

# Advanced Master's Degree Digital Journalism and Community Management





## Advanced Master's Degree Digital Journalism and Community Management

- » Modality: online
- » Duration: 2 years
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/pk/journalism-communication/advanced-master-degree/advanced-master-degree-digital-journalism-community-management](http://www.techtitute.com/pk/journalism-communication/advanced-master-degree/advanced-master-degree-digital-journalism-community-management)

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# 01

# Introduction

Advances in new technologies have favored the development of digital communication and journalism. Digital media and social networks are becoming key points for information. And, therefore, neither the media nor other companies should remain on the sidelines of this sector, which allows massive and bidirectional communication, so they must have qualified professionals to carry out online communication.





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*Advances in new technologies favor the creation of communication channels that make it possible to reach a wider audience immediately”*

Journalism studies are one of the most demanded in all universities, since this profession has a great influence on the population and has gained great prominence since its beginnings. Journalism involves different branches: social, cultural, economic, sports, international, events, conflicts... This makes it necessary for professionals in this sector to specialize in order to tell stories in the most appropriate way in each case.

Additionally, the transmission of information can be carried out through different media. In particular, this Advanced Master's Degree aims to teach students journalism and digital communication, as well as community management, professions with a high labor demand and wide competition. Today, the Internet is the most powerful communication channel that exists, and social networks have been a revolution in the way organizations relate to each other.

Throughout this specialization, the student will learn all of the current approaches to the different challenges posed by their profession. A high-level step that will become a process of improvement, not only on a professional level, but also on a personal level.

This challenge is one of TECH's social commitments: to help highly qualified professionals to specialize and to develop their personal, social and labor competencies during the course of their training.

We will not only take you through the theoretical knowledge we offer, but we will introduce you to another way of studying and learning, one which is simpler, more organic, and efficient. We will work to keep you motivated and to develop your passion for learning, helping you to think and develop critical thinking skills. And we will push you to think and develop critical thinking.

This Advanced Master's Degree is designed to give you access to the specific knowledge of this discipline in an intensive and practical way. A great value for any professional.

Furthermore, as it is a 100% online specialization, the student decides where and when to study. Without the restrictions of fixed timetables or having to move between classrooms, this course can be combined with work and family life.

This **Advanced Master's Degree in Digital Journalism and Community Management** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The latest technology in online teaching software.
- ♦ A highly visual teaching system, supported by graphic and schematic contents that are easy to assimilate and understand.
- ♦ Practical cases presented by practising experts.
- ♦ State-of-the-art interactive video systems.
- ♦ Teaching supported by telepractice.
- ♦ Continuous updating and retraining systems.
- ♦ Self-regulated learning: full compatibility with other occupations.
- ♦ Practical exercises for self-evaluation and learning verification.
- ♦ Support groups and educational synergies: questions to the expert, debate and knowledge forums.
- ♦ Communication with the teacher and individual reflection work.
- ♦ Content that is accessible from any fixed or portable device with an Internet connection.
- ♦ Supplementary documentation databases are permanently available, even after the program.



*An educational program created for professionals who aspire to excellence that will allow you to acquire new skills and strategies in a smooth and effective way"*

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*A deep and complete immersion in the strategies and approaches in Journalism, Digital Communication and Community Management"*

Our teaching staff is made up of working professionals. In this way, we ensure that we provide you with the educational update we are aiming for. A multidisciplinary team of qualified and experienced professionals in different environments, who will develop the theoretical knowledge in an efficient way, but, above all, will provide the specialization with the practical knowledge derived from their own experience: one of the differential qualities of this Advanced Master's Degree.

The efficiency of the methodological design of this master's degree, enhances the student's understanding of the subject. Developed by a multidisciplinary team of e-learning experts, it integrates the latest advances in educational technology. In this way, you will be able to study with a range of easy-to-use and versatile multimedia tools that will give you the necessary skills you need for your specialization.

The design of this program is based on Problem-Based Learning: an approach that views learning as a highly practical process. To achieve this remotely, we will use telepractice learning. With the help of an innovative interactive video system, and learning from an expert, you will be able to acquire the knowledge as if you were actually dealing with the scenario you are learning about. A concept that will allow you to integrate and fix learning in a more realistic and permanent way.

*We have the best teaching methodology and a multitude of simulated cases that will help you learn in real situations.*

*Specializing in digital journalism and community management will give a plus to the visibility of your CV.*



# 02

# Objectives

Our objective is to train highly qualified professionals for work experience. An objective that is complemented, moreover, in a global manner, by promoting human development that lays the foundations for a better society. This objective is focused on helping professionals reach a much higher level of expertise and control. A goal that you will be able to achieve thanks to a highly intensive and detailed course.







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*If your goal is to improve in your profession, to acquire a qualification that will enable you to compete among the best, then look no further: Welcome to TECH”*



## General Objectives

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- ♦ Achieve the necessary knowledge to write and transmit information through different journalistic genres, in digital format
- ♦ Acquire the necessary knowledge to communicate adequately in all areas, channels and networks, using the appropriate languages for each communication style

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*We are the largest online university in the world and we want to help you improve your future"*





## Specific Objectives

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- ◆ Describe the main research trends in social communication, as well as their different models
- ◆ Know and understand the sources of knowledge of scientific research
- ◆ Know and analyze the elements that make up communication
- ◆ Know and understand the origins of the study of communication
- ◆ Analyze the different aspects of the communicative behavior
- ◆ Describe the main concepts of communication in groups and organizations
- ◆ Master journalistic tradition from its origins to the present day, with a focus on the main methods of communication, journalists and important news coverage
- ◆ Analyze the types of newspapers that exist and their contents
- ◆ Document information processes and handle new technologies related to document processing
- ◆ Learn the main journalistic tools and their selection criteria
- ◆ Report and act on public opinion, using all the methods, languages and technological tools available to journalism today (press, radio, television and networks)
- ◆ Learn and analyze the elements of a newspaper
- ◆ Organize complex communicative knowledge in a coherent manner and its relationship with other social and human sciences
- ◆ Relate the main milestones and trends in the history of communication to their impact and influence on society
- ◆ Understand the nature and communicative potential of images
- ◆ Know the determinants of effective communication to large and small audiences, including nonverbal communication and the use of body language
- ◆ Analyze the persuasiveness of advertising through images
- ◆ Have an in-depth knowledge of editorial and journalistic design

- ♦ Analyze the different levels and components that form the Spanish linguistic system, as well as the discursive products that are framed in the different textual typologies
- ♦ Identify similarities and differences between the oral code and the written code
- ♦ Know and master the strategies of coherence, cohesion and adequacy in the elaboration of texts
- ♦ Distinguish the different phases of the writing process
- ♦ Analyze the text and its linguistics
- ♦ Develop an in-depth knowledge of communication in the past and current communication
- ♦ Communicate and inform in the language of the press, through the mastery of its various journalistic genres
- ♦ Make decisions related to informative tasks, production and editing, which come up in the search for the latest information
- ♦ Produce periodical publications in both paper and digital formats
- ♦ Write journalistic pieces on time and in a form that accords with the specifications of the different informative(news), interpretative (chronicle, interview and report) and opinion (editorial, column, article, etc.) genres
- ♦ Get to know and analyze journalistic genres
- ♦ Make knowledge, ideas and informative debates available to society through a variety of journalistic methods and media
- ♦ Learn about the historical evolution of contemporary Spanish, European and international journalistic methods and traditions based on the analysis and research of the messages they transmit and their social impact
- ♦ Understand the main debates and media events arising from the current situation and how they are generated and disseminated according to communication strategies and interests of all kinds
- ♦ Learn and analyze the concept of journalistic chronicle
- ♦ Learn and analyze the concept of journalistic reporting
- ♦ Make decisions related to informative tasks, production and editing, which come up in the search for the latest information
- ♦ Produce periodical publications in both paper and digital formats
- ♦ Learn about the tradition and historical background of written communication technology and journalistic design
- ♦ Get to know the initial forms of writing
- ♦ Assess the suitability of new periodical publications
- ♦ Get to know the particular features that define the magazine as a medium of written journalism, its typology and the segmentation of its market
- ♦ Produce periodical publications in both paper and digital formats
- ♦ Learn about the tradition and historical background of written communication technology and journalistic design
- ♦ Analyze and identify the different components of a magazine
- ♦ Get to know the magazine, its specific features and the publishing market
- ♦ Make knowledge, ideas and informative debates available to society through a variety of journalistic methods and media
- ♦ Learn about the historical evolution of contemporary Spanish, European and international journalistic methods and traditions based on the analysis and research of the messages they transmit and their social impact
- ♦ Appropriately identify and use all kinds of sources that are significant to the study of information and communication
- ♦ Get to know and analyze the information business
- ♦ Understand the structure of the media and their main formats as expressions of the lifestyles and cultures of the societies in which they play their public role
- ♦ Understand the importance of the Internet in the research work in the field of Communication Sciences
- ♦ Gain knowledge about the new professionals 2.0
- ♦ Gain knowledge of digital journalism in its formats and contents
- ♦ Use information and communication technologies and techniques in the different combined and interactive media or media systems

- ◆ Prepare the student to take advantage of computer systems and resources in the field of advertising and public relations, as well as their interactive applications
- ◆ Understand the importance of the Internet in the search and management of information in the field of advertising and public relations, in its application to specific cases
- ◆ Train the student to have the ability to analyze, process, interpret, elaborate and structure digital communication
- ◆ Qualify the student to analyze and optimize the utilization of new ways and
- ◆ Understand the importance of the Internet in the search and management of information in the field of advertising and public relations, in its application to specific cases
- ◆ Be able to analyze, process, interpret, elaborate and structure digital communication
- ◆ Enable the student to analyze and optimize the use of new communication channels and strategies of digital media by the advertising and public relations professional
- ◆ Understand the importance of social media and e-mobile as a support and commercial revolution and use these tools to achieve advertising and public relations objectives
- ◆ communication strategies of digital media by the advertising and public relations professional
- ◆ Understand the structure and transformation of today's society as it relates to the elements, forms and processes of advertising and public relations communication
- ◆ Encourage creativity and persuasion through different supports and different means of communication
- ◆ Know the features, forms and processes of advertising languages and other forms of persuasive communication
- ◆ Know the relevant and appropriate tools for the study of advertising and public relations
- ◆ Know the fields of Advertising and Public Relations and their processes and organizational structures
- ◆ Identify the roles of advertising and public relations professionals, as well as the main skills required in the performance of their professional practice
- ◆ Identify the fundamental principles of human creativity and its application in the different forms of persuasive communication
- ◆ Recognize the sociological, economic and legal aspects that influence advertising communication and the development of public relations
- ◆ Be able to deal with the informative treatment of scientific advances in an understandable and effective way
- ◆ Be able to relate advertising and public relations coherently with other social and human sciences
- ◆ Analyze the main characteristics and processes of strategic and applied political communication
- ◆ Manage existing tools to contribute to the successful positioning of the company in the Lines and offline environment
- ◆ Understand the importance of the Internet in the search and management of information in the field of advertising and public relations, via its application to specific cases
- ◆ Be able to analyze, process, interpret, elaborate and structure digital communication
- ◆ Be able to analyze and optimize the use of new communication channels and strategies of digital media by the advertising and public relations professional
- ◆ Know how to apply advertising communication research techniques
- ◆ Organize research and communication work in digital media
- ◆ Master the strategies and tools for Internet research, knowing the different formats, supports and data storage sites in the service of advertising and public relations
- ◆ Know and understand the importance of the Internet in the research work in the field of advertising and public relations
- ◆ Know how to use information and communication technologies and techniques in the different combined and interactive media or media systems
- ◆ Recognize the elements, forms and processes of advertising languages and other forms of persuasive communication

