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

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.

(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 : 24 Mar., 16 June, 29 Sep., 8 Dec.