

# Journalism and Professional Writing

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Training for modern professional writers and journalists.

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## Introduction to Microsoft Word

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Duration: 30 hours

### Description

Word Processing skills are an essential skill required by all writers. Introduction to Microsoft Word is designed to provide the student with the ability to use this popular software in a professional setting.

### Skills Objectives

At the end of this module, students will understand how to:

- Format and edit text.
- Use styles, templates, and Smart Tags.
- Print and publish documents.
- Organize information.
- Create tables, charts and graphics.
- Use the Mail Merge feature to print letters, labels and envelopes.
- Share documents through e-mail and the web.

## Introduction to Microsoft PowerPoint

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Duration: 30 hours

### Description

Presentation skills are helpful in providing information to employers, clients, business partners and the public. Introduction to Microsoft PowerPoint is designed to provide the student with the ability to use this popular software in a professional setting.

### Skills Objectives

At the end of this module, students will understand how to:

- Organize presentation material
- Enter text
- Import and present graphics
- Link to digital video
- Apply basic design and layout techniques to presentation
- Package a presentation for viewing

## Design and Layout Basics

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Duration: 30 hours

### Description

A sense of visual design is an asset that anyone in the print and publishing industry can benefit from. Design and Layout Basics introduces the student to basic design principals combining text and simple graphics.

### Skills Objectives

At the end of this module, students will understand how to:

- Understand the benefit of using simple and consistent design practices
- Understand alignment
- Categorize elements and group information
- Be familiar with typographic terminology

## Introduction to Adobe InDesign

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Duration: 120 hours

### Description

Publishing has become a very “flat” environment where job descriptions sometimes begin to overlap. In many cases writers will be in a position where they may have to be familiar with professional layout and design software. Introduction to Adobe InDesign will teach the student how to use this software to produce and layout stories, and simple publications.

### Skills Objectives

At the end of this module, students will understand:

- Making professional composition decisions
- Working with frames
- Importing and editing text
- Working with typography, fonts and styles
- Editing text and spellchecking
- Working with colour, gradients and tints
- Importing and working with graphics
- Creating short documents - Newsletters
- Creating long documents - Books, Magazines
- Preflight techniques
- Exporting documents

## English Grammar

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Duration: 120 hours

### Course Description

Basic English Grammar course to insure that student can write stories, copy and materials using proper grammar, spelling and structure.

### Skills Objectives

At the end of this module, students will understand how to:

- Recognize and properly spell commonly misspelled words
- Demonstrate the use of proper punctuation
- Demonstrate the use of proper grammatical sentence structure
- Demonstrate how to use spelling and grammar reference materials
- Identify common errors in punctuation and grammar

## Information Gathering

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Duration: 120 hours

### Course Description

Information Gathering presents the basics of researching information for publishable news stories for newspapers and magazines. Students will learn to gather information, sift fact from fiction and present information in a logical written form.

### Skills Objective

At the end of this module, students will understand:

- The develop of story ideas
- Investigative techniques
- News gathering and verifying
- Interviewing techniques
- Structuring stories
- Reporting speech and opinions
- Collecting evidence and data
- Using online resources
- Selecting newsworthy topics
- Researching background information
- Ethics and conventions
- Presenting copy

## Feature Story Writing

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Duration: 220 hours

### Description

Feature Story Writing for newspapers and magazines develops student's skills as creative authors of original material. Students will learn how to develop interesting stories that are informative, factual and engaging.

### Skill Objective

At the end of this module, students will understand:

- Feature story leads and story structures
- Dialogue and character
- Scene descriptions
- Feature length interviews
- Investigation techniques
- Organizing data and evidence
- Developing concepts
- Dealing with writers block

## Copywriting

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Duration: 90 hours

### Description

Copywriting involves the crafting of advertising and promotional messages. Copywriters use their skills to develop concise and convincing opinion-shaping messages that help the public to form opinions. All forms of media use copywriters extensively, including television, radio, online and print.

### Skill Objective

At the end of this module, students understand:

- The functions and purpose of commercial messages
- How to determine the aspects of a product that are of most interest to the public
- The basic marketing fundamentals of product, place, price and promotions
- How to write material suitable for broadcast

## Public Relations

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Duration: 90 hours

### Description

Public Relations is designed to give students an additional career option that complements the skills they have developed as writers and journalists. Public relations professionals work with professional writers frequently. This module will introduce students to the role of the PR person and how to work with and for individuals in this field.

### Skill Objective

At the end of this module, students understand:

- Writing for news releases
- Writing for company newspapers, newsletters and magazines
- Handling media requests
- The role of the press agent

## Media Law

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Duration: 30 Hours

### Course Description

Media Law is a study of essential law for journalists in print and electronic media. Students will be introduced to a variety of topics that govern the legal responsibilities of journalist in Canada.

### Skills Objectives

At the end of this module, students will understand:

- Broadcasting laws and regulations
- Copyright
- Privacy
- Defamation
- Privilege
- Court reporting
- Offensive and obscene material
- Freedom of information

## Career Planning

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Duration: 60 hours

### Description

Job Seeking and Career Planning

This subject studies the range of employment opportunities available throughout the journalism industry and encourages students to set personal career goals.

### Skill Objective

Students will develop the following skills:

- Job application preparation, letter writing and telephone etiquette
- Professional resumes writing
- Job interview techniques
- Professional etiquette
- Professional writing habits
- Starting a personal job search campaign
- Long-term career planning