

Postgraduate Certificate Transmedia Journalism



Postgraduate Certificate

Transmedia Journalism

Course Modality: Online

Duration: 6 weeks

Certificate: TECH Technological University

Official N° of hours: 150 h.

Website: www.techtitute.com/us/journalism-communication/postgraduate-certificate/transmedia-journalism

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01

Introduction

Journalism is one of the clearest examples of transmedia communication. With the emergence of radio and television, people found new media through which to delve into information they could already find on paper, but with the advent of the Internet, their options expanded drastically. Therefore, nowadays it is difficult to understand a traditional media without its corresponding 2.0 version, thanks to which it can reach a wider audience. With this program, students will understand the importance of Transmedia Journalism in the current era and will develop the skills and abilities necessary to create content of great value to the public, becoming essential journalists in any company.



“

Transmedia content is revolutionizing journalism. Users are increasingly looking for different media to get information on the same news”

Today, journalists must have a multidisciplinary profile. It is no longer enough just to have great writing skills on paper, now, more than ever, you have to be a great communicator, broadcaster, video editor and even creator of digital content. And this is due to the great revolution in the sector, favored by the emergence of the Internet and new technologies, which have given rise to a better informed and prepared user, who knows exactly what he wants to find when he opens a newspaper or turns on the television, and who wants to face current affairs with a global vision.

Therefore, the topics of greatest interest are not only followed through a single media, but users seek the same information through different media to deepen, obtain a broader knowledge and create their own opinion on the subject. In this sense, more and more large media groups are betting on media integration. Nowadays it is impossible to find a newspaper that does not have its own website to support its printed information with multimedia content, or with social networks in which to give its scoops and generate interactions with the public. This paradigm of transmedia is here to stay and to offer the audience exclusive and higher-quality content.

Thanks to this Postgraduate Certificate of TECH Technological University, students will have access to the most relevant information on Transmedia Journalism, which will be essential to stand out in an increasingly competitive labor market, as well as to be able to start their own communication agencies. An essential program to give a boost to your profession and become true specialists in the field.

This **Postgraduate Certificate in Transmedia Journalism** contains the most complete and up-to-date program on the market. Its most notable features are:

- ♦ The development of practical cases presented by experts in Communication.
- ♦ Its graphic, schematic and eminently practical contents are designed to provide theoretical and practical information on those disciplines that are essential for professional practice.
- ♦ New developments in Transmedia Journalism
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Special emphasis on innovative methodologies in Transmedia Journalism
- ♦ The interactive learning system based on algorithms for making decisions on the situations posed
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Access to content from any fixed or portable device with an Internet connection.



Today's journalists must have a multidisciplinary profile, be able to know the basics of the sector and have great skills in the use of new technologies"

“

By enrolling in this Postgraduate Certificate, you will have access to multiple teaching resources with which to specialize in Transmedia Journalism”

Its teaching staff includes professionals from the field of Communication, who contribute their work experience to this program, as well as renowned specialists from prestigious universities and reference societies.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive program designed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the student must try to solve the different professional practice situations that arise throughout the program. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

The current situation of journalism involves the creation of transmedia content. With this program you will be able to become a specialist in the field.

A journalist with extensive knowledge of new technologies will be better prepared to adapt to changes in the industry.

