

This course is designed to help you deliver a message clearly, concisely and effectively - whatever the format. This practical course will teach you the skills to write different types of messages: forms, reports, leaflets, online messages, direct marketing, contracts, sales letters and email. You will develop your own style of writing and hone those skills allowing you to convey the maximum information in the minimum space.

Course Information

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

- Analysing good communication
- Who is your audience?
- How to deliver the message
- Different message formats
- Structuring a message
- Editing and proofing a message
- Practical examples and exercises

Course Outline

What makes good, effective communication?

- How clear writing leads to effective communication
- Practical examples of effective writing

Who you are writing for and what do they want?

- Gauging your audience and adjusting your style of writing to their needs
- Developing a house style
- Getting a clear brief on the message your client needs to get across and what the desired response is
- Case study analysis

Getting grammar, punctuation, sentence structure and spelling right

- Common errors and how to avoid them
- The problems with using your computer's spelling and grammar checkers
- The impact of different tenses: when to use the active and passive tense
- Sentence length and structure
- The importance of consistency

Building a message

- Planning what you wish to write
- Different types of message and formats
- Structuring reports, emails, news stories, features etc
- Introductions and conclusions
- Getting to the point
- Using quotes effectively

Editing and proofing

- How to edit your own writing
- Tightening copy, making every word count
- Verb and subject agreement
- Proofreading your work

Practical exercises

- Writing and critiquing an article
- Developing your own voice on the page

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