Comprehensive Digital Journalism for Modern Media Training Course

07 - 11 Dec 2026

Cape town

4600 € (Per Person)

Ref: #MED4796_255384

Course Introduction / Overview:

In the current media landscape, digital journalism is a core skill for any professional who wants to tell a story and engage an audience. This training program, provided by BIG BEN Training Center, is designed to give you the skills needed to succeed in this fast-paced world. We will go into all parts of the digital news production process, from finding and verifying a story to using multimedia tools to present it effectively. The course focuses on practical skills, including online content creation, video journalism, and using social media for reporting. We will also explore the theoretical foundations of digital journalism, drawing on academic insights from figures like Nora Paul, a leading expert on news research. Her work on information verification and data journalism will help us understand how to maintain journalistic integrity in the digital age. By the end of this course, you will not only be proficient in using digital tools, but you will also have a strategic understanding of how to produce high-quality, trustworthy news that resonates with a modern audience. This training is for anyone who wants to be a professional in the field.

Target Audience / This training course is suitable for:

- Aspiring and current journalists.
- Media and communications professionals.
- Content creators and bloggers.
- Public relations specialists.
- Researchers and analysts.
- Government agencies and public affairs officers.
- Students of journalism and communications.

Target Sectors and Industries:

- Journalism and news media.
- Public relations and communications.
- Online content and publishing.
- Broadcasting and television.
- Government agencies and public sector.
- Non-profit organizations.
- Academia and research.

Target Organizations Departments:

- News and editorial.
- Digital media.
- Public affairs and communications.
- Marketing and content creation.
- Research and analysis.
- Social media management.
- Public relations.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive digital journalism strategy.
- Master techniques for online research and information verification.
- Use a variety of tools for multimedia storytelling.
- Create engaging video journalism and news graphics.
- Use social media for reporting and audience engagement.
- Understand the legal and ethical issues in the digital news environment.
- Produce high-quality, trustworthy online content.

Course Methodology:

BIG BEN Training Center uses a hands-on, project-based learning approach that gives participants direct experience in the field. The course is a combination of lectures, case studies, and a final capstone project where participants will produce their own multimedia news story. We will use real-world case studies to analyze how different news organizations have successfully used digital journalism to break stories and engage audiences. The program includes workshops on technical skills like basic video editing, data visualization, and using social media analytics. Our experienced instructors will provide personalized feedback on all projects. This blend of theory and practical exercises, combined with detailed feedback, ensures that participants are not only proficient in using tools, but also strategic thinkers who can produce high-quality, impactful journalism in a modern media environment.

Course Agenda (Course Units):

Unit One: The Foundations of Digital Journalism

- The evolution of digital media.
- The core principles of digital news production.
- Finding and verifying a story in the digital age.
- The importance of information verification.
- The role of a digital journalist.
- Ethical considerations in online reporting.
- The future of news and media.

Unit Two: Multimedia Storytelling

- The power of multimedia journalism.
- Creating compelling video journalism.
- The basics of photojournalism and visual storytelling.
- Using audio and podcasts for news reporting.
- The role of graphics and data visualization.
- Crafting a narrative across different formats.
- The complete multimedia production workflow.

Unit Three: Social Media for Journalists

- Using social media for reporting.
- Finding stories and sources on different platforms.
- Building a professional brand on social media.
- Engaging with your audience and community.
- The ethical issues of using social media.
- Live-streaming and breaking news.
- The role of social media in digital news production.

Unit Four: Research and Data Journalism

- Advanced online research techniques.
- Fact-checking and debunking misinformation.
- The basics of data journalism.
- Finding and analyzing public datasets.
- Telling a story with data.
- The role of a data journalist.
- The importance of accuracy and transparency.

Unit Five: The Journalism Project

- Presenting your final multimedia news story.
- A review of the entire digital journalism process.
- A deep dive into case studies of successful reporting.
- Troubleshooting common challenges.
- The long-term plan for a career in digital journalism.
- A final Q&A with the instructors.
- A review of key concepts.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How has the rise of citizen journalism and user-generated content challenged the traditional gatekeeping role of professional journalists?

What unique qualities does this course offer compared to other courses?

This training program is different because of its strong focus on both the strategic and ethical aspects of digital journalism. While many courses focus on just technical skills, this one, provided by BIG BEN Training Center, emphasizes the importance of accuracy, integrity, and trustworthiness in the digital age. The hands-on, project-based structure is a major plus, as participants will develop a complete multimedia news story that they can use as a portfolio piece. We also go into the nuances of data journalism and online research, which are essential skills for modern reporters. We believe that this comprehensive approach, which combines technical skills with ethical principles, gives participants a strong foundation for a successful career in digital journalism.