



# The Elements of Blogging: Expanding the Conversation of Journalism

*Mark Leccese, Jerry Lanson*

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Becoming a blogger takes practice, hard work, and, ultimately, a passion for the craft. Whether you plan to blog on politics or parenting, *The Elements of Blogging* is designed to give you the skills and strategies to get started, to sustain your work, and to seek out a robust audience. This book is loaded with practical advice on important topics such as determining a niche, finding the best stories, and blogging effectively and ethically. It features examples from both amateur and professional bloggers that show the techniques for building an argument, finding a voice, crafting a headline, and establishing a brand.

Key features:

- Real-world applicability. This book includes thumbnail profiles of bloggers and their sites, which illuminate key skills you will need to become an effective blogger
- Interactivity. Each chapter features discussion points and exercises intended to get you to think about, reflect on, and apply the contents of each chapter
- Creativity. While this book dives into software and plug-ins for bloggers, its main goal is to cover how to write blogs on a myriad of topics: news, opinion pieces, travel, politics, art, and more.

Visit the companion website: <http://www.theelementsofblogging.com/>

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