

News Writing

**A one-day workshop on
writing credible news copy
and developing reliable news sense**

PROFESSIONAL
£325*



*For companies in the PRCA or delegates in the CIPR. Full price £395+VAT.

Aims of the course

Delegates are taught to produce news copy to a professional standard.

They study vocabulary, grammar, sentence and story construction and how to write "between the lines". They are also shown a system for recognising what makes news and why it does so.

This course was originally designed by the late Peter Henshall, a journalist who trained working journalists.

Delegates learn how to:

- Write crisp, clear copy
- Define news
- Identify all the news elements in a story
- Identify the strongest news angle for any given publication
- Structure a news story to reflect its news values and make it easy to edit for length
- Adopt a professional, disciplined and focused approach to writing news

COURSE CONTENT

Understanding News

A clear definition of what makes news. Using the Henshall & Ingrams journalists *key points* system to identify all the news elements in a story.

Understanding what determines the strength of a news story.
Developing news sense.

Shaping the News Story

The inverted pyramid and its vital role in news. Why news writing differs from almost all other forms of writing.

How to use key points to determine the sequence that information is presented in a news story.

Writing the Introduction

How to write introductions that draw the reader into the news story.

Mastering the seven golden rules of intro writing.

Better Writing

How to write clear, lively sentences. Avoiding ponderous English. Using quoyes effectively. Making the story flow.

Plan your training

News Writing covers the key skills of writing news copy. It will help both newcomers to public relations and improvers.

The course is a natural companion to *Writing Feature Articles*. Each course is self-contained, but *News Writing* would be better tackled first, as it teaches knowledge that is assumed in *Writing Feature Articles*.

www.henshallcentre.com

Our web site shows: terms of business; EarlyBird discounts; SuperSaver prices; and all course dates. Book online. See how to run this course just for your team. Get maps and details of local hotels. And read *iDeals* - our online newsletter.



PR Training Provider