

# Internship Program

## Audiovisual Journalism

A man in a suit and glasses is looking at a screen displaying digital data and code. The background is a dark, futuristic interface with glowing blue and green lines and text. The overall theme is technology and digital journalism.

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Internship Program  
Audiovisual Journalism

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# 01

## Introduction

The audiovisual sector is booming and requires professionals with extensive experience in new formats and technical knowledge. Theoretical knowledge is basic in any activity, but in others, practice is essential to be able to develop with greater ease. This is the case in the world of journalism, where daily work enriches the professional at the same time that they achieve an improvement in their work. This Internship Program is a great opportunity for students who wish to progress in their field with the help of professionals in the sector. For this purpose, they will have an intensive 3-week internship in a company related to the sector of audiovisual communication, which, at the same time, will provide them with a direct and immersive learning experience with the most respected professionals.

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*Thanks to this academic program, you will incorporate the most innovative practical tools of broadcast journalism into your daily professional practice”*





The new scenarios in journalism with the irruption of social networks and new television formats make it necessary to be constantly updated. In this new informative paradigm, the journalist finds themselves every day wanting to continue transmitting information of all kinds to an audience that has in their hands more and more media where they can inform and entertain their readers. Given this situation, students who want a close, current and professional vision in the audiovisual field will be able to achieve it thanks to this Internship Program.

Designed by TECH, this degree consists of an intensive 120-hour educational internship in a first-rate media company. The chosen institutions stand out in the journalistic panorama for their efficient management of the most innovative audiovisual technologies in the digital era. Far from being satisfied with the traditional work strategies of the sector, these centers have sought new creative formats that allow them to communicate directly with their users in channels such as social networks, streaming platforms, among others.

In addition, these media outlets have the most competitive professionals in the sector. They will be in charge of involving the student in the productive dynamics of the sector and assigning them tasks of varying complexity and rigor. In addition, all students will be supervised by an assistant tutor who will be in charge of monitoring their progress in exhaustive 8-hour days, from Monday to Friday, until completing 3 weeks. This academic opportunity, a pioneer in its kind, will allow immediate access of its graduates to the most competitive jobs in Audiovisual Journalism. In those positions, their curriculum will stand out for the multiple skills and practical experiences that they will acquire throughout this rigorous on-site stay.

# 02

## Why Study an Internship Program?

In recent decades the lines between the different types of journalism have become blurred. Big media are no longer satisfied with a professional who only knows the codes of the written, radio or television press. The journalists who are now at the forefront are those who, with more or less mastery, are capable of writing reports, producing informative programs or creating content for social networks. Against this backdrop, TECH wants to specialize its students in the most updated tools and essential strategies to turn them into complete experts in Audiovisual Journalism.



*Enroll in this program and you will immediately be able to acquire practical experiences of the what to do in audiovisual journalism”*

### **1. Updating from the latest technology available**

This Internship Program will update the journalist's skills in audiovisual production. Particularly, it will delve into the use of mobile tools for the creation of material for social networks and news spaces. Thus, the student will acquire a holistic understanding of the resources available in the digital era.

### **2. Gaining In-Depth Knowledge from the Experience of Top Specialists**

For the development of this Internship Program, students will have a highly experienced and professional assistant tutor. They will be assisted by this expert who will help them to go deeper into the working dynamics of Audiovisual Journalism and will supervise the realization of projects and comprehensive tasks.

### **3. Entering first-class audiovisual environments**

For this program, TECH has chosen top-level journalistic institutions that will provide its students with an intensive stay in Audiovisual Journalism. These media companies are internationally recognized for their innovative tools and competitive professionals.



#### **4. Putting the acquired knowledge into daily practice from the very first moment**

Unlike other programs in the market, TECH's Internship Programs do not focus on the development of competencies from a theoretical point of view. On the other hand, the student acquires skills in this degree by working from day one in the creative dynamics of a 3-week intensive stay duration.

#### **5. Expanding the Boundaries of Knowledge**

Through different agreements and contacts, TECH has chosen institutions of international reference in the field of Audiovisual Journalism for this Internship Program. In this way, its students will update their knowledge in top-notch media, located in the most important ones.



