



**CHANDIGARH
UNIVERSITY**

Discover. Learn. Empower.

University Institute of Liberal Arts and Humanities

Course Name- Professional Business Communication

Course Code-22PCH-105



**Digital Communication – Blogs &
Websites**

DISCOVER . **LEARN** . EMPOWER

COURSE OBJECTIVES

The Course aims to:

1	Augment student's overall communication and interpersonal skills by practicing oral and written English for professional life.
2	Enrich reading capability to enhance business sense through special emphasis on business vocabulary and its usage.
3	Write business documents clearly, concisely and analytically in correct syntax.
4	Speak coherently, concisely in social and professional environment.

COURSE OUTCOMES

On completion, the students are expected to

CO Number	Title	Level
CO1	Apply non-verbal and soft skills effectively to attain expertise in Listening, Speaking, Reading and Writing Skills (LSRW Skills).	Apply
CO2	Apply correct contextual and comprehensible written text and speech in a wide range of communication situations.	Apply
CO3	Demonstrate linguistic competence while speaking and writing through accuracy in grammar, intonation, pronunciation and vocabulary.	Apply
CO4	Evaluate information as critical readers, speakers and writers applying ethics in communication and being sensitive in cross cultural communication.	Evaluate
CO5	Create original short compositions, in the form of paragraph writing, business correspondence, blogs etc. using logical support and argument.	Create



•<https://getvoip.com/uploads/business-communication-methods.jpg>

What is a Blog?

- A blog (a shortened version of “weblog”) is an online journal or informational website displaying information in the reverse chronological order, with the latest posts appearing first, at the top.
- A collection of skills that one needs to run and supervise a blog.
- Entails equipping a web page with tools to make the process of writing, posting, linking, and sharing content easier on the internet.



Benefits Of Blogs

- Start a new business
- Become a better writer
- Express yourself
- Build a network
- Get more client for your existing business
- Improves writing skills
- Increases agility
- Boosts search engine optimization



Example



<https://encrypted-tbn0.gstatic.com/>



<https://lh3.googleusercontent.com/>

Example



How to start a Blog

- Step 1: Plan your blog post by choosing a topic, creating an outline, conducting research, and checking facts.
- Step 2: Craft a headline
- Step 3: Write your post
- Step 4: Use images to enhance your post, improve its flow, add humor, and explain complex topics.
- Step 5: Edit your blog post.



How to write a Blog

- Magnetic headline
- Compelling leads
- Useful subheads
- Informative and engaging body
- Appealing graphics
- Powerful call to action
- Relevant internal link
- Good meta description



10 Best Blog Sites for 2021

1. WordPress.org – Best for Self-Hosted Blogs.
2. WordPress.com – Best for Free Blogs. ...
3. Wix.com – Best for Small Websites. ...
4. Joomla.com.
5. www.Medium.com
6. Ghost.org. ...
7. Squarespace.com. ...
8. Weebly.com.
9. Blogger.com
10. Tumblr.com



Using Multimedia

- Blogs give writers the opportunity to use design, images, audio, and video to supplement their writing. Take advantage of these innovative ways to enhance your presentation!
- **Use appropriate content, size, and quality** Make sure your chosen images complement the layout of your text visually.
- **When linking to an online video, consider using a screen shot from that video as your hyperlink.** A screen shot can make a reader more likely to click on a link. It can demonstrate the clip's relevance to your post.



How to maintain a successful blog

- Make post titles eye-catching but also reasonably accurate.
- Consider using the tag function in each post. This will help guide readers through your content thematically instead of chronologically. Keep tags consistent, including punctuation.
- If your hosting platform allows, link to similar blogs in order to increase your traffic.



How to maintain a successful blog

- Be aware that you are potentially addressing people with very different knowledge bases and cultural assumptions than yours.
- Handle comments with care. As the blog's creator, the way you handle dissenting or inflammatory voices sets the tone for your readers.



Vlogs

- A blog that publishes video content.
- Started as a form of self expression
- Intends to get attention, a market or an audience
- A personal website or social media account where a person regularly posts short videos.





Importance of Vlogs

- 5 Billion videos are seen every day on YouTube
- Cross – cultural communication and awareness
- Education
- Connecting with people
- Lively touch
- Revenue
- Making a difference



How to create a Vlog

Do's

- Get some experience first
- Do plan out your day
- Be natural with respect to the script
- Use templates, shortcuts and hotkeys



Don'ts

- Don't Film Everything
- Don't Spend too Long On a Script... Or Your Video
- Don't Worry About Equipment (But Be Aware of Bad Audio)
- Don't Forget About Your Audience



Content is the king

- Gripping Storyline
- Hook your viewers
- Effortless Introduction
- Structure your content over something specific
- Give a visual index
- Call your viewers to action

