Postgraduate Diploma

Communication, Culture and Society

tech global university

Postgraduate Diploma
Communication, Culture and Society

- » Modality: **online**
- » Duration: **6 months**
- » Certificate: **TECH Global University**
- » Credits: **18 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: www.techtitute.com/us/humanities/postgraduate-diploma/postgraduate-diploma-communication-culture-society

Index

01

Introduction

The human being is a social being, who communicates and interacts, generating an individual and collective identity, which leads to the configuration of a culture that survives, transforms and evolves. In this scenario, changes arise such as the feminist movement, globalization or the media that influence the population. Therefore, from the field of sociology, the understanding of this reality requires researchers and professionals in this area with a global vision, but at the same time critical of the sociological theories of the twentieth century. In response to this need, TECH has created this program, which over the course of 6 months, delves deeper into the sociology of communication and culture. For this purpose, it provides students with attractive teaching material, in a 100% online academic format, which can be accessed comfortably from any electronic device with an Internet connection.

Enroll in this Postgraduate Diploma and delve into sociological perspectives on culture and communication through attractive didactic resources"

The field of sociology and the understanding of society would not be possible without the studies and analyses carried out by such outstanding authors as Castell, Appadurai, Focault, Stuart Hall or John Fiske. Their vision has greatly influenced the understanding of concepts such as globalization, the understanding of cultural relations or the interaction of people.

Furthermore, the critical nature and analytical skills of sociology professionals make these profiles increasingly in demand by both public and private entities, who seek to provide new solutions and approaches to the major social, economic, political and cultural changes arising from development. In view of this reality, TECH has created this Postgraduate Diploma in Communication, Culture and Society, which provides the student with essential knowledge about the sociological theories of the twentieth century, the popularization of communication or the theoretical foundations and characteristics that define the identity of the sociology of culture.

To this end, this academic institution has designed a syllabus with a theoretical-practical approach, which students can access comfortably at any time of the day, from a computer, tablet or cell phone with Internet connection. This way, and through innovative didactic resources (video summaries, detailed videos, diagrams), reflective readings and case studies, the specialist will achieve a much more attractive way to delve into the studies that address the effects of communication in society.

The professional has before them a quality Postgraduate Diploma, taught in a 100% online format, which gives them flexibility. In fact, students do not have classes with fixed schedules and have the freedom to distribute the course load according to their needs. An ideal academic option for those who wish to combine a university program with the most demanding responsibilities.

This **Postgraduate Diploma in Communication, Culture and Society** contains the most complete and up-to-date program on the market. The most important features include:

- The development of practical cases presented by experts in sociology and social processes
- The graphic, schematic, and practical contents with which they are created provide practical information on the disciplines that are essential for professional practice
- Practical exercises where self-assessment can be used to improve learning
- Its special emphasis on innovative methodologies
- 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

Acquire an intensive education, where in just 6 months you will be an expert in the theories of Stuart Hall, John Fiske or Nick Couldry and their impact on the field of sociology"

Enroll now in a Postgraduate Diploma that gives you the opportunity to grow professionally in the field of sociology through an educational program that is at the vanguard of the academic world"

The program's teaching team includes professionals from the sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies 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 immersive education programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year This will be done with the help of an innovative system of interactive videos made by renowned experts.

No attendance, no fixed schedules. You will be able to access the latest knowledge on Communication, Culture and Society whenever you wish.