*You will have full practical immersion at the center of your choice"*

# 03

## Objectives

The goal of this Internship Program is for students to be able to gather all the necessary and rigorous information to transfer it through the different audiovisual media. Also, the professional will be able to adapt any journalistic genre to the digital world so in vogue at this time. All this from the hand of a team of professionals in the sector who will accompany you in your day to day work, will instruct and advise you to achieve the objectives you have set for yourself.



### General Objectives

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- Communicate and inform in the language of the press, through the mastery of its various journalistic genres
- Bring knowledge, ideas and debates of informative content to society through the different journalistic modalities and the different media
- Understand the importance of audiovisual narrative in today's communication environment







## Specific Objectives

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- ♦ Make decisions related to information tasks, production and editing, which are manifested in the search for the most current news
- ♦ Encourage creativity and persuasion through different supports and different means of communication
- ♦ Know how to place communication in the context of the other social sciences
- ♦ Use informative and communicative technologies and techniques, in the different media or combined and interactive media systems
- ♦ 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
- ♦ Gain knowledge of digital journalism in its formats and contents



*This hands-on training gives you the opportunity to be in a real work scenario. Enroll and enrich yourself with quality education”*

# 04

## Educational Plan

The Internship Program of this training consists of a practical stay in a company of a prestigious sector. During 3 weeks, the students will work with professionals in the communication area learning the main techniques, tools and editing programs used for writing and disseminating information.

The students will be present in this stay from Monday to Friday, in a schedule of 8 consecutive hours, and will be tutored by a TECH teaching team that will verify that the student receives a practical education, according to the reality of the sector and that completes their learning in the audiovisual field.

In this training proposal, of a completely practical nature, the activities are aimed at the development and improvement of the necessary skills for the provision of journalistic services in the audiovisual field, which require high qualifications, and are oriented to the specific training for the practice of the activity.

It is an excellent opportunity to learn by working in a sector with a future, and where you can approach digital journalism, to the writing of texts adapted for the webs, with an eye to SEO and SEM positioning, without losing the notoriety that gives journalism the updated, serious and rigorous information. In this field of professional 2.0, the mastery and practical exercise of traditional and hybrid genres is currently of great relevance.

The practical teaching will be carried out with the active participation of the student performing the activities and procedures of each area of competence (learning to learn and learning to do), with the accompaniment and guidance of teachers and other fellow trainees that facilitate teamwork and multidisciplinary integration as a key element of the course.



*Receive specialized education in an institution that can offer you all these possibilities, with an innovative academic program and a human team that will help you develop your full potential"*



The procedures described below will be the basis of the practical part of the training, and their implementation will be subject to the center's own availability and workload, the proposed activities being the following:

Module	Practical Activity
<b>Audiovisual narrative techniques and television communication</b>	Generate an audiovisual narrative and discourse in credible pieces
	Develop television language and narration
	Elaborate journalistic and television scripts, as well as literary and technical scripts
	Apply theoretical knowledge in narrative to audiovisual digital environments
	Practice voice-over and expression in audiovisual pieces for television
<b>Essential dynamics of informative documentation and written journalism of relevance for the Audiovisual area</b>	Perform a correct compilation of informative documentation
	Drawing up radio, audiovisual and photographic documentations
	Write texts with full use of journalistic language
	Elaborate journalistic reports with attractive headings and subtitles that fulfill specific functions
	Create journalistic interviews
<b>Techniques of television journalism and radio communication</b>	Differentiate between daily and non-daily news with practical exercises
	Perfect television editing techniques
	Distinguish between the different radio genres when preparing programs and scripts
	Elaborate expressive and creative radio scripts, mainly for news programs
	Voice-over of radio pieces
	Organize the tasks of a radio editor and producer
	Produce radio advertising pieces
<b>Innovations of digital journalism, social networks and publication design</b>	Improving SEO and SEM techniques
	Create pieces for micro blogging and journalistic blogs
	Create texts that take into account the multimedia format and hyper textuality
	Transfer analog journalistic work to digital environments

# 05

## Where Can I Do the Internship Program?

In its maxim of offering quality education, TECH has selected companies in the audiovisual sector that maintain the same philosophy and provide students with a unique, enriching experience that will boost their professional careers. The company offers qualified personnel in the area of communication and the latest technology used in the sector.

