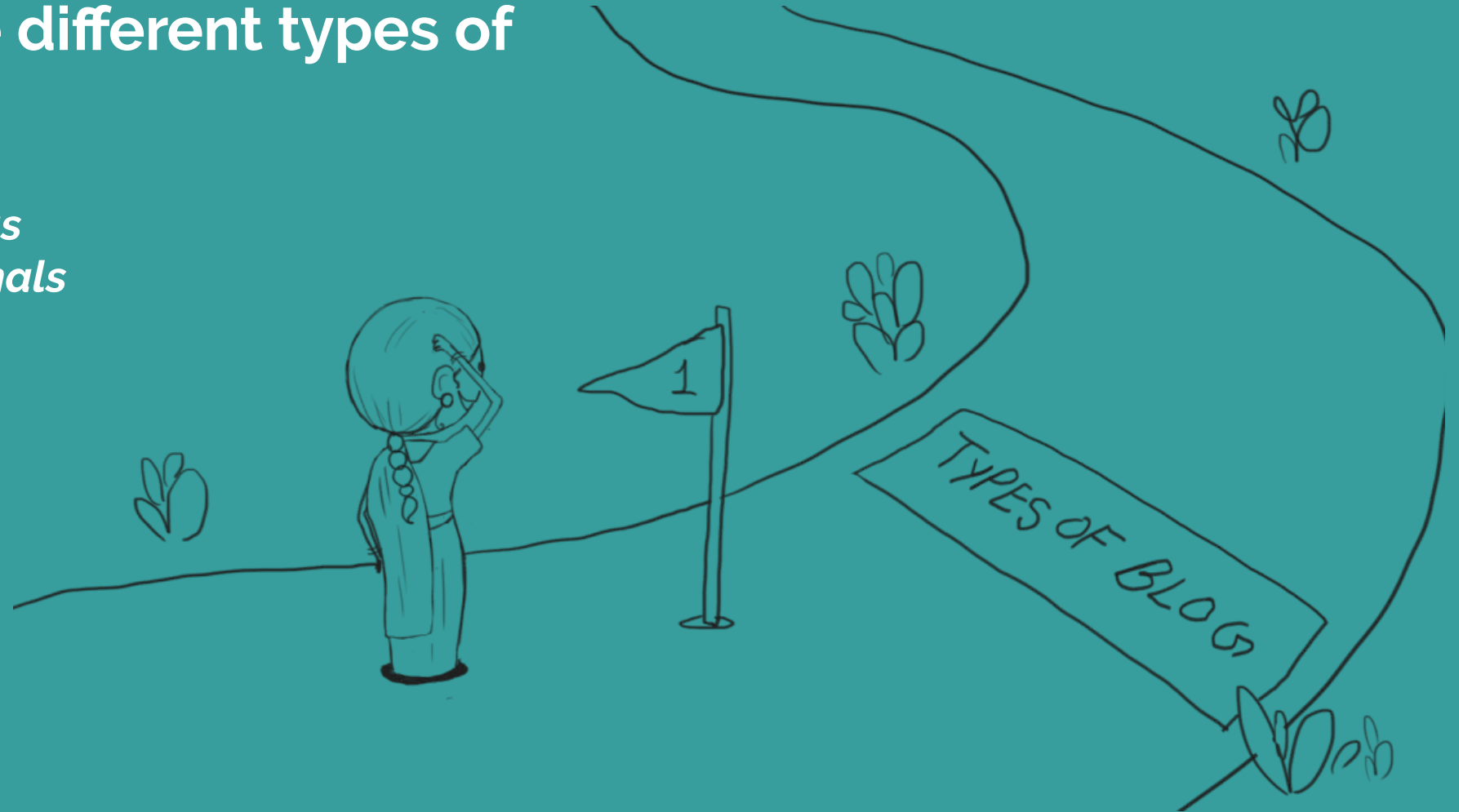
Meet Pooja

Pooja is a primary school teacher and an expert blogger. She told us about her experiences in blogging.



There are different types of blogs

Informal blogs
Periodic journals
Magazines
Columns



What could be the subjects of an informal blog?



