

WRITE A BLOG POST



Training course in journalistic writing

As part of your missions, you write articles for a blog. Your objective: to make the subjects on which you work understandable by non-specialist readers.

During this training course, you will use your work to put your writing skills to the test and learn popularization. By becoming familiar with the codes of journalistic writing, you will be able to produce clear and attractive blog articles.



Objectives

Understanding the structure of an article
Clarify your essential message(s)
Becoming familiar with SEO
Apply the rules of popularization
Improve your writing style

Training duration

2 days
In option: 1h30 of individual coaching

Number of participants

Up to 6

Audience

Any person who may write a scientific article

Educational resources

Theoretical and methodological background, practice on material brought by participants, group exchanges, exercises

Evaluation procedures

Questionnaire at the beginning and at the end of training (self-evaluation)

Prerequisites

None



Program

Understanding the structure of an article

Choose an attractive title, subtitles and introduction
Anticipate layout : paragraphs, words in bold, illustrations...

Clarify your essential message(s)

Define your communication objectives
Work on your framework and your arguments

Becoming familiar with SEO

Choose relevant key words
Be attentive to meta-description tags, the url, the « title »

Apply the rules of popularization

Place your work in context
Give concrete examples
Use metaphors, humour, anecdotes

Improve your writing style

Shorten and simplify your sentences
Get rid of waffle and jargon
Give rhythm to the content