AUSTRALIAN COLLEGE
EXPANDING YOUR HORIZONS

Course Brochure

FJA

Australian College Advanced Journalism Program (Advanced Freelance Journalism)

www.australiancollege.edu.au

Why should you choose to study with Australian College?

Flexible Learning

- Selfpaced
- Access your training wherever and whenever suits your lifestyle

Unparallelled Support

- Fullaccesstoyourvirtualcampus 24/7
- Unlimited trainer, assessor and student services support throughout your studies

Payment Plans To Suit You

- Flexible,cost-effective,interestfree,payment options
- Price-match opportunity available

More Opportunities For You

- Thousands ofourstudentshavealreadygraduated with nationally recognised qualifications
- Begin an exciting career with some of the best-known companies in Australia or Internationally
- Own and operate your own business
- Up skill and climb the corporate ladder
- Learn something different and take your hobby to the next level

Join our graduates enjoying successful, exciting careers across many industries.

Our Courses

FJA Australian College Advanced Professional Writing Program (Children's Writing and Publishing)

Flexible duration: Up to 12 months
Study load: Self-paced
Start date: Start anytime

COURSE SUMMARY

Course Code: FJA

Qualification gained: Australian College Advanced Professional Writing Program (Children's Writing and Publishing)

Study mode: Flexible delivery (including online with some projects/activities and/or skills-based training).

Delivery methods: This course is delivered using an .asynchronous study methodology, utilising online delivery (eLearning) of training materials supported with emailsandphonecallswith the trainerand assessor,onrequest.

Assessment method: Assessments may vary according to each subject, but overall may include the following:

- Knowledge/Theory-based short answer questions
- Projects

Course Modules:

Module 1 – Getting Started in Freelance Journalism

Readifig 1 .- The World of Jourfialism

- An Introduction to Freelance Journalism
- The Journalist's Role
- Careers in Journalism
- A Brief History of Journalism
- Inside a Newspaper
- Working as a Freelance Journalist
- The Journalist's Toolkit
- Writing a Journalism Article
- Getting Started – Space Fillers

Readifig 2 - News Reportifig

- What You Need to Succeed as a Freelance News Journalist
- Article Structure: The Inverted Pyramid
- Writing The Lead
- Writing The Body
- Writing The Tail
- Angles Sell Stories

Readifig 3 - Freelafice J ou··r fialism Essefitials: Respofisible afid Equipmefit Needs

- Writing for Newspapers
- Responsible Journalism
- The Journalist's Equipment
- Accounts and Stationery

Readifig 4 - Writifig as a Freelafice Jourfialist

- Selling Yourself and Your Work
- How to Present Your Articles
- A Basic Freelance Contract

Module 2 – Developing Writing Styles

Readifig 1 - How to Structure Your Story

- Beginnings, Middles and Endings
- Hooks and Angles
- Reporting Quotes
- Reporting Media Events
- The Uses of Tense

Readifig 2 - Research, Statistics afid the Ifiterfiet

- Research and Information Sources
- The Internet
- External Research Resources
- Accessing 'Official' Information

Readifig 3 - Jourfialism Ifiterviews

- Good Interviewing
- Setting Up The Interview
- Conducting The Interview
- Interview Quotes

Readifig 4 - Writifig Style

- Your Personal Style
- Why Style Matters
- Writing Technique
- House Style

Module 3 – Writing for a Diverse Industry

Readifig 1 - Writifig for Newspapers afid Magazifies

- A Journalist's Way With Words
- Working with Sub-Editors
- Using Language Correctly
- Writing Headlines
- Opinion Pieces

Readifig 2 - Media, Law afid Ethics

- Key Legal Concepts
- The Law and Court Reporting
- Copyright
- Ethics and Courtesy Count, Too

Readifig 3 - Feature Writifig

- The Value of Feature Writing
- The Joy of Feature Writing
- The Human Interest Story
- Researching a Feature Story
- Writing The Feature
- Reviewing a Feature Story

Readifig 4 - Writifig Columfis afid Reviews

- A Column of Your Own
- Writing for Specialist Publications
- Writing Reviews
- Writing Arts and Entertainment Reviews
- Sports Writing
- Travel Writing
- Your Contacts Book

Module 4 – Broadcast and Photo Journalism

Readifig 1 - Applied Jourfialism afid Multimedia

- The Role of Applied Journalism
- Writing Press Releases and Public Relations Pieces
- Writing a 'People' Piece
- Writing Editorials
- Writing Content for the Web
- The Virtual Newsroom: Your News Desk
- Producing Copy Under Pressure

Readifig 2 - Choosifig Assigfimefits

- Newspaper Versus Magazine Writing
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- Choosing the Right Magazine
- What Magazine Publishers Want
- Choosing Your Assignments
- Domestic Versus International Markets

Re6difig 3 - Bro6dc6st Jourfi6lism: Televisiofi 6fid R6dio

- The Electronic Media Market
- Journalism in Broadcasting
- Reporting for Television and Radio
- Television and Radio Writing Techniques
- Television and Radio Presenting Techniques
- Techniques for Writing Scripts and Speeches

Re6difig 4 - Photojourfi6lism 6fid Speci6lisms

- Photojournalism
- Photojournalism – The Background Story
- Basics Concepts in Photojournalism
- Photographic Lenses and Techniques
- Writing for Specialised Markets
- The Trail of the 'Paparazzi

Module 5 – Becoming a Freelance Journalist

Re6difig 1 - Professiofi6l Freel6ficifig

- How Professionals Get Work
- How Professionals Handle Rejections
- Building Relationships with Editors
- The Final Edit
- Journalism Rates
- Earning an Income from Freelance Journalism
- Negotiating Rates and Contracts

Re6difig 2 - Ofi Assigfimefit

- Three Elements of Freelance Success
- What To Take With You On Assignments
- Managing Your Assignments
- Other Sources of Income
- Building Your Freelance Journalism Business
- Your Future as a Freelance Journalist
- Using Online Resources'

ENTRY REQUIREMENTS

The training packagedoes not stipulate any mandatory entry requirements for the qualification delivered by this course. The student must have access to and have:

- Access to a computer with word processing, PDF reader capabilities and an internet connection
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If you have any questions about the College, our courses, or need help with enrolment, please contact us.

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