



EST 1992

**INSTITUTE FOR THE
ADVANCEMENT OF
JOURNALISM**

Journalism & Media in a multiplatform environment

Course Outline

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INTRODUCTION

The increase in digital consumption has penetrated the collective mindset to such an extent it has changed the way information is consumed. Social media and digital media are influencing media consumption and influencing how news is reported. It is estimated that with increased access to free WIFI, more users will be connected and demand to receive their daily news consumption where and when they feel like it. In the digital age the goal is to be first and be the best. This course aims to teach working journalists and media professionals ways in which journalism and media can be used for different platforms. It aims to show the differences and similarity of news reporting in multichannel and multi-platforms spaces. The course will explore the transition from print reporting to reporting for online publications, Radio news reporting, Podcasting as a means to spread information as well as the use of social media for everyday news.



Course Duration

Five days full time.
Face-to Face or Online

Certification

All successful delegates will receive a certificate of completion.

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How you will learn

The training will take place Face-to-Face and delegates are required to be present on each day to participate. For this specific course delegates will be trained by a Facilitator who is a subject matter expert in the field.

COURSE OUTCOMES

- Understand how to write and report news for multiple different platforms.
- Understand how to utilise each multi media platform to its full strength.
- Know and have an understanding of how to establish yourself as an expert in the digital space
- Know how to manage your communities and the content you share
- Understand the basics of Podcasting
- Understand the Techniques to use for each platform
- Understand the smartphone and its relevance in the digital age
- Understand SEO Integrate many forms of interactive media together
- Be versed in basic photography, video and editing
- Understand the importance of personal “branding”
- Knowing the various techniques to use when Writing for: Digital, Print, Broadcast (TV & Radio) and Social media
- Reporting using a smartphone
- Basic photography skills Basic Podcasting skills



Who should participate

- News managers
- Editors
- Journalists across all media platforms.

Group Training: Courses may be designed to clients brief and set objectives

**Kindly note the course briefs are IAJ's intellectual property.*