TRAVEL



COOKING



MUSIC



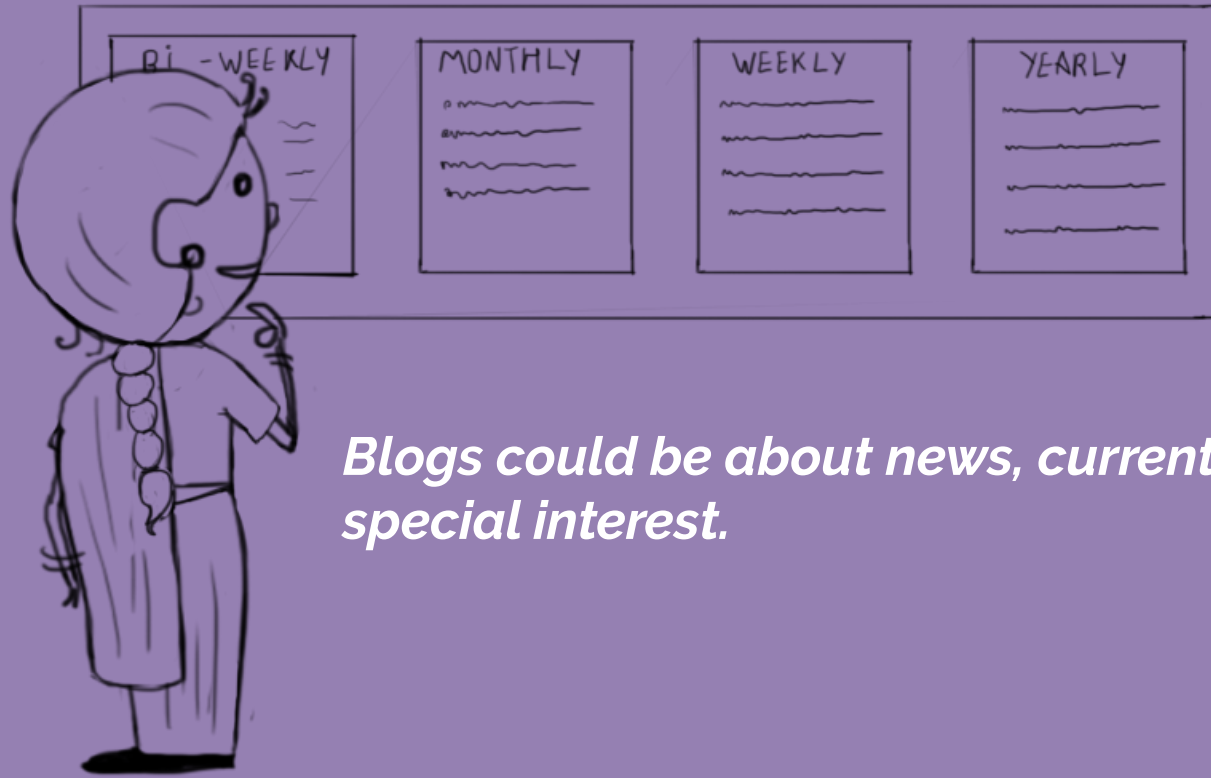
BOOKS



GARDENING



Periodic journals, Magazines & Columns



Such blogs are published at fixed time intervals. They can be in weekly, bi-weekly, monthly, quarterly or annual editions.

Blogs could be about news, current affairs, education or subjects of special interest.



The style of a blog can be

- Personal and informal

- Humorous and satirical



A blog may reveal the blogger's identity or keep it secret.

Keeping the identity anonymous can give bloggers the confidence to fearlessly express their opinions.



