Type in Adobe Illustrator

Using the “T” text tool:
Single click creates POINT text. No Paragraph attributes may be applied to point text.

To create PARAGRAPH text:
You can draw a SHAPE first (square, circle or other polygon) and click on the edge of the shape with the T text tool, or the SHAPE text tool.
OR draw a square with the Text tool (with nothing selected).

To convert the text into illustrator shapes that you can manipulate like any other object:
Select the text with the black arrow selection tool.
Go to TYPE menu to CREATE OUTLINES (see 2.).

To link multiple paragraph blocks together:
Select the paragraphs you want to link (using the black arrow selection tool).
Go to the TYPE menu, to BLOCKS to LINK (see 1.).
The text in the blocks will flow from block to block as one connected unit. The order of the text is determined by the order you made the paragraph blocks (the first one drawn is the first paragraph, etc).

To create multiple paragraph blocks from a single one:
Select the paragraph you want to break up.
Go to the TYPE menu, to ROWS & COLUMNS (see 3.).