Unlock the Power of Academic Blogging:

Storytelling, Tips and Tools

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Globalsouth.org

Introduction

Zara Qadir

Founding Editor

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Editor & Website Curator

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Contributing Editor &

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About the Hub

GLOBAL SOUTHS HUB

A dynamic news and community platform dedicated to decentralising knowledge production and supporting early-career researchers in Global South Studies

*"I hope that **Global Souths Hub** will help us shake up existing hierarchies, make contributing to the field more accessible, and change the way we talk and research in the regions."*

Jasmin Dall'Agnola, Associate Editor for *Central Asian Survey*

Global Souths is used to reflects the diversity of the field—emphasising that there is **not just one 'Global South'** identity, culture, or history, but many.

Our first year

GLOBAL SOUTHS HUB

🌍 **Global Reach**

One post a week
155+ countries

Top 10: Chile, Egypt, Germany, India, Indonesia, Kenya, South Africa, UK, and USA

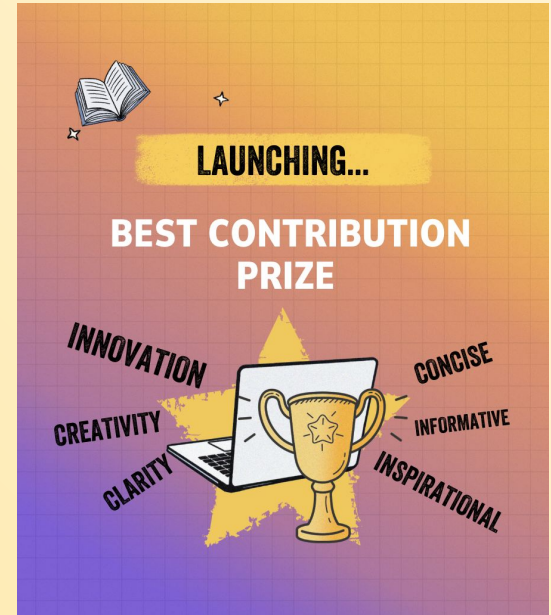**1** in **3** contributors is from the Global South

💡 **Key Topics covered**

- Climate change & sustainability
- Migration & mobility
- Colonial legacies & economics
- Feminist perspectives & AI futures
- Mental health & decolonising academia

🏆 **Contributor Prize**

LAUNCHING...

BEST CONTRIBUTION PRIZE

INNOVATION
CONCISE
CREATIVITY
INFORMATIVE
CLARITY
INSPIRATIONAL

Demystifying academic blogging

Understand why blogging matters, what its impact can be, and how it can showcase your expertise and research.

What is a blog?

- Regularly updated website with newest content presented first
- Conversational and accessible
- Reflective and opinion-driven
- Responsive to current events or issues
- Focused but flexible

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Why do academics blog?

*So, there is a great feeling of **personal freedom in writing a blog**. With the journal article, you want to communicate your research, your findings or your arguments.*

*But always at the back of your mind are the academic standards that you have to adhere to, to get peer reviewed. With a blog, in a sense, there's no such obstacle. **It gives me freedom how I express myself.***

Zou, H., & Hyland, K. (2020). Academic blogging: Scholars' views on interacting with readers . *Ibérica*, (39), 267–294.

Why blogging matters?

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1. Helps academics **contribute to mainstream news** due to short publication turnarounds
2. Helps readers **understand the story behind the story** through data and big picture analysis
3. Helps you think through the **relevance of your work to real-world events**
4. It can **influence policy** by presenting research in an accessible format to those in positions of power.

