



Level 3 FREELANCE JOURNALISM

Student Profile

This programme is designed for people who wish to gain or improve their skills in journalistic writing and marketing their copy to a range of printed media.

Objectives

The objective of this course is to provide students with the knowledge and skills to produce professional standard journalistic articles and to know how to market them. During the course students will examine and practice the four main questions of journalism:

- WHAT to write,
- HOW to write it,
- WHICH techniques to use and,
- WHERE to submit your work.

And specifically examine the topics of:

- Content
- Style
- Techniques
- Marketing

Study Method

The course is designed for study by distance learning at work or at home. Students receive course manual, assignments and studyguide plus tutor support by mail and email. You can start at any time and plan your studies over a period of up to one year from the time of enrolment.

Assessment

Each element is followed by a written assignment, which is submitted and marked by your tutor. There is no external examination required.

Price and Payment Methods

Please refer to current price list

Course Certification

At the end of this course successful learners will receive a Certificate of Achievement by ABC Awards and a Learner Unit Summary (which lists the details of all the units you have completed as part of your course).

The course has been endorsed under the ABC Awards' Quality Licence Scheme. This means that Kendal Publishing has undergone an external quality check to ensure that the organisation and the

courses it offers, meet certain quality criteria. The completion of this course alone does not lead to an Ofqual regulated qualification but may be used as evidence of knowledge and skills towards regulated qualifications in the future.

The unit summary can be used as evidence towards Recognition of Prior Learning if you wish to progress your studies in this sector. To this end the learning outcomes of the course have been benchmarked at Level 3 against level descriptors published by Ofqual, to indicate the depth of study and level of difficulty involved in successful completion by the learner.

The course itself has been designed by Kendal Publishing to meet specific learners' or employers' requirements. ABC Awards' endorsement involves a robust and rigorous quality audit by external inspectors to ensure quality is consistently met. A regular review of courses is carried out as part of the endorsement process.

ABC Awards is a leading national Awarding Organisation, regulated by Ofqual, and the Welsh Government.



Course Duration

Students may register at any time and have a full year to complete their studies. The course will take around 120 hours of study to complete.

Pack/Course Contents

Your study pack is dispatched in full at the time of enrolment and provides all you need to complete your studies:

- Studyguide
- Comprehensive study notes for each element of the course
- Self-assessment activities
- Assignments
- Tutor support
- Assignment marking & feedback
- Certification

Course Content

The course is divided up into 8 units, as follows:

1 : Introduction

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- What can this course do for you?
- Why do we need content?
- How is style arrived at?
- How do we know what an editor wants?
- Where is analysis important?

2: Markets

- Presentation
- Keeping records
- What the editor wants
- How to analyse
- What the reader wants

3 : Content

- What do I write?
- Why do I need to find ideas?
- How do I save time and trouble?
- When do some themes not sell?
- Where is interviewing a factor?

4 : Style

- How do I write?
- Why do I need to find the right tone?
- How do I use the basics well?
- When do I use structure?
- Where is re-writing a factor?

5 : Techniques

- What techniques will help me sell my work?
- Why do I need new angles?
- How do basic techniques help?
- When is the "writer's dozen" valuable?
- Where is self-discipline a factor?

6 : Practical Matters

- What is defamation?
- Why is reputation important?
- How do I avoid libel?
- When is copyright important?
- Where are photographs a factor?

7: Fiction Writing

- What do editors not want?
- Why is market analysis valuable?
- How do I undertake market analysis?
- When is plotting useful?

- Where is characterisation a factor?

8 : No Excuses – Verse, Criticism and Sports Writing

- What is critical writing?
- Why does verse usually not sell?
- How do I see about income tax?
- When is executive writing used?
- Where are expenses a factor?

Tutor Marked Assignments

Final Assessment