

# Blogging in modern journalism



## Course outline

### Course Tutor:

**JEAN RAFFERTY**

### Course Content:

Blogging is an integral part of modern journalism, providing a showcase for a writer's talents and establishing his or her brand. This course tells you how to write blogs, how to make money from blogging and how to raise your online profile.

### Programme

- The Purpose of Blogging:
- Why we blog, where we find our ideas and what we do with them
- What makes a good blog?
- An interactive session analysing how the best blogs work
- Can Blogging Pay?
- Looking at ways to make money from your blog and to communicate with your audience.
- Putting Blogging into Practice:
- Participants will write and share a short blog.

### What you should bring with you:

No requirements, however, you may wish to bring a notepad.

### Qualifications:

No formal qualifications required.

### Expected learning outcomes:

On completion, participants should have the ability to write their own blog and will understand how to use blogging and social media to further their career.