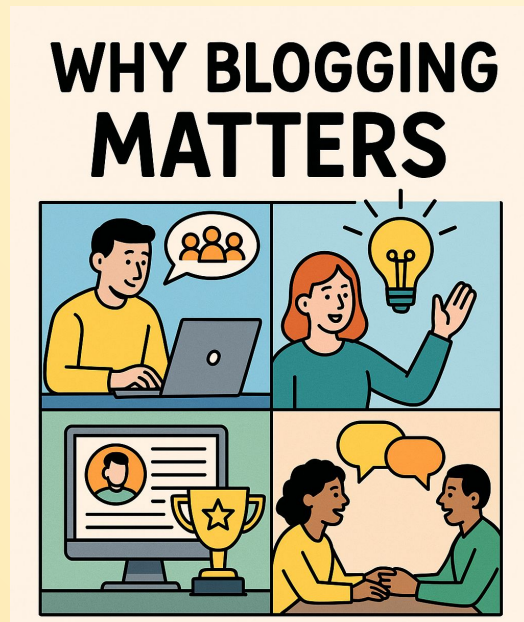*Laurence Radford, Senior Managing Editor, LSE Blogs*

Why we believe blogging matters

1. Decentralise knowledge production
2. Highlighting important global issues
3. Academic, outreach and policy impact
4. Communication and community building
5. Opens doors and diversifies your networks

WHY BLOGGING MATTERS

AI generated image (Source: ChatGPT)

From our community

Bethlehem Attfield

"*Seeing how widely the blog was read and shared made me realise the importance of research engagement. **The blog made my LinkedIn profile more visible.** While I am not certain if this visibility is directly related, **I have been invited to be a panellist at an annual workshop organised by the American Literary Translators Association (ALTA)**.*"

Translating African Realities with Indigenous Perspectives and Digital Archives

"***I've received feedback from friends and acquaintances*** *who reached out to me after reading my blog post, expressing how important it is to openly discuss the struggles faced during a PhD.*"
Juggling Motherhood, Mental Health, and my PhD

Zarnigor Khayat
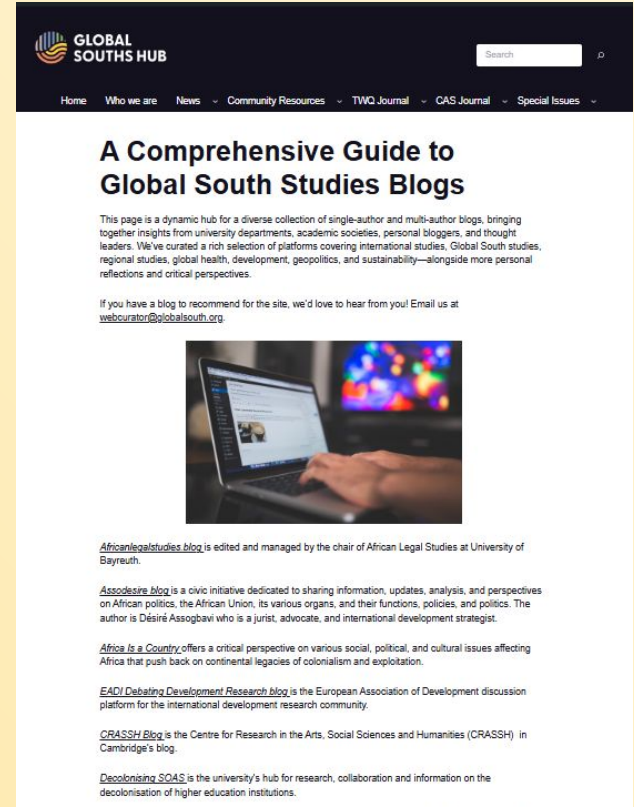
Explore digital IR academic landscape

Navigate the world of existing IR and Global South Studies blogging platforms to maximise your reach.

The Blogosphere

*A page in the **Community Resources** section of the hub featuring a list of diverse academic blogs and bloggers from academia and beyond, covering international studies, Global South studies, development, global health, geopolitics, sustainability, and personal reflections.*

🔍 **https://globalsouth.org/global-south-studies-blogs/**

We are also very open to suggestions to include on this page, especially **non-English resources**

Academic blogs

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The Loop
ECPR's Political Science Blog

POLICY & POLITICS JOURNAL BLOG

ROAPE Blog

EADI BLOG
European Association of Development Research and Training Institutes

InternationalAffairs
Academically rigorous and policy relevant research for 100 years

