

# Postgraduate Certificate Genres, Formats and Television Programs





## Postgraduate Certificate Genres, Formats and Television Programs

- » Modality: **online**
- » Duration: **6 weeks**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: [www.techtitute.com/design/postgraduate-certificate/genres-formats-television-programs](http://www.techtitute.com/design/postgraduate-certificate/genres-formats-television-programs)

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# 01

# Introduction

To become a television specialist, it is necessary to gain in-depth knowledge of the genres, formats and programs most in demand on the small screen. In this way, it will be possible to create the most successful television products, which is what large companies such as Fox, CBS, Telemundo or Mediaset demand. Therefore, this TECH program will enable designers to develop the skills required to gain access to the best international television entertainment networks.





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*If you want to become a leading television creator, you need to know the origins of the small screen and how its genres and formats have evolved to adapt to audience demands”*



Television is the main means of communication at an international level. In developed countries, there is usually more than one television in each household and this figure increases when there are several children in the family. But the consumption of television programs goes beyond that. Thanks to the Internet, most of the free-to-air channels have developed their own online platforms, in addition to the existing paid ones, offering users the possibility of enjoying their favorite programs at any time.

According to WEB Statista, households that could watch paid TV platforms in 2019 amounted to 1.7 billion worldwide, a figure that is increasing every year. In addition, there is also the consumption of free-to-air television. These figures demonstrate the importance of the small screen in homes around the world. For this reason, it is essential that professionals working in the production, management and development of television programs acquire advanced knowledge of the most fundamental issues, such as genres, formats and programs. In this way, by understanding the main characteristics of each one, and having an exhaustive knowledge of the audience, it will be possible to create the most appropriate productions for each audience, achieving success for both the program and the network. Thinking about this need, TECH has created this Postgraduate Certificate, in which designers will have access to the most complete and relevant information on this subject, which will mark a milestone in their professional qualifications and will open the doors to an exciting career.

A 100% online program that will allow students to manage their own study time, meaning they are not hindered 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 Genres, Formats and Television Programs** 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 created, provide scientific and practical information on the disciplines that are essential for professional practice
- ◆ Practical exercises where self-assessment can be used to improve learning
- ◆ Special emphasis on innovative methodologies for the study of Genres, Formats and Television Programs
- ◆ 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



*Knowing your audience will teach you how to program the most successful products for each audience"*

**“** *This program offers you the most innovative didactic methodology in the market, so that you can specialize in television genres, formats and programs”*

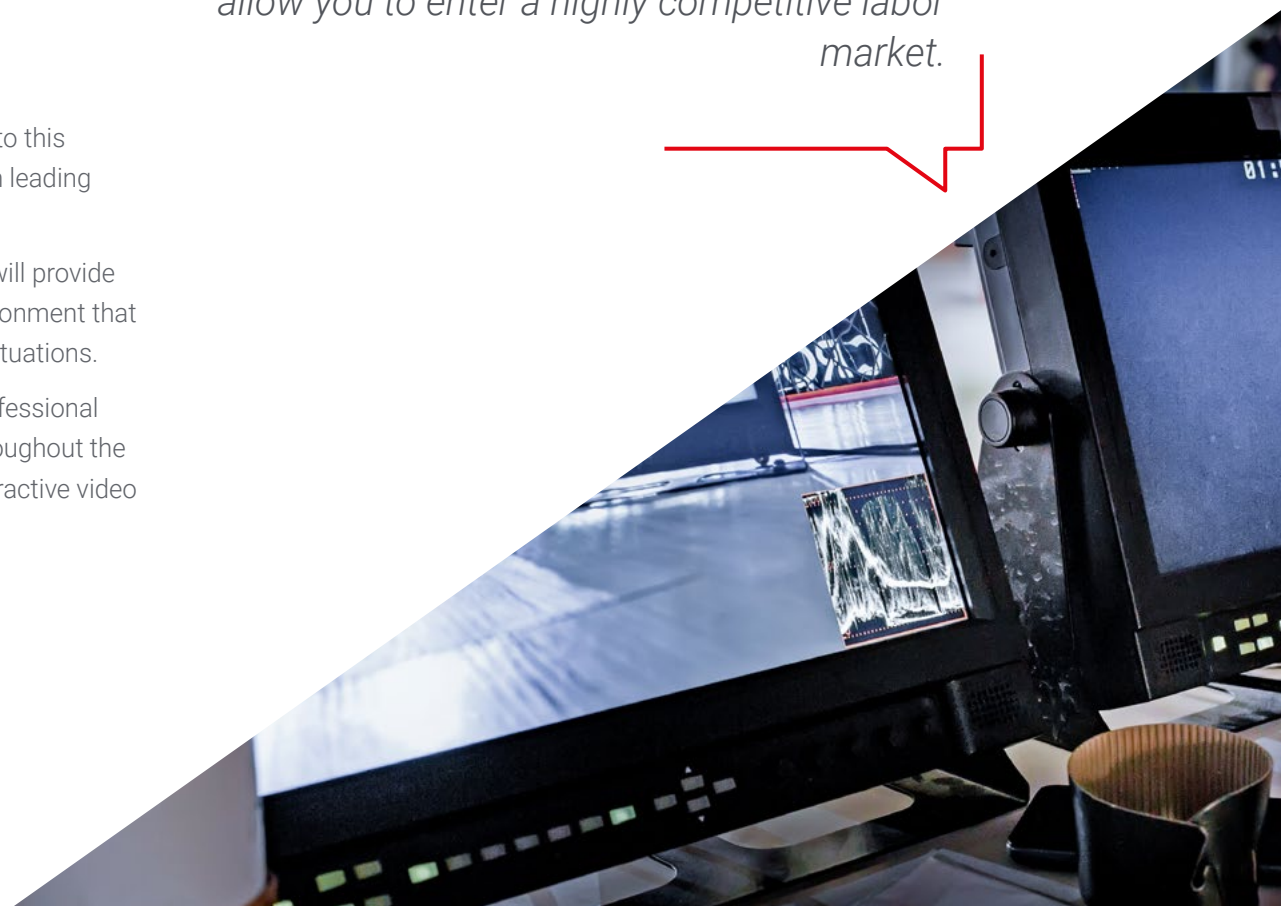
Its teaching staff includes professionals from the field of design, who bring to this program the experience of their work, as well as recognized specialists from leading companies and prestigious universities.

