

Cosmi Code Summer Internship Program

Week 1- Task # 01

Task # 01: Write a short blog post (300–400 words) on “Why Blogging Still Matters in 2025”.

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Submission Date: 27th June 2025, Friday

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Essentially, in an era where people's attention spans are limited to scrolling through their phone for a five-second reel or short video or finding it a chore to reply to a message, it can be safely assumed that blogging is dead, which means that nobody reads blogs anymore in 2025.

However, according to Mahnoor Arshad on LinkedIn, 77% of internet users are still interested in reading blogs daily. Hence, in other words, blogging is not dead- if anything, it is thriving and will continue so for years to come.

These days, blogging is no longer just a personal diary or some random hobby; if anything, it has become a powerful platform for sharing knowledge, building a community, and connecting with an audience on a deeper level with the same interest as you. Furthermore, unlike scrolling through Instagram captions or TikTok reels, a blog offers not only knowledge, but also long-form content that lasts longer, ranks higher in search engines, and continues to provide value long after it's published.

With the world's attention spans shrinking and misinformation spreading, readers crave reliable, well-researched, and thoughtfully written content. Blogs give creators the space to explain, elaborate, and educate — something that a 60-second reel can't do. From mental health awareness to tech guides, readers still turn to blogs for depth, subtlety, and clarity.

Blogging can be considered as one of the best tools for personal branding and content strategy, two things that are the most important elements, especially in 2025. Whether you're a freelancer, a business owner, a student, or a creative, your blog acts like a digital portfolio, showcasing your passion, voice, vision, and value. Whereas, for businesses, blogging increases SEO, fuels web traffic, and builds customer trust — doing all, while maintaining the authenticity of the market.

Regardless of the fact that there is a rise of AI content, who can generate several contents in one go, one thing is for sure— that original human storytelling remains irreplaceable. Something that AI can never replace. Hence, readers are more aware than ever of voice, tone, and authenticity. Blogging allows for that personal touch, making it a meaningful form of communication in a world of algorithms.

Nevertheless, to conclude, I wouldn't say that blogging is outdated — instead it's evolving. Especially in 2025 — a timeless tool for expression, education, and influence. If anything, blogging matters now more than ever.