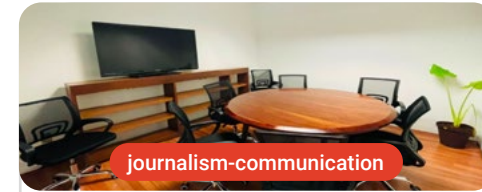
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*Take your Internship Program in leading audiovisual companies, which will open the doors to the labor market”*





The student will be able to do this program at the following centers:



journalism-communication

### Wakken

Country City  
Mexico Mexico City

Address: Ozuluama 21 B Col. Hipódromo  
Condesa Del. Cuauhtemoc

Space for high-level physical activity high level

#### Related internship programs:

- High Performance in Sports
- Sports Journalism



journalism-communication

### Grupo Fórmula

Country City  
Mexico Mexico City

Address: Cda. San Isidro 44, Reforma Soc,  
Miguel Hidalgo, 11650 Ciudad de México, CDMX

Leading company in multimedia communication and  
content generation

#### Related internship programs:

- Graphic Design
- People Management

# 06

## General Conditions

### Civil Liability Insurance

This institution's main concern is to guarantee the safety of the trainees and other collaborating agents involved in the internship process at the company. Among the measures dedicated to achieve this is the response to any incident that may occur during the entire teaching-learning process.

To this end, this entity commits to purchase a civil liability insurance policy to cover any eventuality that may arise during the course of the internship at the center.

This liability policy for interns will have broad coverage and will be taken out prior to the start of the practical training period. That way professionals will not have to worry in case of having to face an unexpected situation and will be covered until the end of the internship program at the center.



## General Conditions of the Internship Program

The general terms and conditions of the internship agreement for the program are as follows:

**1. TUTOR:** During the Internship Program, students will be assigned with two tutors who will accompany them throughout the process, answering any doubts and questions that may arise. On the one hand, there will be a professional tutor belonging to the internship center who will have the purpose of guiding and supporting the student at all times. On the other hand, they will also be assigned with an academic tutor, whose mission will be to coordinate and help the students during the whole process, solving doubts and facilitating everything they may need. In this way, the student will be accompanied and will be able to discuss any doubts that may arise, both clinical and academic.

**2. DURATION:** The internship program will have a duration of three continuous weeks, in 8-hour days, 5 days a week. The days of attendance and the schedule will be the responsibility of the center and the professional will be informed well in advance so that they can make the appropriate arrangements.

**3. ABSENCE:** If the students does not show up on the start date of the Internship Program, they will lose the right to it, without the possibility of reimbursement or change of dates. Absence for more than two days from the internship, without justification or a medical reason, will result in the professional's withdrawal from the internship, therefore, automatic termination of the internship. Any problems that may arise during the course of the internship must be urgently reported to the academic tutor.

**4. CERTIFICATION:** Professionals who pass the Internship Program will receive a certificate accrediting their stay at the center.

**5. EMPLOYMENT RELATIONSHIP:** The Internship Program shall not constitute an employment relationship of any kind.

**6. PRIOR EDUCATION:** Some centers may require a certificate of prior education for the Internship Program. In these cases, it will be necessary to submit it to the TECH internship department so that the assignment of the chosen center can be confirmed.

**7. DOES NOT INCLUDE:** The Internship Program will not include any element not described in the present conditions. Therefore, it does not include accommodation, transportation to the city where the internship takes place, visas or any other items not listed.

However, students may consult with their academic tutor for any questions or recommendations in this regard. The academic tutor will provide the student with all the necessary information to facilitate the procedures in any case.

# 07 Certificate

This **Internship Program in Audiovisual Journalism** contains the most complete and up-to-date program in the professional and academic landscape.

After the student has passed the assessments, they will receive their corresponding Internship Program diploma issued by TECH Technological University via tracked delivery\*.

The certificate issued by TECH will reflect the grade obtained in the test.

Title: **Internship Program's Degree in Audiovisual Journalism**

Duration: **3 weeks**

Course Modality: **Monday to Friday, 8-hour consecutive shifts**

Total Hours: **120 h. of professional practice**





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