## tech 14 | Objectives

- ◆ Recognize significant and appropriate tools for the study of advertising and public relations
- ◆ Know how to analyze the elements that make up the advertising message: graphic elements, audiovisual elements and musical and sound elements
- ◆ Assume the role of a creative editor within an advertising agency or advertising department in a company or institution
- ◆ Have the skills to carry out the role of a creative editor within an advertising agency or advertising department in a company or institution
- ◆ Understand the nature and communicative potential of images and graphic design
- ◆ Know the creative advertising process
- ◆ Prepare advertising pieces in due time and form according to the specifications of the different advertising and public relations genres
- ◆ Have skills to perform the professional role of art director within an advertising agency or an advertising department of a company or institution
- ◆ Participate in the creation of audiovisual advertising
- ◆ Encourage creativity and persuasion through different supports and different means of communication
- ◆ Know how to analyze the elements that make up the advertising message: graphic elements, audiovisual elements and musical and sound elements
- ◆ Understand the nature and communicative potential of images and graphic design
- ◆ Know how to use information and communication technologies and techniques in the different combined and interactive media or media systems
- ◆ Encourage creativity and persuasion through different supports and different means of communication
- ◆ Know the features, forms and processes of advertising languages and other forms of persuasive communication





- ◆ Enable the student to relate advertising and public relations in a coherent manner with other social and human sciences
- ◆ Enable the student to foster creativity and persuasion through different formats and media
- ◆ Train the student to understand the main debates and media events arising from the current situation and how they are generated and disseminated according to communication strategies and interests of all kinds
- ◆ Prepare the student to know the significant and appropriate tools for the study of advertising and public relations
- ◆ Enable the student to develop as a professional in advertising and public relations subject to the legal and ethical standards of the profession
- ◆ Get to know the communications department within companies and institutions
- ◆ Be able to apply the necessary techniques for the management of a communications department within companies and institutions.
- ◆ Know how to organize events in the private and public sphere, following protocol guidelines
- ◆ Recognize the basic concepts and theoretical models of human communication, its elements and characteristics, as well as the role it plays in the psychological processes of advertising and public relations
- ◆ Know how to reflect with theoretical soundness and empirical rigor on the processes by which the advertising and public relations professional helps build and express public opinion
- ◆ Identify multiple expressions, phenomena and processes of public opinion
- ◆ Relate advertising and public relations in a coherent manner with other social and human sciences

# 03 Skills

Once all the contents have been studied and the objectives of the Advanced Master's Degree in Digital Journalism and Community Management have been achieved, the professional will have superior competence and performance in this area. A very complete approach, in a high-level Advanced Master's Degree, which makes the difference.







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*Achieving excellence in any profession requires effort and perseverance. But, above all, the support of professionals, who will give you the boost you need, with the necessary means and assistance. At TECH, we offer you everything you need”*



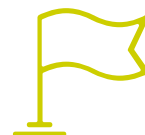
## General Skills

- ♦ Write and transmit the information in digital support
- ♦ Acquire the necessary skills to manage social networks and work as a community manager for any organization or company
- ♦ Develop the corporate identity of an organization



*Our objective is very simple: to offer you quality specialized training, with the best teaching methods currently, so that you can reach new heights of excellence in your profession"*





## Specific Skills

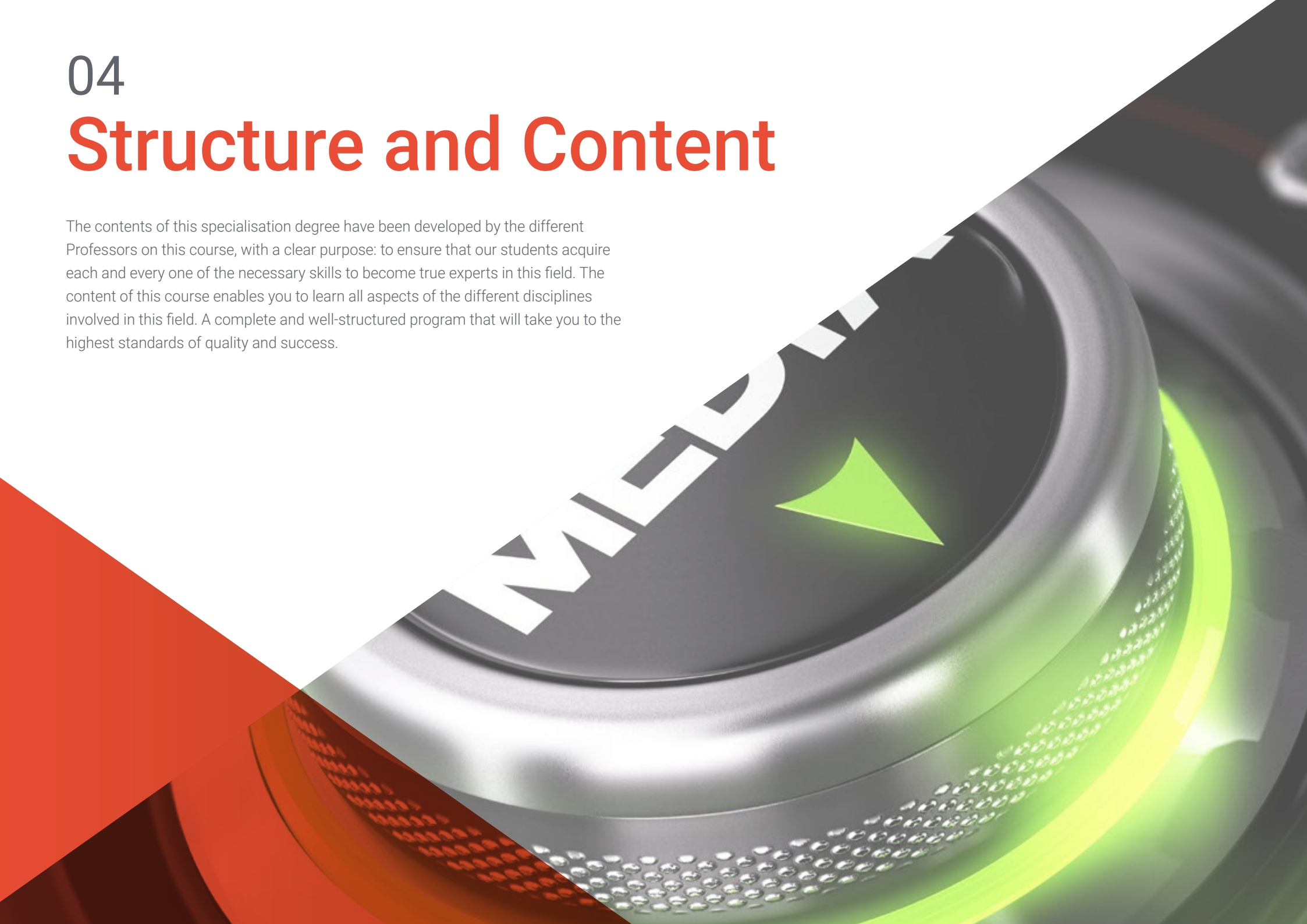
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- ◆ Identify the communication process and analyze the elements that form it
- ◆ Know the main journalistic tools and know how to use them
- ◆ Correct use of images and non-verbal communication
- ◆ Communicate through written texts
- ◆ Distinguish the different journalistic genres and learn how to use them
- ◆ Publish in digital format
- ◆ Learn about the opportunities that the Internet offers to journalism
- ◆ Describe the characteristics and fundamentals of communication in the digital environment
- ◆ Know about social media and the work of the community manager
- ◆ Develop creative communication
- ◆ Develop a strategic marketing plan
- ◆ Carry out research in digital media
- ◆ Effectively write advertising copy
- ◆ Carry out management of art campaigns
- ◆ Create graphic pieces in advertising
- ◆ Develop a corporate Identity
- ◆ Analyze and manage communication in the context of public opinion

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# Structure and Content

The contents of this specialisation degree have been developed by the different Professors on this course, with a clear purpose: to ensure that our students acquire each and every one of the necessary skills to become true experts in this field. The content of this course enables you to learn all aspects of the different disciplines involved in this field. A complete and well-structured program that will take you to the highest standards of quality and success.





