



English for Journalism & the Media

Course Ref: EJM

Entry Level:

Minimum Level CEFR B1+
except by special arrangement.

Language of tuition: English

Course Duration

According to each client's
requirements.

Minimum age for entry 18

**30 lessons (22.5 hours) per
week**

Maximum class size:

**Morning General English 14*
Afternoon EJM 6**

*General English maximum class
size is 14. However, where
classrooms permit and are suitably
equipped, lit, heated and
ventilated, we reserve the right to
use these rooms to their maximum
capacity. No classes will exceed 18
students

Course information & enrolment:

Shadows-Switzerland Sàrl

Séjours - linguistiques
Chemin du Noiret 7
1893 Muraz (Collombey)

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This course is of significant benefit to those involved in radio, TV, print publications or new media.:

- Students of media
- Journalists
- Copywriters
- New media editors.
- Those currently planning to go on to further study in the field of journalism
- Those seeking a career in the media and advertising.

Aims of the Full Course

- To enable clients to communicate effectively in English in a media / new media context.
- Clients are encouraged to apply any relevant knowledge and experience that they might have as they work through the course material.

Preparation

- Needs Analysis and educative background profile
- Online resources for pre-course, arrival and cultural information
- Online language level assessment.

Practical Arrangements

- Course tutor
- Pedagogic learning materials
- Setting of learning objectives
- Ongoing assessment and evaluation including feedback on progress
- Guidance and advice on homework exercises
- Accommodation service and pastoral care: 24hr emergency contact
- Optional additional language workshop every day
- City orientation tour and welcome activity
- Access to school study and media centre.

Follow up provided

- A Certificate of Attendance and Achievement
- End of course test and programme evaluation
- Post-course forum.

General English

The 4 skills of reading, writing speaking and listening are all developed systematically through activities (individually, in pairs or in a group), games, roleplays and more. This approach integrates both receptive and productive skills practice.

English for Journalism & the Media

The course is divided into four general areas:

Application of English to a News Story

Context (newspaper, TV, radio or new media)
Reported Speech
Creating Headlines
Being Economical with Language
Exaggeration and Effect.

The Language of Journalism Cliches Metaphor and Simile Jargon and Slang.

Spoken English for Journalism Presenting a Story Reporting a Story.

Specialist Writing Sports Writing Business Politics Arts and Entertainment Critical Writing.

Effective teaching Built into every client's course are the following:

Placement test
Needs analysis
Skills Development
Task-based activities
Systems work
Learner skills development
Progress tests
Tutorials
Homework.

Start Dates

Four start dates per year for full courses, flexible dates for short courses. Those choosing shorter stays will follow that part of the full programme delivered during the weeks chosen.

Please ask for details of any optional external examinations/certificates.

Course Structure (Mon to Fri)

General English 20 lessons (15 hours)

English for Journalism & Media 10 lessons (7.5 hours)

Course Content and Strategies

General English

Language classes are communicative with students encouraged and facilitated to use the language learned on the course. This covers all aspects of English language skills. Class work includes individual, pair and group work, discussions, debates, roleplays, presentations, writing exercises.

English for Journalism & Media

Relevant expressions and vocabulary needed to communicate effectively in the chosen specialist fields.

A range of styles and idiosyncrasies unique to English in the media.

The course highlights the differences between the language used in radio, television, newspapers, magazines and, as is necessary in our technological world, new media. Course books will be supplemented with material taken from other sources.

Outcomes

- Improved General English: all language skills, fluency and accuracy
- More effective communication in a range of business and tourism-related situations.
- Increased accuracy and clarity in common work-related topics
- Use of appropriate communicative strategies
- increased ability to recognise and resolve misunderstandings
- Improved handling of the linguistic challenges presented by a complication or unexpected turn of events that occurs within the context of a routine work situation or communicative task with which they are otherwise familiar.