



JOURNALISM TRAINING CYCLE

Modules for the „Basics in Journalism“ certificate

Mandatory Modules

Module	Description	Sessions	Points
Elements of Journalism	Teaches ethical and editorial values in journalism.	1	1
Elements of Style	Teaches good and dense writing in English.	3	3
Constructive Journalism	Criticizing a problem is only the beginning of reporting on people seeking answers to it.	1	1
News	Uses practical exercises to teach how news is structured.	3	3
Storytelling I	Choose your own topic, do research on site and write a text.	6	6
Storytelling II	Analog to Storytelling I, but on a higher level.	6	6
Storytelling III	This report will be your crowning glory for the storytelling modules!	4	6
Interviews	Preparing, conducting and writing the interview down.	4	5
Opinion Writing	State an opinion and, above all, justify it well!	3	4
Social Media & the Range of Influence	How to tell a story on Instagram and Facebook.	4	5
Subtotal:		33	40

Optional Modules

Module	Description	Sessions	Points
Pitching	Teaches you what matters when offering pieces of writing to media houses.	1	1
Creative Writing	Takes away your fear of a bare screen.	3	3
Fact Checking & Research on the Web	How to get reliable information from the web.	3	3
Basic Formats in Journalism	Distinguishes news writing from feature and opinion writing.	1	1
Introduction to Visual Storytelling	How to tell stories with photos and videos.	6	6
Writing for the Web	Search Engine Optimization (SEO)	5	6
Special Guests	Expearence of practitioners clarify basic attitudes, tasks and fields of work.	1	1
Civil Society & Change	What role do civil society actors play in social change? And what is the role of the media?	1	1
Total:			50



To receive the “Basics in Journalism” certificate, you need to finish all mandatory modules, plus some optional modules to have a score of 50 points in total at the end.