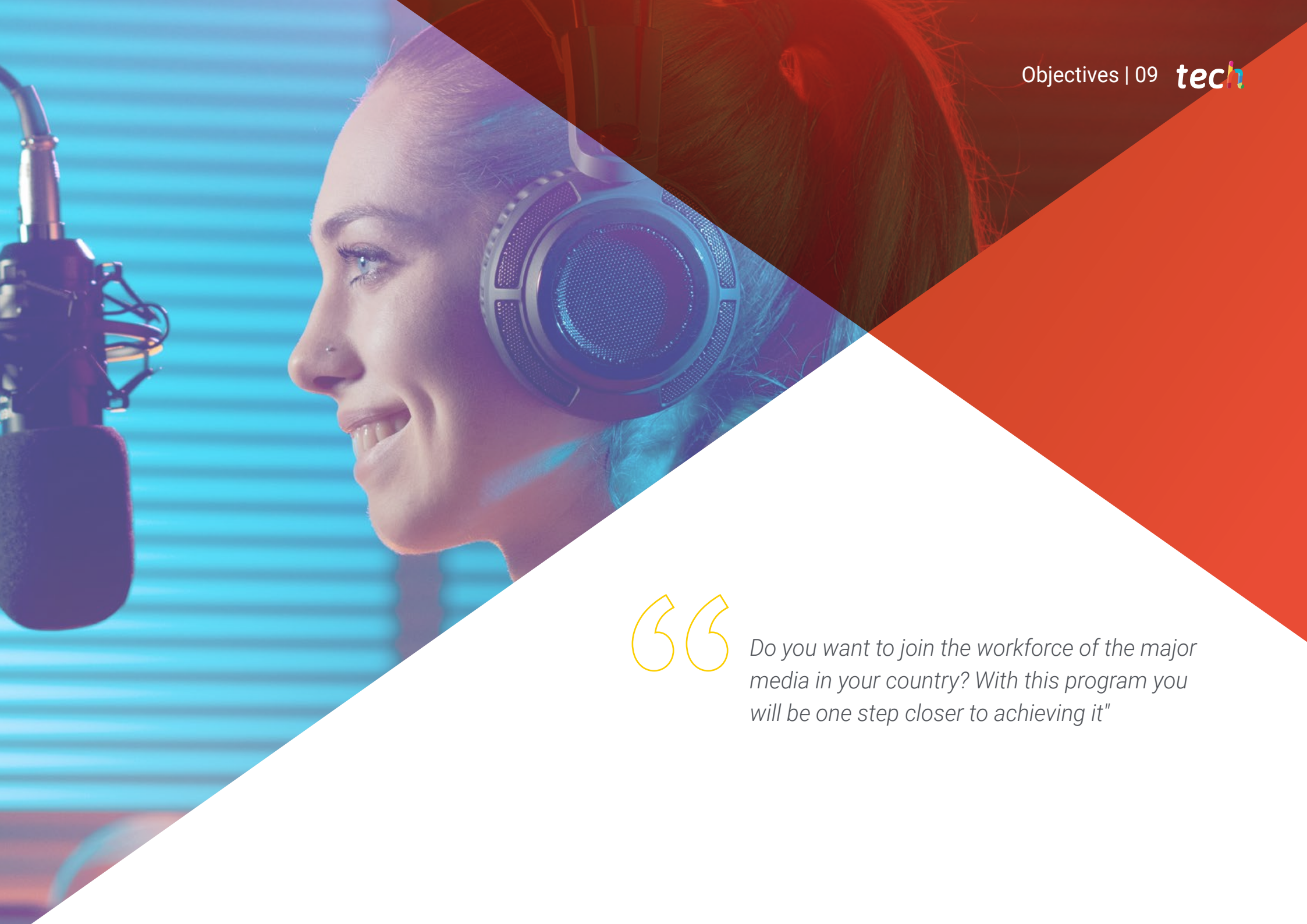


02

Objectives

The main objective of this Postgraduate Certificate in Transmedia Journalism of TECH Technological University is to introduce students to the current situation of the sector, which is increasingly nourished by new technologies to reach a more specialized audience. As a result, at the end of their studies, journalists will be able to create content for different media, monitor their information and offer in-depth multimedia reports on current affairs.





