



**INSTITUTE FOR THE
ADVANCEMENT OF
JOURNALISM**

Journo's writers Gym

Course Outline

www.iaj.org.za

Contact us
info@iaj.org.za
011 482 4990

INTRODUCTION

Quality emerges from quantity, as the more you write, the better your writing becomes, especially when you experiment with different formats and genres. Whether you're a novice in journalism or seeking to improve your skills, consistent practice is crucial, akin to a comprehensive workout. At Journo's Gym, we guide you through exercises, providing supervision and coaching until you're prepared to work independently. Our programme encompasses a diverse range of exercises tailored to encompass the evolving landscape of digital and social media alongside traditional platforms. With the emergence of new formats such as social news, self-education, and entertainment, it's essential to engage audiences effectively. As media increasingly focuses on niche markets, you'll refine your ability to target specialised audiences and gauge their responses through interactive engagement. This process fosters a deeper respect for deadlines and audience needs. While journalism skills are applicable across various industries, storytelling remains at its core.

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.

info@iaj.org.za

COURSE OUTCOMES

- Expand skills across various media platforms
- Align writing with video, audio, and graphics
- Develop research skills utilising digital tools
- Plan, plot, and design stories for multimedia content
- Design content for evaluation purposes
- Adapt stories for different platforms in the digital multimedia landscape
- Research and assess audience demographics and needs, targeting niche audiences

In this course, you will gain proficiency in:

- Crafting content for the contemporary realm of digital multimedia.
- Expanding your abilities to tailor stories for diverse platforms.
- Conducting thorough audience research and assessment.
- Addressing the specialized requirements of niche audiences.



Who should participate

- Journalists
- Copywriters

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

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