



Course Code & Title	LISS371 Writing for The Conversation and Other Media Outlets				
Convenor(s)	Becky Hewson				
Institution	QMUL	Department		LISS DTP	
Academic Year	2023-2024		Term	Summer	
Number of sessions	1	Research Platform	Qualitative Research (QuL)	Length of Session(s)	2 hours
Day, Date		Start : End		Room Location	
Thursday 9th May		9:30 – 11:30		Via Zoom	
Enrolment Links:	Available to book on SkillsForge from Tuesday 2 April 2024 . Click to log in and register: https://training.kcl.ac.uk/kcl/#/he/dev/eventDetails.;em.providerCode=LISS,providerOrgAlias=kcl,number=371; Questions? Visit our Training FAQ here: Frequently Asked Questions - LISS DTP (liss-dtp.ac.uk)				

Course Description:

Whether you're writing for The Conversation or other media channels, you'll need to make the leap from academic to more accessible writing.

This two-hour online session is packed with best practice frameworks and practical tips, tricks and tools to help you transform your writing approach and style, distil your research into short articles and successfully pitch your ideas.

Run by Becky Hewson-Haworth, an experienced copywriter who's helped some of the world's biggest brands tell their stories, the session will be fast-paced, fun and practical. Leaving you with a toolbox of tactics that will help you promote your name and research to the public.

Course content

- *Understanding your audience*
- *Developing ideas*
- *Hooking your readers*
- *Pitching to The Conversation*
- *Planning your article to make writing easier*
- *Writing for maximum impact*
- *Finding your voice*
- *Easy editing tips*
- *The role of AI*
- *Free tools to help you perfect your piece*
- *Writing for other media outlets*
- *Q&A*

Learning outcomes



London Interdisciplinary Social Science Doctoral Training Partnership

Advanced Research Methods in Social Sciences

With a range of writing frameworks, tips and tools at your disposal, you'll feel confident:

1. *Developing article ideas.*
2. *Pitching them to various media outlets.*
3. *Delivering high-quality written articles that land with non-specialist audiences.*

Reading List:

Follow-up reading could include:

- *Handley, A. (2016). Everybody Writes. New Jersey: John Wiley & Sons.*

Eligibility:

Open to all PhD students in social sciences disciplines who want to write for The Conversation and other media channels.

Pre-course preparation:

No pre-course preparation is needed.

Number of students:

Minimum number required to run: 15

Maximum number of places available: 40