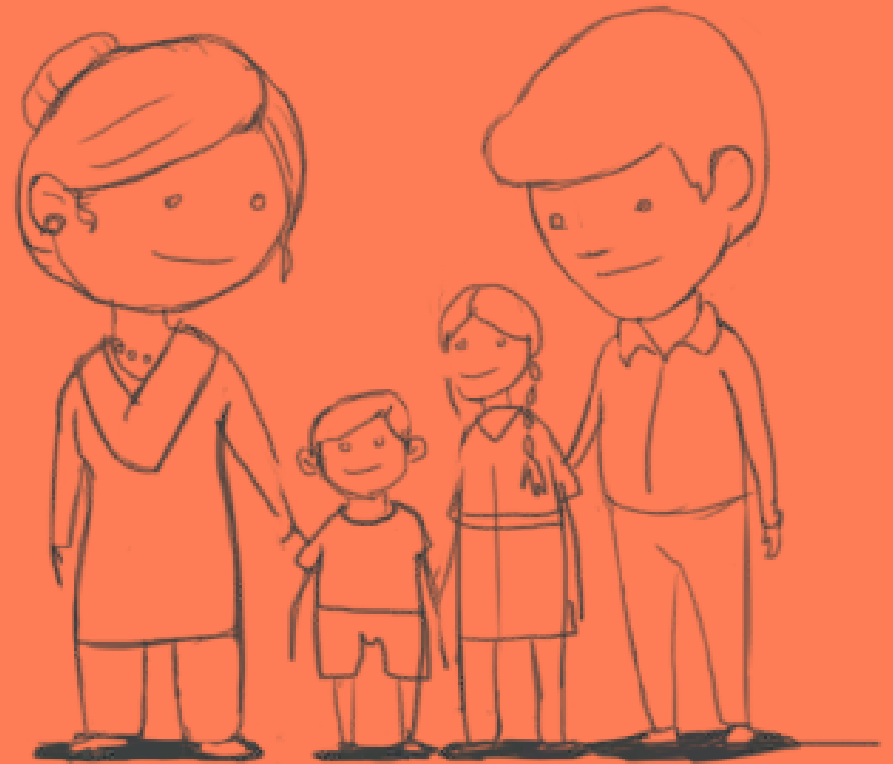
Everyone has ideas and unique experiences that we can share with others through blogs.

The aim of a blogger is to reach as many people as possible. Sometimes bloggers make efforts to connect with their intended readers .





For example, blogs on samata.shiksha are of interest to teachers and parents.



Naming your blog

The name should be:

- Distinctive, catchy and innovative

- Make the reader wonder what the blog is about



catchy

emotional

innovative

passionate

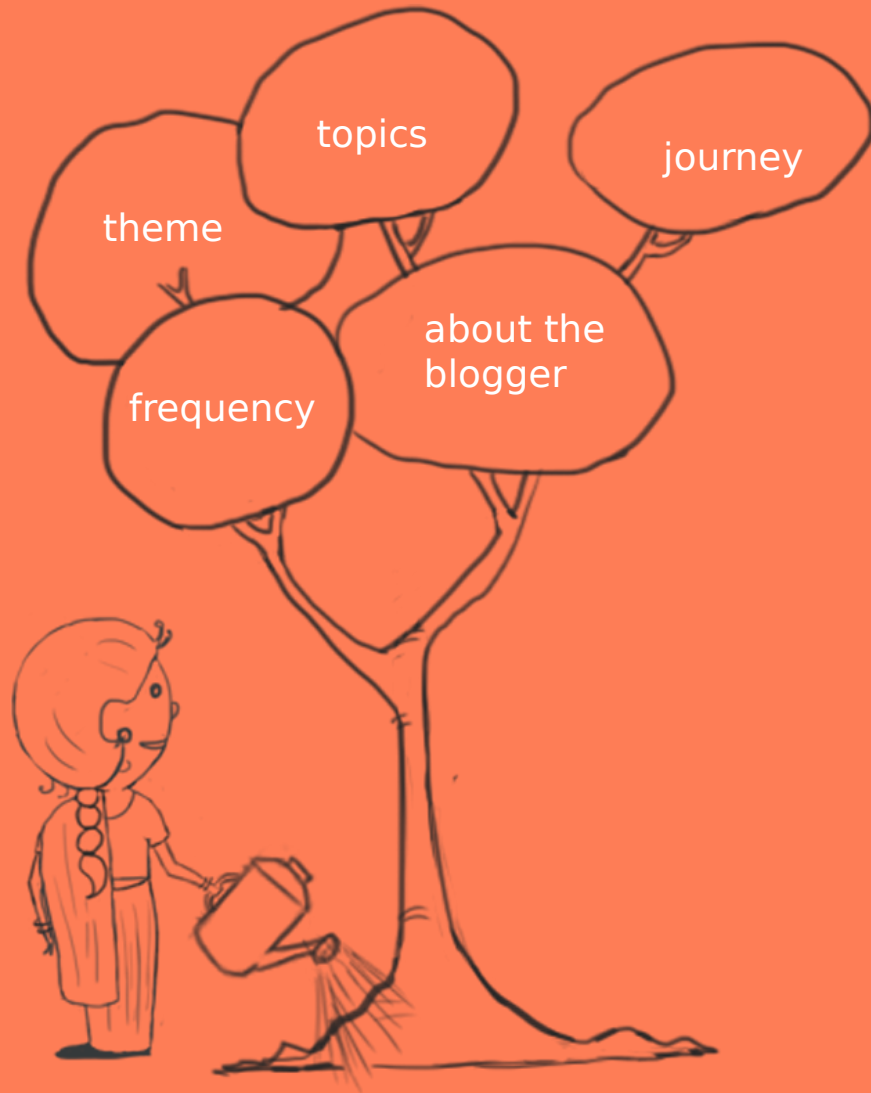
expressive



First Post

Once the name has been picked, it is time for the first blog post.

