Blogging for Academic

## Blogging VS. Academic Writing

For most academics the thought of contributing a piece of written work screams time, energy, blood and sweat. But hope some info can curb those fears. Blog writing aims to produce a relaxed writing style that is inviting for both academics as well as the general public. The academic requirements of third person language are substituted for the first person so to make The readership feel as though you are speaking directly to them. In many ways, you want the readership to see the personality coming through the writing. The hope is to communicate the complexities of scholarship into simple language without forfeiting the integrity of academia. As a contributor you hope to keep the readership-who spreads across a wide spectrum- in mind.

Another key difference in blog writing is available space. Unlike large academic pieces, which provide a beautifully assembled intro, arch, and ending, blogging should aim to be no more than 1,500 words (with 800-1,000 words expected). The aim is to be concise and economic making use of key points and arguments without loads of references characteristic of academic writing.

Similar to academic writing, the point is to begin and engage in a conversation with the readership. The aim is to build a community focused on engaging the topics of interest to you.

## Blog Guidelines

1.Length: Keep blog posts short. There is an exception for longer posts at times, but try to refrain. The normal blog post should be anywhere from 400-1000 words.

2.Beginning Paragraph: The lead paragraph will either make or break the blog. Research shows that the first few sentences will determine whether a reader finishes the blog or pushes it aside.

3.Images: As The main vision includes lay readership, it may be best to incorporate images into the blog whenever possible but remember you will be responsible for abiding by copyright law on these images.

4.Titles are important: Create an interesting title that will lure the audience while not distorting the purpose. Make them want to read what you wrote and refrain from generic titles-e.g. "Jesus in Luke." However, keep it simple using 40 or so characters.

5.Create points that people can glance at: The best way to get people to actually read the content is to create bullet points that people can glance at on their phones or devices. Do this only if applicable.

6.Write short sentences and paragraphs: Keep sentences short. Paragraphs should be no longer than 4-5 sentences before beginning a new one.

7.Respond Regularly: Respond to comments in a timely manner if people engage the work.

8.Ending Well: Ending with a question leaves the conversation open for further discussion. The hope of the blog is to start a dialogue-this is best achieved when a question is posed to the implied reader.