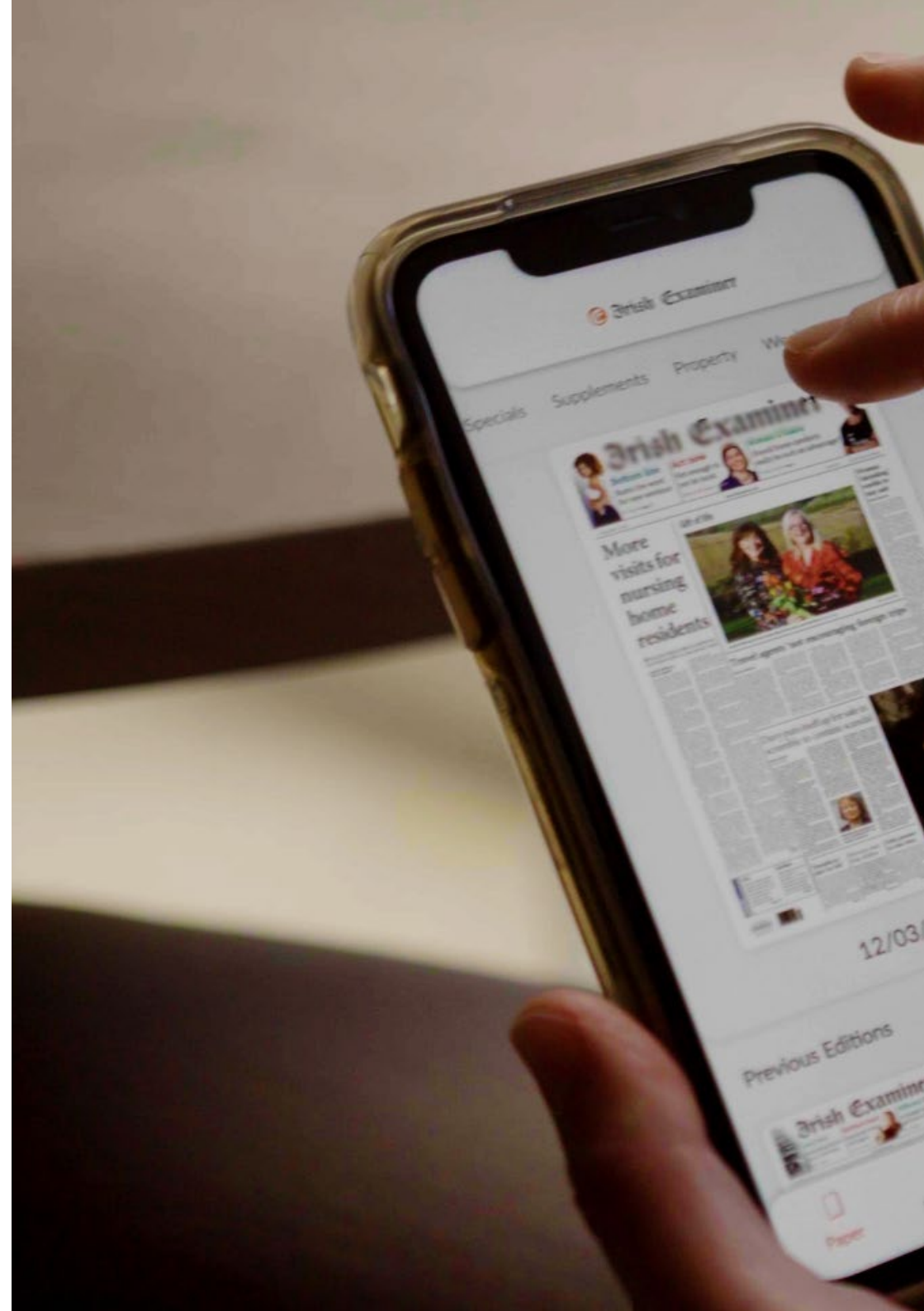
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Do you want to join the workforce of the major media in your country? With this program you will be one step closer to achieving it"



General Objectives

- Conceptual knowledge and understanding of Transmedia Storytelling and its relevance in different professional fields (advertising, marketing, journalism, entertainment)
- Acquire the fundamentals of transmedia creation, from narrative to production and dynamization in social communities





Specific Objectives

- ◆ Delve into the scope, characteristics and training for the new and emerging Transmedia Journalism
- ◆ Get into Branded Content and informative writing



Journalism must adapt to the new times in order to reach a wider audience. This is why new technologies are increasingly being used in the media"

03

Course Management

This Postgraduate Certificate in Transmedia Journalism is taught by a team of active professionals with extensive experience and knowledge of the sector. Professors who have researched the evolution of journalism and who understand the importance of new media to offer more personalized products. Additionally, they are committed to quality teaching and to new technologies applied to the teaching field and, of course, to communication.





“

TECH has selected teachers specialized in Transmedia Journalism to offer you the most complete program on the market”

Management



Dr. Regueira, Javier

- ♦ VP and founder of the Spanish Association of Branded Content
- ♦ Managing Director of the agency specialized in Branded Content ZOND (part of the MIO Group)
- ♦ Professor at Pontificia Comillas University, ESDEN, Esic, Inesdi, The Valley
- ♦ Former Marketing Executive at BDF Nivea and Imperial Tobacco
- ♦ Autor, blogger y TEDx Speaker
- ♦ Doctor in Branded Content
- ♦ Graduate in Economics and Business Administration European ICADE E4
- ♦ Master's Degree in Marketing

Professors

Mr. Fraga, Luis

- ♦ Professor EOI, Nebrija, A3 Media Formación
- ♦ Extensive experience as news anchor and editor at Antena 3, Ser, Radio Voz, TVG
- ♦ Degree in Geography and History
- ♦ Master's Degree in Applied Communication Research



