

THE INSTITUTE OF COMMERCIAL MANAGEMENT

SUBJECT SYLLABUS



NEWSPAPER REPORTING

What is Journalism

- What makes a Good Journalist
- The Skills of a Good Journalist
- Role in Journalism
- categories of Written Publication

What is News

- News Ideas
- Assessing News Value
- Good News & Bad

Gathering News

- News Room
- Contacts & News Leads
- Investigative Reporting
- Developing Story Ideas
- Chasing Facts
- Making Inquiries
- Taking Notes
- Dealing with People
- Being Fair & Thorough
- Pictures
- Sources of Background Information

Interviewing

- Preparation
- Establishing Confidence
- Coaxing Answers
- Checking Back
- Telephone Interviews
- Controversial Interviews
- Failed Interviews
- Vetting Copy

Local Reporting

- The District Reporter
- Developing Contacts
- Local Organisations
- People in the Know
- The Local Angle
- Diary jobs

News Writing

- The Right Angle
- Style
- Opening Sentence
- Grabbing the Reader
- Order of Facts
- Quotes
- Presentation
- Helping the Reader
- Complaints
- Summarising
- Writing for the National, Local & Other News Markets

Newspaper Language

- Newspaper English
- Journalese
- Sequence & Structure
- Storytelling Techniques
- Bad Habits
- Style
- Punctuation
- Quotes
- Grammar

News Reporting

- Courts
- Government
- Politics
- Business & Industry
- Religion
- Sport

Specialist Writing

- Feature Writing
- Arts Reviews

Newspaper Structure

- Roles
- Copy Input
- Page Production
- Press & Post Press

Ethics

- Press Complaints
- Accountability
- Informants
- People in the News

Reading List**Main Text**

Practical Newspaper Reporting – Geoffrey Harris & Davis Spark (Butterworth Heinemann)

Alternative Texts and Further Reading

- English Style & Usage – Simon Jenkins (Times)
- Newspaper Language – Nicholas Bagnall (Butterworth Heinemann)
- Modern Newspaper Practice – F W Hodgson (Butterworth Heinemann)