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*Through a very well compartmentalized development, you will be able to access the most advanced knowledge of the moment in Journalism, Digital Communication and Community Management”*

## Module 1. Social Communication Theory

- 1.1. The Art of Communicating
  - 1.1.1. Introduction: The Study of Communication as a Social Science
  - 1.1.2. Knowledge
    - 1.1.2.1. Sources of Knowledge
  - 1.1.3. The Scientific Method
    - 1.1.3.1. The Deductive Method
    - 1.1.3.2. Inductive Method
    - 1.1.3.3. Hypothetico-Deductive Method
  - 1.1.4. Common Concepts in Scientific Research
    - 1.1.4.1. Dependent and Independent Variables
    - 1.1.4.2. Hypotheses
    - 1.1.4.3. Operationalization
    - 1.1.4.4. The Law or Theory of Hedging
- 1.2. Elements of Communication
  - 1.2.1. Introduction
  - 1.2.2. Elements of Communication
  - 1.2.3. Empirical Research
    - 1.2.3.1. Basic Versus Applied Research
    - 1.2.3.2. Research Paradigms
    - 1.2.3.3. Values in Research
    - 1.2.3.4. The Unit of Analysis
    - 1.2.3.5. Cross-Sectional and Longitudinal Studies
  - 1.2.4. Define Communication
- 1.3. Trends in Social Communication Research
  - 1.3.1. Introduction. Communication in the Ancient World
  - 1.3.2. Communication Theorists
    - 1.3.2.1. Greece:
    - 1.3.2.2. The Sophists, Early Communication Theorists
    - 1.3.2.3. Aristotelian Rhetoric
    - 1.3.2.4. Cicero and the Canons of Rhetoric
    - 1.3.2.5. Quintilian: The Oratorical Institution
  - 1.3.3. The Modern Period: The Theory of Argumentation
    - 1.3.3.1. Anti-Reticist Humanism
    - 1.3.3.2. Communication in Baroque
    - 1.3.3.3. From the Enlightenment to Mass Society
  - 1.3.4. The 20th Century: The Rhetoric of the Mass Media
    - 1.3.4.1. Media Communication
- 1.4. Communicative Behavior
  - 1.4.1. Introduction: the Communicative Process
  - 1.4.2. Communicative Behavior
    - 1.4.2.1. Animal Ethology and the Study of Human Communication
    - 1.4.2.2. The Biological Background of Communication
    - 1.4.2.3. Intrapersonal Communication
    - 1.4.2.4. Patterns of Communicative Behavior
  - 1.4.3. The Study of Non-Verbal Communicative Behavior
    - 1.4.3.1. The Movement of the Body as a Pattern of Communicative Action
    - 1.4.3.2. The Latent Content of Non-Verbal Communication: Deception in Body Movements
- 1.5. The Communicative Transaction
  - 1.5.1. Introduction: The Communicative Transaction
  - 1.5.2. Transactional Analysis
    - 1.5.2.1. The I-Child
    - 1.5.2.2. The Father-Self
    - 1.5.2.3. The Adult-Self
  - 1.5.3. Classification of Transactions
- 1.6. Identity, Self-Concept and Communication
  - 1.6.1. Introduction

# Social Media

- 1.6.2. Identity, Self-Concept and Communication
  - 1.6.2.1. Transactional Micropolitics and Self-Concept: Interaction as Negotiation of Identities
  - 1.6.2.2. The Strategy of Negative Emotions
  - 1.6.2.3. The Strategy of Positive Emotions
  - 1.6.2.4. The Strategy to Induce Emotions in Others
  - 1.6.2.5. The Mutual Commitment Strategy
  - 1.6.2.6. The Strategy of Pity or Understanding
- 1.6.3. The Presentation of Oneself in Everyday Rituals
  - 1.6.3.1. Symbolic Interactionism
- 1.6.4. Constructivism
- 1.6.5. Self-Concept Motivated to Interact
  - 1.6.5.1. The Theory of Reasoned Action
- 1.6.6. Conversational Pragmatics
- 1.7. Communication in Groups and Organizations
  - 1.7.1. Introduction: the Communicative Process
  - 1.7.2. Communicative Behavior
    - 1.7.2.1. Animal Ethology and the Study of Human Communication
    - 1.7.2.2. The Biological Background of Communication
    - 1.7.2.3. Intrapersonal Communication
    - 1.7.2.4. Patterns of Communicative Behavior
  - 1.7.3. The Study of Non-Verbal Communicative Behavior
    - 1.7.3.1. The Movement of the Body as a Pattern of Communicative Action
    - 1.7.3.2. The Latent Content of Non-Verbal Communication: Deception in Body Movements
- 1.8. Media Communication I
  - 1.8.1. Introduction
  - 1.8.2. Media Communication
  - 1.8.3. Characteristics of the Media and its Messages
    - 1.8.3.1. The Mass Media
    - 1.8.3.2. Media Functions
  - 1.8.4. The Powerful Effects of the Mass Media
    - 1.8.4.1. The Media Tell us What to Think and What not to Think

- 1.9. Media Communication II
  - 1.9.1. Introduction
  - 1.9.2. The Hypodermic Theory
  - 1.9.3. The Limited Effects of the Media
  - 1.9.4. The Uses and Gratifications of Mass Communications
    - 1.9.4.1. Theory of Uses and Gratifications
    - 1.9.4.2. Origins and Principles
    - 1.9.4.3. Objectives of the Theory of Uses and Gratifications
    - 1.9.4.4. Expectations Theory
- 1.10. Media Communication II
  - 1.10.1. Introduction
  - 1.10.2. Computerized Communication and Virtual Reality
    - 1.10.2.1. Computer-Mediated Communication: the Problem of its Theoretical Integration
    - 1.10.2.2. Definitions of Computerized Communication
  - 1.10.3. Evolution of the Theory of Uses and Gratifications
    - 1.10.3.1. Reinforcements of Media Dependency Theory
  - 1.10.4. Virtual Reality as an Emerging Object of Study
    - 1.10.4.1. Psychological Immersion of the User
  - 1.10.5. Telepresence

## Module 2. Theory of Journalism

- 2.1. Definition and types of Newspapers
  - 2.1.1. Introduction: The Study of Communication as a Social Science
  - 2.1.2. Key Concepts: Communication, Information and Journalism
  - 2.1.3. The Media and its Relationship with the Community
  - 2.1.4. Newspapers and Their Relationship with Other Media
  - 2.1.5. Definition and Characteristics of the Journal
    - 2.1.5.1. History
    - 2.1.5.2. Themes
    - 2.1.5.3. Selling Price
    - 2.1.5.4. Format
  - 2.1.6. The Contents of the Journal
    - 2.1.6.1. Sections
- 2.2. Main Journalistic Tools
  - 2.2.1. Introduction
  - 2.2.2. Main Journalistic Tools
  - 2.2.3. Selection Criteria
    - 2.2.3.1. What are they?
    - 2.2.3.2. Classification
    - 2.2.3.3. Relationship With the Present Time
- 2.3. Elements of the Newspaper
  - 2.3.1. Introduction
  - 2.3.2. Elements of the Newspaper
  - 2.3.3. Different Elements
- 2.4. Journalists and Their Journalistic Skills or Abilities
  - 2.4.1. Introduction
  - 2.4.2. Journalists and Their Journalistic Skills or Abilities
  - 2.4.3. Debate on the Journalistic Profession
  - 2.4.4. Attitudes
    - 2.4.4.1. Practical Attitudes
    - 2.4.4.2. Intellectual and Moral Attitudes
- 2.5. The Organization of a Newspaper
  - 2.5.1. Introduction
  - 2.5.2. Two Structures in One: The Company and the Newsroom
  - 2.5.3. Editorial Principles
  - 2.5.4. Editorial Statutes
    - 2.5.4.1. Editorial Roles
  - 2.5.5. Epilogue: From the Digital Version to the Digital Edition
- 2.6. Journalistic Work
  - 2.6.1. Introduction
  - 2.6.2. Journalistic Work
  - 2.6.3. What Is an Editorial Department and How Is It Organized?
  - 2.6.4. On a Daily Basis
  - 2.6.5. Long-Term Planning



- 2.6.6. individual and collective work
    - 2.6.6.1. Individual Work
    - 2.6.6.2. Collective Work
    - 2.6.6.3. Style Books
  - 2.7. Journalistic Ethics
    - 2.7.1. Introduction
    - 2.7.2. Origin and Historical Evolution
      - 2.7.2.1. The Hutchins Commission
      - 2.7.2.2. The MacBride Report
    - 2.7.3. A Way to Regulate the Profession
    - 2.7.4. Functions of Self-Regulation
    - 2.7.5. Codes of Ethics
  - 2.8. Types of Journalism
    - 2.8.1. Introduction
    - 2.8.2. Investigative Journalism
      - 2.8.2.1. Qualities of The Investigative Journalist
      - 2.8.2.2. Williams Scheme
      - 2.8.2.3. Research-Innovation Techniques
    - 2.8.3. Precision Journalism
      - 2.8.3.1. Specializations of Precision Journalism
    - 2.8.4. Service Journalism
      - 2.8.4.1. Thematic Features
    - 2.8.5. Journalistic Specialization
    - 2.8.6. Development of Specialized Information
  - 2.9. Journalism and Rhetoric
    - 2.9.1. Introduction
    - 2.9.2. Information-Opinion Separation
    - 2.9.3. Theories of Journalistic Genres
    - 2.9.4. Contributions of Rhetoric
    - 2.9.5. The Elocutio or Elocution
  - 2.10. Journalism as a Political Actor
    - 2.10.1. Introduction
    - 2.10.2. The Newspaper According to Theoreticians
    - 2.10.3. The Newspaper, Actor of Conflict
      - 2.10.3.1. The Newspaper as Communication
      - 2.10.3.2. The Newspaper at the Extra, Inter and Intra levels
    - 2.10.4. The Newspaper as Peacemaker
      - 2.10.4.1. Alarm Mechanism
      - 2.10.4.2. Creator of Atmospheres, Mobilizer for Peace
    - 2.10.5. The Newspaper as a Complex Problem-Creation and Problem-Solving System
    - 2.10.6. The Newspaper as a Missionary Institution
    - 2.10.7. The Newspaper as the Apex of a Triangle of Love-Hate Relationships
    - 2.10.8. The Newspaper as a Narrator and Participant in Conflicts
  - 2.11. Journalism as a Social Actor
    - 2.11.1. Introduction
    - 2.11.2. The Newspaper as Interpreter and Mediator
    - 2.11.3. The Newspaper as a Member of the Political System and as a Parapolitical System
    - 2.11.4. The Newspaper as Informer and Pseudo-Political Communicator
    - 2.11.5. The Newspaper as an Addressee of the Communication Policies of Other Social Actors
- Module 3. Visual Communication**
- 3.1. Visual Communication
    - 3.1.1. Introduction
    - 3.1.2. Visual Communication and Visual Literacy
      - 3.1.2.1. Learning Visual Culture
      - 3.1.2.2. Natural Language or Arbitrary Language
    - 3.1.3. Qualities of Visual Communication
      - 3.1.3.1. Qualities of Visual Communication
      - 3.1.3.2. Basic Rules for Bibliographic Selection, Verification, Citation and Referencing
      - 3.1.3.3. Degree of Complexity of the Message
    - 3.1.4. Definition of Visual Communication