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.

*Study at the leading online university and make your professional profile stand out in candidate selection processes.*

*TECH offers you a multitude of resources to help you reach a higher quality level that will allow you to enter a highly competitive labor market.*



# 02 Objectives

The main objective of this TECH Postgraduate Certificate is to provide students with the most complete knowledge about television. The main television genres, the formats with the highest ratings or the most innovative programs are just some of the issues that design professionals must know in order to work successfully behind the scenes, creating programs that will win the public's favor and achieve record ratings.







“

*A comprehensive program that will teach you how to create successful television programs"*



## General Objectives

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- ◆ Learn what they are and what characterizes the different television genres
- ◆ Know how the different television formats are structured and work

“ Know the evolution of the television industry and recognize what the future is of this mass media”







## Specific Objectives

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- ◆ Know the concept of genre as applied to fiction production and television entertainment
- ◆ Distinguish and interpret the various genres of fiction production and television entertainment and their evolution over time
- ◆ Have the capacity for cultural, social and economic analysis of television genres as the backbone of audiovisual creation and consumption practices.
- ◆ Know the modifications and hybridizations that occur in television genres in the context of contemporary television
- ◆ Recognize the different formats in the context of the current television panorama
- ◆ Identify the keys to a format, its structure, operation and impact factors
- ◆ Know how to interpret, analyze and comment on a television format from a professional, aesthetic and cultural perspective
- ◆ Know the theoretical keys and the professional, social and cultural context of television programs, with special attention to television programs in the Spanish television model
- ◆ Know the main techniques and processes of programs in generalist television
- ◆ Understand and critically analyze the processes of the television offer, its evolution and current reality, in relation to the phenomenon of reception and the social and cultural contexts in which it is produced



03

# Course Management

This academic program includes the most specialized teaching staff in the current educational market. They are specialists selected by TECH to develop the whole syllabus. In this way, starting from their own existence and the latest evidence, they have designed the most up-to-date content that provides a guarantee of quality in such a relevant subject.



“

*TECH offers the most specialized teaching staff in the field of study. Enroll now and enjoy the quality you deserve”*

## International Guest Director

Awarded by Women We Admire for her leadership in the news sector, Amirah Cissé is a prestigious expert in **Audiovisual Communication**. In fact, she has spent most of her professional career managing international projects for renowned brands based on the most innovative **marketing** strategies.

In this sense, her strategic skills and ability to integrate emerging technologies into multimedia content narratives in an avant-garde way have allowed her to be part of renowned institutions on a global scale. For example **Google**, **NBCUniversal** or **Frederator Networks** in New York. In this way, her work has focused on the creation of communication campaigns for various companies, generating highly creative **audiovisual content** that connects emotionally with audiences. Thanks to this, multiple companies have succeeded in building consumer loyalty over a long period of time; while the companies have also strengthened their market presence and ensured their long-term sustainability.

It is worth noting that her extensive work experience ranges from the **production of television programs** or the creation of sophisticated **marketing techniques** to the management of visual content on the main **social networks**. At the same time, she is considered a true **strategist** who identifies culturally relevant opportunities for clients. In doing so, she has developed tactics aligned with both audience expectations and needs; enabling entities to implement cost-effective solutions.

