

CPD Course in Freelance Journalism

Open Learning Programme Information

COURSE CONTENT

The course is divided up into 8 units, as follows:

Unit One : Introduction

- What can this course do for you?
- Why do we need content?
- How is style arrived at?
- How do we know what an editor wants?
- Where is analysis important?

Unit Two: Markets

- Presentation
- Keeping records
- What the editor wants
- How to analyse
- What the reader wants

Unit 3 : Content

- What do I write?
- Why do I need to find ideas?
- How do I save time and trouble?
- When do some themes not sell?
- Where is interviewing a factor?

Unit 4 : Style

- How do I write?
- Why do I need to find the right tone?
- How do I use the basics well?
- When do I use structure?
- Where is re-writing a factor?

Unit 5 : Techniques

- What techniques will help me sell my work?
- Why do I need new angles?
- How do basic techniques help?
- When is the "writer's dozen" valuable?
- Where is self-discipline a factor?

Unit 6 : Practical Matters

- What is defamation?
- Why is reputation important?
- How do I avoid libel?
- When is copyright important?
- Where are photographs a factor?

Unit 7: Fiction Writing

- What do editors not want?
- Why is market analysis valuable?
- How do I undertake market analysis?
- When is plotting useful?
- Where is characterisation a factor?

Unit 8 : No Excuses - verse, Criticism and Sports Writing

- What is critical writing?
- Why does verse usually not sell?
- How do I see about income tax?
- When is executive writing used?
- Where are expenses a factor?

Tutor Marked Assignments

Final Assessment