- 3.2. Graphic Design
  - 3.2.1. Introduction
  - 3.2.2. The Design
  - 3.2.3. Graphic Design
    - 3.2.3.1. Graphics
    - 3.2.3.2. Design and Art
  - 3.2.4. Graphic Design and Communication
  - 3.2.5. Areas of Application of Graphic Design
- 3.3. Background and Evolution of Visual Communication
  - 3.3.1. Introduction
  - 3.3.2. The Problem of the Origin
  - 3.3.3. Prehistory
  - 3.3.4. The Ancient Age
    - 3.3.4.1. Greece:
    - 3.3.4.2. Rome
  - 3.3.5. The Middle Ages
  - 3.3.6. The Renaissance: the Rise of the Printing Press in Europe
  - 3.3.7. From the XVI to the XVIII Century
  - 3.3.8. The XIX Century and the First Half of the XX Century
- 3.4. The Meaning of Visual Messages
  - 3.4.1. Introduction
  - 3.4.2. The Image, the Signifying Object
  - 3.4.3. The Representational Quality of the Image: Iconicity
    - 3.4.3.1. Type, Pattern and Form
  - 3.4.4. The Plastic Quality of the Image
    - 3.4.4.1. The Plastic Sign
  - 3.4.5. The Symbolic Quality
  - 3.4.6. Other Visual Codes
- 3.5. Persuasion
  - 3.5.1. Introduction
  - 3.5.2. Advertising Persuasion
  - 3.5.3. Features
- 3.6. Elements Related to Image Representation
  - 3.6.1. Introduction
  - 3.6.2. Elements Related to Image Representation
  - 3.6.3. The Articulation of Image Representation
    - 3.6.3.1. The Concept of Representation
    - 3.6.3.2. The Articulation of Representation
    - 3.6.3.3. The Plastic Significance
  - 3.6.4. Morphological Elements of the Image
  - 3.6.5. Scalar Elements of the Image
    - 3.6.5.1. Size
    - 3.6.5.2. Scale
    - 3.6.5.3. The Proportion
    - 3.6.5.4. Format
- 3.7. The Composition
  - 3.7.1. Introduction
  - 3.7.2. Composition or Visual Syntax
  - 3.7.3. The Balance
  - 3.7.4. Dynamic Elements of Representation
  - 3.7.5. Normative Composition
- 3.8. Color and Light
  - 3.8.1. Introduction
  - 3.8.2. Light, Color and Perception
    - 3.8.2.1. Light and the Visible Color Spectrum
    - 3.8.2.2. The Perception of Light and Colors
    - 3.8.2.3. The Adaptive Capacity of the Perceptual System
    - 3.8.2.4. The Color Temperature of a Light Source
  - 3.8.3. Primary Colors
  - 3.8.4. Basic Color Reproduction Techniques
  - 3.8.5. Color Dimensions
  - 3.8.6. Harmony Types and Pallet Construction
  - 3.8.7. Plastic Functions of Color

- 3.9. Typography
  - 3.9.1. Introduction
  - 3.9.2. Formal Structure and Type Measurement
  - 3.9.3. Classification of Typefaces
  - 3.9.4. The Composition of the Text
  - 3.9.5. Issues Affecting Readability
- 3.10. Editorial Design and Infographics
  - 3.10.1. Introduction
  - 3.10.2. Editorial Design
  - 3.10.3. Infographics
- 3.11. Journalistic Design From the Point of View of Image Theory
  - 3.11.1. Introduction
  - 3.11.2. Functions of Journalistic Design
  - 3.11.3. Final Note on The Term Journalistic Design
  - 3.11.4. Arbitrariness or Naturalness of the Journalistic Design
  - 3.11.5. Articulation of the Visual Language of Journalistic Design

## Module 4. Written Communication

- 4.1. History of Communication
  - 4.1.1. Introduction
  - 4.1.2. Communication in Antiquity
  - 4.1.3. The Revolution of Communication
  - 4.1.4. Current Communication
- 4.2. Oral and Written Communication
  - 4.2.1. Introduction
  - 4.2.2. The Text and its Linguistics
  - 4.2.3. The Text and its Properties: Coherence and Cohesion
    - 4.2.3.1. Coherence
    - 4.2.3.2. Cohesion
    - 4.2.3.3. Recurrence
- 4.3. Planning or Prewriting
  - 4.3.1. Introduction
  - 4.3.2. Writing Processes
  - 4.3.3. Planning
  - 4.3.4. Documentation
- 4.4. The Act of Writing
  - 4.4.1. Introduction
  - 4.4.2. Style
  - 4.4.3. Lexicon
  - 4.4.4. Sentence
  - 4.4.5. Paragraph
- 4.5. Rewriting
  - 4.5.1. Introduction
  - 4.5.2. The Review
  - 4.5.3. How to Use the Computer to Improve the Text
    - 4.5.3.1. Dictionary
    - 4.5.3.2. Search/Change
    - 4.5.3.3. Synonyms
    - 4.5.3.4. Paragraph
    - 4.5.3.5. Shades
    - 4.5.3.6. Cut and Paste
    - 4.5.3.7. Change Control, Commenting and Version Comparison
- 4.6. Spelling and Grammar Issues
  - 4.6.1. Introduction
  - 4.6.2. Most Common Accentuation Problems
  - 4.6.3. Capitalization
  - 4.6.4. Punctuation Marks
  - 4.6.5. Abbreviations and Acronyms
  - 4.6.6. Other Signs
  - 4.6.7. Some Problems

- 4.7. Textual Models: the Description
  - 4.7.1. Introduction
  - 4.7.2. Definition
  - 4.7.3. Types of Description
  - 4.7.4. Description Types
  - 4.7.5. Techniques
  - 4.7.6. Linguistic Elements
- 4.8. Textual Models: Narration
  - 4.8.1. Introduction
  - 4.8.2. Definition
  - 4.8.3. Features
  - 4.8.4. Components
  - 4.8.5. The Narrator
  - 4.8.6. Linguistic Elements
- 4.9. Textual Models: the Exposition and the Epistolary Genre
  - 4.9.1. Introduction
  - 4.9.2. The Exposition
  - 4.9.3. The Epistolary Genre
  - 4.9.4. Components
- 4.10. Textual Models: Argumentation
  - 4.10.1. Introduction
  - 4.10.2. Definition
  - 4.10.3. Elements and Structure of Argumentation
  - 4.10.4. Types of Arguments
  - 4.10.5. Fallacies
  - 4.10.6. Structure
  - 4.10.7. Linguistic Features

- 4.11. Academic Writing
  - 4.11.1. Introduction
  - 4.11.2. Scientific Work
  - 4.11.3. Summary
  - 4.11.4. The Review
  - 4.11.5. The Trial
  - 4.11.6. Appointments
  - 4.11.7. Writing on the Internet

## Module 5. Written Journalism I

- 5.1. Approach to the Theory of Journalistic Genres
  - 5.1.1. Introduction
  - 5.1.2. General Approach
  - 5.1.3. Background, Usefulness, and Assessment Criteria
  - 5.1.4. Classification of Genres
  - 5.1.5. Differential Characteristics. First Phase: Preliminary Concepts
    - 5.1.5.1. News
  - 5.1.6. Differential Characteristics. Second Phase: Distinctive Features of Each Genre
  - 5.1.7. Another More Simplified and Universal Classification Model
  - 5.1.8. Future Forecasts: Genres in Digital Journalism
- 5.2. The Multimedia Journalist and the Transformation of Genres
  - 5.2.1. Introduction
  - 5.2.2. A New Journalist is Born
  - 5.2.3. Consequences for the Journalist
  - 5.2.4. Difficult Separation between Stories and Comments
  - 5.2.5. New Journalistic Genres
  - 5.2.6. The Difference of Working on the Web
  - 5.2.7. Each Channel Requires a Different Way of Doing
  - 5.2.8. New Radio Physiognomy
  - 5.2.9. Understanding Television History
  - 5.2.10. A Screen for Everything
  - 5.2.11. A Specific Language for the Web
  - 5.2.12. Stephen King's Rule Number 17

- 5.3. Journalistic Language
  - 5.3.1. Introduction
  - 5.3.2. Journalistic Language
  - 5.3.3. The Journalistic Text and its Context
  - 5.3.4. The Choral Language of Icons
- 5.4. The News
  - 5.4.1. Introduction
  - 5.4.2. Definition
  - 5.4.3. Specific Qualities of the News Event
  - 5.4.4. Types of News
- 5.5. Discursive News
  - 5.5.1. Introduction
  - 5.5.2. Preparation and Coverage
  - 5.5.3. Writing
  - 5.5.4. Parts of the News
- 5.6. The Art of Quotations
  - 5.6.1. Introduction
  - 5.6.2. Quotation Functions
  - 5.6.3. Types of Quotations
  - 5.6.4. Direct Quotation Techniques
  - 5.6.5. When to Use Direct Quotations
- 5.7. The Journalistic Narrative
  - 5.7.1. Introduction
  - 5.7.2. The Journalistic Narrative
  - 5.7.3. Problem in the Journalistic Narrative
- 5.8. News Headlines
  - 5.8.1. Introduction
  - 5.8.2. Functions of Headlines
  - 5.8.3. Characteristics of Headlines
  - 5.8.4. Evolution of Headlines
  - 5.8.5. Elements of Titling in Print, Audiovisual and Digital Media
  - 5.8.6. Types of Headlines

- 5.9. Sources in News Journalism
  - 5.9.1. Introduction
  - 5.9.2. In Search of the News
  - 5.9.3. Types of Sources for News Journalism
- 5.10. Information Production and Production Procedures
  - 5.10.1. Introduction
  - 5.10.2. Organization of Work
  - 5.10.3. Marketing
  - 5.10.4. Some Accounting Aspects
  - 5.10.5. The Image of the Newspapers
    - 5.10.5.1. Newspaper Redesign

## Module 6. Written Journalism II

- 6.1. Interpretation and Theory of Journalistic Genres
  - 6.1.1. Introduction
  - 6.1.2. Interpretation, a Journalistic Task
  - 6.1.3. The "Martínez Albertos Typology"
  - 6.1.4. Other Finalist Rankings
  - 6.1.5. Objectivity, a Classifying Criteria
  - 6.1.6. Are Facts Sacred and Opinions Free?
- 6.2. The Journalistic Chronicle (I). Origins and Definition
  - 6.2.1. Introduction
  - 6.2.2. Definition of Chronicle
  - 6.2.3. The Chronicle in the Digital Era
  - 6.2.4. Typology of the Chronicle
- 6.3. The Journalistic Chronicle (II). Headlines, Headings and Stylistic Resources
  - 6.3.1. Introduction
  - 6.3.2. The Headline of the Chronicles
  - 6.3.3. Types of Headings
  - 6.3.4. The Body: Main Stylistic Resources

