



JOURNALISM

International Students:

- Learn about living life in Canada and experiencing a career – before making financial and educational commitments of living and studying there
- Discover the real life perspective of living, learning and working in Canada
- Learn about the top Canadian careers, cost of living, salary ranges, life-style and cultures in Vancouver, Toronto and Montreal – the most popular cities.
- Taught live and on-line with experienced Canadian professionals and experts in their field.
- Provide colleges, universities and trade school programs and resources that offer this career path.

Learning Outcomes:

- Explore a range of skills which are required for a successful career as a journalist.
- Learn the Fundamentals of Interviewing and Reporting
- Introduction to News Media and news writing
- knowledge of how the media industry works.

Workshop Content:

- Fundamentals of Reporting - the basic principles and practices of identifying and pitching news stories, researching, interviewing news sources, using social media to find and promote news and commentary, reporting a variety of general-assignment news stories.
- Intro to News Media - Examine the function, values, and principles of journalism including accuracy, impartiality, and ethics as well as the current challenges facing the media industry.
- Intro to News Writing - identify the characteristics of the inverted pyramid for presenting news, Identify the key facts of a news story — who, what, where, when, why and how — for a lede, Apply inverted pyramid method to write a news story
- Job Prospecting - How to promote and manage a freelance business, and identify job opportunities or clients
- Pro's and Cons of the industry