Firmly committed to the advancement of the audiovisual industry and excellence in her daily practice, she has combined these functions with her role as a **researcher**. As such, she has written multiple scientific articles specialized in emerging areas such as the dynamics of user behavior on the Internet, the impact of eSports in the field of entertainment and even the latest trends to enhance **creativity**.





## Ms. Cissé, Amirah

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- Director of Global Client Strategy, NBCUniversal, New York, United States
- Strategy Expert at Horizon Media, New York
- Engagement Manager at Google, California
- Cultural Strategist at Spaks & honey, New York
- Account Manager at Reelio, New York
- Account Coordinator at Jun Group, New York
- Content Strategy Specialist at Frederator Networks, New York
- Researcher at the Genealogical and Biographical Society of New York
- Academic Internship in Sociology and Anthropology at Kanda Gaigo University
- Bachelor of Fine Arts with a major in Sociology from Williams College
- Certification in: Leadership Training and Executive Coaching, Marketing Research

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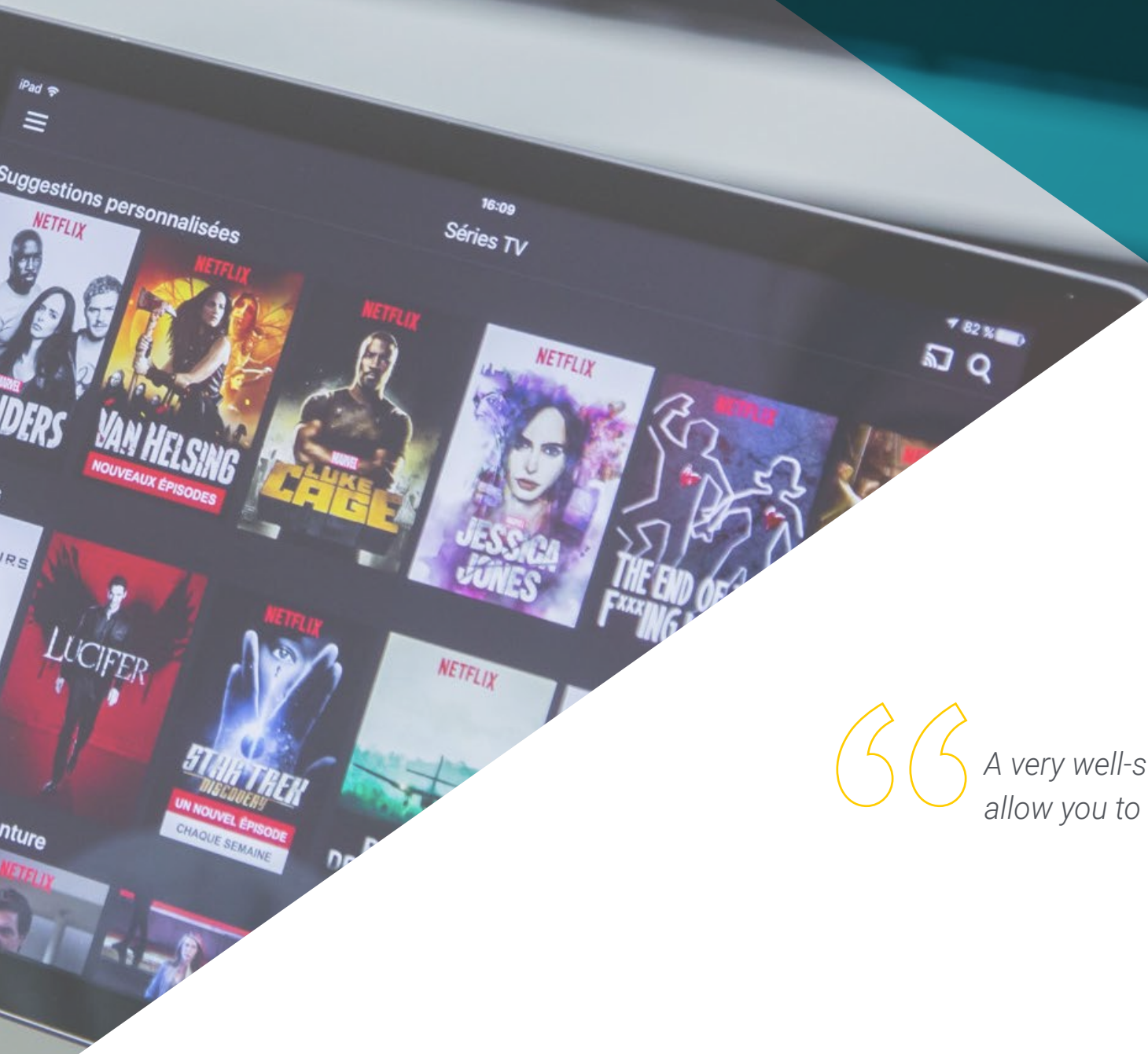
*Thanks to TECH, you will be able to learn with the best professionals in the world”*

# 04

## Structure and Content

The syllabus of this TECH Postgraduate Certificate includes everything the student needs to know about television, from genres, formats and programs, to the study of audiences. A comprehensive syllabus that offers students the most relevant education to access creative and management jobs in the small screen, and that can be studied completely online, with a multitude of theoretical and practical resources.