- 6.4. The Journalistic Chronicle (II). Headlines, Headings and Stylistic Resources
  - 6.4.1. Introduction
  - 6.4.2. Events and Judicial Chronicle
  - 6.4.3. The Parliamentary Chronicle
  - 6.4.4. Democratic Spain
  - 6.4.5. The Chronicle of Shows
  - 6.4.6. The Sports Chronicle
- 6.5. The Reportage (I). Definition, Origins and Typology
  - 6.5.1. Introduction
  - 6.5.2. Definition
  - 6.5.3. The Origin of Reportage: its Precedents
  - 6.5.4. The «Interpretive Report»
  - 6.5.5. Style and Differential Characteristics of the Reportage
  - 6.5.6. The Reportage in Digital Format
  - 6.5.7. Types of Reportages
    - 6.5.7.1. Digital Typology
- 6.6. The Reportage (II). Idea, Approach and Research
  - 6.6.1. Introduction
  - 6.6.2. Poor Pedagogy of the Reportage
  - 6.6.3. The Reporting Project: The Idea and the Approach
  - 6.6.4. Research: Collection, Selection and Ordering of Data
  - 6.6.5. When to Use Direct Quotations
- 6.7. The Reportage (III). Structure and Writing
  - 6.7.1. Introduction
  - 6.7.2. Style and Structure, the Keys of the Reportage
  - 6.7.3. Titling of the Reportage
  - 6.7.4. Lead of the Reportage
  - 6.7.5. Body of the Reportage
- 6.8. The Interview(I). Definition, Origin and Main Milestones
  - 6.8.1. Introduction
  - 6.8.2. Definition of Interview
  - 6.8.3. Historical Origin of the Interview: Dialogues
  - 6.8.4. The Evolution of the Interview

- 6.9. The Interview (II). Typology, Preparation and Implementation
  - 6.9.1. Introduction
  - 6.9.2. Types of Interviews
  - 6.9.3. The Interviewing Process
- 6.10. The Interview (III). Organization of Material and Writing
  - 6.10.1. Introduction
  - 6.10.2. Transcription and Preparation of the Material Obtained
  - 6.10.3. Titling of the Interview
    - 6.10.3.1. Errors in the Title
  - 6.10.4. The Lead
  - 6.10.5. Body of the Interview

## Module 7. Publication Design

- 7.1. Manual Communication Technology and Written Information
  - 7.1.1. Introduction
  - 7.1.2. The Initial Forms of Writing
  - 7.1.3. The Supports of Manual Writing
  - 7.1.4. Levels of Graphic Representation in Early Writing
  - 7.1.5. General Classification of Writing Signs
  - 7.1.6. The Birth and Development of the Alphabet: The Independence of the Written Sign
  - 7.1.7. Writing, Information Memory
  - 7.1.8. The Forms of the Latin Alphabetic Writing: Diachronic Observation
  - 7.1.9. Images in the World of Handwriting
- 7.2. Printing System
  - 7.2.1. Introduction
  - 7.2.2. From Manual Reproduction to Mechanized Reproduction of Handwriting
  - 7.2.3. Imitation, Common Denominator of the First Mechanical Copies of Information
  - 7.2.4. Background of the Mechanized Reproduction of Information in Antiquity
  - 7.2.5. Xylography, the Closest Precedent to Gutenberg's Technology
  - 7.2.6. Pre-Existing Knowledge and Technological Elements Necessary for Gutenberg's Printing Press
  - 7.2.7. The Gutenberg Printing Press
  - 7.2.8. The Development of the Phases of Composition and Printing of Written Information

- 7.3. Forms and Functions of the Elements of Journalistic Design
    - 7.3.1. Introduction
    - 7.3.2. What Is Journalistic Design of Written Communication and Information
    - 7.3.3. The Elements of Journalistic Design
  - 7.4. Images
    - 7.4.1. Introduction
    - 7.4.2. Journalistic Images
    - 7.4.3. Infographics: Nature, Characteristics, Functions and Forms
    - 7.4.4. Non-Textual and Non-Iconic Graphic Resources
  - 7.5. Color
    - 7.5.1. Introduction
    - 7.5.2. Nature, Function and Processes of Color Synthesis
    - 7.5.3. Color Separation in Graphic Arts
    - 7.5.4. Functions and Expressive Possibilities of Color in a Written Medium
    - 7.5.5. Spot Color Characteristics
  - 7.6. Typefaces: Identity and Use
    - 7.6.1. Introduction
    - 7.6.2. What Is Typography
    - 7.6.3. Character Morphology: Semantic Implications
    - 7.6.4. Classifications of Typographic Characters
    - 7.6.5. The Functions of Typography
    - 7.6.6. Computer Typography
  - 7.7. Formats and Journalistic Information Design
    - 7.7.1. Introduction
    - 7.7.2. Diachronic Evolution of the Journalistic Design of Print Media
    - 7.7.3. The Format, the First Spatial Circumstance
    - 7.7.4. The Distribution and Architecture of the Page Space
    - 7.7.5. Modular Design
    - 7.7.6. The Gutenberg Diagram
    - 7.7.7. The VIC
  - 7.8. Journalistic Design and Communication Order and Hierarchy
    - 7.8.1. Introduction
    - 7.8.2. The Fundamental Objective of Journalistic Design
    - 7.8.3. Criteria for the Distribution of Information
    - 7.8.4. Basic Page Layout Structures
    - 7.8.5. Balance Systems in the Expression of Informative Significance
    - 7.8.6. Basic Principles Applicable in Journalistic Design
    - 7.8.7. The Front Page
    - 7.8.8. The Inside Pages of the Newspaper
  - 7.9. Technological Change in Communication Processes
    - 7.9.1. Introduction
    - 7.9.2. The Technological Change in Communication and Written Information Processes Immediately Prior to Digitization
    - 7.9.3. Digitization, a Change of Gear in the Development of Written Communication and Information
  - 7.10. Digital Mediation in Today's Journalism
    - 7.10.1. Introduction
    - 7.10.2. Digital Mediation in Today's Journalism
    - 7.10.3. Written Information in Digital Publishing Journalism
- ## Module 8. Magazines
- 8.1. What is a Magazine
    - 8.1.1. Introduction
    - 8.1.2. What is a Magazine. Its Specificities and the Publishing Market
    - 8.1.3. Specificities of the Magazine
    - 8.1.4. Magazine Market: General Issues
    - 8.1.5. Large Magazine Publishing Groups
  - 8.2. The Magazine Reader
    - 8.2.1. Introduction
    - 8.2.2. The Magazine Reader
    - 8.2.3. Finding and Building Reader Loyalty
    - 8.2.4. The Print Magazine Reader
    - 8.2.5. The Digital Magazine Reader
    - 8.2.6. Readership and Advertising

- 8.3. Creation and Life of a Magazine
  - 8.3.1. Introduction
  - 8.3.2. The Creation of a Magazine
  - 8.3.3. The Name
  - 8.3.4. The Life Cycle of a Magazine
- 8.4. Segmentation and Specialization of Magazines
  - 8.4.1. Introduction
  - 8.4.2. Segmentation and Specialization of Magazines
  - 8.4.3. Types of Magazine
    - 8.4.3.1. Cultural Magazines
    - 8.4.3.2. Gossip Magazines
    - 8.4.3.3. Supplements
- 8.5. Structure and Contents of the Magazines
  - 8.5.1. Introduction
  - 8.5.2. The Manchete
  - 8.5.3. Structure
  - 8.5.4. Contents
- 8.6. Birth and Development of Magazines in Europe and the USA
  - 8.6.1. Introduction
  - 8.6.2. The Beginnings: Between the 16th and 18th Centuries. From the Relations to the Gazettes
  - 8.6.3. The 19th Century in Europe
  - 8.6.4. Balance of the 19th Century
- 8.7. The Twentieth Century: the Consolidation of the Modern Magazine
  - 8.7.1. Introduction
  - 8.7.2. The First Decades of the Twentieth Century in European Magazines
  - 8.7.3. The United States Between the Twenties and the Sixties: The Second Magazine Boom
  - 8.7.4. Europe after the Second World War: Magazines from the 1940s Onwards
  - 8.7.5. From the 1960s Onwards: the Revamped magazine

- 8.8. Milestones in the History of American Magazines
  - 8.8.1. Introduction
  - 8.8.2. National Geographic, a Milestone in the History of Popular Magazines
  - 8.8.3. Time, a Milestone in Weekly Newsmagazines
  - 8.8.4. Reader's Digest, a Milestone in Magazine Magazines
  - 8.8.5. The New Yorker, a Milestone in Opinion and Culture Magazines
- 8.9. Magazines in Europe
  - 8.9.1. Introduction
  - 8.9.2. Dissemination
  - 8.9.3. Top Magazines by Country
- 8.10. Magazines in Latin America
  - 8.10.1. Introduction
  - 8.10.2. Origin
  - 8.10.3. Top Magazines by Country

## Module 9. Structure of the Communication

- 9.1. Theory, Concept and Method of the Communication Structure
  - 9.1.1. Introduction
  - 9.1.2. Autonomy of the Discipline and Relationships with other Subjects
  - 9.1.3. The Structuralist Method
  - 9.1.4. Definition and Purpose of the Communication Structure
  - 9.1.5. Guide to the Analysis of Communication Structure
- 9.2. New International Communication Order
  - 9.2.1. Introduction
  - 9.2.2. State Control: Monopolies
  - 9.2.3. Communication Marketing
  - 9.2.4. Cultural Dimension of Communication
- 9.3. Major Information Agencies
  - 9.3.1. Introduction
  - 9.3.2. What is an Information Agency?
  - 9.3.3. News and Information
  - 9.3.4. Before the Internet
  - 9.3.5. News Agencies can be seen Thanks to the Internet
  - 9.3.6. The World's Major Agencies



- 9.4. The Advertising Industry and its Relationship with the Media System
  - 9.4.1. Introduction
  - 9.4.2. Advertising Industry
  - 9.4.3. The Need of Advertising for the Media
  - 9.4.4. La Structure of the Advertising Industry
  - 9.4.5. The Media and its Relationship with the Advertising Industry
  - 9.4.6. Advertising Regulations and Ethics
- 9.5. Cinema and the Culture and Leisure Market
  - 9.5.1. Introduction
  - 9.5.2. The Complex Nature of Cinema
  - 9.5.3. The Origin of the Industry
  - 9.5.4. Hollywood, the Film Capital of the World
- 9.6. Political Power and the Media
  - 9.6.1. Introduction
  - 9.6.2. Influence of the Media in the Formation of Society
  - 9.6.3. Media and Political Power
- 9.7. Media Concentration and Communication Policies
  - 9.7.1. Introduction
  - 9.7.2. Media Concentration
  - 9.7.3. Communication Policies
- 9.8. Communication Structure in Latin America
  - 9.8.1. Introduction
  - 9.8.2. Communication Structure in Latin America
  - 9.8.3. New Trends
- 9.9. Media System in Latin America and the Digitization of Journalism
  - 9.9.1. Introduction
  - 9.9.2. Historical Approach
  - 9.9.3. Bipolarity of the Latin American Media System
  - 9.9.4. U.S. Hispanic Media
- 9.10. Digitalization and the Future of Journalism
  - 9.10.1. Introduction
  - 9.10.2. Digitalization and the New Media Structure
  - 9.10.3. The Structure of Communication in Democratic Countries

