
**INSTITUTE FOR THE
ADVANCEMENT OF
JOURNALISM**




Becoming a Multimedia Journalist

Course Outline

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INTRODUCTION

In today's media landscape, journalists serve as storytellers catering to the preferences of their audience, whether it be through visual, auditory, or written formats. Upheld by media law and ethics, journalists no longer confine themselves to traditional platforms like newspapers, radio, or television. The advent of the Fourth Industrial Revolution (4IR) has ushered in a digital era, expanding journalists' reach across various digital platforms. Especially in the wake of the post-COVID world, people demand stories delivered where, when, and how they desire. As a result, journalists have evolved into versatile professionals, assuming roles beyond mere reporting. They now encompass a myriad of roles such as bloggers, videographers, writers, photographers, streamers, graphic artists, presenters, readers, subtitlers, and even sign language interpreters. While the foundational skill of every journalist remains the ability to craft compelling narratives, modern multimedia journalists possess the versatility to convey stories through diverse mediums. As media companies shift towards targeting niche audiences, they employ specialized journalists with multifaceted skill sets, epitomizing the essence of the 4IR multimedia journalist.

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

Four to Five days full time. Face-to Face or Online

Certification

All successful delegates will receive a certificate of completion.

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COURSE OUTCOMES

- Understanding the Social Media Landscape:
- Exploring various social media platforms, their evolution, and current trends.
- Integration with Brand/Organisation:
- Assessing how social media aligns with the brand or organisational goals.
- Dangers and Pitfalls:
- Identifying risks associated with social media, including misinformation and best practices to avoid them.
- Setting up/Editing Social Accounts:
- Guidance on creating and managing social media profiles effectively.
- Enhancing Content with Photography and Videos:
- Tips for improving content quality through visual elements.
- Photo Editing and Sharing:
- Techniques for capturing and editing photos, as well as strategies for sharing them on social media.
- Writing for Social Media:
- Exploring fundamental principles of crafting engaging social media content, along with practical exercises.
- Video Production and Editing:
- Theory and hands-on training in creating and editing videos for social media platforms.
- Advanced Techniques:
- Exploring creative elements such as GIFs, Canva, and other tools to elevate social media presence.



Who should participate

- Content creators interested in journalism
- Bloggers or writers looking to enter journalism
- Freelancers or independent journalists
- Professionals transitioning into journalism

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

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