

Career as a Blogger/Writer

Inspire, Educate, Empower – Shaping Young Minds

No matter which career you pursue, writing will invariably be an essential part of it. You can, however, choose to have an exclusive writing career if you have the flair for it. And a flair for writing is visible from early on in life.

One of the most important aspects of this field is that anyone, irrespective of the subject they have pursued or are currently pursuing,

can become a writer or blogger. You can pursue a career as a blogger or writer alongside any other stream such as science, engineering, medicine, law, business, humanities, or arts. Many professionals begin writing parallel to their primary careers and later transition fully into writing. Subject knowledge combined with strong communication skills often becomes a writer's biggest strength.

Writers/bloggers use the

command of their language to conceptualize, research, write, edit and polish manuscripts, articles, poems, prose and other types of written content. Writing is an evergreen career and writers work across genres as well as across industries. Writing requires a unique combination of skills including imagination and creativity, the ability to conduct exhaustive research and the ability to interpret data to create a story from



it. And although pursuing an academic qualification in writing is a definitive step towards being a writer, it requires tremendous reading ability and years of writing practice before one can excel in this field.

Top Colleges

India

Duration: 3 Years

Fee per course/annum: ₹12,000 – ₹1,50,000

- Lady Shri Ram College for Women, New Delhi BA Journalism & Mass Communication
- Loyola College, Chennai – BA English Literature
- Christ University, Bengaluru – BA Journalism
- St. Xavier's College, Mumbai – BA English, BA Mass Communication
- Miranda House, New Delhi – BA English (Hons)
- Hindu College, New Delhi – BA English (Hons)
- Madras Christian College, Chennai – BA English Literature

UK

Duration: 3 Years

Fee per course/annum: £13,000 – £24,000

- University of Oxford
- University of Cambridge
- University of Birmingham
- University of Kent
- Durham University

USA

Duration: 3–4 Years

Fee per course/annum: \$17,000 – \$52,000

- Yale University
- Stanford University
- University of Virginia
- UCLA

Career Prospects

Writers work across publishing, digital media, advertising, education, entertainment, corporate communication, and research. Many build parallel careers as freelancers, bloggers, or authors while working full-time. With experience, writers move into editing, teaching, consulting, content strategy, or independent publishing.

AI & The Future of Writing

AI tools now assist writers with research, grammar, SEO, content planning, and ideation. While AI can generate drafts, human creativity, originality, voice, and ethical judgment remain irreplaceable. Writers who understand AI tools, data-driven content, and digital publishing platforms will have a strong advantage in the future.

To stay relevant, writers should learn:

- AI writing and editing tools
- SEO and analytics
- Content strategy and audience engagement
- Multimedia and storytelling formats

Skills & Qualification

- Strong writing, language, and storytelling skills
- Research, reading, and interpretation ability
- Creativity and originality
- Editing and revision skills
- Digital publishing and content tools
- Bachelor's in Literature, Journalism, Communication, or related fields
- Master's degree or specialization (optional)

Job Roles

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|--------------------|-----------------|--------------------|
| • Blogger | • Screenwriter | • Digital Content |
| • Content Writer | • Script Writer | Creator |
| • Copywriter | • Speechwriter | • Editorial Writer |
| • Technical Writer | • Author | • Social Media |
| • Journalist | • Ghostwriter | Writer |

Specialized Certifications:

- Creative Writing Certification
- Digital Content Writing & SEO
- Copywriting & Brand Storytelling
- Technical Writing Certification
- Blogging & Social Media Writing Courses

Examinations:

India

- BA English / BA Literature
- B.Lit (Bachelor of Literature)
- BA Journalism / Mass Communication
- MA English / MA Literature / MA Creative Writing
- PG Diploma in Creative Writing / Journalism

USA

- BA English / Creative Writing
- Minor or Major in Writing / Literature
- MFA in Creative Writing (advanced level)

UK

- BA English Literature
- BA Creative Writing
- BA English & Linguistics
- MA Creative Writing /

Pros

- Flexible and creative career
- Opportunities across industries and platforms
- Scope for freelancing and independent work
- Potential for recognition and global reach

Cons

- Low pay at entry level
- Requires long-term consistency
- Freelance income can be unstable
- Success often takes time

- By Smita Vikhankar (Mo. 95525 97395)

Founder, Yaan Solutions - an organisation with psychometric assessments, Career counselor, Life coaching. ICF certified coach and licensed Emotional Intelligence Practitioner.

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