## Module 10. Fundamentals of Communication in the Digital Environment

- 10.1. Didactic content
  - 10.1.1. 360° Communication
  - 10.1.2. Introduction
  - 10.1.3. What is 360° Communication?
  - 10.1.4. Consumer Insights
  - 10.1.5. Conventional and Non-Conventional Media
  - 10.1.6. Communicate, Always Communicate
  - 10.1.7. Business Case: Drink Fanta
- 10.2. On Line Advertising Techniques and Web Presence
  - 10.2.1. Introduction
  - 10.2.2. Online Programs
  - 10.2.3. E-Mail Marketing
  - 10.2.4. The Corporate Website
- 10.3. Social Communication in the Network
  - 10.3.1. Introduction
  - 10.3.2. Blogs and the Blogosphere
  - 10.3.3. Types of Blogs
  - 10.3.4. Microblogs or Nanoblogs
  - 10.3.5. Social media
  - 10.3.6. Web 3.0.
  - 10.3.7. Business Case: Johnnie Walker
- 10.4. Viral Communication and Buzz Marketing
  - 10.4.1. Introduction
  - 10.4.2. Word Of Mouth (WOM) Communication
  - 10.4.3. Techniques Based on Word-of-Mouth Communication
  - 10.4.4. Ways to Generate Word-of-Mouth Communication
  - 10.4.5. Sub-Viral Marketing
  - 10.4.6. Prankvertising
  - 10.4.7. Buzz Marketing
  - 10.4.8. Aspects to Take into Account When Carrying Out a Buzz Marketing or Viral Communication Campaign
  - 10.4.9. Business Case: Campofrío or the art of Making a Campaign Become a Viral Hit

- 10.5. Communication Techniques on Mobile Devices
  - 10.5.1. Introduction
  - 10.5.2. Internet in your Pocket
  - 10.5.3. Tablet: Touch Revolution
  - 10.5.4. Messaging as a Communication Tool
  - 10.5.5. Proximity Marketing
  - 10.5.6. Play and Communicate
  - 10.5.7. The Multiscreen Phenomenon and Other Forms of Mobile Communication
  - 10.5.8. The Present of Mobile Communication: Location Based Advertising
  - 10.5.9. Augmented Reality: Fiction or Reality?
- 10.6. New Trends in Internal Communication
  - 10.6.1. Introduction
  - 10.6.2. The New Challenges of Internal Communication: Multidirectional Interaction and Collaborative Work
    - and collaborative work
  - 10.6.3. Internal Communication A Tool with a High Strategic Value for the Company
  - 10.6.4. Recruitment Through Social Networks
  - 10.6.5. Social Networks as Engagement Drivers
  - 10.6.6. Business Case: Dell Be The Reason
- 10.7. Communication and Content Marketing
  - 10.7.1. Introduction
  - 10.7.2. What is Content Marketing?
  - 10.7.3. Branded Content
  - 10.7.4. Inbound Marketing
  - 10.7.5. Native Publicity
  - 10.7.6. Story-Telling and Transmedia Storytelling
  - 10.7.7. Business Case: Coca-Cola and Content Marketing
- 10.8. The Importance of Advergaming as an Advertising Tool
  - 10.8.1. Introduction: the Video Game Market
  - 10.8.2. What is Advergaming? Delimitation with Respect to Related Figures: Ingame Advertising

- 10.8.3. Evolution of Advergaming
- 10.8.4. Advergaming as an Advertising Tool
- 10.8.5. Advergaming in Spain
- 10.8.6. Case Study Magnum Pleasure Hunt
- 10.9. Big Data and Communication
  - 10.9.1. Introduction
  - 10.9.2. What is Big Data?
  - 10.9.3. How Do You Create Value with Big Data?
  - 10.9.4. Big Data Analyst Profile
  - 10.9.5. Big Data Techniques
  - 10.9.6. Business Case: Netflix
- 10.10. Emerging Trends in Communication
  - 10.10.1. Introduction
  - 10.10.2. Tryvertising: Product Testing in Real-Life Situations
  - 10.10.3. Advertorial: the Advertisement that Simulates an Editorial Content
  - 10.10.4. Artvertising: Art in Advertisements
  - 10.10.5. Radical Marketing: the Evolution of Guerrilla Marketing
  - 10.10.6. Engagement Marketing
  - 10.10.7. Advertainment: Entertainment Advertising
  - 10.10.8. Ambush Marketing: Ambush Marketing or Parasitic
  - 10.10.9. Business Case: Advertainment and Fashion Films

## Module 11. Digital Journalism and Social Networks

- 11.1. New Professional Profiles
  - 11.1.1. Introduction
  - 11.1.2. From the Traditional Company to the Digital Company
  - 11.1.3. The New 2.0. Professionals
  - 11.1.4. The Era of Bloggers
- 11.2. Organization of Digital Information
  - 11.2.1. Introduction
  - 11.2.2. Usability in the Digital Environment
  - 11.2.3. Tags and Metadata
  - 11.2.4. Search Engine Optimization (SEO and SEM)

- 11.3. Web Content Architecture
    - 11.3.1. Introduction
    - 11.3.2. Cover Structure
    - 11.3.3. Menu
    - 11.3.4. Headline
    - 11.3.5. Body
  - 11.4. Journalistic Blogging and Wikis
    - 11.4.1. Introduction
    - 11.4.2. The Journalistic Blog
    - 11.4.3. Structure of the Post
    - 11.4.4. Labels
    - 11.4.5. Comments
    - 11.4.6. Wikis
  - 11.5. Microblogging and Journalism
    - 11.5.1. Introduction
    - 11.5.2. Twitter
    - 11.5.3. Twitter Fonts
  - 11.6. Social Platforms and Journalism
    - 11.6.1. Introduction
    - 11.6.2. Social Networks and Journalism
    - 11.6.3. Social Content Integration
    - 11.6.4. Writing Techniques in Social Networks
  - 11.7. Writing on the Screen
    - 11.7.1. Introduction
    - 11.7.2. The ABCs of Screen Reading
    - 11.7.3. Adaptation of Text to Web Format
    - 11.7.4. The Headline in Digital Content
  - 11.8. Hypertext and Multimedia Writing
    - 11.8.1. Introduction
    - 11.8.2. Hypertextuality in Digital Writing
    - 11.8.3. Multimedia Formats
  - 11.9. Cyber Journalistic Genres
    - 11.9.1. Introduction
    - 11.9.2. Definition
    - 11.9.3. Informative
    - 11.9.4. Interpretive Genres
    - 11.9.5. Opinion
  - 11.10. Legal Aspects on the Internet
    - 11.10.1. Introduction
    - 11.10.2. Legal Liability on the Internet
    - 11.10.3. Online Reputation Management
    - 11.10.4. Sharing Content on the Internet
- Module 12. Social Media and Community Management**
- 12.1. Introduction and Typology of Social Media
    - 12.1.1. Social Media Against Traditional Media
    - 12.1.2. What is a Social Network?
    - 12.1.3. Evolution of Social Networks on the Internet?
    - 12.1.4. Social Media Today
    - 12.1.5. Features of Social Media on the Internet
    - 12.1.6. Social Media Typology
  - 12.2. Functions of the Community Manager
    - 12.2.1. The Figure of the Community Manager and their Role in the Company
    - 12.2.2. Community Manager Guide
    - 12.2.3. The Profile of the Community Manager
  - 12.3. Social Media within the Structure of the Business
    - 12.3.1. The importance of social networks in the company
    - 12.3.2. The different profiles that work on social networks
    - 12.3.3. How to choose the best structure for the management of social networks
    - 12.3.4. Customer service in social networks
    - 12.3.8. Relationship of the social media team with other departments in the company

- 12.4. Introduction to Digital Marketing
  - 12.4.1. The Internet: Making Marketing Infinite
  - 12.4.2. Objectives of Marketing on the Internet
  - 12.4.3. Key Concepts on the Internet
  - 12.4.4. Operative Marketing on the Web
  - 12.4.5. Search engine positioning
  - 12.4.6. Social Media
  - 12.4.7. Community Manager
  - 12.4.8. e-Commerce
- 12.5. Social Media Strategic Plan and Social Media Plan
  - 12.5.1. The Importance of Having a Social Media Plan Aligned with the Company's Strategic Plan
  - 12.5.2. Previous Analysis
  - 12.5.3. Objectives
  - 12.5.4. Strategy
  - 12.5.5. Stocks
  - 12.5.6. Budget
  - 12.5.7. Schedule
  - 12.5.8. Contingency Plan
- 12.6. Online Reputation
- 12.7. Main Social Media Outlets I
  - 12.7.1. Facebook: Increase the Presence of Our Brand
    - 12.7.1.1. Introduction: What is Facebook and How Can it Help Us?
    - 12.7.1.2. Main Elements in the Professional Field
    - 12.7.1.3. Content Promotion
    - 12.7.1.4. Analytics
  - 12.7.2. Twitter: 140 Characters to Achieve the Objectives
    - 12.7.2.1. Introduction: What is Twitter and How Can it Help Us?
    - 12.7.2.2. Main Elements
    - 12.7.2.3. Content Promotion
    - 12.7.2.4. Analytics:
  - 12.7.3. LinkedIn. The Professional Social Network for Excellence
    - 12.7.3.1. Introduction: What is LinkedIn and How Can it Help Us?
    - 12.7.3.2. Main Elements
    - 12.7.3.3. Content Promotion
- 12.8. Main Social Media Outlets II
  - 12.8.1. YouTube: The Second Most Important Search Engine on the Internet
  - 12.8.2. Main Elements
  - 12.8.3. Advertising
  - 12.8.4. YouTube Analytics
  - 12.8.5. Success Stories
  - 12.8.6. Instagram and Pinterest. The Power of Image
  - 12.8.7. Instagram
  - 12.8.8. Success Stories
  - 12.8.9. Pinterest
- 12.9. Blogs and Personal Branding
  - 12.9.1. Definition
  - 12.9.2. Typologies
- 12.10. Tools for the Community Manager
  - 12.10.1. Monitoring and Programming. Hootsuite
  - 12.10.2. Specific Tools for Each Social Network
  - 12.10.3. Active Listening Tools
  - 12.10.4. URL Shortening Tools
  - 12.10.5. Tools for the Generation of Content