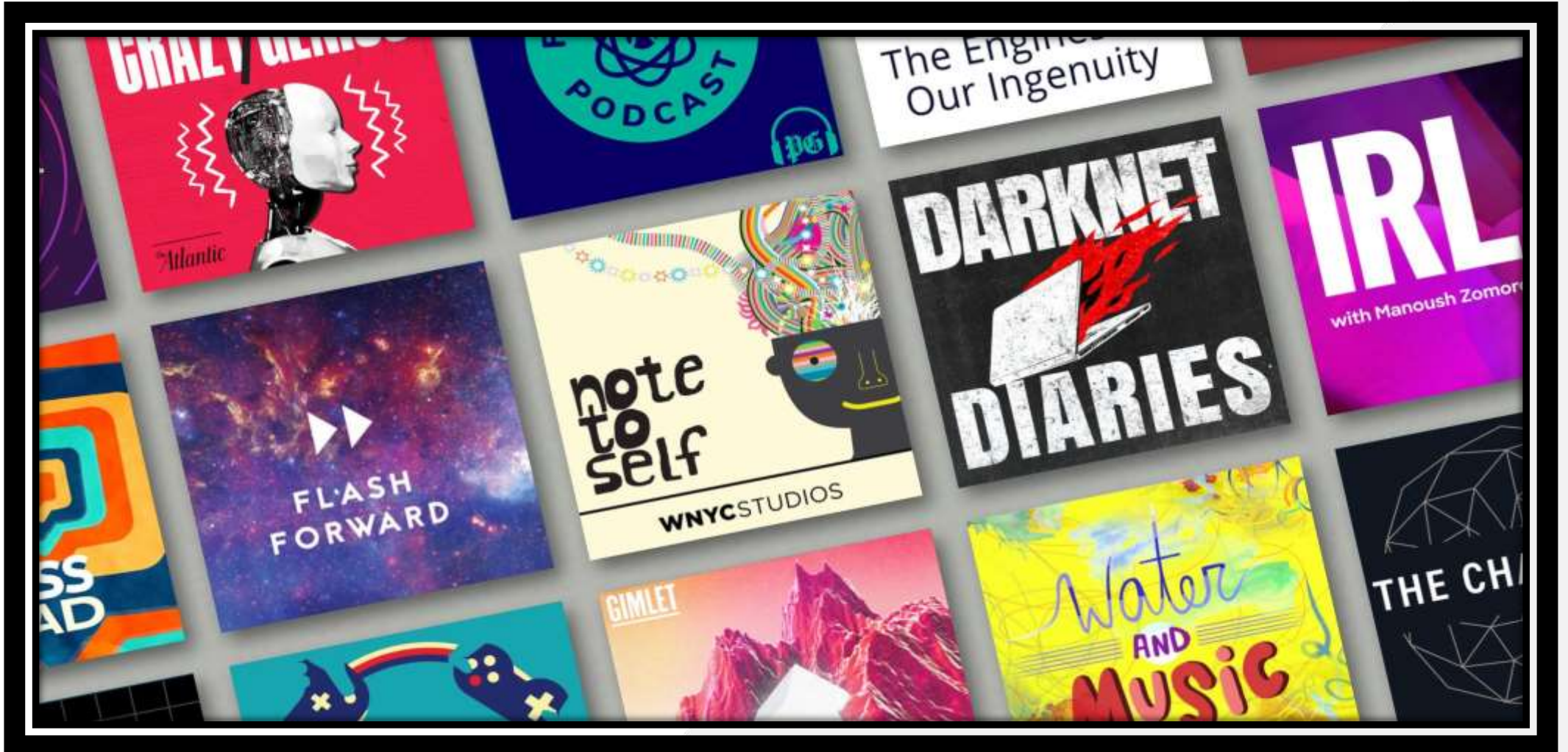


Podcasts

- A digital audio file made available on the Internet for downloading to a computer or mobile device, typically available as a series, new installments of which can be received by subscribers automatically.
- Podcasting started as mostly an independent way for individuals to get their message out there and build a community of people with similar interests.



Some Famous Examples



Benefits of Podcasts

- Easy to create
- Informative
- Easy to distribute
- Accessible
- Impactful marketing tool
- On demand



Content Strategy

- Everyone is self absorbed except you.
- Make it actionable
- Visual impact
- Adjust your content sharing according to the channel
- Use ego bait
- Dialogic (Interviews)
- Ask your audience



Websites

- **What does *Website* mean?**

A website is a collection of publicly accessible, interlinked Web pages that share a single domain name. Websites can be created and maintained by an individual, group, business or organization to serve a variety of purposes. Together, all publicly accessible websites constitute the World Wide Web.

A website is also known as a web presence.

Types of Websites

Static

- Can be created quickly
- Economical
- Quick delivering speed
- Simple in structure.
- Content of Web pages can not be change at runtime.

Dynamic

- High-end programming, easily updated.
- It is neat and well organized .
- Popular with Electronic-commerce sites and shopping portals
- Attractive looking due to advanced graphics
- Content of Web pages can be changed.

