



Introduction to journalism

Introduction

Introduction to journalism provides training in the main principles, priorities and practices of journalism.

We do this in just two days by focusing on

- ▶ How to write news stories and features.
- ▶ The techniques for writing press releases, conducting interviews and proof reading.
- ▶ The role of style and structure and how to improve it.

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

Duration

Two days provides ample time for delegates to do exercises and receive feedback on their work.

Who should attend?

People who are new to, or are looking to pursue a career in, journalism or anyone who wants a better understanding of journalism – press officers, editorial assistants, writers and others.

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

What is news and what role does it play in society.

▶ Module 1: News reporting

The pros and cons of doing interviews on the phone, face-to-face and by e-mail. Preparing for an interview, getting the most out of an interview, and dealing with difficult situations. Tips for interviewing celebrities and reluctant interviewees.

▶ Module 2: The art of interviewing

How to write a good press release, one that will stand out and be noticed. What to include and what to leave out, when to send it and when to follow up. Examples of good and bad press releases, and individual help with your organisation's press coverage.

▶ Module 3: Writing press releases

How to write a press release that will stand out and be noticed. Individual feedback on your own organisation's work.

▶ Module 4: Feature writing for your audience

Learn about the different types of features. Lessons on how to structure your feature, and keep your reader interested. Practical exercises in writing for different audiences. Ideas for writing eye-catching introductions and memorable endings.

▶ Module 5: Sub-editing and proofing

How to edit your own work, and tips when proofreading. Some grammatical errors you should try and avoid. The characteristics of good writing. What makes a good headline, and how to write them.

▶ Module 6: Essential law for journalists

An introduction to the main legal issues, with examples, and how they might affect you as a journalist: defamation, copyright, contempt of court, and the PCC's Code of Conduct.