## Module 13. Creativity in Communication

- 13.1. Didactic Contents
  - 13.1.1. To Create is to Think
  - 13.1.2. The Art of Thinking
  - 13.1.3. Creative Thinking and Creativity
  - 13.1.4. Thought and Brain
  - 13.1.5. The Lines of Research on Creativity: Systematization

- 13.2. Nature of the Creative Process
  - 13.2.1. Nature of Creativity
  - 13.2.2. The Notion of Creativity: Creation and Creativity
  - 13.2.3. The Creation of Ideas for Persuasive Communication
  - 13.2.4. Nature of the Creative Process in Advertising
- 13.3. The Invention
  - 13.3.1. Evolution and Historical Analysis of the Creation Process
  - 13.3.2. Nature of the Classical Canon of the Invention
  - 13.3.3. The Classical View of Inspiration in the Origin of Ideas
  - 13.3.4. Invention, Inspiration, Persuasion
- 13.4. Rhetoric and Persuasive Communication
  - 13.4.1. Rhetoric and Advertising
  - 13.4.2. The Rhetorical Parts of Persuasive Communication
  - 13.4.3. Rhetorical Figures
  - 13.4.4. Rhetorical Laws and Functions of Advertising Language
- 13.5. Creative Behavior and Personality
  - 13.5.1. Creativity as a Personal Characteristic, as a Product and as a Process
  - 13.5.2. Creative Behavior and Motivation
  - 13.5.3. Perception and Creative Thinking
  - 13.5.4. Elements of Creativity
- 13.6. Creative Skills and Abilities
  - 13.6.1. Thinking Systems and Models of Creative Intelligence
  - 13.6.2. Three-Dimensional Model of the Structure of the Intellect According to Guilford
  - 13.6.3. Interaction Between Factors and Intellectual Capabilities
  - 13.6.4. Creative Skills
  - 13.6.5. Creative Capabilities
- 13.7. The Phases of the Creative Process
  - 13.7.1. Creativity as a Process
  - 13.7.2. The Phases of the Creative Process
  - 13.7.3. The Phases of the Creative Process in Advertising
- 13.8. Troubleshooting
  - 13.8.1. Creativity and Problem Solving
  - 13.8.2. Perceptual Blocks and Emotional Blocks
  - 13.8.3. Methodology of Invention: Creative Programs and Methods

- 13.9. The Methods of Creative Thinking
  - 13.9.1. Brainstorming as a Model for the Creation of Ideas
  - 13.9.2. Vertical Thinking and Lateral Thinking
- 13.10. Creativity and Advertising Communication
  - 13.10.1. The Creative Process as a Specific Product of Advertising Communication
  - 13.10.2. Nature of the Creative Process in Advertising: Creativity and the Creative Advertising Process
  - 13.10.3. Methodological Principles and Effects of Advertising Creation
  - 13.10.4. Advertising Creation: From Problem to Solution
  - 13.10.5. Creativity and Persuasive Communication

## Module 14. Strategic Marketing

- 14.1. Didactic Contents
  - 14.1.1. MARKETING AND STRATEGIC MANAGEMENT
  - 14.1.2. Marketing in the Context of Strategic Management: Orientation Towards the Market
  - 14.1.2. Strategic Management and Marketing of the Company
  - 14.1.4. Marketing Information Systems
- 14.2. External Analysis: Markets, Competition and Environment in General
  - 14.2.1. Market and Customer Analysis
  - 14.2.2. Competitive Analysis
  - 14.2.3. Analysis of Other Variable of the Environment. Social Demand 2.4. Strategic uncertainty
- 14.3. Internal Analysis
  - 14.3.1. Financial Indicators and Performance Indicators
  - 14.3.2. Business Matrices and Decision Support Systems
  - 14.3.3. Formulation of Goals and Objectives
- 14.4. Marketing Strategies (I): The Company
  - 14.4.1. Environment Management and Socially Oriented Marketing
  - 14.4.2. Divestment Strategies
  - 14.4.3. Growth Strategies
- 14.5. Marketing Strategies (II): the Product-Market
  - 14.5.1. Market Coverage Strategies and Determination of Target Audience
  - 14.5.2. Competitive Strategy
  - 14.5.3. Strategic Partnerships

- 14.6. Marketing Strategies (III): The Product
    - 14.6.1. New Product Strategy: Process of Diffusion and Adoption
    - 14.6.2. Differentiation and Positioning Strategy
    - 14.6.3. Product Life Cycle Strategies
  - 14.7. Offer Strategies
    - 14.7.1. Introduction
    - 14.7.2. Brand Strategies
    - 14.7.3. Product Strategies
    - 14.7.4. Pricing Strategies
    - 14.7.5. Service Strategies
  - 14.8. Go-to-Market Strategies
    - 14.8.1. Distribution Strategies
    - 14.8.2. Communication Strategies
    - 14.8.3. Sales Force, Internet and Direct Marketing Strategies
  - 14.9. Organization of Marketing Activities and Relations
    - 14.9.1. Organization of Marketing Activities
    - 14.9.2. Concept of Marketing Relations
    - 14.9.3. Marketing Connections
  - 14.10. Marketing Strategy Implementation and Control
    - 14.10.1. Introduction
    - 14.10.2. Marketing Plan
    - 14.10.3. Execution of the Marketing Plan
    - 14.10.4. Internal Marketing
    - 14.10.5. Evaluation and Control
- Module 15. Research in Digital Media**
- 15.1. Didactic Contents
    - 15.1.1. The Scientific Method and its Techniques
    - 15.1.2. Scientific Method and Methodological Techniques
    - 15.1.3. Research Design and Phases
    - 15.1.4. Basic Rules for Bibliographic Selection, Verification, Citation and Referencing
    - 15.1.5. Research Approaches and Perspectives
    - 15.1.6. Ethical and Deontological Rules
  - 15.2. Measurable Aspects: Quantitative Method
    - 15.2.1. Quantitative Techniques
    - 15.2.2. The Survey: Design and Procedure
    - 15.2.3. Types of Surveys
    - 15.2.4. Preparation of the Questionnaire
    - 15.2.5. Field Work and Presentation of Results
  - 15.3. Measurable Aspects: Qualitative Method
    - 15.3.1. Qualitative Techniques
    - 15.3.2. Individual Interviews and their Typology
    - 15.3.3. Life History
    - 15.3.4. The Group Interview and Its Variants: Discussion Groups or Focus Groups
    - 15.3.5. Other Conversational Techniques: Philips 66, Brainstorming, Delphi, Participatory Intervention Cores, Problem and Solution Trees
    - 15.3.6. Participatory – Action Research
  - 15.4. Revealing Communicative Behaviors and Interactions: Observation and its Variants
    - 15.4.1. Observation as a Scientific Method
    - 15.4.2. The Procedure: Planning Systematic Observation
    - 15.4.3. Different Types of Observation
    - 15.4.4. Online Observation: Virtual Ethnography
  - 15.5. Uncovering the Content of Messages: Content and Discourse Analysis
    - 15.5.1. Introduction to Quantitative Content Analysis
    - 15.5.2. Sample Selection and Category Design
    - 15.5.3. Data Processing
    - 15.5.4. Critical Discourse Analysis
    - 15.5.5. Other Techniques for the Analysis of Media Texts
  - 15.6. Knowing the Reactions: Experimenting in Communication
    - 15.6.1. Introduction to Experiments
    - 15.6.2. What is an Experiment in Communication
    - 15.6.3. Experimentation and its Types
    - 15.6.4. The Practical Design of the Experiment

- 15.7. Digital Information
  - 15.7.1. Problems and Methodological Proposals
  - 15.7.2. Online Press: Characteristics and Approach to its Analysis
- 15.8. The Internet as an Object of Study: Criteria for Assessing the Quality and Reliability of Internet Content
  - 15.8.1. Internet as an Object of Study
  - 15.8.2. Criteria for Evaluating the Quality and Reliability of Content on the Internet
- 15.9. Research on the Internet and Digital Platforms
  - 15.9.1. Searching and Browsing in the Online Environment
  - 15.9.2. Approach to Research on Digital Formats: Blogs
  - 15.9.3. Approach to Social Network Research Methods
  - 15.9.4. Hyperlink Research
- 15.10. Research Trends in Communication
  - 15.10.1. Introduction to the Contemporary Environment of Research in Communication
  - 15.10.2. The Readaptation of the Classic Objects of Communication Research
  - 15.10.3. The Emergence of New Research Objects
  - 15.10.4. Towards Interdisciplinarity and Methodological Hybridization

## Module 16. Creative Advertising I: Copywriting

- 16.1. Writing Concept
  - 16.1.1. Writing and Editing
- 16.2. Fundamentals of Copywriting
  - 16.2.1. Correction
  - 16.2.2. Adaptation
  - 16.2.3. Efficiency
- 16.3. Characteristics of Copywriting
  - 16.3.1. Nominalization
  - 16.3.2. Destructuring

- 16.4. Text and Image
  - 16.4.1. From Text to Image
  - 16.4.2. Text Functions
  - 16.4.3. Image Functions
  - 16.4.4. Relationship Between Text and Imaging
- 16.5. Brand and Slogan
  - 16.5.1. The Brand
  - 16.5.2. Brand Characteristics
  - 16.5.3. The Slogan
- 16.6. Press Advertising: the Large Format Advertisement
  - 16.6.1. Newspapers and Magazines
  - 16.6.2. Superstructure
  - 16.6.3. Formal Characteristics
  - 16.6.4. Editorial Characteristics
- 16.7. Press advertising: other formats
  - 16.7.1. Word Advertisements
  - 16.7.2. Superstructure
  - 16.7.3. The Claim
  - 16.7.4. Superstructure
- 16.8. External advertising
  - 16.8.1. Formats
  - 16.8.2. Formal Characteristics
  - 16.8.3. Editorial Characteristics
- 16.9. Radio advertising
  - 16.9.1. Radio Language
  - 16.9.2. The Radio Spot
  - 16.9.3. Superstructure
  - 16.9.4. Wedge Types
  - 16.9.5. Formal Characteristics

- 16.10. Audiovisual Advertising
  - 16.10.1. The Image
  - 16.10.2. The Text
  - 16.10.3. Music and Sound Effects
  - 16.10.4. Advertising Formats
  - 16.10.5. The Script
  - 16.10.6. The Story-Board

