

# Postgraduate Certificate Audiovisual Audiences



## Postgraduate Certificate Audiovisual Audiences

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/design/postgraduate-certificate/audiovisual-audiences](http://www.techtute.com/us/design/postgraduate-certificate/audiovisual-audiences)

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# 01

# Introduction

It is the public who ultimately decides what programs are broadcast on television. If the audience is not what is expected, the networks will soon stop broadcasting any product. Therefore, it is essential for people working in television, whether at the programming, creation, management or direction level, to obtain specialized knowledge about audiences, which allows them to understand what they are looking for, what their interests are, and which programs can achieve the expected success. This TECH program will be an ideal complement to the education of designers who wish to work in this field.





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*Learning how to assess audiences will give you the right education to design programs tailored to their tastes and needs”*

The audience for programs and other audiovisual content is increasingly demanding. The extensive catalog of content they have at the touch of a button on their remote control, a key on their computer or at their fingertips on their smartphone enables them to personalize their consumption. It is no longer necessary to watch endless advertisements or a program that airs at a certain time if does not interest you. A multitude of specialized products are now available to everyone at very low cost. Therefore, networks must not only compete on quality, but also be able to create programming that is suitable for different types of audiences, so that all of them have the option of choosing what to consume at any given moment.

In this way, gaining specialized knowledge about audiences will enable broadcasters to be more competitive, offering products that are capable of obtaining high ratings in different time slots, with the main objective of being leaders during most of the day. This Postgraduate Certificate in Audiovisual Audiences developed by TECH offers designers the opportunity to access the most relevant information in the market on this subject, which will allow them to access highly relevant positions in major national and international television networks, such as Mediaset, Fox, CBS or Televisa, for example.

A 100% online program that will allow students to manage their own study time, meaning they are not hindered by by fixed schedules or the need to commute to another physical location. They can access all the contents at any time of the day, allowing them to balance their professional and personal life with their academic life.

This **Postgraduate Certificate in Audiovisual Audiences** contains the most complete and up-to-date educational program on the market. The most important features of the program include:

- ◆ Case studies presented by design experts
- ◆ The graphic, schematic and practical contents with which they are conceived gather scientific and practical information on those disciplines that are essential for professional practice
- ◆ Practical exercises where self-assessment can be used to improve learning
- ◆ Special focus on innovative methodologies for audience research
- ◆ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ◆ Content that is accessible from any fixed or portable device with an Internet connection



*TV audiences are increasingly demanding, so only superior knowledge of them will allow you to offer products of interest to them"*

“*Become a world-class TV programmer and make TV networks fight to have you on staff*”