This Postgraduate Diploma will lead you to delve into the empirical analysis of media effects, agenda setting, cultivation theories and the spiral of silence.
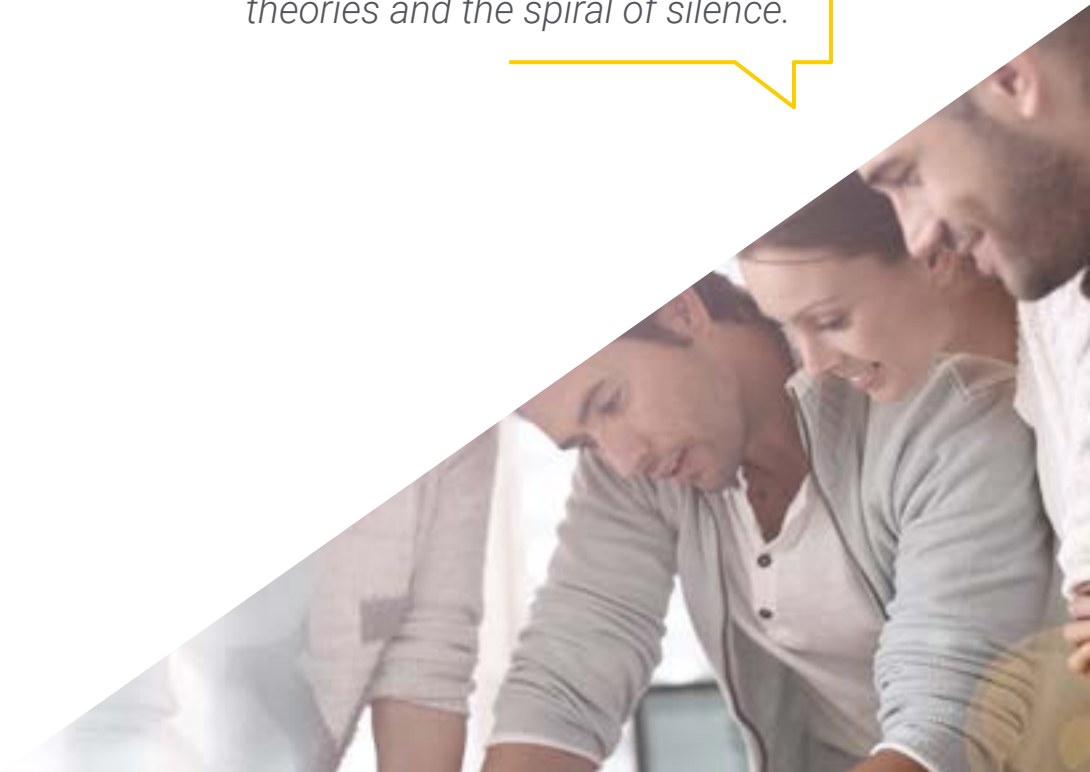
02
Objectives

TECH has designed this Postgraduate Diploma in Communication, Culture and Society to provide sociology professionals with advanced knowledge that will allow them to understand the changes occurring in today's society, through intensive learning that will lead them to know the different theories and authors that have shaped sociological thought throughout the twentieth century. This will be possible, thanks to a study plan that gathers in 450 teaching hours the most exhaustive and detailed information.

This university qualification will allow you to delve into the current role of the media and the concept of globalization"

General Objectives

- Know the contemporary feminist
- Understand the contemporary Sociology of communication, education, family and culture
- Understand the role of the media as agents of socialization

" *Delve through this academic option into the main social, political and economic changes that occurred in the twentieth century"*

Specific Objectives

Module 1. Contemporary Sociological Theory

- Recognize the sociological theories of the twentieth century
- Know the main authors who have shaped sociological thought over the 20th century and their most outstanding texts
- Analyze the main concepts of Sociological Theory and be able to make comparisons between them

Module 2. Sociology of Communication

- Acquire critical knowledge about the role of the media in society
- Distinguish the main social, economic, political and cultural changes derived from the development and popularization of digital communication
- Develop the necessary skills for the study of effects, contents, users and audiences

Module 3. Sociology of Culture

- Know the theoretical, conceptual and heuristic foundations of the sociology of culture
- Analyze the characteristics that define the identity of the sociology of culture as a scientific and humanistic discipline inserted in the different intellectual traditions