THE THESIS WHISPERER

The Research Whisperer
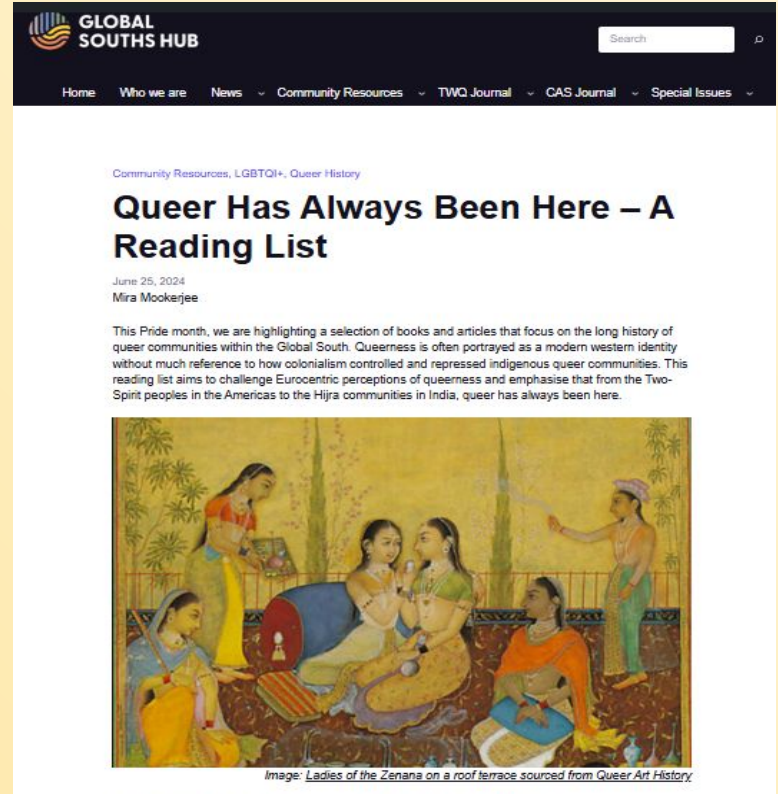Just like the Thesis Whisperer – but with more money

LSE Department of International Relations blog

THE CONVERSATION
Academic rigour, journalistic flair

What to blog about?

- Your own research
- Academic opportunities and issues
- Commentary on others' work
- Topics you're passionate about
- What your audience cares about
- Timely reflections
- Early-stage or fledgling ideas

[Queer Has Always Been Here – A Reading List](#), **Mira Mookerjee (25 June 2024)** *Global Souths Hub*

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Home   Who we are   News   Community Resources   TWQ Journal   CAS Journal   Special Issues

Community Resources, LGBTQI+, Queer History

Queer Has Always Been Here – A Reading List

June 25, 2024
Mira Mookerjee

This Pride month, we are highlighting a selection of books and articles that focus on the long history of queer communities within the Global South. Queerness is often portrayed as a modern western identity without much reference to how colonialism controlled and repressed indigenous queer communities. This reading list aims to challenge Eurocentric perceptions of queerness and emphasise that from the Two-Spirit peoples in the Americas to the Hijra communities in India, queer has always been here.

Image: *Ladies of the Zenana on a roof terrace sourced from Queer Art History*

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Typical blog formats

- Short commentaries and expert opinions
- Interviews (Q&A)
- Listicle
- Explainer
- Feature
- Summaries of academic articles
- Lectures/talk write ups
- Reviews (eg. books, podcasts, series)
- Videos and podcasts
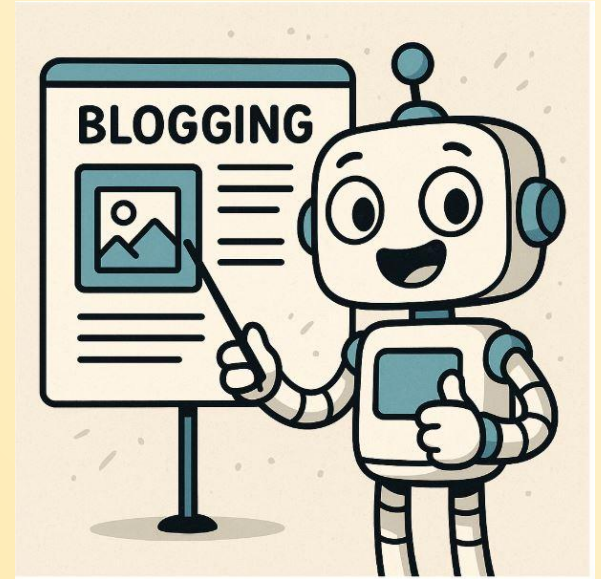
AI generated image (Source: ChatGPT)