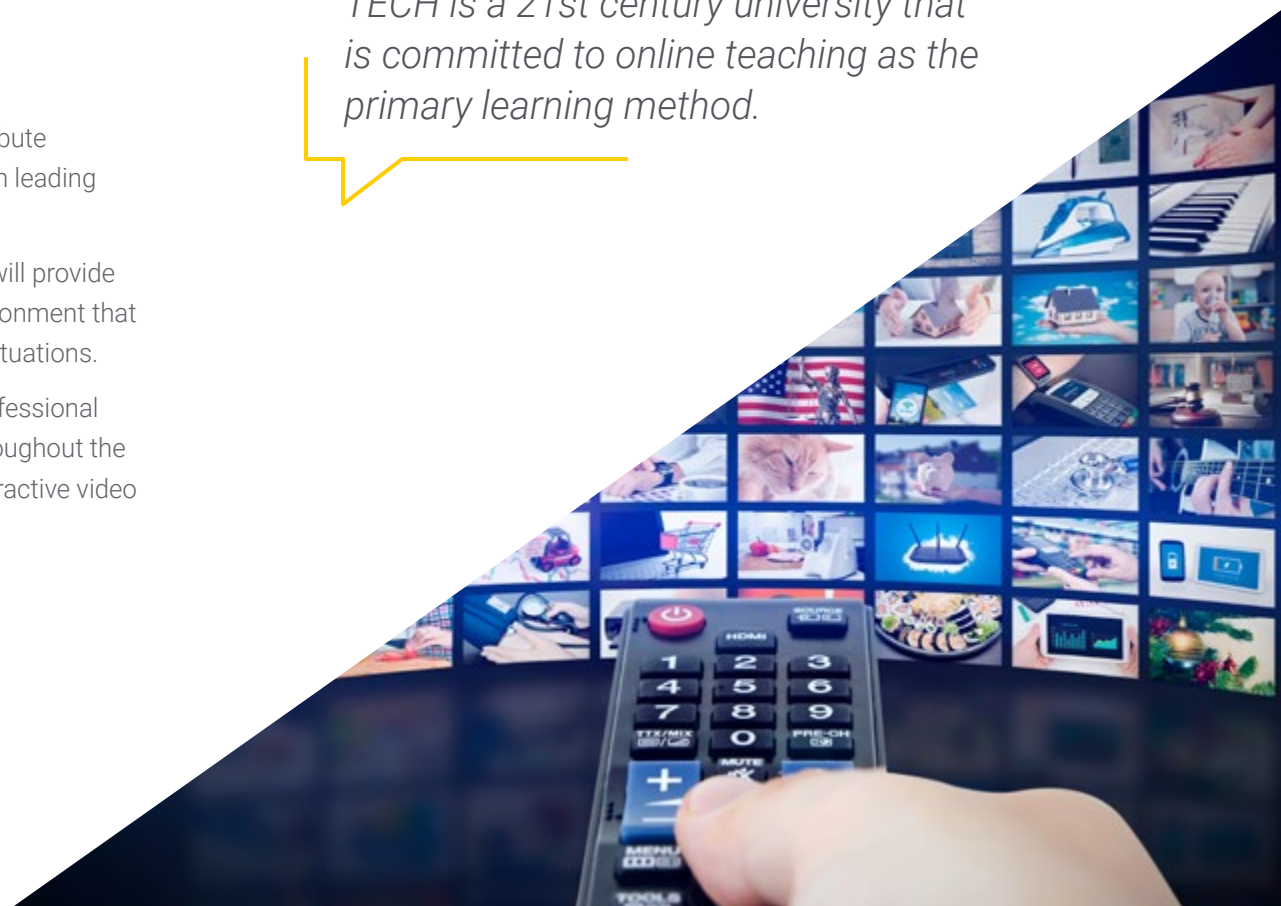
Its teaching staff includes professionals from the field of design, who contribute their work experience to this program, as well as recognized specialists from leading companies and prestigious universities.

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 training experience designed to train for real-life situations.

This program is designed around Problem-Based Learning, whereby the professional 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.

*This program offers you the most advanced resources in the market to specialize in the Audiovisual Audiences.*

*TECH is a 21st century university that is committed to online teaching as the primary learning method.*



# 02 Objectives

Knowing the target audience for audiovisual programs is the main objective of television program managers, since it is their responsibility to select the products that are likely to be the most successful. This TECH Postgraduate Certificate offers designers a comprehensive analysis of audiences, so that they can determine the most appropriate programs for each time slot and channel, whether generalist or thematic.







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The multiple Audiovisual options make it easy for the public to access content of interest to them at the click of a button. So, understanding what the majority demand is will allow you to design successful programming”



## General Objectives

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- ◆ Know and determine the characteristics of the Audiovisual Audience and its flows and variations
- ◆ Be able to understand the results of the audiences



*Understanding audience results will allow you to decide whether a program should stay on the air or not"*





## Specific Objectives

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- ◆ Know, at a theoretical level, the research trends dedicated to audiovisual reception
- ◆ Identify the differences between the different ways of approaching the study of Audiovisual Reception and the current state of the art
- ◆ Understand the functioning of social networks as a fundamental part of today's audiovisual environment
- ◆ Understanding the links between audience and content
- ◆ Have the ability to understand the transformations resulting from digitization

03

# Structure and Content

The structure of this TECH Postgraduate Certificate has been designed taking into account the academic needs of designers who wish to work in the creation of Audiovisual Products. To do this, it is necessary to have a broad knowledge of the target audience and, therefore, this program opens the doors to the study of audiences and *engagement* models. A high quality program that will give you the keys to succeed in the industry.





“ A specific program on Audiovisual Audiences that will give you the keys to understand their characteristics and make an adequate television offer”

