

DIPLOMA | Media Writing

(Editorials, Features & Columns)

By London City University

Course Overview

Explore writing in the various styles and forms necessary in journalism, advertising, broadcasting, public relations and speech communication, etc. The participants can learn and sharpen media writing required for bright career in communication and media.

Course Outline

- ❖ Significance of media writing
- ❖ Introduction to almost every pyramid writing style
- ❖ News writing
- ❖ Importance of clarity and consistency
- ❖ Skills for developing complex stories
- ❖ Profile writing
- ❖ Interviews
- ❖ Writing columns regularly
- ❖ Entertaining writing
- ❖ Travel writing
- ❖ Writing and editing for magazines
- ❖ Editorial skills
- ❖ Tips on writing an effective article and blogs
- ❖ Book reviews, films reviews and theatre reviews
- ❖ On-line writing
- ❖ Writing headlines
- ❖ Writing for TV
- ❖ Writing for radio

Course duration	3 Months OR as per your requirement Flexible and dependent on your time frame and need
Entry Requirements	A Success Oriented Personality
Certification	London City University, will award an approved diploma at the end of course training. You will get 100% guaranteed certificate.
Mode of application	Fill an application form, send copies of your national ID card or passport as well as educational documents and forward to info@cvwarehouse.ae and get 50% discount on all courses offered by London City University
Course Assessment	London City University will give you an assessment on a monthly basis. This makes a total of three assignments, all scenario case study based activities. Students are expected to solve them and turn them in online via email. Each assignment carries a 20 percent score. The final online exam carries a 40 percent score, to make a total of One Hundred Percent.