

# OPINION WRITING AND MEDIA COMMENTARY

Specialist Series

## What Is This About?

A good op-ed or commentary is concise. It hits hard with strong arguments, vivid images and relevant analogies. It does not just display expertise; it has to be timely and provocative. At the same time, it is not just emotion or opinion, but it is informed and backed by facts.

In general, your op-ed, review or commentary is a section for advocacy, denunciation and astonishment in the media. Editors want opinion pages to drive public debate.

Whether you're new to writing or want to improve your craft, this is the ultimate course for you to learn how to present a strong argument with confidence. Our experienced writers will provide the guidance for translating the basics into opinion writing and commentaries that are reasoned, forceful, responsible, engaging and readable.

## How Long Is It?

This is a two (2) week intensive programme as follows:

### WEEK 1

#### Classroom Training and Skills Workshop

Sat & Sun  
9:30 a.m. to 5:30 p.m.

#### Individual Assignment

Mon - Fri

### WEEK 2

#### Classroom Training and Skills Workshop

Sat & Sun  
9:30 a.m. to 5:30 p.m.

#### Industrial Assignment

Mon - Fri

## Who Is It For?

You! If you're a:

- You're an aspiring editorial writer or columnist – whether a student or journalist in transition – who wants to learn the responsibilities, techniques and art of opinion writing
- You are with or without publishing experience and want to write with power and clarity

## What Will I Gain From This?

- Develop original and engaging angles for stories and express your personality in your writing
- Conduct in-depth research and write critically with sound argumentation to counter logical fallacies
- Understand ways audiences form opinions and how writers can influence and sometimes manipulate public opinion
- Recognise the boundary separating constitutionally protected opinion from legally actionable defamation
- Build a platform for writing and pitch story ideas to editors

## Who Are My Trainers?

You will be trained and mentored by Malaysiakini's finest trainers, award-winning journalists and editors, as well as, diversely experienced management coaches.



**Martin Prasad Vengadesan**  
*Assistant Editor, Malaysiakini*

Martin joined the media in 1996, intending to earn some side income to his struggling music career. He ended up spending 23 years at his first job. A relatively newcomer to Malaysiakini, he's seen the waist-length hair give way to a barren landscape, but is still a rocker at heart. An unabashed atheist, selective socialist, obsessive science-fiction fan and father of three, he grew up in nine countries spread over four continents and always feels just a little bit out of step with the rest of the marching band.

**Course Facilitator**



**Ajinder Kaur**  
*Instructional Design Specialist & Trainer, kiniacademy*

One of the three pioneer journalists of Malaysiakini when it first started in 1999, Ajinder has also more than 16 years of coaching experience in writing and communications. She holds a Masters in Corporate Communications and became a Lecturer teaching human communication, public relations and journalism at HELP University. She was subsequently appointed as the Head of its Faculty of Communications. Ajinder is also a HRDF Certified trainer.

**Course Leader**

## What's The Plan?

### Day 1

- Opinions Matter
- Setting the Scene

### Day 2

- Combining Topic and Tone

### Day 3

- Getting Down to Writing

### Day 4

- Revision and Error Correction
- The Business

## Course Fees:

**List Price:** RM1800

**Registration Fee:** RM100

## What Is kiniacademy?

kiniacademy, the training arm of Malaysiakini, offers courses in media studies and more. Our aim is to develop the next generation of independent journalists and media professionals, both, in Malaysia and the region; by providing highly practical courses developed by professionals and delivered by professionals. kiniacademy helps trainees get work-ready and future-ready.

### Venue:

kiniacademy @Kini, PJ 51 Business Park,  
No. 9, Jalan 51/205A, Off Jalan Tandang,  
46050 Petaling Jaya, Selangor

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