## Module 1. The Audiovisual Audience

- 1.1. Audiences in the Audiovisual Media
  - 1.1.2. Introduction
  - 1.1.2. The Constitution of the Audiences
- 1.2. The Study of Audiences: Traditions I
  - 1.2.1. Theory of Effects
  - 1.2.2. Theory of Uses and Gratifications
  - 1.2.3. Cultural Studies
- 1.3. The Study of Audiences: Traditions II
  - 1.3.1. Studies on Reception
  - 1.3.2. Audiences for Humanistic Studies
- 1.4. Hearings from an Economic Perspective
  - 1.4.1. Introduction
  - 1.4.2. Audience Measurement
- 1.5. Theories of Reception
  - 1.5.1. Introduction to Reception Theories
  - 1.5.2. Historical Approach to Reception Studies
- 1.6. Audiences in the Digital World
  - 1.6.1. Digital Environment
  - 1.6.2. Communication and Convergence Culture
  - 1.6.3. The Active Nature of the Audiences
  - 1.6.4. Interactivity and Participation
  - 1.6.5. The Transnationality of Audiences
  - 1.6.6. Fragmented Audiences
  - 1.6.7. Audience Autonomy
- 1.7. Hearings: The Essential Questions I
  - 1.7.1. Introduction
  - 1.7.2. Who are They?
  - 1.7.3. Why do They Consume?



- 1.8. Hearings: Essential Questions II
  - 1.8.1. What do they Consume?
  - 1.8.2. How do they Consume?
  - 1.8.3. With what Effects?
- 1.9. The *Engagement* Model I
  - 1.9.1. *Engagement* as a Metadimension of Audience Behavior
  - 1.9.2. The Complex Assessment of *Engagement*
- 1.10. The *Engagement* Model II
  - 1.10.1. Introduction. The Dimensions of *Engagement*
  - 1.10.2. *Engagement* and User Experiences
  - 1.10.3. *Engagement* as an Emotional Response from Audiences
  - 1.10.4. *Engagement* as a Result of Human Cognition
  - 1.10.5. Observable Behaviour of Audiences as an Expression of *Engagement*

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*A first-rate academic tour to learn about the public's tastes and be able to create successful programs"*

# 04

# 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.







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*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.

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*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.*



### 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 student will learn to solve complex situations in real business environments through collaborative activities and real cases.*

The case method is the most widely used learning system in the best faculties in the world. 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.

With this methodology we have 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, markets, and financial 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 training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for 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.



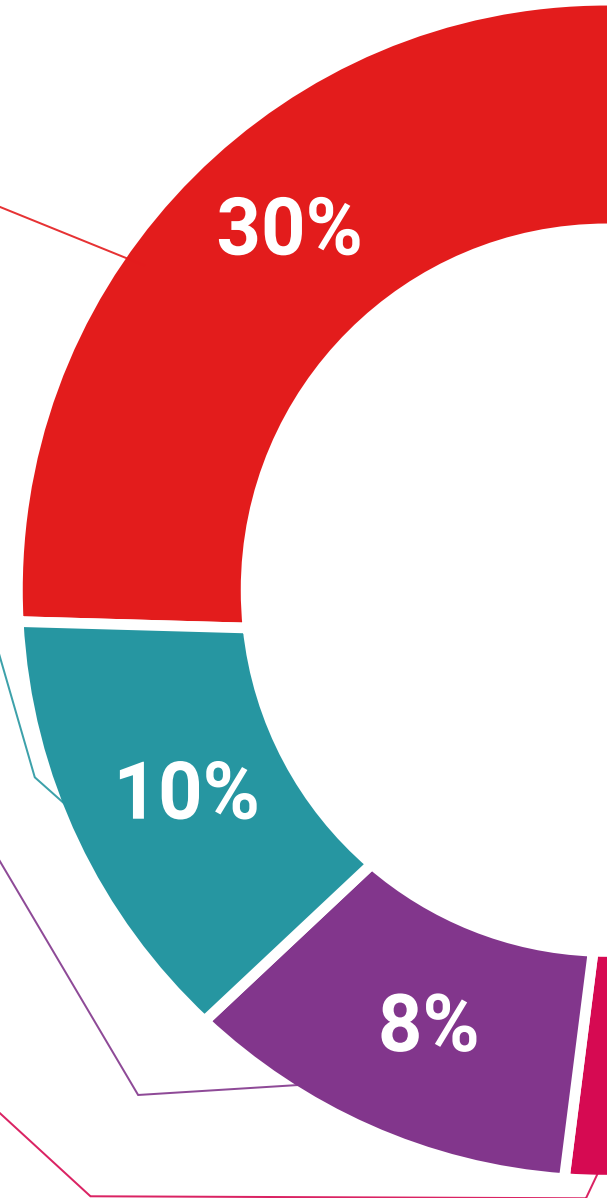
### Practising Skills and Abilities

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.



# 05 Certificate

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





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

This program will allow you to obtain your **Postgraduate Certificate in Audiovisual Audiences** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Audiovisual Audiences**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



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

future  
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community commitment  
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development language  
virtual classroom

**tech** global  
university

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