



Effective writing for journalism

Introduction

Effective writing for journalism helps you to write clearly, concisely and with impact.

We do this in just one day by focusing on

- ▶ The characteristics of effective writing and how to communicate your message.
- ▶ The importance of having a good structure and headline.
- ▶ How to write good English and proofread copy.

We support the process with a course manual, which can be used to further refine the skills learned.

Duration

One day provides ample time for delegates to do exercises and receive feedback on their work.

Who should attend?

Anyone wanting to improve their writing – senior and middle managers, report writers, and press officers. Those new to writing internal and external company communications.

Activity-based training

Course exercises give you activity-based experience, and can be customised to deal with issues specific to your business.

Delegates may receive instructor feedback on their writing during exercises. Each delegate is invited to bring a piece of writing that they would like to have reviewed.

The course includes job aids and roadmaps to support your learning. Course exercise materials, job aids and roadmaps are provided on CD for post-course use.

Course outline

▶ **Introduction**

The basic principles of effective writing.

▶ **Module 1: The writing process**

Before you start writing: identify whom you are writing for, why you are writing it and what response you want. Readership profiles. Doing your research and planning your work. Some examples of really effective writing.

▶ **Module 2: Putting pen to paper**

Five essentials for effective writing. Learn what makes a good writing style: what the experts think and what you should aim for. Guidelines on sentences, paragraphs and structure. Different types of structure, and things that help give structure to the reader. Practise structuring your own work.

▶ **Module 3: Writing for different audiences**

The differences between feature articles and news stories. How to write press releases that will be noticed: things to include and things to leave out. Individual help with your organisation's press coverage. Essential things to remember when writing for the internet.

▶ **Module 4: Essentials of good English**

When should you use a colon and when should you use a semi-colon? How do you spell? An introduction to the rules of spelling and punctuation. Grammatical errors such as split infinitives that you should try and avoid.

▶ **Module 5: Editing and proof reading**

What to look out for when editing your own work. Tips for proofreading, so that you cut out mistakes. Developing a house style.

▶ **Module 6: Summary: The writing process**

The '6P' model for effective writing: Think first, what is your purpose – prepare your material before you start writing – write with passion, ideally on things you know about – progress your work to a first draft, don't keep stopping and starting – leave and then polish your work before you submit it – don't forget the importance of good presentation.