### Module 17. Creative Advertising II: Art Management

- 17.1. Subjects and Object of Advertising Graphic Design
  - 17.1.1. Related Professional Profiles
  - 17.1.2. Academic Context and Competencies
  - 17.1.3. Advertiser and Agency
  - 17.1.4. Creative Direction and Creative Idea
  - 17.1.5. Art Direction and Formal Idea
- 17.2. The Role of the Art Director
  - 17.2.1. What is Art Direction?
  - 17.2.2. How Art Direction Works?
  - 17.2.3. The Creative Team
  - 17.2.4. The Role of the Art Director
- 17.3. Fundamentals of Advertising Graphic Design
  - 17.3.1. Design Concepts and Design Standards
  - 17.3.2. Trends and Styles
  - 17.3.3. Design Thinking, Process and Management
  - 17.3.4. Scientific Metaphor
- 17.4. Methodology of Advertising Graphics
  - 17.4.1. Creativity Graphics
  - 17.4.2. Design Process
- 17.5. Graphic Strategy
  - 17.5.1. Formal Apprehension
  - 17.5.2. Graphic Message

- 17.6. Graphic Architecture
  - 17.6.1. Typometry
  - 17.6.2. Graphic Spaces
  - 17.6.3. Reticle
  - 17.6.4. Pagination Standards
- 17.7. Final Arts
  - 17.7.1. Processes and Systems
- 17.8. Creation of Advertising Graphic Supports
  - 17.8.1. Publigrphy
  - 17.8.2. Organizational Visual Image (OVI)
  - 17.8.3. Graphic Advertisements
  - 17.8.4. Packaging
  - 17.8.5. Websites
- 17.9. Fundamentals of Video Editing
- 17.10. Tools of Video Editing

### Module 18. The Fundamentals of Graphic Design

- 18.1. Introduction
  - 18.1.1. Visual Communication
  - 18.1.2. Introduction
  - 18.1.3. Visual Culture and Visual Literacy
  - 18.1.4. Qualities of Visual Communication
  - 18.1.5. Definition of Visual Communication
- 18.2. Graphic Design
  - 18.2.1. The Design
  - 18.2.2. Graphic Design
  - 18.2.3. Graphics
  - 18.2.4. Design and Art
  - 18.2.5. Graphic Design and Communication
  - 18.2.6. Areas of Application of Graphic Design



- 18.3. Background and Evolution of Visual Communication
  - 18.3.1. The Problem of the Origin
  - 18.3.2. Prehistory
  - 18.3.3. The Ancient Age
  - 18.3.4. The Middle Ages
  - 18.3.5. The Renaissance: the Rise of the Printing Press in Europe
  - 18.3.6. From the XVI to the XVIII Century
  - 18.3.7. The XIX Century and the First Half of the XX Century
- 18.4. The Meaning of Visual Messages
  - 18.4.1. The Image, the Signifying Object
  - 18.4.2. The Representational Quality of the Image: Iconicity
  - 18.4.3. The Plastic Quality of the Image
  - 18.4.4. The Symbolic Quality
  - 18.4.5. Other Visual Codes
- 18.5. Elements Related to Image Representation
  - 18.5.1. The Articulation of Image Representation
  - 18.5.2. Morphological Elements of the Image
  - 18.5.3. Scalar Elements of the Image
- 18.6. The Composition
  - 18.6.1. Composition or Visual Syntax
  - 18.6.2. The Balance
  - 18.6.3. Dynamic Elements of Representation
  - 18.6.4. Normative Composition
- 18.7. Color and Light
  - 18.7.1. Introduction
  - 18.7.2. Light, Color and Perception
  - 18.7.3. Primary Colors
  - 18.7.4. Basic Color Reproduction Techniques
  - 18.7.5. Color Dimensions
  - 18.7.6. Harmony Types and Pallet Construction
  - 18.7.7. Plastic Functions of Color (as a Morphological Element)

- 18.8. Typography
  - 18.8.1. Definition
  - 18.8.2. Formal Structure and Type Measurement
  - 18.8.3. Classification of Typefaces
  - 18.8.4. Type Variants
  - 18.8.5. The Composition of the Text
  - 18.8.6. Issues Affecting Readability
- 18.9. Editorial Design and Infographics
  - 18.9.1. Editorial Design
  - 18.9.2. Infographics
- 18.10. Graphic Design and Advertising
  - 18.10.1. Visual Identity
  - 18.10.2. Letterhead
  - 18.10.3. Business Cards

## Module 19. Corporate Identity

- 19.1. Didactic Contents
  - 19.1.1. The Importance of Image in Businesses
  - 19.1.2. What is Corporate Image?
  - 19.1.3. Differences between Corporate Identity and Corporate Image
  - 19.1.4. Where can the Corporate Image be Manifested?
  - 19.1.5. Corporate Image Change Situations. Why Achieve a Good Corporate Image?
- 19.2. Research Techniques in Corporate Image
  - 19.2.1. Introduction
  - 19.2.2. The study of the Company's Image
  - 19.2.3. Corporate Image Research Techniques
  - 19.2.4. Qualitative Image Study Techniques
  - 19.2.5. Types of Quantitative Techniques

- 19.3. Image Audit and Strategy
  - 19.3.1. What is Image Auditing?
  - 19.3.2. Guidelines
  - 19.3.3. Audit Methodology
  - 19.3.4. Strategic Planning
- 19.4. Corporate Culture
  - 19.4.1. What is Corporate Culture?
  - 19.4.2. Factors Involved in Corporate Culture
  - 19.4.3. Functions of Corporate Culture
  - 19.4.4. Types of Corporate Culture
- 19.5. Corporate Social Responsibility and Corporate Reputation
  - 19.5.1. CSR: Concept and Application of the Company
  - 19.5.2. Guidelines for Integrating CSR into Businesses
  - 19.5.3. CSR Communication
  - 19.5.4. Corporate Reputation
- 19.6. Examples of the Internationally Most Relevant Corporate Identities
- 19.7. Brand Image and Positioning
  - 19.7.1. The Origins of Trademarks
  - 19.7.2. What is a Brand?
  - 19.7.3. The Need to Build a Brand
  - 19.7.4. Brand Image and Positioning
  - 19.7.5. The Value of Brands
- 19.8. Image Management through Crisis Communication
  - 19.8.1. Strategic Communication Plan
  - 19.8.2. When it All Goes Wrong: Crisis Communication
  - 19.8.3. Cases
- 19.9. The Influence of Promotions on Corporate Image
  - 19.9.1. The New Advertising Industry Landscape
  - 19.9.2. Promotional Marketing
  - 19.9.3. Features
  - 19.9.4. Dangers
  - 19.9.5. Promotional Types and Techniques

- 19.10. Distribution and Image of the Point of Sale
  - 19.10.1. The Main Players in Commercial Distribution in Spain
  - 19.10.2. The Image of Retail Distribution Companies through Positioning
  - 19.10.3. Through its Name and Logo

## Module 20. Public Opinion

- 20.1. The Concept of Public Opinion
  - 20.1.1. Introduction
  - 20.1.2. Public Opinion as an Individual and Collective Phenomenon
  - 20.1.3. Public Opinion as a Rational Phenomenon and as a Form of Social Control
  - 20.1.4. Phases in the Growth of Public Opinion as a Discipline
  - 20.1.5. The 20th Century: The Century of Public Opinion
  - 20.1.6. Main Public Concerns that Keep it as a Discipline
- 20.2. Theoretical Framework of Public Opinion
  - 20.2.1. Main Orientations and Perspectives of the Discipline of Public Opinion in the 20th Century
  - 20.2.2. 20th Century Authors: Robert E. Park and the Spatial Conception of Public Opinion
  - 20.2.3. Walter Lippmann: Biased Public Opinion
  - 20.2.4. Jürgen Habermas: the Political-Value Perspective
  - 20.2.5. Niklas Luhmann: Public Opinion as a Communicative Modality
- 20.3. Social Psychology and Public Opinion
  - 20.3.1. Introduction: Psychosociological Characteristics and Public Opinion
  - 20.3.2. Psychosocial Variables in the Relationship of Persuasive Entities with their Public
  - 20.3.3. Adaptation of Public Opinion to Persuasive Messages: Conformism
- 20.4. Media Influence Models
  - 20.4.1. Types of "Effects" of the Media
  - 20.4.2. Research on Media Effects
  - 20.4.3. The Return to Media Power (Models from 1970 Onwards)

- 20.5. Public Opinion and Political Communication
  - 20.5.1. Introduction: Public Opinion and Political Communication
  - 20.5.2. Electoral Political Communication. Propaganda
  - 20.5.3. Government Political Communication
- 20.6. Public Opinion and Elections
  - 20.6.1. Do Election Campaigns Influence Public Opinion?
  - 20.6.2. The Effect of the Media in Election Campaigns as a Reinforcement of Existing Opinions: The Selective Exposure Theory
  - 20.6.3. Bandwagon and Underdog Effects
  - 20.6.4. The perception of media influence on others: the third-person effect 6.5. The influence of election debates and television advertisements
- 20.7. Government and Public Opinion
  - 20.7.1. Introduction
  - 20.7.2. Representatives and their Constituents
  - 20.7.3. Political Parties and Public Opinion
  - 20.7.4. Public Policies as an Expression of the Government's Action
- 20.8. The Political Intermediation of the Press
  - 20.8.1. Introduction
  - 20.8.2. Journalists as Political Intermediaries
  - 20.8.3. Dysfunctions of Journalistic Intermediation
  - 20.8.4. Reliance on Journalists as Intermediaries
- 20.9. Public Sphere and Emerging Models of Democracy
  - 20.9.1. Introduction: the Democratic Public Sphere
  - 20.9.2. The Public Sphere in the Information Society
  - 20.9.3. Emerging Models of Democracy
- 20.10. Methods and Techniques for Public Opinion Research
  - 20.10.1. Introduction
  - 20.10.2. Opinion Polls
  - 20.10.3. Quantitative Content Analysis
  - 20.10.4. The In-depth Interview
  - 20.10.5. Focus Groups



*A comprehensive specialized program that will take you through the necessary education to compete with the best in your profession”*

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.



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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.

“

*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 Advanced Master's Degree in Digital Journalism and Community Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Professional Master's Degree diploma issued by TECH Technological University.



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*This Advanced Master's Degree in Digital Journalism and Community Management is the largest compendium of knowledge in the field: A degree that will be a high-quality added value for any professional in this area"*

This **Advanced Master's Degree in Digital Journalism and Community Management** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Advanced Master's Degree** issued by **TECH Technological University** via tracked delivery\*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Advanced Master's Degree, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Advanced Master's Degree in Digital Journalism and Community Management**

Official N° of Hours: **3000 h.**



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

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education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
development language  
virtual classroom



## Advanced Master's Degree Digital Journalism and Community Management

- » Modality: online
- » Duration: 2 years
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

# Advanced Master's Degree Digital Journalism and Community Management