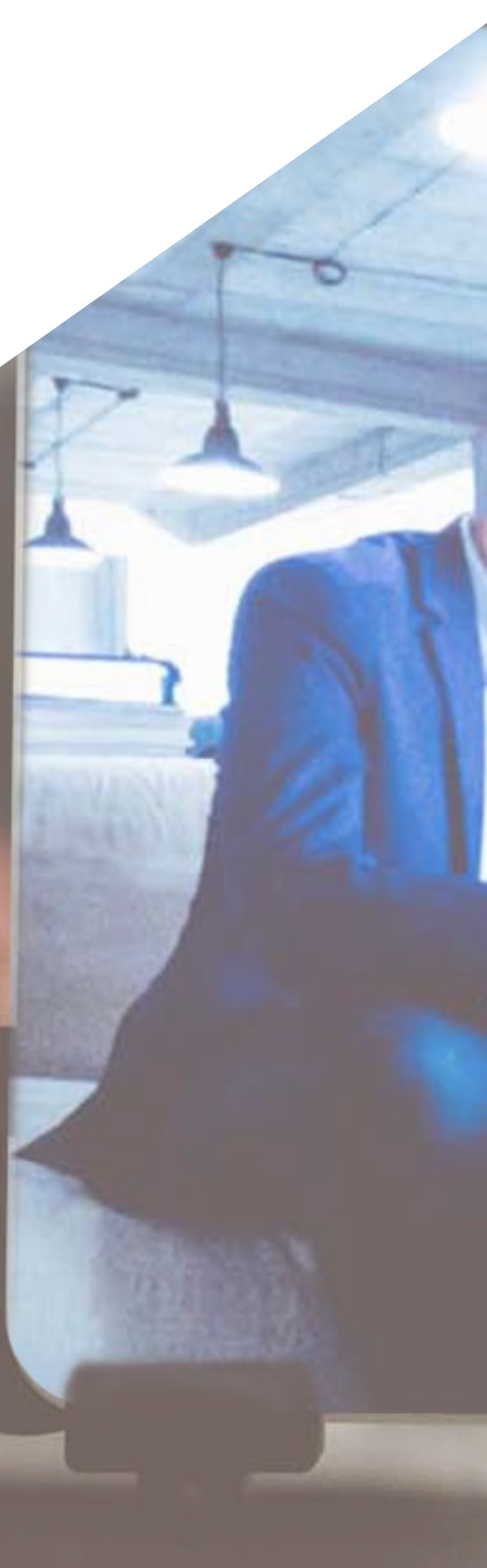
The laptop screen displays a news website with a red header. The main headline is "Approval of New Money Market Rules" with a sub-headline: "Federal Commission approves new rules to make Money Market safer and less vulnerable to manipulations. Credit quality is improved and maturities are shortened." Other headlines include "150,000 New Jobs in June", "Elections in September", "Hackers deface government site", "Retailers show drone delivery plans", and "Airport X-Ray finds dog in bag". A "Markets" section is visible in the bottom right corner.

| Markets | Price | Change | % Change |
|---------|----------|---------|----------|
| EURUSD | 1.0634 | -0.0043 | -0.12% |
| USDJPY | 115.3547 | 0.9 | 0.06% |
| GBPUSD | 1.5264 | +0.0052 | +0.14% |
| AUDUSD | 0.7854 | +0.0042 | +0.09% |

04

Structure and Content

This educational program of TECH Technological University has been designed to offer the student the most complete content on Transmedia Journalism. In this way, students will be able to delve into all those concepts and strategies that are part of the sector and that are revolutionizing the way of communicating, becoming a transversal professional, capable of creating content for different media. A comprehensive syllabus that will be essential to advance towards success in the field of Journalism.





“

Access a very well-structured syllabus with which you will learn how to create information for different formats and platforms”

Module 1. Transmedia Journalism

- 1.1. Evolution of ICT: Traditional and New Media
 - 1.1.1. ICT as an Accelerator of Media Transformation
 - 1.1.2. Digital Native Methods
 - 1.1.3. ICT and the Non-Traditional Media
- 1.2. The Citizen as an Informant
 - 1.2.1. The Citizen, Generator of Information
 - 1.2.2. Limits and Limitations of Citizen Journalism
- 1.3. The Transmedia Journalist
 - 1.3.1. Essential Skills and Knowledge for Transmedia Journalists
 - 1.3.2. Transmedia Journalists for Transmedia Companies
 - 1.3.3. Mojo Journalism
- 1.4. Design, Creation and Production of Transmedia News Content
 - 1.4.1. Jenkins' Transmedia Basics Adapted to Journalism
 - 1.4.2. The Process of Creating a Transmedia Journalistic Project
- 1.5. Formats in Transmedia Journalism: Video, Photo, Sound, Infographics
 - 1.5.1. Writing Journalistic Content for Digital Media
 - 1.5.2. Image and Audio
 - 1.5.3. Tools for Infographics Design
- 1.6. Dissemination of Transmedia Journalism: Own and Earned Channels
 - 1.6.1. Journalism and Corporate Communication
 - 1.6.2. Broadcasting in Own Channels
 - 1.6.3. Diffusion in Earned Media



