

Course : The fundamentals of journalistic writing

Practical course - 2d - 14h00 - Ref. CRJ

Price : 1540 CHF E.T.



Acquire the techniques and reflexes of journalistic writing, adopt them for the editorial process, and add style to achieve your main objective: to be read! This course will enable you to get to the heart of the matter and write or rewrite synthetic, hard-hitting texts.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Know the basic rules of journalistic writing
- ✓ Writing in a variety of media
- ✓ Writing the headline
- ✓ Varying editorial treatments
- ✓ Master the rules of editorial secretarial work

Intended audience

External and/or internal communication managers, executive secretaries, copywriters and anyone who wants to work on synthesis and writing style.

Prerequisites

No special knowledge required.

Practical details

Hands-on work

Writing exercises and work on texts already published by participants: notes, print or web articles, e-mails, PPT presentations, speeches...

Course schedule

PARTICIPANTS

External and/or internal communication managers, executive secretaries, copywriters and anyone who wants to work on synthesis and writing style.

PREREQUISITES

No special knowledge required.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

1 The basic rules of journalistic writing

- Who do we write for? What are the reader's expectations?
- How do we read? The different reading levels.
- Aims to make your texts impactful.
- Choosing an angle. Varying angles on a subject to suit your readership.

Exercise

Deciphering articles in internal and external media. Work on angles.

2 Adapting journalistic writing to its media

- Define its essential message (5 "W" and 2 "H").
- Getting to the point: the brief.
- The different types of article layout.
- Visualize and prepare the synopsis.
- Effective writing: shorten sentences, get the figures out, provide keys to understanding, clarify the context.
- Writing for the web.

Exercise

Condense an event-related article into a news brief. Exercise in writing a corporate article.

3 Headline: title, caption, inter, teaser and punchline

- Enrich a document with a suitable heading.
- Putting the finishing touches to your text: the reasons.
- The role of illustrations.
- Write captions.
- Mistakes not to make.

Exercise

Dressing up the article with a suitable headline. Writing a hook and a punchline for a short story.

4 Improve your style

- Clarity of thought; clear formulations.
- Effective, creative writing. Breaking out of clichés.
- Use linking words wisely.
- Expressions to avoid.
- Shorten a text without distorting it.

Exercise

Rewriting a Web article.

5 Varying editorial treatments

- The article: simple or with sidebars?
- The interview.
- The report.
- The file and the survey.

Exercise

Design the various sidebars of a dossier. Prepare, produce and write a brief for an in-house newspaper or newsletter. Script a news report.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

6 Editorial secretarial fundamentals

- Use upper and/or lower case.
- Know the meaning of italics, bold and underline.
- Take stock of numbers.
- Find your way around lists.

Dates and locations

REMOTE CLASS

2026 : 22 June, 1 Oct., 30 Nov.