



# Media Communications

**21<sup>st</sup> April 2010 One Day Course Fee £ 150**

*A course which can be offered at both a beginner and advanced level.*

*Course content Includes*

*Review of writing styles for newspapers, magazines and online media; to learn how to write effectively; to examine basic techniques of structure, style and content.*

*To determine what the media deems to be a good story; to learn how the media works with writers; to speculate about the ongoing evolution of online media.*

**COURSE KEY AIMS & OBJECTIVES:**

- 1. To critically appraise the written word in various media formats*
- 2. To understand how the media works and what it needs from writers*
- 3. To review your own writing and identify the criteria for effective media communication*
- 4. To discover practical techniques for communicating in the media*
- 5. To assess future changes and the impact of ever-changing technology*

**WHO SHOULD ATTEND?**

*Anyone interested in improving their writing skills, learning about the media and how to write effectively for different media formats.*

*For more information or to book your place on the course please contact:*

*Suzanne Riley on 01978 293007 or e-mail [s.riley@glyndwr.ac.uk](mailto:s.riley@glyndwr.ac.uk)*



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