

## Journalism : Introduction

### Course Description

This course is an excellent introduction to different types of writing for anyone who wants to fast track a career into journalism - whether you plan to be writing for magazines or newspapers, working in PR or contributing to house journals.

This is a practical, results driven journalism course covering news reporting, researching a story, feature writing, interview techniques, sub-editing and essential legal and privacy issues.

### Pre-Course Requirements

You need no previous experience to attend this course.

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### Pricing & Availability

<b>Course Duration:</b>	Two Days
<b>Public Scheduled Course:</b>	£595.00 plus VAT
<b>Public Scheduled Dates:</b>	22-03-2018 at London Bridge 26-04-2018 at London Bridge 17-05-2018 at London Bridge 11-06-2018 at London Bridge 12-07-2018 at London Bridge 06-08-2018 at London Bridge 06-09-2018 at London Bridge 01-10-2018 at London Bridge
<b>Private Course:</b>	£1090.00 plus VAT for individual tuition.  Call for prices for private groups of two or more.
<b>Follow-on Courses:</b>	Not Applicable
<b>Post-Course Support:</b>	The cost of the course includes lunch, course notes to take away, a certificate and six months telephone Helpline support.

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### Introduction to journalism

- Different facets of today's journalism
- How journalism is changing

### Research

- The internet as a research tool
- Traditional sources for journalists
- What makes news and how to find it

### News reporting

- The difference between news and feature writing
- The essentials of news reporting
- Researching news subjects
- Writing a good news story
- Working to journalism deadlines
- News desk organisation

### Feature writing

- What makes a good feature?
- Understanding your audience
- Finding subjects for features
- Structuring your feature
- Writing excellent introductions
- Developing a feature
- Selling your feature
- Rewriting for different audiences

### Interviewing

- Preparing for an interview
- Choosing who to interview
- Face-to-face interviews
- Telephone interviews
- Interview techniques
- The difficult interview
- Extracting information
- Spotting hidden agendas
- The press conference

### Sub-editing

- How to sub your work
- On-screen subbing
- Writing headlines
- Effective use of quotes

### Writing for a digital audience

- The difference between print and online reading habits
- Writing for readers who skim
- Making your copy searchable
- Embedding multimedia content in your features

### Ethics and legal issues

- A guide to the basics of media law

### Questions and answers