Pitch perfect

Develop strategies to successfully pitch your ideas and tips for launching your own blog

Pitch to a blogspace

1. Who are you pitching to? And what topics are they interested in?
2. Is it original/timely?
3. What relevant research and experience do you have on the subject?
4. What are your key points?
5. Is there a call to action? And are you encouraging wider conversations?

*Remember to include your bio and contact information

Craft impactful posts

Discover techniques for transforming complex ideas into accessible, engaging content through storytelling and creative techniques

A question for you!

—

What makes a blog post stand out?

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Storytelling and Creativity (1)

1. Showcase your voice, be passionate
2. Include first person perspectives
3. Consider including anecdotes, personal stories, quotes and essential stats
4. You can use literary devices (metaphors, imagery, analogies)
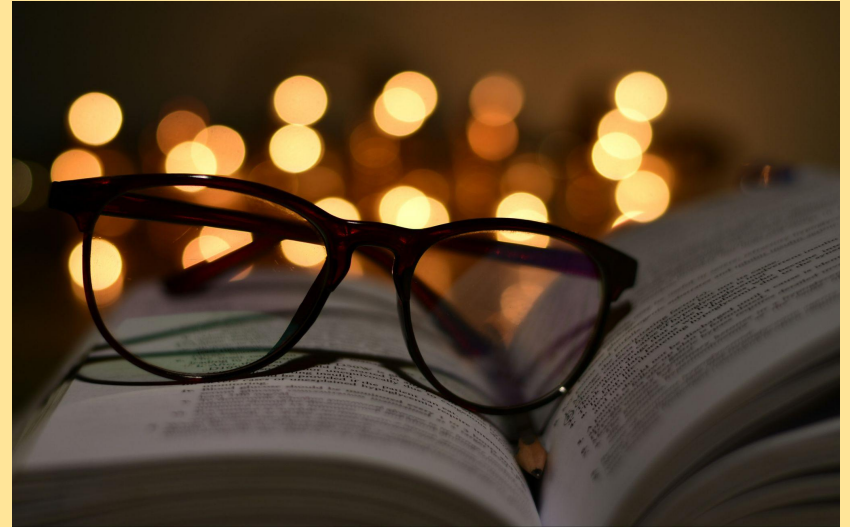
Glasses resting on an open book (Source: Unsplash)

5.   Be personable, don't be afraid to ask questions and actively interact with your reader – do you have a call to action?

Accessibility and Structure (2)

1. Be clear, concise and direct
2. Try to avoid specialised jargon, but explain it where necessary
3. Vary your sentence structure and length
4. Use sub-headings (for SEO)
5. Craft an appropriate and unique title (be specific, use topical words, questions work well)

Images (3)

- Visuals matter—strong imagery enhances your message.

- Check image rights:
  - Do you have **permission** to use it?
  - Is the **source reliable**?
  - Is it **relevant and appropriate**?
  - Is it the **right size/orientation**?

- **Unsplash,** Pixabay, Freepix, Pexels

Reflecting on our Lens: Decolonising Imagery within International Development - EADI blog

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Editing (4)

- **Editing is key**—don't skip this step!

- Read your piece multiple times:

  - First for **flow and argument**
  - Then for **clarity, conciseness, and readability**
  - Finally for **grammar and punctuation**

- Ask someone **outside your field** to read it for fresh perspective and welcome their feedback.

