



Media Communications

17th March 2010 One Day Course Fee £ 150

A course which can be offered at both a beginner and advanced level.

Course content Includes

Review of writing styles for newspapers, magazines and online media; to learn how to write effectively; to examine basic techniques of structure, style and content.

To determine what the media deems to be a good story; to learn how the media works with writers; to speculate about the ongoing evolution of online media.

COURSE KEY AIMS & OBJECTIVES:

- 1. To critically appraise the written word in various media formats*
- 2. To understand how the media works and what it needs from writers*
- 3. To review your own writing and identify the criteria for effective media communication*
- 4. To discover practical techniques for communicating in the media*
- 5. To assess future changes and the impact of ever-changing technology*

WHO SHOULD ATTEND?

Anyone interested in improving their writing skills, learning about the media and how to write effectively for different media formats.

For more information or to book your place on the course please contact:

Suzanne Riley on 01978 293007 or e-mail s.riley@glyndwr.ac.uk



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