

Journalism Training

Training course outline

Provides a thorough grounding in principles, priorities and practices relating to journalism.

On completion, you will have the skills to write news stories, features and press releases, and conduct interviews.



Course summary

This course focuses on:

- How to write news stories and features.
- Techniques for writing press releases and conducting interviews.
- The role of style and structure and how to improve it.

Duration

Two days (with option of third day).

Who should attend?

This course is ideal for anyone who is new to journalism or has to carry out journalistic tasks as part of their work.

As well as developing and refining your journalistic talent, our journalism training courses offer invaluable hints and tips from a seasoned journalist and instructor who has built up a rich knowledge base from years of exposure to the front line of journalism.

Optional third day

We offer the option of extending this course to three days, allowing more time to focus on writing techniques key to effective journalism, including:

- Principles of effective writing
- The writing process
- Putting pen to paper
- Writing for different audiences
- Editing and proof reading
- The writing process

In-class or live online

You can attend this course in-person at any of our centres, or participate online from your place of work or home.

To read about our approach to online training, see armada.co.uk/live-online-training.

General information

Courses are hosted by a seasoned journalist with many years' experience of working for both local and national newspapers and in business.

Journalism training is arranged on-request, i.e. one-to-one training or a 'closed course' for your group. This means that the training can be:

- Provided when it suits you.
- Adapted to reflect your work.

Whilst attending training at our centres, delegates have the use of a computer to practice the techniques taught.

Course fees can be paid by card or bank transfer. We accept purchase orders from UK-registered companies and public sector organisations.

If you're self-funding your training, you can pay in staged payments, interest-free, over 12 months.

Course materials and certificate

Delegates receive:

- Comprehensive training materials.
- A certificate confirming successful course completion.

After course support

Following journalism training, you're entitled to 30 days' email support from your trainer.

Further information

For further details, including prices and dates of forthcoming courses, see armada.co.uk/course/journalism.

Course syllabus

See over.

Two-day course syllabus

Topics	Sub-topics
Introduction	What is news and what role does it play in society
News reporting	The pros and cons of doing interviews on the phone, face-to-face and by email Preparing for an interview, getting the most out of an interview, and dealing with difficult situations Tips for interviewing celebrities and reluctant interviewees
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
Writing press releases	How to write a press release that will stand out and be noticed Individual feedback on your own organisation's work
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
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
Essential law for journalists	Introduction to legal issues, with examples, and how they might affect you as a journalist: <ul style="list-style-type: none"> • Defamation • Copyright • Contempt of court The PCC's Code of Conduct

Optional third day syllabus

Topics	Sub-topics
The principles of effective writing	
The writing process	Before you start writing: <ul style="list-style-type: none"> • Identify your audience • Why you are writing it? • What response do you want? Readership profiles Doing your research and planning your work Some examples of really effective writing
Putting pen to paper	Five essentials for effective writing Learn what makes a good writing style Guidelines on sentences, paragraphs and structure Different types of structure and things that help give structure to the reader Practise structuring your own work
Writing for different audiences	The differences between feature articles and news stories Individual help with your organisation's press coverage Essential things to remember when writing for the internet
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
The writing process	The '6P' model for effective writing