



Institute for the Advancement of Journalism



Becoming a Multimedia Journalist



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A journalist tells stories people want to see, hear or read. Journalists are governed by media law and ethics. Gone are days when journalists work only in newspapers, radio and TV. The 4IR world has given journalists digital platforms are all kinds. Furthermore, in this post COVID world, people want their stories told where they want them, when they want them and how they want them.

Journalists are now not only reporters, but also bloggers, videographers, writers, photographers, streamers, graphics artists, presenters, readers, subtitlers and even sign language artists.

The basic skill of every journalists is the ability to write a story. The modern multimedia journalists can tell that story in many different ways.

Media companies have become smaller, as they select smaller niche audiences, and attract more specialised journalists, who are multi-skilled. This is the 4IR multimedia journalist.

Outcomes

- Review and evaluate your own writing skills.
 - Apply the principles of versioning And repurposing, news and archived stories.
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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 focuses on the individual learners. There are group learning sessions, but most learning happens on your own, as you apply your skills in the real world. The course is designed for both distance and contact learning, following 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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