Examples

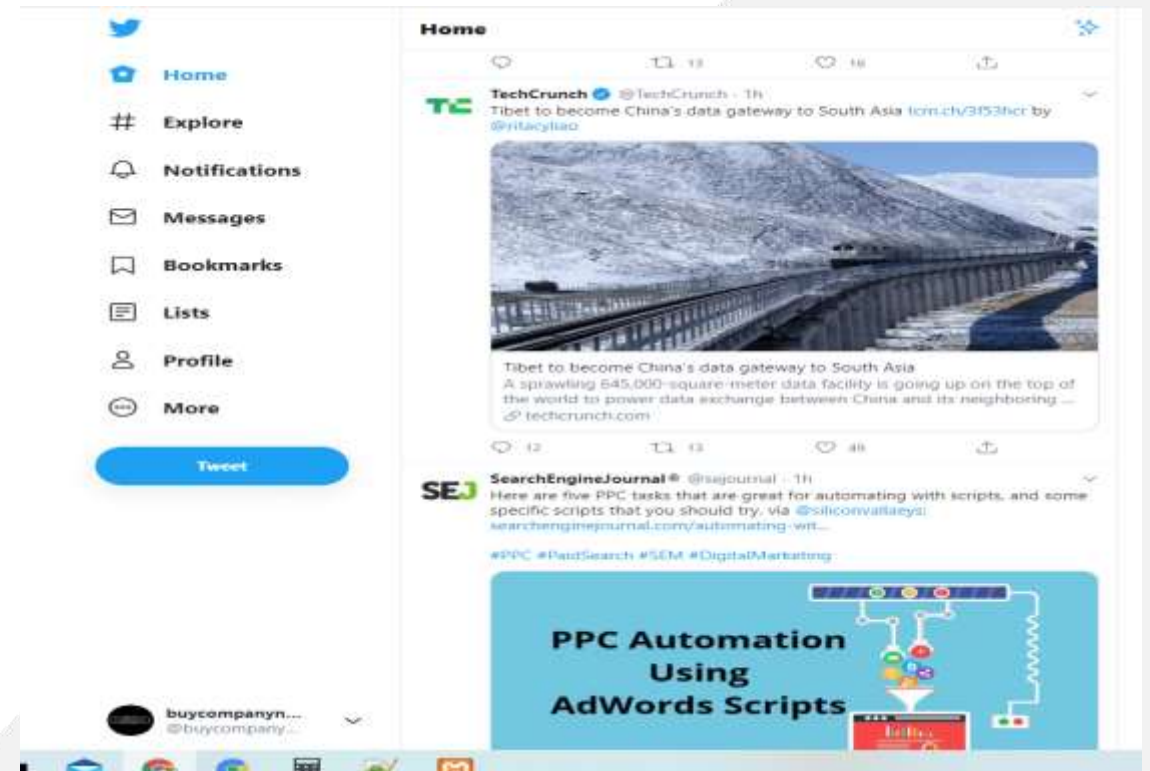
Static Website

Hartwell Insurance



Dynamic Website

Twitter



How to write for a website

- Use keyword that user might relate to. This optimizes the search engine.
- Divide your content.
- Front-load the important information
- Use pronouns. The user is “you.” The organization or government agency is “we.”
- Use active voice. “The board proposed the legislation” not “The regulation was proposed by the board.”

How to write for a website

- Use short sentences and paragraphs.
- Use bullets and numbered lists.
- Use clear headlines and subheads. Questions, especially those with pronouns, are particularly effective.
- Use images, diagrams, or multimedia to visually represent ideas in the content. Videos and images should reinforce the text on your page.
- Use white space. Using white space allows you to reduce noise by visually separate information.

BLOG

VERSUS

WEBSITE

BLOG

A web resource published on WWW that consist of discrete and informal diary-style entries called posts

Content is updated regularly

Informal

Contains informative and educational posts

Usually developed with Word press, Magneto etc.

WEBSITE

A collection of related web pages, including multimedia content, typically identified with a common domain name, and published on at least one web server

Content is static and does not change regularly

Formal and professional

Content changes depending on the type

Developed using HTML, CSS, JavaScript, PHP, Python, etc.

Visit www.PEDIAA.com

Applications

- Contact people all over the world for free (or inexpensively)
- Market expansion.
- Document interactions
- Online Presence 24/7.
- Information Exchange.
- Credibility.
- Consumer Insights.
- Advertising.

Assessment Pattern

Students are assessed on the basis of the following parameters:

- Hourly Tests - 2
- Assignments
- Surprise Test
- Quiz
- Student Engagement
- End Semester Exam

References

- www.blog.hubspot.com
- www.wpbeginner.com
- www.wordpress.com
- <https://www.spiderwriting.co.uk/static-dynamic.php>
- <https://www.toppr.com/guides/business-correspondence-and-reporting/writing-formal-mails/conventions-sample-mails/>
- [blogging-introduction.original.pdf \(duke.edu\)](#)
- [7 Secrets To Producing Engaging Podcast Content \(forbes.com\)](#)



THANK YOU

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