Introduction to Journalism

media training

enquiries@mediatraining.ltd.uk 020 7359 9855 www.mediatraining.ltd.uk

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 course covering news reporting, researching a story, feature writing, interview techniques, sub-editing and essential legal and privacy issues.

Course information

Course duration

Two days

Course cost

Public scheduled course: £595 plus VAT per person.
This course runs as a public scheduled course on a regular basis.
Please call 020 7359 9855 or visit www.mediatraining.ltd.uk for dates.

Private course costs: £990 plus VAT for two days of individual tuition.
Please contact us for prices for private groups of two or more.

Course location

We have two fully equipped training centres in central London; one is in Highbury and Islington (one stop from Kings Cross) and one next to Waterloo station. We can also run courses onsite at your offices if you prefer.

Pre course requirements

There are no pre course requirements.

Post training support

The cost of the course includes lunch, course notes to take away, a certificate and six months telephone Helpline support.

Follow on courses

Introduction to Feature Writing, Effective Interviewing Techniques, Writing for the Web.

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

Interviewing
- Face-to-face interviews
- Telephone interviews
- Interview techniques
- The difficult interview
- Extracting information
- Spotting hidden agendas
- The press conference

News reporting
- News writing
- Working to media deadlines
- News desk organisation
- Writing press releases

Feature writing
- Understanding your audience
- Rewriting for different audiences
- Developing a feature
- Writing excellent introductions
- Selling your feature

Sub-editing
- 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

Ethics and legal issues
- Privacy issues

Questions and answers