03
Structure and Content

The syllabus of this university qualification introduces, through the most innovative pedagogical tools, contemporary sociological theory, as well as the main concepts of the sociology of communication and culture. Furthermore, the case studies provided by the specialized teaching staff that has developed the content of this program, will allow the student to obtain a more practical vision and integrate these methodologies to their professional performance.
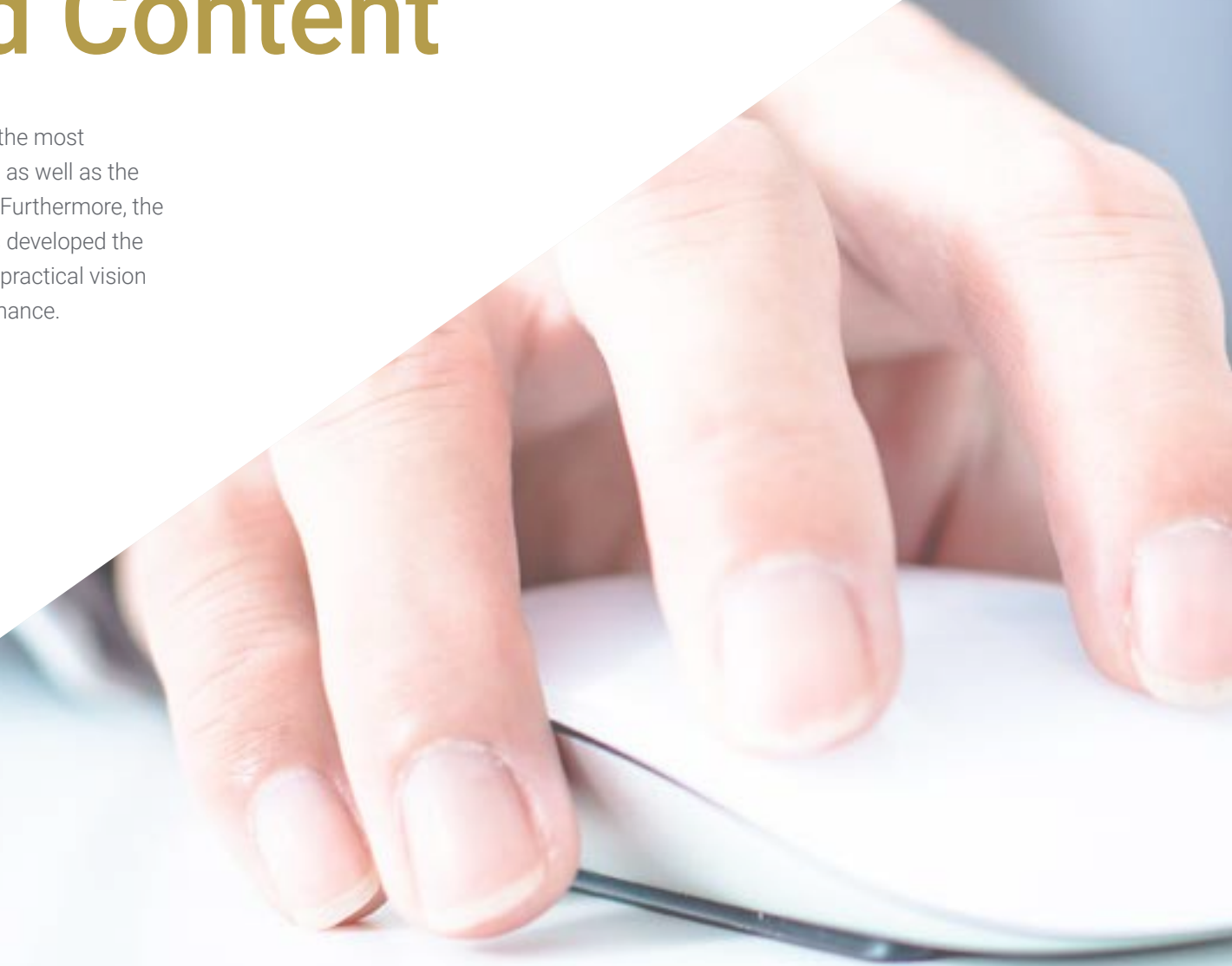
" You will reduce the long hours of study thanks to the Relearning system used by TECH in all its university programs"

Module 1. Contemporary Sociological Theory

1.1.   Structural Functionalism and Neo-Functionalism
  1.1.1.   Talcott Parsons
  1.1.2.   Merton
  1.1.3.   Conflict Theory
1.2.   Varieties of the Neo-Marxian Theory
  1.2.1.   Economic Determinism
  1.2.2.   Critical Theory
  1.2.3.   Post-Marxist Theory
1.3.   Systems Theory
  1.3.1.   Theory Advantages
  1.3.2.   General Principles
  1.3.3.   Applications in the Social World
1.4.   Symbolic Interactionism
  1.4.1.   Pragmatism
  1.4.2.   Behaviorism
  1.4.3.   Criticism
1.5.   Theory of Exchange and Rational Choice
  1.5.1.   Social Psychology of Groups
  1.5.2.   Rational Choice Theory
  1.5.3.   Richard Emerson and his Disciples
1.6.   Contemporary Feminist Theory
  1.6.1.   Feminism Since 1960-Present
  1.6.2.   Varieties of Contemporary Feminist Theory
  1.6.3.   Sociology of Feminist Knowledge
1.7.   Micro-Macro Integration
  1.7.1.   Micro-Macro Extremism
  1.7.2.   Integrated Sociological Paradigm
  1.7.3.   Subjective Levels of Analysis
1.8.   Contemporary Theories of Modernity
  1.8.1.   Classical Theorists of Modernity
  1.8.2.   Modernity and its Consequences
  1.8.3.   Modernity and Identity
1.9.   The Macdonalization of Society
  1.9.1.   New Media and Consumption Patterns
  1.9.2.   Globalization
1.10.   Ethnomethodology
  1.10.1.   Definitions
  1.10.2.   Diversification
  1.10.3.   Conversational Analysis

