



Institute for the Advancement of Journalism



Journo's Writers Gym



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Quality come out of quantity. The more you write, the better you write. The more formats and genres you try, and easier you will master the skills.

Whether you are new to journalism, or just a little unfit, you need a throughout workout. In the Journo's Gym, we show you the exercise, and you do them. We watch over you and coach you, until you are ready to go it alone.

There's a whole new exercise regime, covering all the new digital and social media, as well as the traditional platforms.

There are new formats: social news and information, self-education, and embracing entertainment to grab the audience.

Most media are going niche, so you will practise targeting a smaller and more specialised audience - and learn to measure their reaction through interactivity. You will exercise you respect for deadlines and for your audience. Journalism skills are used in almost every industry, but journalism is still storytelling.

Outcomes

- At the end of this course, you will be able to:
 - Expand your range of skills to all media platforms.
 - Align your writing to other media such as video, audio and graphics.
 - Develop new research skills using digital tools.
 - Plan, plot and design stories for multimedia content
 - Design content so that it can be evaluated.
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What you will learn

- Writing for the new world of digital multimedia content
 - Broaden your skills to adapt your stories for other platforms.
 - Research and evaluate your audience.
 - Target the niche needs of a niche audience.
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Who should attend this course?

The course is recommended for journalists who completed a course, or who have started work in any area of journalism.



Institute for the advancement of journalism

Leading edge mid-career journalism and communications training across Africa



How you will learn

The course is designed for both distance and contact learning. The distance online learning follows the virtual classroom model. Learning is constantly assessed, and special attention is available for learners who experience difficulties.

Course Duration

Three days full time. Face-to Face or Online

Certification

All successful delegates will receive a certificate of completion.

Contact

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