Harnessing AI and social media

Explore how social channels can amplify your reach and how artificial intelligence can streamline your blogging process

Should I use AI?

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Do's	Dont's
- Be aware of AI bias, and fact-check everything - For **support** but not to replace the creative process - Helps with **editing** and clarity - A **synopsis** can be handy to ensure your meeting your original aims - Spell-checks and sentence structure, punctuation (e.g. Grammarly) - Useful for finding **keywords**, meta description for SEO **Promotional** and title ideas	**Write** your work **Replace** your research process - it can be untrustworthy - Create photographic imagery - Forget about the significant processing power and environmental impact **Exploring this in a New Series: Decolonising AI**

Hub Social Media Channels

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https://www.linkedin.com/company/global-souths-hub

https://www.instagram.com/globalsouthshub/

https://www.youtube.com/@GlobalSouthsHub

@GlobalSouthsHub

@globalsouthshub.bsky.social

Socials: Pros and Cons

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LinkedIn:

Pros:

- Professional audience
- Networking opportunities
- Linkedin groups

Cons:

- Less interactive
- Formal and less creative

Instagram

Pros:

- Visual appeal
- Creative crowd
- Brand building

Cons:

- Time-consuming
- Algorithm changes
- Links

Twitter/ X:

Pros:

- Real-Time Engagement
- Networking

Cons:

- Character limit
- Ephemeral nature
- People are leaving/ inactive profiles
- Bias algorithm

Bluesky:

Pros:

- No algorithm games
- Custom feeds

Cons:

- Character limit
- Still a small network
- Harder to be found
- Bit of a learning curve

A social media presence is key. Don't rely on a blogging platform to solely promote your article.

Newsletters

Considered starting a newsletter?

- **Direct connection**
- **More control**
- **Exclusive content**
- **Consistency is key**

We recommend starting a newsletter after you have built a social media presence. Having a social media following is key to getting newsletter subscribers

Sign up to the Global Souths Hub newsletter.

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mailchimp

dotdigital

substack

Blogging Platforms

WordPress.com – Hosted version, great for beginners, and it is customisable.

Medium – Clean, user friendly, great for reach, not ideal for customisation.

Substack – Combines blogging and newsletters; excellent for building a subscriber base.

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substack

WORDPRESS

Medium

Summary

Academic blogging is a powerful tool, through them you can:
- Reach a wider audience
- Create an online community
- Build collaborations
- Impact practise and policy
- Build an online presence that is not reliant on social media platforms

Our top blogging tips:
- Be passionate about you write about
- Use social media alongside your blogging work
- AI can support, but it should not replace the writing process
- Welcome feedback, opening up the conversation can lead to growth and opportunities

Interested in writing for us?

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We are particularly looking for pieces on **scholar activism, global health, decolonising AI, climate change, decolonial thought.**

How to contribute to the Hub:
https://globalsouth.org/contribute-to-the-hub/

Contact us on: webcurator@globalsouth.org
Zara Qadir: zara.qadir@globalsouth.org
Mira Mookerjee: mira.mookerjee@globalsouth.org

Do you have any questions for us?

Resources (1)

- [How to contribute to the Hub](#) - *Global Souths Hub*
- [A list of Global South Studies blogs](#) - *Global Souths Hub*
- [How to write an academic blog post -](#) *T&F*
- [How to write up your event for the hub](#) - *Global Souths Hub*
- [Reflecting on our Lens: Decolonising Imagery within International Development](#) - *EADI blog*
- [How can blogging help research make an impact beyond academia? Illustrative examples from the LSE blogs](#) - *LSE Blogs*

Resources (2)

- [How to tell the world about your research: blogs and blogging with The Loop](#) (VIDEO)
- [Author guidelines for The Loop](#)
- [Want to foster community and give your students a voice? Start blogging](#) - *Times Higher Education (2024)*
- [The Role of Academic Blogging in Complementing Research Papers](#) - *Research Studies Press*
- [Creating a video abstract for your research](#) - T&F
- [Why do academics blog? It's not for public outreach, research shows](#) - *The Guardian (2013)*