Module 2. Sociology of Communication

2.1.   Communication
  2.1.1.   The Object of Sociological Analysis
  2.1.2.   Research Areas and Strategies
2.2.   Mass Communication
  2.2.1.   The Beginnings in the United States and Europe
  2.2.2.   Current Role of the Mass Media
2.3.   The Empirical Analysis of Media Effects
  2.3.1.   From Magic Bullet to Limited Effects
  2.3.2.   Review of the Concept of Effect
  2.3.3.   Agenda-Setting, Framing, Cultivation Theories and the Spiral of Silence
2.4.   The Renewal of the Critical Paradigm
  2.4.1.   Cultural Studies
  2.4.2.   The Political-Economic Theory of the Media
2.5.   Communication and Political Participation
  2.5.1.   Media Democracy
  2.5.2.   Communication for Social Change
2.6.   The media
  2.6.1.   Agents of Socialization
  2.6.2.   Values and Lifestyles
2.7.   Theory of Effects
  2.7.1.   The Epidermal Model
  2.7.2.   The "Limited" Effects Model
  2.7.3.   Persuasive Communication

2.8. Theory of Uses and Gratifications
    2.8.1. Relationship Between the Media and the Audience
    2.8.2. Social Origins
    2.8.3. Needs and Expectations
2.9. Cultural Studies and Contemporary Derivations
    2.9.1. Stuart Hall, John Fiske, Nick Couldry and General Lines of Cultural Studies
    2.9.2. Post Modernism: Jameson, Baudrillard. Foucault
    2.9.3. Globalization: Castells, Appadurai
2.10. The Information Society
    2.10.1. Palo Alto School
    2.10.2. Toronto School: McLuhan

Module 3. Sociology of Culture

3.1. Culture and society
    3.1.1. Concept of Culture
    3.1.2. Frameworks of Cultural Thinking
3.2. Humanistic Perspectives
    3.2.1. Frankfurt School
    3.2.2. Cultural Studies
    3.2.3. Bordieu
3.3. Culture in Social Sciences
    3.3.1. Origins
    3.3.2. Evolution
    3.3.3. Expansion
3.4. The Concept of Civilization
    3.4.1. Norbert Elías
    3.4.2. The Process of Globalization
3.5. Sociology of Art
    3.5.1. Relationship Art-Society
    3.5.2. The Avant-Garde and Contemporary Art
3.6. The Cultural Industry
    3.6.1. Cultural Practices in the World
    3.6.2 Mass Culture

3.7. Ideologies
    3.7.1. Speeches
    3.7.2. Beliefs
    3.7.3. Cultural Component
3.8. Sociological Perspectives on Culture
    3.8.1. Functionalist Perspective
    3.8.2. Conflict Perspective
    3.8.3. Interactionist Perspective
3.9. Current Market Trends
    3.9.1. Changes in Culture Scenarios
    3.9.2. Culture and Globalization: Conflict and Dialogue
    3.9.3. Democratization of Culture
3.10. Digital Culture
    3.10.1. Mass Culture
    3.10.2. Cultural Industries
    3.10.3. Culture and Cultural Heritage
3.11. Cultural Stratification and Cultural Practices
    3.11.1. Definitions
    3.11.2. Stratification by Social Classes
    3.11.3. Occupational Prestige or Status Scales

Enroll now in a program that will introduce you to digital culture and new cultural practices through innovative didactic resources"

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.

"*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 case method has been the most widely used learning system among the world's leading Humanities 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.

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

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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.