This introductory post should introduce the reader to the theme and style of the blog



The First Post should indicate:

- the blog theme***
- the topics the blog will cover***
- the journey the blog will take***
- the frequency of the posts***
- about the blogger***



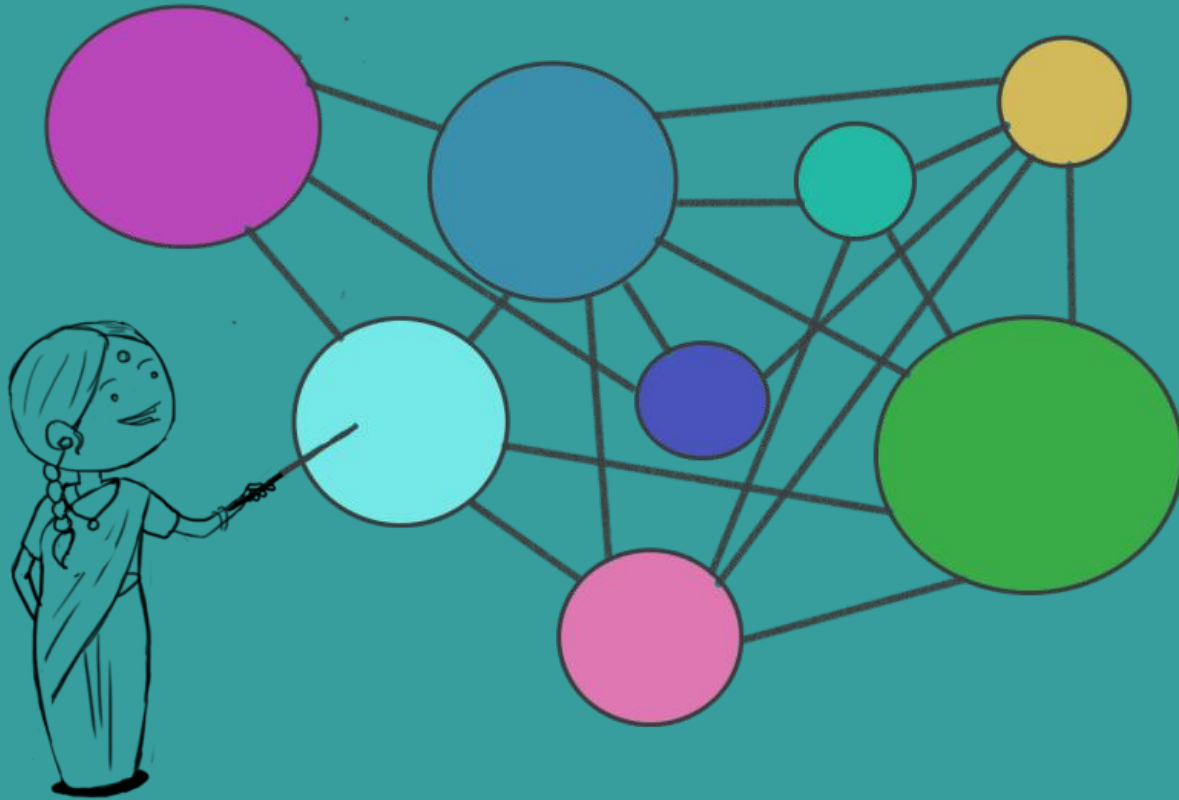
Webs and Skeletons

SKELETONS:

Before you begin writing your post, make notes on your ideas.

Make a skeleton or a write-up with section headings and content points.

This gives a sequence of ideas on which you can organise content.



WEBS OF IDEAS

A web of ideas is also a flexible way of organising the themes and sections of your blog.

A web allows you to add more ideas and to relate them to existing ones.



Once you have put up the First Post, it is time to start blogging.

*Now onto Module 2:
Ready to write your first blog?*

The World of Blogging

Module 1: Introduction

Creative team

Research

Feroze Chandra

Script

Parjanya Joshi

Design & illustrations

Divya Varghese and Prashant Chaurasiya

Editing

samata.shiksha team

THE END