

This course is for those who have some feature writing experience but want to learn how to come up with better ideas, improve their writing style and make sure they execute their ideas in the best way. This is a one day course designed for press officers, PR officers, contributors to in-house journals and working journalists who need to meet the highest standards of magazine and newspaper feature writing. Delegates are invited to submit examples of their own work if they wish for appraisal.

Course Information

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| Duration: | One day | Location: | London |
| Cost: | Public course: £325 plus VAT Individual tuition: £495 plus VAT | Dates: | Please call 020 7359 9880 or visit www.lcmj.co.uk |

Key Topics

- Finding new ways into familiar subjects
- Better intros, better styles
- Finding your own voice
- How to interview difficult subjects
- Writing a variety of reviews
- The features that win awards
- Law for journalists

Course Outline

Finding new ways into familiar subjects

- How to keep things fresh
- Putting a new twist on a topic
- How to look at a familiar topic with new eyes

Better intros, better styles and finding your own voice

- A range of foolproof structures for any feature
- How to write a good intro
- Once you are comfortable with structuring a feature you can bring some of your own personality to bear as a writer
- How to make sure you put just enough of yourself into what you write but not too much

How to interview difficult subjects and avoid transcribing hours of tape before you begin

- How to handle uncooperative or unintentionally unhelpful interviewees
- When to refer to your tape
- The correct use of taping
- Knowing when taping is useful and when it is essential

Writing a variety of reviews

- Mixing factual information and opinion
- Putting in the groundwork

The features that win awards

- Tips and tricks for making your feature stand out from the crowd

Tips and tricks for when your feature gets bogged down

- Is there a vital quote, interview or factual element missing?
- How to work out what's wrong

Law for journalists

- Update on latest developments in defamation law and privacy

Questions and answers

All courses at the London College of Media and Journalism are supported by six months telephone Helpline support.