30%

10%

8%

20%

25%

4%

3%
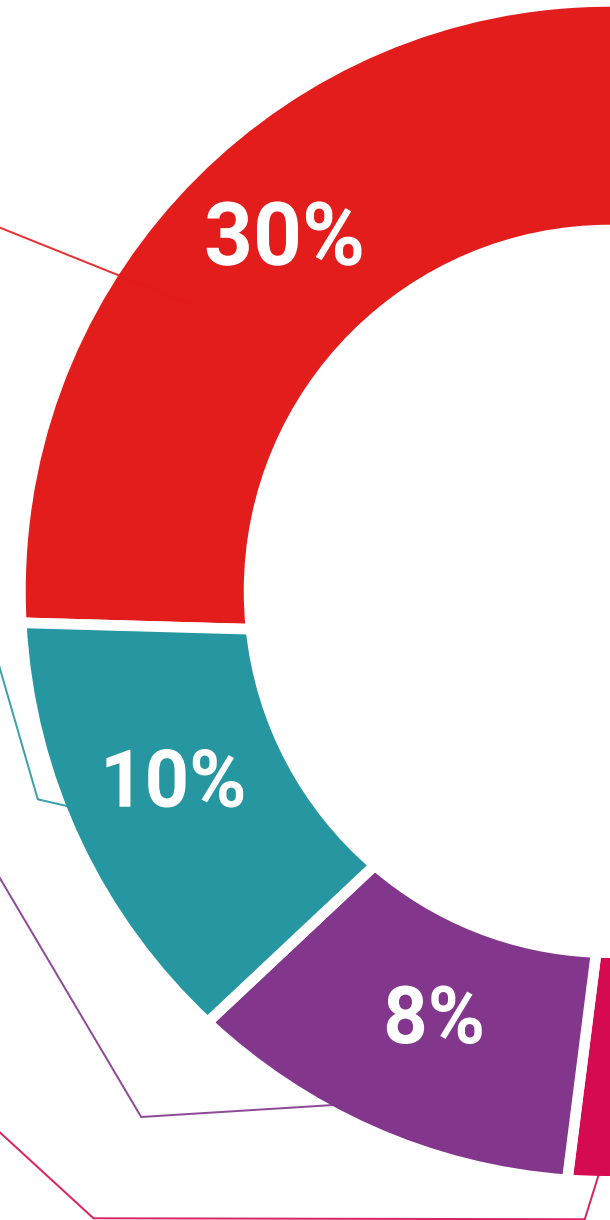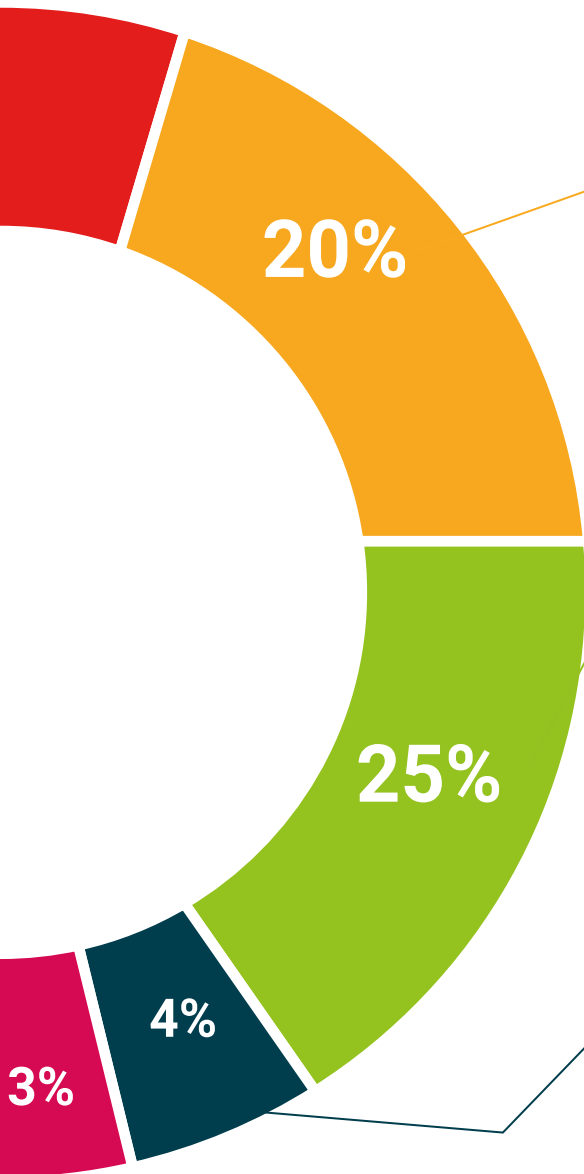
Case Studies

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.

Certificate

The Postgraduate Diploma in Communication, Culture and Society guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University

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 Diploma in Communication, Culture and Society** 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 Diploma in Communication, Culture and Society**

Modality: **online**

Duration: **6 months**

Accreditation: **18 ECTS**

tech global university

Mr./Ms. _____ , with identification document _____
has successfully passed and obtained the title of :

Postgraduate Diploma in Communication, Culture and Society

This is a program of 450 hours of duration equivalent to 18 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy .

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 202 4

Dr. Pedro Navarro Illa na
Rector

nique TECH Code: AFWORD23S   techtitute.com/certificates

*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.

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