- 1.7. Brand Journalism
 - 1.7.1. Informative Writing
 - 1.7.2. Branded Content and Journalism: Characteristics of Brand Journalism (Brand Journalism)
 - 1.7.3. Brand Journalism Publication Examples
- 1.8. Participatory Journalism
 - 1.8.1. The Participative Journalist
 - 1.8.2. The Participative User
 - 1.8.3. Blogging for Journalistic Specialization
- 1.9. Gamification of Journalism, Newsgames
 - 1.9.1. A State-of-the-art Journalistic Format
 - 1.9.2. Subgenres
 - 1.9.3. Classic Case Studies and Other more Innovative Serious Games
- 1.10. Podcast Transmedia
 - 1.10.1. The Traditional Podcast: Audio
 - 1.10.2. The Transmedia Podcast
 - 1.10.3. The Branded Podcast

“*A very complete syllabus that will be fundamental to reach the elite of journalism*”



05

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.



“

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”



You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.



The student will learn, through collaborative activities and real cases, how to solve complex situations in real business environments.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

In 2019, we obtained the best learning results of all online universities in the world.

At TECH, you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



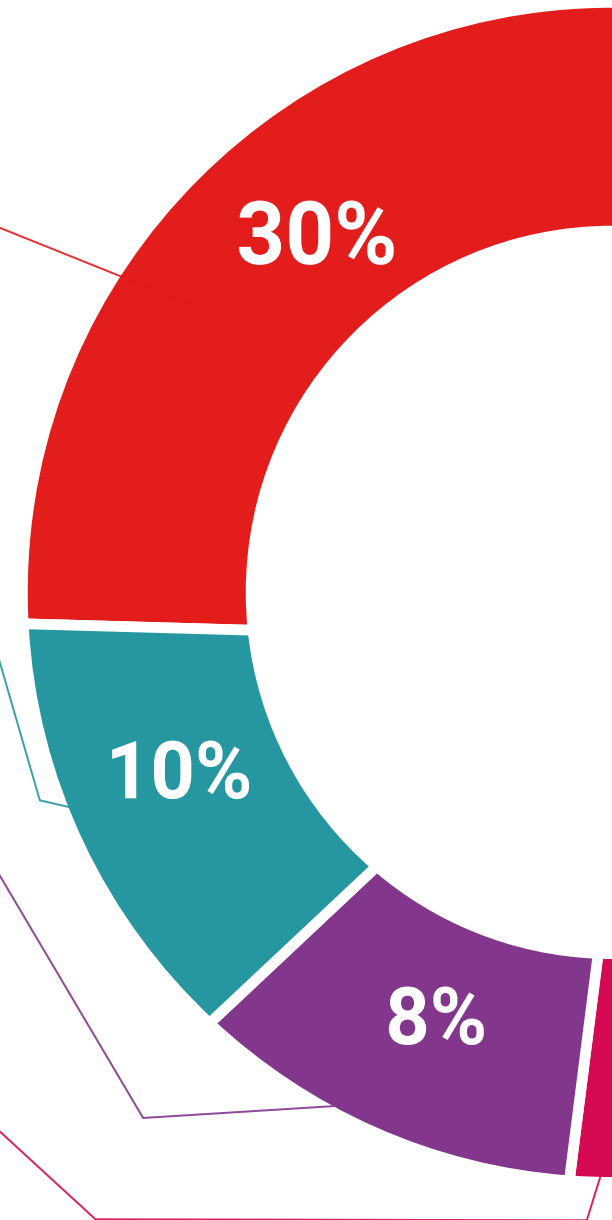
Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



06

Certificate

The Postgraduate Certificate in Transmedia Journalism guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



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Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”

This **Postgraduate Certificate in Transmedia Journalism** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in Transmedia Journalism**

Official N° of Hours: **150 h.**



*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

future
health confidence people
education information tutors
guarantee accreditation teaching
institutions technology learning
community commitment
personalized service innovation
knowledge present quality
development languages
virtual classroom



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Postgraduate Certificate Transmedia Journalism

