

Course : Journalistic writing with AI: advanced techniques

Produce structured, creative and effective editorial content

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

Price : 1530 CHF E.T.

NEW

This course will enable you to enhance your writing skills by integrating generative AI tools into journalistic techniques. You'll learn how to structure, enrich and refine complex content, while retaining the style, intention and editorial rigor of the copywriter's craft.

Teaching objectives

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

- ✓ Manage AI tools to structure, enrich and finalize complex editorial content
- ✓ Integrating journalistic techniques into AI-assisted editorial production
- ✓ Script, reformulate and enhance content using AI, while preserving style and intent
- ✓ Improve written productivity and content quality

Intended audience

Writers, editorial communicators, journalists, communications managers and anyone who needs to produce elaborate editorial content.

Prerequisites

No

Practical details

Hands-on work

Exercices de rédaction et travail sur des textes : note, article print ou web, e-mail, discours...

Course schedule

PARTICIPANTS

Writers, editorial communicators, journalists, communications managers and anyone who needs to produce elaborate editorial content.

PREREQUISITES

No

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.

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.

1 Managing AI like an editor: framing production

- Positioning AI as a tool to support human skills
- Understanding the contributions, limitations and biases of generative AI tools
- Formulate effective prompts: intention, framing, target, tone...
- Apply journalistic fundamentals: 5W+2H, proximity law, editorial angle...

Hands-on work

Create several prompts on the same subject to generate content adapted to different contexts.

2 Structuring clear editorial content consistent with AI

- Develop a content plan: inverted pyramid, problem/solution logic...
- Explore other structures: cause/consequence, before/after, thesis/antithesis/synthesis...
- Orienting AI to the target audience and medium

Exercise

Recompose a disordered text, test several plans proposed by the AI and justify the choice made.

3 Optimize titles, hooks and headings to capture attention

- Designing effective headlines: informative, motivating and differentiating
- Work on entry elements: heading, tagline, intertitles...
- Generate and compare multiple variants using AI

Exercise

Produce several titles and taglines based on the same content, and refine proposals collectively.

4 Leverage AI for editorial intelligence and content orientation

- Rapid, targeted intelligence using AI
- Synthesize a complex corpus of documents
- Generate relevant editorial proposals

Exercise

Propose angles and formats based on a watch or a raw corpus generated or supplied.

5 Using AI to process and editorialize complex content

- Structure content from verbatim or transcripts
- Apply editorial storytelling techniques
- Enrich an article or a portrait using raw materials

Hands-on work

Write a portrait or article from a transcript, based on AI suggestions.

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 Improve the readability and visibility of your content

- Clarify, lighten and revitalize AI-generated text
- Introducing the basics of editorial SEO without altering style
- Finalize content for publication: tone, structure, keywords

Exercise

Rewrite an AI-generated web article to optimize readability, clarity and impact.

Dates and locations

REMOTE CLASS

2026 : 16 June, 29 Sep., 8 Dec.