“

*A very well-structured syllabus that will allow you to get a job in television"*



## Module 1. Television Genres, Formats and Programming

- 1.1. Gender in Television
  - 1.1.1. Introduction
  - 1.1.2. Television Genres
- 1.2. The Television Format
  - 1.2.1. Approach to the Concept of Format
  - 1.2.2. Television Formats
- 1.3. Create Television
  - 1.3.1. The Creative Process in Entertainment
  - 1.3.2. The Creative Process in Fiction
- 1.4. Evolution of Formats in Today's International Market I
  - 1.4.1. Consolidation of the Format
  - 1.4.2. The Reality TV Format
  - 1.4.3. News in *Reality TV*
  - 1.4.4. Digital Terrestrial Television and Financial Crisis
- 1.5. Evolution of Formats in Today's International Market II
  - 1.5.1. Emerging Markets
  - 1.5.2. Global Brands
  - 1.5.3. Television Reinvents Itself
  - 1.5.4. The Era of Globalization
- 1.6. Selling the Format. *Pitching*
  - 1.6.1. Sale of a Television Format
  - 1.6.2. *Pitching*
- 1.7. Introduction to Television Programming
  - 1.7.1. The Role of Programming
  - 1.7.2. Factors Affecting Programming
- 1.8. Television Programming Models
  - 1.8.1. United States and United Kingdom
  - 1.8.2. Spain
- 1.9. The Professional Practice of Television Programming
  - 1.9.1. The Programming Department
  - 1.9.2. Programming for Television
- 1.10. Audience Research
  - 1.10.1. Television Audience Research
  - 1.10.2. Audience Concepts and Ratings



*This program will help you specialize in television work"*



# 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.*



### 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.

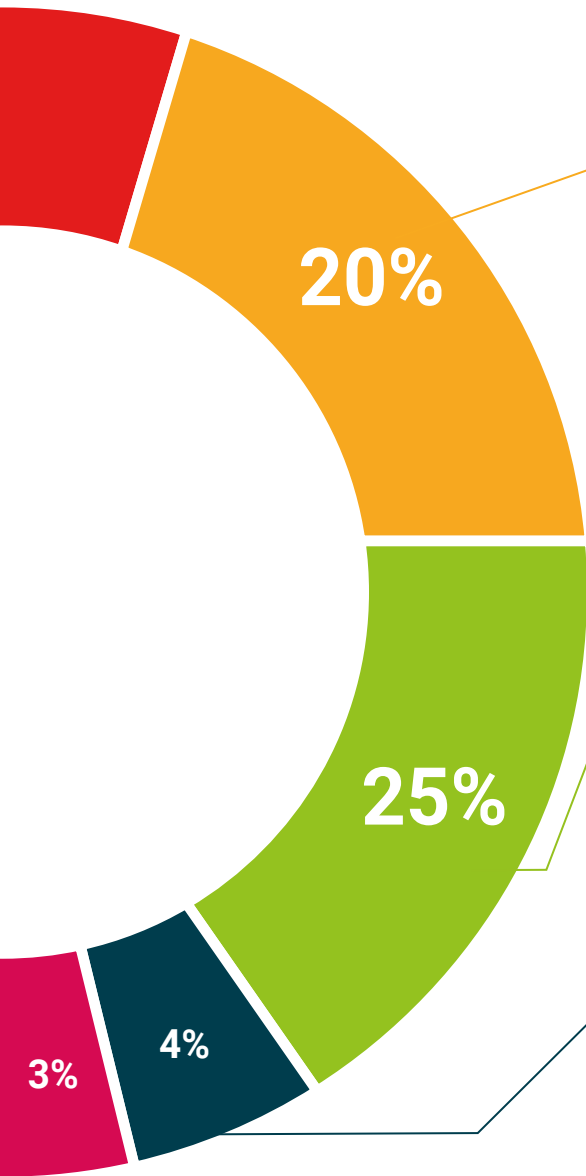


### Additional Reading

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.



06

# Certificate

The Postgraduate Certificate in Television Genres, Formats and Programs 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 Television Genres, Formats and Programs** 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** diploma 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 Television Genres, Formats and Programs**

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  
development language  
virtual classroom



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